



March 30, 2023

Request for Proposals

Notice to Prospective Proposers

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

CTA22041 Strategic Plan Update

The deadline for proposals is May 1, 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 April 13, 2023, including this contract number CTA22041.

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-strategic-plan-update) at <https://tahoe.ca.gov/request-for-proposals-strategic-plan-update>.

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

BOARD MEMBERS

NATURAL RESOURCES AGENCY
Wade Crowfoot, Secretary

DEPARTMENT OF FINANCE
Joe Stephenshaw, Director
Gayle Miller, Designee

SENATE PUBLIC MEMBER
Jay Hansen

ASSEMBLY PUBLIC MEMBER
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Executive Director

JANE FREEMAN
Deputy Director

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A. Background and Purpose

The California Tahoe Conservancy (Conservancy) is a California State Agency under the California Natural Resources Agency. The Conservancy was established in 1985 with a mission to lead California's efforts to restore and enhance the extraordinary natural and recreational resources of the Lake Tahoe Basin (Basin). The Strategic Plan outlines the goals and strategies for how the Conservancy will fulfill its mission, guiding the agency for 2024-2029. The Conservancy advances its strategic initiatives by managing and implementing projects on its 4,700 Conservancy-owned parcels, awarding grants to partners, and coordinating with regional organizations to accomplish State and regional goals. The Conservancy is organized under four divisions (Executive, Administrative, Lands, and Natural Resources) with program focus areas under each.

The Conservancy seeks proposals for the preparation of a strategic plan, to direct the agency for 2024-2029. The Conservancy's 2018-2023 Strategic Plan serves as a strong foundation for the new plan. The existing plan effectively captures strategies to achieve the Conservancy's mission and vision. Accordingly, the new strategic plan will focus on refining the existing plan while incorporating key policy drivers, input from internal and external engagement, and cross-divisional integration.

The primary element of this contract is writing and editing the strategic plan. Conservancy staff, Board, and external audience engagement will inform the content development process. Staff intend to lead the internal staff and external engagement with support from the Contractor. The Contractor will lead Board engagement and will incorporate engagement feedback as lead content drafter.

Based on Board meeting schedules, a final draft strategic plan is desired in November 2023, with a final strategic plan complete in February 2024.

B. Scope of Work

As stated above, the primary element of this contract is writing and editing the Conservancy's 2024-2029 Strategic Plan. The contractor will also coordinate and organize input from multiple audiences to develop and refine strategic plan outline and content. The Conservancy expects that the contractor-led drafting of the strategic plan will be an iterative process with Conservancy staff and Board. To assist with the budget of this project, staff are available to provide more support engaging staff and external audiences. There is less staff support available for Board engagement and writing and editing. In developing the strategic plan, the contractor is responsible for implementing the following process considerations and plan priorities:

- Develop content by clearly identifying audiences of the strategic plan; logically linking plan goals and objectives to strategies, actions, and performance measures; and addressing gaps between anticipated needs and resources.
- Capture the Conservancy’s cross-divisional integration and holistically apply an equity and environmental justice lens.
- Review and update key policy drivers, including statewide initiatives and policies, and regional priorities.
- Lead engagement with the Conservancy’s Board, including one-on-one sessions early in the process, facilitate feedback and input processes, and provide updates.
- With Conservancy strategic plan project manager, coordinate engagement with Conservancy staff to incorporate recommendations from the staff’s current strategic plan review, input, and feedback on content development of the new strategic plan, and priorities for the strategic planning process. This includes working with the Conservancy’s two strategic plan workgroups, facilitating sessions with all staff, and regular feedback and coordination sessions with the Conservancy’s executives and strategic plan project manager.
- Work with Conservancy staff in external audience engagement. Conservancy staff can lead engagement with external audiences to seek input on the strategic plan. Contractor will provide guidance on engagement session formats and questions to ask to elicit input and feedback. If budget allows, the contractor may provide additional support for engagement. External audiences include Basin peer agencies, state and federal partners, the California Natural Resources Agency leadership, the Washoe Tribe of Nevada and California, non-governmental partners, and the public, including residents and visitors.
- Work with Conservancy staff to coordinate between the strategic plan development and the Conservancy’s ongoing Community Engagement contract to maximize efficiencies in incorporating the Conservancy’s racial equity work, both internally and from community engagement.

Deliverables:

1. Workplan for strategic plan development process
2. Agendas, slides and/or handouts, meeting notes, and high-level summaries of meetings and facilitated engagement.
3. Final strategic plan content outline
4. Final Draft Strategic Plan
5. Final Strategic Plan

C. Timeframe

This is a one-year contract. The Conservancy anticipates the contract will begin in spring 2023, with a completion date in spring 2024. This contract may be amended for up to, but no longer than one additional year. See additional information on contract amendments below.

D. Budget

The budget for this project is up to Forty-Nine Thousand Nine Hundred Ninety-Nine dollars (\$49,999), contingent upon approval in the State Budget Act. 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.

Per State of California (State) Contracting Manual Volume 1, Section 5.81, this contract may be amended, at the Conservancy's discretion, to provide for additional time up to one year to complete performance. The contract can only be amended once.

E. Minimum Qualifications for Proposers

The contractor must have experience in writing and editing including iterative drafting that incorporates feedback from multiple audiences, content development, collaborative strategic planning process design and facilitation, organizational diagnosis and development, complex project management, and performance measure development and evaluation. The contractor must have experience and training in racial equity principles, preferably for state governmental entities, and be able integrate an equity and environmental justice lens into content development.

F. Proposal Requirements and Information

The following elements are required in all proposals. Any proposal not meeting the minimum requirements will not be considered.

Proposers shall submit all questions to procurement@tahoe.ca.gov no later than 3:00 p.m. on April 13, 2023. Responses to the questions shall be posted to [the Conservancy's website](https://tahoe.ca.gov/request-for-proposals-strategic-plan-update) at <https://tahoe.ca.gov/request-for-proposals-strategic-plan-update> no later than 3:00 p.m. on April 21, 2023.

1. Key Action Dates

- RFP available to prospective proposers March 30, 2023
- Question submittal deadline April 13, 2023
- Responses to questions posted April 21, 2023
- Final Date for Proposal Submission May 1, 2023
- Notice of Intent to Award Depends on potential post-bid interviews
- Award Date to Award Five business days after Notice of Intent

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

2. Proposal Instructions

The proposal must include the following:

- 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 highlight and expound upon experience identified under Section E, Minimum Qualification of Proposers. The proposal should demonstrate the proposer’s experience in conducting successful strategic planning, including tasks and accomplishments that are relevant to this proposed work, and ability to create a complete, thorough, and polished final document. Include the number of years the company has been in business, a descriptive list of strategic planning and outreach experience, as well as particular strengths, specialty areas, resources, accomplishments, and any other significant items.
- Sample of Relevant Work Product for Other Client.** The proposal must include at least one sample 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).
- 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 may 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:
 - (a) Overall approach to strategic planning within the proposed timeline.
 - (b) Key milestones of the strategic plan development process
 - (c) Strategy for incorporating feedback from multiple internal and external groups

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

3. Submission of Proposal

- a. All proposals and all required documents must be submitted by email to procurement@tahoe.ca.gov, with the subject line "CTA22041 [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.

4. Evaluation and Selection

- a. Each proposal will be checked for the presence or absence of required information in conformance with the submission requirements of this RFP.
- b. Proposals that contain false or misleading statements, or which provide references, which do not support an attribute or condition claimed by the proposer, may be rejected.
- c. Award, if made, will be to the highest scored responsible proposal.

5. Evaluation Criteria

Proposals will be evaluated based on the adequacy of the response to all the requirements of this RFP and must include all information specifically required in all sections of the RFP. Proposal format and minimum qualifications will be evaluated on a points basis, with the award made to the highest scoring proposal. RFPs will be evaluated using the following criteria and ratings:

- a. Statement of qualifications of proposed staff demonstrates expertise in the following: **(0-30 points)**
 - i. Writing and editing, including iterative drafting that incorporates feedback from multiple audiences (0-8 points)
 - ii. Collaborative strategic planning process design and facilitation. (0-8points)
 - iii. Performance measure development and evaluation (0-8 points)
 - iv. Applying an equity and environmental justice lens (0-6 points)
- b. Thoroughness and quality of proposal narrative, proposed work plan, and budget **(0-40 points)**
- c. Example of a similarly complex strategic plan or similar document **(1-20 points)**

d. Cost of proposed budget **(0-10 points)**

5. Evaluation Standards

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.

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. The committee may adjust the score assigned to a proposal following the interview with the proposer.

SAMPLE Evaluation Criteria Score Sheet

Name of Proposer:

Evaluator:

Proposal Evaluation	Maximum Possible Score	Score
a(i). How well does the statement of qualifications demonstrate the proposer’s expertise in writing and editing, including iterative drafting that incorporates feedback from multiple audiences?	8 pts	
a(ii). How well does the statement of qualifications demonstrate the proposer’s collaborative strategic planning process design and facilitation experience?	8 pts	
a(iii). How well does the statement of qualifications demonstrate the proposer’s performance measure development and evaluation experience?	8 pts	
a(iv). How well does the statement of qualifications demonstrate the proposer’s ability to apply an equity and environmental justice lens?	6 pts	
b. What is the the thoroughness and quality of the narrative, proposed work plan, and budget?	40 pts	
c. Example of a similarly complex strategic plan or similar document	20 pts	
d. Cost of proposed budget	10 pts	
Total	100 pts	
Small Business Preference Points If the highest scored proposal is from a noncertified 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 the highest possible total of non-cost points.	3 to 5 percent of highest possible total of non-cost points	

Proposal Evaluation	Maximum Possible Score	Score
GRAND TOTAL	Maximum, with small business preference and DBVE incentive	

6. Award and Protest

- a. Notice of the proposed award shall be posted in a public place in the office of the California Tahoe Conservancy and on the Conservancy’s website (<https://tahoe.ca.gov>) for five (5) 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 (5) calendar days after filing the initial protest, the protesting proposer shall file with the Department of General Services, Office of Legal Services and the California Tahoe Conservancy a detailed statement specifying the grounds for the protest.
- d. Upon resolution of the protest and award of the agreement, 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 one (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>.

7. 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.

8. Agreement Execution and Performance

- a. Performance shall start not later than the express date set by the awarding agency 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 awarding agency, upon five (5) 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.
- b. 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 bids 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 530-318-6229

2. Disabled Veterans Business Enterprise Program (DVBE) Participation

The **minimum** percentage of DVBE participation is **3%** 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 new 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.

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	Commercially Useful Function (CUF) Evaluation and Determination Worksheet
_____ Attachment 8	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	
14. Are you certified with the Department of General Services, Office of Small Business Certification and Resources (OSBCR) as:		
b. California Small Business Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, enter certification number: _____	b. Disabled Veteran Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, enter your service code below: _____	
<p>NOTE: A copy of your Certification is required to be included if either of the above items is checked "Yes". 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 4
Proposer References**

List below three references for services performed within the last five years, which are similar to the scope of work to be performed in this contract.

REFERENCE 1

Name of Firm:

Street Address:

City:

State:

Zip:

Contact Person:

Telephone Number:

Dates of Service:

Value or Cost of Service:

Brief Description of Service Provided:

REFERENCE 2

Name of Firm:

Street Address:

City:

State:

Zip:

Contact Person:

Telephone Number:

Dates of Service:

Value or Cost of Service:

Brief Description of Service Provided:

REFERENCE 3

Name of Firm:

Street Address:

City:

State:

Zip:

Contact Person:

Telephone Number:

Dates of Service:

Value or Cost of Service:

Brief Description of Service Provided:

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 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%** 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 provide DVBE participation, *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:

- a. Commit to perform the participation goal percentage of the contract bid amount with its own resources or in combination with another DVBE(s).
- b. 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.).
- 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 (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 highest 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 highest score.

Confirmed DVBE Participation of:	DVBE Incentive:
5% or Over	5%
4% to 4.99% inclusive	4%
3.01% 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 _____
 Street address _____ | City _____ | State _____ | Zip Code _____
 Contact Person _____ | Telephone number _____

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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 _____
 Street address _____ | City _____ | State _____ | Zip Code _____
 Contact Person _____ | Telephone number _____

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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 _____
 Street address _____ | City _____ | State _____ | Zip Code _____
 Contact Person _____ | Telephone number _____

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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/ga/pd/pd_843.pdf) at https://www.documents.dgs.ca.gov/dgs/fmc/ga/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>