



December 8, 2023

To: All Prospective Contractors

RE: "Public Education and Change Campaign for the Circular Economy and Zero Waste" DRR23049

**Addendum No. 1
To the Request For Proposal, Secondary**

CalRecycle is issuing Addendum No. 1 to provide the following information to all interested parties.

1. Attached is a list of all businesses who have expressed an interest in the contract to date (Attachment 1).
2. The RFP has been revised (revision date of 12/8/23) with corrections where text additions are displayed in bold and underlined and text deletions are displayed with strikethrough text (i.e., strike). The revised RFP will replace the previous RFP in its entirety.
3. The Process Schedule has been revised as shown in the attached revised RFP.

Advertisement Date	November 22, 2023
Written Questions Due by 5:00 pm	November 29, 2023
Submittals Due by 2:00 pm	December 15 28 , 2023
Post Notice of Intent to Award	December 29, 2023 <u>January 17, 2024</u>

4. The following questions were received during the Questions and Answers period.

Q1: Can companies from outside USA apply?

A1: Yes. Exhibit A, Scope of Work of the RFP Section 3. Background item 4.E on page 63 has been updated as shown in the revised RFP. Please refer to the following sections of the RFP for additional requirements:

- Section III Proposal Submittal Requirements, Contractor Eligibility.
- Section III Proposal Submittal Requirements, Qualification/Licenses

Q2: Do we need to come over to the USA for meetings?

A2: Yes. The scope of work requires in-person meetings and events.

Q3: Can the tasks (related to RFP) be performed outside the USA?

A3: According to Section III Proposal Submittal Requirements, Methodology, the Proposal should include a work plan describing the methods to be employed to accomplish the contract activities described in the Scope of Work in the Sample Standard Agreement. The methodology must be described in sufficient detail to allow CalRecycle staff to evaluate the methods and must address all tasks and items in the Scope of Work. The description should include not only what work will be performed but how it will be performed.

Any bid that reflects the Proposer's ability to adequately and effectively complete the tasks outlined in the Scope of Work will be scored consistent with the RFP, regardless of whether the Proposer is in the US or outside of the US.

Q4: Can proposals be submitted via email?

A4: No. CalRecycle is only accepting one original hard copy to be delivered to the address listed in Section I, *Overview*.

Q5: Is CalRecycle currently working with any advertising, communications, or marketing firms for this work or similar projects? If so, is CalRecycle satisfied with this/these existing relationships? Is CalRecycle interested in working with a new agency?

A5: CalRecycle is not currently working with any other firms.

Q6: Have your previous campaigns incorporated a research-based approach to behavior change, and if they have, could you please share the observed outcomes and results? Additionally, is the integration of such a methodology an important aspect within the scope of your upcoming effort?

A6: While CalRecycle's last campaign did use a pilot project contamination of the recycling stream study to gauge the effectiveness of messaging, the overall campaign did not employ a research-based approach to behavior change. Mid-campaign research relied on focus groups in English and Spanish for qualitative research and mail-in surveys for statewide quantitative research, but no ongoing pulse-research was used.

The behavior change sought in the previous campaign was limited to shaking out recyclables before placing them in a recycling bin, and recycling food waste.

Q7: Drawing from your past campaigns, could you provide insight into the anticipated annual media expenditure specifically allocated for placements?

A7: According to Section III Proposal Submittal Requirements, Methodology C, 4.1 through 4.4, the proposal shall contain the proposed approach for creating media buying plans that align with the total market strategic plan. The proposed cost should be consistent with the proposed plan.

CalRecycle's previous campaign did not focus on the complexity of zero waste and the circular economy, nor did it focus on behavior change. The costs associated with the campaign would not be a good indicator of costs with the

requirements of this current RFP; because of this, CalRecycle is requesting that all Proposers include the cost in the cost sheet provided as part of the proposal.

Q8: For the 25% SBE and 3% DVBE goals, are those percentages based on the total contract amount (\$12.5M) or the total labor amount (excluding direct costs, such as media buys)?

A8: Yes, percentages are based on the total contract dollar amount.

Q9: Is CalRecycle amenable to a hybrid approach, incorporating in-person sessions for the project kick-off and essential workshops, while integrating virtual meetings for regular weekly or bi-monthly status calls?

A9: Yes, a hybrid approach to meetings with regular virtual meetings is acceptable.

Q10: Do you currently have a strategy for identifying and prioritizing communities for CalRecycle campaigns and initiatives, such as considering factors like geography, demographics, and psychographics? Alternatively, is the development of such a strategy within the scope of this project?

A10: The State of California uses the CalEnviroScreen Tool to help identify communities disproportionately burdened by multiple sources of pollution and population characteristics that make them more sensitive to pollution. The link is provided here: [SB 535 Disadvantaged Communities | OEHHA \(ca.gov\)](#)

Q11: On page 26, it states that the maximum combined preferences is 15% of the bid amount, and no more than \$100,000. In the instance when 15% of the bid amount exceeds \$100,000, does that serve as a not-to-exceed cap? (I'm also not clear on what this means in general if anyone has any insight?)

A11: CalRecycle's reference to the \$100,000.00 maximum preference amount a Proposer receives is an error. Page 26 of the revised RFP has been updated. For purposes of an RFP Secondary, preferences and incentives are used for bid tabulation purposes to determine the high point proposal. Strict adherence to the laws and regulations to apply the preferences and incentives will be followed. If awarded the contract, the preference and/or incentive does not alter the amount of the resulting Agreement. Be aware that contracts awarded with applied preferences or incentives will be monitored throughout the life of the Agreement for compliance to statutory, regulatory and contractual requirements.

As stated in the SB Preference Application and DVBE Incentive Application sections of the RFP, points are calculated based on high score.

1) The SB preference of 5 percent (5%) will be applied when a responsible Proposer that is not a California-certified SB or a NS (non-small business) claiming 25 percent (25%) California-certified SB subcontractor participation submits the highest scored proposal; however, a non-SB claiming SB subcontractor preference may not take an award away from a certified SB.

2) The DVBE incentive will be applied to each qualified Proposer's verified DVBE participation percentage from the number 1 ranked highest scored proposal, regardless of whether Proposer is an SB/DVBE. If a SB is ranked number 1 after SB preference has been applied, the DVBE incentive is only calculated for Proposers certified as SBs.

Q12: Do subcontractors, including DVBEs, need to submit references and case studies as well?

A12: Yes. All subcontractors are required to provide references and qualifications.

Q13: Awareness survey – says required at the outset and the end of year 3, but the contract is 2 years. Is the end requirement only in the case of contract extension?

A13: The Awareness survey is required at the end of year 2. See revised RFP for the correction made on page 16, *Workplan, Part 6: Research*.

Q14: Will the legislative outreach required as part of the scope be reportable?

A14: Yes.

Q15: Is this contract intended to be the outreach for California AB842-California Circular Economy and Plastic Pollution Reduction Act?

A15: This contract is intended to create awareness among all Californians on the importance of a circular economy and zero waste and provide specific information on how residents can make it a way of life. To become a zero-waste state, all CalRecycle programs must be considered, including but not limited to the Beverage Container Recycling Program, E-Waste, Used Oil, organics, SB 1383, and packaging. CalRecycle programs can be viewed via this link: [CalRecycle Home Page](#)

Q16: The RFP mentions a need for behavior change – what is the call to action related to CalRecycle’s goal mentioned in 2.1 to “create change and engagement surrounding recycling, zero waste and the circular economy”?

A16: CalRecycle seeks behavior change from the general public to reduce waste, then reuse and recycle more.

Q17: What are the objectives and KPIs of the outreach? Adoption/awareness of resources? How will success be measured?

A17: The objectives and KPIs of the outreach are adoption of zero waste behaviors and the knowledge of what resources can be used to achieve this.

Q18: Could we request an extension to the submission deadline?

A18: Yes. The RFP submittal due date has been extended. Refer to Item 3, Process Schedule.

Q19: Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

A19: See A4.

Q20: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A20: See A1 – A3.

Q21: Each of the Tasks outlined in the Methodology Table beginning on Page 9 are not directly aligned with the Workplan Parts beginning on Page 14. Are these expected to be integrated? For example: would “Part 1: Integrated Branding & Messaging Strategy” be a part of Task 2: Strategic Communications Plan or Task 3: Campaign Development? Please advise.

A21: Workplan Parts may align to various Tasks. For example:

Part 3 aligns with the below tasks:

- Social Media aligns with Task 2
- Partnerships align with Task 2
- Legislative Outreach aligns with Task 2 and 8
- Collateral aligns with Task 3
- Events align with Task 5

Q22: Are each of the deliverables 1-8 intended to be interpreted as the Scope of Work?

A22: Please refer to the Sample Standard Agreement in the Attachments of this document for a complete description of the Scope of Work.

Q23: On Page 50 “Attachment C - Cost Proposal Worksheet,” Are the “SOW Section / 1.1 Example” the same as the Methodology/Scope of Work Tasks in the Table beginning on Page 9?

A23: Yes.

Q24: Do you require “wet signatures” on the attachments and the reference letters, or will digital signatures suffice?

A24: Yes. All required signatures must be original “wet” signatures by the individual legally authorized to contractually bind the Proposer. Electronic signatures are not permitted for Proposal package documents.

Q25: Each Workplan “Part” seems to have one or more corresponding Scope of Work “Tasks,” except for Part 3: Outreach Plan. Would the estimated costs to complete the Part 3: Outreach Plan activities fall under 5.1 Earned Media/Public Relations?

A25: Please see below how Part 3 aligns with the tasks in the Scope of Work:

- Social Media aligns with Task 2
- Partnerships align with Task 2
- Legislative Outreach aligns with Task 2 and 8
- Collateral aligns with Task 3
- Events align with Task 5

Q26: Many of the links under Section VII Required Forms are incorrect or broken. Please provide new links or correct forms.

A26: Below are the active links mentioned in Section VII

Bidder Declaration

<https://www.documents.dgs.ca.gov/dgs/fmc/gspd/gspd05-105.pdf>

DGS PD 843

https://www.documents.dgs.ca.gov/dgs/fmc/gs/pd/pd_843.pdf

Contractor Certification Clauses (CCC 04/2017)

<https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language>.

Iran Contracting Act (PCC 2202-2208)

http://www.documents.dgs.ca.gov/dgs/FMC/GS/PD/PD_3.pdf

Darfur Contracting Act

http://www.documents.dgs.ca.gov/dgs/FMC/GS/PD/PD_1.pdf

California Civil Rights Laws Certification

https://www.dgs.ca.gov/-/media/divisions/pd/acquisitions/solicitation_document_attachments/California_civil_rights_law.pdf

Q27: On Page 40, Under Section VII Required Forms, Iran Contracting Act is not listed, but it is included as one of the forms on Page 45. Please advise.

A27: The Iran Contracting Act Verification form is required and must be submitted.

Q28: Do you have an existing network of grantees and partners? If so, can you please share who they are?

A28: We do not have existing partnerships to share at this time.

Q29: In part 2 of the workplan, the RFP describes radio, TV, social media, and a variety of ad placements. Has CalRecycle included the actual advertising costs in the proposal budget. If so, does CalRecycle have a target percentage in mind for the portion of the contract that should be spent on direct advertising?

A29: CalRecycle is asking Proposers to evaluate the RFP in its entirety and propose the percentage and amounts that should be spent on direct advertising based on their expertise and experience.

Q30: In task 3(4) the RFP discusses that the contractor will provide expertise in various social media executions. Will day to day social media management (posts, moderation, replies) across platforms be carried out by CalRecycle staff or the contractor?

A30: Day-to-day social media management across platforms will be carried out by the Contractor with approval of CalRecycle's contract management team.

Q31: In Part 3 of the outreach plan, the RFP discusses partnerships with K-12 administrators, disadvantaged communities, businesses, and other relevant organizations. Does CalRecycle have a vision in regards to what these partnerships entail? Would the contractor be providing direct training and sending speakers to thousands of schools and locations, or focus on creating messaging materials, lesson plans and guidance?

A31: CalRecycle is asking the Proposers to evaluate the RFP in its entirety and propose creative approaches to these partnerships. The ultimate focus should be on creating messaging materials and guidance for these entities.

Q32: In Task 2(11), CalRecycle describes the hiring and management of social media influencers. Has CalRecycle included the actual cost of paying these influencers in the proposal budget. If so, does CalRecycle have a target percentage in mind for the portion of the contract that should be spent on payments for influencers?

A32: As part of the RFP, CalRecycle is asking the Proposers to evaluate the scope of work, propose the number of influencers and the cost of paying the influencers based on their subject matter expertise.

Q33: Could CalRecycle provide more information on what would be considered a conflict of interest related to this contract? Are there specific types of work or clients that would be considered a conflict of interest by CalRecycle?

A33: Contractors that provide recommendations and advice that may influence decision-making are required to comply with the disclosure requirements of the conflict-of-interest laws promulgated under the Political Reform Act. Proposers and prospective subcontractors, if any, shall disclose any present or prior (within the last two years) financial, business, or other relationship with CalRecycle. In addition, Proposers and prospective subcontractors, if any, shall disclose current clients subject to any discretionary action by CalRecycle or who may have a financial interest in the policies and programs of CalRecycle, and describe any current or planned work activities the Contractor is performing for such clients. These disclosures will be made under penalty of perjury. A determination by CalRecycle that a conflict of interest exists as a result of the disclosed relationships will be grounds for disqualifying a Proposal.

Q34: Is there an incumbent contractor currently supporting this requirement? If so, what is the name of the company?

A34: No.

Q35: Has your organization worked with any advertising agencies in the last 3 years? If so, which advertising agencies?

A35: The prior outreach campaign was developed by Runyon Saltzman, Inc.

Q36: The RFP asks for both References and client Letters of Recommendations – this seems redundant? Would CalRecycle consider removing the requirement for references?

A36: Yes, CalRecycle has removed the references requirement. Pages 19, 41, 42, and Attachment F have been updated accordingly in the attached revised RFP. Proposers are still required to submit at least 3 verifiable client Letters of Recommendation for themselves and each named subcontractor.

Q37: The RFP asks for References from both prime and subcontractors, but References are not part of Attachment D – Proposal Scoring Sheet. Is this correct and if so, will references not be considered as part of proposal evaluations?

A37: CalRecycle has removed the references requirement. Pages 19, 41, 42, and Attachment F have been updated accordingly in the attached revised RFP. Client Letters of Recommendation will be used to validate qualifications and prior work experience.

Q38: Will CalRecycle require 3 distinct Letters of Recommendation from the prime and each named subcontractor? Please confirm.

A38: Yes.

Q39: Does CalRecycle have any expectations or requirements related to when the Circular Economy and Zero Waste campaign would need to launch and be in market by if a contract is awarded by early January 2024?

A39: The RFP Workplan Section notes that the Contractor's Proposal must provide a comprehensive campaign calendar or timeline showing the timing and coordination of all proposed campaign activities over the course of the resulting 24-month term.

Q40: Will this RFP require bidders to provide a "professional" license issued by the CA Dept of Consumer Affairs as noted on page 20 of the RFP?

A40: The proposing firm must be licensed to do business in the State of California. If an individual license is required by law for any activity that will be performed in the course of performing the contract, that license must also be provided.

Q41: Under "Contract Amendment" CalRecycle reserves the right to amend the Agreement with a 12-month option and/or increase funding by \$2.5 million – can you clarify if this is an option to extend the contract 12 months with an additional \$2.5 million? Does this mean a potential 12-month extension would only have \$2.5 million in budget? If so, are we to provide pricing and a proposed scope of work for the optional 12-month extension at a \$2.5M funding level?

A41: CalRecycle reserves the right to extend for time and/or additional funds up to \$2.5M, at the same rates of the preceding year included in the proposal and subsequent cost sheet.

Q42: On Attachment D – Proposal Scoring Sheet, the "Staff" evaluation criteria indicates the "Qualifications and experience of Contractor's senior-level staff" will be evaluated. Can you provide more detail on what CalRecycle consider "senior-level staff?" Is this staff with a certain number of years of experience and/or a certain level of seniority (e.g. C-Level, VP-level, manager-level?)

A42: Under Required Personnel/Staff information required in Proposal, the Proposer is required to designate a senior-level staff person who will provide comprehensive oversight and strategic direction, along with a Project Manager, staff, and an agency-wide organization chart. Proposals must identify an individual considered to be at the senior-level within the Proposer's organization.

Q43: In Attachment E / Exhibit A – Scope of Work page 63 of the RFP, CalRecycle lists out 5 audiences for this campaign. Would CalRecycle be open to revising or prioritizing those target audiences in Contractor proposal responses?

A43: No.

Q44: Will the "Legislative Outreach" work described on page 15 of the RFP involve more than the Annual and Final Report for the Legislature? If so, what would that also involve?

A44: No.

Q45: What qualifies as “added value” services to be provided?

A45: “Added value” is a message to stakeholders and the public encouraging the adoption of zero waste principles to improve California’s economy, waste streams, and the environment.

Q46: Where the RFP requests collaboration on campaign development with other state entities conducting public education and awareness campaigns, are there any parameters regarding what types of state entities or the specific entities to collaborate with?

A46: No, this is expected to be part of the ongoing discussion between the Contractor and CalRecycle’s Contract Managers.

Q47: Why are national media required as part of the earned media strategy?

A47: National media is part of the earned media strategy because CalRecycle seeks to reach a broad demographic, educate the general public, and raise awareness nationwide.

Q48: Where the RFP requests Website Content Management that includes providing multilingual content or translation utility, what languages should content be available in?

A48: CalRecycle expects the Contractor to provide multilingual content in English, Spanish, and any other language necessary to adequately serve disproportionately impacted communities.

Q49: Can you provide prioritized campaign goals, KPI’s and objectives, etc., as applicable, by month/by quarter/by campaign/by year for which the work plan should be built to accomplish?

A49: The RFP is designed for the Proposer to provide proposed KPIs, a timeline and plan, necessary to meet the objectives of the Scope of Work based on the Proposer’s subject matter expertise.

Q50: Can you provide the specifics as applicable, for statewide/regional/local campaign performance benchmarks and metrics you desire to impact and measure?

A50: The RFP requests that the Proposer propose performance benchmarks and metrics based on their subject matter expertise.

Q51: Can you provide prioritized key time frames, events, geographies, and target audiences for various initiatives within the campaign(s) to help fuel the strategy behind the Workplan?

A51: CalEnviroScreen provides geographies and some but not all targeted audiences. Key time frames and events should be part of the Proposer’s proposal based on the scope of work and their subject matter expertise.

Q52: Can you identify the contractor incumbent and state and whether they plan to defend?

A52: See A5.

Q53: On page 12, 5. Public Relations, 5.1, can you confirm if CalRecycle has in-language spokespeople (Spanish, Chinese, Korean, Vietnamese, etc.) to carry out interviews in support of the earned media strategy?

A53: No, CalRecycle does not have the in-language spokespeople to carry out interviews.

Q54: On page 14, Part 3: Outreach Plan under Social Media bullet, the list of “the following existing CalRecycle and Campaign-specific social media accounts:” appears to be missing after the colon. Can you provide a list of the confirmed social media accounts? Do you happen to know these already?

A54: CalRecycle currently uses Facebook, LinkedIn, YouTube, Instagram, and Twitter, but encourages the Proposer to propose additional social media platforms and consider how best to integrate and coordinate campaign-specific messages to reach target audiences.

Q55: On page 14, Part 3: Outreach Plan under Social Media; For social media will there be a singular direct client/point of contact on the CalRecycle side?

A55: Yes, the Contractor will work directly with CalRecycle’s Director of the Office of Public Affairs.

Q56: On page 18, Part 4: Media Relations, is there a minimum number of media tours and/or roundtable discussions that need to take place each fiscal year?

A56: No.

Q57: On page 58, can you clarify how many letters of recommendation are needed for the subcontractors, or can those be just references, and if so, how many are needed?

A57: See A38.

All other terms, conditions, and requirements of this RFP remain the same.

For questions related to this solicitation, please contact me by e-mail at contracts@calrecycle.ca.gov

Sincerely,

Felix Valencia Digitally signed by Felix Valencia
Date: 2023.12.08 15:40:50 -08'00'

{Original signed by}

Felix Valencia

Administrative Services Branch

Attachments:

Interested Parties

1001 I Street, Sacramento, CA 95814 | P.O. Box 4025, Sacramento, CA 95812
www.CalRecycle.ca.gov | (916) 322-4027

Interested Parties Listing for RFP DRR23049

CalRecycle has not confirmed the certification status of firms who have identified themselves as CA Certified Small Business (SB) or Disabled Veterans Business Enterprise (DVBE).

Contact Name	E-Mail	Company	Address	Description of Services	SB	DVBE	Interested as Prime	Interested as Sub
Jose Villa	sales@sensisagency.com	Sensis Inc.	1651 S Central Avenue, Suite A, Glendale CA 91204	Marketing	Yes	No	Yes	No
Shanna Lueders	shanna@smallpotatoes.com	Small Potatoes West LLC	1300 Eastman Ave, Suite 3825 Ventura, California 93003	Strategic communications and research, marketing, advertising, media, various styles of writing and graphic design.	No	No	Yes	No
Jessica Ristic	jessica@weareshotglass.com	Shot Glass Films	1001 Wilshire Blvd.#2021 Los Angeles CA 90017	Video production, videography, creative services, public relations advertising, post-production	Yes	No	No	Yes
Vicky Jocson	bidrfp@migcom.com	MIG	800 Hearst Avenue Berkeley, CA 94710	Design, Plan	No	No	Yes	No

Contact Name	E-Mail	Company	Address	Description of Services	SB	DVB E	Interested as Prime	Interested as Sub
Anna Schweissing er	aschweissing er@mediasol.com	M&M Media Solutions, Inc.	1610 R Street Ste. 300 Sacramento, California 95811	Planning, buying, and implementation media agency	No	No	No	No
Tim Ryan	tr@progressivesource.com	Progressive Source Communications	312 PLEASANT HILL AVE N. SEBASTOPOL, CA 95832	Public awareness	Yes	No	No	Yes
Suzanne Madison	suzanne@allegraconsulting.net	Allegra Consulting Inc	129 N Marengo Ave Ste A, Pasadena, CA 91101	Graphic designer	No	No	No	No
Molly Harcos	molly@agencymisfit.com	Misfit	1631 Alhambra Blvd Ste 120, Sacramento, CA 95816	Sales, Marketing, Recruiting and DEI	Yes	No	NA	NA
John Wilson III	John@CSBimpact.com	CSBimpact – Marketing & Media Management	2251 San Diego Ave A-130 San Diego, California 92110	Marketing and media management	Yes	No	NA	NA
Alessandro Matteini	amatteini@rescueagency.com	Rescue-The Behavior Change Agency	2437 Morena Blvd San Diego, CA 92110	data science, anthropology, strategy, design, media, and youth engagement	No	No	NA	NA

Contact Name	E-Mail	Company	Address	Description of Services	SB	DVB E	Interested as Prime	Interested as Sub
Sandra Levy	slevy@rs-e.com	Runyon Saltzman, Inc	2020 L Street, Suite 100 Sacramento, CA 95811	Innovative, immersive, and strategic brand connections	No	No	NA	NA