

Census 2020: Outreach & Public Relations RFP Bidders' Conference

March 29, 2019 | 1 – 4 p.m.
400 R Street, Sacramento CA
1st Floor Hearing Room

Conference Agenda:

1. Presentation: 1 – 2 p.m.
 - a) Welcome (Director Ditas Katague, California Complete Count – Census 2020 Office)
 - b) SwORD Demonstration
 - c) 2000 / 2010 Census Best Practices
 - d) 2020 California Complete Count RFP Overview
 - e) RFP Key Points/Requirements
2. Q&A: 2 – 2:30 p.m.
3. CCC Resources / Closing: 2:30 p.m.
4. Vendor Networking: 2:45 – 3:45 p.m.

Major components of the Census 2020 Outreach and Public Relations Campaign:

- Focus of the campaign is California's hardest to count
- Efforts must reach all of California's 10 geographic regions
- Contractor is highly encouraged to work with local and ethnic media
- Collaboration required with community-based organizations and local governments
- Media outreach and messaging must be be strategic, in-language, and culturally relevant
- Priority audience demographics listed in the RFP are:
 - Asian Pacific Islander
 - African American
 - Latino
 - Tribal
 - Middle Eastern/North African

RFP Can be found at: <https://caleprocure.ca.gov/event/77601/0000011978>

Submit Questions to: contracts@census.ca.gov

Timeline:



CALIFORNIA COMPLETE COUNT – CENSUS 2020
census.ca.gov | info@census.ca.gov
[@CACompleteCount](https://twitter.com/CACompleteCount)

Action	Date
Request for Proposal Release Date	March 15, 2019
1st Set of Questions and/or Change Requests Due:	March 22, 2019
Bidders' Conference: Location: 400 R Street, 1 st Floor Hearing Room, Sacramento, CA 95811	March 29, 2019 1– 4 p.m.
1st Set of Answers Posted:	April 4, 2019
2nd Set of Questions and/or Change Requests Due:	April 11, 2019
2nd Set of Answers Posted:	April 18, 2019
RFP Final Deadline for Submittal:	April 25, 2019 by 5 p.m.
Oral Interviews	Week of May 27-31, 2019
Notice of Intent to Award*	June 3, 2019
Estimated Commencement Date of Contract	June 25, 2019

* The State reserves the right to amend dates at any time during the RFP process.

California Complete Count – Census 2020 Resources:

- Statewide Outreach Communication Strategy 2020 Interim Draft:
<https://census.ca.gov/wp-content/uploads/sites/4/2019/03/3-6-19-SOCS-2020-Interim-DRAFT-.pdf>
- Report to the Legislature: Progress Report on Complete Count Office's Census 2020 Outreach and Communication Program:
<https://census.ca.gov/wp-content/uploads/sites/4/2019/01/011119-FINAL-Jan-2019-Leg-Report.pdf>
- Interactive CA Hard-to-Count Map: <https://census.ca.gov/HTC-map/>
- California Regions Map and ACBO Regional Awardees:
<https://census.ca.gov/regions/>

