

Request for Qualifications (RFQ)

Graphic and Outreach Coordinator – Pathways to Prosperity Initiative

Issued by: Amador Trail Stewardship

Issue Date: 11/25/25

Submittal Deadline: 12/31/25, or until position filled

Contact: info@amadortrailstewardship.org

1. Overview

The **Pathways to Prosperity Initiative** seeks a qualified **Graphic Outreach Coordinator** to develop cohesive visual materials that help communicate the initiative's goals and relevant information to the public. This project aims to increase visibility, promote community engagement, and share information about workforce development, trail connectivity, and rural prosperity efforts in our region.

2. Scope of Work and Deliverables

The selected consultant or contractor will work with initiative partners to produce the following deliverables:

1. Logo Design

- Create a simple, versatile logo for the *Pathways to Prosperity Initiative*.
- Provide final files in standard formats (.ai, .eps, .png, .jpg).

2. Public Outreach Graphics

- Develop up to **four (4) infographics or flyer designs** suitable for both print and digital use.
- Each design will visually communicate a key aspect of the initiative (e.g., economic development, trail connectivity, and regional collaboration).
- Provide editable design files and final print- and web-ready versions that can be used between multiple Counties within the Sierra Region.

3. Coordination and Revisions

- Participate in at least two (2) coordination meetings (virtual or in-person).
- Provide up to two (2) rounds of revisions per deliverable.

3. Qualifications

Qualified applicants should demonstrate:

- Proven experience in graphic design
- Ability to translate complex ideas into clear, visually engaging materials.
- Familiarity with community development, public sector, or environmental initiatives preferred.

Please include **samples or links to prior work**, particularly public-facing infographics, logos, or outreach materials.

4. Timeline

Milestone	Target Date
RFQ Release	11/25/25
Questions Due	12/15/25
Submittals Due	12/31/25
Selection/Notification	2/1/26
Project Start	2/2026
First Deliverables Due	3/15/26

The timeline may be adjusted based on project needs. You may include a timeline that suits your situation if needed.

5. Budget

The total budget for this contract is inclusive of all time, materials, and deliverables. Proposals should include an estimated cost per deliverable. Total contract is not to exceed \$4500.

6. Submission Requirements

Please submit a **single PDF** that includes:

- A brief statement of interest (max 1 page)
- Resume or firm profile
- Proposed approach and timeline
- Budget estimate
- Three relevant design samples (or link to online portfolio)

Submit electronically to:

info@amadortrailstewardship.org

Subject line: *Pathways to Prosperity RFQ – Graphic & Outreach Coordinator*

7. Evaluation Criteria

Submissions will be evaluated based on:

- Demonstrated experience and quality of past work
- Understanding of the project and communication approach
- Estimated cost
- Availability and timeline alignment

8. Terms

The selected consultant will be contracted as an independent contractor. All final materials will become property of Amador Trail Stewardship to use as desired. The organization reserves the right to reject any or all submissions.