



April 10, 2025

To: All Prospective Contractors

RE: "RFP(P) SB 54 Needs Assessment Consumer Education Access, DRR24065"

**Addendum No. 1
To the Request For Proposal, Primary (RFP(P))**

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

1. Attachment 1 includes a list of interested parties.
2. Revisions have been made to the RFP(P) within the electronic bid system and a Summary of Changes is available at:
https://sb.cityinnovate.com/account/workflows/stages/34062?sub_stage=solicitation_details
3. The revisions will replace all prior versions of the RFP(P). Please refer to the Summary of Changes. Changes made in the documents are shown as: Text additions are displayed in bold and underlined. Text deletions are displayed as strike-through. Below is a list of changes that were made:

RFP(P) Cover and Main Template

1. Overview
 - Section 1.9 Process Schedule has been revised.
3. Proposal Submittal Requirement
 - Section 3.5 Methodology, 1. Minimum Criteria For Study Design has been revised.
 - Section 3.7 Qualifications and Resources has been revised.
 - Section 3.9 Samples of Written Work has been revised.
 - Section 3.12 Small Business (SB) Participation has been revised.
 - Section 3.14 Disabled Veteran Business Enterprise (DVBE) Participation has been revised.
 - 3.16 Commercially Useful Function (CUF) Evaluation has been revised.

Attachments

- Attachment 4: Commercially Useful Function Certification

Exhibits

- Exhibit A Scope of Work, Section 12. Location of Services has been revised.
Exhibit B Budget Detail and Payment Provisions, 1. Invoicing and Payment has been revised

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

Q	1	Has the State conducted any prior iterations of this statewide assessment as outlined in the Scope of Work?
A	1	No. This is the first Consumer Education and Access Needs Assessment conducted for the Plastic Pollution Prevention and Packaging Producer Responsibility Act (Act). There are no prior iterations.
Q	2	Can you provide any reports, summaries, or other information from prior iterations?
A	2	See A1.
Q	3	Is this research contract envisioned to inform communication planning?
A	3	As part of the needs assessment, this study will help inform the Producer Responsibility Organization (PRO) plan and budget pursuant to Public Resources Code (PRC) Section 42051.1. The study's findings related to California consumers' education and access needs for recycling and source reduction activities may help inform the PRO's outreach, education, and engagement efforts to increase consumer recycling, composting, and source reduction in California [as outlined in PRC Section 42051.1(e)].
Q	4	Does CalRecycle plan to partner with a media or communications firm for resident outreach and education based on this research?
A	4	No. CalRecycle is not planning to partner with media or communication firms based on this research. See A3.
Q	5	Does CalRecycle use software that is capable of applying the weight variable that would be included in the raw data file delivery?
A	5	The Proposer is responsible for using their own software or program to collect and record data. The Proposer shall process and organize all survey response data before it is submitted to CalRecycle (Section 3.5: Methodology 1.d). The RFP has been revised. The proposer shall include QA/QC Methodology in their Study Design to address any data validity issues as stated in Section 3.5 Methodology 2.e.

Q	6	If a bidder is not able to fulfill the requirement in section 3.12 for a minimum of 25% of the project services being contracted to a certified SB, will their proposal be automatically disqualified for being non-responsive?
A	6	The Small Business participation requirement has been revised to “encourage” SB participation. The SB Preference is available to those proposers meeting SB participation goals.
Q	7	If a bidder is not able to fulfill the requirement in section 3.14 for a minimum of 3% of the project services being contracted to a certified DVBE, will their proposal be automatically disqualified for being non-responsive?
A	7	No. The Disabled Veteran Business Enterprise participation requirement has been waived. The DVBE Incentive is available to those proposers achieving DVBE participation goals.
Q	8	Can you confirm whether Native American Tribes should be included as a priority population? Appendix B (pages 79-80) mentions them along with the other priority populations, but the Methodology section 1.a.ii (page 16) does not include them.
A	8	California Native American tribes are included as a priority population. Section 3.5: Methodology 1.a.ii of the RFP has been revised to also include California Native American tribes.
Q	9	Are there any hard quotas required for any of the priority populations?
A	9	The Proposer shall provide in their Proposal a set of sampling quotas that will be used to select a group of survey respondents that best represents the California population (Section 3.5: Methodology 1.a.i). The Proposer will be responsible for determining the hard quotas that will be required for the priority populations in order to ensure that the sample of survey respondents is representative.
Q	10	Can you let us know the degree to which the surveys (Appendix C and D) are to being final versions? Task 1.B.2.ii (page 60) mentions the surveys are drafts, and feedback will be discussed in the initial meeting. We’re hoping to get a sense of how much the surveys could change from these versions.
A	10	CalRecycle will provide updated versions of each survey to the Contractor prior to the Initial Meeting which will be discussed further at the Initial Meeting. The updated versions will be similar to the versions in Appendix C and D in terms of general survey content (e.g., types of questions). However, specific questions and language may change. The length of the survey will remain approximately the same.
Q	11	If the 2 surveys are combined into 1 survey, per the Methodology section (page 15), will a minimum of n=1,000 total participants be sufficient if they technically complete both

		surveys? Or would you still require a minimum of n=2,000 respondents if the surveys are combined to 1 survey?
A	11	1,000 total participants for one combined survey would not be sufficient. The Proposer must meet a required minimum of 2,000 total participants (Section 3.5: Methodology, 1.c.i) even if the surveys are combined into one survey.
Q	12	If the surveys are fielded as 2 separate surveys, we are assuming they will be fielded simultaneously and all timing outlined in the RFP will apply to both surveys?
A	12	Yes, the two separate surveys should be fielded simultaneously, with both surveys following the timing outlined in Exhibit A: Scope of Work.
Q	13	Can you provide the number of each type (photo, video, audio) of the visual aids to be used in each survey?
A	13	CalRecycle will provide between 20 to 35 photos to be incorporated into the surveys.
Q	14	Will there be any evaluation of visuals, or will they just be used to aid respondents in understanding the complex terms and concepts in the surveys?
A	14	Respondents will not be evaluating the visuals. The visuals will only be used to aid respondents in understanding the surveys' terms and concepts (Section 3.5: Methodology 1.b.i.3).
Q	15	We are anticipating one combined document for the preliminary analysis/full report for the two surveys. Will this work, or do you require one report per survey?
A	15	The full report for both surveys may be submitted as one combined document as long as all requirements for the final report are met as outlined in Exhibit A: Scope of Work Task 4.A and the final report details the results of both surveys.
Q	16	Would you prefer the report to be in Word or PowerPoint format?
A	16	The report should be formatted as a Word document. See CalRecycle's Contractor Publication Guide webpage (https://calrecycle.ca.gov/Contracts/PubGuide/) for information on formatting (including a Contractor Report Template) and accessibility per Exhibit D, No. 8.
Q	17	Our business is a certified micro-small business, and we rely on a subcontractor for some of the items in Task 3; please confirm that this is permitted.
A	17	Yes, use of subcontractors to perform an element of the work is permitted. Reference 2.15 Subcontractors.

Q	18	How do you want subcontractor budgets shown on the cost sheet? Do we list the budget amount in the "Other" column on the cost sheet?
A	18	The subcontractor budget breakdown should be itemized on the Cost Proposal Sheet as a line item for each associated task number for which the subcontractor will provide services. Reference 4.3 Cost Breakdown.
Q	19	Is there a maximum % of the contract that can be allotted for subcontractors?
A	19	No. CalRecycle does not have a maximum percentage cap allotted for subcontracted work. However, Proposers who are certified as SB or DVBE, including any subcontracting with SB and DVBE firms, must certify that the SB or DVBE is performing a commercially useful function.
Q	20	Is there a requirement to provide subcontractor invoices to CalRecycle for billing? If yes, is there a markup allowed on subcontractor invoices? If so, is there a maximum % allowed?
A	20	No. There is no requirement to provide CalRecycle with subcontractor invoices based on a Pay-Per-Deliverable contract. The RFP, Exhibit B, Budget Detail and Payment Provisions has been revised to clarify invoice requirements. Reference 4.3 Cost Breakdown for instructions on fixed costs.
Q	21	Since our business is a certified micro-small business, is it required to list the name of a subcontractor if they are not a DVBE or SB and we are not relying on their certification to show commitment to SB or SB preference?
A	21	Yes, all subcontractors must be listed on Attachment 9: Bidder Declaration.
Q	22	Are we permitted to use job titles (vs employee names) with corresponding hourly rates in the cost sheet?
A	22	No. Key personnel roles that must provide resumes are required to be listed by name and job title with corresponding hourly rates in the cost sheet. Non key personnel and support staff may be listed with job titles.
Q	23	In section 3.11 Licenses: are there specific "professional" licenses required for this contract?
A	23	Specific "professional" licenses may be required for this contract, depending on the nature of the services proposed. CalRecycle will defer to Proposers to determine and include the applicable professional licenses based on the scope of services described in their proposal in response to the RFP.

Q	24	For the Written Work samples, is it permitted to share redacted reports to preserve client confidentiality?
A	24	Yes, Proposers may share redacted reports to preserve client confidentiality as long as CalRecycle can still evaluate the quality of the work performed in the submitted reports.
Q	25	What is the expectation for a sample of “Robust communication between the Contractor and the Client.”
A	25	Section 3.9, Samples of Written Work, has been revised by removing the requirement for a written sample of “Robust communication between the Contractor and the Client”. This language has been moved to Section 3.7: Qualifications and Resources. Proposers are still required to demonstrate their experience in maintaining robust communication with their client. CalRecycle will defer to Proposers to determine the type of work that best addresses the requirements for Section 3.7: Qualifications and Resources.
Q	26	Would CalRecycle wish for the survey partner to produce custom images and videos for the survey, or are these already available to repurpose?
A	26	CalRecycle will provide visual aids for the survey as stated in Exhibit A: Scope of Work (3.C.1.iii).
Q	27	Would CalRecycle want to reach business owners in this project as well, or is this purely household outreach?
A	27	The Proposer shall propose a set of sampling quotas that will be used to select a group of survey respondents that is representative of the California population (Section 3.5: Methodology 1.a). Survey respondents should be limited to individual consumers and not include businesses.
Q	28	May CalRecycle clarify whether contracting a minimum of 25% of project services to a California OSDS certified SB is required, or only preferred?
A	28	See A6.
Q	29	May CalRecycle clarify whether contracting a minimum of 3% of the project services to a California OSDS certified DVBE is required, or only preferred?
A	29	See A7.
Q	30	The RFP states on p. 17 that the proposed survey platform shall include "A built-in requirement for respondents to only submit complete surveys (i.e., all questions answered), and a tool that automatically identifies to respondents any survey questions

		that still need to be completed." Our current set of best practices allow non-responses in the form of Don't Know or Refused responses - would you accept a protocol where any non-response were prompted but would allow respondents to move on to the next question if they continue to refuse to respond?
A	30	Yes. If the Proposer determines that allowing respondents to skip individual questions after being prompted to respond is appropriate, this approach may be proposed. However, if a respondent skips or refuses to answer more than 25% of the survey questions, their submission may still be included in the data set for analysis, but it will not count toward the total number of required completed surveys outlined in Section 3.5: Methodology 1.c.i. This has been added to Section 3.5: Methodology 1.b.i.8.a of the RFP.
Q	31	May CalRecycle confirm the contract type contemplated for the successful offeror?
A	31	This consulting services contract has a Pay-Per-Deliverable structure. Reference 4. Cost Proposal Submittal, 4.3. Cost Breakdown.
Q	32	Is there a page limit or specific formatting requirements for proposals? We are unable to source this information in the documents provided.
A	32	At this time, CalRecycle is not aware of any file size restrictions. Reference 2. Rules and Conditions, 2.11 Upload of Submittals. The Proposer shall meet the format requirements specified throughout the RFP.
Q	33	Appendix A, Table 1, of the RFP outlines a Pay-Per-Deliverable structure; Section 2.16, Payments to the Contractor, states that invoices should be sent monthly. Please clarify the invoicing requirements and expectations.
A	33	The RFP, Exhibit B, Budget Detail and Payment Provisions, has been revised to clarify invoice requirements for this contract and what the Contractor must comply with during the contract term.
Q	34	The link in the RFP to the Standard General Terms & Conditions and Contractor Certifications (Attachment 10) on dgs.ca.gov is broken (404 error). Links provided for Attachments 9 Bidder Declaration, 11 Darfur Contracting Act, 12 California Civil Rights Laws, and 13 TACPA are broken (404 error). Is it possible to provide a static copy of these documents for potential respondents' review and consideration? Given that these documents are unavailable prior to the expiration of the Q&A period, will CalRecycle provide additional time for requests to revise any terms, conditions, and/or requirements, as provided for in Section 2.2 of the RFP?

A	34	CalRecycle has tested the links and the links are not broken. We suggest trying a different browser to access the links. CalRecycle has extended the submittal due date from April 17 th to April 21, 2025.
Q	35	May CalRecycle define what qualifies as "verifiable written work" in RFP section 3.9 Samples of Written Work?
A	35	Section 3.9 Samples of Written Work requires verifiable written work that demonstrates (1) knowledge and understanding and (2) experience similar in nature to the proposed project and deliverables. CalRecycle must be able to reasonably confirm the authenticity, origin, and relevance of each sample. Submitted work should be clearly attributable to the Proposer and capable of being substantiated. Verifiable written work may include, but is not limited to, work performed in a professional capacity through a contract. This clarification has been added to Section 3.9: Samples of Written Work.
Q	36	Section 4.3 Cost Breakdown of the RFP states that "Personnel roles, rates and totals; Fringe Benefits, Operating Expenses, Equipment, Overhead, Other and Total by Task information must be entered for cost tracking purposes for each task" and "The Contractor's invoices are required to be itemized as outlined in the submitted Cost Proposal Sheet." However, the RFP also states that "The Contract has a Pay-Per-Deliverable structure" and outlines how payments will be made for 100% of the proposed costs if deliverables are met. Could you please confirm that the cost breakdown information provided in the Cost Proposal Sheet is only for evaluation purposes and that payments will be made on a fixed price deliverables basis, with no requirement to track individual cost elements post-award or to provide itemized supporting documentation (such as receipts and timesheets)?
A	36	Yes. The Cost Proposal Sheet will be used for evaluation purposes. Payments to the contractor will follow the Pay-Per-Deliverable structure on a fixed price deliverables basis identified in the Cost Proposal Sheet. The RFP, Exhibit B, Budget Detail and Payment Provisions, has been revised to clarify invoice requirements and payment schedule for this contract.
Q	37	The Cost Proposal Sheet requires the breakdown of cost by personnel services, fringe benefits, operating expenses, equipment costs, overhead costs and other. However, there are no line items to price non-labor other direct costs (ODCs), direct expenses, and/or commercial item products. Could you please confirm whether bidders may add line item rows to capture any ODCs, direct expenses and/or commercial item products necessary to execute the scope of work, or if these types of non-labor costs should be included in the "other" category?
A	37	Proposers may add additional rows on the Cost Proposal Sheet to list non-labor other direct costs (ODCs), direct expenses and/or commercial item products under the applicable column headers. However, note that the total percentage associated with a

		Task (i.e., the sum of the cost percentages for all deliverables within that Task) cannot exceed the relevant listed percentage in Appendix A, Table 1: The Pay-Per-Deliverable Structure (see column, "Cost proposed shall not exceed the listed percent of entire project cost"). The total of all percentages also cannot exceed one hundred percent (100%).
Q	38	We recognize the importance of reaching a representative sample of Californians for both surveys. Does CalRecycle have a preference for a probability-based sampling approach?
A	38	No. CalRecycle does not have a preference for a particular sampling approach. However, CalRecycle does require that the proposed sampling techniques be used to gather a group of survey respondents that is representative of the California population (Section 3.5: Methodology 1.a.iii).
Q	39	The RFP states that "provisions for payment under this contract will be subject to a ten percent (10%) withholding per task." Would CalRecycle consider removing this 10% withholding requirement? If not, could you please provide more details on the rationale for this withholding and the process/timeline for releasing withheld funds?
A	39	No. CalRecycle is not permitted to waive the ten percent (10%) payment withhold requirement for this contract. The withhold is a legal requirement pursuant to Public Contract Code (PCC) section 10346.
Q	40	Given that the RFP states terms are non-negotiable once proposals are submitted, it is critical for vendors to have a clear understanding of all terms and conditions ahead of proposal submission. Would CalRecycle consider allowing for a second round of Q&A after the initial Q&A responses are released?
A	40	No. CalRecycle is not able to accommodate an additional Q&A period.
Q	41	In the interest of generating the greatest number qualified proposers for CalRecycle, would CalRecycle consider waiving the minimum participation requirements for both small businesses and DVBES?
A	41	See A6 and A7.
Q	42	Attachment 5 requires a breakdown of labor costs; fringe benefits; operating expenses; equipment costs; overhead; and other direct costs. Given the evaluation of cost proposals is based on a comparison of total proposed costs to other submissions, can CalRecycle explain why this information is requested and how it is being used?
A	42	See A36.

Q	43	Would CalRecycle accept a completed Attachment 5 with \$0.00 entries for Fringe, Overhead, and Operating Expenses with the explanation that it is not our company practice to disclose our (Defense Contract Audit Agency, DCAA-audited) fringe and other indirect rates?
A	43	Yes.
Q	44	Can CalRecycle please share the names of any contractors who created the surveys to be fielded?
A	44	The surveys were designed by CalRecycle staff as stated in Exhibit A: Scope of Work 3.C.1.i.
Q	45	Does CalRecycle have any requirements around the desired quota(s) and specific groups for the special populations that must be included in the survey sampling?
A	45	Requirements for the sampling quotas can be found in Section 3.5: Methodology 1.a.
Q	46	Does CalRecycle have any desired demographic or geographic segmentation of the survey sample that must be proposed?
A	46	The Proposer shall provide a set of sampling quotas that will be used to select a group of survey respondents that best represents the California population. These sampling quotas shall address, at minimum, the criteria outlined in Section 3.5: Methodology 1.a.
Q	47	Should translation related costs be included in vendor budgets or will CalRecycle provide the draft surveys in both English and Spanish?
A	47	The Proposer shall describe how they will translate the surveys for any non-English-speaking respondents, ensuring that translation services are provided for Spanish-speaking respondents at a minimum (Section 3.5: Methodology 1.c.iii). The Proposer may propose to provide survey translation services in additional languages if the Proposer deems this necessary for ensuring that the survey sample is representative of the California population (Section 3.5: Methodology 1.c.iii). Costs related to translation services would be considered a direct cost and must be included in the Cost Proposal Sheet.
Q	48	Exhibits C. and D.: Please see the attached requests for minor revisions to the State's standard terms and conditions and special terms and conditions included in the RFP.
A	48	CalRecycle will not make any revisions to Exhibit C General Terms and Conditions and Exhibit D Special Terms and Conditions.

Q	49	3.8 References, Page 21: Can you confirm that in addition to the 3 required references we must provide we also need to provide an additional 3 references for each subcontractor?
A	49	Yes, three (3) verifiable references shall be provided for each proposed Subcontractor.
Q	50	Can the Organization, Qualifications, and Resumes be combined into a single PDF or do you prefer them as 3 separate documents and uploaded as a single zip file?
A	50	Required documents must be combined into one (1) .ZIP file for uploading.
Q	51	The RFP states that that Proposer shall describe how the surveys will be translated for any non-English speaking respondents, including translation services for Spanish-speaking residents, at a minimum. In addition, the Proposer should provide justification if no additional language translations are necessary. Is CalRecycle anticipating that the surveys will be translated into languages other than Spanish?
A	51	See A47.
Q	52	The RFP states that the location for meetings with the Contract Manager will be determined by the Contract Manager. Meetings will be held via teleconference, at the Sacramento Environmental Protection Agency Headquarters (1001 I Street, Sacramento, CA 95814), or by other appropriate means such as webinar. However, in Exhibit B. Budget Detail: 6. Travel Clause, it states that services will be provided remotely, therefore travel and per diem are not anticipated. Could CalRecycle please clarify how many in-person meetings, if any, will take place in Sacramento?
A	52	CalRecycle intends to host all meetings remotely as stated in Exhibit A: Scope of Work 3.C.1.vi. There is no requirement for the Contractor to attend meetings in-person in Sacramento. Exhibit A Scope of Work, Section 12, Location of Services, has been revised.
Q	53	3.5 Methodology: Proposed Sampling Plan: Could CalRecycle share the response rate from the prior administration of similar surveys?
A	53	This is the first Consumer Education and Access Needs Assessment conducted for the Act. No surveys with the same scope as the Consumer Education and Access study have been administered, and therefore no response rates are available.
Q	54	Exhibit A: Scope of Work, 5. Tasks: What is the anticipated length of the survey data collection period?

A	54	The survey will be administered and collected for forty-two (42) calendar days (Exhibit A: Scope of Work Task 3.Q).
Q	55	3.12 SB Participation 3.14 DVBE Participation: Is the 3% requirement for DVBE subcontracting in addition to the 25% SB subcontracting requirement? So, a total of 28% of the contract value must be subcontracted to DVBEs and SBs? Can you please confirm and/or correct our understanding?
A	55	Yes, the 3% requirement for DVBE subcontracting is in addition to the 25% SB subcontracting requirement. See A6 and A7
Q	56	3.12 SB Participation 3.14 DVBE Participation: If we are able to identify a subcontractor that fulfills both the SB and DVBE requirements, would the 25% satisfy both the DVBE and SB requirement or would we need to issue 28% of the contract value to this identified subcontractor?
A	56	Yes, a subcontractor that is both a Small Business and a DVBE can fulfill or contribute to both requirements.
Q	57	3.20. Rules for Award: Our understanding is that the combined preference limit of 15% listed in section 3.20 is unrelated to and does not impact the SB and DVBE subcontracting minimums of 3% and 25% respectively, as listed in sections 3.12 and 3.14. Is our understanding correct? If not, can you please clarify?
A	57	Yes, your understanding is correct. The combined preference limit of 15% described in Section 3.20 is the maximum scoring incentive that can be applied to a proposal, and it includes SB, DVBE and TACPA. These preferences are capped collectively at 15%, not to exceed \$100,000. This preference maximum does not affect the minimum subcontracting requirements specified in Sections 3.12 and 3.14.
Q	58	Were the surveys in the appendix written by a consultant or CalRecycle staff?
A	58	See A44.
Q	59	Service Needed 1.3 B.3 (page 6) states the final report should include “a detailed analysis of trends seen” – is there previous research that will be provided to determine trends?
A	59	This is the first Consumer Education and Access Needs Assessment conducted for the Act. As a result, no previous research that is directly tied to the scope of this study’s surveys is available. The scope of this study is to identify trends from the survey responses received as part of this study. Analyzing trends over time is outside of the scope of this study.

Q	60	Methodology 3.5. 1.d.ii (page 18) – what are the requirements for the CSV template? How should the CSV file be included in the final package? (There does not appear to be a specific CSV template file upload on the online portal.)
A	60	Proposer shall provide a sample CSV template that will be used to present the survey response data (Section 3.5: Methodology 1.d.ii). The Proposer may determine their preferred formatting for the data contained within that template. The CSV file should be included in the Proposal (Detailed Work Plan) Upload in Attachment 15.
Q	61	Samples of Written Work 3.9.2 (page 21) – Can you clarify what constitutes “verifiable written work”? Are there page limits or formatting requirements?
A	61	See A32 and A35.
Q	62	Samples of Written Work 3.9.2 (page 21) – How are we to demonstrate “verifiable written work” of “robust communication between the Contractor and the Client,” are you looking for copies of email communications?
A	62	See A25.
Q	63	DVBE Participation and Incentive Application 3.14-3.15 (pages 23-24) – If 3% of project services are required to be contracted to a DVBE (see 3.14) and the minimum incentive is 1% for 3% DVBE participation (see 3.15), then does everyone get the 1% incentive?
A	63	If a Proposer commits to subcontracting 3% of the project services to a California-certified DVBE and properly documents this in their proposal (including submitting all required forms), the Proposer will receive a 1% incentive. This incentive is applied by reducing the Proposer’s bid amount by 1%, calculated against the lowest responsive and responsible proposal price. This adjustment is made for evaluation purposes only and does not change the actual contract award amount.
Q	64	Suppliers count as DVBE in 3.14 (page 23), can you confirm that suppliers (e.g., printers) count toward the DVBE incentive (3.15 page 24)?
A	64	DVBE suppliers may be considered subcontractors and used to meet the DVBE requirement as long as they are performing a distinct element of the work in this contract. The DVBE subcontractors must be reported on Attachment 9 with applicable percentages and meet Attachment 4 requirements to receive the DVBE incentive.
Q	65	DVBE Participation 3.14 (page 23) – will there be an option to document a good faith effort to find a DVBE?

A	65	No.
Q	66	Task 3.B – Survey Distribution (page 62) states that “the Contractor shall use an electronic method of survey distribution and administration.” Is CalRecycle open to mailed recruitment and/or distribution of surveys?
A	66	No. The Contractor shall use an electronic method of survey distribution and administration that meets the criteria stated in Exhibit A: Scope of Work Task 3.B. CalRecycle is not open to mailed recruitment and/or distribution of the surveys.
Q	67	4.3 Cost Breakdown/Cost Proposal Sheet – can please differentiate operating expenses from overhead? (We are under the impression that things like rent fall under overhead, but rent is listed under operating expenses on the Cost Proposal Sheet.)
A	67	Overhead costs are expenditures not capable of being assigned or not readily itemized to a particular project or activity, but considered necessary for the operation of the organization. Overhead includes but is not limited to, such things as rental or leasing costs, accounting services, and utilities. For the purpose of this RFP, Operating Expenses are the costs associated with implementing the Scope of Work outlined in the RFP and do not include Overhead. The Proposer must adhere to the requirements described in Section 4.3 Cost Breakdown of the RFP. A blank space for either fringe benefits or overhead will be grounds for immediate disqualification.

All other terms, conditions, and requirements of this RFP(P) will remain the same.

If you have any questions relating to this solicitation process, please contact me by e-mail at contracts@calrecycle.ca.gov.

Sincerely,

Nadine Mills

Nadine Mills
Contract Analyst, Administrative Services Branch
Attachment

Interested Parties Listing for RFP(S) DRR24065

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	Description of Services	Address	SB	DVBE	Prime Contractor Interest	Sub Contractor Interest
Melanie Stubblefield	stubblefield@actionresearch-inc.com	Action Research Inc.		3630 Ocean Ranch Blvd. Oceanside, CA 92056	Yes	No	No	Yes
Elizabeth Downs	edowns@anthologycommunication.net	Anthology Communications	Anthology Communications is a full service communications and outreach firm specializing in research based communications. Our research experience includes surveys, polls, focus groups and more. We understand that data is only useful when it is translated into information.	2827 A Street Suite 13, San Diego, CA 92102	No	No	Yes	Yes
Eric Franzen	proposals@cascadiaconsulting.com	Cascadia Consulting Group		1109 1st Ave, Seattle, WA 98101	No	No	No	No
Chris van Rossem	chris.vanrossem@circularmaterials.org	Circular Action Alliance		20 F Street NW, Suite 700, Washington 20001	No	No	No	No
Jenica Reed	jhreed@deloitte.com	Deloitte Consulting	Anthology Communications is a full service communications and outreach firm specializing in research based	400 Capital Mall #2700, Sacramento CA 95814	No	No	Yes	No

Contact Name	E-Mail	Company	Description of Services	Address	SB	DVBE	Prime Contractor Interest	Sub Contractor Interest
			communications. Our research experience includes surveys, polls, focus groups and more. We understand that data is only useful when it is translated into information.					
Brielle Meade	brielle.kissel@er g.com	Eastern Research Group, Inc.	Leader in environmental public policy analysis and support for federal, state, and local clients. ERG's circular economy expertise includes life cycle assessment, sustainable materials management, and household-level engagement related to materials separation and source reduction. Our survey expertise includes survey design and implementation, data collection across all modalities, and synthesizing results to inform programmatic change.	1999 Harrison St., #1970, Oakland CA 94612	No	No	Yes	No

Contact Name	E-Mail	Company	Description of Services	Address	SB	DVBE	Prime Contractor Interest	Sub Contractor Interest
Jolly Glover	jg@flylikeaneagleoutreach.org	Fly Like An Eagle Outreach, Inc.	Our nonprofit, Fly Like An Eagle Outreach, Inc., specializes in providing workforce development, pre employment training, and wraparound supportive services tailored to underserved communities.	3317 E. 8th St., Long Beach, CA 90804	No	No	Yes	Yes
Tracie Bills	tracie.bills@gmail.com	HDR	Strategic communications with experience in surveying communities such as CBOs Priority Populations and Tribes	404 SW Colombia St. Suite 240, Bend, Oregon 97702	No	No	Yes	No
Larisa Owen	larisa@intelliquestconsulting.com	Intelliquest Consulting		4 Style Drive, Aliso Viejo, CA 92656	Yes	Yes	No	Yes
John Culbertson	info@mswconsultants.com	MidAtlantic Solid Waste Consultants (MSW Consultants)		11875 High Tech Ave., Ste. 150, Orlando, Florida 32817	No	No	No	No
Leah Gjertson	gjertson-leah@norc.org	NORC at the University of Chicago		55 E Monroe St., Chicago, IL 60603	No	No	Yes	No

Contact Name	E-Mail	Company	Description of Services	Address	SB	DVBE	Prime Contractor Interest	Sub Contractor Interest
Source Management	deltekplusonvia@gmail.com	Onvia		509 Olive Way, Seattle WA 98101	No	No	No	No
Susan Raabe	susan@opinionworks.com	OpinionWorks LLC		7 Willow Street, Suite 200, Annapolis, Maryland 21401	No	No	No	Yes
Matthew Clough	info@plastic-beach.com	Plastic Beach	For the last six years 501c3 Plastic Beach has been working hard to provide a growing number of San Diego County community business with a way for them to finally divert their large amounts of supply chain plastic away from our community landfill. and are now seeking new funds like this grant to expand our reach. Plastic Beach is showing businesses that domestic downcycling of Grades A-C/no color prohibition supply chain ld/hdpe plastic films, flexible packaging wrap and foam products is viable, and to date Plastic Beach has already collected over 50 Tons of this material.	213 Calle De Madera, Encinitas, CA 92024	No	No	Yes	No

Contact Name	E-Mail	Company	Description of Services	Address	SB	DVBE	Prime Contractor Interest	Sub Contractor Interest
Miriam Bookey	miriam@program11.com	Program 11	Survey creation, panel selection, deployment, oversight, and analysis.	100 Amalfi Drive, Santa Monica, CA 90402	Yes	No	Yes	No
Christopher Mauro	orcuttroad@gmail.com	Speakeasy Productions, LLC	Our company has intimate knowledge of SB-54, having interviewed the bill's author Senator Ben Allen, his lead staffer Tina Andolina, members of the Advisory Board, and representatives of the PRO. What's more, we've hosted round table discussions with key stakeholders and webinars to educate companies how to prepare for the future of packaging regulations in California, and how best to navigate these changes. We are acutely aware that a sweeping public education campaign about SB-54's is crucial to its success. Consumers and companies want and need clarity on this very nuanced topic. Our knowledge, insights, and	25392 Posada Lane, Mission Viejo, CA 92691	No	No	Yes	Yes

Contact Name	E-Mail	Company	Description of Services	Address	SB	DVBE	Prime Contractor Interest	Sub Contractor Interest
			experience on this subject is second to none. We're a full service production company ready to go with campaigns across linear, digital, social, print, radio and others.					
Louise Bruce	lbruce@recyclingpartnership.org	The Recycling Partnership		323 Pleasant Street, Ithaca NY 14850	No	No	Yes	Yes
Megan Zemke	mzemke@travisresearch.com	Travis Research Associates	Travis Research offers custom market research capabilities; survey design, data collection, analytics and reporting. We have conducted advertising and communication research for CalRecycle over the past 5 years.	30700 Russell Ranch Rd., Suite 250, Westlake Village, CA 91362	Yes	No	Yes	Yes