



COUNTY OF ALAMEDA

ADDENDUM No. 3

to

RFP No. 2017-SSA-CFS-RPRC

for

Resource Parent Recruitment Campaign

MODIFICATIONS TO ORIGINAL RFP DOCUMENT

AND ATTACHMENT No. 1, BID RESPONSE PACKET

This County of Alameda, Social Services Agency (SSA) RFP Addendum has been electronically issued to potential bidders via e-mail. E-mail addresses used are those in the County's Small Local Emerging Business (SLEB) Vendor Database or from other sources. If you have registered or are certified as a SLEB, please ensure that the complete and accurate e-mail address is noted and kept updated in the SLEB Vendor Database. This RFP Addendum is also posted on the SSA website at https://alamedasocialservices.org/public/departments/agency_administration/finance/funding_opportunities/Resource%20Parent%20Recruitment%20Campaign.cfm as well as on the General Services Agency (GSA) contracting opportunities website located at http://www.acgov.org/gsa_app/gsa/purchasing/bid_content/contractingdetail.jsp?BID_ID=1863



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MODIFICATIONS TO ORIGINAL RFP DOCUMENT – RFP No. 2017-SSA-CFS-RPC

The following Sections have been modified to read as shown below. Changes made to the original RFP document are in **bold** print and **highlighted**, and deletions made have a ~~strike~~ through.

Cover Page

RESPONSE DUE

By

2:00 p.m.

on

~~**October 30, 2017**~~

November 7, 2017

at

**Alameda County Social Services Agency
Finance Division – Contracts Office
1111 Jackson Street, 1st Floor, Suite 103
Oakland, CA 94607**

Section III. Calendar of Events (Page 17)

Q&A Addendum No. 2 Issued	October 16, 2017
Response Due	October 30 November 7 , 2017 by 2:00 p.m.
Evaluation Period	October 30 – November 21, November 7 – 29 , 2017
Vendor Interviews	November 16, 2016 In November 2017
Board Letter Recommending Award Issued	November 24 29 , 2017
Board Consideration Award	December 19, 2017
Contract Start Date	January 1, 2018
Note: Award and start dates are approximate.	

Section IV.D.4.b (Page 26)

In reviewing protest appeals, the OCCR will not re-judge the proposals(s). The appeal to the ~~OCC~~ **OCCR** shall be limited to review of the procumbent process to determine if the contracting department materially erred in following the RFP or, where appropriate, County contracting policies or other laws and regulations.

Section IV.E.1 (Page 27)

The term of the contract, which may be awarded pursuant to this RFP, will be ~~eight~~ **six** months with option to renew for two additional fiscal years. The County has and reserves the right to suspend, terminate or abandon the execution of any work by the Contractor without cause at any time upon giving to the Contractor prior written notice. In the event that the County should abandon, terminate or suspend the Contractor's work, the Contractor shall be entitled to payment for services provided hereunder prior to the effective date of said suspension, termination or abandonment. The County may terminate the contract at any time without written notice upon a material breach of contract and substandard or unsatisfactory performance by the Contractor. In the event of termination with cause, the County reserves the right to seek any and all damages from the Contractor. In the event of such termination with or without cause, the County reserves the right to invite the next highest ranked Bidder to enter into a contract or re-bid the project if it is determined to be in its best interest to do so.

Section IV.F (Page 28)

PRICING

- 2- **1.** Prices quoted shall be firm for the first ~~eight~~ **six** months of any contract that may be awarded pursuant to this RFP
- 3- **2.** All pricing as quoted will remain firm for the term of any contract that may be awarded as a result of this RFP.
- 4- **3.** Unless otherwise stated, Bidder agrees that, in the event of a price decline, the benefit of such lower price shall be extended to the County.
- 5- **4.** All prices are to be F.O.B. (Free On Board) destination. Any freight/delivery charges are to be included.
- 6- **5.** Any price increases or decreases for subsequent contract terms may be negotiated between Contractor and County only after completion of the initial term.

- ~~7.~~ **6.** Taxes and freight charges:
- a. The price(s) quoted shall be the total cost the County will pay for this project including Sales, Use, or other taxes, and all other charges.
 - b. No charge for delivery, drayage, express, parcel post packing, cartage, insurance, license fees, permits, costs of bonds, or for any other purpose, except taxes legally payable by County, will be paid by the County unless expressly included and itemized in the Bid.
 - c. Amount paid for transportation of property to the County of Alameda is exempt from Federal Transportation Tax. An exemption certificate is not required where the shipping papers show the consignee as Alameda County; as such papers may be accepted by the carrier as proof of the exempt character of the shipment.
 - d. Articles sold to the County of Alameda are exempt from certain Federal excise taxes. The County will furnish an exemption certificate.
- ~~8.~~ **7.** All prices quoted shall be in United States dollars and "whole cent," no cent fractions shall be used. There are no exceptions.
- ~~9.~~ **8.** Price quotes shall include any and all payment incentives available to the County.
- ~~10.~~ **9.** Bidders are advised that in the evaluation of cost, if applicable, it will be assumed that the unit price quoted is correct in the case of a discrepancy between the unit price and an extension.
- ~~11.~~ **10.** Federal and State minimum wage laws apply. The County has no requirements for living wages. The County is not imposing any additional requirements regarding wages.
- ~~12.~~ **11.** Prevailing Wages: Pursuant to Labor Code Sections 1770 et seq., Contractor shall pay to persons performing labor in and about Work provided for in Contract not less than the general prevailing rate of per diem wages for work of a similar character in the locality in which the Work is performed, and not less than the general prevailing rate of per diem wages for legal holiday and overtime work in said locality, which per diem wages shall not be less than the stipulated rates contained in a schedule thereof which has been ascertained and determined by the Director of the State Department of Industrial Relations to be the general prevailing rate of per diem wages for each craft or type of workman or mechanic needed to execute this contract.

MODIFICATIONS TO ATTACHMENT NO. 1 – BID RESPONSE PACKET

Cover Page of Attachment No. 1

RFP No. 2017-SSA-CFS-RPRC
FOR
Resource Parent Recruitment Campaign

**THE DEADLINE FOR SUBMITTAL
IS**

~~**Monday, October 30, 2017**~~

Tuesday, November 7, 2017

2:00 P.M.

Page 1 of Attachment No. 1, First Bulleted Item

- **AS DESCRIBED IN THE SUBMITTAL OF BIDS SECTION OF THIS RFP, BIDDERS ARE TO SUBMIT ONE (1) ORIGINAL HARDCOPY BID (ATTACHMENT 1 – BID RESPONSE PACKET), INCLUDING ADDITIONAL REQUIRED DOCUMENTATION), WITH ORIGINAL INK SIGNATURES, PLUS FIVE (5) SIX (6) COPIES AND ONE (1) ELECTRONIC COPY OF THE BID IN PDF (with OCR preferred).**

Page 5 of Attachment No. 1, Item 1 of Checklist

One original proposal marked “Original” plus ~~five~~ **six** copies of the proposal marked “Copy.”

**PROPOSAL NARRATIVE
RFP No. 2017-SSA-CFS-RPRC**

C. PROGRAM DESIGN, IMPLEMENTATION and TIMELINE (5-page maximum)

1. Describe how your agency will structure the pre-launch planning phase of the project and build adequate time into the timeline for research and development.
2. Provide a timeline of major tasks for the initial six-month campaign project that will ensure that the project will be completed on time.
3. Create a project plan that addresses the important issues and challenges identified in Section II, B of the RFP document and proposes creative, feasible strategies that will yield successful results.
4. Provide details of campaign strategies that will be employed, including the number and types of media materials that will be distributed and the number of ads that will be placed, as specified in the RFP, Section II, D.
5. Describe how your agency will integrate collaboration with DCFS and stakeholders into the program design.

~~C.~~ **D. COST EFFICIENCY/FISCAL MANAGEMENT (3-page maximum)**

1. Describe your financial management system, including how your agency maintains the accurate statistical, financial, and data records necessary for participating in County contracts.
2. Describe the fiscal controls that will be used for this project.
3. Describe the staffing levels for the project, and show the costs associated with staffing.

~~D.~~ **E. PERFORMANCE MEASURES (2-page maximum)**

1. Explain your plan for accurately capturing data on the amount of media activities that will be conducted and how you will use that data to measure project performance.
2. Describe the system your agency will use to collect quality data on the reach and frequency of the exposure of the campaign material and how you will use the data to measure project performance.