

**WORK ORDER 12 – ARPA – Communication & Marketing Campaign (Phase
2)**

CalSAWS BenefitsCal
(Portal/Mobile) Work Order

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1.0 Work Order Submission & Approval Form

Work Order Number	12	
Work Order Title	ARPA – Communication & Marketing Campaign (Phase 2)	
Submitted Date	03/14/23	
Originator	California Department of Social Services (CDSS) Request	
Priority	<p>Select the estimated priority level of the requested Work Order:</p> <p><input type="checkbox"/> Critical – is necessary to avoid potential project stoppage.</p> <p><input checked="" type="checkbox"/> High – is necessary to avoid potential significant impact to the goals and objectives of the project.</p> <p><input type="checkbox"/> Medium – is necessary to avoid potential impact to the operational efficiency of project execution.</p> <p><input type="checkbox"/> Low – needs to be addressed, but the estimated impact to the project is minimal.</p>	
Detailed Description	<p>This work order includes enhancements that are required to complete the cutover and transition to BenefitsCal for a variety of stakeholder groups to have provide additional access permissions and controls to perform a variety of functions in BenefitsCal:</p> <ul style="list-style-type: none"> • Communication, marketing campaign for BenefitsCal (Phase 2) <p>As approaching towards 58 counties through the CalWIN Waves, the phase 2 of the campaign aims significantly advancing the customer engagement, give more information to customers regarding their interaction with BenefitsCal. The effort will be targeted to create an outreach with the goal of customer acquisition, customer retention, improving BenefitsCal adoption and creating awareness about BenefitsCal.</p> <p>This feature was not a part of the original project scope and contract and were identified as part of the inclusive User Centered Design and Production Monitoring processes.</p>	
Review Date		
Type of Work Order	<input checked="" type="checkbox"/> Fixed Fee	<input type="checkbox"/> Time & Material

2.0 Work Order Impact Analysis –ARPA – Communications and Marketing Campaign (Phase 2)

Describe the changes required to support this Work Order by resource type and provide a brief description of work to be completed.

Design Impact	<ul style="list-style-type: none"> Identify marketing campaigns Design marketing messages to align with the goal of the campaigns
Development	<ul style="list-style-type: none"> Work with AWS Pinpoint services to schedule the campaigns identified for outreach Create amplitude events to track success of the campaigns
Testing	<ul style="list-style-type: none"> Create amplitude events to track success of the campaigns
Performance Testing	None
Training	None
Communications	<p>Additional communications and marketing are needed to increase the number of Customers and CBOs who use the BenefitsCal system, for self-service features to support their benefits journey.</p> <p>Additional marketing and outreach are needed to reach all customers, to share information about and benefits available by using the BenefitsCal system, to increase the adoption of BenefitsCal.</p> <p>Emails and SMS channels will be required to support marketing campaigns and outreach efforts to distribute communications and increase the number of Customers and CBOs who use the BenefitsCal system. AWS Pinpoint services will be utilized to distribute communications for the campaigns.</p>
Security	<ul style="list-style-type: none"> Validate compliance to Consortium security standards
Software/Licenses	None
Deliverables (New and Updated)	<ul style="list-style-type: none"> DEL 02 Workplan
Schedule	<ul style="list-style-type: none"> Incremental production release proposed for mid-September 2023, alignment to monthly release calendar is in process.
Other	<ul style="list-style-type: none"> Communications Plan Work Product will be provided for Consortium's review

	<ul style="list-style-type: none"> Draft Communications and marketing campaign materials Work Product will be provided for Consortium's review
Assumptions	<ul style="list-style-type: none"> CalSAWS support will be required to provide customer emails and texts depending on the selected campaigns. Estimate for that support provided separately by CalSAWS. Stakeholders will be available to attend all requirements and work product review sessions. The estimate is based on the high-level information received. The actual effort hours may change based on requirement verification session. There will not be any change to the infrastructure AWS Pinpoint SMS and Emails will be distributed by the CalSAWS application. AWS Pinpoint costs may be incurred for the campaigns (up to \$28,000) would be covered by the ARPA funding outside of this work order

2.1 Work Order Hours / Fees

Estimated hours required to support this Work Order by resource type and provide a brief description of work to be completed, if applicable summarized below:

Type	Description	Rate	Hours	Amount
Design	User Centered Design Analyst	\$148.23	2188	\$324,327.24
Development	Senior Programmer Analyst	\$144.24	2395	\$345,454.80
Development	Junior Programmer Analyst	\$109.80	800	\$87,840.00
Design	UX Analyst	\$164.70	2127	\$350,316.90
Project Mgmt.	Project Manager	\$126.27	876	\$110,612.52
Security	Security Engineer	\$142.74	40	\$5,709.60
DevOps	Cloud Engineer	\$131.76	180	\$23,716.80
Test	Senior Tester	\$82.35	900	\$74,115.00
Test	Test/QA Lead	\$109.80	900	\$98,820.00

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Type	Description	Rate	Hours	Amount
Training	Trainer	\$120.78	9	\$1,087.02
Translation	Language Translations for Communication and Marketing campaign materials to all threshold languages	N/A	N/A	\$50,000.00
Total				\$1,472,000

2.2 Payment Schedule (If Applicable)

This Work Order is fully funded by the unallocated funds for additional Services provided under the Agreement added in Amendment No. One in the amount of Five Million Dollars (\$5,000,000).

Payment Point	Description	Milestone Date	WAC Date	Invoice Submission Date	Cost
Communications Related SDLC Activities	Creation of a Communications Plan Work Product	05/26/23	06/02/23	06/09/23	\$368,000
Communications Related SDLC Activities	Creation of a draft communications and marketing campaign materials Work Product	07/14/23	08/04/23	08/10/23	\$368,000
Communications Related SDLC Activities	Review and approval of communications and marketing campaign materials	08/11/23	08/18/23	08/25/23	\$368,000
Communications Related SDLC Activities	Perform translations in threshold languages (not to exceed amount)	08/25/23	08/29/23	09/01/22	\$50,000
Deployment	Deployment of language translations for communications and marketing campaign	09/01/23	09/06/23	09/08/23	\$194,400
Deployment	Deployment of communication and marketing campaign materials by ARPA Release.	09/01/23	09/06/23	09/08/23	\$98,600

Invoice submissions require WAC and approval from consortium. The milestone date, the WAC date and the invoice submission date will need project manager agreement.

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Enter any deliverable(s) which will be created to support this Work Order. Deliverables listed below will be provided to support this Work Order and upon approval of the Work Order are considered to be part of **Section 5.2 – Portal/Mobile App Deliverables and Services**.

#	Deliverable Title	Description	Deliverable Submission Date
1	DEL 02 Workplan	Updates to the workplan to include work required to implement this work order.	06/10/21

2.3 Consortium Responsibilities

If applicable, specify work(s) which will be supported by the Consortium for this Work Order.

Work	Work Description
	<ul style="list-style-type: none">Review and approve deliverable updates, communication plan and draft materials

3.0 Work Order Execution

IN WITNESS WHEREOF, the Consortium has caused this Work Order to be subscribed on behalf of the Consortium and Contractor has caused this Work Order to be subscribed on its behalf by its duly authorized officer, as indicated below.

DELOITTE CONSULTING LLP

Dated: _____

By: _____

Name: _____

Title: _____

CALSAWS CONSORTIUM

Dated: _____

By: _____
Michael Sylvester, Consortium Chair

By: _____
Kronick Moskowitz Tiedemann & Girard,
Consortium Legal Counsel

By: _____
John Boule, Consortium Executive
Director