



250 FRANK H. OGAWA PLAZA, SUITE 3315 • OAKLAND, CALIFORNIA 94612-2034
Department of Economic & Workforce Development (510) 238-6766

RFQ Release Date: 2.18.14

REQUEST FOR QUALIFICATIONS: Organizational Management Consultant for Oakland Makers

The City of Oakland, Department of Economic & Workforce Development invites the submission of qualifications for an organizational management and support consultant for *Oakland Makers* (OM) for the period March 1, 2014 – December 31, 2014. Oakland Makers, co-founded by city staff and the local Maker community, is a newly-formed, member-based nonprofit enterprise. Oakland Makers requires early-stage leadership in order to work with founding members (Core Group) and city staff to a) stabilize and grow the organization, b) create a fundraising strategy and c) create an Action Plan and facilitate activities for the coming calendar year. For more information about Oakland Makers see: <http://oaklandmakers.org>

The work of the selected Consultant(s) will be managed through a Professional Services Contract with the City of Oakland in a fixed service contract not to exceed Twenty Thousand Dollars (\$20,000), inclusive of costs for website development and associated communication products and meeting costs. Anticipated start date is April 15th, 2014, pending contract finalization.

Submission of qualifications and samples of relevant work and professional references are due March 7th, 2014 by 5:00 p.m. and may be submitted via email to

mprado@oaklandnet.com, with a required original hard copy mailed or delivered to: Margot Lederer Prado, Senior Economic Development Specialist, at the address on this letterhead.

Questions on the RFQ should be directed to Ms. Prado at (510) 238-6766.

ELIGIBILITY REQUIREMENTS

The selected consultant should have a background in organizational management, particularly working with non-profit, mission driven organizations. The consultant should be knowledgeable about the Maker Movement and have general knowledge of industrial arts as well as vocational, traditional and/or advanced manufacturing techniques of production. The ideal candidate will have experience in strategic planning, branding and marketing, event planning, management and/or knowledge of website design and social media communication, as well as meeting facilitation experience. The successful candidates must have/or obtain a business license in the

City, and meet all criteria required of City vendors, as specified by the City's Office of Contract Compliance. All bidders must familiarize themselves with the vendor requirements of the City of Oakland and all bidders must include the attached non-collusion affidavit with your quotation and be registered with the City's vendor system, iSupplier, at the following link:

<http://www2.oaklandnet.com/Government/o/CityAdministration/d/CP>.

SCOPE OF SERVICES

1. **ORGANIZATIONAL MANAGEMENT**: Create an organizational management structure, working with the founding Core Group and City Economic Development staff, including defining decision-making process guidelines. Form and convene work groups and committees based on the affirmed objectives and goals. Create an Action Plan, working with founding members and committees.
2. **PUBLIC RELATIONS & COMMUNICATIONS**: Conduct outreach and manage public relations and communications for the Oakland Maker Initiative. Select and guide development of an expanded OM website that supports key identified goals and objectives. Conduct media outreach and marketing activities for OM.
3. **COMMUNITY BUILDING & MEMBERSHIP DEVELOPMENT**: Convene no less than four Quarterly Meet Ups in 2014, structured to engage members and move key objectives forward. Expand the membership of Oakland Makers, beyond its current subscribership of 400 individuals and solidify the relationship of OM to the national Maker Movement,
4. **PROJECT MANAGEMENT & FUNDRAISING**: Initiate the implementation of OM Action Plan objectives for the 2014 Calendar year, together with Core Group members. Begin a fundraising campaign and explore other funding options.
5. **MAKER BUSINESS SUPPORT**: Help Economic Development staff identify the "supply chain" associated with advanced, additive and artisan manufacturing businesses in Oakland. Support the discussion for criteria defining an Oakland-Made product label system.

DELIVERABLES: The preliminary deliverables expected by the City may include:

1. Creation of Project Schedule;
2. Creation of a Draft Action Plan for review by staff and the Core Group;
3. Facilitation of the Maker quarterly meeting schedule;
4. Website development, hosting and domain establishment as necessary;
5. Publication of no less than two nationally-recognized journal or internet media articles on Oakland Makers.

*****Filing deadline for this RFQ is Friday March 7th, 2014 *****