



EXHIBIT B: CONTRACTOR PROPOSAL

Yolo County Sustainability Division Grant Writer
Bid #RFQ-2025-0009

July 16, 2025



Exhibit A: Proposal Transmittal Letter

July 16, 2025

Yolo County Procurement Division
% Keely Mendes
120 West Main Street, Ste. C, Woodland, CA 95695
Keely.Mendes@YoloCounty.gov

Dear Keely Mendes,

Farallon Strategies is pleased to respond to RFQ-2025-0009 to support the Yolo County (County) Sustainability Division with pursuing and securing funding to implement the Climate Action and Adaptation Plan (CAAP). Farallon Strategies has worked with the Sustainability Division multiple times over the last four years and is excited for the opportunity to continue our working relationship and serve as a strategic partner in advancing high-impact, equity-centered climate initiatives in the County.

Farallon Strategies is a certified micro-small business, B Corp, and 1% for the Planet Business Partner, and launched in September of 2020 to support bold actions to address climate change and community resilience. Our team of eleven brings deep familiarity with California's climate funding landscape from existing leadership roles in supporting bold grant proposals, prior roles helping to pass funding legislation, helping to write and improve grant guidelines, to being point on large and small scale grant applications. Farallon Strategies also brings deep experience supporting under-resourced communities to develop strong grant applications as part of our role as extension of staff for climate collaboratives and providing technical assistance for multiple State grant programs. As technical assistance providers, we work closely with funders to be deeply informed about grant requirements and the nuance of what creates strong applications.

The Farallon Strategies team is a trusted resource to funders and grant applicants alike. Our team engages through trusted relationships with funders built over years of collaborative work to inform grant applications in development. We also facilitate regional Catalyst Convenings in our role supporting the Strategic Growth Council to help the State better understand regional priorities and create grant programs that support local governments. We understand that in addition to skilled writing and storytelling, this work requires collaboration, organization, and a commitment to equity. We are confident that our skills and experience at all stages of grant development and implementation, along with our collaborative working style, make us the right partner to support the County in bringing the CAAP vision to life. We welcome the opportunity to support the County's work across the priority areas outlined in the RFQ. We are particularly enthusiastic about co-developing project concepts with Sustainability Division staff and producing grant applications reflective of the County's values and priorities.

Thank you for considering our qualifications. Neither Farallon Strategies nor any of our team members have ever been suspended or debarred by any government entity. We have reviewed the insurance requirements and the sample County contract and are able to comply with the terms therein. We look forward to the opportunity to discuss how we can contribute to Yolo County's climate leadership. Please do not hesitate to contact me with any questions.

Respectfully,



Jenn McKenzie, Operations and Project Lead
jenn@farallonstrategies.com | 619.972.4482
500 Capitol Mall, Suite 2350, Sacramento, CA 95814



Exhibit B
Qualifications and
Experience



Farallon Strategies Team (a.i)

Farallon Strategies is a team with deep expertise in climate strategy, public sector grant writing, and California’s environmental and climate policy landscape. For this contract, Jenn McKenzie, Farallon Strategies’ Operations and Project Lead will be the County’s dedicated project manager. Jenn lives in Yolo County and has continuously supported the County on grant and program initiatives for the last five years, two years at Farallon Strategies and for over three years in a previous role. She is currently the project manager leading the work of Farallon Strategies in supporting development of the Yolo County Regional Resilience Collaborative through the County’s Regional Resilience Planning and Implementation Grant (RRGP) award which would allow a seamless integration of her leadership across projects. As project manager for this contract, Jenn will be responsible for tracking all activities associated with the contract and will coordinate closely with the County to identify paths forward to maximize funding outcomes for CAAP projects as well as complete the work associated with each deliverable. Jenn will be supported closely by Farallon Strategies President, Michael McCormick, who will act as project director. As project director, Michael will advise the team using his decades of experience in climate action grant guidelines development and grant writing and provide quality control on all deliverables. Danaka DeBow will act as primary project support and will conduct funding research, develop project descriptions, draft grant applications, and support development of the funding strategy. Jenn, Michael, and Danaka have all worked extensively in Yolo County and are either current or recent residents. The following bios provide additional background on each of the key team members.

Project Principals



Michael McCormick | Project Director

Michael founded Farallon Strategies to support the creation of transformative community driven solutions to the impacts of a changing climate. Michael has worked at all levels of government, and in non-profit and business, with a focus on climate for nearly 25 years. Michael has worked on climate initiatives in Yolo County for nearly 20 years, starting with regular attendance and participation in the Yolo County Climate Compact in 2007. These broad and local experiences together allow him to see the interconnectedness of work across

governance and organizations, and to help create the vision and strategy to affect change. These experiences helped Michael work in collaboration with a broader team to build the governance and early actions while helping to staff the Yolo County Climate Commission and establish early wins to support Yolo County’s work to address climate change. In addition to writing and advising on grant guidelines development and providing technical assistance to

partners pursuing funding, throughout his career Michael has supported grant applications and funding proposals successfully amounting to hundreds of millions of dollars in funding awards for clients and partners. Michael actively supports the evolution of the community of practice and serves as an Advisor to Resilient Cities Catalyst, Circle of Advisors at the Cool Davis Foundation, Regional Advisory Committee for the UC Davis Center on Regional Change and Advisor to the UC Davis Environmental and Policy Management program. He maintains relationships across the State, federal, regional, and philanthropic landscape that provide an understanding of funding options for climate action projects and programs. Michael will be engaged in key stages of the project and will oversee the team's work to develop high-quality products related to the scope.

Education: M.S., Urban and Regional Planning, Florida State University;
B.S., Sociology, Florida State University



Jenn McKenzie | Project Management

Jenn is the Operations and Project Lead at Farallon Strategies. Jenn will serve as the Project Manager. She currently manages the deliverables associated with the County's RRG award, which includes supporting formation of the Yolo County Regional Resilience Collaborative, guiding its identification and prioritization of countywide resilience needs, and completing a funding strategy for projects that address those needs. Jenn is the Project Lead for the Project 46 Southern Indiana Regional Climate Alliance ("Project 46 Alliance"), a new regional cross-

sector climate alliance dedicated to addressing climate change, where she supports identifying priority projects and matching projects to potential funding opportunities. She also supports the Monterey Bay Regional Climate Project Working Group (RCPWG) with developing an adaptation inventory of all climate related actions in the planning documents of the RCPWG members. This adaptation inventory will be used to create project and program descriptions ready for grant applications. She previously assisted the Southeast Sustainability Directors Network with identifying grant opportunities and providing assistance to local governments with preparing grant applications. Recently, Jenn assisted the City of Santa Cruz with developing the 50-year Community Vision for West Cliff ("50-year Community Vision"). Building on this work, she supported the City with identifying priority projects consistent with the 50-year Community Vision by preparing project descriptions and developing prioritization criteria. In a previous role, she supported Yolo County with developing and staffing the Yolo County Climate Action Commission, and preparing the Yolo County 2022-2025 Climate Early Action Grant Strategy. Jenn has supported over \$13 million in successful grant applications.

Education: M.S., Forest and Natural Resource Sciences, University of Kentucky
B.S., Wildlife, Fish and Conservation Biology, University of California, Davis



Danaka DeBow | Primary Support

Danaka is a Senior Associate at Farallon Strategies. Over the last decade, she has worked with state and local governments to develop and implement projects to benefit communities and the environment. This includes over four years of experience working with Yolo County departments on natural resources management, drought relief, and water issues. Danaka has supported local governments, with every phase of the grant process including developing the project scope and goals, identifying funding, leading community engagement to meet

grant application requirements, writing grant applications, and managing contracting, compliance, and reporting for grant awards. Danaka has directly supported the pursuit of over \$10 million in grant funding during her career, a majority of which was for projects located in Yolo County. Danaka has also worked on funding strategies for a variety of projects, which included processes to identify priority projects, funding research, and strategies for improving alignment between priority projects and available funding. Danaka has also had the opportunity to assist in developing a grant program to distribute American Rescue Plan funds, giving her an understanding of how grant programs are crafted to allow awarded organizations to fulfill the goals of the funds.

Education: Master of Public Administration and Public Policy Graduate Certificate, USC Sol Price School of Public Policy; B.S. Human Development and B.A. Psychology, UC Davis

Other Staff

Farallon Strategies operates through the principle of collective knowledge and a democratic decision-making structure that enables us to bring the full team together to solve problems and support projects across our client and partner portfolio. Our eight additional staff members are available to support work in Yolo County, whether for short-term, intensive efforts or long-range strategy that draws on their specific expertise. Given the varied needs of this contract, the broader team can be engaged as needed by the primary team identified above. In instances of increased workload, such as multiple grant applications due simultaneously, we will coordinate internally to ensure adequate staffing. Staff bios are available on the [Farallon Strategies website](#).





History and Mission (a.ii)

Farallon Strategies is a certified micro-small business, B Corp, and 1% for the Planet business partner focusing on community benefit initiatives established to support government agencies and mission-driven organizations in advancing their climate equity, resilience, and sustainability goals through relationship building, strategic funding, and policy alignment. Woven into our mission is supporting public agencies turn vision into implementation by fostering the partnerships and securing the resources necessary to address climate change at scale.

Our work spans grant writing, climate strategy development, funding roadmap design, and collaborative project management. The services described in this RFQ align precisely with our core capabilities and values—particularly our emphasis on collaborative, equity-centered approaches to climate action and our track record of delivering high-quality, competitive grant applications for local governments.

Meeting Minimum Requirements (a.iv)

Our team exceeds the minimum and additional requirements outlined in the RFQ.

- ✔ **Five years experience performing grant writing services.** Farallon Strategies has supported clients with grant-writing since its inception in 2020. The team members identified as primary staff on this project have a combined 35 years of grant writing experience.
- ✔ **Staff with two years experience with State and local climate funding programs.** The team members working on this project combined have decades of experience with state and local climate-related funding programs. This experience includes both supporting local governments and mission-driven organizations in securing funding and supporting the State in developing funding programs that allow local governments to address climate priorities.
- ✔ **Success in securing a minimum of \$1 million in climate or sustainability grant funding.** Farallon Strategies staff has supported our clients in successfully securing over \$50 million in climate or sustainability grant funding.
- ✔ **Excellent writing skills.** Our team brings a strong track record of producing clear, compelling, and technically accurate written materials, whether it be grant applications, memos, or other deliverables. We are happy to share work samples upon request.
- ✔ **Knowledge and familiarity with climate action and adaptation issues.** Farallon Strategies works exclusively on climate action and adaptation projects and has a deep understanding of the issues facing California, and trends in the climate funding landscape.

- ✓ **Rigorous attention to detail.** Farallon Strategies' work requires attention to detail to comply with legal requirements, meet executive leadership quality standards, and establish accountable processes to support progress and encourage easy collaboration.
- ✓ **Strong project management skills.** Our team has a proven track record of strong project management skills, including the ability to develop clear work plans, manage timelines and budgets, coordinate across partners and interested parties, and adapt to changing circumstances while producing high-quality deliverables. Our positive working relationships with our references are a testament to our client-focused and supportive project management style.
- ✓ **Knowledge of climate adaptation and mitigation strategies and best practices.** Our experience provides extensive knowledge of climate adaptation and mitigation strategies, which we continue to grow through our active commitment to professional development and opportunities for knowledge transfer across our community of practice.
- ✓ **Familiarity with local government operations and procedures.** The majority of our clients are local governments or coalitions/collaboratives consisting of local governments. We believe local governments have direct and meaningful impact on community-members' lives. Through our experience, we understand how local governments, particularly counties, operate including their leadership structure, planning processes, and the internal coordination and interested party engagement needed to move initiatives from concept to implementation.
- ✓ **Experience in Yolo County.** Each of the team members working on this project have extensive experience working in the County including directly for the Sustainability Division. Michael has nearly two decades of experience supporting climate discussions in Yolo County - from the early days of the Yolo County Climate Compact to supporting the creation of the Yolo County Climate Action Commission and Yolo County Regional Resilience Collaborative. Michael and Jenn both live in Yolo County and Danaka in Sacramento. All three team members are local and available to support in-person meetings as needed.
- ✓ **Track record of working with diverse communities and incorporating equity and environmental justice into grant applications.** In nearly all of our projects, we partner directly with representatives of diverse communities to assist us with integrating equity and environmental justice into our work. In some cases this takes the form of contracting and partnering with community-based organizations for support and in others it looks like conducting outreach to allow those voices to inform the projects we lead. This has allowed us to consistently incorporate equity and environmental justice principles into grant applications, adjust proposed projects to reflect community priorities, and advance inclusive, measurable outcomes.





Previous Work Experience (a.iii & a.vi)

Farallon Strategies has been providing services similar to those outlined for the is contract since our inception five years ago and our team brings additional experience from previous roles. Below we outline how our experience and expertise aligns with the services sought by the County.

Funding Research and Tracking

Farallon Strategies tracks climate action funding under contracts with several clients, but more importantly maintaining a working understanding of potential and active funding opportunities for climate projects is one way we support California's community of practice on climate adaptation. We do this through tracking the State and federal budgets, attending workshops and other events focused on funding and grant programs, and staying engaged with our network, which offers a wealth of information related to the status of climate funds. When we track funding, we work with grantmaking agencies and organizations and their staff to understand opportunities prior to public announcements. In our role as staff for the **Bay Area Climate Adaptation Network (BayCAN)**, we research State, federal, regional, and foundation funding opportunities and capture these opportunities in a funding tracker. Similarly, we maintain a funding tracker spreadsheet for the **Project 46 Regional Climate Alliance** in Indiana, which includes foundation and federal funding. Farallon Strategies has additional contracts in which we are developing funding strategies and conducting funding research, including our support of the **Yolo County Regional Resilience Collaborative**, the **Central Coast Climate Collaborative**, and the **Monterey Bay Area Regional Climate Project Working Group (RCPWG)**. This knowledge allows our staff to assist in identifying fundable projects and match them with programs quickly. While not all of the funding sources investigated for our existing projects will be appropriate for Yolo County CAAP projects, this work exemplifies how we maintain our deep knowledge of current climate funding available now and into the future. The period of funding research under this contract will also likely coincide with our funding research for the Yolo County Regional Resilience Collaborative. While these two contracts will have distinct priorities, some research may overlap.

Project Development

Farallon Strategies develops project descriptions and/or implementation plans as a component of many of our contracts for use in grant applications, prioritization processes, and other planning efforts. Developing project descriptions creates buy-in from partners and interested parties on what a project will accomplish and transforms an idea into a plan. We are currently under contract to develop project descriptions/implementation plans for the **RCPWG** and the

Yolo County Regional Resilience Collaborative. This is also a major component of our role providing grant writing technical assistance through the **Southeast Sustainability Directors Network Water & Resilience Technical Assistance Program**, **Ocean Protection Council SB 1 Technical Assistance Program**, and the **Strategic Growth Council Build, Organize, Optimize, Strengthen, Transform (BOOST) Program**. Jenn McKenzie and Danaka DeBow also bring experience developing project descriptions from their roles at a previous firm including dozens within Yolo County through the **Natural Resources Divisions' grant writing support related to drought relief for small communities in Yolo County**, the **Yolo Sustainable Groundwater Agency's Sustainable Groundwater Management Act Grant** project identification and development process, the **Cache Creek Nature Preserve Visitor Center** project development process, the **Sustainability Divisions' climate early actions prioritization**, and for the **City of Davis' comprehensive grant strategy**. For the Cache Creek Nature Preserve Visitor Center, project development included conducting community engagement activities to understand how the project could be adjusted to better serve the nearby communities and documenting those adjustments to meet grant requirements.

Funding Strategy Development

Creating funding strategies is the synthesis of funding research and project development. It is the documentation of crosswalking project priorities with funding opportunities and provides a game plan for how to successfully secure funding. We are currently scoped to develop funding strategies for **RCPWG** and the **Yolo County Regional Resilience Collaborative**. Jenn McKenzie and Danaka DeBow also bring experience developing project descriptions from their roles at a previous firm including the **Sustainability Divisions' climate early actions prioritization**, and for the **City of Davis' comprehensive grant strategy**.

Grant Writing

Farallon Strategies has helped clients and partners secure over \$50 million in funding. Our grant writing work is typically embedded within broader, long-term partnerships, allowing us to write from a deep understanding of our clients' priorities, projects, and values. Grant writing is rarely a standalone service; instead, it complements our ongoing strategic and technical support. We are confident in our ability to support Yolo County because of our established partnership with the County, which has given us deep familiarity with the CAAP, the Sustainability Division, and the broader project landscape.

Our role as contract staff for the **BayCAN** illustrates how grant writing is often integrated into our work supporting clients. BayCAN engages in grant writing to support its operations and activities while also supporting members in developing and writing grants for their own purposes. BayCAN supports consultations with members and partners to develop grant strategies that activate unique partnerships across the BayCAN network. Direct grant writing which has resulted in awards for support include partnering on a National Science Foundation grant for development of regional technical assistance for CBOs with UC Davis and UC Berkeley, partnership with UC Berkeley in developing a sub-grant application for BayCAN's support of the 5th Climate Assessment, and working together across the region through various working

groups such as the BayAdapt Implementation Coordinating Group to position the investments needed to address climate risk. Through BayCAN's work we've completed direct grant writing, technical assistance to support others in grant writing, written letters to support improved grant guidelines at the regional and state level, and supported other organizations as a partner in achieving their own fundraising goals.

Another key example of our success securing funding as part of our ongoing support for our clients is our work supporting **RCPWG** in securing \$33 million since 2022. Over the last three years, we have worked collaboratively across the RCPWG members and with partners at Grant Management Associates to bring partners together and facilitate conversations leading to over \$60 million in joint grant applications to the US Department of Energy, California Resources Board, California Energy Commission, and the California Department of Transportation. Current initiatives include developing grants in partnerships with philanthropy to support funding trackers, technical assistance, and equity centered implementation grants while also providing predevelopment services including discussions with elected officials to support earmarks, engaging with senior leadership and grant managers at the Coastal Conservancy, Strategic Growth Council, and Governor's Office of Land Use and Climate Innovation to develop projects to meet program requirements, such as those emerging as a result of new funds through Proposition 4.

Farallon Strategies is a strategy advisor and implementation partner to **Resilient Cities Catalyst (RCC)**. We worked closely with RCC to develop the California Resilience Partnership governance and program strategy and have supported multiple grant submittal requests to the Hilton Foundation and Alumbra Innovations Foundation. These efforts have resulted in more than \$4 million in awards to RCC in the last 4 years. We are currently partnered with RCC to launch the Coastal Accelerator program where Farallon Strategies' role is assisting in site and partner selection for a series of \$500,000 awards to jurisdictions from the central coast to the Oregon border. We will continue to support grant tracking and reporting following grant awards to support accountability back through RCC to the funders and program sponsors.

In addition to seeking and securing funding for our clients for whom we support more broadly, we also have experience writing grant applications as a primary service as technical assistance providers for the **Southeast Sustainability Directors Network Water & Resilience Technical Assistance Program, Ocean Protection Council SB 1 Technical Assistance Program, Strategic Growth Council (SGC) Transformation Climate Communities Program, SGC Regional Climate Collaboratives Program, and the SGC Build, Organize, Optimize, Strengthen, Transform (BOOST) Program.**

Table 1 provides examples of the projects and programs Farallon Strategies and our staff have successfully applied for over the last three years.





Table 1: Farallon Strategies Staff Selected Successful Grant Applications

Grant Agency/ Program	Amount Secured	Client / Community Supported	Project	Role
Caltrans Sustainable Communities	\$263,819	Yolo County	Yolo County Zero Emission Vehicle Action Plan	Jenn McKenzie closely coordinated with the County's Sustainability Division on preparing the grant application, including final submission of application materials.
Ocean Protection Council Senate Bill 1 Grant Program	\$677,610	Humboldt County Resource Conservation District	Sea Level Rise Community Visioning & Vulnerability Assessment in the Eel River Estuary	Farallon Strategies, under contract with Coastal Quest, provided technical assistance to each of the listed agencies to secure Senate Bill 1 grant funding for the listed projects. This included coordinating closely with each agency to meet grant application requirements, drafting and/or reviewing applications, and facilitating submission.
	\$1,000,000	Los Angeles County Department of Beaches	Los Angeles County Regional Coastal Strategic Adaptation Plan	
	\$1,392,000	Fairfield- Suisun Sewer District	Solano Bayshore Resilience Project	
	\$1,100,000	Santa Ynez Band of Chumash Mission Indians	A Coastal Hazard Assessment of Chumash Heritage at Risk from the Impacts of Sea Level Rise (SLR)	
	\$590,000	City of Hermosa Beach	Hermosa Beach Vulnerability Assessment and SLR Adaptation Plan	
	\$675,400	City of Ventura	City of Ventura Sea Level Rise Community Co- Designed Adaptation Planning	

Grant Agency/ Program	Amount Secured	Client / Community Supported	Project	Role
National Fish and Wildlife Foundation National Coastal Resilience Fund	\$630,000	Bay Area Climate Adaptation Network (BayCAN)	Collaborative Network Coordination	In our capacity as BayCAN staff, Farallon Strategies led development of the grant application and managed the award process.
Caltrans Clean California Local Grant Program	\$2,421,000	City of South San Francisco	Centennial Trail Outdoor Recreation and Education Enhancement	As technical assistance providers through the Institute for Local Government's BOOST program, Farallon Strategies assisted each of the listed agencies to secure CalTrans Clean California Local Grant funding for the listed projects. This included coordinating closely with each agency to meet grant application requirements, drafting and/or reviewing applications, and facilitating submission.
	\$2,179,702	City of Needles	Marina Park First Beach Beautification	
	\$490,000	City of McFarland	McFarland Community Garden and Trail	
Department of Water Resources (DWR) Sustainable Groundwater Management Act Round 2 Grant	\$7,900,000	Yolo Subbasin Groundwater Agency	Five projects including grant administration, implementing the YSGA Groundwater Sustainability Plan, multiple water recharge projects, and feasibility studies for the City of Winters to augment declining groundwater supplies.	At a prior firm, Jenn led a project selection process for the Yolo Subbasin Groundwater Agency, contributed to project descriptions and narrative drafting for the SGMA Round 2 grant application, and liaised effectively with State grant managers for guidance.
National Oceanic and Atmospheric Administration Climate Resilience Regional Challenge	\$1,849,228	St. Louis County (MN)	Advancing Regional Climate Resilience for Minnesota's Lake Superior Coastal Region	Jenn through a subcontract with Pathways Climate Institute, provided support to facilitate meetings of application partners, track letters of support, and review budget materials.

Grant Agency/ Program	Amount Secured	Client / Community Supported	Project	Role
Community Project Funding (Federal earmark)	\$1,000,000	North San Joaquin Water Conservation District	Project to improve the southern portion of the NSJWCD surface water irrigation system for groundwater recharge.	At a previous firm, Jenn supported the submission of a Community Project Funding request to Senator Alex Padilla including meeting with his staff and completing the application once funding was appropriated.
DWR Small Community Drought Relief Program	\$3,800,000	Madison Community Services District (CSD)	Madison Community Drinking Water System Replacement Project	While at a previous firm, under contract with Yolo County, Jenn collaborated with Madison CSD to develop the project scope, budget, and timeline. Danaka managed the grant award process, including contracting with DWR, managing information requests, and revising the project scope.
	\$559,000	Yolo County Office of Emergency Services	Dry Well Assistance Program	While at a previous firm, Jenn authored the grant application and coordinated closely with the chief of emergency services to develop the project scope, budget, and timeline.
	\$167,000	Zamora Fire Protection District	Water Supply Reliability Enhancement Project	Under contract with Yolo County, while at a previous firm, Danaka authored grant applications and coordinated with local fire chiefs on project scope, budget, and timeline. She built a working relationship with DWR grant staff to align proposals with program requirements.
	\$81,000	West Plainfield Fire Protection District	Water Supply Improvement Project	
	\$58,000	Dunnigan Fire Protection District	Well Replacement Project	
	\$200,000	Capay Valley Fire Protection District	Water Infrastructure Improvement Project	



Project Specifications (a.v)

Farallon Strategies is collaborating with Sustainability Division staff in delivering each of the technical specifications listed in the RFQ. The following narrative outlines our approach to the work included in the RFQ. We plan to adapt our approach as needed to match your team's preferences and adjust to changing circumstances.

Task 1: Project Management

Farallon Strategies begins each project by setting mutually agreed-upon expectations, including defining clear roles and responsibilities, establishing timelines, and determining communication procedures and general rules of engagement. These steps have helped to develop and maintain positive working relationships with clients, which have in turn enabled the successful delivery and completion of projects. Farallon Strategies approaches each project and client from a foundation of trust and proactive engagement to collaboratively address, avoid, and minimize potential problems from the beginning. We meet clients where they are, and tailor our approach to best align with their established work styles and goals. Our ability to seamlessly integrate into project teams has been consistently recognized by our clients. We contribute project successes to our team's people-centered, outcomes-oriented approach, grounded in relationship building and generating real-world benefits over strictly focusing on completing work products.

Upon contract execution, the Farallon Strategies project manager will schedule biweekly meetings with Sustainability Division staff at a time that works best for them. In advance of each meeting, Farallon Strategies staff will prepare and distribute an agenda with the understanding that Sustainability Division staff can add their own items as needed. Each agenda will include a standing item for a status report on grant application progress, funding research highlights, and funding strategy milestones. Farallon Strategies uses Google Docs to create a single document that includes all agendas and meeting notes for the meetings associated with the contract. To preserve budget and transparency, Farallon Strategies staff takes notes during the meeting in real-time to capture important discussion, action items, and decisions. We will follow up on action items assigned to Sustainability Division staff or other partners as needed between each biweekly meeting. We will also use the biweekly meetings as an opportunity for Sustainability Division staff to review materials to limit the amount of outside review required. In the case of meetings with key interested parties external to the Sustainability Division team, Farallon Strategies will create a separate document for the agenda to distribute to attendees and similarly will take real-time notes in the document.

After project kick-off, Farallon Strategies will develop a workplan in Google Sheets that outlines the process and timing of developing project descriptions, conducting funding research, and

completing an annual funding strategy. Farallon Strategies will vet this workplan with Sustainability Division staff and ensure content and timing of key milestones are agreed upon by both parties. Upon identification of funding opportunities, we will create individual workplans for each funding opportunity using separate tabs in the workplan spreadsheet. These funding opportunity workplans will be driven largely by the application deadline and to then work backwards to set realistic timelines for each component of the application. The workplans will outline key tasks associated with each grant requirement and describe subtasks, timelines, roles and responsibilities, and contingencies. For each grant opportunity the team pursues, Farallon Strategies will work closely with Sustainability Division staff to define roles and responsibilities (to the degree Sustainability Division staff is willing and able to be involved and as their schedules allow) and will create a quality control checklist. The quality control checklist will outline all application components and their associated requirements and scoring criteria, to track application development progress and verify final materials prior to submission. Farallon Strategies maintains a detailed time tracking system that will support the team in completing project activities and deliverables within the approved budget and with full transparency.

Deliverables

- *Agendas and notes for biweekly meetings with Yolo Sustainability Division, which includes a biweekly status report on all grant-related activities*
- *Funding research work plan*
- *Up to five (5) funding opportunity workplans*
- *Up to five (5) quality control checklists*

Task 2: Research and Identify Funding Opportunities

While some teams prefer focusing on developing projects without first considering the funding landscape, Farallon Strategies understands Yolo County has limited resources and needs to focus efforts on developing projects that are eligible for available funding opportunities. We also understand that the Sustainability Division has already done the hard work of identifying priorities in coordination with key partners and interested parties. Because of this, our team will quickly mobilize upon project initiation to research funding opportunities, related to carbon farm planning and implementation incentives; infrastructure, education, and programming support related to resilience centers; healthy communities; staffing/workforce development for climate roles; transportation emission reduction; community-facing energy reduction and conservation incentive programs; electric vehicle management and maintenance; and de-packaging tools and programs. Since we are already familiar with many funding programs available through state agencies, funder networks, and foundations in California, we will first check our existing resources and share information about upcoming opportunities within the first month of the contract. Farallon Strategies will begin documenting relevant funding opportunities in a funding tracker, which will include tabs for each of the priority areas identified by the Sustainability Division. Farallon Strategies will coordinate closely with the Sustainability Division staff during biweekly check-in meetings and if additional projects, initiatives, or partners are identified, Farallon Strategies will incorporate that information into its research moving forward.

For recommended funding opportunities, Farallon Strategies will share the funding source, eligibility, anticipated schedules for application and award of funds, and website links for applicable program materials. We will also flag any prerequisites such as feasibility studies, environmental review (CEQA/NEPA), or community engagement documentation that may be required for a competitive application. We will integrate this information into the funding tracker, which will serve as the foundation for the annual funding strategy. Because funding programs are often cyclical and provide resources for near-term projects, Farallon Strategies will include notes about the likelihood of future cycles of funding. During the contract term, Farallon Strategies will provide ongoing updates as new opportunities become available and conduct a comprehensive quarterly review of relevant grant programs to keep the funding tracker current.

The team anticipates the funding tracker (and eventually the funding strategy) will be developed in Google Sheets and include options to filter the information by various criteria such as funding source, eligibility requirements, submittal timelines, and initiative categories (e.g., natural working lands implementation, resilience centers in unincorporated communities, etc.). The tracker will allow users to filter the funding opportunities by the level of alignment with one or more priorities, resulting in a readily available Targeted Funding Opportunity List early in the contract period. This tool will allow for easy sharing and collaboration with the broader team and external interested parties, building transparency and supporting informed decision-making. Upon selection and development of 7-10 priority projects (see Task 3), Farallon Strategies will add a column to document which projects are eligible for which programs and a column indicating which fiscal year the County should aim to apply for each project/program. The strategy will therefore include information related to grants the team plans to pursue during the 14 month contract term, as well as recommendations for which programs the County could apply to in the future based on projects that may need additional time to complete requirements for future rounds. This ability to filter by priority project and fiscal year will define the Annual Funding Strategy, which will remain in a format the County can easily adjust and add to in the future.

Given the uncertainty of the federal funding landscape, Farallon Strategies will first begin researching State programs, particularly those with deadlines close to the contract start date, such as Caltrans' Sustainable Transportation Planning Grant. We believe any federal opportunities that do arise will likely focus on risk mitigation and traditional infrastructure investments and are prepared to adapt to changes in the federal funding landscape through creative project development. Farallon Strategies will also research and reach out to our network regarding private philanthropic funding opportunities that may be a good fit for Yolo County's priorities. We will also seek alternative funding solutions where possible such as opportunities to connect with legislators regarding budget requests in the State and federal budget. Farallon Strategies is familiar with engaging both State and federal representatives to navigate project funding via the State legislative budget and federal community project funding requests. We understand the importance of maintaining relationships with both State and federal legislators and are available to support Yolo County in project-related discussions with legislators if needed.

Farallon Strategies is committed to staying nimble to prioritize pursuit of imminent funding opportunities while delivering on the broader strategy focused on future opportunities. Throughout the lifespan of the project, Farallon will provide monthly funding briefs in the

agenda for the first meeting of the month with Sustainability Division staff. Depending on the opportunities identified during the research phase, Farallon Strategies will complete the funding strategy while simultaneously drafting grant applications. We are also ready and willing to be responsive to the County's needs and will redirect efforts as needed to maximize successful grant applications. For example, depending on the level of effort required for a grant application, we may pause funding research and strategy development until the County submits the application.

Deliverables

- *Filterable Funding Tracker*
 - *Targeted Funding Opportunity List*
 - *Annual Funding Strategy*
- *Monthly Funding Briefs*

Task 3: Project Development and Grant Writing

Farallon Strategies understands that Yolo County needs to focus its capacity on preparing and submitting applications for projects that are both high-priority and highly competitive for current funding opportunities. Farallon Strategies will take a strategic, streamlined approach to project development, centered on the actions identified in the CAAP that are in alignment with the near-term priorities identified by the Sustainability Division and focused on near-term readiness and alignment with likely funders.

Once we complete our initial round of funding research and identify available opportunities, our next step will be to work closely with Sustainability Division staff to review the full list of Phase 1 (2024-2027) CAAP actions and crosswalk them with the established priority areas that had the most promising funding opportunities. The outcome of this exercise will be a list of projects that 1) are Phase 1 actions in the CAAP, 2) address the current priority areas, and 3) have likely funding opportunities. The goal will be to identify 7-10 projects that meet these criteria for project development. If the list is longer than 10 projects, Farallon Strategies will develop prioritization criteria with Sustainability Division staff to narrow the list. If the list is shorter than seven projects, Farallon Strategies will advise Sustainability staff on either actions in the CAAP that align with current funding opportunities or suggest new projects that align with the priorities identified by Sustainability Division staff but did not appear in the CAAP. Alternatively, if the list is shorter than seven projects, the County may redirect the budget for developing the additional project descriptions towards grant application support.

Informed by the County's prior outreach and regional equity goals, Farallon Strategies will give special attention to opportunities that advance implementation in rural and historically under-resourced areas, where shovel-ready projects may unlock transformative outcomes and lift up communities that are often left behind in fast-paced and competitive funding processes. Farallon Strategies will also use our understanding of regional priorities across the other jurisdictions located in the County, which we have gained through developing a Regional Resilience Activity Inventory for the Yolo County Regional Resilience Collaborative, to look for opportunities where partnering with others may broaden the impact of a project and increase application competitiveness.

Once priority projects are identified, Farallon Strategies will develop grant-ready project descriptions for each. These descriptions will include foundational information often required by grant programs: goals, scope of work, project summary, partners, budget estimates, timelines, anticipated benefits, alignment with State or federal priorities (e.g., climate resilience, public health, or equity), and a community engagement plan. Our goal is to create flexible descriptions to provide a clear and compelling case for funding while being adaptable to different grant requirements. Where needed, Farallon Strategies will coordinate directly with technical staff, including engineers and planners, to refine scopes of work, budgets, and implementation strategies. This ensures each project description is grounded in feasibility and aligned with what is required to move quickly from award to implementation. We will also coordinate early and ongoing engagement with partners including co-applicants, sub-applicants, and supporters.

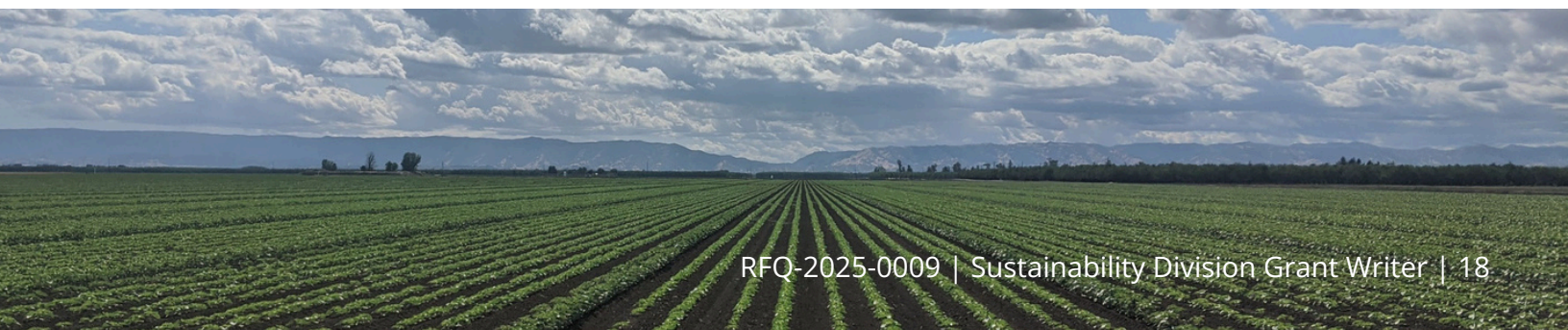
As funding opportunities arise, Farallon will lead the preparation of competitive grant applications. We recognize each funder has distinct expectations and successful applications depend on attention to detail, responsiveness to scoring criteria, and proactive communication with grant managers. To that end, Farallon Strategies staff will schedule consultation calls with State or federal grant managers early in the process to confirm eligibility, clarify program goals, and refine our approach. These relationships are central to our strategy and often yield insights that improve project positioning and increase chances of success.

As part of this task, Farallon will prepare all components of each application, including narratives, cost worksheets, letters of support, benefits calculations, and supporting documentation. We will submit internal drafts for review and incorporate feedback from Sustainability Division staff before packaging for final submission. We anticipate preparing up to five applications during the contract term, depending on timing and opportunity fit. To help maintain momentum beyond individual applications, Farallon Strategies will develop a suite of up to 10 shovel-ready or grant fundable project descriptions aligned with the County's CAAP Phase 1 priorities. These descriptions will serve as a pipeline of ready-to-go content for future grant rounds, minimizing lead time for application preparation and increasing overall competitiveness.

When projects are awarded, Farallon is also available to support post-award implementation by providing transition support to departmental staff, setting up systems for compliance and reporting, and even managing grants directly, if desired. By drawing on our strong familiarity with County and regional priorities, coordinating across jurisdictions, and maintaining a focus on equity and readiness, Farallon Strategies will help Yolo County secure funding and accelerate implementation of its climate action goals.

Deliverables

- *Up to five (5) complete grant applications*
- *Between seven to ten (7-10) shovel-ready and/or funding application ready project descriptions*



A scenic landscape featuring a lush green field in the foreground, a vineyard with rows of grapevines on the right, and a large willow tree. The sky is a clear blue with some light, wispy clouds. The overall scene is peaceful and rural.

Exhibit C Proposal Cost

Exhibit C- Cost Proposal Form

Yolo County Sustainability Division Grant Writer

Fill in green boxes below. If you wish to allocate task hours to different positions with varying hourly rates, please feel free to add additional lines below.

Vendor Name:	Farallon Strategies			
Task / Staff Member	Hourly Rate	Estimated Hours Per Task	Comments about Hourly Rate	Total Cost
Task 1: Project Management	\$250	7	Michael McCormick, Principal	\$1,750
Task 1: Project Management	\$200	35	Jenn McKenzie, Project Lead	\$7,000
Task 1: Project Management	\$185	50	Danaka DeBow, Senior Associate	\$9,250
Task 2: Research and Identify Funding Opportunities	\$200	30	Jenn McKenzie, Project Lead	\$6,000
Task 2: Research and Identify Funding Opportunities	\$185	85	Danaka DeBow, Senior Associate	\$15,725
Task 3: Project Development and Grant Application Submission	\$200	53	Jenn McKenzie, Project Lead	\$10,600
Task 3: Project Development and Grant Application Submission	\$185	109	Danaka DeBow, Senior Associate	\$20,165
			TOTAL	\$70,490

Additional detail about typical fee structure. Provide any additional detail about the typical fee structure that you generally utilize for providing grant writing services.

The staff listed in the cost table above are expected to complete all work for this contract, if awarded. However, we also have other staff available to support the work in situations where additional capacity is needed to complete work to fulfill the contract goals (e.g. if multiple grant applications are due at the same time). In situations where additional staff support the project, they will have the same or lower billing rate as the staff presented in the cost table. Below is our company's full fee schedule for reference.

<u>Position Title</u>	<u>Rate/Hour</u>
Principal/Advisor	\$250
Project Lead	\$200
Senior Associate	\$185
Associate	\$165
Graduate Project Associate	\$100



Exhibit D
Previous Customer
References

Exhibit D

Previous Customer References

YOLO COUNTY SUSTAINABILITY DIVISION GRANT WRITER

Contractor Name: Farallon Strategies

Please provide references from at least three (3) different clients served by the Proposer during the past five (5) years, with services substantially similar to those being requested in this RFQ (preferably California state or local government agencies).

1. Company Name: City of Watsonville
Address: 500 Clearwater Lane
Watsonville, CA 95076
Contact Person: Toto VuDuc, Environmental Projects Manager
Telephone: (831) 768-3187 E-Mail: toto.vuduc@watsonville.gov
Services Provided: Support of Monterey Bay Area Regional Climate Project Working Group (RCPWG)
Service Dates: From:2022 To: present
Contract Value: \$82,000 (July 2022-December 2023), \$44,000 (January 2024-December 2024), \$400,000 (February 2025-September 2029)
Additional Information: _____
-

2. Company Name: County of Santa Clara, Office of Sustainability
Address: 2310 N. 1st Street, Suite 106
San Jose, CA 95131
Contact Person: Jasneet Sharma, Director of Sustainability
Telephone: (669) 288-0900 E-Mail: jsharma@smcgov.org
Services Provided: Support of Santa Clara County Climate Collaborative and Bay Area
Climate Adaptation Network
Service Dates: From:2022 To: present
Contract Value: \$105,000 annually
Additional Information: _____

3. Company Name: Coastal Quest
Address: 283 4th St #202
Oakland, CA 94607
Contact Person: Emma Koeze, Project Director
Telephone: (434) 249-8293 E-Mail: Emma.Koeze@coastal-quest.org
Services Provided: Senate Bill 1 Grant Technical Assistance Provider
Service Dates: From:2024 To: present
Contract Value: \$199,835 annually
Additional Information: _____

4. Company Name: City of Santa Cruz
Address: 809 Center Street
Santa Cruz, CA 95060
Contact Person: Matt Huffaker
Telephone: (831) 420-5010 E-Mail: mhuffaker@santacruzca.gov
Services Provided: Support of Santa Cruz 50 Year Vision for West Cliff
Service Dates: From:2023 To: 2024
Contract Value: \$202,000
Additional Information: _____

5. Company Name: City of Bloomington
Address: 401 N. Morton Street, Suite 150
Bloomington, Indiana
Contact Person: Shawn Miya
Telephone: (812) 349-3418 E-Mail: shawn.miya@bloomington.in.gov
Services Provided: Project 46 Southern Indiana Regional Climate Alliance
Service Dates: From:2024 To: present
Contract Value: \$145,000
Additional Information: _____



Exhibit E
Signature Page

**EXHIBIT E
SIGNATURE PAGE**

YOLO COUNTY SUSTAINABILITY DIVISION GRANT WRITER

The undersigned supplier hereby certifies that he/she has read the document in its entirety, understands the specifications, agrees to all instructions, terms, conditions, and addenda set forth in this request. Supplier further certifies that the prices and terms submitted for said product(s) and/or service(s) have been carefully reviewed and are submitted as correct and final, and shall be honored for the length of time indicated in the request.

All paper submittals must be manually signed in ink in the appropriate space below.

I certify, under penalty of perjury, that I have the legal authorization to bind the firm hereunder:

For clarification of this offer, contact:

Farallon Strategies
Company Name

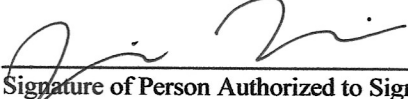
Name: Jennifer McKenzie

500 Capitol Mall, Suite 2350
Address

Title: Operations and Project Lead

Sacramento CA 95814
City State Zip

Phone: 619.972.4482


Signature of Person Authorized to Sign

Fax: _____

Jennifer McKenzie
Printed Name

Email: jenn@farallonstrategies.com

Operations and Project Lead
Title

July 16, 2025
Date



Exhibit F
Non-Collusion
Non-Conflict of
Interest Statement

EXHIBIT F

NON-COLLUSION AND NON-CONFLICT OF INTEREST STATEMENT

YOLO COUNTY SUSTAINABILITY DIVISION GRANT WRITER

I, Jennifer McKenzie, am the (name)

Operations and Project Lead of Farallon Strategies (Position Title) (Company)

The term "Offeror", as used herein, includes the individual or business entity submitting the Offer and for the purpose of this Affidavit includes the directors, officers, partners, managers, members, principals, owners, agents, representatives, employees, other parties in interest of the Offeror, and anyone or any entity acting for or on behalf of the Offeror, including a subcontractor in connection with this Offer.

- 1. Anti-Collusion Statement. The Offeror has not in any way directly or indirectly: a. Colluded, conspired, or agreed with any other person, firm, corporation, offeror or potential offeror to the amount of this Offer or the terms or conditions of this Offer. b. Paid or agreed to pay any other person, firm, corporation, offeror or potential offeror any money or anything of value in return for assistance in procuring or attempting to procure a contract or in return for establishing the prices in the attached Offer or the offer of any other offeror.

2. Preparation of Solicitation and Contract Documents. The Offeror has not received any compensation or a promise of compensation for participating in the preparation or development of the underlying Solicitation or Contract documents. In addition, the Offeror has not otherwise participated in the preparation or development of the underlying Solicitation or Contract documents, except to the extent of any comments or questions and responses in the solicitation process, which are available to all offerors, so as to have an unfair advantage over other offerors, provided that the Offeror may have provided relevant product or process information to a consultant in the normal course of its business.

3. Participation in Decision Making Process. The Offeror has not participated in the evaluation of offers or other decision making process for this Solicitation, and, if Offeror is awarded a contract hereunder, no individual, agent, representative, consultant, subcontractor, or subconsultant associated with Offeror, who may have been involved in the evaluation or other decision making process for this Solicitation, will have any direct or indirect financial interest in the contract, provided that the Offeror may have provided relevant product or process information to a consultant in the normal course of its business.

4. Present Knowledge. Offeror is not presently aware of any potential or actual conflicts of interest regarding this Solicitation, which either enabled Offeror to obtain an advantage over other offerors or would prevent Offeror from advancing the best interests of the County in the course of the performance of the Contract.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct:

7/16/2025 (Date)

(Signature)