



**Request for Proposals for  
Multicultural Advertising & Media Services**

RFP #08-21

September 24, 2021



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## II. INTRODUCTION & SUMMARY OF KEY DATES

The California Earthquake Authority (CEA) is seeking to contract with a vendor to provide multicultural advertising and creative services, as well as multicultural media planning and placement services, to support the CEA’s advertising plan. The general qualifications of the successful proposer are summarized below and are described with more particularity in the “Services to be Provided” section of this RFP.

The following schedule is subject to modification by the CEA. Questions must be submitted as described in Section V.

<b>Date</b>	<b>Planned Activity</b>
Sept. 24, 2021	Issue Date for RFP #08-21
October 8, 2021	Questions must be submitted via email to the CEA by 5:00 p.m. Pacific Time. Email address: <a href="mailto:RFP08-21@calquake.com">RFP08-21@calquake.com</a>
October 15, 2021	Responses to questions will be posted on the CEA website by 5:00 p.m. Pacific Time. NOTE: Any CEA delay in posting responses to questions may not necessarily extend the deadline for submission of proposal.
October 15, 2021	Final date for the CEA to post addenda for which proposers are responsible.
October 22, 2021	Submission Deadline. All submissions must be received by the CEA no later than 5:00 p.m. Pacific Time.
November 5, 2021	Proposal evaluation and announcement of finalists by the CEA.
November 8-19, 2021	Finalist presentations (at the CEA’s option) in Sacramento, California.
November 22, 2021	Announcement of Selection. The CEA will announce the successful proposer; that proposer will be awarded an opportunity to negotiate a contract to provide services and products to the CEA. This is an approximate date.

### III. BACKGROUND OF THE CALIFORNIA EARTHQUAKE AUTHORITY

#### A. Description

The California Earthquake Authority (CEA) is a publicly managed, privately funded, not-for-profit organization whose mission is to provide residential earthquake insurance and encourage Californians to reduce their risk of earthquake damage and loss through effective risk education, damage mitigation, and insurance protection. The CEA offers earthquake insurance policies through its participating residential insurance providers.

The CEA Organizational and Departmental Structure is as follows:

- Executive Office
- Communications & Public Relations
- Finance
- Information Technology
- Insurance Education & Sales Support (IESS)
- Insurance Operations (including Claims Administration)
- Internal Operations
- Legal & Compliance
- Mitigation & Research

Additional information and a list of participating insurers is available at:

<https://www.earthquakeauthority.com/> .

#### B. How the CEA Was Formed; Governance

Following the unprecedented losses from the 1994 Northridge earthquake, many insurance companies either ceased or severely restricted the sale of new homeowner earthquake insurance policies in California. In response, the California Legislature created the CEA to provide earthquake coverage throughout California. The CEA began writing residential earthquake insurance effective December 1, 1996.

Overseeing the CEA is a Governing Board composed of the Governor, State Treasurer, and Insurance Commissioner as voting members; the Speaker of the Assembly and President Pro- Tempore of the Senate serve as non-voting members. The Advisory Panel consists of consumer and insurance-industry representatives who advise the Governing Board.

#### C. What the CEA Offers

Most residential insurance policies do not cover earthquake damage; a separate policy is required. Without earthquake insurance to help cover the costs of repairs and other expenses that come with catastrophic earthquake damage, homeowners must pay out of pocket to fix or rebuild their house, replace their personal property, and live and eat elsewhere.



One of the CEA’s key initiatives is to help Californians mitigate the impacts of earthquake damage and loss. In its role as a member of the joint-powers-authority the California Residential Mitigation Program (CRMP), the CEA promotes residential seismic retrofits through CRMP’s outreach and grant programs; the CEA also offers a premium discount to homeowners who have completed verified retrofits on eligible houses. These efforts are explained on the CRMP’s [www.StrengthenMyHouse.com website](http://www.StrengthenMyHouse.com), and the focus of CEA’s communication strategy in the next few years will likely be promotion of this CRMP website and helping Californians become more earthquake resilient through retrofitting and mitigation.

**IV. PURPOSE**

The CEA has issued this RFP seeking to contract with a qualifying organization to provide multicultural advertising and creative services, as well as multicultural media planning and placement services.

The CEA and the successful proposer will develop more specific criteria to target for the engagement.

See [Services to be Provided](#) for the specific requirements.

**V. SUBMITTING QUESTIONS**

Any questions that potential proposers might have about the RFP are to be submitted solely by email. In submitting questions, proposers must follow the timeframes in Section II, Introduction & Summary of Key Dates.

Submit all questions by email to: [RFP08-21@calquake.com](mailto:RFP08-21@calquake.com).

The CEA will respond to questions as they are received. Answers to all questions received in a timely manner will be posted on the CEA’s website <https://www.earthquakeauthority.com/> ; the questions that have been submitted and the responses thereto may be viewed by following the links found under the “CONTRACTING OPPORTUNITIES” section of the home page. All questions (without attribution to or identification of the person or entity asking the question), and all responses to those questions, will be posted.

As noted above any CEA delay in posting responses to questions may not necessarily extend the deadline for submission of proposal.

**VI. PROPOSERS’ RESPONSIBILITIES REGARDING ADDENDA**

The CEA reserves the right, in its sole discretion, to modify any part of this RFP by issuing one or more written addenda.



Addenda to this RFP issued by the CEA, if any, will be posted solely to the CEA's website, <https://www.earthquakeauthority.com/>. Each proposer should continue to check the CEA website through the final submission date for any addenda that may be posted. Each proposer is required to acknowledge, as part of the proposer's cover letter (see section Required Components of Submission), that the proposer has reviewed any addenda that are posted one week or more prior to the final proposal submission date.

Each proposer acknowledges and accepts the affirmative responsibility to inquire regarding, and seek clarification of, any part or provision of this RFP that the proposer does not understand or that the proposer believes is reasonably susceptible to more than one interpretation. If a proposer discovers any ambiguity, conflict, discrepancy, omission, or error in the RFP, the proposer must immediately notify the CEA via email [RFP08-21@calquake.com](mailto:RFP08-21@calquake.com) and may request clarification through submitting a question in accordance with Section V. In its sole discretion, the CEA may issue clarifications in the form of written addenda to this RFP and will post the written addenda to <https://www.earthquakeauthority.com/>.

In its sole discretion, the CEA may disregard any and all claims of ambiguity, conflict, discrepancy, omission, or other error received by the CEA after the final submission date for proposals.

Unless otherwise specifically stated by the CEA, no additional time to meet any deadline will be allowed due to corrections or clarifications made by the CEA.

The provisions of any addendum formally issued by the CEA are deemed to be incorporated into this RFP, and in addition and as appropriate, that addendum may be made a part of or otherwise reflected in any contract awarded as a result of this RFP.

## **VII. SERVICES TO BE PROVIDED**

### **Overview**

The CEA seeks a contractor with the skill and experience to provide expert multicultural advertising and media services, as well as multicultural media planning and media buying services, for the organization. The successful proposer, if any, will be awarded an opportunity to contract for an initial term of two years with an option to renew the term by up to two (2) additional one-year extensions.

The CEA is seeking an experienced communications firm to produce statewide advertising and marketing campaigns that effectively reach the multicultural market. Firms that are committed to diversity, equity, and inclusion, and that engage in partnerships that demonstrate diversity in leadership and strong community connections, are encouraged to apply.



The CEA's campaigns should not be considered part of any social-marketing or government-style education program—instead, they are product-marketing plans to (i) convince multicultural California homeowners to seismically retrofit their homes, and (ii) encourage multicultural Californian households to consider protecting their homes through the purchase of earthquake insurance as a voluntary purchase in an open market.

Eligible applicants are full-service communications, advertising, and public affairs agencies, private and nonprofit consulting firms, and other entities qualified to propose by demonstrated capacity to accomplish the goals and capability to execute the scope of work. CEA will also consider proposals from partnerships and joint ventures, for example, a creative advertising agency and a media agency.

The selected proposer and its agency partners/subcontractors will target California's culturally diverse multi-segment market (English-speaking Californians – including African Americans, Hispanic/Latinos, Asian/Pacific Islanders and LGBTQ+), as well as Spanish-, Mandarin-, Cantonese-speaking, and other language-specific or culturally relevant target markets specified by the CEA, or any combination of those markets.

Given the rich diversity of California, it is anticipated the successful proposer may need to subcontract with one or more agencies with demonstrated knowledge, experience, and marketing capacity to effectively reach targeted communities. If the proposer does not have the full-service capabilities to effectively accomplish all components of the Services to be Provided, they are required to identify proposed subcontractors.

The CEA reserves the right to deny any or all proposed subcontractors of the selected proposer. Announcement of the successful proposer does not imply the CEA's approval of proposed subcontractors. If a proposed subcontractor is denied, and if the selected proposer does not, to the satisfaction of the CEA, demonstrate its internal capabilities to address a specific target market or meet the CEA's needs, the selected proposer may be required to engage a different subcontractor or consultant to address these needs.

Keeping in mind that one of the CEA's key initiatives is to help multicultural Californians mitigate the impacts of earthquake damage and loss, and that the focus of the CEA's communication efforts in the next few years will likely be promotion of the CRMP [www.StrengthenMyHouse.com](http://www.StrengthenMyHouse.com) website and helping multicultural Californians become more earthquake resilient through retrofitting and mitigation; the firm selected will need to:

- Assist in overall marketing analysis, strategy development, and positioning of the CEA and its products.
- Create and design multicultural content including, but not limited to, graphic design, video, radio, digital production, and web copy.

- Develop multicultural media plans and purchase multicultural television, radio, print, outdoor, digital, social, and any media vehicle that assists in marketing CEA products.
- Negotiate the most cost-effective media placement to maximize target audience exposure with the recommended mediums to best reach campaign target populations.
- Optimize campaign results for maximum media ROI.
- Submit detailed media-buying summaries to the CEA that include number of weeks; day parts (morning, evening, prime); spots per week; programs/stations on which the spots will run; specific media types (online, radio, network/cable television, print, outdoor display); final budget negotiated; estimated reach and frequency (R&F); and daily effective circulation (DEC) achieved.
- Develop, manage, and facilitate CEA market research studies.
- Report on the campaign's implementation and outcomes, including media monitoring and optimization, summarized quarterly media buy reports and post-analysis, and a summary evaluation of the effectiveness of media placement.
- Secure cost-effective licensing buyouts and talent agreements.
- Provide translation and adaptation services and coordination, including Spanish and Chinese (traditional and simplified), with the possibility of additional languages.
- Develop and execute strategic, cost-effective advertising placement and media partnerships, including strong in-kind and added value media (online, display, print, audio, video) advertisements—includes reconciling records to demonstrate all expected added-value placements completed.
- Engage racial and ethnic community-based organizations (CBOs) to support culturally competent approaches and information dissemination.

The most competitive proposers will demonstrate:

- A record of success leading large-scale, complex awareness and/or behavior change campaigns directed at diverse audiences across race/ethnicity, gender identity, sexual orientation, and socio-economic status, in fast-moving environments.
- Commitment to positive change, social justice, and equity.
- Dedication to diversity, equity, and inclusion in staffing, partnerships, and leadership at the firm and on the project team.
- Expertise in creating multicultural content and media buying with strong track record of maximizing resources to reach targeted audiences, including diverse and hard to reach Californians, including the use of in-language, trans-adapted, and culturally relevant creative.
- A strong, client-first work ethic and willingness to adapt to changing circumstances.
- Expertise developing, leading, and implementing strategic campaigns that may involve working with multiple subcontractors and vendors.
- Expertise in interpreting data to create effective messaging to targeted audiences in various demographic and geographic groups.



- Experience of working with community-based organizations with ties to cultural and ethnic groups.

Disclaimer: The amount, scope, and timing of work to be performed under the Agreement is within the CEA's sole discretion. There is no guarantee of work, or of any particular amount of work, if a contract is awarded.

## VIII. MINIMUM QUALIFICATIONS

Each proposer must meet, to the CEA's satisfaction, all or materially all of the following minimum qualifications to be considered for a contract award. The proposer must affirmatively attest to each of the minimum qualifications in its cover letter. Failure to satisfy all minimum qualifications, in the CEA's sole judgment, may result in rejection of the proposal.

1. The proposer must have been in business for at least three years; or, if the firm has not been in business for at least three years, the senior principals of the firm must have at least six years of combined, relevant experience with a similar firm.
2. Each of the Key Personnel that would be assigned to the CEA account must have a minimum of five years of experience in the advertising, media planning, or media placement services field.

## IX. PROPOSAL SUBMISSION INSTRUCTIONS AND REQUIREMENTS

### A. Submission Deadline and Format

In submitting proposals in response to this RFP, each proposer must comply with the following deadlines and format requirements.

1. Proposals must be emailed:
    - a) as an attachment in PDF format, to the listed email address: [RFP08-21@calquake.com](mailto:RFP08-21@calquake.com)
    - b) Subject: Response to CEA Request for Proposal #08-21 – Multicultural Advertising & Media Services
  2. If a proposal contains confidential proprietary information, a statement to that effect must be included in the cover letter, and each and every page containing confidential proprietary information must be so designated on the upper right-hand corner.
- \* Please be aware that the CEA is a public instrumentality of the State of California and that the CEA's records and documents in its possession might be subject to public disclosure and production pursuant to various laws, including but not limited

to the California Public Records Act and the Bagley-Keene Open Meeting Act. If a proposer provides documents or other information of a confidential or proprietary nature, please mark it as such, as noted above. The CEA will make reasonable efforts, within the bounds of and in compliance with applicable public disclosure laws, to honor those characterizations and not disclose those documents, but the CEA cannot guarantee or promise that it will succeed in its efforts under all circumstances.

\*\* Please note that no proposal can be considered confidential and proprietary in its entirety.

3. California's conflict of interest statutes prohibits certain former CEA employees, including contracted staff, from contracting with CEA for a period of time, unless one or more statutory exceptions apply. The prohibition is based on the term and scope of the staffer's tenure with the CEA, and applies for up to two years following the last day the staffer worked with the CEA.

CEA desires to avoid both actual and apparent conflicts of interest with the successful proposer, if any. Please refer to California Public Contract Code, Sections 10335.5, 10365.5, 10411, and 10430—and in particular, the Section 10411 prohibition—and confirm that if selected, neither proposer nor any member of proposer's team who will work on the Project will be in violation of applicable conflict of interest statutes.

4. If, before the Submission Deadline date, a proposer discovers an error or omission in a proposal already submitted to the CEA, the only method of correction or modification is to withdraw the proposal in its entirety (via email to [RFP08-21@calquake.com](mailto:RFP08-21@calquake.com)) and resubmit the corrected or modified proposal before the Submission Deadline date and time. Corrections or modifications offered in any other manner will not be considered.
5. All proposals become the property of the CEA upon receipt.
6. All costs to develop proposals and participate in the RFP process are entirely the sole responsibility of the proposer and cannot be charged to the CEA.
7. The CEA accepts absolutely no responsibility for lost, misplaced, mishandled, or late delivered proposals, regardless of the reason or explanation.
8. Only one proposal per individual, firm, partnership, or corporation, or combination of such entities formed to propose under this RFP, will be considered. Any reasonable grounds for believing a proposer has submitted multiple proposals under more than one name is good cause for rejection by the CEA of all proposals in which the proposer is involved.

9. Proposals must be clearly identified "RFP #08-21 – Multicultural Advertising & Media Services." Additional information may be found under Section VIII - Minimum Qualifications.
10. Proposers must review all addenda posted on the CEA's website before submitting proposals.
11. Each proposal must state the proposer's name and the CEA RFP #08-21 on each page of the proposal.

## **B. Required Components of Submission**

To assist the CEA in the evaluation and comparison of responses, submissions should follow the order and format listed below. Submissions may include additional information, at the proposer's option

1. **Cover letter (signed).** The CEA will reject any submission that contains an unsigned cover letter. The cover letter must contain the following:
  - a) proposer's or proposing team's company (or individual) name(s), address(es), and telephone number;
  - b) the name, title or position, telephone number, and email address of the person signing the cover letter and contact identification for any other persons authorized to make binding representations regarding the submission;
  - c) a statement that the signer's signature constitutes unrestricted authority to make the submission regarding this RFP #08-21;
  - d) confirmation that the proposer is willing to be bound by standard terms and conditions satisfactory to the CEA;
  - e) if applicable, a statement that the proposal contains confidential proprietary information;
  - f) confirmation statement that if selected, proposer's principal team lead and key team members are willing and able to meet periodically with the CEA marketing and communications team and, additionally, be available to meet, in person or electronically, on selected topics promptly upon the CEA's request (Note: the CEA may favor in its selection process those proposers who can represent that all, or substantially all, key personnel working on the CEA account are based in California.);
  - g) confirmation statement that if selected, neither proposer nor any member of proposer's team who will work on the CEA's projects will be in violation of applicable conflict of interest statutes;



- h) confirmation statement that the proposer has reviewed any addenda to this RFP posted to <https://www.earthquakeauthority.com/> .
- 2. **Overview of the proposer** (and any named, proposed subcontractors), including:
  - a) length of time in current business;
  - b) core products and services provided;
  - c) location of main office, including hours of service and time zone;
  - d) number of employees;
  - e) applicable coverage amounts for candidate’s insurance: errors and omissions, general liability, umbrella, and any other applicable insurance;
  - f) organizational structure (e.g., individual, partnership, corporation); proposer must name affiliated companies and parent organizations, and identify owners who hold management positions;
  - g) a description of proposer’s financial standing, including a statement of confirmation that the proposer is willing to provide financial statements upon the CEA’s request;
  - h) number of instances the proposer has provided services equivalent to, or substantially like, those called for in this RFP;

- 3. **Representative Clients.** A description of representative clients for which proposer has provided services for projects comparable to this project. Include:
  - a) references from clients for services performed within the past five years, including a description of services provided (representative clients must have operations comparable in size and scope to the CEA’s operations);
  - b) a description of the services provided to each such client; and
  - c) an outline and samples of a past or present client’s marketing campaign the proposer has extended and/or evolved.

4. **Diversity Certification.** Proposer must include the following list in the proposal and identify all applicable designations. If no designations are applicable, please confirm by selecting “None.”

- |   |   |
|---|---|
| <input type="checkbox"/> Women Business Enterprise (WBE)    | <input type="checkbox"/> Asian/Pacific Islander |
| <input type="checkbox"/> Minority Business Enterprise (MBE) | <input type="checkbox"/> Hispanic/Latino        |
| <input type="checkbox"/> African American                   | <input type="checkbox"/> Native American        |
|   | <input type="checkbox"/> Multi-Ethnic           |



- Disabled Veteran Business Enterprise (DVBE)
- Veteran Owned Business Enterprise (VOBE)
- Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)
- Multi-Certified Business Enterprises (MCBE)  
- *check all that apply*
  - WBE
  - MBE
  - DVBE
  - VOBE
  - LGBTBE
- None

**C. Work Plan**

The work plan must describe, in narrative fashion, how the proposer will perform the proposed contract. The proposal should be specific and avoid generalizing. The work plan should address, without limitation, the following components and should be organized so that it is clear, comprehensive, and concise.

1. Identification of Key Personnel for the contract. For each key member of the team assigned to the CEA account, proposers must
  - a. provide a brief résumé that outlines the person’s education and relevant experience, including relevant certifications or credentials and the length of time each has been held; and
  - b. identify whether any Key Personnel have previously worked for the CEA, either as employees or contracted staff, including the dates and length of time worked.
2. Description of the proposer’s understanding of the work to be performed under this RFP, as that work is detailed in Section VII of this RFP, and a thorough description of the steps and processes the proposer would use to perform that work.
3. Proposal of any alternatives that conform to this RFP’s intent, which the proposer believes would lead to a better, more efficient, or more cost-effective result for the CEA, but which may vary from the specific description of the services of this RFP.
4. Identification of any “value-added” services the proposer would provide to the CEA.
5. Identify details of any conflict of interest, or apparent or potential conflict of interest, that could be created by the proposer contracting with the CEA and propose how to address or resolve the conflicts.

6. Description of the proposer's policy for ensuring the confidentiality of its clients' matters.
7. If the proposer intends to use subcontractors to deliver any of the services outlined in this RFP, it must provide all relevant information regarding the proposed subcontractor(s).
8. A thorough description of the proposer's business continuity plan (or a separate attachment of the proposer's written business continuity plan), describing the proposer's plan for protecting CEA and project-related data and maintaining a continuity of business operations and services following natural or human-caused emergencies or disasters.

#### **D. Pricing**

1. Proposal Costs - All costs and expenses incurred by each respective proposer are the sole responsibility of that respective proposer and cannot be charged to the CEA.
2. All submissions must include estimated pricing for all work, services, products, licensing, hosting, implementation, consulting, training, maintenance, and related expenses, separating rates, hours, and extended fees from costs and expenses. If applicable, submissions must also include a comprehensive schedule of hourly rates or fees, or both (or other periodic or project-based rates or fees for the services described in the RFP).
3. All submissions may be rejected if the CEA determines, in its sole discretion, that they are not competitive, or the cost is unreasonable or excessive. The CEA reserves the right to suspend or cancel, without notice and at any time, this procurement process if the CEA deems suspension or cancellation to be in its interests.

#### **X. PROPOSAL EVALUATION AND SCORING CRITERIA**

The purpose of the proposal-evaluation process is to: (1) determine whether the proposal has satisfied the minimum qualifications, content, and format requirements; (2) identify the proposers most likely to satisfactorily perform the services described; and (3) determine the extent of each proposer's demonstrated commitment to diversity. The evaluation process will be conducted in a comprehensive and impartial manner.

Each proposal package will be electronically date-and time-stamped when received. Any proposal received after the final-filing time on the final-filing date will be received and a statement may, in the CEA's sole discretion, be sent to the proposing firm stating that the



proposal did not meet the submission deadline, and that the proposal will be deemed not eligible.

Each timely-submitted, or accepted, proposal will be reviewed to determine whether it satisfies the Minimum Qualifications specified in Section VIII. Proposals that meet the Minimum Qualifications will be evaluated and scored. The highest possible score is 100 points.

The CEA is committed to inclusion, diversity, equity, and accessibility (“IDEA”), within the CEA and also as part of its evaluation of external providers. The CEA values organizations that equitably distribute their employment and work opportunities among all populations. With that in mind, one of the factors on which every potential goods and services provider will be evaluated is a demonstrated commitment to IDEA. Whenever reasonably practical, the CEA expects that commitment to be reflected in the provider’s staffing, both within the provider’s entire workforce, and particularly among the staff assigned to CEA projects.

At its sole option, the CEA may invite finalists to interview with the CEA, either virtually or at the CEA’s office in Sacramento, California. All costs and expenses associated with preparing and submitting this RFP, together with all travel costs, if any, related to the interview and contract-negotiation processes, are the sole responsibility of the proposer.

Criteria	Maximum Points
Submission Requirements & References	20
Work Plan	40
Pricing	30
Diverse Staffing / Diversity Certification(s)	10
<b>TOTAL POSSIBLE SCORE</b>	<b>100</b>

**XI. AWARD OF OPPORTUNITY TO CONTRACT**

If, at any time during or at the conclusion of the RFP process, the CEA determines that, in its opinion, the results or prospects of this RFP process are unsatisfactory, the CEA reserves the right to wholly discontinue this process and decline to award a contract to any proposer.

The opportunity to contract will be awarded to the proposer scoring the highest total points. The final approval of the right to contract will be determined by the CEA’s Governing Board. All proposers will be notified of the outcome of the RFP. News releases pertaining to this RFP must not be made without the CEA’s prior written approval.

**XII. TERMS AND CONDITIONS**

Any contract the CEA proposes to enter into as a result of this RFP #08-21 process will include standard terms and conditions satisfactory to the CEA.



**XIII. COMMENCEMENT DATE**

The target commencement date of services is January 1, 2022.