

**THE CALIFORNIA
CATTLE
COUNCIL**

Request for Proposals

Application Deadline:
Friday August 7, 2020
12:00pm

California Cattle Council
1022 G Street
Sacramento, CA 95814
916-444-2697
www.calcattlecouncil.org

Executive Summary

The California Cattle Council (Council) is seeking proposals to partner with an organization or firm to complete consumer-facing research to assist the Council in prioritizing issues and messaging as part of future advocacy and public affairs campaigns. This Request for Proposals (RFP) calls for interested parties to submit a proposal to the Council for review to conduct quantitative and/or qualitative research to include, but not be limited to, focus groups, polling or a survey of targeted audiences across California.

California Cattle Council

The Council was established pursuant to the passage of SB 965 (McGuire, 2018). On April 5, 2019, the Secretary of Food & Agriculture (Secretary) certified the formation of the Council following a favorable vote of California's beef and dairy producers. On November 9, 2019, the Council initiated a \$1.00 assessment on the sale of beef and dairy cattle (limited exceptions apply) collected at change of ownership. The Council is governed by a board of 21 members and 21 alternates appointed by the Secretary representing the range, cattle feeder, dairy and processing sectors of the industry. The board also includes one member of the public with no affiliation with the California cattle industry and a public alternate appointed by the Secretary.

Generally speaking, the Council was formed to promote the interests of California cattle producers through the execution of projects that directly promote the social, economic and environmental benefits of California's ranchers, dairy farmers and beef producers with policy makers and influencers, consumers and the general public. Issue areas that fall under the jurisdiction of the Council include but are not limited to the environmental impact of cattle production, animal health and welfare, improving the regulatory climate and assisting producers with compliance, food safety and other priority issues that are of critical importance to California cattle producers.

In May of 2020, the Council adopted a Strategic Plan that establishes the mission, purpose and vision of the Council along with establishing specific strategic priorities the Council will seek to accomplish over the next five years. Projects funded by the Council will seek to achieve the Council's strategic priorities and be appropriately measured to determine success. A copy of the strategic plan will be made available to applicants upon request.

Mission

Advocating for and enhancing the California cattle community by addressing challenges and opportunities that have the greatest impact, with consideration for the needs of each industry segment.

Purpose

Nourishing people and communities while caring for cattle and the environment.

Vision

Californians value beef and dairy as beneficial and essential parts of the Golden State.

Strategic Priorities

Advocacy, Outreach & Engagement: Serve as an advocate for the cattle community to decision makers, including elected officials and their staff, government agencies and other influencers while engaging Californians and the cattle community.

Research: Support research that helps advocate on behalf of the cattle community as it relates to the environment, animal welfare, food safety and other contemporary issues.

Issues Management & Response: Develop an issues management and response plan that allows the Council to quickly respond to issues likely to disrupt a significant portion of the cattle community, including its reputation, relationships, economic livelihood or ability to continue current production or operations in California.

Scope of Work to be Performed

Pursuant to Council Law and the Council's strategic plan, the Council is charged with communicating the benefits of California's beef and dairy industries with consumers and local, state and federal decision makers. The Council cannot lobby directly to support or oppose legislation, regulations or initiatives however, the Council can educate and advocate on behalf of ranchers, beef cattle producers and dairy farmers on issues that impact the production of beef and dairy cattle in the state.

Project Objective

To ensure future advocacy and outreach efforts are most effective in communicating the benefits of California's ranchers, beef producers and dairy farmers to consumers and decision makers, the Council seeks to undergo comprehensive research to improve messaging and determine which industry issues require the Council's most immediate focus.

As such, the RFP requests the applicant develop a research plan that can be implemented using qualitative and/or quantitative practices to meet the project objective. Upon award, the Executive Director will coordinate with the selected organization or firm in developing a detailed list of issues and questions to serve as the focus of the polling or focus groups. Although the specific content and questions posed for focus groups or polling will be finalized after the project has been awarded, the applicant **should** propose a comprehensive work plan that will result in data the Council can rely on with confidence to make future campaign and project decisions.

Understanding that the number of research activities that are proposed may impact the total budget, the applicant should develop a plan that is scalable to gather further data if necessary or desired by the Council.

Minimum Proposal & Application Submission Information

- The proposal must include a detailed outline of the applicants work plan and how the work plan will achieve the Council's desired results.
- The proposal must include a detailed budget and budget narrative that compliments the work plan and describes why the amount requested for each activity is justified.
- The proposal must include a detailed schedule that outlines the start and completion of each activity included in the work plan and the date a final report will be delivered to the Council.
- The work plan must include which regions of the state will be the focus of polling, focus groups or other research activities included in the work plan based on the need to collect information and input from a diverse cross section of Californian's, the vast majority of which have no familiarity with California's beef and dairy industries.
- The work plan should include an overview of which targeted audiences should be considered in order to collect viable data that represent a vast array of opinions of California residents and policy makers.
- The selected applicant must be prepared to move forward immediately upon the Council awarding the contract.
- All deliverables must be completed and submitted to the Council no later than November 30, 2020.
- Proposals must fully outline why the qualifications of the firm or organization, senior personnel and project staff are the best candidates to complete the project.
- Proposals must demonstrate how the applicant intends to measure the project's success.
- For industry organizations, the proposals must outline what specific steps the applicant will take to recognize and endorse the Council as the funding entity when discussing the project with members or other cattle industry stakeholders.
- Applicants must be willing to provide follow up information or a presentation to a review committee during the review period pursuant to a timeline outlined by the Executive Director.

- Applicants should attempt to limit the length of the proposal to 15 pages, not including citations or additional background information that may be made available to the selection committee for review.
- The total budget may not exceed \$125,000.

Explanation of Project Deliverables & Timeline

Proposals must provide a schedule for the project's implementation, work performed and the submission of relevant deliverables. Unless otherwise stated by the Council, all deliverables should first be submitted to the Executive Director for final approval before being released. All deliverables, campaign materials and public outreach materials must include the Council's logo and recognition that the project was funded wholly or in part by the Council.

Budget & Budget Narrative

Each proposal must include a budget that provides a detailed analysis of expected costs for each budget category. Budget categories include but are not limited to: senior personnel, project staff, fringe benefits (if included), travel, media and marketing expenses, supplies, costs associated with the rental of equipment or venues, publication costs, consultants and subcontracts and other direct costs. For senior personnel and project staff, the budget must include the proposed hourly rate along with the number of hours each individual is expected to work. A budget narrative must accompany a budget spreadsheet. A written budget narrative must include sufficient detail to justify the expenses associated with each proposed budget category. The applicant agrees to provide all deliverables pursuant to the stated timeline within the parameters of the proposed budget. The Council is not required to reimburse the applicant for expenses that exceed a proposed budget category without written consent first granted by the Executive Director.

The Council prohibits the applicant from purchasing equipment without prior written approval from the Executive Director. All equipment purchased will become the property of the Council following the completion of the project.

Project Administration & Reporting Requirements

Selected applicants will be required to file project reports with the Executive Director every 60 days once the project commences. Project reports must provide an update on the status of the project, expected deliverables and disclose any issues or challenges that might delay the project timeline or the submission of deliverables. Applicants should expect the project reports to be reviewed by the Council governing board or policy committees.

A final report must be submitted by the applicant within 30 days of the end date of the project. The final report should include a copy of all deliverables, data and a detailed summary of information collected during the project.

Application Review

The Council will review all proposals immediately following the final submission date. All applicants will be notified of their selection or non-selection within 10 days of the Council ratifying a final decision.

Matching Funds

Projects that propose matching funds (cash match) or in-kind contributions are appreciated and may be given priority for selection by the review panel. The cash value of an in-kind contribution should be properly accounted for in the budget and budget narrative to demonstrate the value offered by the applicant.

Ownership

Data and information collected as a result of the project will remain the property of the Council and shall not be disseminated or shared with outside parties without prior approval by the Executive Director.

Confidentiality

The Council is a quasi-governmental agency and is committed to transparency. Information submitted to the Council including completed proposals may be released publicly upon request. Information that may identify a specific cattle producer including personal and business information must and will be held confidential by the Council, agents and contractors. The applicant must be willing to adhere to the Council's confidentiality requirements.

Submission & Program Contacts

Submit your proposal electronically to Justin Oldfield at: justin@calcattlecouncil.org. All proposals are due no later than Friday August, 7, 2020 by 12:00pm.

For additional information regarding this RFP or the Council, please contact Justin Oldfield, Executive Director, at 916-444-2697 or justin@calcattlecouncil.org.