



February 27, 2023

Request for Proposals

Notice to Prospective Proposers

You are invited to review and respond to this Request for Proposals (RFP), entitled:

CTA22038 Tahoe License Plate Marketing Services

The deadline for proposals is March 22, 2023. In submitting your proposal, you must comply with these instructions.

All contracts entered into with the California Tahoe Conservancy (Conservancy) will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded at the [Department of General Service's website](https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language) at <https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language>. If you lack Internet access, contact the Conservancy.

In the opinion of the Conservancy, this Request for Proposals is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, please submit your questions to the email shown below by March 9, 2023, including this contract number CTA 22038.

All questions will be compiled and a full response to all proposers will be provided on [the Conservancy's website](https://tahoe.ca.gov/request-for-proposals-tahoe-license-plate-marketing-services) at <https://tahoe.ca.gov/request-for-proposals-tahoe-license-plate-marketing-services>.

California Tahoe Conservancy
Procurement/Contracts
procurement@tahoe.ca.gov

Please note that no verbal information given will be binding upon the Conservancy unless such information is issued in writing as an official addendum.

Aga Kuligowski
Contract/Procurement Analyst

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A) Purpose and Description of Service

The Conservancy seeks a contractor to develop and implement a marketing campaign for the Lake Tahoe special interest license plate (Tahoe plate). Funds from the sale and renewal of Tahoe plates support the Conservancy's work toward its mission, which is to lead California's efforts to restore and enhance the extraordinary natural and recreational resources of the Lake Tahoe Basin (Basin). The plate also provides funds to the Environmental License Plate Fund, which supports a variety of state environmental programs.

The anticipated term of the contract will be June 1, 2023, to May 31, 2025, with the Conservancy having the option to renew for one additional year period (June 1, 2025 through May 31, 2026) under the same terms and conditions. The anticipated contract amount for the initial term is \$140,000 or less. The additional extension year would be for \$70,000 or less, for a total of \$210,000.

Background

The Tahoe plate is a special interest license plate issued by the California Department of Motor Vehicles that bears an illustration of Lake Tahoe and its surrounding mountains. The proceeds from Tahoe plate sales and renewals support natural resource preservation and restoration projects in the Basin, as well as projects to establish and improve non-motorized trails. The Conservancy has established relationships and partnerships with the public and private sectors to promote Tahoe plates, including with the Tahoe Fund through its successful Plates for Powder program.

Annual Tahoe plate sales and renewals have declined. Over the past five years, Californians have purchased an approximate average of 1,800 Tahoe plates annually, down from an average 2,700 plates purchased per year the prior five years.

The website tahoepates.com advertises the Tahoe plate.

Goal

The goal of this contract is to increase annual sales of California Lake Tahoe specialty plates by 20 percent.

B) Scope of Work

The services provided through this agreement will maintain and build upon existing relationships to further promote the sale of Tahoe plates through a multi-year marketing strategy.

Work may involve, but is not limited to:

1) Developing a marketing strategy and plan for the Tahoe plates that:

- a) Identifies target audiences,
- b) Assesses obstacles to plate purchases,
- c) Recommends campaign strategies to reach target audiences and achieve campaign goals to increase Tahoe plate sales and renewals,
- d) Proposes concepts and themes for marketing content and advertising purchase approaches, and
- e) Estimates costs for each element of the campaign.

Deliverable:

- Strategic marketing plan with the above information and a proposed schedule for implementation.

2) Implementing the marketing plan

- a) In consultation with Conservancy staff, implement the marketing plan, including further campaign development, ad design and placement, website management for tahoeplates.com, public relations activities, and other steps as applicable.
- b) Track and report campaign results, and adjust plans accordingly, and in consultation with Conservancy staff.

Deliverables:

- Documentation of implementation of strategic marketing plan goals and objectives.
- All products necessary to implement marketing tasks, including marketing media.
- Progress reports incorporating metrics for media performance and other interim results, monthly or as determined by the Conservancy.
- Final Report with summarizing and recapping results over time. Include recommendations for future marketing.

C) Timeframe

This is a two-year (24-month) contract. The Conservancy anticipates the contract will begin June 1, 2023, with a completion date of May 31, 2025. The contract will give the Conservancy the option to renew for one additional year period (June 1, 2025, through May 31, 2026) under the same terms and conditions. The contract will not be extended beyond May 31, 2026.

D) Budget

The budget for this project is up to \$140,000, at a maximum of \$70,000 for the first year and with the second year anticipated to be \$70,000, contingent upon approval in the State Budget Act and authorization by the Conservancy Board. If funding for any fiscal year is reduced or deleted by the Budget Act for purposes of this program, the Conservancy shall have the obligation to notify the Contractor in writing of such event and shall have the option to either cancel this Agreement with no liability occurring to the Conservancy beyond payment for services provided up to the date of said written notification or to offer an agreement amendment to Contractor to reflect the reduced amount subject to approval by the Contractor. **This contract will require Department of General Services (DGS) approval.**

If the Conservancy opts to renew the contract for one additional year, for the budget of \$70,000, as described above, will be subject to the same terms, conditions, and contingencies as years 1 and 2.

E) Minimum Qualifications for Proposers

The proposer must demonstrate experience in developing and implementing successful marketing campaigns.

The proposer must have proven ability to organize projects and communicate with clients, along with the ability to work with a variety of public and private partners.

The proposer must be qualified to do business in California. See Attachment 2, Proposal/Proposer Certification Sheet (page 18).

The proposer must provide a list of key staff and consultants who will participate in this contract. The proposer must identify their roles and responsibilities and provide resumes that include academic and professional achievements.

The proposer must include samples of relevant campaign work products that the company produced for another client.

The proposer must identify any potential subcontractors and their qualifications must be identified.

The proposal must meet California Disabled Veteran Business Enterprise (DVBE) Program Requirements as outlined in Attachment 5.

The proposer must be able to enter into a standard contract agreement with the Conservancy and to begin service no later than June 1, 2023. The contract will be for a period of two years with the Conservancy having the option to renew for an additional one-year period under the same terms and conditions.

The proposer must certify that they are not a scrutinized company as defined in Public Contract Code section 10476 by submitting with their bid package a completed Attachment 9, Darfur Contracting Act Form (page 30).

F) Proposal Requirements and Information

1) Key Action Dates

Event	Date
RFP available to prospective proposers	February 27, 2023
Question submittal deadline	3:00 p.m. on March 9, 2023
Responses to questions posted	3:00 p.m. on March 15, 2023
Final Date for Proposal Submission	March 22, 2023
Notice of Intent to Award	Depends on potential post-bid interviews.
Award Date	Five business days after Notice of Intent to Award

The contract start date will be the date the contract is signed by all parties and approved by DGS.

2) Proposal Instructions

The proposal must include the following:

a) Description of Capabilities and Past Experience

The proposal must include a description of the proposer’s capabilities, particular strengths, and past accomplishments that are relevant to this proposed work. The proposal should demonstrate the proposer’s experience in conducting successful marketing campaigns, including tasks and accomplishments that are relevant to this proposed work. Include the number of years the company has been in business, a descriptive list of multi-media campaign experience, as well as particular strengths, specialty areas, resources, accomplishments, philosophies with respect to customers and

employees, and any other significant items that describe the history, growth, and development of the company. Include information on relevant project goals and whether and how those goals were achieved, including projects where the goal was an increase in sales or donations. Include quantified results if available.

b) Sample of Relevant Work Product for Other Client

The proposal must include at least two samples of a relevant work product performed for another client, which demonstrates the company's experience and preferably was accomplished at least in part by one or more members of the team proposed for this contract (indicate this).

c) Project Personnel

The proposal must list all personnel who will be working on the project, their titles and job descriptions. The proposal must indicate the staff members who will be assigned to various aspects of the project, their roles and responsibilities, and address those staff members' capabilities and experience. The proposal must include resumes for each staff member who will exercise a major creative, strategic, administrative, or consultative role in carrying out the tasks of this RFP. The proposal shall include work samples for staff who will have major creative or strategic roles, (samples submitted under "b) Relevant Work Product for Other Client" can serve as samples for staff members if they have a significant role in those products). The proposal must also include an organizational chart.

If subcontractors are contemplated, identify those persons or firms, the portions and monetary percentages of the work to be done by the subcontractors, how they were selected and why, provide resumes and work samples for each major subcontract participant, and describe how the subcontracted work will be controlled, monitored, and evaluated.

d) Hypothetical Work Plan and Schedule

Proposal must include a hypothetical work plan, which will serve as preliminary proposals indicating how the proposer would approach the work identified in this RFP. The work plan should include the following:

- Overall strategic approach to the marketing campaign.
- Sample creative themes
- Proposed media buys, tactics and methods.
- How the campaign's success would be measured.

The work plan will be considered preliminary and subject to modification.

e) Reporting Timeline

The successful completion of the tasks described in this RFP requires frequent discussions and meetings between the contractor and Conservancy staff.

f) **Budget**

As previously stated, the total budget for the anticipated contract term, June 1, 2023, to May 31, 2025, cannot exceed \$140,000. The total budget for the possible one-year extension, June 1, 2025, through May 31, 2026, cannot exceed \$70,000. The total budget for the total proposal cannot exceed \$210,000.

Funding for future fiscal years is contingent upon appropriation by the Budget Act. Any proposal with a total budget exceeding \$210,000 will be rejected.

The Conservancy reserves the right to amend the contract for either time or budget.

- 3) **Proposers shall submit all questions to procurement@tahoe.ca.gov no later than 3:00 p.m. on March 9, 2023. Responses to the questions shall be posted to [the Conservancy's website](https://tahoe.ca.gov/request-for-proposals-tahoe-license-plate-marketing-services) at <https://tahoe.ca.gov/request-for-proposals-tahoe-license-plate-marketing-services> no later than 3:00 p.m. on March 15, 2023.**

4) **Submission of Proposal**

- a) All proposals and all required documents must be submitted by email to procurement@tahoe.ca.gov, with the subject line "CTA22038 [*Name of Proposer*]," no later than the date shown in the Key Action Dates above. Proposals received after this date (email time stamp validation) will not be considered.
- b) All bids shall include the documents identified in **Attachment 1, Required Attachment Checklist**. The Conservancy shall deem bids lacking the proper "required attachments" as non-responsive. A non-responsive proposal is one that does not meet the basic proposal requirements.
- c) All documents requiring a signature must bear an original or digital signature of a person authorized to bind the bidding firm.
- d) Proposals must be submitted for the performance of all the work described in the above Scope of Work. Any deviation from the work specifications will not be considered and will cause a proposal to be rejected.

- e) The Conservancy may reject a proposal if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The Conservancy may reject any or all bids and may waive an immaterial deviation in a bid. The Conservancy's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the contract.
- f) The Conservancy reserves the right to reject any or all proposals. The Conservancy is not required to award a contract.
- g) The Conservancy may modify the RFP prior to the date fixed for submission of proposals by the issuance of an addendum to all parties who received a proposal package.
- h) A proposer may withdraw its proposal by submitting a written withdrawal request to the Conservancy, signed by the proposer or an authorized agent. A proposer may thereafter submit a new proposal prior to the proposal submission deadline.
- i) A proposer may modify a proposal after its submission by withdrawing its original proposal and resubmitting a new proposal prior to the proposal submission deadline. Proposer modifications offered in any other manner, oral or written, will not be considered.
- j) The costs a proposer incurs for developing a bid and in anticipation of award of the contract are entirely the responsibility of the proposer and shall not be charged to the State of California.
- k) The Conservancy does not accept alternate contract language from proposers. A proposal with such language will be considered a counter proposal and will be rejected. The State's General Terms and Conditions are not negotiable.
- l) No oral understanding or agreement shall be binding on either party.

5) Evaluation and Selection

The Conservancy will check each proposal for the presence or absence of required information in conformance with the submission requirements of this RFP. The purpose of this review is to determine (1) whether a proposal has been submitted in the proper format and with the required elements to be deemed a "responsive" proposal; and (2) whether the proposer is deemed "responsible" by meeting the minimum qualifications.

The Conservancy may reject proposals that contain false or misleading statements, or which provide references that do not support an attribute or condition claimed by the proposer.

Award, if made, will be to the highest scored responsive, responsible proposal.

6) Evaluation Criteria

The Conservancy will evaluate responsive proposals from responsible bidders on a points basis, using the following criteria and ratings:

- a) Statement of qualifications of proposed staff demonstrates expertise in marketing strategy, project management, writing abilities, advertising, graphic design, communications, and ability to work with a variety of partners. **(0-30 points)**
- b) Thoroughness and quality of proposal narrative, proposed work plan, and budget, including quality and quantity of proposed marketing opportunities. **(0-40 points)**
- c) Cost of proposed budget. **(0-30 points)**

The lowest cost proposal is awarded the maximum cost points. Other proposals are awarded cost points based on the following calculation:

cost points for other proposer = lowest proposer's cost / other proposer's cost (factor) x maximum cost points available.

Example: lowest cost proposal = \$75,000, other proposal = \$100,000, 30 cost points available:

$(\$75,000/\$100,000)=(\frac{3}{4}) \times 30 = 22.5$ cost points awarded to the other proposal

If applicable, preference points will be added to the total points of eligible proposals.

7) Evaluation Process

The Conservancy will evaluate proposals using the consensus process. A committee will evaluate each proposal and collectively agree on a score for each proposal using the Evaluation Criteria Score Sheet.

Prior to finalizing the scores for each proposal, the committee may conduct phone interviews with the top scored proposals. Prior to the interview, the Conservancy may contact each proposer to obtain additional information. The interview will provide the proposer the opportunity to elaborate on the written material previously submitted and give the Conservancy the opportunity to meet their key personnel and

ask questions regarding any aspect of the proposal, background and other relevant topics.

In the event of a precise tie between two or more proposals, a member of the evaluation committee will hold a coin toss to determine the successful proposer; or, if applicable, the tie will be broken in accordance with Government Code section 14838(g).

SAMPLE Evaluation Criteria Score Sheet

Name of Proposer:

Evaluator:

Proposal Evaluation	Maximum Possible Score	Score
How well does the statement of qualifications demonstrate the proposer’s expertise in marketing strategy, project management, writing abilities, advertising, graphic design, communications, and ability to work with a variety of partners.	30 points	
What is the thoroughness and quality of narrative, proposed work plan, and budget, including quality and quantity of proposed marketing opportunities.	40 points	
Total non-cost points	70	
Cost points up to 30. (See calculation above)	30 points	
Total	100 points	
Small Business Preference Points If the highest scored proposal is from a non-certified small business or microbusiness, then five percent of the highest responsible bidder’s total score is given to each certified small business bidder.	5 percent of highest responsible proposal’s total score	
DVBE Participation As described in Attachment 5, bidders who exceed the three percent requirement for DVBE participation will receive between three to five percent of 70 points, the highest possible total of non-cost points.	3.5 points (5 percent of highest possible total of non-cost points (70 points))	
GRAND TOTAL	105 points (maximum, with small business preference)	

8) Award and Protest

- a) Notice of the proposed award shall be posted in a public place in the office of the Conservancy and [on its website](https://tahoe.ca.gov), <https://tahoe.ca.gov>, for five working days prior to awarding the agreement.
- b) If any proposer, prior to the award of agreement, files a protest with the California Tahoe Conservancy, 1061 Third Street, South Lake Tahoe, CA 96150, and the Department of General Services, Office of Legal Services, 707 Third Street, 7th Floor, Suite 7-330, West Sacramento, CA 95605, on the grounds that the (protesting) proposer would have been awarded the contract had the agency correctly applied the evaluation standard in the RFP, or if the agency followed the evaluation and scoring methods in the RFP, the agreement shall not be awarded until either the protest has been withdrawn or the Department of General Services has decided the matter. It is suggested that a protesting proposer submits any protest by certified or registered mail.
- c) Within five calendar days after filing the initial protest, the protesting proposer shall file with the Department of General Services, Office of Legal Services and the Conservancy a detailed statement specifying the grounds for the protest.
- d) Upon resolution of the protest and award of the agreement, the successful proposer ("Contractor") must complete and submit to the awarding agency the Payee Data Record (STD 204), to determine if the Contractor is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found on [the DGS website](https://www.dgsapps.dgs.ca.gov/osp/StatewideFormsWeb/Forms.aspx) at <https://www.dgsapps.dgs.ca.gov/osp/StatewideFormsWeb/Forms.aspx> under the heading STD Forms. No payment shall be made unless a completed STD 204 has been returned to the awarding agency.
- e) Upon resolution of the protest and award of the agreement, Contractor must sign and submit to the awarding agency, page 1 of the Contractor Certification Clauses, which can be found on [the DGS website](https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language) at <https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language>.

9) Disposition of Proposals

- a. All documents submitted in response to this RFP will become the property of the State of California and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.
- b. Proposal packages may be returned only at the proposer's expense unless such

expense is waived by the awarding agency.

10) Agreement Execution and Performance

- c. Performance shall start not later than the express date set by the Conservancy and the Contractor, after all approvals have been obtained and the contract is fully executed. Should the Contractor fail to commence work at the agreed upon time, the Conservancy, upon five days written notice to the Contractor, reserves the right to terminate the contract. In addition, the Contractor shall be liable to the State for the difference between the Contractor's bid price and the actual cost of performing work by the second lowest proposer or by another contractor.
- d. All performance under the contract shall be completed on or before the termination date of the contract.

G) Preference Programs

1) Small Business Preference

California law encourages state departments to first consider a Small Business Enterprise (Small)/ Microbusiness Enterprise (Micro) for contracting opportunities. The Conservancy is committed to supporting Small/Micro business participation in state contracting and seeks to use certified Small/Micro businesses whenever possible.

A Small/Micro business enterprise is defined as a business certified by the DGS Office of Small Business and Disabled Veteran Business Enterprise Certification Services (OSDS) in which:

- a. The principal office is located in California
- b. The officers are domiciled in California
- c. The business is independently owned and operated
- d. The business, with any affiliates, is not dominant in its field of operation; and
- e. For Small Business, either:
 - i. The business, together with any affiliates, has 100 or fewer employees and averaged annual gross receipts of \$15,000,000 or less over the previous three years, or
 - ii. The business is a manufacturer with 100 or fewer employees.

A small business will automatically be designated as a microbusiness if annual gross receipts are less than \$3,500,000; or the small business is a manufacturer with 25 or fewer employees.

Section 14835, et seq., of the California Government Code requires that a five percent preference be given to proposers who qualify as a Small/Micro business enterprise. The rules and regulations of this law are contained in Title 2, California Code of Regulations, section 1896, et seq. A copy of the regulation is available upon request.

To claim the Small/Micro business preference, your firm must have a completed application (including proof of annual receipts) on file with the DGS, OSDS, by 5:00 p.m. on the date proposals are due, and receipt verified by such office. Therefore, if you are a Small/Micro business, but are not certified, it is to your advantage to become certified. For certification and preference approval process information, contact the Conservancy Small Business Advocate at procurement@tahoe.ca.gov.

2) Disabled Veterans Business Enterprise Program (DVBE) Participation

The **minimum** percentage of DVBE participation is **3 percent** for this solicitation *unless* another percentage is specified in the solicitation, or the solicitation is exempt from DVBE participation. DVBE participation is required for this contract.

Effective November 19, 2021, the following policy and procedure changes have been implemented due to legislation (see Department of General Services Broadcast Bulletin P-05-21).

- a) Prime Contractors using the DVBE incentive are required to submit a complete and accurate Prime Contractor's Certification – DVBE Subcontracting Report (STD 817) upon contract completion. STD 817 can be found here: [Prime Contractor's DVBE Subcontracting Report \(ca.gov\)](#). (See Military and Veterans Code [MVC] Sec. 999.5(d).)
- b) State departments are required to withhold \$10,000, or full payment if less than \$10,000, from a prime contractor's final payment pending receipt of a complete and accurate STD 817, including supporting documentation. The STD 817 must be submitted within 30 days of contract completion. (See MVC Sec. 999.7.)
- c) If the STD 817 is late or incomplete, State departments must send the prime contractor a cure notice allowing at least 15 days, but not more than 30 days, to meet the certification requirements.

For questions and information contact: OSDSHelp@dgs.ca.gov or procurement@tahoe.ca.gov.

3) Target Area Contract Preference Act

This solicitation provides for the optional Target Area Contract Preference Act (TACPA) preference. Proposers are not required to apply for this preference. Denial of the TACPA preference request is not a basis for rejection of the proposal.

The TACPA workplace and workforce preferences will be evaluated for this solicitation.

California-based companies seeking TACPA preferences will need to complete and submit preference request forms with the proposal. [The DGS Procurement Division's website](https://www.dgs.ca.gov/PD/Services/Page-Content/Procurement-Division-Services-List-Folder/Request-a-Target-Area-Contract-Preference) (https://www.dgs.ca.gov/PD/Services/Page-Content/Procurement-Division-Services-List-Folder/Request-a-Target-Area-Contract-Preference) contains required preference request forms and an interactive map to determine if a business is located within a TACPA qualified zone.

H) Executive Order N-6-22 – Russia Sanctions

On March 4, 2022, Governor Gavin Newsom issued Executive Order N-6-22 (the EO) regarding Economic Sanctions against Russia and Russian entities and individuals. "Economic Sanctions" refers to sanctions imposed by the U.S. government in response to Russia's actions in Ukraine, as well as any sanctions imposed under state law. By submitting a bid or proposal, Contractor represents that it is not a target of Economic Sanctions. Should the Conservancy determine Contractor is a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for rejection of the Contractor's bid/proposal any time prior to contract execution, or, if determined after contract execution, shall be grounds for termination by the Conservancy.

I) Required Attachments

Refer to the following pages for additional Required Attachments that are a part of this Request for Proposal.

Attachment 1

Proposer Name _____

Required Attachment Check List

A complete proposal or proposal package will consist of the items identified below.

Complete this checklist to confirm the items in your bid. Place a check mark or "X" next to each item that you are submitting to the State. **FOR YOUR BID TO BE RESPONSIVE, ALL REQUIRED ATTACHMENTS MUST BE RETURNED.** This checklist must be returned with your proposal package.

	<u>Attachment</u>	<u>Attachment Name/Description</u>
_____	Attachment 1	Required Attachment Check List
_____	Attachment 2	Proposal/Proposer Certification Sheet
_____	Attachment 3	Sample Cost Proposal Worksheet
_____	Attachment 4	Proposer References
_____	Attachment 5	DVBE Program Requirements and DVBE Incentive Waiver
_____	Attachment 6	List of Proposed Subcontractors
_____	Attachment 6a	DVBE Subcontractor Incentive Request
_____	Attachment 7	Disabled Veteran Business Enterprise Declarations
_____	Attachment 8	Commercially Useful Function (CUF) Evaluation and Determination Worksheet
_____	Attachment 9	Darfur Contracting Act Certification
_____	Attachment 9	STD 204 Payee Data Record

Attachment 2

Proposal/Proposer Certification Sheet

This Proposal/Proposer Certification Sheet must be signed and returned along with all the "required attachments" as an entire package by email.

Do not return the Request for Proposals or the Standard Agreement (STD 213) at the end of this RFP.

Our all-inclusive bid is shown on the Cost Proposal Worksheet Attached (Attachment 3).

All required attachments are included with this certification sheet.

- a) I have read and understand the DVBE participation requirements and have included documentation demonstrating that I have met the participation goals or have made a good faith effort.
- b) The signature affixed hereon and dated certifies compliance with all the requirements of this bid document. The signature below authorizes the verification of this certification.
- c) The undersigned Contractor hereby proposes to carry out the work at the bid price and in accordance with the terms and conditions set forth in this Request for Proposals, and the attached Standard 213, including all plans specifications.

An Unsigned Proposal/Proposer Certification Sheet May Be Cause for Rejection

1. Company Name	2. Telephone Number	2a. Fax Number
3. Address		
Indicate your organization type:		
4. <input type="checkbox"/> Sole Proprietorship	5. <input type="checkbox"/> Partnership	6. <input type="checkbox"/> Corporation
Indicate the applicable employee and/or corporation number:		
7. Federal Employee ID No. (FEIN)	8. California Corporation No.	
9. Indicate applicable license and/or certification information:		
10. Bidder's Name (Print)	11. Title	
12. Signature	13. Date	
<p>14. Are you certified with the Department of General Services, Office of Small Business Certification and Resources (OSBCR) as:</p> <p>b. California Small Business Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, enter certification number: _____</p> <p>b. Disabled Veteran Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, enter your service code below: _____</p> <p>NOTE: A copy of your Certification is required to be included if either of the above items is checked "Yes".</p> <p>Date application was submitted to OSBCR, if an application is pending: _____</p>		

Completion Instructions for Proposal/Proposer Certification Sheet

Complete the numbered items on the Proposal/Proposer Certification Sheet by following the instructions below.

Item Numbers 1, 2, 2a, 3: Must be completed. These items are self-explanatory.

Item Number 4: Check if your firm is a sole proprietorship. A sole proprietorship is a form of business in which one person owns all the assets of the business in contrast to a partnership and corporation. The sole proprietor is solely liable for all the debts of the business.

Item Number 5: Check if your firm is a partnership. A partnership is a voluntary agreement between two or more competent persons to place their money, effects, labor, and skill, or some or all of them in lawful commerce or business, with the understanding that there shall be a proportional sharing of the profits and losses between them. An association of two or more persons to carry on, as co-owners, a business for profit.

Item Number 6: Check if your firm is a corporation. A corporation is an artificial person or legal entity created by or under the authority of the laws of a state or nation, composed, in some rare instances, of a single person and his successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.

Item Number 7: Enter your federal employee tax identification number.

Item Number 8: Enter your corporation number assigned by the California Secretary of State's Office. This information is used for checking if a corporation is in good standing and qualified to conduct business in California.

Item Number 9: Complete, if applicable, by indicating the type of license and/or certification that your firm possesses and that is required for the type of services being procured.

Item Numbers 10, 11, 12, 13: Must be completed. These items are self-explanatory.

Item Number 14: If certified as a California Small Business, place a check in the "Yes" box, and enter your certification number on the line. If certified as a Disabled Veterans Business Enterprise, place a check in the "Yes" box and enter your service code on the line. If you are not certified to one or both, place a check in the "No" box. If your certification is pending, enter the date your application was submitted to OSBCR.

Attachment 3

Sample Cost Proposal Worksheet

DIRECT LABOR

List Position Titles and Names	HOURS	RATE	TOTAL
Program Manager	@	\$	\$
Account Personnel	@	\$	\$
Media Buyer	@	\$	\$
Other	@	\$	\$

TOTAL SUBCONTRACT EXPENSES	_____	_____	_____
(Itemize Type of Subcontracting Work and Total Cost. Attach Separate Cost Proposal for Each Subcontractor.)			

OTHER DIRECT COSTS (Except Labor)

	Percent of Direct Costs	Total
Travel*	%	\$
Supplies	%	\$
Other Direct Costs (Except Labor)	%	\$

Itemize any expenses over \$500 on a separate attachment

SUBTOTAL (OTHER DIRECT COSTS) \$

PROFIT % of Total Contract \$

PROJECT TOTAL \$

TASK/ACTIVITY

(As Outlined in Exhibit A-1)

	LABOR	AMOUNT
Task 1	_____	\$
Task 2	_____	\$
Task 3	_____	\$
Project Total		\$

* Please include detailed breakdowns of the sub-tasks and associated costs under each category.

Attachment 5

DVBE Program Requirements

Download attachment 5, the DVBE Program Requirements, from [the DGS website](https://www.documents.dgs.ca.gov/dgs/fmc/gspd/gspd07-04.pdf) at <https://www.documents.dgs.ca.gov/dgs/fmc/gspd/gspd07-04.pdf>.

CALIFORNIA DISABLED VETERAN BUSINESS ENTERPRISE (DVBE) PROGRAM REQUIREMENTS (Revision Date 10-2021)

PLEASE READ THE REQUIREMENTS AND INSTRUCTIONS CAREFULLY BEFORE YOU BEGIN.

AUTHORITY

The Disabled Veteran Business Enterprise (DVBE) Participation Goal Program for State contracts is established in Public Contract Code (PCC), §10115 et seq., Military and Veterans Code (MVC), §999 et seq., and California Code of Regulations (CCR), Title 2, §1896.61 et seq.

DVBE PARTICIPATION The minimum percentage of DVBE participation is **3 percent** for this solicitation *unless* another percentage is specified in the solicitation, or the solicitation is exempt from DVBE participation.

DVBE INCENTIVE

An incentive will be given to bidders who exceed the 3 percent requirement for DVBE participation, as described more fully below, *unless* stated elsewhere in the solicitation the DVBE Incentive has been exempted.

INTRODUCTION

The bidder must complete the identified form(s) and fully document that the mandatory minimum percent of DVBE participation will be met in order to comply with this solicitation's DVBE program requirement or the bid may be considered non-responsive.

Information submitted by the Bidder to comply with this solicitation's DVBE requirements will be verified by the State. If evidence of an alleged violation is found during the verification process, the State shall initiate an investigation, in accordance with the requirements of PCC §10115, et seq., and MVC §999 et seq., and follow the investigatory procedures required by 2 CCR §1896.91. Contractors found to be in violation of these provisions may be subject to suspension from doing business with the State of California, contract termination, civil penalties, and loss of State certifications.

Only State of California, Office of Small Business and DVBE Services (OSDS), certified Disabled Veteran Business Enterprises (hereafter called "DVBE") who will perform a commercially useful function (CUF) shall be used to satisfy the DVBE requirements. The term "DVBE contractor, subcontractor or supplier" means any person or entity that satisfies the ownership (or management) and control requirements of §1896.81, is certified in accordance with §1896.84, and provides services or goods that contribute to the fulfillment of the contract requirements by performing a commercially useful function as required in MVC §999(B). Bidders must verify

each DVBE subcontractor's certification status with OSDS to ensure DVBE participation eligibility prior to submitting bids. A DVBE that is not certified at the time of award or does not meet and maintain certification cannot count towards an awarding department's 3-percent goal. {MVC §999.5(c)}

COMMERCIALLY USEFUL FUNCTION DEFINITION

As defined in MVC §999(B), a person or an entity is deemed to perform a "commercially useful function" if a person or entity does all of the following:

- Is responsible for the execution of a distinct element of the work of the contract.
- Carries out the obligation by actually performing, managing, or supervising the work involved.
- Performs work that is normal for its business services and functions.
- Is responsible, with respect to products, inventories, materials, and supplies required for the contract, for negotiating price, determining quality and quantity, ordering, installing, if applicable, and making payment.
- Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.

A contractor, subcontractor, or supplier will not be considered to perform a "commercially useful function" if the contractor's, subcontractor's, or supplier's role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to obtain the appearance of disabled veteran business enterprise participation.

DVBE SUBSTITUTION

Bidders must use the DVBE subcontractors or suppliers proposed in the bid. Any substitutions must be requested in writing to the awarding department and approved by both the awarding department and OSDS in writing prior to the commencement of any work by the proposed DVBE. The substitution must be to perform the same work and shall maintain the minimum level of DVBE participation stated in original bid. {MVC §999.5(g)}

DVBE SUBCONTRACTOR REPORTING

Bidders awarded a contract with a commitment to use DVBE subcontractors must certify, upon completion of contract, that all payments have been made to the DVBE subcontractors by submitting the Prime Contractor's -DVBE Subcontracting Report (STD 817). For such contracts awarded on or after January 1, 2021, the department will withhold \$10,000 from the final payment, or the full payment if the final payment is less than \$10,000 from prime contractors, until the complete and accurate STD 817 is received. Failure to submit this certification after given the opportunity to cure, will result in the department permanently deducting \$10,000 from the final payment or the full payment if less than \$10,000. {MVC §999.7}

Prime contractor shall provide proof of payments made to DVBE subcontractors at the request of the department. The department shall keep all information provided by the prime contractor regarding the DVBE program requirements in the procurement file for six years. {MVC §999.55}

PLEASE READ ALL INSTRUCTIONS CAREFULLY

These instructions contain information about the DVBE program requirements, bidder responsibilities, and the DVBE Bid Incentive. Bidders are responsible for thorough review and compliance with these instructions.

To meet the DVBE program requirements, bidders must complete and fully document compliance with the following:

PARTICIPATION COMMITMENT

Bidders must commit to meet or exceed the DVBE participation requirement in this solicitation by either Method A1 (bidder is a California certified DVBE) or A2 (bidder is not a California certified DVBE). Bidders must document DVBE participation commitment by completing and submitting all forms and documentation necessary to support meeting CUF. Forms include the Bidder Declaration (DGS PD-05-105) and (DGS PD 843) DVBE Declarations located elsewhere in the solicitation, the Confirmation Letter/Form as described below, and any other requested documentation. Failure to complete and submit the required form(s) as instructed will render the bid non-responsive.

METHOD A1. CERTIFIED DVBE BIDDER:

- f. Commit to perform the participation goal percentage of the contract bid amount with its own resources or in combination with another DVBE(s).
- g. Document DVBE participation on the Bidder Declaration DGS PD-05-105 for the Prime and all subcontractors (any person, firm, corporation that will participate in fulfilling any part of the contract.).
- h. Submit a written Confirmation Letter/Form from each DVBE subcontractor identified on the Bidder Declaration. The written confirmation must include the solicitation number and be signed by the Bidder and the DVBE subcontractor(s). The written confirmation shall include, but is not limited to, the DVBE scope of work, work to be performed by the DVBE, term of intended subcontract with the DVBE, anticipated dates the DVBE will perform required work, rate and conditions of payment and total amount to be paid to the DVBE. Failure to submit signed confirmations with the bid may render the bid non-responsive. If further verification is necessary, the State will obtain additional information to verify compliance with the above requirements.
- i. DGS PD 843 DVBE Declarations form for all DVBE participants (prime or sub).

METHOD A2. NON-DVBE BIDDER:

- a. Commit to using DVBE(s) to perform the participation goal percentage of the contract bid amount.
- b. Document DVBE participation on the Bidder Declaration DGS PD-05-105.
- c. Submit a written Confirmation Letter/Form from each DVBE subcontractor identified on the Bidder Declaration. The written confirmation must include the solicitation number and be signed by the Bidder and the DVBE subcontractor(s). The written confirmation shall include, but is not limited to, the DVBE scope of work, work to be performed by the DVBE, term of intended subcontract with the DVBE, anticipated dates the DVBE will

perform required work, rate and conditions of payment and total amount to be paid to the DVBE. Failure to submit signed confirmations with the bid may render the bid non-responsive. If further verification is necessary, the State will obtain additional information to verify compliance with the above requirements.

- d. DGS PD 843 DVBE Declarations form for all DVBE participants.

DVBE BID INCENTIVE

Unless stated elsewhere in the solicitation that the DVBE incentive has been waived, in accordance with Section 999.5(a) of the Military and Veterans Code an incentive will be given to bidders who provide DVBE participation. For evaluation purposes only, the State shall apply an incentive to bids that propose California certified DVBE participation as identified on the Bidder Declaration DGS PD05-105, (located elsewhere within the solicitation document) and confirmed by the State. The incentive amount for awards based on low price will vary in conjunction with the percentage of DVBE participation. Unless a table that replaces the one below has been expressly established elsewhere within the solicitation, the following percentages will apply for awards based on low price.

Confirmed DVBE Participation of:	DVBE Incentive:
5% or Over	5%
4% to 4.99% inclusive	4%
3.01%, up to 3.99% inclusive	3%

Attachment 6

List of Proposed Subcontractors

Listed hereinafter is the name and address of each subcontractor who will be employed, and the kind of work which each will perform if the contract is awarded. I understand that under Government Code Section 4100 through 4108, I must clearly set forth the name and address of each subcontractor who will perform work or labor or render service to me, in an amount in excess of one-half of one percent (1/2 of 1 percent) of my total bid, and that as to any work in which I fail to do so, I agree to perform that portion myself or be subject to penalty under the act.

(Note: In case more than one subcontractor is named for the same kind of work, state the portion that each will perform. Vendors or suppliers of materials only need not be listed.)

If further space is required for the list of proposed subcontractors, additional sheets showing the required information, as indicated below, shall be attached hereto and made a part of the Bid Form.

If no subcontractors are to be used, write "**NONE**".

KIND OF WORK

SUBCONTRACTOR NAME AND ADDRESS

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Attachment 6a

DVBE Subcontractor Incentive Request

List each certified DVBE that will be subcontracted with. To be granted a bidding incentive, total DVBE subcontractor use must equal at least 1 percent up to a total of 5 percent, unless other specifications are included elsewhere in the agreement, of the total price or cost offered. Each named subcontractor must be actively certified as a DVBE by the bid submission due date and must acknowledge their participation as claimed herein via a DVBE Subcontractor/Supplier Acknowledgement (Attachment 6b). **Attach to this form an acknowledgement (Attachment 6b) signed by an authorized representative of each named subcontractor acknowledging their proposed use as described herein.**

Name of certified DVBE Subcontractor

Name of Subcontractor	City	State	Zip Code
Street address			
Contact Person	Telephone number		
()			

DVBE Certification No.	Certification exp. date	Participation dollar value	Committed % of total bid
\$			%

Brief description of the commercially useful function(s) to be performed and/or provided:

Name of certified DVBE Subcontractor

Name of Subcontractor	City	State	Zip Code
Street address			
Contact Person	Telephone number		
()			

DVBE Certification No.	Certification exp. date	Participation dollar value	Committed % of total bid
\$			%

Brief description of the commercially useful function(s) to be performed and/or provided:

Name of certified DVBE Subcontractor

Name of Subcontractor	City	State	Zip Code
Street address			
Contact Person	Telephone number		
()			

DVBE Certification No.	Certification exp. date	Participation dollar value	Committed % of total bid
\$			%

Brief description of the commercially useful function(s) to be performed and/or provided:

Attachment 7

Disabled Veteran Business Enterprise Declarations

Download attachment 7, Disabled Veteran Business Enterprise Declarations, DGS PD 843, from [the DGS website](https://www.documents.dgs.ca.gov/dgs/fmc/gs/pd/pd_843.pdf) at https://www.documents.dgs.ca.gov/dgs/fmc/gs/pd/pd_843.pdf.

Attachment 8

Commercially Useful Function Evaluation and Determination Worksheet

Download attachment 8, the [Commercially Useful Function Evaluation and Determination Worksheet](https://www.dgs.ca.gov/-/media/Divisions/PD/OSDS/Certification/CUF/CUFEvaluationandDeterminationWorksheet.pdf), from the DGS website at <https://www.dgs.ca.gov/-/media/Divisions/PD/OSDS/Certification/CUF/CUFEvaluationandDeterminationWorksheet.pdf>

Attachment 9

Darfur Contracting Act Certification

Public Contract Code Sections 10475 -10481 applies to any company that currently or within the previous three years has had business activities or other operations outside of the United States. For such a company to bid on or submit a proposal for a State of California contract, the company must certify that it is either a) not a scrutinized company; or b) a scrutinized company that has been granted permission by the Department of General Services to submit a proposal.

If your company has not, within the previous three years, had any business activities or other operations outside of the United States, you do **not** need to complete this form.

OPTION #1 - CERTIFICATION

If your company, within the previous three years, has had business activities or other operations outside of the United States, in order to be eligible to submit a bid or proposal, please insert your company name and Federal ID Number and complete the certification below.

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that a) the prospective proposer/bidder named below is **not** a scrutinized company per Public Contract Code 10476; and b) I am duly authorized to legally bind the prospective proposer/bidder named below. This certification is made under the laws of the State of California.

Company/Vendor Name (Printed): _____

Federal ID Number: _____

By (Authorized Signature): _____

Printed Name and Title of Person Signing: _____

Date Executed: _____ Executed in the County and State of:

OPTION #2 – WRITTEN PERMISSION FROM DGS

Pursuant to Public Contract Code section 10477(b), the Director of the Department of General Services may permit a scrutinized company, on a case-by-case basis, to bid on or submit a proposal for a contract with a state agency for goods or services, if it is in the best interests of the state. If you are a scrutinized company that has

obtained written permission from the DGS to submit a bid or proposal, complete the information below.

We are a scrutinized company as defined in Public Contract Code section 10476, but we have received written permission from the Department of General Services to submit a bid or proposal pursuant to Public Contract Code section 10477(b). A copy of the written permission from DGS is included with our bid or proposal.

Company/Vendor Name (Printed): _____

Federal ID Number: _____

Initials of Submitter: _____

Printed Name and Title of Person Initialing: _____

Attachment 10

STD 204 Payee Data Record

Download attachment 10, the [STD 204 Payee Data Record](https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std204.pdf), from the DGS website at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std204.pdf>.