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State of California—Health and Human Services Agency
 California Department of Public Health



EDMUND G. BROWN JR.
 Governor

DATE: July 27, 2016

TO: ALL INTERESTED PARTIES

SUBJECT: **ADDENDUM 1 – INVITATION FOR BID (IFB) 16-10277
 NUTRITION EDUCATION OBESITY PREVENTION BRANCH (NEOPB)
 MEDIA BUY**

The California Department of Public Health is soliciting for services under the authority of California Public Contract Code, Section 10344, subdivisions (a) and (b). You are invited to review and respond to the IFB 14-16-10277, Addendum 1.

This addendum will make deletions, changes, and additions to various requirements of the IFB. Additions are indicated by bold underline text. Deletions are indicated by strikeout text. These changes are listed as follows:

- I. See attached Questions and Responses incorporated in caleprocure website.
- II. IFB 16-10277, IFB Package, Page 1, Section A, has been amended to read

“The Department of Public Health (CDPH), NEOPB, is soliciting bids from **firms (including vendors/subcontractors) licensed to do business in California...**”

- III. IFB 16-10277, IFB Package, Page 1, Section B

Bid Opening	August 12, 2016 at 2:00 p.m. 9:00 a.m.
Notice of Intent to Award	August 12, 2016 at 9:00 a.m. 2:00 p.m.

- IV. IFB 16-10277, IFB Package, Pages 5 and 6 has renumbered attachments as follows:

<p><u>32</u> - Required Attachment Checklist</p>	<p>Check each item with "Yes" or "N/A," as applicable, and sign the form. If necessary, explain the choices on a separate sheet of paper.</p> <p>If a bidder marks "Yes" or "N/A" and attaches an explanation to the checklist to clarify their choice, CDPH considers this a "qualified response." Any "qualified response," determined by CDPH to be unsatisfactory or insufficient to meet a requirement, may cause a bid to be deemed non-responsive.</p>
<p><u>43</u> - Business Information Sheet</p>	<p>Completion of the form is self-explanatory and mandatory.</p>
<p><u>54</u> - Bidder References</p>	<p>Identify three (3) most recent clients serviced within the past three (3) years that can confirm their satisfaction with the bidder's services. If possible, identify clients whose needs were similar in scope and nature to the services sought in this IFB. List the most recent clients first. Bidder references must also be provided for any subcontractors that will be used under this contract.</p>
<p><u>65</u> – Bidder Declaration</p>	<p>Complete and return this form.</p>
<p><u>76</u> – CCC-307 Contractor Certification Clauses</p>	<p>Complete and sign this form indicating a willingness and ability to comply with the Contractor Certification Clauses (CCC) appearing in this attachment.</p>
<p><u>87</u> – Std. 204, Payee Data Record</p>	<p>Complete and return this form.</p>
<p><u>98</u> – Darfur Contracting Act</p>	<p>Complete and return this form. Select the option that applies to your company and follow instructions on the form.</p>
<p><u>409</u> – IRAN Contracting Certification</p>	<p>Complete and return this form</p>

<p>4410 - Non-Small Business Subcontractor Preference Instructions</p> <p>4410a - Non-Small Business Subcontractor Preference Request and</p> <p>4410b - Small Business Subcontractor/Supplier Acknowledgment</p>	<p>Submission of these forms is optional. Read and carefully follow the completion instructions in Attachments 10, 10a, and 10b. Complete and return Attachments 10a and 10b <u>only</u> if the bidding firm is not a certified small business but is requesting a subcontractor bidding preference by committing to use one or more certified small business subcontractors for an amount equal to at least 25% of the total bid price.</p>
<p>42 11 - Business License</p>	<p>All businesses <u>must</u> submit a copy of a current business license issued by the governmental jurisdiction in which the business is located.</p> <p>Submit an explanation if this documentation cannot be supplied or there is reason to believe no license is required.</p>
<p>43 12 - Proof of Corporation status (Corporations Only)</p>	<p>Corporations must either submit a copy of the bidding firm's most current Certificate of Status issued by the State of California, Office of the Secretary of State <u>or</u> submit a downloaded copy of the bidding firm's on-line status information from the California Business Portal website of California's Office of the Secretary of State.</p>
<p>44 13 - Proof of Nonprofit Status (Nonprofit Organizations Only)</p>	<p>Nonprofit Organizations must submit a copy of a current IRS determination letter indication nonprofit or 501 (3) (c) tax exempt status.</p>
<p>45 14 - Proof of financial stability</p>	<p>Include the following financial statements for the last year or latest twelve-month period.</p> <ul style="list-style-type: none"> a) Annual income statement, and b) Quarterly or annual balance sheets <p>The Bidder may submit copies of financial statements prepared by its internal Accounting Officer/Accounting Department or an auditing firm.</p>

- V. IFB 16-10277, IFB Package, Page 14, Section L, has been amended to read
- “CDPH will apply preference and/or incentive adjustments to eligible bidders according to state regulations following verification of eligibility with DGS, Office of Small Business and DVBE Services (OSDS). **To be eligible for small business preference/incentive(s), the small/micro business must be certified in California with DGS, Office of Small Business and DVBE Services (OSDS).**”
- VI. IFB 16-10277, Attachment 2 Required Attachment/Certification Checklist “Attachment 1A – 1L **and** 2A – 2L. Budget Detail Worksheets”
- VII. IFB 16-10277, Attachment 5 Bidder Declaration Form has been included in its entirety
- VIII. IFB 16-10277, Attachment 1C Budget Detail Worksheet, Media Buy #1, Spanish-language TV, Column B has been revised to read Total W18- ~~5449~~ TRPs
- IX. IFB 16-10277, Attachment 1E Budget Detail Worksheet, Multicultural Radio has been revised to read “Multicultural Radio (**Metro**) Buy, Column D has been revised to read “~~TV~~ Daypart”
- X. IFB 16-10277, Attachment 1F Budget Detail Worksheet, Spanish-Language Radio has been revised to read “Spanish-language Radio (**Metro**) Buy, Column A has been revised to add **San Francisco**, Column D has been revised to read “~~TV~~ Daypart”, and Column F has been revised to read Total W18-~~5449~~ TRPs, has also been revised to add **3000** TRPs for San Francisco.
- XI. IFB 16-10277, Attachment 1H Budget Detail Worksheet (Spanish –language tab) has been revised to Attachment 1I, Spanish-Language Outdoor has been revised to read “Summary of Proposed **Spanish-language** Outdoor Buy”
- XII. 16-10277, Attachment 2C Budget Detail Worksheet, Media Buy #2, Spanish-language TV, Column B has been revised to read Total W18-~~5449~~ TRPs
- XIII. IFB 16-10277, Attachment 2E Budget Detail Worksheet, Multicultural Radio has been revised to read “Multicultural Radio (**Metro**) Buy, Column D has been revised to read “~~TV~~ Daypart”
- XIV. IFB 16-10277, Attachment 2F Budget Detail Worksheet, Spanish-Language Radio has been revised to read “Spanish-language Radio (**Metro**) Buy, Column A has been revised to add **San Francisco**, Column D has been revised to read “~~TV~~ Daypart”, and Column F has been revised to read Total W18-~~5449~~ TRPs, has also been revised to add **1500** TRPs for San Francisco.

- XV. IFB 16-10277, Sample Contract Forms/Exhibits, Exhibit A Scope of Work, Page 5, has been revised to read “Outdoor: **Poster (30-sheet), Junior Poster (8-sheet) and Transit: King, Queen and Interior Cards** ads.”
- XVI. IFB 16-10277, Sample Contract Forms/Exhibits, Exhibit A Scope of Work, Page 5, E. Stewardship, 1, has been revised to read, “Contractor will steward all media buys ~~on a weekly basis~~ to ensure purchased schedules are placed as ordered, and as needed, to reach required TRPs/impressions.”
- XVII. IFB 16-10277, Sample Contract Forms/Exhibits, Exhibit B Budget Detail and Payment Provisions, 4. Amounts Payable, C has been revised to read.
“Contractor will be reimbursed for services satisfactorily performed based on the Exhibit B, Budget Detailed Worksheets Attachments 1A – 1L, **and** 2A – 2L, ~~and 3A – 3L.~~”