

**DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY**

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June 11, 2019

To: All Prospective Proposers**RE:** "California Packaging and Organics Recycling Campaign" DRR19012**Addendum 1****To the Request for Proposal (RFP), Secondary DRR19012**

1. Attached is a list of all businesses who have expressed an interest in the contract to date (Attachment 1).
2. The following questions were submitted in response to the RFP and answers to each follow the question.
 - Q1. I am curious to know who previously holds the award to this account?
 - A1. This is a new contract--there is no current "holder"
 - Q2. Is the size of my company too small to compete in submitting for this? I work with sub-contractors and have done really large campaigns worldwide that involved research findings, analysis, creative creation, PR, events all to be synched with a media campaign – from media creation to media-buys, placement, performance review of the campaign and adjusting course half-way through it. In other words, I can do this with a great team?
 - A2. CalRecycle encourages you to seek subcontracting opportunities to support a prime contractor in performing the work. A list of interested parties for this RFP is available as Attachment 1 to this Addendum.
 - Q3. Does the 3-year budget include research, media creation and campaign implementation oversight, local agencies training AND media buys? Meaning, do the on-air, print, outdoor, collateral, radio on-air spots, television on-air spots, online and all actual collateral gets bought for placement from this budget?
 - A3. Yes.
 - Q4. I am based in Southern California in Los Angeles county – is there a specific location you need your marketing agency to be in?
 - A4. No. Per Section III Proposal Submittal Requirements under the *Qualifications and Resources* section on page 9 of the RFP the Contractor shall have an office in California.

- Q5. Lastly, while this is all very VERY important and thoughtful on the State's part, advertising efforts yield so-so results in behaviour-changing, which is what you want to see. Is this effort better put to use by co-partnering with grocery-stores, food-manufacturers, farmers, beverage manufacturers, restaurants, schools, dwelling associations – homeowners and renters. Hotels etc. supported as a partnership by you and local government with local communities, as rewards and incentive plans to create the recycling infrastructure and manufacturing and operational modes at their very locations. I.e.: consumer - reward bottles return, reward packaging return; manufacturer – support renewable packaging materials; and so on. Maybe this could be a B2B campaign? A B2B incentives and partnerships supportive campaign?
- A5. As noted in the Request for Proposals, Section IV, the campaign includes but is not limited to traditional advertising, and innovative approaches are welcome.
- Q6. What are the expected flight dates you want vendors to use in the Work Plan?
- A6. We will leave it up to the proposer to determine the flight dates that best support the proposed outreach strategy.
- Q7. What are heavy-up dates (seasonality) to be considered if applicable?
- A7. We will leave it up to the proposer to determine the heavy-up dates that best support the proposed outreach strategy.
- Q8. Are there certain target markets within CA that have priority?
- A8. The research the Contractor will conduct at the outset of the Campaign will help inform the markets on which to focus. CalRecycle has typically focused on the major media markets of Los Angeles, San Francisco, San Diego, and Sacramento as well as secondary markets such as Fresno, Bakersfield, Chico, and Redding. However, CalRecycle is open to ideas that address the needs of rural recycling as well.
- Q9. What are your KPIs for the media plans?
- A9. CalRecycle is looking for measureable improvements in waste reduction, recycling, and composting: higher recycling rates, lower disposal rates, and lower recycling contamination rates. CalRecycle annually determines recycling and disposal rates, and works with local jurisdictions on contamination issues.
- Q10. Are there certain tactics which have priority? (ie digital, radio, print, broadcast)
- A10. The proposer should determine what would best support the outreach strategy.
- Q11. What is the landing page you'd want campaigns to use/link to?
- A11. Calrecycle.ca.gov

Q12. Which agency are you currently working with/who is the incumbent agency?

A12. See Answer 1 above.

Q13. What partners or tactics are currently working for you? Which are not working well?

A13. We do not currently have an outreach campaign in place.

Q14. I notice that the overall budget is \$15,000,000. What is the projected media budget?

A14. There is a current maximum budget of \$15.9 million for this Agreement. As for the Media Budget, for the purposes of this RFP, each proposer should determine the allocations that would best support the proposed strategies.

Q15. What is your preferred Ad Server (if applicable)

A15. CalRecycle does not currently employ an Ad Server.

Q16. What 3rd party tracking platforms do you use (such as Google Analytics)?

A16. We currently use Google Analytics to track webpage traffic. Facebook and Twitter have their own tracking, so we have not had a need for third-party analytics up to this point.

Q17. In the “payment withhold” section on page 2, you state that “The provisions for payment under this Contract shall be subject to a ten percent (10%) withholding per task.” Does that mean that 90% payment will be paid up front, or each task will be paid at only 90% until the completion of the full 36-month contract?

A17. No. The provisions for payment under this contract will be subject to a ten percent (10%) withholding per invoice. The withheld payment amount will be included in the final payment to the Contractor and will only be released when all required work has been completed to the satisfaction of CalRecycle.

Q18. On page 8, you state that we must submit “One electronic copy on compact disc or USB flash drive viewable by Adobe Acrobat Reader. The entire Proposal, including any attachments, must be saved as a single document.” In addition, in the section on samples of creative work, you ask for samples to be provided on DVD or CD. Can these be included as separate files on the flash drive or submitted as weblinks?

A18. A copy of the entire Proposal must be submitted on compact disc or USB flash drive separately from the Samples of Creative Work. CalRecycle will accept flash drives in place of a DVD or CD for the samples of creative work, but cannot accept an internet link.

Q19. In the qualifications on page 9, you require certain positions staffed and based in California. Must these staff be already hired and/or based in CA at the time of proposal submission?

- A19. All qualifications must be met at the time of proposal submittal, including the office and staff requirement. Furthermore, all Proposers must be eligible to contract with the State of California, pursuant to Public Contract Code § 10286.
- Q20. On page 11, you write: "CalRecycle requires a minimum of twenty-five percent (25%) of the project services to be contracted to a California OSDS certified SB that performs a commercially useful function." Then on page 12, you write: "Any Proposer competing in this process as a California certified SB, or as a non-SB certifying to subcontract a minimum of 25% of the total contract services to a California certified SB, will receive a five percent (5%) preference. Certification must be provided by DGS, OSDS." If it is mandatory that 25% of the work is performed by a CA-certified SB, does this mean that all firms submitting qualifying bids will receive this 5% preference?
- A20. Yes.
- Q21. On page 12, is the 3% DVBE requirement PART of the 25%, or in addition to?
- A21. The 3 percent DVBE requirement is in addition to the 25 percent Small Business participation requirement, though a subcontractor that is both a Small Business and a DVBE can fulfil or contribute to both requirements.
- Q22. On page 23, and elsewhere in the proposal, you ask that we "Achieve measurable improvements in waste reduction, recycling, composting and the participation rate in the state's sustainability efforts." Can you provide the time frame in which these metrics will be achieved and the method for measurement?
- A22. The contractor will conduct research at the outset of the campaign to assess recycling behaviors and attitudes. Local jurisdictions report annually on their diversion rates and on the number of businesses, including multifamily complexes, that have recycling and organics recycling programs in place. The state's disposal rate is measured annually (AB 939 and SB 1016), as is the state's recycling rate, as defined by AB 341. A mid-campaign review by the contractor is required to assess changes in recycling and diversion. Other information will be used to determine changes in recycling, disposal, and contamination rates as they become available through AB 901 (facility reporting) and SB 1383 (which will include daily sampling at organic waste recovery facilities).
- Q23. On page 23, when you mention the "participation rate in the state's sustainability efforts," how is this currently measured?
- A23. We do not currently measure "participation rate." The pre-campaign surveys will help inform this.
- Q24. On page 25, you mention creating a "brand" for all media and materials, etc. Is there an existing brand style guide content will be held to?
- A24. No, there is not.

- Q25. In attachment A, where do media buys fit? For media buys, is there a set limit for commission?
- A25. Please list media buys under the “Other” column. The Contractor’s profit for media purchases provided under this Agreement is limited to commission only. The commission for media shall not exceed a 17.65% markup of the net expense related to those purchases.
- Q26. For attachment A, what costs should be included in the “Overhead” column”?
- A26. 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.
- Q27. Is there an incumbent firm currently leading this work?
- A27. See Answer 1 above.
- Q28. Are there any priority jurisdictions you anticipate targeting with this outreach?
- A28. See Answer 8 above.
- Q29. Are you expecting to see spec-creative?
- A29. It is up to each agency to determine whether spec creative would be helpful to their proposal.
- Q30. Does the 10% withhold include the entire budget, or only non-media buying dollars?
- A30. See Answer 17 above.
- Q31. Is the 25% requirement for SBE contracting based on the total budget or only the non-media buying budget?
- A31. It is based on the total budget.
- Q32. Is the 3% DVBE requirement based on the total budget or only the non-media buying budget?
- A32. It is based on the total budget.
- Q33. Is the incumbent participating in this review? Are they in good standing? How many agencies are participating?
- A33. There is no incumbent. CalRecycle is the reviewing agency.

- Q34. What signaled the review? Is it a mandatory review?
- A34. There is no review, this is a new contract.
- Q35. What brands do you admire?
- A35. CalRecycle does not endorse brands.
- Q36. What is keeping you up at night?
- A36. In some areas of the state, a third of the material in recycle bins is contaminants. Some people apparently find recycling confusing and just throw things they think should be recyclable in the bins (which we call “wish-cycling”), and this can make the materials that could have been recycled contaminated and unusable. Ironically, when the economy is strong and consumption rises, that leads to more disposal. Whether they don’t care or they don’t think they can make a difference or they just don’t get it, we have not yet informed the public as comprehensively as we need to.
- Q37. As it relates to measurable improvements in consumer behavior, where is the data coming from? Who is providing?
- A37. See Answer 22 above.
- Q38. From a data/reporting standpoint, how will you measure the success of the campaign?
- A38. See Answer 22 above.
- Q39. Can you share any data or research at this stage?
- A39. Please visit <https://www.calrecycle.ca.gov/lgcentral/goalmeasure/disposalrate> and <https://www.calrecycle.ca.gov/calendar/75percent/recyclerate>.
- Q40. What are you looking for in an agency partner?
- A40. CalRecycle is currently seeking innovative, creative professionals.
- Q41. Do you have a preferred fee structure for your chosen agency partner?
- A41. CalRecycle does not have a preferred fee structure.
- Q42. Are you able to provide information about how the \$15 million budget is spread across the 36 months?
- A42. Currently there is a current maximum budget of \$15.9 million for this Agreement, which encompasses \$5.3 million per fiscal year (July 1 through June 30).
- Q43. Are there any demographic/geographic areas of focus? Is it broadly across the state? Are there any DMAs or urban areas specifically that we need to focus on?

- A43. See Answer 8 above.
- Q44. How much preference is given to certified diverse suppliers (SB, Woman-owned, etc.) when evaluating the RFP?
- A44. CalRecycle is providing program preferences to Small Business (SB) and Disabled Veteran Business Enterprise (DVBE) Participation, as required by California law. Companies within the State of California are certified through the Department of General Services, Office of SB and DVBE.
- Q45. Contractor – Subcontractor – Vendor: According to the RFP, CalRecycle is seeking a full service marketing firm. Would GSTV be considered a contractor, subcontractor or vendor? It is felt that GSTV could be a significant part of the media strategy for CalRecycle's upcoming campaign. We work with lots of government agencies throughout the country to disseminate crucial information to the public. Can we submit on the RFP even though we are not a marketing firm? In that case, not all of the forms included in the RFP would apply to us. For example, we do not bill hourly, etc.
- A45. Please read the RFP carefully to determine whether your firm is a qualified bidder, or would be a qualified subcontractor working under another firm.
- Q46. Pricing Structure: The contract term is 36 months. Our coverage throughout the State of California is extensive with over 1,300 gas stations sites delivering roughly 26,000,000 monthly viewers. How should we price out the campaign? Our submission could easily be \$1,000,000 for that length of time. Are there certain geographical areas that are more important than others that we should concentrate our pricing proposal on?
- A46. It is up to the proposer to determine how best to price its proposal. Regarding the geographical areas, Please see Answer 8 above.
- Q47. Spot length: Our platform delivers both :15 second and :30 second commercials in between premium content from partners like NFL, Stadium, On the Go Weather, etc. Do you know which spot length is most likely to be requested?
- A47. It is up to the proposer to determine durations that would best support the proposed Campaign.
- Q48. Office Address: Is it required to have an office in California and should we use that address on our submission? I work out of Phoenix (but handle CA as my territory), our HQ is in Detroit with a major office in NY. We do have an office in LA but can I use my office address in Scottsdale, AZ or should I use the address in LA? Again, our coverage is National, however, CA is our biggest State with the most coverage in our network.
- A48. See Answer 4 above. Your office needs to be in California and the firm must be licensed to do business in the State of California.

- Q49. Delivering the RFP: I'm going to be in the Sacramento area on 6/19 – 6/21. Can I drop off the RFP by hand?
- A49. Yes, the Proposal can be hand delivered to the contract administrator at CalRecycle's physical address located on page 1 of the RFP.
- Q50. Where would you like us to account for Media and Production Hard Costs on the Cost Sheet?
- A50. Those expenses should be listed under the "Other" column.
- Q51. On the Cost Sheet, is the expectation that we show actual salary rates under Personnel Services or the hourly rates that will be used to charge for services?
- A51. Hourly rates that will be used to charge for services, with the appropriate breakdowns per the Cost Proposal Sheet.
- Q52. Will the 10 percent withholding apply to hard costs such as Media and Production?
- A52. Yes. See Answer 17 above.
- Q53. Is the ten percent withholding paid at the completion of each contract year or at the end of the full 3-year term?
- A53. See Answer 17 above.
- Q54. Is CalRecycle currently working with a PR or advertising contractor on these or similar efforts, and if so, who?
- A54. See Answer 1 above.
- Q55. Is it acceptable to submit video and radio creative samples on a thumb drive?
- A55. See Answer 18 above.
- Q56. Has a program of this nature been focused on in the past? If so, how long ago? Any insight into success or areas of improvement?
- A56. CalRecycle has not previously undertaken a campaign with this broad of a scope. Previous campaigns have focused specifically on beverage container recycling, waste reduction, proper tire maintenance to extend tire life, and used oil/oil change intervals, among others.
- Q57. For the multicultural population - is there a specific segment that has a higher propensity to recycle?
- A57. Pre-campaign surveys by the contractor will help answer this
- Q58. You mention Spanish language - is that the only language consideration?

- A58. Pre-campaign surveys by the contractor will help determine whether to consider other languages
- Q59. Are you focused on a consumer only program? b2b?
- A59. As noted in the RFP, Section IV, the focus is on consumers and messaging for local jurisdictions to share in their communities. However, proposers are free to include additional approaches as they see fit to support the overall campaign.
- Q60. What activations have you done in the past? And any insight to how the achieved goals?
- A60. As a follow-on to Answer 56, the most comparable campaign in terms of dollar amount and overall impact were for beverage container recycling from 2001-2009, at \$5 million per year. In the early 2000s, recycling rates for California Redemption Value beverage containers (all materials combined) hovered around 60 percent. By 2009, they were at 82 percent. However, during this time, the value of the CRV incentive increased as well, and the economy declined, so it is unclear to what degree the campaigns, the increased refund value, and the economic need played into the improved recycling rates.
- Q61. Have you used Influencers in the past? If so, who have you used?
- A61. Yes, but not to any great extent.
- Q62. Is there any work in the category that you admire or feel has been effective in terms of serving the cause?
- A62. [New York](#) and [Massachusetts](#) have strong recycling and diversion campaigns, as does the city of [Portland](#).
- Q63. Is there any literature or films that you feel capture the voice or the vision of the matter?
- A63. CalRecycle will decline to respond to this question, as it will potentially influence proposers.
- Q64. Where do think advertising/marketing has had the biggest impact in regards for a call to action... or to bring about awareness? (in category or not)
- A64. See Answer 63 above.
- Q65. In terms of focusing the communications, what do you think is the first and foremost important take-away...2nd...3rd...?
- A65. CalRecycle's foremost important take-away are reduce contamination in curbside recycling; Increase statewide recycling rate; increase landfill diversion; increase organics recycling.

- Q66. Would you be open to incentive based programs?
- A66. It is up to the proposer to determine which approach would best support the proposed campaign.
- Q67. Is there specific target audiences more apt to embrace recycling initiatives?
- A67. Pre-campaign surveys by the contractor will help answer this
- Q68. Do you currently have existing partnerships? If so, who? Will they be core to the efforts being developed within the stated budget?
- A68. No.
- Q69. Is the 10% payment withholding per task related to project fees and third party costs? If they include third party costs is there a mechanism in place to exclude third party costs from the withholding requirement?
- A69. See Answer 17 above. Third party costs are not exempt from this requirement.
- Q70. Will the 10% withholding be returned upon accept and delivery of the task or is it returned at the end of the contract?
- A70. See Answer 17 above.
- Q71. If a third party requires payment in advance of beginning an assignment, is there a mechanism in place for the state to reimburse the agency so we can reimburse the third party?
- A71. No, the State of California cannot pay in advance of services.
- Q72. Are all accepted agency invoices paid in 30 days?
- A72. Payment will be made in accordance with and within the time specified in Government Code, Chapter 4.5 (commencing with Section 927) which states that payment will be made within 45 days of receipt of an undisputed invoice.
- Q73. In the cost proposal can fringe benefits and overhead costs we expressed as a percentage of direct salary?
- A73. Yes.
- Q74. What types of performance metrics against your stated objectives can we anticipate will be available from CalRecycle to agency partners for analysis in determining effectiveness of marketing efforts?
- A74. Contractor's mid-campaign survey results as compared to pre-campaign survey results. Statewide recycling rate and statewide disposal rate.
- Q75. What reporting cadence will be available (e.g. weekly, monthly)?

- A75. Phone conference call every two weeks
- Q76. Will geographic participation data be available (e.g. zip, dma)?
- A76. See Answer 23 above.
- Q77. Is there a range or limit for the amount/percent of the budget to be allocated to paid media, or is that at the discretion of the proposer?
- A77. For the purposes of this RFP, each proposer should determine the allocations that would best support the proposed strategies.
- Q78. Are there past campaigns the consultant is expected to pick up and evolve or are we starting with a clean slate?
- A78. See Answer 1 above.
- Q79. Under the Rating Category Chart, 'Samples of Written Work' is worth 18 points. Does this include all creative and PR work or only the written samples provided for PR?
- A79. Yes, this includes all creative and PR work.
- Q80. You mention local jurisdictions on page 25, are these the Southern California offices listed on your website?
- A80. No, these are the local communities across the state that are working to enforce the state's recycling and landfill diversion laws and improve the rates and quality of recycling locally.
- Q81. What are your typical terms for payment?
- A81. Please read Section II Rules and Condition, under *Payments to Contractor* and Attachment J is a draft sample agreement, which contains payment information beginning on page 51.
- Q82. Are there programs in other states that you believe are doing this kind of work well? If so, which states and what do you think they're doing right?
- A82. [New York](#) and [Massachusetts](#) have strong recycling and diversion campaigns, as does the city of [Portland](#).
- Q83. Can you tell us who would be the primary manager for this piece of business with CalRecycle?
- A83. Please see Attachment J, draft sample agreement, for CalRecycle's Contract Manager.

- Q84. What is your approval process? How many stakeholders are involved and what would your turnaround times be for feedback and approvals?
- A84. The contract manager will confer with a small panel of CalRecycle subject matter experts, including the communications office, the Local Assistance and Market Development Division, and when warranted, CalRecycle's Executive Staff. Turnaround times will vary dependent on the nature of the task, but the intent will be to provide feedback in as timely a manner as possible.
- Q85. The Cost Proposal Worksheet only covers labor. Are you also looking to see allocations of budget for production, media, etc?
- A85. Please list these under the "Other" column.
- Q86. How are you currently managing social media channels for CalRecycle (in-house or outsourced)?
- A86. In-house.
- Q87. Will you allow content to be added to the website in order to ensure alignment with a consumer facing marketing campaign? Or do you prefer a microsite be created?
- A87. Content will be added to our website, calrecycle.ca.gov. Due to potential problems managing content once the contract ends, microsites are discouraged.
- Q88. What is the content on the current website you are most interested in having the public engage with?
- A88. Where to recycle various items. We also need "recycle right" information, including contact information for consumers to learn what can be recycled in their specific jurisdictions.
- Q89. How will success be measured? Engagement online? Traffic to website? Media coverage? Increase in recycled materials collected? Increase in proper submission of recycled materials?
- A89. Increased recycling rate (for CRV materials, for organics, and overall), reduced disposal rate, reduced contamination rate in curbside bins.
- Q90. How would you prioritize the importance of the various audiences in the ESL category, aside from Hispanic?
- A90. Pre-campaign surveys by the contractor will help answer this.
- Q91. Is there an incumbent for this work?
- A91. See Answer 1 above.

Q92. When is the last time a media campaign was run and can you provide a link to the most recent campaign?

A92. CalRecycle does not maintain links to entire previous campaigns. The most recent campaign, which ended in 2012, encouraged motorists to “Check Your Number” to determine proper oil change intervals. A synopsis can be found here: <https://www.calrecycle.ca.gov/usedoil/oilchange>

Another CalRecycle campaign, titled “Just Check It,” encouraged motorists to regularly check their tire pressure and tread depth. A synopsis can be found here: <https://www.calrecycle.ca.gov/tires/info/justcheckit>

Each of the above campaigns were approximately \$1 million per year for two years.

Additionally, upon request by a local jurisdiction that had received funding to produce a public service announcement on E-waste recycling (2017), CalRecycle oversaw production of the following:

https://www.youtube.com/watch?v=50GDkfMNK_o (English :30)
<https://www.youtube.com/watch?v=M45RI5Y4MI8> (English :15)
<https://www.youtube.com/watch?v=311NDmpnowU> (Spanish :30)
<https://www.youtube.com/watch?v=CorGMqWMyMo> (Spanish :15)

Q93. How have past campaigns been evaluated? For example, has there been any evidence of changed behaviors?

A93. Please see Answer 56 and Answer 60 above. In each campaign, there has been post-campaign research.

Q94. What specific measures is CalRecycle monitoring when referring to “Achieving measurable improvements in waste reduction, recycling, composting and the participation rate in the state’s sustainability efforts.”

A94. See Answer 9 above: We’ll be looking for measureable improvements in waste reduction, recycling, and composting: higher recycling rates, lower disposal rates, and lower recycling contamination rates.

Q95. How frequently are statewide statistics about waste reduction, recycling, composting and the participation rate in the state’s sustainability efforts reported? And at what detail are these statistics provided? For example, are they provided by county or by zip code?

A95. [Annually, by local jurisdiction](#)

Q96. Should proposers do anything with Attachment B and C, or is it just there for our reference?

A96. Attachment B and C are for reference purposes only.

Q97. Can you please confirm that IF SB or DVBE subcontracts are not identified for inclusion in the proposal, that will NOT disqualify large business bidders from proposing? And if so, can you please confirm that large business bidders will have 60 days from contract award to solidify subcontractor relationships to fulfill the 25% and 3% required allocations to SB and DVBE, respectively?

A97. Commitment of CA Certified Small Business (SB) or Disabled Veterans Business Enterprise (DVBE) must be identified on Attachment D at the time Proposals are submitted.

Q98. Should Attachment J be included in the proposal, or is just included for our reference?

A98. Attachment J does not need to be submitted and is for reference purposes only.

Q99. Is a USB acceptable for providing creative samples, in place of a CD or DVD?

A99. See Answer 18 above.

Q100. In the Creative Samples, section 1.e, there is a requirement for “3 additional items that illustrate the proposer’s unique creative strengths.” May proposers provide more than 3 items? If not, would CalRecycle consider increasing this number? In today’s digital media environment there are many different ways to communicate a message and a higher number would allow proposers to provide CalRecycle with a more complete picture of their unique capabilities.

A100. Proposers may submit more creative samples than the minimums required. Proposers are reminded that "Format of Proposal" is a scoring element and that proposals containing redundant samples or a burdensome number of samples are discouraged.

Q101. For the creative samples, Section 1, is it allowable to include any narrative to support the samples. For example, a narrative to explain the context for materials, or to explain what type of asset it is and where/why it was placed?

A101. Yes.

Q102. In Creative Samples section 2.a, is there a page limit for the social or public policy or issue campaign experience?

A102. 2 pages.

Q103. In Creative Samples section 2.a, do the Social or Public Policy or Issue Campaigns need to be associated with policy change? Or can they be behavior change focused?

A103. Behavior change is acceptable.

Q104. In Creative Samples, Section 2, is it allowable to include images separate from the narrative for each work example (for example Media Relations, Special Events,

etc.)? If not, would CalRecycle consider increasing the page limit on these sections so that images can be included alongside thorough descriptions? In particular 2.d Special Events.

A104. Images could be helpful, but the narrative should adhere to the page limit.

Q105. Page 11 of RFP requires that "proposers must submit a copy of the appropriate license(s) for each team member who will provide "professional" services." Can you confirm that the "team member" can be defined as the firm qualified to do business versus team members who will be working on the project? If you are asking for each individual team member to have a license, can you describe further which licenses are needed?

A105. 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.

Q106. Task 4 is called "Develop, Present, and Implement Campaign Strategy" while Task 5 is called "Implement Campaign Strategy" - Can you clarify under which task the Campaign Implementation should be included?

A106. Task 5.

Q107 On the Task Time Frame on Page 50, Tasks 4 and 5 start and end at the same time. Is this intentional?

A107. Yes.

Q108. Also page 50, Tasks 4/5 of Campaign Implementation end on May 2022, but Task 9 Implement Revised Campaign ends on June 2022. Which is the correct end date for the campaign? Also, for budget clarity purposes, should Tasks 4 and 5 end when Task 9 begins?

A108. The campaign will go through the end of the fiscal year 2022. Halfway through the campaign, it will be revised based on mid-campaign research to improve effectiveness, but the campaign will continue.

Q109. What is the typical approval process for new campaigns? Specifically, how many levels of approval are necessary and how long does the approval process take?

A109. Generally CalRecycle tries to approve materials in a timely fashion to meet deadlines. The actual time for approval will depend on the quality of materials and how effectively they meet outreach campaign objectives.

Q110. What is the typical approval process for a research study and how long does it typically take? For example, is there an internal IRB process contractors would need to go through? If so, how often do they meet?

A110. See Answer 84 above.

Q111. Are there any in-kind or added value advertising targets?

A111. No specific targets – it is up to the proposer to leverage the budget as they see fit to support the proposed campaign.

Q112. What levels of in-kind advertising has CalRecycle received in the past?

A112. Varied, but to be clear, it has been 10 years since we have embarked on a campaign of this magnitude, and never before of this scope, so the levels of past campaigns may no longer be relevant.

Q113. What platform/content management system is the website built on?

A113. Sitefinity.

Q114. Who currently manages the CalRecycle social media channels and would the contractor take over direct management of these channels?

A114. We manage our own social media channels. The Contractor would work with CalRecycle staff but would not take over direct management of those channels.

Q115. In other work with the State of California, we offer fully loaded hourly staff rates inclusive of fringe, operating expenses and overhead as a single hourly rate. Is it possible to provide these fully loaded rates in the Cost Proposal Sheet?

A115. No. All contractors and subcontractors are required to break down these costs.

Q116. Where should media dollars and other direct costs be reflected on the Cost Proposal Sheet?

A116. Those expenses should be listed under the “Other” column.

Q117. If media dollars and other expenses such as printing and event costs are to be included in the “Other” column, would it be possible to move these to their own rows? We’re afraid the descriptions of these items crammed into a single column would cause the rows to become very long.

A117. Yes, this is acceptable.

Q118. The first column currently asks for Task #. Should each row contain only one task, or should we list all the tasks a single person will work on in a single row? For example, if Employee A is going to work on 5 different tasks, should that be defined in one row or spread out across 5 rows?

A118. Yes, each task should be broken out separately per person in a single row.

Q119. If we don’t use a certain column, such as Equipment Costs, can we remove that column to make more room for others?

A119. No. Please do not add columns to Attachment A. You may utilize the Other column to itemize other costs.

Q120. Is there a reconciliation process required for personnel, fringe benefits, operating expenses and overhead outlined in the cost proposal?

A120. Yes, the reconciliation process will be performed under the Contract Manager's discretion.

Q121. Do you have a total indirect cost target/limit? Fringe? Overhead?

A121. There is no indirect cost target/limit, fringe, and overhead. The entire budget shall not exceed the total contract budget indicated in Section 1 Overview, Contract Budget, on page 2 of the RFP.

Q122. If awarded a contract, how do changes in number of hours and personnel occur? For example, what if a staff member needs to be replaced? Does billing need to tie exactly to the amounts per task per person or are modifications acceptable so long as the total budget is maintained?

A122. Any change in the Project Manager or other top-level personnel must be pre-approved by CalRecycle, however the billing rates for positions/classifications cannot be modified. The overall budget and budget per task must be maintained, subject to the approved Work Plan.

Q123. Should travel expenses be on the same rows as the employees who are expected to travel or should travel be a lump sum per task on its own row? If they are to be assigned to specific employees, how are changes to which employees travel handled?

A123. Travel expenses can be identified as a lump sum on Attachment A for the entire term of the Agreement.

Q124. What detail should be provided for the travel estimates and where should this detail be provided?

A124. Please see the "Travel Expenses" column on Attachment A for a description of what should be provided.

Q125. Would CalRecycle like subtotal budgets by Task?

A125. Yes, the budget must be broken down by task.

Q126. Can contractors modify this worksheet to organize the information more clearly so long as all the columns are represented within the reorganization?

A126. No.

Q127. Can non-key personnel positions be included using just a title/rate and not a staff name? For example, can “Graphic Designer” be listed without a staff name since we have multiple graphic designers that can complete the work?

A127. Yes.

Q128 The RFP currently associates 30% of the score based on the lowest cost of proposal. We respectfully request that CalRecycle reconsider this lowest bid approach for this type of contract and consider a best value approach. Specifically, CalRecycle is asking for the best campaign possible, which will include a mixture of paid media and events, among other services. Because there is no specific quantity required for media or events, the lowest cost would simply be associated with providing CalRecycle with less media and/or events. For example, two proposals could provide the exact same services, at the same labor price, and the same value. But one proposal could include 10% less media than the other. In this scenario, the proposal with 10% less media would receive a higher score even though CalRecycle would be receiving less from that contractor. Social marketing campaigns reach more people and cause more impact as they increase in size, so any reduction in services provided to attempt to receive a high budget score would directly reduce the potential impact of CalRecycle’s campaign. If there is any way to assess the budget from a best value perspective instead of lowest cost, or at least reduce the proportion of the score dedicated to lowest cost, we would highly encourage CalRecycle to consider those other methods.

A128. Please see how the cost element of the proposals will be calculated on Page 20 of the RFP. This is not a “lowest-bid” approach. Cost will be evaluated and weighted as 30% of the total points possible based on Public Contract Code 10344 and state contracting rules.

Q129. Are there any major milestones, events or activities (release of new research/data) that need to be considered within the State over the next three years, i.e. TBD amount of recycled product that has been collected since XX date.

A129. We have annual reporting of disposal and recycling statewide. SB 1383 requires that 50 percent of organics be diverted from landfills by 2020 and 75 percent by 2025.

Q130. Are there any key partnerships that need to be promoted?

A130. No

Q131. Does CalRecycle believe its current messaging is resonating with any of its key audiences?

A131. There is no current outreach campaign.

Q132. What has been the campaign’s biggest success to date?

A132. See Answer 131 above.

Q133. How is success currently being measured?

A133. See Answer 131 above.

Q134. What would CalRecycle consider as the biggest obstacles to achieving educational success to this campaign thus far? Are there any new obstacles we should be prepared for?

A134. Confusion about what can be recycled in specific areas, and lack of awareness about the importance of reducing contamination

Q135. What marketing and or communication agencies is CalRecycle currently working with? Are they rebidding?

A135. See Answer 1 above.

Q136. Would CalRecycle want materials translated in different languages in addition to English and Spanish? i.e. Korean, Mandarin and Farsi?

A136. Pre-campaign surveys by the contractor will help answer this

Q137. Are RFP participants able to review current marketing and public relations plans from 2018/19?

A137. There are no current marketing and public relations plans.

Q138. Will the list of companies who are registering for this RFP be made public?

A138. A list of all businesses who have expressed an interest in the contract to date are available in Attachment 1.

Q139. Is it as important for the success of the campaign to reach major markets as well as rural and or hard to reach communities?

A139. Pre-campaign surveys by the contractor will help answer this

Q140. Would it be considered a conflict if a partner marketing firm is currently working with an existing City, County or governmental agency?

A140. No, it would not be a conflict of interest.

Q141. Will CalRecycle require the Contractors annual reports comply with accessibility requirements as contemplated under [Assembly Bill No. 434 \(Stats. 2017, Chap. 780\) Section 508](#) of the Rehabilitation Act?

A141. Annual reports submitted by the Contractor shall comply with these requirements.

All other terms, conditions, and requirements of this RFP will remain the same. If you have any questions relating to this RFP process, please contact me by e-mail at contracts@calrecycle.ca.gov.

Sincerely,

{Original Signed By}

Julie Liang
Contracts Unit
Administrative Services Branch

Attachments

ATTACHMENT 1
Interested Parties Listing For RFP DRR19012

as of 06/11/19

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	City	State	Zip	SB	DVBE
Kera Blades	info@bladessolutions.com	Blades & Associates	2020 Delaware Ave	Santa Monica	CA	90404	x	
Daniela Leetch	proposal@civilian.agency	Civilian, Inc.	2468 Historic Decatur Road, Suite 250	San Diego	CA	92106		
Stefana Simonetto	stefana.simonetto@gmmb.com	GMMB	55 Union Street	San Francisco	CA	94111		
Andrea Vandom	andrea@house47.com	House 47	849 South Broadway, Unit 608	Los Angeles	CA	90018	x	
Deanne Yamamoto	dyamamoto@ipg-pr.com	IPGPR	700 So. Flower St., Suite 2400	Los Angeles	CA	90017		
Jennifer Horner	jhorner@mediasol.com	M&M Media Solutions	707 Commons Drive, Suite 201	Sacramento	CA	95825		
Anna Schweissinger	aschweissinger@mediasol.com	M&M Media Solutions, INC	707 Commons Drive, Suite 201	Sacramento	CA	95825		
Anne Staines	anne@sagentmarketing.com	ProProse LLC dba Sagent	2215 21st Street	Sacramento	CA	95818	x	
Sara McCadden	sara@recyclist.co	Recyclist	PO Box 2319	Truckee	CA	96160	x	
Paul McClure	pmcclure@rs-e.com	RSE	2020 L Street, Ste. 100	Sacramento	CA	95811		
Harriet Saks	hsaks@rs-e.com	Runyon Saltzman, Inc.	2020 L Street, Suite 100	Sacramento	CA	95811		
Alexandria Hom	ahom@rs-e.com	Runyon Saltzman, Inc.	2020 L Street, Suite #100	Sacramento	CA	95811		
Jennifer Mull	jmull@unitedcollective.com	United Collectove	300 Pacific Coast Highway, #200	Huntington Beach	CA	92648		