

COUNTY OF MARIN
COMMUNITY DEVELOPMENT AGENCY (CDA)

REQUEST FOR PROPOSALS (RFP)
FOR
DRAWDOWN: MARIN DEVELOPMENT ASSISTANCE

Issue Date: September 7, 2021
Responses Due: October 8, 2021

Date	Event
September 7, 2021	Release of RFP
September 17, 2021	Deadline for submitting written questions
September 29, 2021	Deadline for CDA answering questions
October 8, 2021	Deadline for submitting RFPs
October 19 and 20, 2021	Interviews of Qualified/Short Listed Firms
October 22, 2021	Notification/Negotiation of Contract
November 1, 2021 – December 31, 2022	Contract Period

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I. COUNTY STRUCTURE AND BACKGROUND

The County of Marin is one of nine northern California Bay Area counties. The Richmond-San Rafael Bridge links Marin County to the East Bay and the Golden Gate Bridge links Marin County to San Francisco. Marin County has a total population of 252,409 which includes an unincorporated population of 67,427. There are 11 incorporated cities, with approximately 73% of County residents living within the incorporated areas and the remaining 27% residing in the unincorporated areas.

On October 3, 2017, the Marin County Board of Supervisors adopted [Resolution 2017-04 “Supporting Actions to Dramatically Reduce Carbon Emissions and Achieve a Climate Resilient Future.”](#) The Resolution launched the Drawdown: Marin initiative and committed the County to dramatically reducing Countywide greenhouse gas (GHG) emissions. Drawdown: Marin, an idea developed by the Marin Climate Action Network (MCAN) (a community-based volunteer group), seeks to engage and empower communities to discuss priorities and to design and implement local climate change solutions. It is a coordinated and collaborative effort involving Marin County cities and towns, organizations, businesses, and individuals who between 2018 and 2020, informed the development of the [Strategic Plan](#) (Plan). This Plan was received by the Board of Supervisors in December 2020. It outlines next steps necessary for the County and Drawdown: Marin to meet its goals, including forming a new nonprofit organization. This option was chosen by the Drawdown: Marin Executive Steering Committee (selected by MCAN and County staff) after consideration and evaluation of multiple governance structures. A nonprofit will allow Drawdown: Marin to empower the public to participate at multiple levels and as board members, make decisions with local agencies and governments about local climate change efforts, and will allow Drawdown: Marin to seek funding from diverse sources not normally available to County government.

This new nonprofit will partner with the County to build and serve as a hub that spurs environmental innovation while leveraging, amplifying, and supporting existing organizations and bold climate solutions countywide. Drawdown: Marin will advance this purpose by collaborating with and increasing capacity of public and private entities to dramatically reduce GHG emissions below zero while creating a thriving, equitable, and resilient future for County residents. Specifically, the nonprofit will implement the Plan (and future, similar plans), which includes increasing and deepening community engagement and equity work, development (securing funding, etc.), and supporting implementation of the Drawdown: Marin solutions (projects, programs, and policies) that dramatically reduce GHG emissions, sequester carbon, and create a more resilient and equitable future.

Drawdown: Marin will continue to raise awareness of the connections between climate change and equity. Frontline communities suffer first and worst from climate disasters because these communities, which are often disproportionately made up of low-income people and people of color, and who are often the least responsible for producing GHG emissions, are frequently located in areas that lack basic infrastructure to respond to

climate change. Additionally, these communities often develop resiliency practices long before other communities and build those practices into their social structures. Frontline communities have long existed and still exist in Marin County, and the County and Drawdown: Marin seek to design and implement solutions in partnership with these communities. This will require internal and external on-going work to normalize, organize, and internalize equity principles and approaches. These efforts are critical to achieving our emissions reduction targets and Drawdown: Marin vision and goals.

II. INTRODUCTION

The goals for this project are to:

1. Develop a Fundraising Plan for 2022-2023.
 - a. Identify priority, near-term (2022-23) funding opportunities and clear steps toward securing that funding.
 - b. Identify long-term funding opportunities and near-term actions needed to secure that funding in the future.
2. Develop fundraising materials to be used by consultant, Drawdown: Marin staff and Board of Directors.
 - a. Materials to include but not limited to talking points, presentation materials, elevator pitches, value propositions, handouts, and other promotional materials or “leave behinds” for potential funders.
 - b. Materials will also include a “fundraising training” (1 virtual or in-person training that is recorded for future use) for Drawdown: Marin staff and working group members and Board of Directors so they are prepared to raise money.
3. Secure at least \$105,000 to support one or more of the following efforts:
 - a. Community Engagement
 - b. Behavior Change Campaign(s)
 - c. Endorsed Solutions Implementation
 - d. Diversity, Equity, Inclusion, and Belonging efforts (internal and external)
 - e. Collective Impact Activities, e.g. trainings, workshops, etc. for Drawdown: Marin participants

Consultant should indicate the maximum amount of funding it believes it can secure in the contract period and indicate how it will achieve that goal. Please refer to the Strategic Plan (linked above) to understand Drawdown: Marin’s general funding needs.

Proposed Project Timeline (subject to change)

Period	Task
Nov 2021 – Feb 2022	Develop draft fundraising plan
Feb 2022	Meetings with: <ul style="list-style-type: none"> - Board of Directors - Lead implementers of Endorsed Solutions - Community Outreach Partnership (existing Drawdown: Marin working group)

Mar 2022	Fundraising plan to Board of Directors for acceptance
Mar – Dec 2022	Implement fundraising plan; identify near-term priorities; apply for funding
Dec 2022	Possible contract extension at sole discretion of County to continue fundraising efforts

Project Value

The total contract amount for this work will be based on a mutually agreed upon budget, which may be less than but is not-to-exceed \$50,000. The cost estimates contained in the proposed budget should only include the extent of work the Consultant considers realistic and necessary to address the expected needs and outcomes identified in this RFP. At the conclusion of the expected contract term (December 2022), County may extend the contract at its sole discretion.

Brochures, handouts, and other collateral needed for this Project, subject to fiscal constraints, will be provided by the County outside the scope of this RFP.

Project Schedule

All services related to this Project shall commence after final contract execution (estimated to be by November 1, 2021) with an understanding that the County expects the Project to be completed by **December 31, 2022** with final invoicing no later than January 31, 2023. The contract period may be extended at the sole discretion of the County.

III. SELECTION PROCESS

Proposals received that conform to the RFP instructions will be evaluated. No proposal submitted after the proposal submittal deadline will be considered. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one or more firms. Vendors who contract with the County are required to execute agreements and are required to comply with a variety of compliance requirements. Please review Attachment One, the standard County of Marin professional services contract template.

The following criteria will be used to evaluate submittals and to determine if interviews will be necessary prior to selecting a Contractor:

Evaluation Criteria	Percent of Total Score
Experience (at least 5 years) and ability with similar projects	50 %
Ability to accomplish all items listed in the scope of services	25 %
Professional and technical expertise of proposed personnel	15 %
Cost of services	10 %

IV. Qualifications

The Contractor is responsible for working under the direction of the Contract Manager and for effectively communicating with County staff, Drawdown: Marin working groups, the Board of Directors, and potential funders. The successful firm(s) responding to this RFP shall demonstrate that it has the appropriate professional and technical background, as well as access to adequate staffing resources to fulfill the stated scope of services and to do so effectively within the timeline.

V. Scope of Services

Final task descriptions and outcomes are subject to further input and negotiation with the selected proposer.

Fundraising Plan

1. Develop a draft Fundraising Plan (including two (2) rounds of revisions based on one (2) sets of consolidated written comments) that indicates how Drawdown: Marin will raise funding.
2. Develop an MS Excel-based matrix that shows the various near- and long-term funding opportunities available, contacts, schedule for contacting those sources, what those funding sources can support, etc.
3. Coordinate and host up to 3 meetings with Drawdown: Marin staff, Board of Directors, and other working groups as needed. General project check-in meetings with Drawdown: Marin staff must happen at regular intervals, bi-weekly will suffice. The 3 meetings referenced above are to gather input on draft documents, review deliverables, and provide general progress updates.

Fundraising Collateral

4. Develop fundraising materials including but not limited to: handouts, flyers, talking points, elevator pitch, value propositions, and presentations to be used by consultant, Drawdown: Marin staff, Board of Directors, and other Drawdown: Marin working groups when raising money.
5. Provide “fundraising training” (1 virtual or in-person training that is recorded for future use) to Drawdown: Marin staff, Board of Directors, and other Drawdown: Marin participants as-needed.

VI. Proposal Format

Responders are to submit the requested information in the format specified below.

1. **Letter of Introduction:** Include background information on the company, company office location, company office phone number and company website address. Describe the experience, qualifications and any other vital information of

all key personnel who may be assigned to perform services described in this RFP including names of sub consultants, (if using).

2. **Experience/Firm Qualifications:** Provide three previous project profiles that highlight your firm's experience with development of single use plastics ordinances, outreach and education campaigns and commercial sector recycling and composting programs.
3. **Scope:** Describe your approach and ability to complete all of the items listed on the scope to each task as described in Section V above.
4. **Project Budget:** Please provide a budget organized by task and hours. Please provide a rate schedule to indicate the hourly rate of each member of the project team and the standard cost of expenses related to project tasks.
5. **References:** Provide two references.
6. **Resumes:** Provide resumes for each member of your team. Resumes should be no longer than two pages per individual.

VII. ADDITIONAL INFORMATION

Questions regarding this RFP, or its process, should be submitted no later than **4:00 pm** on **September 17, 2021** with the subject of **Questions for Drawdown: Marin Development Assistance**, to Alex Porteshawver, aporteshawver@marincounty.org. Responses will be posted at by September 29, 2021 .

VIII. SUBMITTAL INSTRUCTIONS

Respondents to this RFP email one (1) electronic copy to drawdown@marincounty.org and copy jkinion@marincounty.org.

Proposals must be received at the email address listed above by 4:00 P.M. on October 8, 2021 and need to be directed to:

Alex Porteshawver, Senior Sustainability Coordinator, Drawdown: Marin
County of Marin – Community Development Agency
3501 Civic Center Drive, Room 308
San Rafael, CA 94903

IX. DISCLAIMERS

Submitting a Response to the RFP

Submission of a proposal does not guarantee any future business with the County. The issuance of this RFP does not constitute agreement by the County that any contract will actually be entered into. The County reserves the rights to reject any and all information submitted and re-issue a new RFP, Request for Bid, or Request for Qualifications or abandon the proposed Project. The County of Marin Professional Services Contract is attached to this RFP as **Attachment One**. By submitting a proposal without exceptions, the Proposer accepts all terms and conditions contained in that agreement.

Proposer's Financial Responsibility

The County accepts no financial responsibility for any costs incurred by a firm in responding to this RFP.

Property of County

Responses to this RFP become the property of the County and are subject to the California Public Records Act. This does not include the disclosure of a firm's net worth or information labeled by the firm as proprietary or confidential. In the event that the County is required to defend an action arising out of a Public Records request for any contents of a submittal marked "proprietary" or "confidential" respondent agrees to defend and indemnify the County from all costs and expenses resulting from such action.

X. ATTACHMENTS

1. Standard County of Marin Professional Services Contract (PSC).