



STATE OF CALIFORNIA—HEALTH AND HUMAN SERVICES AGENCY
DEPARTMENT OF SOCIAL SERVICES
744 P Street • Sacramento, CA 95814 • www.cdss.ca.gov



EDMUND G. BROWN JR.
GOVERNOR

January 22, 2016

**Develop and Implement Statewide Creative
Digital Marketing/Social Media Strategies and Awareness to Recruit
Foster and Adoptive Parents
REQUEST FOR PROPOSAL (RFP) 15-RFP-00336
Addendum 1
Notice to Prospective Proposers**

This RFP due date has been extended from January 25, 2016 to February 9, 2016 at 2:00 p.m. Please disregard all references within this RFP with the date of January 25, 2016.

Page 4, Section E. Proposal Requirements and Information, Item 1. Key Action Dates has been revised to change the Final Date for Proposal Submission and the Notice of Intent to Award date. Please destroy the original Page 4 within the RFP and replace with the Revised Page 4 attached.

The Written Question Submittal Deadline period is closed as originally stated per Page 4, Section E. Proposal Requirements and Information, Item 1. Key Action Dates.

All other terms and conditions of this RFP dated January 7, 2016 shall remain the same.

Direct all inquiries concerning this RFP to Rhoda Jones at (916) 654-0723.

For proposers who use a teletypewriter (TTY), please call via the California Relay Service (from TTY) 1-800-735-2929.

D. Subcontractors

1. Any subcontractor the vendor chooses to use in fulfilling the requirements of this solicitation must also meet all the requisites of this RFP, including the minimum qualifications and insurance requirements. Subcontractor may not perform more than 49% of the required services. If proposer proposes the use of a subcontractor, the bidder must also submit a list of references, **Attachment 3.1 – Subcontractor References**, on behalf of the subcontractor.
2. Proposer may not substitute any proposed subcontractor without advance written consent of the CDSS.

E. Proposal Requirements and Information

1. Key Action Dates

<u>Event</u>	<u>Date</u>
RFP Available to Prospective Proposers	January 7, 2016
Written Question Submittal Deadline (Must submit questions in an email to Rhoda.Jones@dss.ca.gov)	January 13, 2016 at 10:00 A.M.
Final Date for Proposal Submission	January 25, 2016 at 2:00 p.m. <u>February 9, 2016 at 2:00 p.m.</u>
Notice of Intent to Award	February 22, 2016 <u>March 3, 2016</u>
Proposed Award Date	May 1, 2016

2. Contract Term

The anticipated term of the resulting Contract is May 1, 2016 or upon approval by the Department of General Services, whichever is later, through April 30, 2018. The date of contract approval by the State, however, shall be the governing factor as to the date of commencement. Should performance commence before the contract is approved, such services may be considered voluntary. The State, at its discretion during the term of the contract, may add funds to complete the identified tasks at the original agreed upon service rates.

3. Funding

The maximum funding available for this contract is \$100,000.00. Proposer's cost to perform services cannot exceed the maximum funding available for this contract. The maximum funding available is broken down into the following State Fiscal Years:

2015/16 - \$TBD
2016/17 - \$TBD
2017/18 - \$TBD