

**THE CALIFORNIA  
CATTLE  
COUNCIL**

**Request for Proposals**

**Application Deadline: September 25, 2020  
12:00pm**

California Cattle Council  
1022 G Street  
Sacramento, CA 95814  
916-444-2697  
[www.calcattlecouncil.org](http://www.calcattlecouncil.org)

## **Executive Summary**

The California Cattle Council (Council) is seeking a qualified public affairs firm to assist the Council in developing and executing a public affairs strategy that will advance the Council's strategic plan.

### **California Cattle Council**

The Council was established in law 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 and 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 advocate 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 animal agriculture, 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.

#### **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

The Council is seeking a qualified public affairs firm to assist in the development and execution of a public affairs strategy that will advance the Council's strategic plan. Pursuant to the strategic plan, the Council is not intended to be a competing advocacy organization or supplant the work that is currently done by our industry partners and trade associations. The role of the Council is to invest producer dollars in the most effective way possible by limiting overhead and enhancing the advocacy efforts of our partners where appropriate. As such, the selected applicant should be prepared to work with partner organizations while assisting the Council in executing the strategic plan.

In particular, the Council expects the selected applicant to perform the following activities:

- Provide strategic guidance on the implementation of the public outreach and engagement and advocacy portion of the Council's strategic plan.
- Assist the Council in exploring the use of outward facing tools to include but not be limited to a website, social media strategy, etc. to support the Council's mission and communicate the benefits of beef and dairy production to California consumers and policy makers.
- Provide strategic guidance and be prepared to assist with the implementation of current and future public affairs efforts undertaken by the Council during the life of the contract.
- Perform a branding exercise that is consistent with the Council's mission and can be easily recognized by members of the cattle community.
- Develop an issues management and response plan that fulfills the direction of the strategic plan.

## 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 all activities outlined in the work plan and describes why a monthly retainer, if proposed, is justified.
- The proposal must include a detailed schedule that outlines the start and completion of each proposed activity or service provided.
- The selected applicant must be prepared to move forward immediately upon the Council awarding the contract.
- Proposals must fully outline why the qualifications of the firm, senior personnel and project staff are the best candidates to complete project activities and provide strategic advice to the Council.
- Proposals must demonstrate how the applicant intends to measure the success of efforts that are undertaken by the selected applicant.
- 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.
- A total monthly retainer fee should not exceed \$7,500 per month. Additional marketing or "hard costs" to are not included in the monthly retainer but must be fully disclosed and justified in the budget and budget narrative.

## **Explanation of Project Deliverables & Timeline**

Proposals must provide a schedule for the project's implementation, work performed and the submission of relevant deliverables. Applicants should propose a timeline that does not exceed six months. A proposed timeline will not preclude the Council from continuing the employment of the selected applicant beyond the six-month period so long as both parties are in agreement to continue a professional relationship properly outlined in writing in a separate contract. Unless otherwise stated by the Council, all deliverables should first be submitted to the Executive Director for final approval before being released.

## **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 Council 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.

## **Mandatory RFP Requirements**

- Proposals must clearly state the services that will be provided by the selected applicant.
- Proposals must fully outline the qualifications of senior personnel and project staff and their specified roles in the project.
- Proposals must demonstrate how the applicant intends to measure the success of the efforts implemented by the Council at the guidance of the selected applicant. Metrics to measure the success of the project must be fully outlined in the proposal.

## **Project Administration & Reporting Requirements**

If appropriate to the task, the Executive Director may require the selected applicant to file project reports with the Executive Director every 60 days. 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.

## **Application Review & Evaluation Criteria**

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 unless otherwise notified by the Executive Director. All meetings of the Council are open to the public and proposals may be discussed in a public

setting. Applicants may monitor or participate in any meeting of the Council, however applicants are encouraged to leave the meeting when the discussion regarding proposal selection commences in order to provide for a fair and unbiased debate.

## **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.

## **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 will be held confidential by the Council and its agents.

## **Submission & Program Contacts**

Submit your proposal electronically to Justin Oldfield at: [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org). All proposals are due by 12:00pm (noon) on September 25, 2020. Project applicants will be notified of their funding status by October 9, 2020 unless otherwise informed by the Executive Director.

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