



**CalAccount Blue Ribbon Commission Program**  
915 Capitol Mall, Suite 570, Sacramento, CA 95814

**Request for Proposals (RFP) No. SA000014-25**  
**Program Consultant Services for CalAccount Implementation Study**

March 30, 2026

The following information is provided in response to questions received by the CalAccount Program Team regarding Request for Proposals No. SA000014-25 for Consulting Services related to a CalAccount Implementation Study.

1. **Question:** Can CalAccount confirm that a proposal's Table of Contents is exempt from the 10-page limit? (*RFP Section C.3, Content and Format of Proposals, Page 9 of 20*)

**Response:** Yes, the Table of Contents is excluded from the 10-page limit.

2. **Question:** Can CalAccount confirm that text in footnotes, graphics, tables, headers, and footers is exempt from the size 11 font requirement? (*RFP Section C.3, Content and Format of Proposals, Page 9 of 20*)

**Response:** Yes, CalAccount confirms that the text in footnotes, graphics, tables, headers, and footers is exempt from the size 11 font requirement.

3. **Question:** It appears that some references to RFP sections need to be updated as follows (*RFP Section C.5, Evaluation Process, Pages 15-16 of 20*):

- C.4.c.i. should be C.3.c.i
- C.4.c.ii. should be C.3.c.ii
- C.4.c.iii should be C.3.c.iii
- C.4.d. should be C.3.c.iv
- C.4.f. should be C.3.d

**Response:** Thank you, please see Addendum Notice No. 1.

4. **Question:** If a firm performs financial audit/tax/advisory/consulting services to a variety of large financial institutions and fintech companies, how would the CalAccount Program view these relationships in terms of conflicts of interest? (*RFP Section B.4, Conflicts of Interest, Page 7 of 20*)

**Response:** The CalAccount Program recognizes that firms may have existing professional relationships with financial institutions and fintech companies, and such relationships are not inherently disqualifying.

Consistent with Section B.4 of the RFP, proposers must be able to provide an independent, fact-based analysis and recommendations without actual or perceived bias.

Accordingly:

- Firms providing audit, tax, advisory, or similar services to financial institutions or fintech companies in the normal course of business may be eligible to propose.
- Proposers should disclose any relevant relationships, engagements, or partnerships that could reasonably be perceived as influencing their objectivity.
- The State will review disclosed relationships on a case-by-case basis, considering the nature of the work and the proposer's ability to maintain independence.
- The State may request additional information, as needed, to better understand any potential conflicts.

5. **Question:** To what extent does the CalAccount Program expect the company proposing to provide legal competencies with the banking and fiscal transaction services space? (*RFP Section C.3, Content and Format of Proposals, Page 9 of 20*)

**Response:** The CalAccount Program does not require proposers to provide legal advice as part of this engagement.

Consistent with Section B.3 (Team Qualifications), proposers must demonstrate that their team includes sufficient expertise in banking regulations, financial transaction practices, and related compliance considerations to support the Scope of Work.

Accordingly, proposers should demonstrate a practical understanding of relevant regulatory frameworks (e.g., KYC, compliance, and liability considerations) to inform analysis and recommendations. This expertise may be provided through the proposer's team and/or subcontractors.

6. **Question:** Is the company that performed the Banking the Unbanked study (Rand) and recommended the implementation study precluded from participating in this study?

**Response:** Any participation by the company that performed the Banking the Unbanked Study must comply with Public Contract Code Section 10365.5 and State Contracting Manual Volume 1, 3.02.7

7. **Question:** To what extent will the Contractor have access to primary data collected as part of the Banking the Unbanked study and prior research from the CalAccount program (e.g., benefit and cost analyses)? (*RFP Section A.3, Scope of Work, Page 4 of 20*)

**Response:** The CalAccount Program will provide the selected Contractor with access to publicly available materials in the CalAccount Program's possession from the 2024 CalAccount Report, including any reports, annexes, and supporting analyses, to the extent permissible.

As described in Section A.3, this effort is intended to build on that prior work—focusing on refining and expanding key areas—rather than re-evaluating or reconstructing the original feasibility analysis.

The Contractor can expect access to existing reports and some supporting materials, to the extent in the CalAccount Program's possession and publicly available, including prior benefit-cost information, as appropriate. Additionally, the Contractor should plan to use the

existing work as a foundation, while bringing in updated data, new research, and additional analysis to move the Implementation Study forward.

The State will coordinate any sharing of materials with the selected Contractor after contract execution.

8. **Question:** Can you elaborate on the potential number of focus groups envisioned for the project? (*RFP Section A.3, Scope of Work, Page 3 of 20 and Page 6 of 20*)

**Response:** If the Contractor determines that focus groups would provide information necessary to complete its report, their number and structure are not pre-determined.

As noted in Section A.3, any focus groups should be **targeted and limited in scope**, and designed to support specific questions related to participation, barriers, and program design.

Accordingly, the overall design — including the number, composition, and approach — will be developed in coordination with the State Treasurer’s Office and informed by stakeholder and subject matter expert input.

9. **Question:** In trying to understand the scope of work and approach, what data collection methods does the CalAccount Program envision that the Contractor will use (one-on-one interviews, small scale surveys, web-based secondary research) in completing this work? (*RFP Section: A.3 Scope of Work, Page 2-6 of 20*)

**Response:** The CalAccount Program does not prescribe specific data collection methods for this engagement. As outlined in Section A.3, the Contractor is expected to propose an approach and methodology that is appropriate to meet the objectives of the Scope of Work. A range of methods may be appropriate, including targeted interviews, limited focus groups, small-scale surveys, and/or use of existing or secondary data sources.

The emphasis should be on practical, decision-oriented insights, leveraging existing research where possible rather than large-scale new data collection efforts.

The CalAccount Program staff will work with the selected Contractor to refine and align on the proposed methodology following contract execution.

10. **Question:** Can you elaborate on the extent to which CalAccount Program staff and Commissioners will be involved, if any, throughout the course of the study (e.g., providing SME personnel, access to unbanked population data at granular level, etc.)?

**Response:** The CalAccount Program Executive Director will serve as the primary lead and point of coordination for this project, and anticipates an active, collaborative engagement with the selected Contractor, including but not limited to:

- Providing program context, background materials, and ongoing input to help guide the study; and
- Facilitating input from key stakeholders and subject matter experts to inform analysis and recommendations.

The selected Contractor will be responsible for developing and executing the overall approach in coordination with the State Treasurer’s Office and CalAccount Program.

The CalAccount Blue Ribbon Commission has been inactive since delivery of the 2024 CalAccount Report, however Commissioners may be consulted as necessary to help inform and advance this Implementation Study. Commissioners will not be involved in day-to-day project management.

11. **Question:** What is CalAccount Program's view on use of AI tools to perform aspects of this work? (*RFP Attachment 11, Generative Artificial Intelligence (GenAI) Notification*)

**Response:** Any use of AI tools must be consistent with the RFP provisions and California State law.