

**Northern San Joaquin Valley Community Economic Resilience Fund (NSJV CERF)  
COUNTY COORDINATOR  
REQUEST FOR QUALIFICATIONS (RFQ)**

Released: March 27, 2023

**Deadline: Tuesday, April 4, 2023 (Interview Request)**

**I. BACKGROUND**

In 2022, the State of California established the Community Economic Resilience Fund (CERF) to empower thirteen geographic regions of the State to develop equitable plans for economic development. The \$600M CERF initiative seeded each region with \$5M to complete a Planning Phase consisting of economic research, stakeholder mapping and considerations of workforce, healthy equity and climate impacts. This 14-month Phase will culminate in the development of a set of strategies and a request for additional funds to support 2-5 projects during the Implementation Phase.

The Northern San Joaquin Valley region is comprised of San Joaquin, Merced, and Stanislaus Counties. More than 100 organizations from the public, private, philanthropic and non-profit sectors have been collaborating on the NSJV Planning Phase. The NSJV will be led by a regional High Road Training Collaborative (HRTC), and convened by its regional CERF Convener, the Merced County Workforce Development Board (MCWDB). Part of the NSJV CERF convening effort includes three county-specific coordinators who will work in concert with the MCWDB to ensure a diversity of community organizations, residents and other stakeholders are meaningfully included in the Planning Phase process.

**II. SCOPE OF WORK**

The selected organizations will work under the direction of the NSJV CERF Convener to lead a number of activities that ensure broad, diverse, and meaningful engagement among residents, community organizations, advocates, and other stakeholders in their respective Counties. Activities will include:

- a. **Stakeholder Mapping.** Utilizing a consistent, regional model, County Coordinators will lead a mapping exercise to identify community organizations, coalitions and stakeholder groups operating in their county. This effort will help identify issue-specific groups and initiatives (ex: climate action organizations, health equity collaboratives) active in their county.
- b. **Hosting and Facilitating Local Meetings.** County Coordinators will coordinate, host, and facilitate formal meetings and more casual 'meet-ups'. These in-person and virtual meetings will create the environment for various community groups to reflect and add to economic data, strengthen relationships, and provide feedback on proposed strategies.
- c. **Recruiting for Engagement.** Throughout the contract period, County Coordinators will ensure robust participation from historically marginalized populations; activities may include canvassing, attendance at various community meetings, and social media outreach. This work will include partnership with contracted Community Engagement Partners (organizations with ties to specific communities).
- d. **Supporting Strategy and Coalition Committees.** County Coordinators will help coordinate the activities of one or more Strategy Committees (Committees focused on specific issue areas, such as workforce development or health equity), including facilitation of meetings, ensuring participation from issue-specific entities, and recording and summarizing Strategy and Coalition Committee insights.
- e. **Conducting Empathy Interviews.** County Coordinators will complete multiple resident interviews to capture the economic aspirations and perspectives of a diversity of residents and groups.
- f. **Consultation on CERF Planning Phase Components.** As a member of the Convening Team, the County Coordinators will provide feedback on various aspects of the CERF Planning Phase and serve as a sounding board for proposed activities.

County Coordinators may be tasked with additional activities as needed. It is estimated that the following full-time-equivalents (FTEs) will be required to complete the activities in each respective county:

- Merced County: Approximately .25 FTE for 14 months
- Stanislaus County: Approximately .35 FTE for 14 months
- San Joaquin County: Approximately .50 FTE for 14 months

### III. PERIOD OF ACTIVITY

The contract period is anticipated to be May 1, 2023, through June 30, 2024, for a total of 14 months.

### IV. ELIGIBLE APPLICANTS

This opportunity is open to community-based organizations headquartered or primarily serving the county for which the organization is seeking to serve. In most cases, community-based organizations are non-profit, but for-profit or community-facing governmental agencies, such as workforce boards and independent commissions, may also apply. If an organization provides services in multiple counties, it may apply to serve as County Coordinator for each county where it has services. Applicants should possess the following characteristics:

- Multiple, existing, trusted relationships with community stakeholders;
- A history of addressing or representing community needs, such as justice involvement, environmental justice, workforce gaps, health inequities, or the impacts of systemic racism;
- Staff and administrative capacity needed to complete the Scope of Work, including strong fiscal controls and the ability to operate on a reimbursement basis<sup>1</sup>.

### V. AVAILABLE FUNDING AND ALLOWABLE EXPENSES

A total of \$340,000 has been allocated to fund three County Coordinators. Funding for each county has been identified at the following minimum levels<sup>2</sup>, developed in consideration of county population and anticipated challenges in identifying and organizing stakeholders where few coalitions exist.

Merced County:	\$70,000
Stanislaus County:	\$110,000
San Joaquin County:	\$160,000

The above amounts are for personnel expenses, operating and indirect expenses, printing, virtual meeting licenses and software (ex: Microsoft Teams) supplies and local (in-county) travel. Food expenses (for meetings), participation incentives, conference travel and expenses, and other costs will be paid for directly by the Fiscal Agent or reimbursed separately. Merced Community College District (MCCD) serves as the Fiscal Agent and will be responsible for development of contracts, invoicing and payment.

### VI. SELECTION PROCESS

The County Coordinator selection process emphasizes transparency, access and efficiency. In lieu of a written narrative submission, County Coordinators (and their teams) will verbally answer eight questions to inform reviewers about their qualifications and plans. These interviews will occur virtually (Zoom), recorded and posted on the NSJV CERF website for reviewers to watch and consider when selecting County Coordinators.

For this RFQ, the body of reviewers includes one representative from each organization that has been involved in the NSJV development process. Involvement is constituted by having (a) submitted a support letter as part of the CERF application in July 2022 or (b) having registered and attended one of the virtual CERF meetings since July 2022. Email addresses for these individuals has been captured and included in the NSJV Email Contact List and will be used to invite reviewers to complete a 'ballot.' Selection will be determined by simple majority of those casting a vote. Verification will occur to ensure only one vote has been cast by each organization.

April 4, 2023:	Requests for Interview Submitted
April 5 – April 12, 2023:	Interviews
April 14, 2023:	Interviews Posted
April 17, 2023:	Ballots emailed to reviewers, voting begins
April 20, 2023:	Voting ends
April 22, 2023:	Notifications

<sup>1</sup> Under a reimbursement contract, contractors provide services and invoice for payment. It is anticipated that contractors will invoice on a monthly basis. MCCD is exploring the ability to provide County Coordinators will some initial funding to begin contracted services, if needed.

<sup>2</sup> Funding levels may increase, either through the availability of additional funds or as additional elements are added to the Scope of Work.

## VII. HOW TO APPLY

Interested applicants must do the following:

1. Email Rocci Jackson at [roccijackson222@gmail.com](mailto:roccijackson222@gmail.com) and request a County Coordinator interview. Applicants should use the following convention in the subject line: Interview. "COUNTY" "ORGANIZATION". For example, the People's Coalition operating in Merced County would write the following in their email subject line: "Interview.Merced.PeoplesCoalition." **This must be completed by Tuesday, April 4, 2023.**
2. Applicants will receive a reply with a meeting poll where they can select among available times, between Wednesday, April 5<sup>th</sup> and Wednesday, April 12, 2023.
3. Interviews will follow a standard script and will include only the Interview Questions listed below. Interviewees will have up to 45 minutes to complete the interview though it is anticipated that most interviews will require much less time. Applicants are strongly encouraged to prepare their questions or an outline in order to be as succinct and direct as possible. Applicants may invite members of the organization to the interview.

Interviews will be posted on the website only after all interviews are completed. Once all interviews are posted on the website ([www.northsanjoaquincerf.org](http://www.northsanjoaquincerf.org)), electronic ballots will be distributed to reviewers.

### Interview Questions

1. Tell us about your organization - its mission, history and major programs.
2. Describe your core constituency. Who does your organization primarily serve? What barriers does this population(s) face?
3. How are your mission and programs aligned with CERF? How does the work of being a County Coordinator for CERF relate to the work you are already doing?
4. Describe your framework for community engagement. Tell us about how you ensure that communities less likely to be involved in large civic projects are deeply connected to the work? Give us an example of your community organizing or community engagement work.
5. If selected, how would you reach out to communities/stakeholders you do not normally work with?
6. Describe your history of collaboration. Talk about a coalition you have been an active member of, other organizations you regularly partner with, and what that collaboration has led to. Please be specific.
7. How would you staff the County Coordinator work? Who on your team would be doing this work? Describe their experience and expertise.
8. Why is your organization best equipped to serve as County Coordinator for your County?

## VIII. CONTACT INFORMATION

For more information about this RFQ or the Northern San Joaquin Valley CERF Region, please contact:

Erick Serrato, Regional Convener, [erick.serrato@countyofmerced.com](mailto:erick.serrato@countyofmerced.com); 209-724-2401