



LINDA S. ADAMS
SECRETARY FOR ENVIRONMENTAL
PROTECTION

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



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MARGO REID BROWN
CHAIR
MBROWN@CIWMB.CA.GOV
(916) 341-6051

Date: May 5, 2007

To: All Prospective Contractors

RE: Multi-Pronged Approach to Outreach Activities, IWM06096

WESLEY CHESBRO
WCHEBRO@CIWMB.CA.GOV
(916) 341-6039

Addendum No. 2 To the Request For Proposals (RFP)

JEFFREY DANZINGER
JDANZINGER@CIWMB.CA.GOV
(916) 341-6024

1. The following questions were submitted during the Question & Answer period (closed as of 4/25/07) and the responses are provided below.

ROSALIE MULÉ
RMULE@CIWMB.CA.GOV
(916) 341-6016

Q1. Can we see the advertising spec that was created for the 3,000 mile myth focus groups?

A1. Yes. The study can be viewed in its entirety at the following website <http://www.ciwmb.ca.gov/Publications/UsedOil/61107003.pdf>

Q2. Can the 1996 study referenced on page 13 of the RFP be provided?

A2. Yes. Start by clicking on the project title located on the IWMB Contracts homepage at www.ciwmb.ca.gov/contracts. Then click on the "Miscellaneous" link.

GARY PETERSEN
GPETERSEN@CIWMB.CA.GOV
(916) 341-6035

Q3. There is no specific timing outlined for the Used Oil campaign? Does the CIWMB have a preference for a campaign launch date? Duration?

A3. The launch is expected to occur within a minimum of two months after initiation of contract and is expected to continue for two years.

Q4. Is there a specific budget allocation per each activity listed?

A4. The budget is broken down and tied to each concept of the RFP. However, the funds allocated per concept can be utilized as the proposer deems most effective.

Q5. Page 6 references that the proposal must be organized as presented in this Section, but there are no references to the actual scopes of work. Where does the CIWMB want this information? After Methodology?



- A5. The methodology itself should reference all tasks outlined in the scope of work. A Proposer may insert additional sections, not represented in the RFP's organizational layout, as deemed appropriate.
- Q6. Please confirm that the DVBE chosen can also fulfill the small business requirement.
- A6. A subcontractor, which is certified as both a DVBE and a SB, can be assigned a minimum of 25% of the project services to qualify the prime contractor as meeting both the 25% SB and 3% DVBE participation goals of the RFP.
- Q7. How did CIWMB come to choose the target languages for the Consumer Behavior and Habits Study (English, Spanish, and Cantonese)? Would CIWMB be open to including Mandarin?
- A7. Cantonese was chosen based on previous studies done for our tire sustainability program. However, Mandarin will be considered.
- Q8. On page 14 of the RFP under the e-recycle.org description, there is a reference to the advertising campaign consisting of outdoor, traditional media and electronic trade media. What does traditional media mean? Does the CIWMB mean earned media or does it mean TV and radio? Please clarify.
- A8. Traditional media refers to mainstream radio and TV, as well as daily publications (newspapers). Electronic trade media refers to trade publications that deal with electronic issues which would have a vested interest in eRecycling.org.
- Q9. On page 6 of the RFP under organization, it stated for the org chart "showing levels for prime and any subs." What does that mean?
- A9. The organizational chart will serve as a guide to assist the CIWMB in determining how the Proposer will manage the project, who will be in charge and where the subcontractors, if applicable, will fit into the decision making process.
- Q10. What advantages will the prior contractor Ogilvy have in bidding for this contract?
- A10. There will be no consideration made to the fact that CIWMB is currently contracting with Ogilvy. All Proposals will be scored using the same criteria as presented on the Proposal Scoring Sheet and each will be scored based on its individual merit.
- Q11. Re: Attachment A. Cost Proposal Worksheet. May we utilize all \$850,000 of the budget for labor services or must this include costs for advertising and other purchases? If the latter, what percentages do you envision the Contractor allocating to Labor and Purchases?
- A11. The Board has allocated up to \$850,000 to cover the entire project cost, therefore costs for advertising and other purchases are included in the total. The CIWMB has not predetermined the percentages, so Proposers will recommend percentages as deemed appropriate.
- Q12. How should we incorporate the cost for purchases to be made in connection with the work of this project on the Cost Sheet? For example, radio advertising (page 14), costs related to the survey (purchasing the sample, web-survey service purchase, etc.).
- A12. A separate row can be used to report these costs under "Other", with a description of the purchases provided in the column labeled "Description of Services". The cells for personnel-related costs would not apply for this row, but the appropriate task number(s) must be referenced.
- Q13. What percentage of the overall budget do you envision the Contractor allocating to research?
- A13. There are several components to this contract, but not all require research. The CIWMB anticipates that research may be conducted for the oil outreach efforts, but the selected contractor may also utilize research already conducted by the CIWMB. As for the eRecycling.org advertising effort, much research has also already been conducted.

- Q14. Please provide your definitions of "fringe benefits" and "overhead".
- A14. Fringe benefits include employer paid health and dental benefits, retirement, social security, and Medicare for employees. Overhead includes expenditures not capable of being assigned and not readily itemized to a particular project or activity, but considered necessary for the operation of the organization and the performance of the program. The costs of operating and maintaining facilities, accounting services, and administrative salaries are examples of overhead.
- Q15. Please advise why you need to know, and how you will evaluate favorably or unfavorably, information about our "fringe benefits" and "overhead".
- A15. The Department of General Services requires all State Agencies to obtain reasonable fringe benefits and overhead rates from contractors; therefore the CIWMB must look at this information prior to awarding a contract.
- Q16. Cantonese is specified as mandatory for the survey. Will Cantonese also be included on the website and other materials? Will the contractor be responsible for providing culturally appropriate messaging in Cantonese?
- A16. Use of Cantonese on the website and other materials, and in culturally appropriate messages may depend on the results of the survey.
- Q17. Will Mandarin be required for the survey and other materials as well?
- A17. The CIWMB has established the need to focus on Cantonese, but is open to focusing on Mandarin as well.
- Q18. Page 13, lower third of page, "A similar study was conducted by Field Research Corporation for DDB Needham in 1996." Is it possible to get a copy of this survey?
- A18. See A2 above.
- Q19. Page 14, paragraph 1. Please define "electronic trade media".
- A19. See A8 above.
- Q20. Page 14, paragraph 1. Please define "enhance existing Spanish PSAs". Do you mean create new TV and/or Radio spots? If so how many are envisioned?
- A20. Enhanced PCAs refers to more publicizing of the Spanish PSA; The CIWMB feels the Spanish PSA should receive more attention than it has thus far.
- Q21. Page 14. and Task C.2. Will the contractor provide all programming for the interactive kids page, or just the design/creative?
- A21. Contractor will create (programming) the kids' webpage in cooperation with CIWMB web team.
- Q22. Page 14 Children's Youth Outreach. Re: "Work to be performed includes, but is not limited to: 1) survey and research existing successful and award winning kid's web pages." Does "survey" specifically reference task A? Are questions regarding youth online habits to be included in the survey and should the survey therefore include youth respondents?
- A22. Yes, the survey mentioned in task C1, specifically refers to the survey conducted as part of task A3. The survey will not address youth online habits, but the contractor will, as part of task C1, research existing successful and award winning kid's web pages.

- Q23. Page 15, A2. Please confirm: The answers that come out of task A2 will determine the scope of the research project (A3 and A4).
- A23. Yes, the answers that come out of Task A2 will determine the scope of the research project in Task A3 and A4.
- Q24. Do you suggest that we structure our proposal into sections roughly corresponding to your Evaluation scoring sheet?
- A24. Yes. The table of contents for Section III, starting with Summary should also serve as a guide to the structure of the proposal.
- Q25. We are well aware of the large projects and presumably large results which some of the large advertising agencies likely to bid on this RFP will describe in providing examples of their past work. Do you expect to likewise score these examples higher than examples of smaller projects, of lesser magnitude, that will be presented by smaller advertising agencies?
- A25. Scoring will be based on the ability of the proposer to demonstrate, by providing examples of past work, the effectiveness in achieving their objectives on a project, regardless of size.
- Q26. What are the billing rates in your current communications contract?
- A26. Managing Director \$275
Sr. Vice President \$240
Creative Director \$200
Account Director \$175
Account Supervisor \$160
Art Director \$155
Production Artist \$125
Production Manager \$125
- Q27. What is the budget of your current communications contract?
- A27. The budget for the current two-year communications contract is \$1,800,000.
- Q28. Can we see the proposal that was submitted for the last RFP?
- A28. Yes. See A2 above for instructions on viewing the RFP from a link on the RFP website titled "Miscellaneous". The proposal link will be added shortly.
- Q29. Where are the current Spanish language PSAs being aired?
- A29. The Spanish PSAs are currently being aired on the Spanish eRecycle.org site, under media at www.eRecycle.org. The PSAs are also being distributed by Ogilvy PR to major markets statewide.
- Q30. What materials/advertising have already been developed? Can we see these materials?
- A30. No current materials/advertising has been developed for the oil outreach or for the kids website. Materials/advertising for the electronic waste outreach can be found at www.eRecycle.org
- Q31. While understanding that this is a low bid proposal, are you looking for the best value for services for \$850,000 over two years, or are you looking for the lowest total budget below the \$850,000 threshold?
- A31. The CIWMB is looking for a successful contractor, who meets the CIWMB's minimum expectations, as outlined in the Proposal Scoring Sheet, and who also submits the lowest project cost within the budget allocated by the Board for these services.

- Q32. Does the total budget include ad buys? If so, what is the scope of the advertising CIWMB is expecting?
- A32. The SOW only requested ad buys for the eRecycle.org outreach. The expectation is to look at outdoor advertising but we are open for suggestions and recommendations.
- Q33. Will CIWMB pay for ad buys in advance?
- A31. The Department of General Services strongly discourages the use of advanced payments to external entities, therefore, the CIWMB will not pay for ad buys in advance.
- Q32. Are the monthly meetings between the contractor and CIWMB in-person or can they be done by phone?
- A33. The CIWMB has had success utilizing teleconference calls in lieu of face to face meetings. However, the CIWMB Contract Manager reserves the right to request a face to face meeting if he/she feels the meeting topic(s) cannot be sufficiently handled via a teleconference call.
- Q34. Do we have to program, update or host either the e-recycle or the children's web site or are we providing content to your web design team?
- A34. The contractor will only be providing content for the e-recycle website. The contractor will be programming the children's web site. Once the website is complete, the CIWMB will host the site and provide continued updates.
- Q35. Within California, are there specific geographic areas of focus, either overall, or for each of the program areas?
- A35. Given funding limitations we would examine the possibility of specific regions for all tracks of the proposal. Generally, the Board has focused on five primary targets; San Diego, Bay Area, Fresno, Sacramento and Los Angeles.
- Q36. You do not provide timeframe expectations for item D--Used Oil Recycling and Oil Reduction Outreach. Is there a set expectation for this project area as there is for project areas A, B and C?
- A36. Time frames have not established, therefore the CIWMB looks to the proposer to present workable timeframes.
- Q37. You require completion of all of the work except tracking for project areas A through C in Year 1. What are your program expectations for Year 2 of the program?
- A37. For project areas A through C, tracking will continue through Year 2 of the program.
- Q38. Paragraph 9 (Copyrights and Trademarks) states that CIWMB will own all rights, title and interest in all copyrightable or trademarkable material. However, it is possible that certain materials created by the agency will be subject to the rights of third parties, such as stock photos and a recording of the services of a spokesperson. In these instances it is common for the agency to state that the materials are owned by the client, subject to such rights. Is this an acceptable qualification of the contract language?
- A38. To the extent that previously copyrighted material is being incorporated into a product being developed for the CIWMB under this agreement, the CIWMB would expect the Contractor to obtain appropriate licenses for the use of that material by the CIWMB. To the extent that new material is being incorporated into a product being developed for the CIWMB under this agreement, the CIWMB would own the copyright.

- Q39. Paragraph 20 (Ownership of Drawings, Plans and Specifications). Same issue as noted above for Paragraph 9.
- A39. To the extent that ownership has previously been established for drawings, plans and specifications being incorporated into a product being developed for the CIWMB under this agreement, the CIWMB would expect the Contractor to obtain appropriate licenses for the use of that material by the CIWMB. To the extent that new drawings, plans and specifications are being incorporated into a product being developed for the CIWMB under this agreement, the CIWMB would have ownership of the materials.
- Q40. Can personnel resumes be provided in the form of bios, or do they need to be in resume format?
- A40. Bios is an acceptable resume format.
- Q41. Is there a limit to the number of samples of work that can be provided? Can we provide original examples of collateral?
- A41. There is no limit on the number of samples of past work that can be provided. Yes, original examples of collateral can be provided.
- Q42. For the similar campaigns requested for the oil outreach samples of work, do these have to specifically relate to oil recycling education, or can we provide more general recycling education materials?
- A42. For samples of past work, "similar campaigns" is not limited to recycling efforts. Samples can include any type of promotional and/or educational campaigns.
- Q43. Can you elaborate on the form or content expectations for the "proposed Task Timeframe" as listed in the completion checklist?
- A43. The proposed task timeframe can be in the form of a table or a list that specifies, at a minimum, the timeframe for completion of each of the task numbers in the scope of work.
2. Attached is a list of all businesses who have expressed an interest in the contract to date. (See Attachment 1).

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 at (916) 341-6105 or at contracts@ciwmb.ca.gov.

Sincerely,

{Original Signed By}

Carol Baker
Contract Analyst
Administrative Services Branch

Attachments

Interested Parties Listing
IWM06069
(Current as of 5/5/07)

The CIWMB has not confirmed the certification status of firms who have identified themselves as CA Certified Small Business (SB) or Disabled Veterans Business Enterprise (DVBE).
Listing of businesses are in the order received through the CIWMB Contracts Registry.

Contact Name		Company	Mailing Address	City	State	Zip	E-mail	S B	DVBE
Hahn	Lori	Edelman	921 11th St Ste 250	Sacramento	CA	95814	lori.hahn@edelman.com		
Ramos	Connie	CR Communications	3075 Alhambra Drive, Suite 202	Cameron Park	CA	95682	crcom@directcon.net	X	X
McDougall	Fiona	OneWorld Communications	2001 Harrison Street	San Francisco	CA	94110	fiona.mcdougall@owcom.com	X	
Saks	Harriet	Runyon Saltzman & Einhorn	1 Capitol Mall, Suite 400	Sacramento	CA	95814	hsaks@rs-e.com		
Martin	Lorena	Public Health Foundation Enterprises, Inc.	13200 Crossroads Parkway North, Suite 135	City of Industry	CA	91746	lmartin@phfe.org		
Kennedy	Beverley	Ogilvy PR	2495 Natomas Park Drive, Suite 650	Sacramento	CA	95833	beverley.kennedy@ogilvypr.com		
Rosenson	Elisabeth	Weber Shandwick	8687 Melrose Ave, 7th Fl	Los Angeles	CA	90069	erosenson@webershandwick.com		
Fink	Lorrie	Seventeenth Street Studios	1761 Broadway	Oakland	CA	94612	lorrie@17th.com	X	
Savage	Sonia	Savage Cyber Search.AEC Leads	PO Box 2625	California City	CA	93504	savage@aecleads.com		
Smith	Roberta S.	Jones & Stokes	2600 V Street	Sacramento	CA	95818	RSmith@jsanet.com		
Williams	Amber	ASTONE/CROCKER/FL ANAGAN	6313 Elvas	Sacramento	CA	95819	amber@astoneagency.com	X	
Hotchkiss	Catherine	Pac/West Communications	8600 SW St. Helens Drive	Wilsonville	OR	97070	catehotch@msn.com	X	
McCormick	Mary	MBI Media	3333 S. Brea Canyon Rd. Suite 105	Diamond Bar	CA	91765	veronica@mbimedia.com	X	
Schwabe	LM	SHN Consulting Engineers & Geologists, Inc.	812 W. Wabash Ave.	Eureka	CA	95501-2138	lmschwabe@shn-engr.com	X	
Costanza	Lou	tmdgroup, Inc	1900 Point West Way, Suite 175	Sacramento	CA	95815	lcostanza@tmdgroup.net	X	
Fruchthendler	Saul	Zephyr Media Group	436 Cedar Avenue - Suite 15	Long Beach	CA	90802	sfruchthendler@zephyr-media.com		
Kubota	Miho	SAESHE, Inc.	1055 W.7th St, Suite 2150	Los Angeles	CA	90017	mkubota@saeshe.com		
Isaacson	David	WaterWise Consulting, Inc.	3166 E Palmdale Blvd Suite 208	Palmdale	CA	93550	disaacson@waterwise-consulting.com		
Friedlander	Robert M.	Optimail Solutions Inc.	2269 Chestnut St. #236	San Francisco	CA	94123	rfriedlander@optimailsolutions.com	X	
Herrera	Dolores	Herrera Communications	28751 Rancho California Rd. Suite 201	Temecula	CA	92590-1865	dherrera@herrera-communications.com	X	
Harris	Sarah	Emmis Marketing Group	2600 West Olive Avenue, 8th floor	Burbank	CA	91505	sharris@indy.emmis.com		
Castro	Gerardo	Pacific Gateway Group	5703 Oberlin Dr. Suite 209	San Diego	CA	92121	pgg@pacgateway.com	X	
Kozuki	Miwa	Healthier Solutions, Inc.	2425 Colorado Ave. #B-260	Santa Monica	CA	90404	mkozuki@healthiersolutions.com		
Armon	Norma	International Contact, Inc.	351 15th Street	Oakland	CA	94612	carla@intlcontact.com	X	
Manshack	Roseanne	CCM Marketing, Inc.	4251 S. Higuera Street, Ste 300	San Luis Obispo	CA	93401	roseanne@cmmarketing.com	X	

Interested Parties Listing

Contact Name		Company	Mailing Address	City	State	Zip	E-mail	S B	DVBE
Igus	Toyomi	Encite Marketing LLC	4721 Coolidge Avenue	Culver City	CA	90230	tigus@encitemarketing.com toyomi@encitemarketing.com	X	
Manor	Sandi	Carl & Manor Advertising	783 Rio Del Mar Boulevard, Suite 59	Aptos	CA	95003	sandi@carlandmanor.com	X	
Harville	Kevin	New Eras Media	9233 Sungold Way	Sacramento	CA	95826	kevin@neweras.com	X	
Schultz	Wesley	Action Research	1706 Low Chaparral	San Marcos	CA	92069	schultz@takeactionresearch.com		
Garcia	Yolanda	Lemaitre Corp	13 Wordsworth Court	Mill Valley	CA	91941	lemaitrecorp@aol.com	X	
Van Wesenbeeck	Esther	Aivolution, LLC	4613 Hixon Circle	Sacramento	CA	95841	inbox@aivolution.com	X	
Goetz	Kerstin	InterEthnica	7951 Rosewood Avenue	Los Angeles	CA	90048	kgoetz@interethnica.com		
Rodarte	Victoria	Phenix Print & Image	9594 Gurney Court	Elk Grove	CA	95758	victoria@phenixprint.com	X	
Bittmann	Beth	Cambria Solutions, Inc.	1050 20th Street, Ste. 275	Sacramento	CA	95814	bbittmann@cambriasolutions.com	X	
Fong	Steven	Citizen	201 Post Street	San Francisco	CA	94108	stevef@citizengroup.com	X	
Gomez	Sophia	Gomez Research	2206 Monte Vista St.	Pasadena	CA	91107	sophia@gomezresearch.net	X	
Andreasson	Kim	Civic Resource Group	915 Wilshire Boulevard, Suite 1805	Los Angeles	CA	90017	kima@civicresource.com		
Kochevar	Randy	ad2	1990 E. Grand Ave, Suite 200	El Segundo	CA	90245	rkochevar@ad2.com	X	
Zago	Joe	Imprenta Communications Group	915 L Street, Ste. C348	Sacramento	CA	95814	gzago@icgworldwide.com		
Fahey	Tim	Pacific Coast Ventures	2628 Scott Avenue	Clovis	CA	93611	tpfahey@earthlink.net	X	
McClendon	Seri	Clean Agency	14 N. Fair Oaks Avenue 5th Floor	Pasadena	CA	91103	seri@cleanagency.com	X	
Duba	Lisa	Gigantic Idea Studio	580 2nd Street, #230	Oakland	CA	94607	lisa@gigantic-idea.com	X	
Colbert	Larry	The Colbert House LLC	1517 Pinewood Drive	Norman	CA	73701	papabooks@cox.net		
Roundtree	Deborah	Roundtree Visual Concepts	6015 Christie Ave.	Emeryville	CA	94608- 1903	deborah@deborahroundtree.com	X	
Penny	Bobby	BPCubed, Inc.	2229 J Street, Suite 200	Sacramento	CA	95816	bpena@bp3.com	X	
Raza	Mohammed A	NealiconUSA	4621 El Camino Ave #1	Sacramento	CA	95821	maraza@nealiconusa.com	X	
Sinclair	Sky	Rocklin Systems	4220 Rocklin Road Ste 7	Rocklin	CA	95677	govbid@rocklinsystems.com	X	X
Fletcher	John	Urban Knowledge	714 W. Harvard	Fresno	CA	93705	johnurbanknowledge@yahoo.com	X	
Orozco	Joven	Joven Orozco Design	2810 Villa Way	Newport Beach	CA	92663	joven@jovenville.com	X	
Kobatake	Lynn	KMP Design	300 Brannan St #504	San Francisco	CA	94107	lynn@kmpdesign.com	X	
Spraul	Melissa	MWW Group	660 South Figueroa Street, Suite 1400	Los Angeles	CA	90017	mspraul@mww.com		
Sanborn	Heidi	R3 Consulting Group	4811 Chippendale Drive, Suite 708	Sacramento	CA	95841	hsanborn@r3cig.com	X	
Chu	Lori	URS	300 N. Sepulveda Blvd Suite 1000	El Segundo	CA	90245	lori_chu@urscorp.com		

Interested Parties Listing

Contact Name		Company	Mailing Address	City	State	Zip	E-mail	S B	DVBE
Haws	Dennis	Cornucopia Enterprises	3710 Flight Ave.	Redding	CA	96002	dennis@cornucopiaenterprises.com		
Gasca	Enrique	The Sierra Group	13200 Crossroads Parkway North, Suite 480	Industry	CA	91746	egasca@thesierragr.com	X	
Perry	Phil	BPcubed, Inc.	2229 J Street, Suite 200	Sacramento	CA	95816	pdperry@bp3.com	X	
Larsen, EdD	Kurt	BuyVet	10 Mione Way	Chico	CA	95926-1557	kurt.larsen@buyvet.com	X	X
Rios	Angie	The Rios Company	1320 N Van Ness Avenue	Fresno	CA	93728	arios@theriosco.com	X	
Collins	Susan V.	R3 Consulting Group Inc.	4361 Keystone Ave.	Culver City	CA	90232	scollins@r3cgi.com	X	
Strand Marks	Lynn	Positive Impact Partner, Inc.	2470 Edith Avenue	Redwood City	CA	94061	anne@positiveimpactpartner.com	X	