
APRIL 24, 2024

**AGENDA ITEM 4
INFORMATION ITEM**

CALIFORNIA ABLE ACT BOARD

Resolution No. 2024-01: Authorizing the Executive Director to Enter into Agreement No. ABLE 04-23 for Marketing Services for the California ABLE Program

Recommendation

Staff recommends the Board adopt Resolution No. 2024-01 awarding Program 11, LLC the marketing services award in a not-to-exceed amount of \$915,000.

Background

On December 12, 2023, the California ABLE Act Board (“Board”) approved the issuance of a request for proposals (“RFP”) for marketing services for the California ABLE Program (“CalABLE” or “Program”). The RFP was released on January 23, 2024, with a submission deadline of February 28, 2024. The Board received three responsive proposals and one non-responsive proposal for the Program.

Evaluation Process

The RFP’s Evaluation Committee (“Committee”) included the Board’s staff—Thomas Martin, Executive Director, Anne Osborne, Deputy Executive Director, Madeline Handy, Associate Governmental Program Analyst, and Maria Sandoval, Associate Governmental Program Analyst. As stated in the RFP, the Committee evaluated the proposals based on the following criteria:

- Firm Background, Organization, and Personnel
- Experience/Expertise in Marketing Services
- Marketing Campaigns Experience
- References
- Cost Proposal
- Interview with top candidates.

The proposal from Program 11 was determined to have earned the highest score.

Summary of Proposal

Program 11 is a Los Angeles-based brand marketing and content agency founded by Jenna Briand and Miriam Bookey. The proposal includes sub-contractors National Disability Institute (NDI), whose focus is to build a better financial future for people with disabilities and their families, EIN SOF Communications, whose focus is on disability-inclusive diversity and public policy, and Solid Search Marketing, who specializes as a digital advertiser on social media platforms.

Program 11's three-year marketing campaign plan included an awareness, education and conversion campaign, influencer campaign, unfunded account campaign, Ambassador campaign, group enrollment campaign, SSI Direct Deposit campaign, partner toolkit, and Annual CalABLE Awards with measurable benchmarks.

The optional seed funding campaign outline included a marketing plan strategy, budget, paid media, earned media, deliverables, marketing execution and campaign summary.

Presenter

Thomas Martin, Executive Director, California ABLE Act Board

Attachments

- Attachment #1 – Resolution No. 2024-01

RESOLUTION NO. 2024-01

RESOLUTION OF THE CALIFORNIA ABLE ACT BOARD RELATING TO THE APPROVAL TO ENTER INTO STANDARD AGREEMENT NO. ABLE 04-23 WITH PROGRAM 11, LLC FOR MARKETING SERVICES FOR THE CALIFORNIA ABLE PROGRAM

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 California ABLE Program (the “Program”), and engage personnel, including consultants, actuaries, managers, counsel, and auditors, as necessary for the purpose of rendering professional, managerial, and technical assistance and advice; and

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 Board authorized the Executive Director to issue a Request for Proposals for Marketing Services (“RFP”) No. ABLE 04-23 at the December 12, 2023, Board meeting; and

WHEREAS, in response to the RFP, proposals for the Program were received on February 28, 2024, and evaluated by an Evaluation Committee; and

WHEREAS, Program 11, LLC was the highest scoring bidder for the Program;

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

Section 1. The Board hereby authorizes the Executive Director to execute a contract with Program 11, LLC following the end of the five-day notice posting period, as outlined in the RFP, to reach a mutually acceptable agreement and enter into Standard Agreement No. ABLE 04-23 for marketing services for the Program.

Section 2. The term of the contract will commence upon its execution and approval by the Department of General Services and will continue for a three-year term for an amount not to exceed \$915,000 to be paid in its entirety by the end of Fiscal Year 2026/2027.

Attest: _____
Thomas Martin, Executive Director

Date of Adoption: _____

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