



REQUEST FOR QUALIFICATIONS
On-Call Marketing, Communications, and Donor Engagement
Professional Services for
Napa County Resource Conservation District

Deadline for Submission

Friday, November 8, 2024 at 5:00 p.m. PST

BACKGROUND INFORMATION:

Napa County Resource Conservation District (Napa RCD) was established in 1945 as a special district of the State of California to empower the community to voluntarily conserve, protect, and restore natural resources in a landscape that supports agriculture, urban areas, and wild lands. We help our community achieve shared goals like climate resiliency, water security, thriving ecosystems, and environmental literacy. We do this by providing technical assistance, environmental monitoring, education, collaboration, and funding assistance on issues related to forest health, watershed health, and regenerative agriculture. Napa RCD works at many scales – from the individual landowner to entire watersheds and multi-county regions.

Our multidisciplinary team consists of sixteen conservation scientists, outreach and administrative professionals who are skilled at developing, implementing, and monitoring many types of projects. We are co-located with the field office of the USDA Natural Resources Conservation Service (NRCS). Our Board of Directors is composed of seven individuals who oversee an \$8.5M annual operating budget that is mostly grant and contract funded.

Napa RCD wishes to drive greater awareness, foster positive perceptions of our organization, and inspire donors and funders to give during our 80th anniversary, which falls on June 2025. This will require the development of an 80th anniversary marketing and public relations strategy; development of various communications materials to paint a picture of the work we do, the impact it has, and our missions and vision; and support with marketing and communications activities to drive donor and partner engagement over this anniversary period.

DESIRED OUTCOMES:

Napa RCD desires to contract with one or more Contractors that specialize in marketing, communications, and donor engagement services, have the capacity to quickly execute contracts and efficiently deliver these services on agreed upon timelines over the next year, and can work collaboratively and iteratively with staff and board members. Qualified Contractors should provide one or more of the services outlined in Attachment A, but a Contractor need not specialize in all the listed services.

SCHEDULE:

To the extent achievable, the following schedule shall govern the Request for Qualifications ("RFQ"). Napa RCD reserves the right to modify the dates below, and will notify all known respondents of any schedule changes.

1. RFQ released: Thursday, October 10, 2024 at 1:00 p.m. PST.
2. Deadline for submission of interpretation and/or questions: Friday, October 18, 2024 at 5:00 p.m. PST.
All questions should be submitted via email to: Monique@NapaRCD.org
3. Answers to questions released: Friday, October 25, 2024 at 5:00 p.m. PST.
Firms interested in this RFQ may email Monique Byro, Monique@NapaRCD.org, to be included on an email list to receive answers to questions and any RFQ Addendum(s) generated.
4. Responses/Statement of Qualifications due: Friday, November 8, 2024 at 5:00 p.m. PST.
Responses shall be submitted by email to Monique Byro, Monique@NapaRCD.org, as a single pdf file containing all required contents. Hard copy responses will not be accepted. No changes or corrections to responses will be accepted after the due date.
5. Interviews conducted: TBD, only if necessary.
6. Successful respondents notified: Friday, November 15, 2024 at 5:00 p.m. PST.
7. Contracts executed: Should Napa RCD choose to enter into a contract with a Contractor, As-Needed contracts will be executed between Napa RCD and the Contractor.

SUBMISSION REQUIREMENTS:

Responses shall be submitted by email to Monique Byro, Monique@NapaRCD.org, as a single PDF file containing the following required contents. Hard copy responses will not be accepted. Responses are due Friday, November 8, 2024 at 5:00 p.m. PST. Proposals

received after the advertised closing date and time will be considered non-responsive and will be rejected.

1. Cover Letter (no longer than 1 page)

The cover letter should convey a clear understanding of the requirements and objectives, and why the respondent is qualified to be awarded a contract.

2. Respondent's Qualifications (no longer than 20 pages with work samples)

Responses to the items in the Scope of Services (see Attachment A). Indicate clearly which services your firm proposes to provide either directly or through subcontractors, using the terminology and numbering listed in Attachment A. Share any relevant work samples.

3. Proposed Respondent Team

Please include the qualifications of the Project Manager, and all other staff and/or subcontractors who will perform the services outlined herein. Include a resume for each listing: education, experience, and expertise in this type of work.

4. Fee Schedule

This section should identify the current billing rates for listed personnel, as well as other expenses that would be charged in conjunction with the work. As much as possible provide other expenses as per hour, day or per unit costs.

5. Conflicts

This section should identify whether respondent anticipates it would need to obtain conflict waivers from any existing clients and how respondent anticipates addressing any potential conflicts with respect to any member agencies.

6. References

The names, addresses, and telephone numbers of up to three (3) clients, particularly public or nonprofit sector clients, who have contracted with the respondent for services similar to those described in this RFQ within the last five years.

7. Debarment or other Disqualification:

Respondent must disclose any debarment or other disqualification as a supplier or vendor for any federal, state, or local entities. Respondent must describe the nature of the debarment/disqualification, including where and how to find such detailed information.

INSURANCE REQUIREMENTS:

Contractor, at Contractor's sole cost and expense and for the full term of the resultant contract or any extension, shall obtain and maintain at least all of the insurance requirements of Napa RCD. Proof of insurance coverage shall be provided as part of the proposal and shall include the insurance types and required coverages specified below. The Contractor agrees to submit proof that Napa RCD is named as an additional insured by separate endorsement under any awarded As-Needed Agreement.

1. Insurance Services Offices Office Commercial Liability coverage (Occurrence Form CG 0001)
2. Insurance Service Offices Form Number CA 0001 covering Automobile Liability, Symbol 1 (any auto)
3. General Liability: One million dollars (\$1,000,000) per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used either the general aggregate limit shall apply (with the ISO CG 2503, or ISO CG 2504, or insurer's equivalent endorsement provided to the SRCD) or the general aggregate limit shall be twice the required occurrence limit.
4. Automobile Liability: One million dollars (\$1,000,000) for bodily injury and property damage for each accident limit.
5. The general liability policy shall cover bodily injury and property damage liability, owned and non-owned equipment, blanket contractual liability, and completed operations liability.
6. The automobile liability policy shall cover all owned, non-owned, and hired vehicles.
7. Workers' Compensation and Employer's Liability Insurance: Provide proof of insurance verifying that it is insured (or be qualified self-insured) under the applicable laws relating to workers' compensation insurance, in accordance with the "Workers' Compensation and Insurance Act," Division IV of the Labor Code of the State of California and any Acts amendatory thereof.

EVALUATION CRITERIA:

The following criteria will be used by Napa RCD in evaluating submissions:

1. Experience and demonstrated competence of the identified key areas of service outlined in the Qualifications section of this RFQ.
2. Reference recommendations.
3. Comprehensive fee schedule.
4. Thoroughness of submission.

Napa RCD reserves the right to award a contract based on written responses only, however oral presentations and written questions for further clarifications may be required of some or all of the respondents.

RIGHT TO REJECT PROPOSALS:

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the agreement between Napa RCD and the firm selected. Napa RCD reserves the right without prejudice to reject any or all proposals. Napa RCD will not assume any responsibility for errors or misinterpretations resulting from the use of incomplete sets of proposal documents.

ATTACHMENT A: SCOPE OF SERVICES

1) Develop an 80th anniversary marketing and public relations strategy that is right sized to Napa RCD's budget, capacity, and culture:

- a) Create an anniversary-year branding message and logo.
- b) Develop an anniversary marketing and public relations plan with goals, timelines, and metrics which includes several elements:
 - i) An outreach campaign to supporters with a goal of increasing donations;
 - ii) A publicity campaign that tells our story and generates local and regional print and broadcast publicity;
 - iii) Custom content such as newsletter articles, slide-decks, and annual report stories that inform, educate and advance our mission; and
 - iv) A social media campaign that connects to and deepens relationships with partners, donors, and other stakeholders.

2) Develop key messages and communication materials about Napa RCD's mission, values, and purpose:

- a) Develop key messages that we want our partners, donors, the general public, and other stakeholders to hear, understand, and remember about our organization.
- b) Develop brochures, slide-decks, and other communication materials introducing the organization and its individual program areas (e.g., Community Engagement, Forest Health, Regenerative Agriculture, Watershed Health) to our partners, donors, the general public, and other stakeholders. These materials can be developed from existing content (e.g., annual reports, website content, project and grant reports), as well as interviews with staff and board members. These materials will be used by staff and board members in various outreach and engagement activities (e.g., presentations, donor meetings). Some of these materials will also be posted on Napa RCD's website or will be printed and made available in its lobby and at events.
- c) Review Napa RCD's website and provide recommendations on changes to messaging and how content is organized.

3) Support fundraising activities tied to Napa RCD's 80th anniversary:

- a) Support an update to Napa RCD's donation form and webpage to help people donate easily through email, social media, and other marketing materials.
- b) Support development of donation appeals, thank you messages, and other messaging.
- c) Support development of social media posts to help reach new donors and keep existing ones engaged.

- d) Support development of a major donor plan including a gift range chart and donor management process.

4) Develop custom stories to communicate key programmatic goals and accomplishments:

- a) We wish to share factual accounts of our work and impact using both written and visual storytelling approaches. These stories will be developed through interviews with staff and board members, partners, clients, and others, as well as using existing content developed by the organization. Examples include:
 - i) Retrospective on over 20 years of fish monitoring in the Napa River watershed.
 - ii) Overview of 10+ fish passage barriers previously removed by Napa RCD and goals of the current fish passage barrier remediation program.
 - iii) The goals and major initiatives of Napa RCD's Forest Health Program and what sets it apart from other wildfire and forestry related programs in the county and region.
- b) Work with Napa RCD staff to determine which stories to develop over the coming year to support a successful 80th anniversary, identify the appropriate formats for each story, and advise on a distribution plan for the stories.

5) Graphic design support:

- a) Develop custom marketing materials (e.g., flyers, posters, social media posts) in line with Napa RCD's brand guide.
- b) Develop templates for various types of communications products, including slide-decks, technical reports, business cards, posters, and more.
- c) Develop custom graphics which support storytelling.
- d) Take photos, record soundbites, and/or film b-roll footage for use in educational materials.
- e) Advise Napa RCD staff on graphic design best practices.