



Date: August 24, 2026

RFP NO.: 25-001

Title: Cannabis Consumer Awareness Survey

Type of Contract: Consulting

California Department of Cannabis Control

ADDENDUM 3 RFP No.: 25-001

The following pages address questions submitted by potential proposers. Please note that overlapping questions or questions of a similar nature were consolidated.



Request For Proposal (RFP) 25-001

Cannabis Consumer Awareness Survey

Questions and Answers Set #1

Question #	Questions	Answers
1	Are there any DVBE suppliers that have identified themselves as potential subcontractors for this solicitation – and if so, could you please share their information?	No DVBE suppliers have been identified as potential subcontractors.
2	Does DCC have an estimated budget range, a not-to-exceed amount, or a prior-study (2023) contract value it can share? Given that award is based on the lowest total cost, this would help proposers right-size methodology and level of effort to the Department's expectations.	\$290,000 per year, \$580,000 total for the duration of this contract.
3	What minimum sample sizes — overall, and per jurisdiction and per consumer segment — does DCC expect, and is there a target statistical confidence or margin of error for jurisdiction-level or segment-level estimates? This is the primary driver of both rigor and cost across the 2026 and 2027 waves.	The RFP does not prescribe a minimum overall sample size, minimum jurisdiction-level sample sizes, minimum segment-level sample sizes, or required confidence levels or margins of error. As described in the Scope of Work, the Contractor must design a methodology that produces a representative statewide sample of California adult-use cannabis consumers, and must include at least five jurisdictions permitting retail cannabis sales and five jurisdictions prohibiting retail cannabis sales, reflecting a mix of urban, suburban, and rural populations. Proposers are responsible for recommending sample sizes that align with their proposed methodology and support the required representativeness and year-over-year comparability described in the RFP. Recommended sample sizes should be achievable within the available project budget of \$290,000 per year (\$580,000 total).



4	Will DCC provide the 2023 survey instrument, methodology, achieved sample sizes, and segment definitions (referenced as Attachment I) to all prospective proposers in advance of the July 22 deadline? Access would allow us to make defensible question-retention recommendations and to demonstrate year-over-year comparability, both of which are scored in the Work Plan evaluation.	DCC will provide Attachment I: 2023 Survey Questions to all prospective proposers. Attachment I includes the full set of survey questions administered in 2023. DCC does not possess or provide additional materials from the 2023 study, such as the survey instrument, programming files, sample design, weighting procedures, audience segment definitions, or other methodological documentation. Proposers should rely on Attachment I and the requirements described in the Scope of Work when determining whether any historical questions should be retained or refined to support the objectives of the study and year-over-year comparability.
5	For the statewide consumer survey administered in English and Spanish, does DCC require a probability-based or address-based sample, or are high-quality online opt-in panels (supplemented by phone where appropriate) acceptable, provided the design achieves a representative and weighted sample of California adult-use consumers across permissible and prohibited jurisdictions?	High-quality online opt-in panels are acceptable, provided the proposed methodology achieves a representative and appropriately weighted sample of California adult-use consumers across permissible and prohibited jurisdictions. Proposers should describe their sampling methodology and demonstrate how the proposed approach will support reliable and representative results.
6	What is the expected scope of work for the contractor? For example, survey design, outreach, data collection, analysis, reporting, presentation, or all of the above?	Please refer to the Scope of Work beginning on page 7 of the RFP. In general, the Contractor is expected to perform all activities necessary to complete the Consumer Audience Study and required deliverables, including survey design, recruitment and data collection, analysis, reporting, presentations, and other tasks described in the Scope of Work.



7	What is the estimated number of survey respondents or completed responses the Department is seeking?	The RFP does not establish a required minimum number of survey respondents or completed responses. Proposers should recommend a sample size that aligns with their proposed methodology and supports the requirements described in the Scope of Work.
8	Is the contractor expected to provide the survey audience/panel, or will the Department provide access to participants or distribution channels?	The contractor is responsible for providing and recruiting the survey audience/panel. DCC will not provide survey participants or distribution channels.
9	Is there a specific target audience for the survey, such as California cannabis consumers, non-consumers, medical patients, licensed business customers, or the general public?	Please refer to the Scope of Work, subsection C, beginning on page 8 of the RFP. The target audience for the Consumer Survey is California adult-use cannabis consumers age 21 and older. Additional audience requirements are described in the Scope of Work and Appendix A.
10	Are there required deliverables, such as a final report, raw data file, executive summary, dashboard, presentation, or recommendations?	Please refer to the Scope of Work and Deliverables sections of the RFP. Required deliverables include reports, presentations, survey results, consumer audience segmentation deliverables, and other materials identified in the Scope of Work. Proposers should review the RFP for complete deliverable requirements and submission expectations.



11	What is the expected project timeline, including any key milestones or final delivery date?	Please refer to the Scope of Work and Deliverables sections of the RFP for the complete project schedule, milestone requirements, and delivery timelines. The project includes milestones related to project planning, survey development, DCC review and approval, survey administration, data analysis, reporting, presentations, and final deliverables. DCC anticipates the Contractor will conduct one comprehensive Consumer Survey during 2027 to establish a baseline and a second survey during 2028 to support year-over-year comparison. The specific timing of these activities will be established in coordination with DCC following contract execution and in accordance with the project schedule outlined in the RFP.
12	In the Minimum Qualifications Section, the RFP asks bidders to provide relevant examples to demonstrate they meet the minimum criteria. Would DCC prefer that these project examples be outlined as an addendum to the technical proposal? Or should these examples be included as a separate document? (pg. 10, min qualifications)	Project examples demonstrating the minimum qualifications may be submitted as an addendum to the technical proposal. A separate document is not required.
13	Can DCC please clarify whether all proposal documents should be submitted as one PDF? Or would it accept each of the requirements as separate attachments? (pg. 32, req docs)	Both options are acceptable.



14	Could DCC please confirm that it is requesting samples of the final deliverable/report for similar types of work in the technical proposal? Is the bidder required to submit the entire report, or would a public link be sufficient? (pg. 15, proposal reqs)	DCC is only requiring the submission of two relevant work examples, as described in the Minimum Qualifications section of the RFP. The purpose of these examples is to demonstrate the bidder's experience performing similar work. Bidders are not required to submit complete final reports. Relevant excerpts, summaries, redacted samples may be provided as long as they sufficiently demonstrate the bidder's qualifications and experience. A public link will be considered insufficient.
15	If utilizing method A2 to certify DVBE participation, could DCC please clarify how the bidder should respond to point A? "Commit to using DVBE(s) to perform the participation goal percentage of the contract bid amount."? Would a signed statement outlining the prime contractors commitment to utilizing a DVBE be sufficient, in addition to the Bidder Declaration Form, and Confirmation Letter from the DVBE subcontractor? (pg. 29, method A2)	Please refer to the instructions in Method A2. Non-DVBE bidder of the RFP, specifically subsections B through D, which outline the required steps a proposer must complete to formally commit to using DVBE subcontractors..
16	Are the consumer audience segments expected to be newly developed by the contractor, or should the contractor build on segments DCC already uses for the RCC campaign or from prior research? (pg. 8, SOW)	The RFP requires the contractor to develop consumer audience segments based on the results of the 2026 Consumer Survey and the Consumer Audience Study Topics described in Appendix A. The solicitation does not require the contractor to use or build upon audience segments developed for the Real California Cannabis campaign or from prior research. Proposers should rely solely on the RFP when recommending their segmentation approach.



17	The Scope of Work (Section B.3) requires the contractor to administer the survey in a minimum of five jurisdictions permitting retail cannabis sales and five jurisdictions prohibiting it, reflecting a mix of urban, suburban, and rural populations. Section C.1 then requires the survey to "accurately capture a representative sample of California adult-use consumers" statewide. Should the sample be representative of California adult-use consumers as a whole, (which will naturally include both jurisdictions that permit retail sales and that do not)? Or is data only to be collected within, and representative of, the 10+ named jurisdictions? Furthermore, should the survey be conducted among California adults 21+, or only California adults 21+ who consume cannabis? (pg. 7-8, SOW)	The survey population should consist of California adults age 21 and older who consume cannabis. The survey sample should be designed to be representative of California adult-use cannabis consumers statewide, while including a minimum of five jurisdictions that permit retail cannabis sales and five jurisdictions that prohibit retail cannabis sales. The selected jurisdictions should collectively reflect California's geographic, demographic, and urban/suburban/rural diversity. The intent is not to limit data collection exclusively to the identified jurisdictions, but rather to ensure meaningful representation of consumers residing in both permissible and prohibited jurisdictions as part of a broader statewide sample.
18	My company is not a Disabled Veteran Business. Can I still apply? a. If yes, how do I submit Attachment C, Disabled Veteran Business Enterprise Declarations?	Yes. Non-DVBE firms may apply. Attachment C (STD. 843 Disabled Veteran Business Enterprise Declarations F) must still be included with the proposal as required by the RFP. Because the form is only applicable to certified DVBEs and contains signature blocks exclusively for DV owners or managers, non-DVBE bidders should submit the form marked "Not Applicable- Bidder is not a DVBE." No signature is required for non-DVBE firms.
19	Will prospective consumer/participant contact information be provided for jurisdictions DCC wishes to have the survey done? a. If yes, what contact information will be provided to contractor	The contractor is responsible for providing and recruiting the survey audience/panel. DCC will not provide survey participants or distribution channels.



20	Does DCC anticipate reporting results by region, county, jurisdiction type, or other geographic categories?	As described in the RFP, DCC anticipates reporting results by jurisdiction type, which is a primary area of interest for this research. The RFP does not prescribe additional geographic reporting categories. Proposers should rely on the RFP when determining any geographic analyses included in their proposed methodology.
21	What level of precision is expected for reporting (e.g., margin of error and confidence level), particularly for subgroup or segment-level analysis?	The RFP does not establish a required margin of error or confidence level. Proposers should rely on the requirements described in the Scope of Work when determining the level of statistical precision appropriate for their proposed methodology.
22	May proposers rely on subcontractor past performance and project examples to satisfy minimum qualification requirements, or must all examples come from the prime contractor?	To meet the minimum qualification requirements described in the RFP, the prime contractor must demonstrate its own direct experience performing work similar in scope and complexity to this study. Subcontractor experience may supplement the proposal but cannot be used to satisfy the prime contractor's minimum qualifications. All subcontractors must be identified in the Bidder Declaration (Attachment D, GSPD-05-105)..
23	Are there specific questions or measures from the 2023 study that DCC views as essential to maintain for longitudinal comparison across 2026 and 2027?	DCC has not prescribed specific survey questions that must be retained from the 2023 Consumer Audience Study. Proposers should review Attachment I and recommend which historical questions, if any, should be retained, revised, or removed to support the objectives of the study and year-over-year comparability. The proposal should clearly describe how the recommended approach will support trend analysis and longitudinal measurement.
24	Are there any preferred or required survey administration methods or is methodology entirely at the contractor's discretion?	Survey administration methodology is at the contractor's discretion. Proposers should recommend the approach they believe is most appropriate to achieve the objectives of the project and the requirements outlined in the Scope of Work. The proposal should clearly describe the methodology and demonstrate how it will support a representative and reliable sample of California adult-use cannabis consumers.



25	Would DCC be receptive to proposals that include a qualitative research component?	The RFP does not require a qualitative research component. The Scope of Work and required deliverables are based on a statewide quantitative survey and analysis of survey results. Proposers should rely on the RFP when determining whether to include any additional research elements, provided they do not alter or expand the required Scope of Work.
26	Following completion of the project, will the selected contractor and any approved research partners be permitted to conduct independent analyses and publish findings based on the survey data, subject to DCC review, confidentiality requirements, and applicable data use agreements?	No. All survey data, materials, and deliverables produced under this contract become the property of the State of California upon submission, consistent with standard Department of General Services (DGS) contract terms and Exhibit D. Contractors, subcontractors, or research partners are not permitted to use State-owned data for independent analyses, publications, or any external dissemination unless the Department of Cannabis Control (DCC) provides explicit written authorization in advance. Any such authorization would require a clearly defined public purpose, adherence to all confidentiality and data protection requirements, and full compliance with applicable State laws including those prohibiting gifts of public funds. Absent explicit written approval from DCC, the contractor and any affiliated entities may not publish or otherwise use the survey data outside the scope of the contract.
27	Are Terms and Conditions Negotiable?	Terms and conditions are not negotiable.



28	Appendix B references the Cannabis Retail Sales Permissibility Map and accompanying permissibility spreadsheet. Can DCC confirm how frequently the permissibility data spreadsheet is reviewed and updated? Further, does DCC anticipate providing an updated permissibility dataset between the 2026 and 2027 survey waves?	The Cannabis Retail Sales Permissibility Map and accompanying dataset are updated as DCC receives and verifies information regarding changes to local jurisdiction retail cannabis sales permissibility. Updates do not occur on a fixed schedule. Recent updates were made on June 18, 2025, and March 18, 2026. DCC will provide the most current permissibility dataset available at the time of each survey wave. Should changes occur between the 2027 and 2028 survey waves, DCC anticipates providing an updated dataset to the selected contractor.
29	Consumer Audience Study Topic 5 references measuring both awareness and behavioral shifts over time. Beyond the awareness measures specifically identified in the RFP, are there particular consumer behaviors that DCC wishes to track longitudinally?	The RFP does not prescribe any behavioral measures beyond those already identified in the Consumer Audience Study Topics in Appendix A of the RFP. These required topics include awareness, purchasing behavior, consumer motivations, trust indicators, and responses to DCC's educational efforts. Proposers should rely on Appendix A and the Scope of Work when determining how their proposed methodology will address the required Consumer Audience Study Topics.
30	The RFP references readministering questions from the 2023 consumer study and establishing a baseline for comparison in 2027 to support longitudinal tracking. Does DCC expect key tracking questions to remain unchanged across survey waves (same wording and response options), or would revisions based on updated best practices be acceptable if comparability can still be maintained?	DCC expects the survey design to support meaningful year-over-year comparisons. Proposers should describe how their methodology, sampling approach, and analysis plan will support interpretation of observed changes over time and help distinguish meaningful changes from normal survey variability. Revisions to survey questions based on updated best practices may be acceptable, provided proposers clearly describe how comparability across survey waves will be maintained and any impacts to trend analysis are addressed.
31	Will cost realism or staffing adequacy be evaluated after technical qualification?	Please refer to the Evaluation Criteria section of the RFP. The RFP describes the evaluation stages, including minimum qualification review, technical evaluation, and separate cost evaluation.



32	Will DCC evaluate methodological rigor and scientific sophistication as part of the Pass/Fail assessment, or is the evaluation limited to determining whether the proposal adequately addresses each required element of the scope irrespective of methodological/evidence-based thoroughness?	Please refer to the Evaluation and Selection section of the RFP. Proposals will be evaluated on a pass/fail basis for minimum qualifications, followed by a cost evaluation as described in the RFP. No additional technical scoring criteria are applied beyond what is specified in the solicitation.
33	Given DCC's objective of establishing a baseline that can be compared across years, does DCC expect proposers to demonstrate that observed year-over-year differences can be distinguished from sampling variability and measurement error?	The RFP requires the survey design to support year-over-year comparability of results. Proposers should rely on the requirements in the Scope of Work when explaining how their proposed approach will allow DCC to compare results across survey years. The RFP does not prescribe specific statistical tests or analytical procedures.
34	Does DCC expect the resulting consumer audience segments to be stable and reproducible over time, and if so, are proposers expected to describe procedures for validating segment reliability across survey waves?	The RFP does not require proposers to include specific procedures for validating segment reliability. Audience segmentation should support meaningful year-over-year comparison consistent with the Scope of Work, and proposers may choose to describe how their segmentation approach will remain informative over time. Any discussion of segment evaluation or refinement is optional and left to proposer discretion.
35	Given the stated interest in consumer understanding of hemp-derived intoxicating products, does DCC anticipate requiring measurement of substitution behaviors between regulated cannabis products, intoxicating hemp products, and unregulated cannabis products?	The RFP does not establish any additional requirements beyond those identified in the Scope of Work and Deliverables. Proposers may include further methodological detail if they believe it strengthens their proposed approach; however, no specific procedures are required beyond what is stated in the solicitation. Proposers should ensure their submissions align with the RFP as written and are not obligated to provide material not expressly required by the solicitation.
36	As it is expected that DCC anticipates using the resulting data to support policy decisions, legislative briefings, future campaigns or public reporting, does experience in cannabis policy research and applied research implementation/evaluation factor into the evaluation Stage 1?	Stage 1 is evaluated on a pass/fail basis according to the criteria listed in the RFP. Proposers must demonstrate relevant experience aligned with the goals of the project as described in the Proposer Capability section of the evaluation rubric. No additional experience requirements beyond those stated in the RFP are applied in Stage 1.



37	Does DCC anticipate permitting experimental or quasi-experimental research designs to evaluate the effectiveness of educational campaigns, or should evaluation efforts be limited to observational and descriptive methodologies?	The RFP does not require a specific research design. Proposers should select the methodological approach they believe best meets the study objectives described in the RFP, provided it remains consistent with the Scope of Work and project requirements.
38	Is DCC interested in recommendations that combine survey results with ongoing market monitoring, consumer intelligence, or trend-tracking approaches to support future program evaluation and decision-making?	The RFP does not require supplemental market-monitoring, consumer-intelligence, or trend-tracking activities. Proposers should rely on the Scope of Work when determining the methodology and deliverables included in their proposals. Any additional recommendations are not part of the required deliverables and will not be considered in Stage 1 or Stage 2 evaluation.
39	Does DCC intend for survey estimates to be representative of California's cannabis consumer population as a whole, specific jurisdiction types (localities permitting or prohibiting retail sales), or both? If both, are there expectations regarding stratification or oversampling procedures?	The RFP requires the survey to be representative of California adult-use cannabis consumers statewide and to include responses from at least five jurisdictions permitting retail cannabis sales and five jurisdictions prohibiting retail cannabis sales, reflecting a mix of urban, suburban, and rural populations. Beyond these specified requirements, the RFP does not prescribe stratification or oversampling procedures. Proposers should rely on the RFP when determining their sampling approach.
40	Does DCC require the survey design to be cross-sectional in nature, or would proposers be permitted to incorporate longitudinal components, such as re-contact studies, panel-based approaches, or hybrid designs that support measurement of changes in awareness and behavior over time?	DCC does not require a specific survey design type. The RFP only requires that the contractor develop a survey design consistent with the sampling and jurisdictional requirements described in the Scope of Work. Proposers may use a cross-sectional design or another approach of their choosing, provided it aligns with the required elements in the RFP. The RFP does not require panel studies, re-contact methodologies, or longitudinal tracking components.



41	To support future campaign evaluation efforts, can DCC provide any existing key performance indicators (KPIs), campaign objectives, geographic targeting information, or other evaluation frameworks that have been used to assess the success of the RCC program?	The RFP does not require proposers to incorporate prior KPIs, evaluation frameworks, or campaign findings into their methodology.
42	Does DCC anticipate that human subjects review will be conducted through a State of California or DCC-affiliated Institutional Review Board (IRB), or would the use of an independent third-party IRB be acceptable for purposes of study review and approval?	The RFP does not require IRB review. Proposers are responsible for ensuring compliance with any laws or organizational policies that apply to their own survey practices. If a proposer's internal policies require IRB review, they may use an independent IRB at their discretion; however, IRB documentation is not required by the RFP and will not be part of the evaluation.
43	Will DCC consider methodologies that incorporate supplemental behavioral or observational data sources to validate and enrich survey findings, provided that survey-based results remain the primary deliverable?	The RFP does not require supplemental behavioral or observational data collection. Proposers may, at their discretion, include optional recommendations for future research approaches, but these recommendations are not part of the required deliverables and will not be evaluated in Stage 1 or Stage 2.
44	Can DCC provide additional information regarding the sample composition, recruitment methodology, weighting procedures, and overall study design employed for the 2023 Consumer Audience Study to support comparability across survey waves?	DCC will provide Attachment I: 2023 Survey questions to all prospective proposers. This attachment includes the full set of survey items administered in 2023. Proposers may rely on Attachment I and the Scope of Work to infer methodological expectations. Additionally, publicly available statewide cannabis data sources, such as the Cannabis Retail Sales Permissibility Map and accompanying permissibility dataset may be used to help contextualize sampling, jurisdiction selection, and geographic representation needs. DCC will not release internal or deliberative materials associated with the 2023 study.



45	Given the broad range of research objectives identified in the RFP, does DCC consider one objective to be of primary importance (campaign evaluation and improvement, consumer market surveillance, awareness measurement, or descriptive reporting), or should all objectives be treated as equally weighted within the study design?	The Scope of Work requires the Contractor to address all objectives identified in the RFP. The solicitation does not designate any objective as having higher priority than others, and proposers should ensure their methodology adequately covers each required objective as stated in the RFP.
46	If proposers intend to utilize third-party vendors with whom they maintain existing contractual relationships (i.e. for sampling), are such vendors required to be identified as subcontractors within the proposal, or are they exempt from subcontractor disclosure requirements?	Any third-party vendors who will provide services under the submitted proposal are not exempt from subcontractor disclosure requirements regardless of any pre-existing contractual relationships.
47	Given the increasing availability of intoxicating hemp-derived cannabinoid products, does DCC have an interest in understanding consumer awareness, purchasing patterns, and substitution behaviors related to these products? If so, should measurement of hemp-derived cannabinoid use be considered within the scope of the Consumer Audience Study?	The RFP specifies the required Consumer Audience Study Topics and does not mandate measurement of hemp-derived cannabinoid use or substitution behaviors. Proposers may recommend additional measures if they believe these will support the study objectives, but such recommendations must remain consistent with the Scope of work and the requirements outlined in the solicitation.
48	If a DVBE is also a small business or microbusiness, does that “count” toward both the 5% SB preference and the DVBE incentive? (pg. 30)	A certified DVBE that is also a certified Small Business or Microbusiness may qualify for the Small Business preference and may also be eligible for the DVBE incentive, as described in the RFP. These programs operate separately, and the DVBE incentive is not a discount applied to the bid price. Proposers should refer to the preference and incentive instructions in the solicitation for details on how each is applied.



49	Does DCC anticipate future survey waves or longitudinal tracking activities under this contract, or is this procurement limited to a single survey effort, and how would optional extension periods be utilized?	This procurement requires two survey waves, one in 2027 and one in 2028, as described in the Scope of Work. The optional extension period in the contract may be used, if needed, to support activities allowed under the original solicitation, such as conducting an additional wave or completing related work within the defined scope. The extension does not add new objectives or future program commitments beyond those identified in the RFP.
50	Are interim findings briefings expected during the project?	The RFP does not require separate interim findings briefings as a standalone deliverable. However, the Contractor is required to provide monthly progress reports and participate in monthly meetings with the DCC Contract Manager. The RFP does not require a standalone interim findings briefing as a separate deliverable. As described in the Progress Reports or Meetings section of the RFP, contractors must provide monthly progress reports and participate in monthly meetings with the DCC Contract Manager. These progress reports and meetings are the forum where interim findings are communicated under the existing RFP requirements.
51	In addition to Attachment I (2023 Survey Questions), will DCC provide the 2023 survey methodology, sample design, weighting approach, topline findings, or audience segmentation documentation to proposers?	The RFP identifies Attachment I: 2023 Survey Questions as the material available to proposers from the 2023 study. As stated in the RFP, proposers should rely on Attachment I and the Scope of Work to determine methodological expectations for the current solicitation. Internal or deliberative materials are not released. DCC does not possess additional documentation regarding sample design, weighting procedures, audience segmentation, or other study design details beyond the materials being provided. Proposers should review the available materials and recommend an approach that supports the objectives of the study and year-over-year comparability.



52	Does DCC require respondents to have purchased cannabis within a specific timeframe (e.g. past 30 days, past 12 months), or may proposers recommend appropriate screening criteria?	The RFP does not require respondents to have purchased cannabis within a specific timeframe. As described in the Scope of Work and Appendix A, the target population is California adult-use cannabis consumers age 21 and older. Proposers may recommend screening criteria as part of their proposed methodology, provided the resulting sample remains representative of adult use consumers and aligns with the objectives and requirements stated in the RFP.
53	Will DCC approve proposed permissible and non-permissible jurisdictions prior to survey administration, or should proposers assume responsibility for final jurisdiction selection?	As described in the Scope of Work, proposers must recommend at least five permissible jurisdictions and five non-permissible jurisdictions as part of their proposed survey design. DCC will review and approve the recommended jurisdictions as part of its acceptance of the survey design. In accordance with the RFP, DCC will make any required adjustments no later than 14 days prior to survey implementation.
54	Does DCC permit the use of respondent incentives, and if so, should those costs be included in the Cost Proposal Worksheet?	No. The RFP does not authorize payment of incentives to survey participants, and such costs may not be included in the Cost Proposal Worksheet.
55	For proposals that pass the technical evaluation stage, will DCC consider cost reasonableness in addition to selecting the lowest-cost responsive proposal?	Addendum 4 clarifies that this is a RFP of the <i>primary</i> method. After passing the technical evaluation, the lowest cost will determine the winning proposal.
56	In your previous survey, your primary objective was to drive existing cannabis consumers to purchase products solely from licensed cannabis retailers. Does this remain your primary objective with the 2026 and 2027 surveys, or has it changed?	The RFP describes the objectives for the 2027 and 2028 Consumer Surveys. As stated in the Purpose and Description of Services and the Consumer Audience Study Topics, the survey must measure consumer knowledge, attitudes, behaviors related to legal cannabis retail channels. The RFP does not identify any objective beyond those listed in the solicitation. Proposers should rely on the objectives described in the RFP when designing their methodology.



57	Could you describe the challenges that DCC has had informing the public through your educational campaigns?	The RFP does not provide additional detail regarding past challenges in DCC's public education efforts beyond the background information already included in the solicitation. Proposers should rely on the Background section, the Purpose and Description of Services, and the Consumer Audience Study Topics in the RFP to understand the context for the Consumer Survey's objectives.
58	Are the surveys intended to be administered to a panel of the same respondents across 2026 and 2027 (longitudinal cohort), or to independent cross-sectional samples each year?	The RFP does not require a specific survey design type. Proposers should rely on the Scope of Work when determining their approach. The solicitation requires the Contractor to administer a Consumer Survey in 2027 and again in 2028 and to ensure year-over-year comparability of results. The RFP does not mandate a longitudinal panel, re-contact design, or cross-sectional methodology; proposers may select the approach they believe best meets the requirements described in the RFP.
59	Are online, phone, and mixed-mode approaches equally acceptable, and does DCC have a preferred mode mix? • Should we be over-indexing on specific geographies or demographics? • Are there any hard-to-reach populations that would require a different approach to collecting the data?	The RFP does not prescribe a required survey mode. As described in the Scope of Work, proposers may recommend the methodology they believe best supports the survey's objectives. The RFP also does not identify preferred geographies, demographic oversamples, or hard-to-reach populations beyond the requirement to include consumers from at least five permissible jurisdictions and five non-permissible jurisdictions. Proposers should rely on the Scope of Work when determining their recommended sampling approach.



60	How will proposals be evaluated within Stage 1 across Executive Summary, Proposer Capability, Work Plan, Management Plan, and Project Personnel, and is cost the sole factor in Stage 2?	Stage 1 – Stage 1 evaluation will be conducted in accordance with the Evaluation and Selection section of the RFP. Each category (Executive Summary, Proposer Capability, Work Plan, Management Plan, and Project Personnel) will be evaluated on a Pass/Fail basis using the identified evaluation factors. Evaluation will be conducted by consensus of the Evaluation Committee. To advance to Stage 2, a proposal must receive a Pass in all Stage 1 evaluation categories. Stage 2 – Yes, cost is the sole factor here.
61	Is CA DCC interested in analyzing data by key subgroups not listed in the RFP (e.g., by race/ethnicity, rurality, age)? (pg. 7)	The RFP does not prescribe specific subgroup analyses beyond the required elements identified in the Consumer Audience Study Topics. Proposers should rely on the Scope of work and Appendix A when determining any additional subgroup analyses they recommend.
62	If a subcontractor is a certified small business or microbusiness, can the offeror claim the 5% preference? (pg. 25)	According to the State Contracting Manual (SCM) section 1205 , a 5% preference can still be claimed if a non-Small Business (non-SB) commits to subcontract at least 25% of its net bid price to California certified SB(s). See also Government Code, section 14838(b) .
63	The RFP states, “If the #1 ranked responsive, responsible bid is a California certified small business, the only bidders eligible for the incentive will be California certified small businesses.” Does this mean if an offeror was ranked second, not a certified SB, but had a DVBE partner, they would not be able to receive the 6-10 DVBE incentive points? (pg. 29-30)	See Addendum 4 correcting the DVBE incentive calculation.



64	Could you please clarify whether this is a correct interpretation of the DVBE Incentive? (pg. 41) • Assume only two firms are bidding. • Suppose Bidder A's total cost is \$200,000, and they are not a DVBE. • Bidder B's total cost is \$220,000, but \$20,000 of that total contract value is allocated for their DVBE partner (or a DVBE incentive of 10%). • Does that mean that Bidder B's total cost is \$200,000 (\$220,000 minus the \$20,000 to the DVBE) and they would receive 10 DVBE incentive points, so the net result would be that they have the lowest bid and the highest points/be awarded the contract?	See Addendum 4 correcting the DVBE incentive calculation.
65	Can the individual consumer segment analysis (Subsection F) be provided as part of the Consumer Audience Segments Report (specified in Subsection E) or should they be submitted to the DCC Contract Manager as separate files? (pg. 8-9)	The individual consumer segment analyses may be incorporated into the Consumer Audience Segments Report, provided all requirements of Subsections E and F are addressed. Separate files are not required.
66	Given the contract start date of the week of September 30, 2026, the 90-day timeframe for developing the survey, and 150-day timeline for distributing the Consumer Survey, administration of the first surveys would occur early in 2027, rather than in 2026. Is this an accurate interpretation of the timeline? a. Is this acceptable, or is the goal to have surveys in December, 2026?	Yes. Based on the anticipated contract start date and the timelines stated in the RFP, DCC understands that administration of the first Consumer Survey may occur in early 2027. This is acceptable, provided the contractor complies with the deliverable timelines and requirements outlined in the Scope of Work and Review Protocols.



67	The RFP states that “DCC’s campaign sub-contractor conducted a light consumer study in 2023” of roughly 1,475 participants. This RFP also states that “DCC now seeks to conduct a comprehensive Consumer Survey to establish a new, reliable baseline of consumer knowledge and behaviors.” Given that the light survey had 1,475 participants, what is the expected sample size for a comprehensive Consumer Survey?	The RFP does not prescribe a required minimum or target sample size. Proposers should recommend a sample size that aligns with their proposed methodology, survey design, and the available budget, consistent with the requirements described in the Scope of Work.
68	Under Review Protocol 1 – Standard deliverables on pg.13 it states that the contractor shall submit the deliverable 30 calendar days prior to the intended implementation or due date. However, steps 2, 3, and 4 add up to 40 days. Is step 4 supposed to be 9 calendar days instead of 19?	This is a correctly identified inconsistency in Review Protocol I. Step 4 should state nine (9) calendar days rather than nineteen (19) calendar days. This has been corrected in Addendum 4.
69	Under Cost Proposal on pg. 15, it states that the cost proposal “must be submitted for each contract year and any Options to Renew.” Given the anticipated start date for the contract is the week of September 30th, is it reasonable to conclude that Year 1 would be approximately 10/1/2026 – 9/30/2027 and year 2 would be 10/1/2027 – 9/30/2028? a. Please explain what is meant by “...and any options to Renew.”	Year 1: 12/15/26 – 6/30/27 Year 2: 07/01/27 – 6/30/2028 Year 3: 07/01/28 – 12/31/2028 a. Please refer to the language on page 10 of the RFP.
70	Will a single approval authority be assigned for deliverables, and how will requested revisions be managed during review cycles?	Deliverable acceptance will be determined by DCC through its established review and approval process. Review comments and requested revisions will be coordinated and communicated to the Contractor through the DCC Contract Manager or designated project lead during the applicable review cycle.
71	Will ownership of all deliverables transfer to the agency at project completion?	Yes, per the State’s terms and conditions, all deliverables and IP will be owned by the agency after completion.



72	Will DCC provide prior survey instruments in editable format, along with raw datasets, weighting methodologies, and cross-tabulations from previous Cannabis Consumer Awareness Surveys?	The RFP includes Attachment I: 2023 Survey Questions, which is provided in a non-editable format. DCC does not possess additional documentation or files regarding raw datasets, weighting methodologies, cross-tabulations, or other supporting materials beyond what was included in the solicitation.
73	Will DCC provide access to prior campaign performance data, media placement or reach data, website analytics, retailer search-tool usage data, and audience engagement metrics to support analysis and benchmarking?	The RFP includes the attachments available for proposer reference. DCC will not be providing additional campaign performance data, analytics, or related materials beyond those included in the solicitation. Proposers should rely on the RFP and its attachments when developing their methodology.
74	Does DCC expect survey findings to be benchmarked against outcomes from previous Real CA Cannabis campaign evaluations, and are there established campaign KPIs that reporting should align to?	The RFP does not require benchmarking survey findings against prior Real California Cannabis campaign evaluations. The solicitation identifies the Consumer Audience Study Topics and required deliverables, and proposers should rely on those sections when determining their analytical approach. The RFP does not prescribe campaign KPIs beyond what is stated in the Scope of Work and Appendix A.
75	Does DCC have target minimum completed sample sizes for key demographic, geographic, or behavioral segments per survey cycle, or should respondents propose statistically appropriate allocations?	DCC has not established a required minimum number of completed responses. Proposers should recommend a sample size that can be achieved within the estimated budget range and support a representative, weighted sample of California adult-use consumers across permissible and prohibited jurisdictions.
76	Are statistically projectable statewide estimates, regional estimates, or both required, and does DCC require reliable sub-state estimates at the county level?	DCC's primary objective is to obtain statistically reliable estimates representative of California adult-use cannabis consumers statewide. The survey design should support meaningful analysis and comparison between jurisdictions that permit retail cannabis sales and jurisdictions that prohibit retail cannabis sales. DCC does not require statistically projectable estimates at the county level. Proposers may recommend additional geographic analyses where supported by their methodology and sample design.



77	Are oversamples or minimum respondent quotas required for any priority populations, such as Spanish-speaking consumers, young adults, or cannabis-curious consumers?	The RFP does not require oversamples or minimum respondent quotas for any demographic or behavioral subgroups. Proposers should rely on the Scope of Work and Appendix A when determining their sampling approach.
78	What eligibility criteria define a qualified cannabis consumer respondent, and should hemp-derived intoxicating product consumers be included?	The RFP defines adult-use cannabis consumers as individuals 21 years of age or older who purchase cannabis from licensed retailers, unlicensed sources, or both. The RFP does not specify eligibility criteria for hemp-derived intoxicating product consumers. Proposers should rely on the definitions and requirements in the RFP when determining respondent eligibility.
79	Is there a preferred confidence level and margin of error for survey results?	The RFP does not specify a preferred confidence level or margin of error. Proposers should rely on the Scope of Work when determining the methodological standards appropriate for their proposed survey design.
80	Are there mandatory survey questions beyond those identified in the solicitation, and which historical measures must remain consistent for trend analysis?	The RFP does not identify any mandatory survey questions. Attachment I: 2023 Survey Questions is provided for reference only, and proposers may recommend retaining, revising, or replacing those items. The RFP does not specify historical measures that must remain consistent for trend analysis. Proposers should rely on the Scope of Work and Appendix A when determining their recommended approach.
81	Is pilot testing or cognitive testing of the survey instrument expected?	The RFP does not mandate pilot testing or cognitive testing of the survey instrument. Proposers may determine whether to include such testing as part of their proposed methodology, provided all required tasks and timelines in the Scope of Work are met.
82	Does DCC require survey administration in languages other than English and Spanish?	No. DCC only requires survey administration in English and Spanish as specified in the Scope of Work. Additional languages are not required.



83	Beyond awareness measurement, does DCC expect the survey to identify behavioral drivers influencing consumers' decisions to purchase from licensed versus unlicensed versus unlicensed cannabis sources, including barriers such as price, convenience, product availability, proximity, trust, or awareness?	The RFP does not prescribe a specific list of behavioral drivers or barriers that must be measured. As described in Appendix A: Consumer Audience Study Topics, the survey must address consumer motivations, attitudes, and behaviors related to legal cannabis retail awareness and purchasing. Proposers should rely on the RFP when determining how to incorporate any behavioral drivers or related factors into their proposed methodology.
84	Does DCC expect respondents to measure behavior change attributable to the Real CA Cannabis Campaign, and is there a preferred attribution or impact-measurement framework or established campaign performance outcomes of greatest interest?	Yes. As described in Appendix A: Consumer Audience Study Topics, the survey must measure and evaluate the effectiveness of DCC's marketing and consumer education initiatives, including but not limited to the Real California Cannabis campaign. The RFP does not prescribe a specific attribution or impact-measurement framework. Proposers should rely on the RFP when determining their recommended approach.
85	Does DCC expect analysis of consumer perceptions of legal cannabis relative to alternative information sources such as peer recommendations, delivery platforms, dispensary websites, or third-party cannabis applications?	The RFP requires the survey to address the Consumer Audience Study Topics identified in Appendix A, including understanding where consumers obtain cannabis-related information and how those information sources influence awareness, perceptions, and purchasing behavior. The RFP does not mandate analysis of any specific information sources beyond those described in Appendix A. Proposers should rely on the RFP when determining how to incorporate information-source perceptions into their proposed methodology, provided the approach supports the required Consumer Audience Study Topics.



86	Does DCC expect respondents to evaluate awareness and perceptions of the Department of Cannabis Control separately from awareness and perceptions of the Real CA Cannabis campaign and its resources?	The RFP requires the survey to address the Consumer Audience Study Topics identified in Appendix A, including measuring consumer awareness, perceptions, and attitudes related to cannabis retail legality and DCC's educational efforts. The RFP does not prescribe separate evaluation requirements for awareness of DCC versus awareness of the Real California Cannabis campaign. Proposers should rely on the RFP and Appendix A when determining how to incorporate awareness and perception measures into their proposed methodology, provided their approach supports the required Consumer Audience Study Topics.
87	Is there a desired number of audience segments to be developed, and should segments remain consistent across survey years or evolve based on findings?	The RFP does not prescribe a specific number of audience segments. As described in the Scope of Work and Appendix A, the Contractor must develop consumer audience segments based on the results of the 2026 Consumer Survey. The RFP also does not require segments to remain fixed across survey years. Proposers should rely on the RFP when determining their segmentation approach, provided it supports the required Consumer Audience Study Topics and allows DCC to compare results between survey years.
88	Will DCC provide existing audience personas, segmentation frameworks, or target audience definitions developed through prior campaign efforts for reference?	The RFP includes the attachments available to proposers for reference. As described in the RFP, proposers should rely on the Scope of Work and Appendix A when developing consumer audience segments. DCC will not provide any additional campaign materials, personas, segmentation frameworks, or audience definitions beyond the attachments included in the solicitation.



89	Which survey findings will have the greatest influence on future program decisions, campaign investments, or policy development?	The RFP does not identify any specific survey findings as having greater importance than others. As described in the Scope of Work and Appendix A, the survey must address all required Consumer Audience Study Topics, and the resulting information will be used by DCC to understand adult-use cannabis consumers and support its education and outreach objectives. Proposers should rely on the RFP when determining how their methodology will address the required topics.
90	Will survey findings be used to inform future media-buying, audience-targeting, or public education strategies, and should respondents include audience segmentation recommendations as part of the final deliverables?	The RFP requires the Contractor to develop consumer audience segments based on the results of the 2026 Consumer Survey, as described in the Scope of Work and Appendix A. The RFP does not require proposers to provide additional recommendations related to media-buying, audience-targeting, or other public education strategies. Proposers should rely on the RFP when determining the deliverables included in their submission.
91	Will DCC require delivery of respondent-level anonymized datasets, and what format is preferred for raw data delivery?	As stated in the RFP, all data produced under the Agreement becomes the property of the State and must be delivered to DCC upon request. The RFP does not prescribe a specific file format for raw or respondent-level data. Proposers should rely on the RFP when determining appropriate formats for data delivery.
92	Will DCC require weighting documentation, codebooks, and analytical files as contract deliverables, and are cross-tabulations expected as a formal deliverable?	The RFP requires the Contractor to provide deliverables that support DCC's understanding and use of the survey data, as described in the Scope of Work. The RFP does not prescribe specific documentation types or formats. Proposers should rely on the RFP when determining how their proposed methodology and deliverables will meet the requirements outlined in the solicitation.



93	What demographic and geographic breakouts should be reported as standard in deliverables?	The RFP does not prescribe specific demographic or geographic breakouts beyond those identified in the Scope of Work and Appendix A. Proposers should rely on the RFP when determining any additional subgroup analyses, ensuring that their proposed methodology and sample design address the required Consumer Audience Study Topics.
94	Does DCC expect respondents to propose interactive dashboards or other data visualization tools in addition to traditional reporting deliverables?	DCC does not require interactive dashboards or data visualization platforms as part of the Scope of Work. Proposers may recommend additional tools or visualization approaches if they believe they would provide value and can be delivered within the proposed budget and project scope. However, the required deliverables are those identified in the RFP.
95	Are there data retention or cybersecurity requirements beyond applicable state privacy laws, and must all data be stored within the United States?	The RFP does not establish additional cybersecurity, data retention, cloud hosting, or data residency requirements beyond applicable State of California laws and the requirements of the resulting contract. Proposers should rely on the RFP and applicable state requirements when determining their approach to data management.
96	Are there restrictions on cloud-based survey administration platforms?	The RFP does not establish additional cybersecurity, data retention, cloud hosting, or data residency requirements beyond applicable State of California laws and the requirements of the resulting contract. Proposers should rely on the RFP and applicable state requirements when determining whether to use cloud-based survey administration platforms.