



California Urban Forests Council

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Education and Outreach Position Papers – Request for proposals

November 2010

Background information:

The [California Urban Forests Council](http://www.caufc.org) envisions that California's communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening.

We coordinate community events, build community leaders, and provide a forum for industry, municipal, and other stakeholders to come together to set strategic priorities for urban forestry in order to work towards our goals.

The opportunity:

We have secured a grant to increase the visibility of urban forestry and its benefits. We seek authors to write a series of brief (1-2 page) position papers that illustrate the benefits of urban forestry in clear and accessible language. These papers would be publicly available on our website and would be distributed in hard copy at urban greening-related events throughout California. As author you would:

- Draft an outline of key points for CaUFC to review
- Research existing documents, materials, websites, etc for applicable information
- Draft the document, including technical information in accessible language and aligned with the key messaging points developed by a public relations firm
- Respond to CaUFC staff's comments within an agreed time frame

The list of topics is under consideration but may include:

- Air quality
- Civic engagement
- Climate change
- Drought
- Energy
- Fire in the urban/wildland interface
- Green Jobs
- Public Health
- Stormwater management
- Tree care

The total number of papers will range from 4-8, depending on consulting fees and input from our stakeholders. We invite potential consultants to specify the number of topics that would be addressed in the proposal.

Contract information:

Please submit the following to Nancy Hughes, Executive Director (nihughes@caufc.org) by December 31, 2010:

- Detailed proposal of your plan for this work, including requested consulting fee and the number of topics that would be addressed
- Examples of your past work in this field (either as files or direct links to a website)

Please note that payments will be issued based on specific deliverables rather than ongoing or hourly fees.

Anticipated timeline:

December 31, 2010	Potential contractors' proposals submitted to California Urban Forests Council
January 15, 2011	California Urban Forests Council selects contractor and awards contract
February 20, 2011	California Urban Forests Council provides contractor with specific messaging information developed by a public relations firm
April 2, 2011	Final versions of papers produced, with drafts produced and comments incorporated on a timeline to be agreed between the contractor and California Urban Forests Council