



Request for Proposals (RFP): Campaign Management Services for 2028 Local Revenue Measure

Project Overview

The Humboldt County Children and Families Commission (First 5 Humboldt) is soliciting proposals from experienced political consulting firms to design, manage, and execute a comprehensive campaign for a countywide special tax ballot measure in 2028.

The proposed measure seeks to establish a dedicated public revenue stream to fund youth and family health supports, expand access to early childhood education, and secure prevention and health-promoting programs for children and families across Humboldt County. Winning a local tax measure requires a nuanced strategy that bridges the distinct political and cultural dynamics of Humboldt County. The selected consultant must navigate regional sensitivities surrounding taxation, local government accountability, and the specific needs of rural families, while building a diverse coalition of parents, caregivers, educators, healthcare providers, businesses, and community leaders.

Project Title: Children's Measure Political Consultation

Target Election date: June or November, 2028 TBD

Budget Cap for this RFQ: \$70,000

Proposal Submission Deadline: October 15, 2026 at 4:00 pm

Primary contact: Aaron Wythe, Associate Director of Operations,
awythe@co.humboldt.ca.us

Scope of Work

Research and Assessment

The selected consultant will assess First 5 Humboldt's internal capacity and its position within the broader community coalition to successfully advance a revenue measure.

Responsibilities include:

- **Resource, History, and Context Evaluation:** Analyze existing program services, community relationships, past information campaigns, and financial capacity.

- **Polling and Data Analysis:** Partner with, guide, and manage an experienced, well-regarded polling firm to measure campaign feasibility. This includes:
 - Guiding the development of the polling instrument to test potential pathways and communication strategies.
 - Surfacing community and voter goals, priorities, and policy feasibility regarding child well-being.
 - Analyzing and interpreting data to ascertain overall viability.
 - Translating polling data into highly effective campaign messaging.

Outreach and Communications

The selected consultant will direct strategic outreach to build community understanding and commitment around early childhood care, prevention, and early intervention strategies. Responsibilities include:

- Engaging directly with elected officials and local government entities to build political consensus for a dedicated early childhood funding stream.
- Guide local partners in engaging with local policymakers and stakeholders in building political consensus.
- Identifying and securing endorsements from key community allies.
- Anticipating potential points of opposition early to ensure a factual, proactive public conversation.
- Mapping and mobilizing community partners and stakeholders.
- Developing a comprehensive, culturally respectful communications framework tailored to Humboldt County's diverse population.
- Crafting a compelling narrative that connects the fiscal necessity of the tax to tangible accountability and positive outcomes for local families.
- Developing a multi-channel media campaign—including direct mail, digital/social media toolkits, local radio spots, and print advertising in community news sources—to reach voter households.
- Advising on strategic media buys and placement.
- Preparing and supporting campaign spokespeople for effective public engagement.

Policy Development and Legal Compliance

The selected consultant will collaborate with legal entities to ensure the measure and its promotion comply with all statutory requirements. Responsibilities include:

- **Drafting Support:** Collaborating with First 5 Humboldt's legal counsel and designated legal partners to draft the formal measure language.
 - **FPPC Compliance:** Reviewing and advising on all public materials and paid media to guarantee strict compliance with California Fair Political Practices Commission (FPPC) requirements.
 - **Local Governance:** Ensuring full compliance with all local campaign finance, disclosure, and reporting laws.
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Proposal Submission Requirements

To be considered, submissions must include the following distinct sections:

1. **Letter of Interest:** A brief cover letter signed by a principal of the firm confirming availability for the duration of the 2028 campaign cycle.
 2. **Firm Profile & Experience:** An overview of the firm's history, highlighting specific experience managing countywide ballot measures, rural campaigns, or children/family-focused initiatives in California.
 3. **Humboldt County Approach:** A narrative detailing the firm's understanding of Humboldt County's unique political dynamics and a preliminary strategy for building a winning coalition.
 4. **Evidence of Success:** Case studies or summaries of at least two relevant campaigns directed by the firm, including the structure of the measures and final election outcomes.
 5. **Cost Proposal & Fee Structure:** A transparent breakdown of costs, including monthly retainer fees, media production costs, and standard management percentages or commission rates for paid media buys.
 6. **References:** Contact information for three professional references from previous political or public affairs campaigns.
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Evaluation Criteria

A steering committee will review all proposals and score them based on the following matrix:

- **Relevant Experience (50%):** Proven track record of winning local ballot measures in California, ideally in rural or northern coastal counties.
 - **Strategic Vision for Humboldt County (20%):** Demonstrated understanding of local socio-political dynamics, demographic nuances, and unique rural challenges.
 - **Cost & Budget Efficiency (20%):** Competitive pricing, value, and clear, transparent fee structures.
 - **References (10%):** Positive feedback regarding the firm's professionalism, flexibility, and communication style.
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Estimated RFP Selection Timeline

- **RFP Released:** September 10, 2026
- **Proposal Submission Deadline:** October 15, 2026, at 4:00 PM PST
- **Estimated Contract Award Announcement:** October 30, 2026

Submission Guidelines:

Prior to October 15, 2026 at 4:00 p.m. submit electronic proposals in pdf format to:

Aaron Wythe, awythe@co.humboldt.ca.us, Humboldt Children and Families Commission, 325 2nd Street, Ste. 201, Eureka, CA 95501.

Submit all inquiries regarding this RFP via email to awythe@co.humboldt.ca.us with "Political Consultant RFP" in the subject line.