



January 21, 2021

RE: Request for Proposal #50140, Communications Effectiveness Tracking Study Services

To Interested Parties:

Below are the California State Lottery's (Lottery) responses to questions received, and corresponding responses. All questions were submitted by the due date of January 8, 2021. All references to Bidders or personal names have been omitted.

1. Page 15 indicates, "The Tracking Study must include both English and Spanish language interviews, with the Spanish language interviews consisting of 20% of the sample." We would like to confirm that this means that 20% of all 300 surveys each month (n=60) need to be conducted in Spanish monthly, not 20% of the 105 Hispanic quota (n=21), is that correct?

Response: Yes, correct. The Spanish language consists of 20% of the total sample. Given a monthly sample of 300, a sample of 20% or n=60 must be in the Spanish language.

2. On page 24, the points associated with the "Cost Proposal Assessment" seem counter intuitive that points would be added to proposers scores for higher prices and subtracted from the score for lower prices. "For example, if the Proposer's three-year cost is 50% higher than the average cost of all qualified Proposers, then the Proposer will receive 20 points plus an additional 10 points (50%*20pts=10pts). The Proposer's final cost assessment score would be 30 points total. If a Proposer's three-year cost is 25% lower than the average cost of all qualified Proposers, then the Proposer's final cost assessment score would be 15 points total (-25%*20pts=-5pts; final score = 20-5pts=15 pts)." Please clarify.

Response: Apologies, for the confusing wording. A lower cost provides a greater positive percentage difference. It is correct that the lower the proposed cost is compared to the average, the more points the Proposer will receive for the Cost Assessment.

To further clarify, please note the formula is set up as a percentage difference from average cost. As explained on page 24.

$$\frac{(\text{Average Cost}-\text{Bid Cost})}{\text{Average Cost}}$$

So in order to demonstrate the example we provided let's say the average cost is \$20,000. This average cost serves as baseline of 20 points.

Vendor A proposed a cost of \$10,000

Vendor B proposed a cost of \$25,000.

FORMULA $(20,000-10,000)/20,000= 50\%$

Vendor A's three-year cost is 50% different than the average cost of all qualified Proposers, then the Proposer will receive 20 points plus an additional 10 points ($50\%*20pts=10pts$). The Proposer's final cost assessment score would be 30 points total.

FORMULA $(20,000-25,000)/20,000= -25\%$

Vendor B's three-year cost is 25% higher than the average cost of all qualified Proposers, then the Proposer's final cost assessment score would be 15 points total ($-25\%*20pts=-5pts$; final score = $20-5pts=15 pts$).

3. On pages 25/26 of the document it indicates that hard copies of the proposal will not be accepted. Would you please provide written instructions on how to submit our proposal?

Response: Page 25, section IV DELIVERY OF PROPOSAL, A. Delivery states the following: "All proposals must be submitted to a Lottery Secure File Share site. You must contact Laura Lee Rogers (lrogers@calottery.com), three calendar days prior to the RFP due date of January 25, 2021 3:00 p.m. PT for written instructions."

4. Might it be possible to receive a copy of Attachment 1 - Resume Form in a non-PDF document so we could complete the form by clicking and entering text within the document?

Response: Yes. To request a copy in Microsoft Word 365, please send your request by email to Laura Lee Rogers at lrogers@calottery.com

5. Who are the current game vendors for the California Lottery?

Response: We are not sure how this is relevant to this solicitation. This information can be obtained by submitting a public record request to: PRACoordinator@calottery.com.

6. Who is the current ad agency of record for the California Lottery?

Response: We are not sure how this is relevant to this solicitation. This information can be obtained by submitting a public record request to: PRACoordinator@calottery.com.

7. The RFP talks about being able to identify heavy Internet vs. regular Internet users. How do you define a heavy Internet user? And a regular Internet user? Is it based on the number of hours a person uses the internet per day or week, or is it an average?

Response: Internet-based surveys are meant to capture those with regular internet usage. Since it is up to the Proposer to provide their recommendation for the best way to identify these types of users, the

specific questions and criteria being used now will not be provided. However, the Lottery can confirm that the current method is determining internet usage by hours spent doing various activities online.

8. What techniques are you currently using to ensure that the sample is not overly represented by more socially active adults and/or by very heavy internet users? Please provide examples.

Response: As mentioned in the RFP, currently the internet-based surveys are meant to capture those with regular internet usage while the smaller portion of phone interviews captures those individuals who have limited internet access or usage. This mixed sampling uses the phone interviews to complement the online surveys and balance out the possibility of bias towards heavy internet users. The Lottery's current sample is made up of 80% online surveys and 20% phone-based interviews. It is up to the Proposer to provide any additional techniques to ensure the sample is representative attitudinally and behaviorally.

9. What questions are you currently using to screen individuals based on their level of usage and comfort with the internet to determine which interview method should be used to gain an accurate representation of the population?

Response: The Lottery is looking to the Proposer to propose their own method for determining who is surveyed via online or phone that they feel is most appropriate for the Lottery's needs and objectives as stated in the Scope of Services. Your recommended method and support should be discussed in the Research Design, Survey Strategies, and Sample Management. Also see Response 7.

10. What are the screener questions you currently using in the California Lottery tracking studies for Phone and Online interviews?

Response: See response in question 9.

11. Who is the current market research firm of record who conducted the tracking studies for California Lottery and how long have they been conducting the tracking studies?

Response: Alter Agents is the current vendor. The Lottery has been the contractor on record since 2015.

12. On average, how much did the California Lottery pay monthly to the market research firm of record for the tracking study interviews completed?

Response: On a monthly basis, at times the costs vary if for example augments are provided. However, the base contract value currently allocated for the 3-year agreement was \$900,000. A contract value does not guarantee that all of that budget will be expended as it is dependent on the type and number of interviews and services performed.

13. What is the current length of the tracking study survey for interviews completed by

phone? What is the length of the tracking study survey for interviews completed on the Internet?

Response: The phone interview averages nearly 25 minutes in length. For the online method, the length of interview is nearly 21 minutes. Overall, current total survey length is roughly 23 minutes.

14. On average, how many interviews are you currently conducting per month in the tracking survey?

Response: Currently, the monthly interview sample is 300.

15. What is the current cooperation rate for the completed phone interviews?

Response: The Lottery does not have cooperation/response rates for the survey, as it is the responsibility of the vendor/contractor to manage the sample.

16. Are the phone questionnaire and the internet questionnaire 100% identical? Or are the questions in the phone survey a modified version of the Internet questionnaire?

Response: The phone survey questions are nearly identical to the online questionnaire. However, the current phone interviews have slightly different phrasing for a few of the questions since they are read to respondents by the interviewer.

17. Will your new market research vendor have access to past tracking data?

Response: The Lottery will share the necessary information for a seamless vendor transition.

18. Does the California Lottery need a written monthly report in addition to the data files?

Response: No, a written report on a monthly basis is not required.

19. Do you already have a budget in place for this engagement that you want bids to fall within? If so, what is the budget or the range?

Response: The estimate budget for these Tracking Study services over the course of the base three-year contract term is around \$950,000. Please note that a contract value does not guarantee that all of that budget will be expended as it is dependent on the type and number of interviews and services performed. The final costs/price of the contract is determined from the costs proposed by the awarded proposer. As described in the RFP, the Lottery is looking for the Proposer to provide their recommendations on how to best meet the objectives and provide the best value to the Lottery at a reasonable cost.

20. How many changes were made to the tracking questionnaire in the past year?

Response: As stated in the RFP, Section II Proposal Requirements, Assumptions, a typical monthly change involves adding and/or removing three to four game names to the list of Scratchers games to be coded; and,

adding or removing one promotion to the unaided promotion list. A larger adjustment may be made to the questionnaire an estimated three to four times a year. These changes typically involve adding, removing, or rewording just a few questions or attributes. Proposers should assume a maximum of 15% of the survey can be changed (as described above) during the course of a year.

21. Do you expect to add more open-ends to the tracking questionnaire?

Response: As stated in the Scope of Work, the survey currently includes up to 7 unaided questions that will require coding. However, the Lottery will provide pre-determined lists of responses to be coded for these questions (but not to be shown to the respondents). Each of these unaided, open-ended questions will have a range of anywhere between 5 and 50 coding options. The Lottery currently does not expect or require more open-ends to be coded.

22. Who are the vendors who received the RFP50140 Communications Effectiveness Tracking Study Services?

Response: Jd Franz Research, Inc., Db5, Richard Heath And Associates, Luth Research, Culturati Research & Consulting Inc., Valient Market Research, Burke, Inc., Instantly Inc., Alter Agents, Hiner & Partners, Inc., Repucom, Crestwood Associates, Q @ A Research, Inc, Thinknow Research, Metrixlab, C & C Multicultural, LLC, Cradlepoint, Communikay Graphics, Q2 Insights, YouGov, Trend Source, Wakefield Research, 361 Degrees Consulting, Added Value, Boo!, Brandtrust, Ca Walker Research Solutions, Castillo And Associates, Consigliere Brand Planning, Davis Research, Dialogue, Dogs Bollocks 5, Gfk Custom Research North America, Hall And Partners, Infotek, Insight Express, Ipsos Reid, Kw Strategems, Leger (The Research Intelligence Group), Maritz Research Inc., Markettools, Inc., Mersi, Marketing Research Services, Inc., Northstar Research Partners (USA), LLC, Opinion Research Corporation, Pivot Point Strategies, Research Toolbox, LLC, Rms Communications & Research, Inc., Snell Associates, Inc., Tns, Advantage Research, Inc., Barcelona Enterprises, Lieberman Research Worldwide, Market Vision Research, Mthinkdigital, Redhill Group, Inc., Scantron Corr, Vision Critical, Zapaya Inc., Instantly, Inc., Insights In Marketing, Mfour Mobile Research, Radius Global Market Research, Blueocean Market Intelligence, Research Now, Crg Global, Inc - Csg/Datatelligence, M/A/R/C Research, Phoenix Marketing, Research America Inc, Kantar, Rsedge, Strategic Marketing & Research Insights, LLC, And Directions Research.

23. Page 18, II Proposal Requirements; B. Rated Submittals; 3. Research Design, Survey Strategies, and Sample Management; 4.; B. Sampling; C. Acculturation in Hispanic and Asian Markets. Are there any quota requirements regarding the Asian or Hispanic Acculturation Schematic?

Response: There are no specific additional quota requirements set when

using the acculturation schematic. It is up to the contractor to maintain a sample (on a monthly basis and quarterly basis) that includes a representative mix of California adult Hispanics and Asians across the acculturation spectrum. The only quotas required are specified in the Scope of Work.

24. Page 24, III Proposal Evaluation and Award; C. Cost Proposal Assessment
Text in question:

- *For example, if the Proposer's three-year cost is 50% higher than the average cost of all qualified Proposers, then the Proposer will receive 20 points plus an additional 10 points (50%*20pts=10pts). The Proposer's final cost assessment score would be 30 points total.*
- *If a Proposer's three-year cost is 25% lower than the average cost of all qualified Proposers, then the Proposer's final cost assessment score would be 15 points total (-25%*20pts=-5pts; final score = 20-5pts=15 pts).*

I believe the formula provided for calculating the Proposer's score for pricing makes sense, but the example appears to show a Proposer with higher costs receiving a scoring advantage. Can you confirm if this is an error in the example?

Response: This is explained in Response 2.

25. The RFP mentioned that we could request the Hispanic and Asian acculturation schematics, which would be available sometime next week. I'd like to formally request those documents so we may better address them in our proposal.

Response: The Hispanic acculturation schematic is prepared and provided. The Lottery is still drafting the acculturation schematic for the Asian population, but it should be very similar to that of the Hispanic population.

26. Regarding "Proposers must disclose whether they consulted with others in the preparation of this proposal. If others were consulted, they must identify those with whom they consulted and provide contact information", can you elaborate what is meant by consultants?

Response: Consultants are people or businesses that assisted the proposer with their proposal, paid or unpaid.

27. Is this a recompeted contract? If so, can you provide incumbent and final costs/price of the contract?

Response: Yes, this is a recompeted contract in which the solicitation is completely bid prior to the current contract expiring. Alter Agents is the current provider for these services. Also see response 11 and 12.

28. Questionnaire
- a) What is the average interview length for the current questionnaire in English and in Spanish?
- Response:** The length of interview in Spanish is nearly 26 minutes and approximately 22 minutes in English.
- b) Should the multi-racial questions and definition match the U.S. Census, the CA Dept. of Finance, or another source?
- Response:** Questions and definitions are not required to identically match a specific source, however as stated in the RFP, comparisons to third-party data, such as the Census and California Department of Finance, must still be made. However, the Lottery is interested in understanding the Proposer's recommended approach to ensuring that a multiracial segment is properly identified and represented in the Tracking Study sample.
29. Sampling
- a) Can respondents be resampled at any time during a year? If so, how long is the required time between interviews (e.g. 3 months, 6 months)?
- Response:** The Lottery does not have a minimum resampling requirement. As described in Section B.3.e.iv Quality Control of the RFP, the Proposer must recommend how frequently a respondent may take the survey to ensure quality and integrity of the survey.
30. Data File and Tabulations
- a) Will the SPSS data file variables need to match the previous provider for variable names and formats?
- Response:** Yes, the Lottery must be able to link past data with the new data where applicable for trending and consistency.
- b) How many analysis breaks/banners (e.g. age, gender, market, etc.) do you expect for data tabulations?
- Response:** There is no expected amount. The Lottery may require the Bidder to produce tabulations of the Tracking Study data, on an as-needed basis. In the two scenarios presented in Attachment 2, we ask tabulations of the survey's questions across a number of pre-defined Master Banner variables as well as on an ad-hoc basis with the number, type of variables, and the requested tables from the banner vary from request to request.
- c) Will any data charts or analysis be required at any time?
- Response:** Providing charts and or analyses are outside of the contractor's scope.