

**Achieving a Better Life Experience (“ABLE”) Act Board  
Request for Proposals No. ABLE 02-20  
Marketing Services**

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**ANSWERS TO WRITTEN QUESTIONS SUBMITTED**

1. *What is the historical CalABLE number of accounts opened by year showing growth rate?*
  - A. CalABLE launched the program in December 2018 and currently has 4,344 active accounts.
  
2. *Is the RFP goal of 17,000 NEW accounts to be opened or including current accounts open?*
  - A. CalABLE currently has 4,344 active accounts open. CalABLE’s goal is to have a combined total of 17,000 active accounts open by the end of the contract.
  
3. *Does the award recipient and team need a central physical office space in California to perform this work?*
  - A. The selected marketing firm does not need a physical office space in California to perform the marketing services, however, they must provide evidence of their qualification to do business in the State of California.
  
4. *Is remote work and meeting availability virtual and/or in person per Section 1.4 (page 5)?*
  - A. The selected marketing services firm can perform the work remotely. CalABLE uses the TEAMS and Zoom platforms for current communication with contracted vendors and will remain in use until the current restrictions are removed. While remote work and virtual meetings are the current standard, there may be limited circumstances in which in-person meetings are preferred.
  
5. *Is there a separate ad spend budget above and beyond the value of the RFP?*
  - A. The \$305,000 budget should include all direct and indirect expenses, including paid media buys.
  
6. *Is there currently a similar contract in place that is expiring?*
  - A. The current marketing contract expires on February 28, 2021.

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7. *Does marketing content need to be created in different languages?*

- A. CalABLE and its marketing materials are expected to meet the diverse needs of the people of California. This includes the need to reach communities whose language preferences are not English. The accepted proposal should incorporate a strategy to address meeting the needs to communicate with populations who prefer being communicated with in other languages.

CalABLE will accept samples of work created in various languages as part of a proposal as examples that demonstrates the proposer’s ability to meet the language diversity needs of California residents.