

Question and Answer (Q&A) Set #1

Item	RFP Section	Question	State's Response
1.	SOW	Whether we need to come over there for meetings?	Prime contractor must be able to coordinate, lead, and participate in meetings and weekly conference calls, as outlined in Ongoing Communication and as directed by the CCC Office, to successfully drive campaign objectives. The State reserves the right to hold in-person meetings.
2.		Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Please read RFP, as these tasks must be performed in the State of California.
3.	2.11.	Can we submit the proposals via email?	Proposals shall not be submitted via email. Please refer to section 2.11. for instructions on how to submit.
4.	2.1.	<p>The RFP states - "The Proposer's team (Prime Contractor and subcontractors) 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."</p> <p>Does the \$15 million apply to the total campaign budget, including paid media?</p>	Yes.
5.	2.1.	Can the spend be part of a larger, multi-agency team, or must all \$15 million be handled by the agency submitting the proposal?	The bidder must have been the lead agency of the multi-agency team.
6.	2.2.7.	Are there restrictions to the <i>type</i> of statewide campaign that qualifies?	No.

Question and Answer (Q&A) Set #1

7.	2.1.	Do brand campaigns qualify? (i.e. \$15 million spent in California on raising consumer awareness for a brand). Do C4 campaigns qualify?	Yes, both qualify.
8.	Exhibit B	Regarding the significant range in budget, do you have a general sense of your desired breakdown between paid media, earned outreach, local events, etc?	There is no set breakdown. Bidders are expected to provide a plan for the best use of the budget – to efficiently reach the state’s HTC in all 10 Regions.
9.	1.2.	What does ACBO stand for?	Administrative Community-Based Organization.
10.		What activities are considered outreach and what is considered public relations?	Public relations is the overall image, understanding, and perception of the census by the public (messaging, branding, messengers). Outreach consists of the tactics used to communicate the public relations strategy.
11.		Are the subcontractors also required to have the same staff designations as the lead?	No.
12.	Attachment 1A	How was the grouping for the regions determined?	California Complete Count Office grouped California’s 58 counties into 10 regions based on their hard-to-count populations, like-mindedness of the counties, capacity of community-based organizations within the counties, and state Census staff workload capabilities.
13.	Attachment 1A	Are the regions numbered based on areas of preference?	No.
14.		To confirm, media outlets are considered subcontractors? If so, do we have to provide what the media outlets will be providing in the response?	Yes, media outlets CAN be subcontractors. Primes should include how they intend to work with ethnic media. It is not necessary to include ethnic media

Question and Answer (Q&A) Set #1

			<p>outlets as a subcontractor for traditional earned and paid advertising tactics. However, should ethnic media have a larger agreement with prime, such as providing paid editorial content, the proposed subcontractor's plan and tactics should be included in the response – as it is part of the prime's overall proposed strategy.</p>
15.	1.4.	<p>If the contract increases to \$46.1 million, when would the state know the availability of funds? With such a large possible increase, does CCC have a preference on the activities the money should be used for?</p>	<p>The CCC Office will know upon passing of the State budget. We are looking to the Contractor to advise the best use of funds – in order to reach the state's HTC demographics and ensure a complete count in California.</p>
16.	2.1.	<p>To clarify section 2.1 F, the subcontractor must also have completed a statewide outreach campaign with an average budget of no less than \$15 million? Please clarify what subcontractors this would be applicable to since media outlets are also referred to as subcontractors?</p>	<p>The Prime Contractor must have completed a minimum of two (2) statewide outreach campaigns with an average budget of not less than \$15 million. The Prime Contractor may have done so using subcontractors. However, this requirement does not apply separately to subcontractors.</p>
17.	2.1.	<p>Section 2.1 F, can the value of the minimum \$15 million campaign be one entity such as advertising or does it have to be integrated in scope?</p>	<p>It can be either.</p>
18.	2.1.	<p>Is there a specific timeframe as to when the statewide outreach campaigns must have been completed?</p>	<p>Census day is April 1, 2020 – we are looking to the contractor to provide a strategic plan and timeline – to ensure the campaign reaches and motivates HTC Californians to participate in the Census and through the Non-Response Follow Up (NRFU) period, estimated summer 2020.</p>
19.		<p>As it relates to the Federal campaign, will your team serve as conduit between the state and Federal efforts to ensure there is no overlap?</p>	<p>Yes. Statewide efforts will begin prior to Federal.</p>

Question and Answer (Q&A) Set #1

20.	2.2.5.	Are you able to provide the definition for "ethnic media" as used in Section 2.2.5 as a customer reference?	Ethnic media is a news outlet that serves audiences isolated by language, race, and ethnicity.
21.	2.5.	Are you able to provide the definition for "ethnic media" and "ethnic media vendor" as used in reference to a subcontractor in Section 2.5?	See above.
22.		Are you able to define or expand upon "ethnic media subcontractors", "media partners", and "ethnic media partners" as used in Exhibit A, Section 2 (p37-38)?	See above.
23.		Are you able to define or expand upon "ethnic media vendors/partners/subcontractors" as used in Exhibit A, Section 2.3 "Outreach and Public Relations Plan" (p45)?	See above.
24.	2.2.5.	Can we submit subcontractor customer references?	Bidders may, at their option, submit customer references from their subcontractors, in addition to the three (3) that is required by the Prime Contractor. There is no guarantee that more than three (3) customer references will be evaluated.
25.	2.2.5.	Work corresponding to the customer references must be valued at or above \$5 million – is this specific to total contract budget (i.e. a multiyear campaign), or must it be an annual budget of at or above \$5 million?	Total contract budget.
26.	2.2.5.	Can one of the customer references be submitted by a subcontractor or must they all be submitted by the contractor?	See question 24.
27.	2.2.7.	Can any of the required case studies be submitted by a subcontractor or must they all be submitted by the contractor?	Case studies may include use of a subcontract, but shall not be from a subcontractor.

Question and Answer (Q&A) Set #1

28.	2.2.4.	Must all labor categories include at least one employee of the contractor firm and can categories such as the Misinformation Specialist or Digital Specialist be performed by a subcontractor?	Specialty labor categories can be fulfilled by subcontractors.
29.	2.5.	Per Section 2.5, are we required to have written prior approval from the CCC for our media providers/subcontractors during the response process, ahead of the proposal submissions? If so, how do we obtain such approval during the response period?	Approval process will occur after submission, during contract period.
30.	2.2.4.	(Roman numeral i-vi) Are <i>all</i> the qualified staff – 6 in total on Page 12 of the RFP - required to be employed by the Prime responder, or can they be the team developed by prime and sub-contractors?	Team can be comprised of both the Prime Contractor and subcontractors.
31.	2.2.4.	Please clarify the last paragraph in section 2.2.4 about a "general" role. Does this role need to be addressed in our response? And if so, as specifically outlined in the 6 key roles, are there specific required roles and responsibilities of this "general" role as the state would require? Would you also like a full staffing plan?	"General" refers to additional staffing needs the contractor would require to fulfill the campaign objectives. Additional labor support should be addressed in the narrative response/resume. All labor costs must be included in the Deliverable/Cost Matrix.
32.	2.1.	(f) With respect to the minimum qualifications, once a bidder meets the \$15M threshold requirement with 2 campaigns, can we offer additional examples to demonstrate the breadth our experience?	This is supported in the Previous Outreach and Public Relations Report or Overview Project. If the Bidder chooses to provide additional examples, they may, as long as it is within the fifteen (15) page limit.
33.	2.2.5.	Customer references: Are references for the work from the team (Prime and Sub contractors) or only the Prime? Or a combination of the two?	See question 24.

Question and Answer (Q&A) Set #1

34.	2.2.5.	Can more than 3 customer references be submitted?	See question 24.
35.	2.2.7	There is a reference to a 15-page report – is this a stand-alone report on one campaign that is inclusive of the outlined requirements as one deliverable? Then there is a second deliverable of the 3 required cases studies and a third deliverable of the list of campaigns and budgets. Or is the 15-page report deliverable inclusive of all of these into one 15-page report?	The fifteen (15) page report shall encompass everything that is stated in section 2.2.7.
36.	2.11.3.	#8 – when referencing the 15 pages in total on narrative responses - can you clarify whether narrative responses should be no more than 15 pages in TOTAL or did this mean each narrative response can be no longer than 15 pages each?	Include two (2) separate fifteen (15) page responses; one (1) is a Narrative Scope of Work response and the other is a Previous Outreach and Public Relations Campaign Report. For each of these responses, you may include additional non-narrative exhibits, which does not count against the 15-page limit. Some examples of non-narrative exhibits are graphs, diagrams, charts, maps, etc.
37.	Attachment 4	The cost matrix outlines the 6 key station positions and one line for staff support and, in some cases, non-labor fees or media costs. Cost Matrix/Deliverables listed A through E. Can this be reproduced, and lines added for additional personnel or positions not identified?	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.
38.	Attachment 4	For each deliverable on the cost matrix – where do other positions or deliverables fall? Can we recreate the matrix and add lines for other roles? For example, translation service costs for Deliverable B.1.b Communications Plan message development matrix, can we recreate the document to add lines and fees?	See Question 37.

Question and Answer (Q&A) Set #1

39.	Attachment 4	Page 2 - Please confirm if there can be labor costs (hourly fees or flat fees) for design and creative services?	Bidder can add additional labor categories to the Deliverable/Cost Matrix, but they must state in their narrative description the services that will be provided under this cost.
40.	Attachment 4	Please provide a definition of a “non-labor” costs found in Deliverable/cost matrix pages 2-6.	A non-exhaustive list of some examples includes, studio rents, media buys, and talent.
41.	Attachment 4	Page 6 references one total not to exceed: \$46.1 million. Should our response include two sets of attachments – one set of attachment 4 for each budget level?	Yes, include two sets. One for each proposed budget level.
42.	1.7.	Is the term Contractor interchangeable with the term “proposers’ team” (meaning prime contractor and sub-contractor)?	The terms “Bidder” or “Proposer” are an unselected vendor. The term “Contractor” is the vendor who is awarded the Contract.
43.		How can we find out who will be the qualified bidders for the prime contact? (we are ethnic media and want to make our services available to them for inclusion in their bids).	A list of attendants of the Outreach and Public Relations RFP Bidders’ Conference will be posted on the Census website, no later than April 12, 2019
44.	2.1.	Do you have to be a PR firm specifically for this RFP? Or can you be a nonprofit?	As long as a bidder meets the minimum organizational qualifications, they can submit a proposal.
45.		If you do not have to be PR firm and you meet the requirements then is it allowable to then sub or outsource some requirements in order to comply? Thank you in advance for your help. I enjoyed meeting you this afternoon.	Primes must meet the minimum requirements of the RFP to bid.
46.		A foundation 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?	No, a subcontractor would have to be listed by a Prime Contractor on the Prime Contractor’s proposal.

Question and Answer (Q&A) Set #1

47.		Can one of the customer references be submitted by a subcontractor?	See question 24.
48.		When referring to the 15 paper, can you clarify if responses should be no more than 15 pages.	See question 36.
49.	Attachment 4	Can you modify the Deliverable/Cost Matrix (Attachment 4)?	See question 37.
50.		In the PowerPoint slides, it mentioned "gaps identified" as children 0-5 and children in indigenous communities. Could you please clarify the difference?	There may be overlap of HTC communities. We are looking to identify the HTC and identify areas of audience segmentation.
51.		Will the Bidders' Conference sign in sheet be made available?	Yes, in person attendees and vendors who conferenced in, via WebEx will be made available on the Census website.
52.		How will we be able to use phone communication on this contract?	Any innovative way to using phone communication can be stated in the Bidder's proposal.
53.		How should a potential Bidder target the disabled/hearing impaired?	It is the responsibility of the prime contractor to determine how to reach HTC communities, including the disabled/hearing impaired.
54.		How will the Census Office keep track of metrics?	If there are low response rates in an area, the Census Office will rapidly deploy outreach and take appropriate actions. SwORD, will be utilized in this effort.
55.		What is the State's thinking on innovative efforts and ways to avoid miscommunication?	We are looking for innovative ideas on advertising and marketing, traditional and untraditional, to effectively target the demographics in this RFP, and to track and respond to miscommunication efforts. Understanding some traditional methods may be

Question and Answer (Q&A) Set #1

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56.		How will you track accountability of stakeholders?	Tracking will be accomplished locally and at a statewide level. The Census Office's Regional Program Managers will coordinate this collaboration. SwORD will also be utilized for tracking efforts, and bi-weekly calls.
57.		How would you suggest a potential Bidder gather accurate data?	The Census Office encourage entities to collaborate with ACBOs and CBOs. We have a robust outreach team throughout the state. We have partners regionally that are specific to HTC populations, whose feedback will be critical when defining these metrics. Social media will also be heavily used in this campaign. We encourage Bidders to use any and all platforms. Utilize the interactive map on the Census website, as that contains field data, which is provided by SwORD. This measures how our group efforts are going. Message testing will be vital in this campaign.