



MARK B HORTON, MD, MSPH
Director

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



ARNOLD SCHWARZENEGGER
Governor

July 1, 2008

TO: NOTICE TO PROSPECTIVE PROPOSERS

SUBJECT: REQUEST FOR PROPOSAL (RFP) NUMBER (No.) 08-85023

Prospective proposers are invited to review and respond to the enclosed RFP No. 08-85023 entitled, "Fiscal, Development and Personnel Services to Support the *Network for a Healthy California* Social Marketing Campaigns." When preparing and submitting a proposal, compliance with the instructions found herein is imperative.

<http://www.cscr.dgs.ca.gov/cscr/>

All agreements entered into with the State of California will include, by reference, General Terms and Conditions (GTC) and Contractor Certification Clauses (CCC) that may be viewed and downloaded at this Internet site:

<http://www.ols.dgs.ca.gov/Standard+Language/default.htm>.

If any prospective proposer lacks Internet access, a hard copy can be obtained by contacting the person signing this notice.

If a discrepancy occurs between the information in the advertisement appearing in the California State Contracts Register and the information herein, the information in this notice and in the enclosed RFP shall take precedence.

I. Proposal Submission Deadline

Regardless of postmark or method of delivery, the California Department of Public Health (CDPH) Contract Management Unit must receive proposal packages no later than **4:00 p.m. on August 27, 2008**. Refer to the enclosed RFP for detailed submission requirements.

II. Mandatory Non-Binding Letter of Intent

In this procurement, prospective proposers are required to submit a non-binding Letter of Intent. See the RFP for detailed Letter of Intent submission instructions.

III. Disabled Veteran Business Enterprise (DVBE) Participation Requirements

California Law requires DVBE participation and/or performance of a good faith effort to meet these requirements. CDPH policies require DVBE participation on all contracts exceeding \$10,000. Prospective proposers may need four weeks or more to complete this process; therefore it is advisable to begin this process promptly. Out-of-state firms must comply with California's DVBE participation requirements.

IV. Funding Limit

A maximum of \$100,000,000 is anticipated to be made available to obtain the services described in the RFP. Funding for these services may be limited to the following amounts per budget period:

- A. \$15,000,000 for the budget period of 01/01/2009 to 09/30/2009
- B. \$20,000,000 for the budget period of 10/01/2009 to 09/30/2010
- C. \$20,000,000 for the budget period of 10/01/2010 to 09/30/2011
- D. \$20,000,000 for the budget period of 10/01/2011 to 09/30/2012
- E. \$20,000,000 for the budget period of 10/01/2012 to 09/30/2013
- F. \$5,000,000 for the budget period of 10/01/2013 to 12/31/2013

Funding for each state fiscal year is subject to an annual appropriation by the State Legislature or Congress. If full funding does not become available, CDPH will either cancel the resulting agreement or amend it to reflect reduced funding and reduced activities. Continuation of services beyond the first state fiscal year is also subject to the contractor's successful performance. Without prior CDPH authorization, contractors may not expend funds set aside for one budget period in a subsequent budget period.

V. Proposer Questions

In the opinion of CDPH, this RFP is complete and without need of explanation. However, if questions arise or there is a need to obtain clarifying information, put all inquiries in writing and mail or fax them to CDPH according to the instructions in the RFP section entitled, "Proposer Questions."

Thank you for your interest in our Department's service needs.

Sincerely,



Neal D. Kohatsu, MD, MPH, Chief
Cancer Control Branch

Enclosure