

**MERCED COMMUNITY COLLEGE DISTRICT**  
3600 M Street, Merced, California 95348-2898  
Telephone: 209/384-6000 Email: [purchasingbids@mccd.edu](mailto:purchasingbids@mccd.edu)



**Chris Vitelli Ed.D.**  
Superintendent/President  
**BOARD OF TRUSTEES**  
Carmen Ramirez, Board President  
Ernie Ochoa, Vice President  
Joe Gutierrez, Clerk  
Mario Mendoza  
Sue Chappell  
Kory Benson  
John Pedrozo

## **RFQ#2024-13, County Historical Project – Community Organizing Partners**

Merced Community College District (MCCD) invites qualified and experienced individuals or firms to submit qualifications for the role of County Historical Project-Community Organizing Partners for North Valley THRIVE (NVT), a dynamic coalition comprising community organizations, government entities, educational institutions, and economic development agencies. The purpose of this initiative is to develop a tri-county proposal for the California Jobs First Fund (formerly known as the Community Economic Resilience Fund or CERF).

### **Background:**

North Valley THRIVE is seeking three types of agency/consultant partners to help complete a historical project in Stanislaus and Merced Counties. This work will compliment efforts already under way in San Joaquin County to, together, create a three-county historical narrative focused on the economic contributions made by generations of migrant, immigrant, and cultural communities. These populations, from Native tribes to recent refugee communities, have made important contributions to our economy through their labor, entrepreneurship, and cultural vitality. This project seeks to document and illustrate these contributions to tell the full story of the Northern San Joaquin Valley. Examples of these contributions are incredibly diverse, such as early Chinese immigrants who build important infrastructure during the Gold Rush era, Portuguese dairy farmers that helped develop the regional dairy industry, generations of Mexicans who labored across the Central Valley before, during, and after the Bracero Program, and many, many other cultural communities that continue to develop the regional economy. This project is particularly interested in giving voice to marginalized histories and communities, and in highlighting the specific economic contributions made across generations of industrial development dating back before California statehood to the turn of the century. To complete this work, North Valley THRIVE and the Lead Historian, San Joaquin Historical Museum, have identified three types of partners, each with a distinct scope and therefore separate Requests For Qualifications (RFQ).

Total Budget for the Community Organizing Partners will be \$30,000: Merced County- \$12,000 and Stanislaus County - \$18,000.

### **Scope of Work:**

The work of the Community Organizing Partners should include the following:

- Provide logistics and community marketing support to Historical Organizations.
- Work with Historical Organizations to convene oral history and community testimony workshops.
- Provide marketing infrastructure through social media support and listserv distribution for final product content.
- Provide insight to the Historical Organizations over narrative direction of the final product.

### **Proposal Submission:**

Interested parties are invited to submit their proposals by 10:00 A.M., Friday, May 24, 2024.

**Proposals should include the following:**

1. Overview of qualifications and relevant experience in providing logistics, insights and community marketing support for a final product content.
2. Proposed approach and strategies for achieving the outlined objectives.
3. Detailed timeline for the completion of the scope of work.
4. Budget estimate, including any associated costs.
5. Region for proposal – specify Merced County and/or Stanislaus County.

**Submission Instructions:**

Please submit your proposal electronically to [Purchasingbids@mccd.edu](mailto:Purchasingbids@mccd.edu) by 10:00 A.M., Friday, May 24, 2024.

Late submissions will not be considered.

**Evaluation Criteria:**

Proposals will be evaluated based on:

- Demonstrated experience in providing community marketing support and content.
- Strength and feasibility of the proposed approach.
- Alignment with the objectives of North Valley THRIVE and the California Jobs First Fund.
- Budgetary considerations.
- Contact information.

MCCD will review all proposals and reserves the right to select based on the best interest of District.

**Additional Information:**

Selected vendors will be required to meet all MCCD vendor requirements.

This project will commence upon contract execution (mid-June 2024) and end by September 30, 2024.

For additional information or clarification, please contact Yolanda Meraz at [yolanda@northvalleythrive.org](mailto:yolanda@northvalleythrive.org)

Thank you for considering this request. We look forward to receiving your proposals and working together to strengthen community-industry collaboration through North Valley THRIVE.

Sincerely,

Merced Community College District  
Chuck Hergenraeder, Director, Purchasing & Risk Management  
[Charles.hergenraeder@mccd.edu](mailto:Charles.hergenraeder@mccd.edu)  
209-384-6300  
3600 M Street  
Merced, CA 95348