

Question and Answer (Q&A) Set #2

Item	RFP Section	Question	State's Response
1.	2.5.	We are only interested in serving California Count 2020 as a sub-contractor. Do we need to submit the full RFP proposal? If not, how do we obtain all required sub-contractor documents and forms?	All subcontractors on this contract must work directly with a qualifying Prime Contractor.
2.		Can we as a subcontractor, partner with other subcontractors in a leadership roll and then report up to a primary contractor?	It depends on the circumstances. The bidder/primary contractor must be a qualifying Prime Contractor and is responsible for the performance of the contract, including the work of all subcontractors. The Prime Contractor must also meet the Minimum Organizational Qualifications, as stated in Section 2.1. In addition, the Prime Contractor must perform a Commercially Useful Function as stated in Section 2.5.
3.		How do we partner with a Prime contractor? Will their names be made available to us? If so, when?	The Bidders' Conference participant list was emailed on April 5, 2019 to all attendees who provided contact information. That list can be obtained from the Bidders' Conference webpage at: https://census.ca.gov/2019/03/25/bidders-conference/ The Request to Collaborate can be completed, which is on the Census website at: https://census.ca.gov/2019/03/15/request-to-collaborate/
4.		Is there a specific mechanism in place to sub with a Prime? What is it?	See question 3.

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5.		We do not qualify as a Prime Contractor. As a sub, working with a Prime, can we recruit other subcontracts under us to work with the Prime.	See questions 2 and 3.
6.		We're willing to subcontract with a bidder but are unable to download the participant list. Please email us the participant list.	The Bidders' Conference participant list was emailed on April 5, 2019 to all attendees who provided contact information. If you did not receive that email or need it to be resent, please contact contracts@census.ca.gov .
7.		I thought it would be helpful if we could contact the prime contractor of the 2010 count to glean some information from them and perhaps the other finalists as well. Would you please tell me who they were, including any contact info you may have?	That information cannot be provided, due to the 2010 Census not having a Prime Contractor for Outreach and Public Relations efforts. Final reports from 2000 and 2010 can be obtained on our website.
8.	2.3.	If the bidder is submitting a joint proposal with another entity with a formal partnering agreement as referenced in 2.3 , can the partners' experience be included in the "Previous Outreach and Public Relations Project or Overview Project" section (2.2.7) [page, 18 and 19]	<p>A Bid/Proposal submitted by two or more Contractors participating jointly in one Bid/Proposal may be submitted, but one (1) Contractor must be identified as the Prime Contractor and the other as the Subcontractor. A Partnership Agreement is required to be submitted with the proposal if a Joint Proposal is submitted. The CCC Office assumes no responsibility or obligation for the division of labor among joint bidders or Subcontractors.</p> <p>A Joint Proposal may only be used to meet labor staffing requirements for Communication Specialist, Media Specialist, Digital Specialist, and Misinformation Specialist or other staffing requirements. If a Joint Proposal is used to meet labor staffing requirements, the joint bidder, which is not the Prime Contractor, must submit one (1)</p>

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			<p>customer reference for each staff position supplied by the joint bidder. This shall be in addition to the three (3) case studies and three (3) customer references required of the Prime Contractor in Sections 2.2.5. and 2.2.7. The Account Project Manager and Account Principal positions must be performed by the Prime Contractor.</p> <p>Subcontractors shall not be used to meet Minimum Organizational Qualifications except as stated within this section.</p>
9.	2.3.	<p>If the bidder is submitting a joint proposal as referenced in 2.3, can some of the "Customer References" (2.2.5) come from relevant work one of the partners has performed? [page 19 and 15]. Partners would be held to all the same standards as the prime contractor.</p>	<p>See question 8.</p>
10.		<p>Since we are identifying senior people who are committed to staffing the project if selected, but who by definition are currently not assigned to the project, we have questions about your statement that the project manager is "employed" by the prime contractor.</p> <p>Does an employee need to receive a W2 form from the prime contractor at the time of submission or is it sufficient that they are employed/retained by the prime contractor at that time (e.g., as a contractor)?</p>	<p>The Account Project Manager and Account Principal must be employees (receive a W2) of the Prime Contractor at the time of submission. All other team member's must be employees of either the Prime Contractor or Joint Bidder, at time of submission. The six (6) labor categories, as defined in Section 2.2.4. must be staffed at time of submission.</p>

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		Alternatively, is the relevant “employment” date the submission of the RFP response or the selection of the contractor for the project?	
11.	2.1.	Does the Project Manager need to be an employee of the prime contractor at the time the RFP response is submitted? [page 8]	See question 10.
12.		Will the submitted “Customer References (2.2.5 and attachment #3) be considered confidential per 2.11.6 -Contract Award, given that they include financial information about the bidders and their customers? [page 26]	All information in the RFP responses marked <i>Proprietary</i> or <i>Confidential</i> will be handled in accordance with the CCC Office's obligations under the Public Records Act, including applicable exceptions.
13.	Attachment 3	Most clients do not publicly disclose what they pay for services. For the “Customer References (2.2.5 and attachment #3), if the agency (bidder's customer) is willing to indicate that the dollar amount of the contract “is above \$5 million”, but does not want to disclose the exact amount, will that satisfy the reference form requirements?	The CCC Office will accept Customer References that are over \$5 million and does not contain an exact dollar amount.
14.		Can you confirm what languages copies of the census will be printed in? (as opposed to being available in digital format)	English and in Spanish.
15.	2.2.7.	Do all or any of the 3 campaigns that are used for customer references (2.2.5) need to be included in the Previous Outreach and Public Relations Project or Overview Project” section (2.2.7) [page 15 and 18]. In other words, knowing they could be	No, the 3 campaigns that are used for Customer References do not have to be included in the Previous Outreach and Public Relations Project or Overview Project.

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		<p>duplicative, do we need to include them in both sections?</p>	
16.	Attachment 4	<p>In the Deliverable/Cost Matrix, can the Media Buys-Non Labor Costs (Deliverable C) section be subdivided by different types of media with different projected markups for each? For example, can there be separate lines for digital media buy and TV media buy with different markup percentages for each?</p>	<p>Yes, you may add additional lines and categories, but do not change any predefined fields. Attachment 4 will be added as a Word document to the Cal eProcure website.</p>
17.	2.2.6.	<p>What partnerships, coalitions — CBOs, NGOs, media/influencers — are in place that we can leverage as part of the statewide campaign. What role will they play in the campaign. Will we get access to their networks, platforms and members. Will we be able to co-brand materials w specific messaging critical to their respective audiences.</p>	<p>Awarded ACBOs and CBOs can be found on: census.ca.gov/regions. The Prime Contractor will have access to Census partner's Strategic Plans and have regular campaign check-ins to support regional and statewide efforts. Yes, contractors will have access to their members and can co-brand.</p>
18.	Exhibit A	<p>In regards to item B.2 – Campaign Branding Plan – what are the specific creative deliverables you are looking for the team to create? Are you looking to have creative concepts included for all things mentioned in the RFP - posters, website, digital ads, etc.? Or an overarching look and feel?</p>	<p>Overarching look and feel. Provide examples that best convey branding creative and how it might look in various formats and targeting various HTC groups.</p>
19.		<p>Is a media buying company considered a subcontractor or would they just be considered a vendor executing work on behalf of the team or partner for specific demographics?</p>	<p>If the media buying company is solely taking orders and delivering the product, they are considered a vendor. If they are part of the strategic development and planning, they are considered a subcontractor.</p>

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20.		In December 2018, California Complete Count issued a request for information which aimed to solicit ideas from parties interested in the 2020 Census. Will there be extra consideration or points awarded to those teams that replied with a response to that request for information? IF not, was there a separate goal or purpose for issuing that RFI?	No, extra consideration will not be given to those who submitted a response to the RFI. The RFI was to collect information about the current media landscape, creative ways, and utilize it for the 2020 Census.
21.	1.3.	What is the mechanism by which you have identified undercounts in the past?	The Mail Response Rate and the Mail Participation Rate from the U.S. Census Bureau.
22.	1.3.	While the goal is to ensure a complete count, what does success look like for the CCC Office in the absence of a complete, 100% count of all Californians?	The goal is to ensure the State's resources (funding/partnerships) are used strategically and effectively to REACH and MOTIVATE all HTC Californians, in all 10 regions.
23.	1.3.	Should we aim to drive a particular percentage of completions through this advocacy campaign, knowing that federal and partner efforts will also contribute to the complete count goal?	The State's goal is to increase the response rate of HTC Californians – a demographic that will not be targeted by the U.S. Census Bureau. The Prime Contractor's aim should be to use the states resources (funding/partnerships) to strategically and effectively REACH and MOTIVATE all HTC Californians, in all 10 regions.
24.	2.2.4.	Are we limited to six staff resumes? Should we provide resumes for additional staff outside of the qualified staff outlined in the RFP?	Additional resumes may be included, but there is no guarantee they will be evaluated.

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25.	2.2.4.	What roles are appropriate to include for additional support staff (referred to as "general" staff)?	The Prime Contractor must determine if the labor categories stated in Section 2.2.4. is adequate to complete the tasks stated in the Scope of Work, or if additional support staff is required. "General" refers to additional staffing needs the Prime Contractor would require to fulfill the campaign objectives.
26.	Exhibit A	Is "Outreach and Public Relations Plan" a subsection of the "Communications Plan" tab (ii) or its own tabbed section (iii)?	It is a subsection of the Communications Plan.
27.	2.2.7.	Can the list of statewide campaigns include within the overall previous work narrative or must they be broken out separately?	They must be included in the Previous Outreach and Public Relations Report or Overview Project.
28.	2.2.7.	Can we include case studies from subs in the previous work narrative so long as they are above and beyond the minimum requirements already met by the prime?	The three (3) required case studies must be from the Prime Contractor. Additional case studies may be included, but there is no guarantee they will be evaluated.
29.		Can we submit examples of past campaigns that are lower than the \$15 million threshold?	Additional examples may be included, but there is no guarantee they will be evaluated.
30.		When it comes to SwORD, what is the timeline for receiving feedback from the platform as related to tracking when people have completed the Census?	Response rate in SwORD is dependent on U.S. Census Bureau data. It is anticipated that a response rate percentage will be updated on a daily basis by Census Tract level.

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31.		How far will we be able to drill down into data (census tract, household) through SwORD?	Data drill down levels will vary depending on the source, but the majority of SwORD's available data will be by Census Block Group level.
32.		Will SwORD allow us to measure Census Completion over 2000 and 2010 numbers?	It is anticipated that SwORD will contain a number of data points and maps to assist with measuring success of 2020 Census efforts. Comparisons to 2000 and 2010 response rates are being considered as one of these factors.
33.	Exhibit A	When countering misinformation, is the misinformation assumed to be specific to California?	Any misinformation that would discourage HTC Californians from participating in the 2020 Census.
34.	Exhibit A	We are asked to provide translation services for the top 12 non-English languages spoken in California. Of these 12 languages, how many/which ones do we have to test during the creative/message testing research phase?	Message testing will be conducted in defined populations in languages determined necessary by Contractor in conjunction with the State.
35.	Exhibit A	How closely must we follow/align with the existing "California for All" brand?	Plan must include how contractor will incorporate California for All (California for All brand guide) branded elements with 2020 Census message testing in HTC communities.
36.	Exhibit A	When it comes to digital, will we have access to working with identified CBOs to organize people digitally through their platforms?	Awarded ACBOs and CBOs can be found on: census.ca.gov/regions . The Prime Contractor will have access to Census partner's Strategic Plans and have regular campaign check-ins to support regional and statewide efforts. Yes, contractors will have access to working with identified CBOs to organize people digitally through their platforms.

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37.	Attachment 4	Since the mark-up percentage of the net media buy cost does not include labor costs (but does include production cost of advertising materials), should labor for executing and managing the buy be invoiced separately?	This cost should be factored into the media buy markup, which cannot exceed 10%.
38.		Can we submit a folded 11x17 paper (making it 8.5 x 11) in the Exhibits/Attachments section as a single page? We are thinking of this specifically for a large media timeline.	For media timelines requested in Section 2.2.7., we will accept folded 11x17 paper.
39.	2.11.3.	Referring to section 2.11.3 (b) #2 on page 24 of 74 and the page size requirements, would there be any exceptions for exhibits/charts that would be better demonstrated with a larger size paper (e.g. legal or tabloid)?	Larger sized pages for exhibits is acceptable.
40.	2.11.4.	Referring to section 2.3 "Joint Proposals" on Page 19 of 74, there is reference to a required Partnership Agreement. Where in the response should the Partnership Agreement be included? In the forms? Or in another section?	It should be placed after the Agreement Cover Letter.
41.	2.3.	Referring to section 2.3 "Joint Proposals" on Page 19 of 74, if our response is indeed structured as a Joint Proposal, do all partners need to submit the same forms/attachments – one set from each company?	See question 8.
42.	2.11.3.	Referring to 2.11.3., with respect to the requirement to "sequentially number the pages in each section and clearly identify each section in the order requested. When a page limit is noted, pages exceeding the limit will not be factored in the evaluation process," we note that it is not necessary to paginate the required forms. However, do the	It is required to paginate the narrative portion and any exhibits (15-page narrative, including 5 exhibits). This does not include resumes.

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		<p>pagination requirements apply to sections or whole written response (minus the forms)? For example, is the narrative section 2.2.6 paginated 1-20 (15-page narrative, including 5 exhibits) or should the pagination start with resumes as page 1 and go through the whole response?</p>	
43.	2.11.6.	<p>Referring to 2.11.6 on page 26, with respect to "information in the RFP responses marked <i>Proprietary</i> or <i>Confidential</i>," is there a specific way for marking proprietary information as confidential, or can we simply write on the financial docs "confidential" so it can be removed from PRA process?</p>	<p>It should be marked so that it can be seen. Larger, or bold-faced fonts/colored fonts are helpful.</p>
44.	2.2.6.(g)	<p>Referring to the 15-page requirement for the Narrative Scope of Work Response, and specifically to 2.2.6 (g) and the requirement on Page 17 to include outreach strategies and tactics for both a \$16.1 million-dollar plan and a \$46.1 million-dollar plan, are we able to submit one 15-page response for the \$16.1 million-dollar budget and a separate 15-page response for the \$46.1 million-dollar budget?</p>	<p>Yes, include two responses, one for a \$16.1 million-dollar plan and a \$46.1 million-dollar plan.</p>
45.	2.2.6.(f)	<p>Whether companies from Outside USA can apply for this? (like, from India or Canada)</p>	<p>Proposer (Prime Contractor) must have an office location in the State of California. Proposer shall list its office location(s) in the State of California.</p>
46.		<p>As it relates to numbers, what does success look like?</p>	<p>Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020. An accurate count is one in which every person is counted once, only once, and in the right place.</p>

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<p>47.</p>	<p>At Friday's Census 2020 bidder's conference, you notified participants that with respect to 2.2.5, all Customer References must come from the Prime bidder. This clarification could mean eliminating bidders solely on references and not the minimum qualifications. Here's a further explanation.</p> <p>Referring to section 2.1 (f), the RFP states that minimum qualifications must be met with a minimum of two completed campaigns executed by the Proposer's team (Prime Contractor and subcontractors) with an average annual budget of not less than \$15 million. In that case, with the average budgets for the campaigns being combined among the Prime and the subcontractors, are you sure that all Customer References must include campaigns valued at or above \$5 million all from the Prime bidder, which is <i>not</i> supported by the minimum qualifications? Further, the case studies must reference the \$15 million combined requirement for 2.1 (f), so wouldn't it make sense that the references come from those projects as well? Both sections 2.1 and 2.2.7 reference being able to meet the qualifications either as a Prime OR Prime and subcontractors. References, as per the bidder's conference, are now being asked to only come from the Prime. We are respectfully requesting that references support 2.1 and 2.2.7 and can come from the entire proposing team to support the minimum qualification requirements and the projects in the case studies. If not, this could mean</p>	<p>Addendum 1 of the Outreach and Public Relations RFP addressed Section 2.1.(f). The Bidder must have completed a minimum of two (2) statewide outreach campaigns with an average budget of not less than \$15 million. Outreach campaigns are not limited to California or state/government agencies. The case studies are not required to reference the \$15 million combined requirement.</p> <p>The Prime Contractor must meet the Minimum Organizational Qualifications, as stated in Section 2.1. The Prime Contractor must also have three (3) Customer References, as stated in Section 2.2.5.</p>
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		<p>bidders would have a problem qualifying based solely on references that are greater than the minimum requirement. Another alternative is to require the three references to come from the Prime, but exclude the minimum contract amount requirements (\$5 million or \$15 cumulative.)</p>	
48.		<p>"Organization" is interested in helping with the 2020 CA Count Census as a subcontractor. Do we still need to submit the full RFP for Outreach and Public Relations?</p>	<p>A subcontractor must be included in a Prime Contractor's proposal. A Bidders' Conference was conducted, and it was attended by potential Prime Contractors, as well as potential subcontractors. A participant list was emailed on April 5, 2019 to all attendees who provided contact information. That list can be obtained from the Bidders' Conference webpage at: https://census.ca.gov/2019/03/25/bidders-conference/ The Request to Collaborate can be completed, which is on the Census website at: https://census.ca.gov/2019/03/15/request-to-collaborate/</p>
49.		<p>On the ground campaign, how will you capture leads and be able to reach out?</p>	<p>Our funded partners include counties, tribal governments, ACBOs, and CBOs, which can be found on: census.ca.gov/regions. The Prime Contractor will have access to Census partners' Strategic Plans and have regular campaign check-ins to support regional and statewide efforts. Please refer to the Scope of Work regarding the Contractor's obligations to coordinate with media partners and others regarding this campaign.</p>