



California Fire Safe Council
Request for Proposal (RFP)
Home Hardening Educational Materials Contractor
March 12, 2026

The California Fire Safe Council is accepting proposals for a qualified contractor or creative agency to design and produce a suite of visual and interactive educational materials to support community wildfire resilience. We invite you to submit a proposal by April 10, 2026, for consideration. A description of CFSC, the services needed, proposal requirements, and other pertinent information follows.

OVERVIEW:

The California Fire Safe Council (or “CFSC”), a nonprofit organization, is soliciting proposals for the services of a Home Hardening Educational Materials Contractor to design and produce a suite of visual and interactive educational materials to support community wildfire resilience. These materials will help residents understand key home-hardening practices, including structural improvements, defensible space zones, and ember-resistant retrofits. The primary goal of these contract outputs is to create clear, engaging, and accurate educational tools that help residents understand and adopt effective home-hardening practices to reduce wildfire risk.

Who We Are: CFSC was first established in 1993 as a project of the California Department of Forestry & Fire Protection (CAL FIRE) with the goal of streamlining the dissemination of federal funding to community projects for wildfire prevention and mitigation. CFSC was incorporated as a California nonprofit (501c3) in 2002 to continue administering funds to communities who need them most for wildfire resiliency in collaboration with our funding partners.

What We Do: CFSC, as a grant-funded agency, supports community-led efforts for wildfire prevention, mitigation, and resiliency across the state of California via funding, programmatic support, capacity building, training and technical assistance. CFSC’s current programmatic focus areas are:

- Community Outreach & Education
- Capacity Building
- Planning & Preparedness
- Fuels Mitigation & Vegetative Management
- Evacuation Planning
- Defensible Space
- Home Hardening

PURPOSE:

CFSC is seeking a qualified and experienced Contractor to design and produce a suite of visual and interactive educational materials to support community wildfire resilience. The objectives of this contract are to:

- Clearly depict home-hardening measures based on current best practices.
- Create visually engaging and easily understandable public education materials.
- Ensure scientific accuracy aligned with WUI and fire-resilience standards.
- Support use across digital, print, community workshops, and social media.
- Ensure accessibility and consistent branding.

CFSC reserves the right to modify the timeline, scope, or deliverables based on grant requirements, funding availability, or organizational priorities

SCOPE OF WORK & TIMELINE:

CFSC is seeking a Contractor from April 2026 through August 2026, with the potential to extend dependent on grant funding and project timeline extension. This grant-funded program has a budget of **\$30,000.00** for all Scope of Work Phases outlined below. There is a possibility of additional funding or a project extension dependent upon grant funds.

3.1 DELIVERABLE A: INTERACTIVE BEFORE/AFTER HOME-HARDENING SLIDER

The selected Contractor will develop an interactive visual tool illustrating a typical home with common vulnerabilities and then showing the same home after specific home-hardening improvements have been implemented.

Core Features

- **Slider or Transform Animation:**
 - A draggable slider overlaying a “Before” and “After” image; or
 - A click/tap-activated transition (“Transform” button) that animates changes gradually.

- **Interactive Hotspots:**
 - User can click on specific features (roof, vents, siding, landscaping, etc.) to highlight the change and link to short explainer text. Similar to the Visual Guides here: [Home Hardening | CAL FIRE](#) and [Wildfire Ready: The Science, The Steps, The Safety – Insurance Institute for Business & Home Safety](#). They should also link to videos developed in 3.3.

“Before” Scene Should Depict:

- Combustible vegetation adjacent to windows and siding
- Wood-shake or untreated wood roof
- Open eaves and soffits
- Large, unrated, or unscreened vents
- Combustible siding (e.g., wood lap siding)
- Combustible Structures: Deck or Pergola
- Firewood piles or combustible storage near structures
- Debris in gutters
- Wooden fences attached directly to home
- Single-pane windows
- Chimney not covered with a non-combustible metal screening
- Doors without weatherstripping and aren't fire rated

“After” Scene Should Depict:

- Non-combustible zone (0–5 ft) around home
- Class A fire-resistant roof
- Enclosed eaves
- Ember-resistant 1/8" vents meeting [California Wildland-Urban Interface Code](#)
- Non-combustible siding (fiber cement, stucco, etc.)
- Firewood relocated 30+ feet away
- Clean gutters and metal gutter guard options
- Non-combustible fence transition to the home
- Multi-pane tempered windows
- Fire-rated door and frame. Doors with a solid, noncombustible mineral core are classified as fire-rated doors. Exterior fire-rated doors are available with a rating of 1½ hour or 3/4 hour.
- Other improvements as appropriate (soffit protection, hardscape, etc.)

Additional details regarding actions that are supported by CAL FIRE, IBHS, and CBC.

[Wildfire Home Hardening Guide | Prepare for Wildfire | CAL FIRE](#)

[Cal Fire Ready Set Go Brochure Final Files-V4-PRINT - Flipbook - Page 1](#)

[Wildfire Ready: The Science, The Steps, The Safety – Insurance Institute for Business & Home Safety Chapter 5 Special Building Construction Regulations - California Wildland-Urban Interface Code, Title 24, Part 7](#)

Prioritization of standards:

When determining the standards to be applied, specifically in the “After” scene. The most standards posted in the California Building Code, CAL FIRE’s materials, and IBHS’s Wildfire prepared home standards should all be considered, the most restrictive applied and referenced.

Deliverable Format Requirements

Because deliverables must be embeddable into an existing website, the selected Contract must deliver the visuals in one of the following formats:

- **Embed-ready JavaScript package** (preferred):
 - Built using a lightweight library such as:
 - *JuxtaposeJS* (Knight Lab)
 - Vanilla JS canvas slider
 - Must be responsive, mobile-friendly, and compatible with major browsers.
- **HTML/CSS/JS bundle** ready to upload to your website or CMS.
- **Optional alternative:**
 - Web component or iframe-ready widget.

Accessibility Requirements

- Keyboard navigation supported
- Alt text for before/after images
- WCAG 2.1 AA compliant
- Clear visual indicators of changes

3.2 DELIVERABLE B: HOME HARDENING INFOGRAPHIC

The selected Contractor will create a vector-based infographic one-pager and social assets showing key home-hardening measures, with final one-pager files delivered as PDF and web-optimized PNG/JPG and social asset files delivered as web-optimized PNG/JPG. This should also rank the cost of each action similar to page 7 of this document: [Defensible Space Booklet.pdf](#)

Requirements

- Designed in a vector-based format (AI, SVG, EPS)
- Delivers final versions in:
 - **Print-ready PDF**
 - **Optimized PNG/JPEG for web**
- Must match organizational branding guidelines
- Must include:
 - A labeled diagram of a home
 - Icons for each hardening action
 - Short, plain-language callouts explaining:
 - Roof upgrades
 - Gutter
 - Vent upgrades
 - Eave enclosure
 - Home ignition zone improvements
 - Siding changes

- Windows and decks
- Ember-resistant details
- Fences
- Doors

3.3 DELIVERABLE C: ANIMATED EXPLAINER VIDEOS

The selected Contractor will develop a series of short, animated videos (20–60 seconds each) covering various home-hardening actions, including non-combustible zone, roof upgrades, vents, eaves, siding, windows, decks, and more. Videos must include captions and be delivered in MP4.

Deliverable Requirements

- **Number of videos:** 5–8 videos
- **Style options:**
 - 2D motion graphics
 - Animated iconography
 - Light character animation (optional)
- **Voiceover & captions:**
 - Professional voiceover (optional or required)
 - Open captions burned in
 - Closed caption files (.SRT) included
- **File formats:**
 - MP4 (H.264) for general deployment
 - Optional square (1:1) or vertical (9:16) formats for social media
- **Topics (recommended):**
 - Creating the 0–5 ft non-combustible zone
 - Roof improvements
 - Ember-resistant vents
 - Enclosing eaves / soffit protections
 - Siding and window upgrades
 - Deck and fence improvements
 - Firewood and combustible item storage
 - General ember and home ignition concepts

PROJECT MANAGEMENT

The contractor shall provide timelines, storyboards, progress updates, and at least two rounds of revisions per deliverable. The contractor shall provide final source files for CFSC to own. Optional: Spanish Translation of materials.

CONTRACTOR QUALIFICATIONS:

The selected Contractor must demonstrate the skills, experience, and organizational capacity necessary to successfully deliver high-quality, technically accurate, and visually engaging educational products focused on wildfire preparedness and home hardening. Contractors may submit their proposal as a single firm or as a team of subcontractors, provided all required qualifications are met.

The Contractor must have the following relevant and impactful experience:

- Professional Experience:
 - A minimum of five (5) years of professional experience in multimedia creation, visual communication, graphic design, animation, and/or digital content production.
 - Prior work within natural resource management, wildfire mitigation, emergency management, environmental education, or hazard-risk communication, with the ability to interpret and visually translate technical information into public education materials.
 - Experience working with government agencies, utilities, nonprofits, community-based organizations, and grant-funded initiatives, including familiarity with reporting, branding, and compliance requirements.
 - Ability to work in dynamic, multi-stakeholder environments, adapting to shifting priorities, evolving project needs, and iterative design processes.
 - A demonstrated understanding of community engagement principles, particularly with diverse, multilingual, or fire-affected communities.

- Expertise in Multi-Format Content Creation:
 - Demonstrated proficiency in developing engaging and informative multi-format content, including but not limited to brochures, pamphlets, online content, social media posts, traditional media, press releases and audio-visual materials.
 - Ability to transform complex information into visually appealing designs suitable for various audiences and platforms.
 - Familiarity with accessibility standards, ensuring that digital and print products meet WCAG 2.1 AA guidelines and best practices for inclusive communication

- Website Management and Storytelling:
 - Experience designing, updating, and maintaining websites, including proficiency with WordPress or comparable CMS platforms.
 - Ability to develop compelling online visual content, such as interactive features, image sliders, animated sequences, and narrative-driven pages that highlight program activities, community impact, and home-hardening concepts.
 - Strong understanding of user experience (UX) and user interface (UI) principles, ensuring tools are intuitive, mobile-responsive, and accessible to a general audience.

- Audio-visual Content Production:
 - Proficiency in filming, photography, animation, and/or motion graphics, including pre-production planning, storyboarding, and post-production editing.
 - Experience producing short-format educational videos, ideally for public safety, environmental, or technical education contexts.

- Ability to deliver high-quality audio-visual content optimized for web, social media, presentations, and community events.
- Capability to incorporate captions, voiceovers, graphics, and accessibility features consistent with program needs and platform requirements.

KEY CONTACTS:

For more information you may require in preparation of your proposal, please contact:

Jared Peri (Fire Safe Communities Program Manager)

jperi@cafiresafecouncil.org

279-599-2179

RFP SUBMISSION REQUIREMENTS:

Interested Contractors should submit the following information via email to

jperi@cafiresafecouncil.org. CFSC especially encourages bids from small businesses, minority-owned firms, and women’s business enterprises.

1. A description of you/your team, including qualifications and biographies.
2. A description of your experience and expertise in providing the services requested in the Scope of Work to similar organizations and agencies.
3. Budget—include itemized cost estimates for meeting the objectives aligned above, including information about any hourly rates and/or monthly service charge for the proposed contractor(s) (and sub-contractors, if relevant) and any applicable fees.
4. Timeline describing anticipated milestones.
5. Provide a description and/or 2-3 work samples similar to those outlined in the Scope of Work.
6. Include a sample contract for CFSC to review.
7. On a separate sheet, please provide the names and contact info for three client references, preferably agencies or organizations for which you have recently provided similar services.

RFP SUBMISSION DEADLINE:

Proposals are due via email by **EOD April 10, 2026** to Jared Peri (Fire Safe Communities Program Manager) at jperi@cafiresafecouncil.org.

“Please submit proposals as a single combined PDF when possible. Use subject line: ‘Home Hardening Materials RFP - [Your Company Name].’”

RFP Evaluation Criteria:

CFSC will evaluate proposals based on the following criteria:

- Experience and expertise in Media Development services
- Demonstrated success in working with nonprofit organizations in similar capacities
- Ability to provide the necessary services and meet deliverables
- Reasonableness of the budget and cost-effectiveness

- Design and clarity of the proposal
- Client references

CFSC reserves the right to:

- Reject any or all proposals
- Cancel or modify the RFP at any time
- Request additional information
- Negotiate scope, budget, or timeline prior to award
- Retain all submitted materials

All final deliverables, including source files, become the property of CFSC.

We look forward to receiving your proposal.

Sincerely,

Jared Peri
Fire Safe Communities Program Manager
California Fire Safe Council
jperi@cafiresafecouncil.org
279-599-3220