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January 22, 2025

## **Request for Qualifications (RFQ) #2025-01, North Valley THRIVE (NVT) Strategy Consultant**

Merced Community College District (MCCD) invites qualified and experienced individuals or firms to submit their qualifications to provide strategic consulting services for North Valley THRIVE (NVT). The selected strategy consultant will work alongside the NVT Administrative Team and key stakeholders to guide the development and activation of strategic plans, provide expert consultation on NVT's long-term development trajectory, advise on strategy alignment with state priorities, and support the creation of actionable, measurable tactics aligned with the NVT Strategic Plan.

### **Background:**

North Valley THRIVE (NVT) is committed to driving sustainable, equitable, and high-road economic development in the North San Joaquin Valley (NSJV). NVT's focus includes long-term strategies for innovation, talent development, infrastructure, and governance, aimed at catalyzing regional growth and fostering resilience.

The NVT Strategic Plan outlines key objectives and action items to strengthen economic and community development across priority sectors. The NVT Administrative Team seeks a strategic consultant to help shape, refine, and activate the key elements of the plan. This work will involve advising in the development of sector-specific Activation Plans, contributing to long-term strategic development, advising on strategy alignment with state-level priorities, and collaborating with research partners to ensure that NVT's objectives are implemented effectively and efficiently.

A copy of the NVT Strategic Plan is available here: [NVT Strategic Plan](#)

### **Scope of Work:**

The selected strategy consultant will be responsible for the following activities:

#### **Superintendent/President**

Chris Vitelli, Ed.D.

#### **Board of Trustees**

Carmen Ramirez, J.D., Board President

Sue Chappell, Vice President  
Kory Benson, Clerk

Joe G. Gutierrez  
Mario Mendoza

Ernie Ochoa  
John Pedrozo

## A. Activation Plan Development

### 1. Activation Plans:

- Supervise initial development and subsequent revisions of the three distinct Activation Plans in collaboration with the NVT Administrative Team and sector coordinators.
- Ensure the plans reflect NVT's long-term vision and strategic objectives, with actionable and measurable goals for implementation.
- Ensure Tactical Workplans for each Activation Plan are developed, including timelines, budgets, key performance indicators (KPIs), and resource allocation strategies.

### 2. Consult on North Valley THRIVE Long-Term Development Strategy:

- Provide expert consultation on the overall long-term development play for NVT, helping refine strategies, key milestones, and actionable steps.
- Identify ecosystem role, growth opportunities, potential barriers strategies to support the implementation of NVT's long-term goals.

### 3. Advise on North Valley THRIVE integration and investment into Cross-Cutting Enabling Strategies:

- Provide expert consultation on relationships between Activation Plans, Enabling Strategies and long-term regional (and inter-regional) opportunities.
- Identify broader, Federal, State, Megaregional and local planning and policy efforts that could be leveraged to support these strategies' implementation.

## B. Strategy Alignment and Coordination

### 1. Advise on Strategy Alignment:

- Advise NVT on aligning its strategies with federal, state, and Northern California Megaregion-level economic development priorities, including priority sectors and cross-cutting enabling strategies.
- Ensure that NVT's goals and initiatives are positioned to support and complement state and other priorities, maximizing opportunities for additional funding, partnerships, and policy alignment.

### 2. Coordinate with State, Federal, and Other Stakeholders:

- Support NVT in aligning its strategies with state, federal and other agencies, economic development initiatives, and legislative priorities.

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- Provide recommendations for strengthening NVT’s position in relation to state policies, funding programs, and economic development efforts.

### C. Collaborative Engagement

#### 1. Regular Meetings with Research Partners:

- Participate in ongoing meetings with NVT’s research partners to provide strategic insights and ensure alignment between research findings and NVT's goal

#### 2. Cross-functional Strategy Development:

- Act as the lead strategist in identifying and activating initiatives aligned with NVT's broader vision for regional development.

### D. Reporting and Deliverables

1. **Final Activation Plans:** Complete and present the three Activation Plans, including sector-specific overviews, Tactical Workplans, and resource allocation strategies.

#### Estimated Budget:

- The budget for this project is estimated at \$100,000.

#### Project Timeline:

- The project is expected to begin on **February 1, 2025**, and conclude by **June 30, 2026**.

#### Proposal Submission:

Interested parties are invited to submit their proposals by **10:00 A.M. January 28, 2025**. Late submissions will not be considered. Email proposals to: [purchasingbids@mccd.edu](mailto:purchasingbids@mccd.edu)

Proposals should include the following:

1. Overview of qualifications and relevant experience in strategic planning, development, and activation of long-term initiatives.
2. Proposed approach and strategies for achieving the outlined objectives.

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3. Timeline for the completion of the scope of work.
4. Proposed Budget, including associated costs.
5. Proposal should be a maximum of two pages, excluding attachments (e.g., examples of past projects, client references).

**Evaluation Criteria:**

Proposals will be evaluated on:

- Relevance and depth of research expertise.
- Demonstrated success in economic strategy development.
- Feasibility and quality of proposed methodology.
- Alignment with NVT goals and California Jobs First priorities.
- References and past performance.

**Additional Information:**

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