



Washington Resource Conservation and Development Council
109 S 3rd Street
Yakima, Washington 98901

Request for Proposals

Chumstick Wildfire Stewardship Coalition

Communications, Outreach, and Community Engagement

Please submit questions and proposals to:

Hilary Lundgren

Executive Director

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360.464.7501

Due Date for Bid Proposals: January 3, 2022

Proposals Must Include:

- Proposal for work to be completed
- Portfolio or work samples of communication and marketing products similar to those listed in the deliverables below
- Hourly contracted rate and cost per Activity and Task

OVERVIEW

Organization

The Washington Resource Conservation & Development Council (WRCD) leads partnerships between local, regional, state, and federal organizations that recognize they have a common challenge but need help finding a common path toward solutions. The WRCD's mission is to empower communities by providing the tools, resources, capacity, and connections to adapt to a changing world. The WRCD is a 501(c)(3) non-profit organization in Yakima, Washington, and offers our services throughout the State.

We provide:

- Strategic Planning and Group Facilitation
- Providing financial services through fiscal sponsorship
- Project Management
- Learning Network Development and Coordination

The WRCD fiscally sponsors the Chumstick Wildfire Stewardship Coalition (CWSC), a locally based forest and community-based collaborative in Leavenworth, Washington whose mission is to build a community, culture, and landscape adapted to fire. The work and priorities of the CWSC are developed and prioritized by an 11-member Steering Committee representing residents, Cascadia

Conservation District, The Nature Conservancy, City of Leavenworth, Chelan County, and Chelan County Fire District 3.

The CWSC works with partners to serve residents living in the greater Leavenworth area to reduce their risk of wildfire through outreach, education, and coordination of community-based vegetation removal and disposal projects.

REQUEST FOR PROPOSALS

Services Requested

The WRCD is accepting proposals for a contract to support the CWSC's community outreach, event planning, and community vegetation removal efforts.

The Contractor will consult with WRCD Staff and the CWSC Steering Committee to complete the tasks outlined below. The Washington Resource and Development Council's Executive Director will administer the contracted work. The CWSC Steering Committee will provide guidance, support, content, and technical expertise to support the work of the contractor.

Activity 1: Project Kick-off and Exploratory Meeting

- Consult with the WRCD and CWSC Steering Committee to define roles and responsibilities for project implementation.
- Review project scope of work and timeline with WRCD and CWSC Steering Committee.

Activity 2: Community Outreach and Engagement

The CWSC Steering Committee has prioritized community outreach and engagement to facilitate local action, build an understanding of wildfire risk, and share resources available to reduce risk.

Task 2A: Community Wildfire Preparedness Event

The consultant will meet with the CWSC Steering Committee to plan, coordinate, and facilitate a community wildfire preparedness/forest restoration event. The consultant will be responsible for working with the CWSC Steering Committee to:

- Develop event objectives
- Develop agenda
- Secure guest or keynote speakers
- Obtain supplies, printed materials, and other items necessary to host the event
- Secure and confirm the venue
- Confirm date/time
- Develop outreach materials
- Promote the event on online (CWSC website, CWSC social media platforms) and in print (newspaper articles or partner newsletters) as requested by the CWSC Steering Committee
- Attend CWSC Steering Committee meetings, upon request, to support planning efforts
- Prepare a post-event summary of outcomes and lessons learned

Deliverable(s)

- Copy of promotional materials for event
- Copy of agenda
- Written post-event Summary Report.
The report will include: short description, including purpose; number of participants; outcomes; and 3-5 key takeaways or lessons learned (i.e., what went well, what could be improved upon)

Task 2B: Develop and distribute content on social media, newsletter, and CWSC's website

Work with the CWSC Steering Committee to develop content for CWSC's social media platforms, including key calls to action for Leavenworth area residents to take steps to reduce their risk of wildfire. In addition, identify content to post and share via CWSC's website and share via bi-monthly newsletters. All communications collateral will include a reference to at least one resource or service available to support community wildfire preparedness efforts.

Deliverables

- Four (4) newsletters (via MailChimp)
- Summary of updates to website
- Bi-weekly Facebook posts

Task 2C: CWSC Communications Collateral

Work with the CWSC Steering Committee to develop one piece of communications collateral that represents the work of the CWSC or the needs of the community. The marketing collateral will include a reference to at least one resource or service available to support community wildfire preparedness efforts.

Deliverables

- At least one brochure, flyer, mailer, fact sheet, or organizational overview summary as requested by the CWSC Steering Committee

Activity 3: Community Vegetation Removal and Disposal

Each year the CWSC hosts a Community "Woody Debris Recycling" event for Leavenworth area residents to drop off woody debris and vegetation to be chipped or mulched. This is an effort to motivate residents to remove flammable material around their homes and structures to reduce the potential for home ignition.

Task 3A: Event Outreach and Coordination

The consultant will collaborate with the CWSC Steering Committee, Chelan County Fire District 3, Chelan County, and other partners to plan, coordinate, and host a two-day event for Leavenworth area residents. The consultant will be responsible for working with the CWSC Steering Committee to:

- Obtain supplies, printed materials, and other items necessary to host the event

- Secure and confirm the location to dispose of vegetation
- Select and confirm the date/time
- Develop outreach materials
- Promote the event on online (CWSC website, CWSC social media platforms) and in print (newspaper articles or partner newsletters) as requested by the CWSC Steering Committee
- Attend CWSC Steering Committee meetings, upon request, to support planning efforts
- Track and document participation

Deliverables

- Copy of promotional materials developed for the event
- Participation Report
The report will include the number of participants, the amount of vegetative material dropped at the site (cubic yards or tons), and photos of the event

Notes:

1. Deliverables will be considered complete with written approval by the WRCD.
2. Supplies and Equipment: The contractor shall supply all equipment, software, and tools necessary to complete the scope of work.
3. All content, templates, and material developed will be required to be delivered in editable file formats to the WRCD.
4. The CWSC Steering Committee, and upon the request of the WRCD, will approve the format, design, and styles for each communication product or promotional material. The contractor will be responsible for submitting at least one draft for review for each design concept for each product and a second draft prior to the finalization. The contractor will provide mock-ups, drafts, and final products. A product will be considered complete with written approval by the CWSC Steering Committee.