



## **REQUEST FOR PROPOSALS FROM LOCAL COMMUNITY GROUPS FOR ASSISTANCE WITH COMMUNITY ENGAGEMENT FOR THE OAKLAND URBAN FOREST MASTER PLAN PROCESS**

All proposals must be received no later than **January 14, 2022**. Email questions and proposals to [GMatassa@oaklandca.gov](mailto:GMatassa@oaklandca.gov).

To learn more about this project, please visit: <https://publicinput.com/Oaklandtrees>

### **WHAT**

The City of Oakland Public Works (OPW), Parks and Tree Services Division recently completed Oakland's first ever citywide tree inventory. This included 55,000 trees planted on city streets and trees 12,000 planted in city parks. Using information about the location and condition of the City's trees, the next step is to develop an equity-focused 50-Year Urban Forest Master Plan that will provide guidelines on how the urban forest will be planned, managed, and protected for the next generation of Oaklanders.

Davey Resource Group, Inc. (DRG), contracted with OPW, is looking to hire community groups who will conduct community engagement efforts. This role involves educating community members on the outcomes of the citywide tree inventory and canopy cover assessment, collecting their opinions and values about trees, and asking for their feedback regarding how the Plan should be written. DRG will provide successful applicants with data, maps, and statistical analysis from the citywide tree inventory, which will serve as the basis for community engagement efforts.

### **WHO**

OPW will provide funding to selected local organizations who will conduct community engagement efforts as part of developing this Plan. Candidates should have experience performing community outreach in their respective region of Oakland, have an existing network of contacts, and demonstrate knowledge of local issues as well as values of the community. Ideally, these organizations will already have a demonstrated interest and passion for environmental issues such as tree planting, climate change, air pollution, and/or city planning.

### **WHEN**

The community engagement portion of the Urban Forest Master Plan is expected to take place between February and May 2022.

## Request For Proposals: Urban Forest Master Plan Community Engagement

### **WHERE**

The Urban Forest Master Plan will encompass all of Oakland's urban forest with special consideration for environmental justice and equity. Therefore, community engagement efforts should focus on communities categorized as low-income and/or have a high pollution burden according to the California Office of Environmental Health Hazard Assessment (see attached map).

### **WHY**

The Urban Forest Master Plan will set goals and policies for Oakland's urban forest for the next 50 years. Public input and feedback at a local level will enhance its strength and authenticity. This will be the first ever Urban Forest Master Plan for Oakland! Let's make the most of this opportunity by participating together.

### **FUNDING**

OPW has a total of \$46,000 for community engagement purposes to be split up among the chosen applicants. The total amount awarded to each entity will depend on the number of chosen applicants, their capacity, and the scopes of their proposals.

### **MINIMUM REQUIREMENTS**

Chosen applicants will be required to enter into an agreement with DRG, OPW's contractor for this project. All project work must be completed between the months of February and May 2022, unless an alternative date is agreed upon by the OPW and DRG.

## Request For Proposals: Urban Forest Master Plan Community Engagement

Please answer all the following questions. If more space is needed, please attach your answers in a separate document. Reference the question number on the application for each response.

1. Full legal name of the organization applying to the RFP:

2. Is this organization a 501(3)c non-profit organization? *\*Note: this is not required to apply*

Yes

No

3. Primary contact:

Name (First & Last):

Phone Number(s):

Email Address:

4. Organization's website:

5. Approximate annual budget for the current fiscal year:

6. Are you submitting on behalf of a group or a coalition of multiple organizations?

Yes

No

If Yes, please answer the following questions:

6a. Name of group/coalition:

6b. Names of participating organizations and main contact person for each:

7. Does your organization serve the entire City of Oakland, or a specific neighborhood(s)/region(s)?

Citywide

Specific neighborhood(s)/region(s)

- i. If specific neighborhood(s)/region(s), please describe and indicate on the attached map the area including general boundaries, neighborhoods, and City Council Districts it includes:

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8. What is the focus of your organization and who is your target audience? (i.e., youth, seniors, underrepresented communities, all residents, etc.)?

9. Why does your organization believe a Citywide Urban Forest Master Plan is important to the City of Oakland and its community members?

10. What is your proposed budget (amount requested) for community engagement, and how would those funds be spent? Please share your team’s vision of roles, responsibilities, activities, and outcomes.

11. How will your organization measure the success of your proposed engagement strategies? How many community members do expect to receive direct feedback from through this process?

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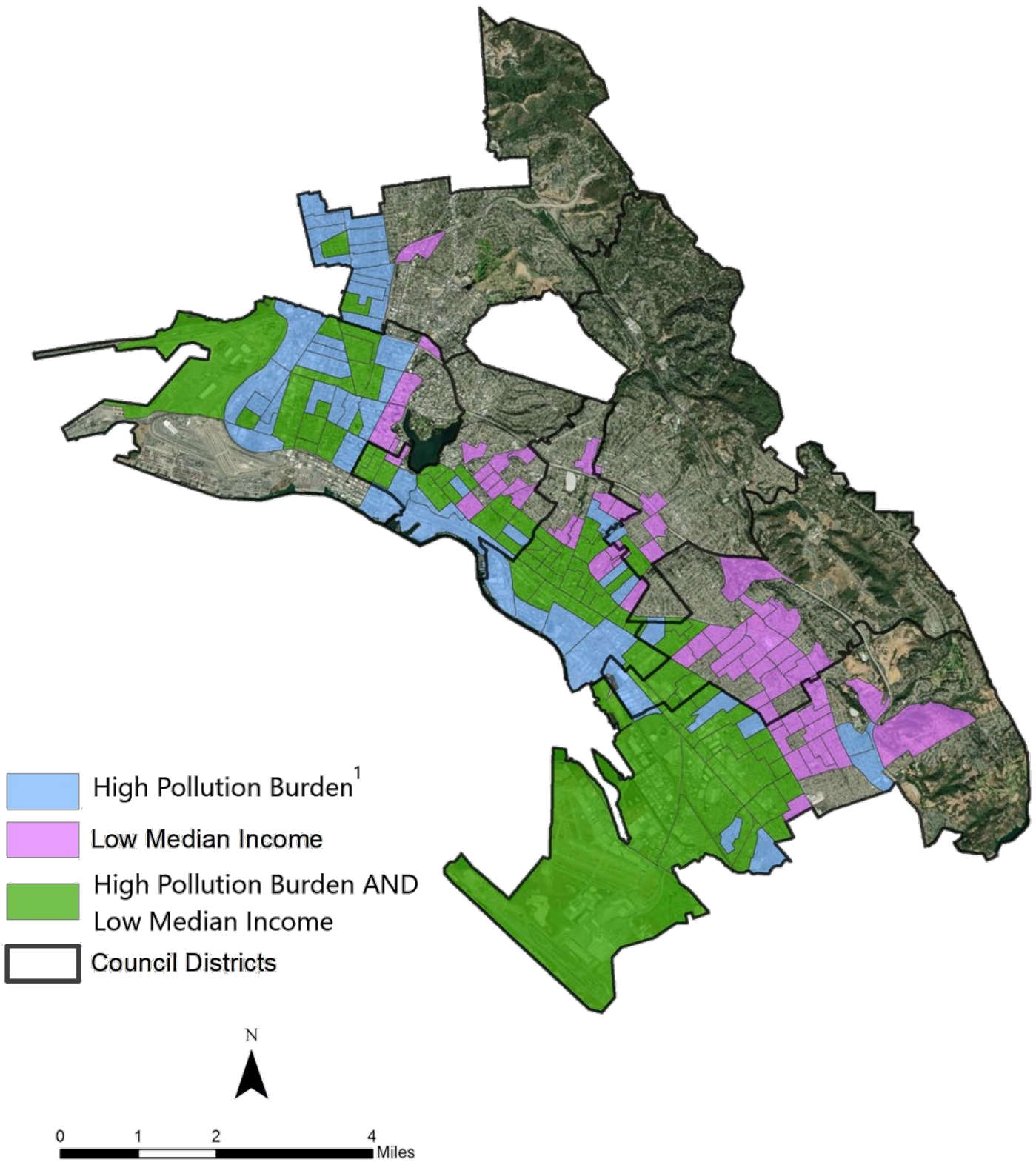
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12. Please describe your organization's communication platforms of choice (in person events, newsletters, social media, or other methods) Please describe some recent examples of how they have been used.

13. Please provide short biographies of the key staff members who will be most involved in supporting this project if your organization were to receive funding.

14. What is your organization's experience working with the City of Oakland? Has your organization formally or informally contracted with the City or participated in other planning efforts (please provide details on what plans and your organization's involvement)?

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1 High Pollution Burden as determined by the California Office of Environmental Health Hazard Assessment or CalEnviroScreen 3.0