



March 15, 2023

# Addendum #1 - Request for Proposals

## Notice to Prospective Proposers

### CTA22038 Tahoe License Plate Marketing Services

The Conservancy is modifying the Request for Proposals (RFP) for CTA22038 Tahoe License Plate Marketing Services to clarify the scoring for the Disabled Veteran Business Enterprise (DVBE) incentive, as described below. Deletions are shown in strikethrough font (~~deletions~~) and additions are shown in italicized and underlined font (additions).

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1. The Sample Evaluation Criteria Score Sheet on the following page replaces the original score sheet that appeared on page 12 of the full RFP.
2. The final paragraph in Attachment 5, DVBE Program Requirements, on page 25 of the full RFP, is modified to read:

#### 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~~ high score 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~~ high score.

All other terms and conditions of the original RFP shall remain the same.

Aga Kuligowski  
Contract/Procurement Analyst

**SAMPLE Evaluation Criteria Score Sheet**

Name of Proposer:

Evaluator:

<b>Proposal Evaluation</b>	<b>Maximum Possible Score</b>	<b>Score</b>
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	
<b>Total non-cost points</b>	<b>70</b>	
Cost points up to 30. (See calculation above)	30 points	
<b>Total</b>	<b>100 points</b>	
<p><b>Small Business Preference Points</b>            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.</p>	<b>5 percent of highest responsible proposal’s total score</b>	
<p><b>DVBE Participation</b>            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.</p>	<b>3.5 points (5 percent of highest possible total of non-cost points (70 points))</b>	
<b>GRAND TOTAL</b>	<p><b><u>108.5 points (maximum, with small business preference and DVBE incentive)</u></b></p> <p><b>105 points (maximum, with small business preference)</b></p>	