



January 14, 2010

RE: Request for Proposal #2246 Tracking Services Study, Amendment 1

To All Potential Bidders:

This is Amendment 1 to the above referenced RFP. Please review all information as it is particularly important when responding to this RFP. Please read all instructions and forms thoroughly to ensure your proposal is in compliance with all requirements. Proposals are due as specified in section I.E. Projected Timetable and section IV. Proposal Packaging and Delivery, no later than **3:00 p.m. PST on – Monday, January 25, 2010. Late proposals will not be accepted.**

The following changes have been made to the RFP (deleted language is struck through, added language is underlined):

1. TABLE OF CONTENTS, II. PROPOSAL REQUIREMENTS has been amended as follows:

II. PROPOSAL REQUIREMENTS

A. Mandatory Submittals	6
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<u>5. Resume Form</u>	<u>7</u>
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2. Section II. PROPOSAL REQUIREMENTS, A. Mandatory Submittals, 5. Disabled Veteran Business Enterprise Participation (Attachment 5), has been amended to add Resume (Attachment 4) as follows:

5. Resume (Attachment 4)

Resume, Attachment 4, must be completed by the Bidder at the time of proposal submission and included in its proposal package.

5. ~~6.~~ Disabled Veteran Business Enterprise Participation (Attachment-4-5)

Disabled Veteran Business Enterprise Participation, Attachment 4, must be completed by the Bidder at the time of proposal submission and included in its proposal package.

6. ~~7.~~ Small and Microbusiness Participation (Optional) - (Attachment-5-6)

Small and Microbusiness Participation, Attachment 5, if applicable must be completed by the Bidder at the time of proposal submission and included in its proposal package.

7. ~~8.~~ Confidential Contractor Disclosure (Attachment-6-7)

Confidential Contractor Disclosure, Attachment 6, must be completed by the Bidder at the time of proposal submission and included in its proposal package.

Evaluation Criteria for Mandatory Submittals: Pass/Fail

3. Section III, PROPOSAL EVALUATION PROCESS, A. Ratings, has been amended as follows:

A. Ratings

All proposals and all portions not identified as Pass/Fail will be assessed using the Rating Chart on the following page for form and content in accordance with the provisions stated in this RFP. All Bidders receiving a minimum score of "Meets" in the Rated Submittals Evaluation will be advanced to the Cost Assessment and Best Value Analysis. The evaluation of the proposals is as follows:

1. Mandatory Submittals Evaluation (Pass/Fail):

All documents required in section II. A. Mandatory Submittals/Criteria must be submitted for further consideration. Proposals meeting the mandatory submittal requirements will be evaluated in accordance with section 2. below.

- a. Transmittal Letter
- b. Cost Proposal (Attachment 1)
- c. Certification (Attachment 2)
- d. Guaranty (Attachment 3)
- e. Resume (Attachment 4)
- e- f. Disabled Veteran Business Enterprise Program (Attachment-4-5)
- f- g. Small and Microbusiness Participation (Optional) (Attachment-5-6) if applicable
- g- h. Confidential Contractor Disclosure (Attachment-6-7)

2. Rated Submittals Evaluation (Listed in order of importance):

- a. Bidder Description of Managing the Internet Sample
- b. Bidder Description of Survey Strategies and Project Deliverables
- c. ~~Cost Proposal~~
- d- c. Key Personnel Qualifications
- e- d. Bidder & Subcontractor Corporate Qualifications

In terms of relative importance, the top ~~three~~ two subsections (a. Bidder Description of Managing the Internet Sample, b. Bidder Description of Survey Strategies and Project Deliverables, ~~c. Cost Proposal~~) combined shall be afforded ~~three-quarters~~ two-thirds of the overall evaluation importance. The remaining subsections (~~d. c. Key Personnel Qualifications, e. d. Bidder & Subcontractor Corporate Qualifications~~) will make up the remaining ~~quarter~~ third of the overall evaluation.

4. Under Exhibit A, SCOPE OF SERVICES, Specifications for the Communications Effectiveness Study (Page 23, Table depicting the demographic quotas for a sample size of 300), number 4 under the **Hispanic** column in the second table, the 18 – 24 cell now reads 17 – 19 instead of 27 – 29:

	Total		White		Hispanic		Asian		African-American		Other	
Total	100%	300	46%	137	32%	97	13%	39	6%	19	3%	8
18 to 34	32%	96	24%	<u>32 - 34</u>	42%	<u>39 - 43</u>	32%	<u>11 - 13</u>	33%	<u>6</u>		<u>4</u>
18-24	14%	38 - 44	10%	13 - 15	18%	<u>17-19</u>	12%	4 or 5	15%	3		2
25-34	18%	52 - 58	14%	18 - 20	24%	22 - 24	20%	7 or 8	18%	3		2
35 to 54	40%	119	39%	<u>51 - 55</u>	41%	<u>38 - 42</u>	40%	<u>15 - 17</u>	42%	<u>8</u>		<u>3</u>
35-44	20%	57 - 65	18%	24 - 26	24%	22 - 24	21%	8 or 9	21%	4		1 or 2
45-54	19%	54 - 62	21%	28 - 30	17%	15 - 17	19%	7 or 8	21%	4		1 or 2
55 and Over	28%	85	37%	<u>49 - 53</u>	17%	<u>16 - 18</u>	28%	<u>10 - 12</u>	25%	<u>5</u>		<u>2</u>
55-64	13%	36 - 44	17%	22 - 24	9%	8 or 9	13%	5 or 6	13%	2 or 3		1
65+	15%	41 - 49	20%	27 - 29	8%	8 or 9	15%	5 or 6	12%	2 or 3		1
Female	51%	152	51%	70	49%	47	53%	21	52%	10	50%	4
Male	49%	148	49%	67	51%	50	47%	18	48%	9	50%	4

* Shaded area represents the number of target respondents based on a sample size of 300 - including both English and Spanish language interviews

5. Attachment III, **COST PROPOSAL** will be replaced with the attached document **Amended Cost Proposal**.

All other conditions of the RFP remain the same.

Please direct your questions to me at (916) 327-1383 or email ssanchez@calottery.com.

Sincerely,

Susana Sanchez, Contract Administrator
Contract and Procurement Services Section

Attachment