
December 12, 2023

**AGENDA ITEM 5
ACTION ITEM**

CALIFORNIA ABLE ACT BOARD

Resolution No. 2023-06: Approval to Issue Request for Proposals for Marketing Services ABLE 04-23

Action Recommended

Adopt Resolution No. 2023-06 authorizing the Executive Director to issue a Request for Proposals ABLE 04-23 (“RFP”) for Marketing Services.

Background

The California ABLE Act Board (“Board”) is tasked with implementing the California ABLE Program (“CalABLE” or “Program”), a financial savings tool for eligible people with disabilities. The Program launched in December 2018 and is currently the third largest independent ABLE program, with over 10,000 Californians saving and investing \$100 million in the last five years. However, CalABLE would like to do even better.

California estimates over 1 million people with a disability reside in the state. Too many of these individuals live in poverty, are un/under-employed, unbanked or underserved, and do not have adequate financial resources to plan for the future. Currently, less than 1% of the state's disability population participates in the Program. Greater participation in the Program is necessary to make strides in reducing their level of vulnerability and improve their life experiences. As such, staff is recommending procuring the services of a marketing firm to help support outreach and education efforts.

The marketing firm will be required, but not limited to: i) develop an annual marketing plan that incorporates accelerated account growth, group enrollment, and corporate partnerships; ii) collaborate with the Board and its contractors; and iii) establish continued messaging and branding for the Program.

The Board’s existing contract, Agreement No. ABLE 02-20 with Program 11, LLC, is set to expire on June 30, 2024. In anticipation of the expiration of the Contract, CalABLE staff are in the process of developing a competitive RFP for marketing services. With Board approval, a competitive RFP for marketing services will be issued in 2024.

Attachments

- Attachment #1 – Resolution No. 2023-06

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RESOLUTION NO. 2023-06

**RESOLUTION OF THE CALIFORNIA ABLE ACT BOARD RELATING TO THE
APPROVAL TO ISSUE *REQUEST FOR PROPOSALS ABLE 04-23* FOR
MARKETING SERVICES**

WHEREAS, the California ABLE Act Board (“the Board”), pursuant to section 4877(c)(2) of the Welfare and Institutions Code, has the power and authority to make and enter into contracts necessary for the administration of the ABLE Program Trust (“Trust”), and engage personnel, including consultants, actuaries, managers, counsel, and auditors, as necessary for the purpose of rendering professional, managerial, and technical assistance and advice;

WHEREAS, section 4877(d) of the Welfare and Institutions Code provides that the Board may authorize the Executive Director to enter into contracts on behalf of the Board or conduct any business necessary for the efficient operation of the Board; and

WHEREAS, section 4884 of the Welfare and Institutions Code provides that the Board shall market this program to residents of the United States to the extent funds are available to do so; and

WHEREAS, the term of the Board’s existing contract, Agreement No. ABLE 02-20 with Program 11, LLC. for marketing services for the Program expires on June 30, 2024;

NOW, THEREFORE, BE IT RESOLVED that the Executive Director is hereby directed and authorized to prepare and take whatever steps necessary to issue the Request for Proposals known as “RFP for No. ABLE 04-23” on behalf of the Board for marketing services to assist the Board with program development and implementation.

Attest: _____
Dante Allen, Executive Director

Date of Adoption: _____

Date: December 12, 2023

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