



**REQUEST FOR QUALIFICATIONS**  
**Community Outreach/Engagement Consultant**  
**Climate, Justice and Jobs Summit 2022**

**Background and Description**

Valley Vision, Inc. invites proposals from consultants and firms to provide strategic design and implementation services to advance regional efforts to diversify the Clean Economy workforce. This request for proposal contains background information on Valley Vision, Inc. and specific information that must be included in the proposals submitted.

Valley Vision, Inc. is a nonprofit 501c3 civic leadership organization dedicated to improving the livability of the Sacramento region. Founded in 1994, the organization has a board of thirty leaders from the Sacramento region's public, private and nonprofit entities, and a staff of fifteen.

In October 2022, Valley Vision intends to produce a Climate, Justice and Jobs Summit to advance strategies and solutions to advance inclusive career pathways for occupations working toward a carbon neutral future. These career pathways will prioritize building electrification while also including other occupations in future mobility, and digital advancements in ag and manufacturing that historically lack diversity. Over polluted and under resourced communities have been overlooked as a potential solution to the lack of inclusive and diverse representation in the Clean Economy workforce. Despite attempts to address the issue, many populations remain disengaged and disenfranchised.

This project is designed to engage and uplift community include facilitating and helping produce three in person or hybrid community conversations within a five county region, and assisting in facilitation and production of a virtual CJJ Summit.

**Required Services**

Valley Vision seeks a knowledgeable consultant or firm to provide the following:

- Community engagement strategy consultation, including designing Summit activities to achieve desired outcomes and establishing inclusive standards and practices.
- Coordinate and facilitate an in-person, hybrid and/or virtual meeting including agenda development and program dynamics.
- Outreach and communication to historically underinvested communities and demographics.
- Select venue location, hospitality, and coordinate logistics.
- Provide videography services, or assist in the selection of a videographer.
- Provide recommendations for messaging, language, and marketing/outreach materials and strategies, ensuring that co-branding requirements for the High Roads Construction Careers are followed (note that a copy of these requirements are attached to this proposal).



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**Proposal Requirements and Selection Criteria**

The following items should be addressed in the proposal submitted.

1. General Information
  - a. Year formed/organized
  - b. Number of clients
  - c. Type of clientele
  - d. Number of staff
  - e. Services to be provided and associated costs
  - f. Primary contact for this relationship
2. Qualification of the firm/consultant and ability to provide services
  - a. Qualifications of staff, including years of experience
  - b. Relevant experience with other similar nonprofit organizations
  - c. Discussion of consulting philosophy and your role as consultant
3. Description of Services to be provided
  - a. In a narrative document no longer than 3 pages, please provide a description of the services you would provide for the project as described above.
  - b. Provide a detailed, inclusive budget for services including personnel assigned, consultant rate, and identification of any anticipated hard costs including any travel expenditures. Note that this budget will need to be in compliance with the [California Workforce Development Board Directives](#) regarding consultant services and pay.
  - c. Provide an estimated timeline for project completion.
  - d. Provide examples or samples of previous, relevant work.
4. Insurance
  - a. Provide a listing of applicable insurance coverage maintained with relevant coverage limits, including name of your primary insurance carrier.
5. References
  - a. Include three specific references that we may contact (those similar to Valley Vision in type and size of business are recommended).

**Selection Criteria**

We will review all proposals based on the criteria outlined above.

Firms/consultant with relevant experience, close alignment with project goals, and excellent references will be strongly considered.



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**Submission Instructions**

Responses to this proposal may be directed to the following:

Via email:

Kari MacDonald

Valley Vision

[Kari.macdonald@valleyvision.org](mailto:Kari.macdonald@valleyvision.org)

Or via mail:

Kari MacDonald

Valley Vision

3400 3<sup>rd</sup> Avenue

Sacramento, CA 95817

**Responses are requested to be received no later than 5 p.m. on June 30, 2022.** If responding via mail, we ask that you provide three copies of the proposal to the address above.

**Timeline for Selection**

We expect to evaluate proposals from [June 30, 2022 to July 8, 2022], with a goal of engagement by July 11, 2022.



**Branding and Communication Guidelines for  
HRCC: SB1 Program**

## Introduction

The primary role of the California Workforce Development Board (CWDB) is to convene the state’s workforce development partners to ensure a common vision, shared goals, and objectives under the [Workforce Innovation and Opportunity Act \(WIOA\)](#), and an aligned approach to program implementation accomplished through [California’s Unified Strategic Workforce Development Plan](#) (State Plan).

The CWDB is committed to a [high road vision](#) for the state’s workforce development system that embodies the principles of job quality, worker voice, equity, and environmental sustainability. Implementing this vision through policy, programs, and other practices will benefit workers, job-seekers, and industry as well as the state’s workforce development system.

[Funding Guidelines](#) have been established for the use of [Senate Bill 1](#) funds.

The Legislature approved, and the Governor signed into law, five years of funding for construction-sector pre-apprenticeship under the Road Repair and Accountability Act in 2017 (Senate Bill (SB) 1). \$5 million from SB 1’s Road Maintenance and Rehabilitation Account will be set aside annually for five years for pre-apprenticeship training programs and partnerships. The State Board has received the first three years of SB 1 appropriations.

Funding will support both multi-craft curriculum and training and various supportive services for disadvantaged and underrepresented workers to enter careers in the construction trades; and to support training partnerships statewide in building coherent and equitable regional systems of pre-apprenticeship calibrated to high-quality employment opportunities. This system will be built upon the State Board’s investment since 2014 in high-road pre-apprenticeship pilot programs and training partnerships under the California Clean Energy Jobs Act (Proposition 39).

	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22
SB 1 Grant Funding	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000

## Background for the High Road Construction Careers Initiative

The CWDB oversees a suite of investments and policy initiatives to advance construction careers as a reliable pathway to the middle class for disadvantaged Californians. Through Proposition 39 (California Clean Energy Jobs Act), SB 1 (Road Repair and Accountability Act), and related programs, the CWDB is investing nearly \$40 million in pre-apprenticeship partnerships across the state. These partnerships link local building trades councils to workforce boards, community colleges, and community-based organizations, creating structured pathways — with a standard core curriculum and critical supportive services — to state-certified apprenticeships in a variety of crafts.

The CWDB is working to connect such programs directly to regional labor market demand through a campaign to expand the use of Community Workforce Agreements, which wrap targeted local hire provisions into public climate and infrastructure projects. Beyond expanding registered apprenticeship, these efforts build systems and policies that directly advance the State Plan goals of equity (access to skills and economic opportunity) and job quality (connections to careers with decent wages and benefits).

This Branding and Communication Guidelines document provides guidance regarding the implementation of the requirements in the [Funding Guidelines](#), and serves as a reference for grantees and contractors implementing HRCC SB1 funded projects and programs around the state to ensure brand and messaging consistency.

Visit the [CWDB website](#) for more information regarding [High Road Construction Careers](#).

## **Media Releases and Events**

Grantees are encouraged to distribute news releases and organize press events at key milestones in coordination with the CWDB. Grantees may determine additional milestones to those listed below.

Key milestones include:

- Grant award announcement
- Program launch to consumers
- High interest events (examples: graduations, conference presentations, etc.)
- Operational milestones or technology delivery

Please send media releases, professional videos, and projects or event photos related to milestones to: [HRCC@cwdb.ca.gov](mailto:HRCC@cwdb.ca.gov) for further distribution and promotional use.

For participant video and photos, provide a signed photo release used by the organization, or the [CWDB standard photo release](#).

### ***Funding Boilerplate & Logo***

Include the CWDB/HRCC SB1 funding boilerplate and logos on all outreach and public-facing materials including, but not limited to, press releases, media advisories, printed collateral, event invitations and project/program websites.

### ***Boilerplate***

[Program/Project Name] is part of the California Workforce Development Board's High Road Construction Careers, which is funded through SB1, a statewide initiative that puts dollars to work to advance careers in the building and construction trades as a reliable pathway to the middle class for disadvantaged Californians via multi-craft pre-apprenticeship training.

### **Reference the HRCC and SB1 on Social Media**

- Use the hashtags #CAWorkforce, #HRTP, #HRCC, #SB1, and #HighRoad to connect with other projects and programs.
- Where possible, link CWDB logos to the CWDB website, [www.cwdb.ca.gov](http://www.cwdb.ca.gov), or the [HRCC](#) page.

### **Key Messages for Media and Public Events**

When giving media interviews or presenting in public, make it a top priority to mention the CWDB, with SB1 dollars as the funding source, any benefits to disadvantaged communities, and the way in which the high road approach benefits populations with barriers to employment.

[PROGRAM/PROJECT NAME], a grantee of the California Workforce Development Board, is part of High Road Construction Careers: SB1 Program, a statewide initiative that puts dollars to work aiming to advance careers in the building and construction trades as a reliable pathway to the middle class for disadvantaged Californians via multi-craft pre-apprenticeship training.

Projects may also want to place an emphasis on the following

- Investments in pre-apprenticeship training partnerships that lead to both personal and professional development of high-need individuals and at-risk populations (namely women, racial/ethnic minorities, and under-represented sub groups, disadvantaged youth, and individuals who were formerly incarcerated pursuant to SB1).
- Regional collaboration to ensure a demand-driven approach to workforce development to meet both labor market demand and industry needs leading to employment.
- Incorporating and/or leveraging existing or emerging policies and initiatives (especially those related to environmental and climate change) that are shaping the future of work.

**Example:** [Pre-Apprenticeship Training Agency] works with low-income jobseekers to assist with resumes, mock-interviewing and job/skill training, and then connects these clients to high road, construction jobs with good wages and benefits.

Additional talking points and background to consider:

[PROGRAM/PROJECT NAME] is a partnership among [NAME PARTNERS] to [DESCRIBE WHAT THE PROJECT WILL DO].

- The California Workforce Development Board’s High Road Training Partnerships are industry-based, worker-focused training partnerships that build skills for California’s high road employers – firms that compete based on quality of product and public entities that strive to provide a high level of service through innovation and investment in human capital, thus generating family-supporting jobs where workers have agency and voice.
- High Road Training Partnerships create opportunities for populations with barriers to employment through innovation and investment in human capital, to generate family-supporting jobs where workers have agency and voice.

## **Sending Photos to the CWDB**

We are open to receiving photos in order to further spotlight the work we are partnering to do.

Please provide:

- Images of candid moments or action shots.
- High resolution images of at least 300 dpi.
- Images saved in JPG or PNG formats.
- A pdf copy of all written consent forms from individuals in the images.

## **Contacts**

Please direct all inquiries to the email addresses listed below.

### ***Press Inquiries and Support***

- CWDB: [HRCC@cwdb.ca.gov](mailto:HRCC@cwdb.ca.gov)

### ***General Public Inquiries***

- CWDB: [HRCC@cwdb.ca.gov](mailto:HRCC@cwdb.ca.gov)

## California Workforce Development Board Logos

Grantees may use the CWDB and High Road logos in their printed material and on their website. Please do not download our logos from the website. Please request a logo by contacting us directly.

### *California Workforce Development Board Logos*

When using the CWDB logo alongside the HRCC logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the CWDB logo in any way. If you use the CWDB logo, you must keep the CWDB brand colors, as displayed below.



### *High Road Construction Careers Logos*

When using the CWDB logo alongside the HRCC logo, always use a black and white version of the CWDB logo. Additionally, you must not alter the High Road logo in any way. If using the color High Road logo, you must keep the High Road brand colors, as displayed below.

