

The State Bar of California

**Auto & Homeowner's Insurance Program  
Request for Proposal: Questions & Responses**

**September 8, 2015**

- 1. Is the State Bar required to allow its members the opportunity to opt out of third party mailings for benefits of this type? If so, are the number of members listed in the RFP the actual number we will be able to mail to?**

*The State Bar allows members to opt out of third party mailings. The number of members who have not opted out of third party mailings is approximately 141,000.*

- 2. There are references to potentially expanding the list to "members of law and other firms managed by State Bar members (Schedule D 23). Is that number included in the list that is referenced?**

*The number of members who have not opted out, indicated above, includes only members of the State Bar of California. We have no information on non-attorney employees for firms managed by State Bar members.*

- 3. Is the member list of 253,000 referenced in the RFP current dues paying members only or is there also a retired members component? Is there a Student members section? If so could you expand on that number?**

*The member list includes dues paying active and inactive members of the State Bar. Only active members may practice law in California. We do not separately track "retired" members. There are law student members of the State Bar Sections but they are not eligible to receive mailings from third parties as they are not admitted members of the State Bar.*

- 4. Can you provide home mailing addresses or office addresses or both for your members?**

*Each member provides an address of record. This address may be a home address or an office address. The State Bar does not require both addresses. One address is listed on the member list and provided to the third party for marketing purposes.*

- 5. How active is State Bar of California in using electronic media as a marketing tool and working with partners to utilize the same? Please be specific and provide the number of emails that we could offer our discounted benefit to, as well as Facebook and other digital information.**

*CalBar Connect which provides access to the State Bar's insurance and other affinity programs. CalBar Connect has a website. Email marketing is prohibited.*

**6. Please enumerate any larger events that our dedicated Agency force can attend to provide time and presence? This can add to the number of policies open and long term revenue potential.**

*In person presence at State Bar events is coordinated through CalBar Connect. In person events include The State Bar Annual Meeting, The State Bar Solo & Small Firm Summit, and the State Bar Section Multi-day programming (multiple opportunities among the 16 Sections of the State Bar).*

**7. Can you provide us a simple member count of marketable names for each State they reside in, including California?**

*Attached below is a report of members residing out of state in descending order. Note that while some members have opted out and we can't provide a mailing address, they are in some sense still "marketable" to the extent they choose, for example, to visit the State Bar website, read the monthly newsletter or visit CalBar Connect.*

State	Total	Available
CA	194689	118728
NY	3625	1692
NV	2487	1503
DC	3438	1392
TX	2887	1382
WA	2806	1356
AZ	2184	1251
FL	1894	947
OR	1876	918
VA	2110	915
CO	1839	859
IL	1506	780
MD	1221	587
UT	939	523
HI	968	493
MA	1070	491
PA	799	435
NJ	771	420
NC	744	374
OH	608	369
GA	738	358
MI	615	333
MN	576	300
ID	441	260
CT	550	252
MO	440	231
NM	438	218
TN	381	185

WI	345	184
IN	280	157
AK	284	156
MT	253	141
SC	222	123
IA	172	104
LA	199	102
OK	187	93
KS	157	87
NE	135	80
AL	144	74
KY	149	74
AR	137	72
ME	122	67
NH	131	66
WY	96	55
RI	91	52
VT	96	46
MS	54	36
DE	69	34
SD	54	29
WV	59	29
ND	30	20
Total	236106	139433