**COUNTY OF ALAMEDA**

**HEALTH CARE SERVICES AGENCY (HCSA)**

**ADDENDUM No. 1**

**to  
IRFP No. HCSA-0220**

**for**

**SOCIAL MARKETING CAMPAIGN FOR HCSA**

**Specification Clarification/Modification**

**Notice to Bidders**

This County of Alameda, HCSA Addendum has been electronically issued to potential bidders via e-mail based on Questions received via email or from other sources. This Addendum will also be posted on the General Services Agency (GSA) Contracting Opportunities website located at <https://www.acgov.org/gsa_app/gsa/purchasing/bid_content/contractopportunities.jsp>

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

* Section 1, page 2 of the Intent has been edited:

The maximum amount of the contract shall not exceed $~~75,000~~**100,000** for the contract term, with services charged on an hourly basis. **The maximum contract amount shall also include any other costs associated with service provision, including but not limited to: initial media placement, printing, and translation costs to launch the social marketing campaign**.

* Section 5, page 8 of the Additional Information has been edited:

# **ADDITIONAL INFORMATION**

1. **No response will be considered for award unless submitted in full electronically on or before** ~~July 10~~ **July 14, 2020 at 2:00 PM to** [**Erika.Adams@acgov.org**](mailto:Erika.Adams@acgov.org)**.**

* Section 2, page 3 of the Scope of Work and Deliverable, the fourth bullet under “Requirements” has been edited:

• The awarded Bidder may also be expected to use a Results-Based Accountability Framework to communicate data and impact via ~~video~~ **campaign** projects.

* Exhibit B Bid Form has been edited:

**BID FORM**

Cost can be submitted using the bid form below. Alterations and changes are permitted, but must clearly show key personnel line item costs. This quote should be inclusive of all deliverables performed over the twelve (12) month contract period, and any other costs associated with service provision, **including initial media placement, printing, and translation costs, in an amount not to exceed $100,000.** Please refer to the IRFP Guidelines for Submission of Bids for more instruction on bid submission.

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Hourly Rate** | **Hours** | **Maximum Amount** |
| Key Personnel Performing Services |  |  |  |
| 1. Partner |  |  |  |
| 1. Senior Consultant |  |  |  |
| Total Cost of Potential Staff ~~Per Hour~~ |  |  |  |
|  | **Cost per Unit/Item** | **Number of Units/Items** |  |
| **Other Costs:** |  |  |  |
| **Media Placement** |  |  |  |
| **Printing** |  |  |  |
| **Translation** |  |  |  |
|  |  |  |  |
| **Total Amount of Contract Not to Exceed** |  |  |  |