



Valley CERF
Community Economic Resilience Fund

REQUEST FOR PROPOSALS FOR
Local Community Engagement Services
for Central San Joaquin Valley CERF
(Valley CERF)
June 12, 2023

BACKGROUND AND PURPOSE

Valley CERF (Community Economic Resilience Fund) is an inclusive economic development planning process involving stakeholders from Fresno, Madera, Kings and Tulare Counties. The Valley CERF coalition represents over 140 organizations from diverse stakeholder groups, including Community Based Organizations, Education and Workforce Training, Employers and Business, Environmental Justice, Labor & Worker Centered Organizations, Tribal Entities and Local Governments.

Between now and July 2024, stakeholders from each of the four local tables (Madera, Kings/Tulare, Fresno rural, and Fresno metro), will collectively develop a long-range, competitive and resilient, equitable, and climate-forward economic development plan for the four-county region.

Regional economic development will impact everyone in the four counties, so it is critical that community voices, especially those who have been historically excluded from these processes, be engaged and central to the decisions of the Valley CERF Coalition. To ensure adequate community engagement, we are issuing this Local Community Engagement Services Request for Proposals (RFP). We are eager to receive responses to this RFP from local, community-based organizations that can reach and engage disinvested and disadvantaged communities at the grassroots level.

For more information on the challenges facing each of the Valley CERF counties and the region, please visit the California Office of Environmental Health Hazard Assessment (OEHHA) interactive map in which the state identifies disadvantaged communities in the four-county region. The website can be accessed here:

<https://oehha.ca.gov/calenviroscreen/sb535>.

PARTNERS FOR THE LOCAL COMMUNITY ENGAGEMENT RFP

Organizations that are awarded contracts through this RFP process will be working with the Urban Institute, a research partner for the Valley CERF Coalition, and will be contracting directly with the Valley CERF Local Convener in their respective county = as follows:

- Madera County - United Way of Fresno and Madera Counties (UWFM)
- Kings and Tulare Counties - Workforce Investment Board of Tulare County (Tulare WIB)
- Fresno County - Office of Community and Economic Development at Fresno State University (OCED)

Valley CERF Local Conveners are issuing this RFP in order to partner with a total of nine (9) local community organizations that can reach and engage disinvested communities in the Central San Joaquin Valley region. Specifically, each of the three Local Conveners (UWFM, Tulare WIB, and OCED) will subcontract with three (3) local community organizations in their respective counties (Madera County = 3 contracts, Tulare/Kings Counties combined = 3 contracts, and Fresno County = 3 contracts). The data collected through community engagement contract work will help inform a regional economic development plan for the four-county region.

COMMUNITY ENGAGEMENT ASSISTANCE GOALS & DELIVERABLES

The Valley CERF Coalition is seeking community engagement services in order to:

- Implement a community engagement plan (via survey, interviews, focus groups, and/or other outreach methods) on the current social, economic, and environmental realities faced by communities identified as disadvantaged by the [OEHHA](#). For example, risks and impacts caused by extreme weather events or other effects of climate change; sources of and impacts from pollution, and barriers to accessing high quality jobs.
- Collect demographic data (race/ethnicity, gender, zip code) on who is being engaged.
- Produce a report and present findings in local and regional tables.
- Receive training and technical assistance from the Urban Institute such as guidance for methods and data collection.
- Create and foster partnerships between diverse community members and stakeholders for future collaboration.

Contracts will be effective as of August 1, 2023, at which point selected contractors will begin developing and implementing a culturally responsive and linguistically appropriate community engagement strategy to reach disinvested communities through various channels, as appropriate given their community.

Contractors will produce a report summarizing the findings of their community engagement by November 1st, 2023. They will develop a presentation to share in local and regional meetings held between December 2023 through February 2024.

Throughout the project, contractors will collaborate and closely coordinate with numerous partners and organizations, including the Urban Institute, which is tasked with providing evidence to inform and support the work of the local tables. Additionally, Urban Institute will provide guidance, training, and technical assistance to support contractors to ensure that information collected via the community engagement efforts can be meaningfully integrated into CERF planning process.

DESIRED COMMUNITY ENGAGEMENT PARTNER DESCRIPTION & QUALIFICATIONS

In your response to this RFP, you should be able to demonstrate all of the following:

- Previously conducted community outreach to and engagement with communities that are identified as disinvested by the OEHHA and located in one of the Valley CERF counties (Fresno, Madera, Kings, and/or Tulare) .

- Have staff who are fluent in the languages spoken by the communities they will engage.
- The ability to effectively engage with disinvested communities in a meaningful way to better understand situations on the ground and solicit input and opinions on relatively complex ideas and concepts.
- Proven experience working with diverse communities and integrating diversity, equity and inclusion into community outreach and engagement efforts.
- Demonstrated trusted relationships among disinvested communities.
- Proven experience working with communities that are experiencing intergenerational trauma and significant socioeconomic challenges.
- Proven understanding of the cultural norms, values, and beliefs of the communities they will engage.
- Have staff capacity to do the work within project timeline.
- Geographic scope in one of the Valley CERF counties (Fresno, Madera, Tulare, and/or Kings)
- Knowledge of dynamics and socioeconomic issues facing diverse communities.

TIMELINES/DEADLINES

The following is the anticipated timeline for this RFP and the award/execution of work:

Date	Description
June 12, 2023	RFP is available publicly.
June 23, 2023	RFP closes.
July 2023	Awardees are announced.
August 1 st , 2023	Contracts between RFP winners and Local Conveners are signed and executed. Contractors attend orientation session.
November 1 st , 2023	Contractors submit a report synthesizing local community engagement findings to Local Conveners and Urban Institute.
December 2023 – February 2024	Contractors present findings to local and regional tables.

LOCATION

Contractors must be able and available to conduct community engagement and outreach work in one or more of the following counties: Fresno, Madera, Kings, and/or Tulare Counties.

BUDGET

The budget for community engagement services performed between August 1, 2023, and February 29, 2024, is \$40,000 each.

This amount should cover all of the following;

1. Staff time
2. Expenses, including transportation, mileage or other travel required to carry out the scope of work described in your response to the RFP, food, supplies (including paper, pens, etc.) as needed.
3. Participation incentives (gift cards, meals, etc.)

Local conveners reserve the right to negotiate increases or decreases to budgets once all applications have been reviewed.

PROJECT DURATION: August 1, 2023, to February 29, 2024

FISCAL SPONSOR AND REGIONAL CONVENER

The State of California has contracted with the Central Valley Community Foundation to serve as the Fiscal Sponsor and Regional Convener of the Valley CERF Coalition. CVCF's mission is to *"connect capital and communities for a 'just and thriving' Central Valley."*

PROPOSAL SUBMISSION

Proposals must include responses to the following:

1. Provide a description of your organization's work and mission.
2. Provide a description of experiences using diverse community engagement methods. For example, worker-voice interviews, phone calls, door knocking, etc.
3. Provide a description of two projects detailing how your organization engaged with hard-to-reach and historically disinvested communities to better understand social and economic realities.
4. Explain how your organization will collect information on the current social and economic realities faced by diverse communities. Please share the methods you will use (e.g., interviews, focus groups, etc.) and the populations you will aim to reach.
5. Provide an estimated budget for the work proposed.
6. Provide names and phone numbers for two references who have worked closely with your organization on community engagement efforts.

Proposals must be received by June 23, 2023, at 11:59 p.m. Pacific Standard Time (PST), via the Google Form linked here, [Local Community Engagement RFP](#), in English, and here, [Solicitud de Propuestas para la Participación de la Comunidad Local](#), in Spanish. Late proposals will not be accepted.

PDF versions of the Google Form are also available on the website to download.

CONDITIONS

1. The Local Conveners reserve the right to reject any and all proposals received or to negotiate separately with any source whatsoever in any manner necessary to serve the best interest of the Valley CERF Coalition.

2. All awards will be based upon fund availability. The Local Conveners reserve the right to terminate or modify any part of this procurement process at any time and for any reason; to award one contract or multiple contracts; to negotiate changes; to make no awards; and to issue new and/or revised policies and clarifications at any time.
3. All response packages become the property of the Local Conveners. It is understood and agreed that the proposer claims no proprietary rights to the ideas and written materials contained in or attached to its response package.
4. The Local Conveners reserve the right to negotiate modifications to response packages.

For any questions, please reach out to the Local Conveners in your respective county:

Madera	Rico Peralta, Director of Programs rperalta@uwfm.org
Fresno	Eduardo Gonzalez, Executive Director, edgonzalez@csufresno.edu
Kings/Tulare	Sam Williford, WIB Strategic Initiatives Coordinator, swilliford@tularewib.org