Ecotrust Request for Proposals: Equitable Evaluation Consultant

Location: Portland, OR (or remote)

Application Deadline: April 4, 2022

Anticipated Timeframe for Contract Work: August 1, 2022 - January 31, 2023

About Ecotrust

Ecotrust creates and accelerates triple-bottom-line innovations to benefit our region and inspire the world. On the farm, at the coast, in the forest, and across our cities, we work in partnership towards an equitable, prosperous, climate-smart future. Since 1991, we have created durable change and sparked ideas across the globe. Ecotrust holds a deep commitment to equity and diversity as core principles integral to the work we do. We have an annual budget of $11-12 million, roughly 60 FTE, and a 17-member board of directors.

Our strategic goals bring the three Es of Equity, Economy, and the Environment into alignment to meet the urgency of this moment, in our organization and the region at large. Today, Ecotrust is engaged in over 45 projects from Alaska to California, working in collaboration toward our strategic goals which center climate and racial justice, intergenerational wealth building, and land and water stewardship. Tracking our impact and measuring the difference we make over such a diverse region and set of initiatives is a necessary challenge for us both to understand the success and strengths of our model, and to improve its effectiveness through rigorous and compassionate feedback.

The Assignment

We are looking for a consultant to help us build an organizational approach and framework for equitable evaluation and performance measurement that builds from our current strengths, tools, and concepts (e.g. our Theory of Change, Indicators framework, and Scorecard); aligns with the Goals and Objectives of our Strategic Plan; and follows the Equitable Evaluation Initiative principles.

Our new framework will put the needs, aspirations, priorities, and objectives of our partners, and the communities they represent and serve, at the center of our M&E practice. We aim to understand the long-term impacts of the diverse initiatives that our partners lead, and that Ecotrust co-creates and/or supports in ways appropriate to the partnership and the communities we aim to serve. We seek to prioritize communities' visions of success and
desired outcomes, as well as our organization-wide strategic goals of intergenerational wealth building; cultural and ecological restoration and stewardship; and climate justice and resilience. To do this, we must pursue evaluations that center the communities in which we work, take into account structural barriers including racism and other forms of oppression, and recognize that the keys to transformative change lie within communities most affected by economic, climate, and racial injustices.

Key activities associated with this project may include:
- An assessment of our existing Measurement and Evaluation (M&E) tools
- Leading a series of workshops with Ecotrust’s M&E team on the theory and practice of equitable evaluation
- Assisting Ecotrust’s M&E team in designing a process for engaging staff, leadership, partners, and community members to determine their evaluation priorities, needs, and strategies that center equity
- Advising and reviewing an Equitable Evaluation Framework and Toolkit document to be developed by the M&E team by the end of the contract period.

Timeline:

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tr>
<td>RFP Release Date</td>
<td>Mar 4, 2022</td>
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<tr>
<td>RFP Close Date. Please send proposals on or before this date.</td>
<td>Apr 4, 2022, 11:59 PM Pacific Time</td>
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<tr>
<td>Interviews with top 2-3 candidates</td>
<td>April 11 - Apr 15, 2022</td>
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<td>Final candidate chosen</td>
<td>Apr 18, 2022</td>
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<td>Preferred Contract Start Date</td>
<td>Aug 1, 2022 [Or Nov 1, 2022?]</td>
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<tr>
<td>Preferred Contract Completion Date</td>
<td>Dec 31, 2022 [Or Mar 1, 2023?]</td>
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Things that matter to us in choosing a partner:
- Skills and experience in nonprofit program measurement and evaluation (M&E)
- Proven track record in applying equitable evaluation principles in nonprofit sector
- Lived experience related to social and racial equity
- Knowledge of justice, equity, diversity, and inclusion (JEDI) best practices
- Ability to design inclusive processes of stakeholder engagement
- Ability to engage and constructively challenge key stakeholders
- Strong facilitation skills
- Experience inspiring others to think innovatively

**How to Apply**
Please submit a proposal for how you would approach this work to the Ecotrust M&E Team at jobs@ecotrust.org by close of business on April 4, 2022.

Please include in your proposal:
- An overview of your experience in M&E with a focus on equitable evaluation
- How you are qualified to advise and review the building of an equitable evaluation framework
- Your general approach to designing equitable evaluation processes
- Your philosophy of JEDI and how JEDI can be centered in this process
- Any relevant lived experiences that contribute to your understanding of EDI and/or equitable evaluation
- Examples of similar projects you have conducted or participated in
- Proposed timeline and description of activities that match or elaborate on the Key Activities identified above
- Budget that matches the timeline and activities
- At least two references of individuals who can speak to your experience relevant to the field of equitable evaluation. Information regarding each reference should include the individual’s name, address, telephone number, and email address.
- Answer the following equitable contracting questions with your proposal:
  - Does your organization identify as a:
    - ☐ BIPOC-owned business
    - ☐ Women-owned business
    - ☐ LGBTQ-owned business
    - ☐ Veteran-owned business
    - ☐ Other relevant self-identification: _________________________
  
  - Is your organization certified as a:
    - ☐ Minority-owned Business Enterprise (MBE)
    - ☐ Women-owned Business Enterprise (WBE)
    - ☐ Disadvantaged Business Enterprise (DBE)
    - ☐ Other relevant certification(s): _________________________
Does your organization have an Equity, Diversity, and Inclusion (EDI) policy?
☐ Yes (if so, please provide a copy of the policy and/or details)
☐ No

Proposal Review Criteria:

Competency, Capacity, Skills, and Experience (70%)
- Provided evidence of experience (professional or lived) relevant to equitable evaluation, including track record of equitable evaluation projects
- Demonstrated abilities in facilitating creative thinking and innovation
- Evidence of competencies in facilitation, stakeholder engagement, and other forms of consultative work

Quality of Proposal (30%)
- Included all information requested above.
- Demonstrated knowledge of the fields of M&E, JEDI, and equitable evaluation specifically.
- Demonstrated effective written communication and presentation.
- Demonstrated understanding of the content and scope of work described in the RFP above.
- Presented an achievable timeline, scope of work, and budget.

Additional Information
Ecotrust has budgeted $10,000-$12,000 for this process.
Please direct any questions to Noah Enelow, Director of Measurement and Evaluation, at nenelow@ecotrust.org.