

Solicitation OC-08-01
RFP OC-08-01 Advertising Sales

State of California

Bid OC-08-01 RFP OC-08-01 Advertising Sales

Bid Number OC-08-01
Bid Title RFP OC-08-01 Advertising Sales

Bid Start Date Jun 23, 2009 10:01:52 AM PDT
Bid End Date Jul 6, 2009 3:00:00 PM PDT
Question & Answer End Date Jul 10, 2009 7:00:00 AM PDT

Bid Contact Michelle Hamby
916-322-8998
mhamby@dfg.ca.gov

Standard Disclaimer The State of California advises that prospective bidders periodically check the websites, including but not limited to Bidsync, and/or other state department links for modifications to bid documents. The State of California is not responsible for a prospective bidder's misunderstanding of the bid solicitation or nonresponsive bid due to failure to check these websites for updates or amendments to bid documents, and/or other information regarding the bid solicitations. Failure to periodically check these websites will be at the bidder's sole risk.

The information published and/or responded to on these websites is public information. Confidential questions/issues/concerns should be directed to the contact on the ad.

Description

The Department of Fish and Game (DFG) seeks through this solicitation to locate a qualified advertising agency to solicit advertising on behalf of the DFG for their term of one (1) year, with the option to extend the Agreement for two (2) additional, one (1) year terms. The vendor will serve as DFG's advertising sales representative to sell its regulations and associated publications. The term of this contract is from November 2009 through October 2010.

**DEPARTMENT OF FISH AND GAME**<http://www.dfg.ca.gov>1416 9th Street, 12th Floor

Sacramento, CA 95814

**REQUEST FOR PROPOSAL
Notice to Prospective Proposers**

May 5, 2009

You are invited to review and respond to this Request for Proposal (RFP), entitled RFP #OC-08-01 Advertising Sales. This contract focuses upon providing advertising sales services to the Department of Fish and Game for its publications. In submitting your proposal, you must comply with the instructions contained herein.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded at Internet site www.ols.dgs.ca.gov/standard+language. If you do not have Internet access, a hard copy can be provided by contacting the person listed below.

In the opinion of Department of Fish and Game (DFG), this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Alexia E. Retallack
Department of Fish and Game
916-322-8944
aretalla@dfg.ca.gov
1807 13th Street, Room 104
Sacramento CA 95811

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum. DFG advises that all interested proposers carefully read through the requirements, specifically those sections that will be scored, and ensure that all requested information and materials are included with the proposal.

Alexia E. Retallack
Contract Administrator

Conserving California's Wildlife Since 1870

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A) Purpose and Description of Services

The Department of Fish and Game (DFG) seeks through this Solicitation to locate a qualified advertising agency to solicit advertising on behalf of the DFG for the term of one (1) year, with the option to extend the Agreement for two (2) additional, one (1) year terms.

The DFG has been accepting advertising in its publications since 1996. In 2004, DFG entered into a Agreement with a vendor to serve as DFG's advertising sales representative, and since that time has used a representative under Agreement to sell its regulations and associated publications. In 2007 and 2008, the advertising sales for the DFG publications exceed or exceeded \$196,000. The term of this contract is from November 2009 through October 2010. The successful proposer agrees to execute the contract on the Standard 213 (Standard Agreement).

The DFG expects the proposer to have contact databases, knowledge of industry standards and advertising operating procedures, expertise in marketing, the ability to create advertising solicitation packages (rate sheets, etc), and the ability to travel within the State of California as well as outside of the State of California to various trade shows to cultivate advertising relationships. The DFG expects the proposer to respect deadlines and be responsive to DFG inquiries regarding sales, status of artwork, and collection of funds.

In addition, the proposer will arrange for all advertising artwork to be provided to specification, maintain client relationships with advertisers, track the advertising dollars by publication, and then release those funds to printers designated by DFG. The DFG retain rights of refusal of advertising that conflicts with DFG's mission and policies, as well as all advertising falling into the prohibited categories (alcohol, tobacco, and designated firearms – firearms approved for hunting are permitted). The DFG will maintain control of its publications, through the editorial, design and layout phases. The publication schedule is set one (1) year in advance and deadlines are final. The DFG will arrange for the printing of each publication following state regulations, and the proposer will release advertising dollars to the selected printer for each publication.

Activities and Work Requirements

This RFP is for a revenue generating Agreement. No State funds will be expended in the generation or pursuit of advertisements. The proposer will contact and invite various manufacturers, dealers, and vendors about placing an advertisement in DFG publications. Each publication caters to different audiences, some hunting and fishing oriented while others are conservation and non-consumptive recreation oriented. The proposer will be responsible for creating the rate sheets for each of these publications as well as any media kits necessary for sales. The DFG Contract Manager will supply examples of the publications as necessary. In most cases, the proposer will pursue display advertising, but some publications may benefit from corporate sponsors using a tag line or service listings (business card ads). Publication sizes and page numbers are set by the DFG Contract Manager but the proposer will have ability to determine the number ad pages for the regulations, and possibly with the magazines.

Publications (available upon request) open to advertising are:

- Regulations sheets/booklet. Annual press runs are Sport Fishing – 450,000; Ocean Fishing – 250,000; Ocean/Inland Salmon Supplement – 200,000;
- Regulations three year book: Mammal (275,000); Upland Game, Waterfowl and State and Federal Areas combined book (250,000)

- Outdoor California Magazine – Bi-Monthly, press run 10,000 (paid subscriber base 5000), averages 40-48 pages with occasional special issues of 64-plus pages
- Commercial Fishing Digest. Annual press run of 11,000, directly mailed to about 7,500 licensed commercial fishermen
- Hunter Education Quarterly — Quarterly, press run 1,500, direct mailed to hunter education instructors
- Tracks Big Game Book – Annual, press run 150,000, averages 64 pages
- Tracks Upland Game – Currently being revised to incorporate current hunt information as a supplement to off year regulations cycle
- Fish and Game Journal – Scientific quarterly publication with press run 2,500, averages 52 pages, direct mailed
- Possible webpage ads/banners
- Other publications in development may be included in the advertising program as well as sponsorship opportunities upon mutual agreement between the DFG Contract Manager and proposer. Sponsorships will consist of a variety of market exposure aspects with commission rates for included display advertising following the Agreement and a fee for sponsorship coordination negotiated in consideration of the entire sponsorship package.
- The proposer will be expected to keep an accounting of advertising revenues generated by each publication, including the ad sale price, discounts given (if any), the commission paid, and the amount the DFG receives. This record will be provided with the quarterly report and made available upon the request of the DFG Contract Manager. DFG wants the funds collected one (1) week before publication in the amount of at least 50 percent (50%). Variation of this will require negotiation and agreement between DFG and the proposer. The DFG Contract Manager will provide bindery proofs to the proposer for billing purposes, but DFG expects expedient payment of its print vendor. Payment to the print vendor is first priority and must be made no later than thirty (30) days from the date of publication. Checks should be sent by the fastest, most reasonable method available to meet the timeframe indicated and in a manner that is trackable. DFG expects to see copies of the checks (either faxed the day they are sent or included with the quarterly report).
- The DFG expects the proposer to respond to the DFG Contract Manager inquiry within one (1) business day unless otherwise arranged. The proposer must also demonstrate the ability to be available immediately to resolve any problems that arise at the production stage of the publications and or the pre-press phase involving printers and publication production.
- The proposer shall provide monthly call/lead reports to verify activity; and quarterly activity reports to document ad placement acceptance and denial. On a project basis, regular call/lead reports will list the name of the company and individual contacted, and some indication of the result of the contact (i.e. decline, interested). This information may be provided via e-mail, fax or regular mail to the DFG Contract Manager.

- The proposer will be responsible for securing insertion orders. All insertion orders should state the name of the buyer, the size of the ad, the full amount paid for the ad, any discounts given, the date artwork is due, and the signature of the buyer (required for large display ads). For prepaid business card ads or service listings, a copy of the check or other payment mechanism will suffice. Copies of insertion orders for all ads will be provided to the DFG Contract Manager either at the end of the project sales period or with the quarterly report, whichever comes first.
- The quarterly report will list successful contacts, sales made, revenue generated, agency discounts given, ad status, etc. A spread sheet with this information logged is acceptable. The DFG Contract Manager expects to see records of deposits and dates of payments made to printers. This report serves as a summary of the quarter's activities, revenue generation and a summary of any special or significant developments.
- A schedule of publication dates and deadlines for the regulations is provided annually. The proposer is expected to meet all artwork submission deadlines, specifically those related to the submission of final artwork to the print vendor. Failure to meet the deadlines may result in penalties of 1 percent (1%) of the project's ad sales for each day the artwork is late to the printer unless otherwise agreed to by the DFG Contract manager and the proposer in writing (either by e-mail, fax or regular mail).
- The proposer will provide a copy of any and all checks sent to the print vendors along with insertion orders if they have not already been provided. Checks are expected to be sent to the print vendor in the most expeditious manner and through a method by which they can be tracked. Payment to print vendors is expected thirty (30) days from the date of publication.
- With publications like Outdoor California or Tracks in which advertising and editorial are intermixed, when interest in a premium page be expressed by a potential advertiser, the proposer will be responsible for contacting the DFG Contract Manager and reserving the space.
- The proposer will collect the funds until the DFG publication goes to print. At that time, the DFG will provide instructions to the proposer on where to submit the funds (specifically, which print vendor the DFG will be using). The DFG Contract Manager will maintain control over the printing process and procurement, and has the express right of refusal of any advertisement that violates DFG policy or in any way suggests an activity that conflicts with DFG's mission (e.g., an off highway vehicle)
- The proposer must disclose to the DFG Contract Manager, prior to close of publication of deep discounts that may need to be made to fill advertising space. Discounts lowering the sales price to less than 50 percent (50%) of the listed price will require adjustment of proposer's commission rate on that ad alone. Cover photos for regulations featuring name or logo of an advertiser may be sold for a minimum of 30 percent (30%) more if buyer has purchased a full page in the same regulation booklet. NO EXCEPTIONS. DFG retains right of approval for the photo.
- The proposer will be responsible for assembling the artwork in final form and submitting it to the print vendor. Preferred format is high-resolution, press preset PDF. Laser proofs of ads must be provided to the printer and to the DFG Contract Manager for ad check purposes.
- The proposer will consult with the DFG on the design of various publications to maximize advertising sales.
- Proposer is expected to begin sales immediately upon receipt of signed Agreement.

* Discounts are per industry standard and defined as agency discounts or commissions passed through to the national agencies (like those representing major manufacturers such as Dodge, Ford, etc.)

B) Minimum Qualifications for Proposers

Company Dossier

- 1) The proposer will list the following as part of their response. This section is weighted 25 points in evaluation.
 - Years experience in selling advertising, minimum of three (3) required;
 - Experience working with outdoor oriented clients/advertisers/product manufacturers (i.e., Cabela's, Coleman, LL Bean, Remington, Hummer, etc.);
 - List personnel by classification including clerical staff/telemarketing staff, accounting staff and sales representatives – all staff should be listed by name with their position (resumes will be required in section B1a);
 - Experience selling for one (1) time and serial publications (list publications worked for/handled);
 - Experience working with not-for-profit or state agencies of all types, but especially any outdoors related organizations
 - a. Project Personnel - The proposer shall list all personnel, their positions on the team, and the specific job function they will be handling. This section is weighted 10 points. Include:
 - A contact protocol demonstrating who will be primary contact, alternate, how ad inquiries made to the DFG Contract Manager should be routed, expected timeframes for responses to DFG and ad inquiries (see our requirement under activities and work requirements) – specifically state how availability will be handled for vacations, pre-press/production schedules, and regular business inquiries (from ad buyers and DFG);
 - A resume that includes experience in years for each of following: sales staff, manager, graphics staff, and office/reception/booking staff.
 - Include a description of accounting procedures/practices/approach – specifically how funds are brought in, tracked monitored, distributed, accounted for etc. DFG must cover the costs of printing the publications through advertising. Ad rates will need to be set at such an amount that it will ensure the ads pay for themselves and a significant portion, goal of all, of the interior text and distribution.
 - b. Facilities and Resources - These should be tangible assets. This section is weighted 10 points. Personnel and years experience should be listed under B1 and B1a. The proposer shall list all of its:
 - Office locations and phone numbers for those offices;
 - Advertising sales assets (equipment, software, partnerships, association memberships, networking experience, databases, etc);
 - Any and all resources that the proposer determines would enhance the company's ability to sell advertising space in the DFG publications.

Work Tools and References

- 2) The proposer will provide examples of work tools and references. This section is weighted 20 points. The proposer will provide:
 - Examples of rates sheets (created for other publications as a sample is OK or for DFG publications specifically – ad rates are not a consideration – it is the graphic ability we are interested in);
 - A client list (other organizations the company represents or has represented in the past – indicate the status), other businesses/experience related to publishing, design, production and/or sales;
 - A sample of database contacts (including total number of contacts for potential advertisers and a list of at least 20 potential advertisers for DFG publications) both general categories and specific vendors;
 - And at least three (3) references from previous clients regarding performance in the form of a quote or letter from each, and the name and contact information for each.

Declaration of Competing Interests

- 3) The proposer must disclose possible competing interests for either time or similar advertisers. This section is weighted 5 points. Proposer will include:
- Competing clients (company name and description of targeted market)
 - How the needs of each client will be balanced – in this discussion note if there are other business interests that will require the attention of some or all of the staff listed in the proposal – explain how resources will be share and what efforts will be put in place to ensure proper attention is given to DFG priorities and publications;
 - How many clients the company handles;
 - And in terms of those clients, what size of client the DFG is considered (smaller compared to others proposer handles, medium, largest, etc).

Accounting Practices

- 4) The proposer will describe accounting practices and how the funds will be monitored, tracked and held; and how records of transactions will be reported. This section will be weighted 15 points.
- The proposer will include in this narrative the experience the company has in these types of arrangements.
 - Proposer will describe how invoicing will occur, terms of payment, etc. The proposer will create an account for this project, and will provide copies of the monthly bank statements (personal information redacted) that show payment deposits and withdrawals for payment vendors in addition to copies of the checks sent to the vendors under a trackable delivery method (UPS, Fed-X, Certified mail, etc).
 - The proposer should include a credit report or statement of solvency/good financial standing/credit rating issued from a financial institution, credit union or other authority.

C) Submission of Proposal Requirements and Information

1) Key Action Dates

<u>Event</u>	<u>Date</u>	<u>Time</u>
RFP available to prospective proposers	June 22, 2009	8:00 a.m.
Written Question Submittal Deadline	July 6, 2009	12:00 p.m.
Final Date for Proposal Submission	July 10, 2009	12:00 p.m.
Cost Proposal Opening	July 10, 2009	2:00 p.m.
Notice of Intent to Award	August 2, 2009	2:00 p.m.
Proposed Award Date	August 2, 2009	2:00 p.m.

2) Submission Proposal

- a. Proposals should provide straightforward and concise descriptions of the proposer's ability to satisfy the requirements of this RFP. The format should follow the sections as outlined in Subsection B. The proposal must be complete and accurate. Omissions, inaccuracies or misstatements will be sufficient cause for rejection of a proposal.
- Include all information requested under each subsection, even it if seems to be a repeat of an earlier requirement.
 - List responses by subsection with information, descriptions, etc. in that section, under that subhead.
 - Provide all documents/samples requested
- b. The proposal package should be prepared in the least expensive method.
- c. All proposals must be submitted under **sealed** cover and sent to the DFG by dates and times shown in Section A, Purpose and Description of Services, Key Action Dates (page 7). Proposals received after this date and time will not be considered.

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- d. One (1) original and 5 copies of the proposal must be submitted.
- e. The original proposal must be marked "ORIGINAL COPY". All documents contained in the original proposal package must have original signatures and must be signed by a person who is authorized to bind the proposing firm. All additional proposal sets may contain photocopies of the original package.
- f. For the Cost Detail, the proposer shall provide an explanation of costs associated with the sales of advertising.
- Proposer should list what the commission covers – not the amount of the commission which must not be revealed – but how the commission received by the proposer will be used (pay staff, set aside, hard business costs, agency discounts, overhead charges, reinvestment or debt recovery, etc).
 - DFG will not expend any funds on this contract.
 - The proposer will explain in narrative or outline, how it intends to handle agency discounts or reduced rates offered to secure sales (should they be necessary).
 - The proposer will cover associated costs through commissions made on sales.
 - If proposer plans to charge advertisers for anything other than commission (like creating artwork), it should be declared in this section.
 - In addition, the proposer should note any adjustments or compensations given to DFG in those cases where deep discounts have dropped the ad price below 60 percent (60%) of the listed price (WITHOUT DISCLOSING PROPOSER'S SEALED COMMISSION RATE).

This section is weighted at 15 points. DFG expects to receive a minimum of 60 percent (60%) of the listed ad rate. However, the *contract will be awarded to the qualified applicant with the lowest commission rate.*

The commission rate must be submitted separately in a sealed envelope and not considered until the proposals have been evaluated and applicants meeting the minimum 85 points are determined.

The commission rate must be submitted in a separate sealed envelope. The envelope should be affixed to the outside of the proposal package and marked "COMMISSION PERCENTAGE-DO NOT OPEN".

- g. The proposer must sign and submit to the awarding agency, *page one (1)* of the Contractor Certification Clauses (CCC), which can be found on the Internet at www.dgs.ca.gov/contracts.
- h. The proposal envelopes must be plainly marked with the RFP number and title, your firm name and address, and must be marked with "DO NOT OPEN", as shown in the following example:

Department of Fish and Game
RFP Number OC-08-01
Advertising Sales Representation

DO NOT OPEN

If the proposal is made under a fictitious name or business title, the actual legal name of proposer must be provided.

Proposals not submitted under sealed cover and marked as indicated may be rejected.

- i. All proposals shall include the documents identified in Section D, Required Attachment Checklist (see page 10). Proposals not including the proper "required attachments" shall be deemed non-responsive. A non-responsive proposal is one that does not meet the basic proposal requirements.

- j. Mail or deliver proposals to the following address:

U.S. Postal Service Deliveries and Hand Deliveries

(UPS, Express Mail, Federal Express)

California Department of Fish and Game

Attention: Alexia Retallack

1807 13th Street, Room 104

Sacramento CA 95811

- k. Proposals must be submitted for the performance of all the services described herein. Any deviation from the work specifications will not be considered and will cause a proposal to be rejected.
- l. A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The State may reject any or all proposals and may waive any immaterial deviation in a proposal. The State's waiver of immaterial deviation shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the agreement.
- m. Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibility of the proposer and shall not be charged to the State of California.
- n. An individual who is authorized to bind the proposing firm contractually shall sign the Attachment 2, Proposal/Contractor Certification Sheet, page 11. The signature must indicate the title or position that the individual holds in the firm. An unsigned proposal may be rejected.
- o. A proposer may withdraw its proposal by submitting a written withdrawal request to the State, (signed by the proposer or an authorized agent in accordance with h) above. A proposer may thereafter submit a new proposal prior to the proposal submission deadline. Proposals may not be withdrawn without cause subsequent to proposal submission deadline. Proposal modifications offered in any other manner, oral or written, will not be considered.
- p. The awarding agency 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.
- q. The awarding agency reserves the right to reject all proposals. The agency is not required to award an agreement.
- r. Before submitting a response to this solicitation, proposers should review, correct all errors and confirm compliance with the RFP requirements.
- s. More than one (1) proposal from an individual, firm, partnership, corporation or association under the same or different names, will not be considered.
- t. The State does not accept alternate contract language from a prospective proposer. A proposal with such language will be considered a counter proposal and will be rejected. The State's General Terms and Conditions (GTC) are not negotiable.
- u. No oral understanding or agreement shall be binding on either party.

3) Evaluation Process

- a. At the time of proposal opening, 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. The final selection will be made to the responsible proposer achieving the highest passing score, after application of preferences.

d. Phase I

The proposals that meet the minimum qualifications will be evaluated and scored as indicated below. A minimum of 85 points must be achieved in this phase to be considered responsive. (A responsive proposal is one which meets or exceeds the requirements stated in this RFP.)

<u>Rating/Scoring Criteria</u>	<u>Maximum Possible Points</u>
Section B1 Minimum Qualifications – Company Description (see page 6)	25
Section B1A Minimum Qualifications – Project Personnel (see page 6)	10
Section B1B Minimum Qualifications – Facilities and Resources (see page 6)	5
Section B2 Minimum Qualifications (see page 6)	20
Section B3 Minimum Qualifications (see page 7)	10
Section B4 Minimum Qualifications (see page 7)	15
Section C1F Cost Detail with Percentage Breakdown (see page 7)	15
Total Possible Points	100

e. Phase II

This phase consists of opening and evaluating the sealed commission percentages. All proposals that enter Phase II will have received 85 points or more and are considered fully capable of performing the required services. The sealed envelopes containing the commission percentage for the proposals that meet the format requirements and standards shall then be publicly opened and read. The agreement will be awarded to the responsive proposer with the lowest commission percentage.

4) Award and Protest

- a. Notice of the proposed award shall be posted in a public place in the office of DFG 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 DFG, 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 you submit any protest by certified or registered mail.
- c. Within five (5) days after filing the initial protest, the protesting proposer shall file with the Department of General Services, Office of Legal Services and the DFG a detailed statement specifying the grounds for the protest.

5) Disposition of Proposals

- a. Upon proposal opening, 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, only if received late and not opened.

6) Agreement Execution and Performance

- a. Service shall start not later than five (5) days, or on the express date set by the awarding agency and the Proposer, after all approvals have been obtained and the agreement is fully executed.
- b. All performance under the agreement shall be completed on or before the termination date of the agreement.

D. Preference Programs**1. Small Business Program**

Not all preference programs may apply to your solicitation (TACPA, LAMBRA and EZA programs do not apply to construction contracts, contracts under \$100,000 or to contracts where the worksite is fixed by the contract term). The Small Business Preference always applies.

a) Small Business Preference

A Small Business Preference of five percent (5%) will be granted in accordance with Government Code Section 14835, and as contained in Title 2, California Administrative Code Section 1896 et. seq. To claim the Small Business Preference, which may not exceed \$50,000 for any proposal, your firm must have its principal place of business located in California and you must have an approved small business certification form and proof of annual receipts on file with the Department of General Services, Office of Small Business and Disabled Veteran Business Services (DGS/OSDS). Questions and requests for copies of the regulations should be directed to DGS/OSDS at (916) 375-4940.

Proposers requesting the Small Business Preference must complete the certification on the attached Proposal/Proposer Certification Sheet (Attachment 2, Item 14) and include a copy of the certification. The Small Business Preference and Certification Request must be signed in the same style in which the proposer is licensed by the Contractor's State License Board.

The application of the five percent (5%) Small Business proposalding preference is now extended to non-small businesses that commit to subcontracting at least twenty-five percent (25%) of its net proposal price to California Certified Small Businesses and/or Micro-businesses when the non-small business:

- ✓ Has included in its proposal a notification to the awarding Department that it commits to subcontract at least twenty-five percent (25%) of its net proposal price with one (1) or more small businesses; and
- ✓ Has submitted a timely, responsive proposal; and
- ✓ Is determined to be a responsible proposer; and
- ✓ Submits a list of the small businesses it commits to subcontract with for a commercially useful function in the performance of the contract. The list of subcontractors shall include their name, address, phone number, a description of the work to be performed and the dollar amount or percentage (as specified in the solicitation) per subcontractor.

The awarding department will grant small businesses a five percent (5%) Small Business preference on a proposal evaluation when a responsible non-small business has submitted the lowest-priced, responsive proposal pursuant to the evaluation of a solicitation method when a small business:

- Includes in its proposal a notification to the awarding department that it is a small business or that it has submitted to the Department of General Services, Office of Small and Disabled Veteran Business Services (DGS/OSDS) a complete application no later than 5:00 p.m. on the proposal due date, and is subsequently certified by the Department of General Services as a small business; and
- Submits a timely, responsive proposal; and
- Has been determined to be a responsible proposer.

Proposers having pending Small Business or DVBE Certification applications under review by the Department of General Services concurrent with the proposal time frame should contact DGS/OSDS to request an expedite review/approval of their application in order to be considered for the small business preference during the evaluation of this proposal. Contact DGS/OSDS at (916) 375-4940 to obtain information about the application expedite process.

Proposers must notify the Department, in writing, at the time of proposal submission that they have an application for Small Business or DVBE Certification under review at the DGS/OSDS, and that they wish to be considered for the Small Business Preference Calculation.

2. **Disabled Veteran Business Enterprise (DVBE) Incentive**

The DVBE Incentive, (Senate Bill 115, Chaptered October 2005, Regulations adopted October 2007) provides proposaling firms with the opportunity to receive incentive calculations which may then place the proposaling firm in line for contract award when they elect to partner with a California certified Disabled Veteran Business.

- a. The California Code of Regulations, Title 2, Division 2, Chapter 3, Subchapter 10.6, DVBE Incentive requires state Departments and agencies to include DVBE Incentive language in their solicitations when the soliciting Department has failed to achieve mandated minimum three percent (3%) DVBE participation goals in two (2) of three (3) prior Fiscal Years.
- b. At a Department's discretion, a solicitation may be formally exempted/waived overall from the inclusion of the DVBE program requirements and responding firms are not then required to comply with the DVBE program requirements. The solicitation document will formally state whether or not DVBE program requirements should be met.
- c. DVBE Incentive regulations apply to all public works, goods, IT services and goods, and personal service contracts. The Incentive is applied during the evaluation process and is only applied to responsive proposals from responsible proposers proposing the percentage(s) of DVBE participation for the incentive(s) specified in the solicitation.
- d. DVBE Incentive participation is optional and at the discretion of the proposaling firm. A proposaling firm is not required to use the Incentive Option.
- e. Under the DVBE Incentive, a firm responding to this solicitation may locate and partner with a DVBE firm to provide services or commodities in support of the contract services to the Department.
- f. When requesting the Incentive, proposaldings firm must complete and provide the necessary DVBE Incentive forms and documentation as provided at the end of this Attachment. These documents are to be made a part of your proposal response at the time of proposal submission. (See Proposal/Proposal Checklist, page 1 of this solicitation)
- g. Application of the Incentive cannot and will not displace an award to a certified small business with that of a non-small business.
- h. Subsequent services or commodities provided by the sub-contracting firm MUST meet the regulations and definition of a "Commercially Useful Function" as defined under the following Government Codes: 14837; 14838.6; 14839; 14842; 14842.5 and Military and Veterans Code 999 and 999.6.

3. **DVBE Incentive Option vs DVBE Program Requirements**

Use of the Incentive does not supplant a proposer's activities to meet DVBE Program requirements when that solicitation includes those requirements. While the opportunity for using the incentive is optional, based on the proposaling firm's choice, the DVBE program requirements, when included, are not optional and must be met.

If a proposaling firm does not undertake DVBE program activities as specified in the solicitation and document those activities through either the selection of a DVBE firm, or through satisfaction of the Five (5) Steps of the Good Faith Effort (GFE), that firm will be deemed non-responsive to proposal requirements and their submission will be rejected.

4. **Incentive vs Preference**

(i)

The application of an incentive varies from that of a preference both in when it is included in competitive solicitations and how incentive percentages are determined and calculated. Unlike a preference which is standardized in competitive solicitations and the standard percentage is stipulated, (i.e. Small Business 5% preference) discretion is left to the Department to determine the incentive percentage for a particular transaction based upon a business strategy to achieve their annual goal.

Awards Based on Low Price: The Incentive is applied by reducing the proposal price by the amount of incentive as computed from the lowest responsive and responsible proposal price. Computation is for evaluation purposes only. {CCR 1896.100 (b)}

5. **Use of Incentive Amount vs Incentive Scale**

The DFG has selected how the Incentive will be applied to this RFP. The DVBE Incentive method used for this solicitation is specified under Paragraph 5, DVBE Program Incentive.

a. Incentive amount

When a specific Incentive amount for a particular solicitation is identified, i.e. 1%, 2%, or 3%, firms partnering with certified DVBE firms in response to the solicitation, and meeting the DVBE participation percent specified, may have the Incentive amount applied to their proposal response if they are in line for award and they do not displace a certified small business firm.

6. **DVBE Program Incentive as Applied**

For the purposes of this solicitation, the DFG will be using the following DVBE Incentive:

- a. The DVBE Incentive amount to be applied to this RFP will be five percent (5%).

7. **Incentive Cap**

- a. For the purpose of this RFP, the Incentive cap shall be \$100,000.

Note: *The small business preference and DVBE Incentive, when combined, shall not exceed \$150,000 for any proposal when both are applicable.*

8. Target Area Contract Preference Act (TACPA)

Promotes economic development and employment opportunities in designated distressed areas, by offering a five percent (5%) worksite and a 1% - 4% workforce proposalding preference. The Preference does not apply to contracts where the worksite is fixed by the contract terms. Preferences only apply to California based firms, and only when the lowest responsive proposal and resulting contract exceeds \$100,000.

For additional information view website at <http://www.pd.dgs.ca.gov/edip/tacpa.htm> Delete if not applicable to your solicitation.

9. Local Agency Military Base Recovery Area (LAMBRA) Act

Promotes employment and economic development at designated military bases by offering a five percent (5%) worksite and a 1% - 4% workforce proposalding preference. LAMBRA preferences do not apply to contracts where the worksite is fixed by the contract terms. Preferences apply only to California Based firms, and only when the lowest responsive proposal and resulting contract exceeds \$100,000.

For additional information view website at <http://www.pd.dgs.ca.gov/edip/lambra.htm>

Delete if not applicable to your solicitation.

10. Enterprise Zone Act (EZA)

Promotes employment and economic development at designated Enterprise Zones by offering a five percent (5%) worksite, and 1% - 4% workforce proposalding preference. EZA preferences do not apply to contracts where the worksite is fixed by the contract terms. Preferences apply only to California Based firms, and only when the lowest responsive proposal and resulting contract exceeds \$100,000.

For additional information view website at <http://www.pd.dgs.ca.gov/edip/eza.htm>

Delete if not applicable to your solicitation.

E. Disabled Veteran Business Enterprise (DVBE) Program Participation**1. DVBE Participation Program Requirements**

Public Contract Code Section 10115 et seq. establishes the Disabled Veteran Business Enterprise (DVBE) Participation Program. The DVBE program requires that state agencies have a goal to award at least three percent (3%) of their annual contract dollars to certified DVBEs. All proposers must meet or exceed the goal of at least three percent (3%) DVBE participation for this solicitation and document that commitment by completing the attached DVBE Participation Summary STD 840 form (Attachment 6). Should efforts result in partial or no participation, in order to meet DVBE Participation Program requirements, proposers must document their "Good Faith Effort" to attain DVBE participation by completing the Good Faith Effort Form – Exhibit A (Attachment 6). If the proposer does not respond to DVBE participation requirements, including the submission of all requested forms and supporting documentation, the proposal will be considered non responsive and ineligible for award.

The Department of General Services (DGS), Procurement Division, (PD), Office of Small Business and DVBE Services (OSBDS) maintains a website for proposers listing DVBE program requirements and information, DVBE compliance forms along with a database of certified DVBEs to query. The database is available in three formats:

- a. An online list, updated monthly, which can be viewed on-line or downloaded to your computer; and
 - 1) A printed list, updated monthly, which can be mailed upon request; and
 - 2) An Internet database, which can be searched on-line.

If you have Internet access, you can use the on-line database to meet all of your proposal and documentation requirements; you do not need to request a printed list.

DVBE On-Line Database: <http://www.pd.dgs.ca.gov/dvbe/default.htm>

Office of Small Business and DVBE Certification
707 3rd Street, 1st Floor, Room 400
West Sacramento, CA 95605

Mailing Address

P.O. Box 989052
West Sacramento, CA 95798-9052

Phone Number

Receptionist: (800) 559-5529 or (916) 375-4940

Fax: (916) 375-4950

24-Hour Recording & Mail Request call (916) 322-5060

When proposers are deciding what portion of the contract can best be performed by a DVBE, think broadly about all the goods and services needed to complete this contract. If you are unable to identify a specific portion of the proposed contract to subcontract, the Department encourages proposers to avoid making a predetermination that no DVBEs are able to perform without first contacting and inquiring about participation. This allows DVBEs to respond whether they can or cannot provide any goods or perform services related to the solicitation, and provides a proposer with responses for consideration.

A common mistake proposers make is to indicate on the participation summary that no subcontractors or suppliers are needed and that goals are not applicable, offering that all work can be done by the proposer with his/her own resources. Proposers are warned that this is not an option if their proposal is to be deemed responsive.

b. Proposers can meet the DVBE participation goal by one of the following two (2) ways:

- 1) If you are a non-DVBE proposer: Commit to use DVBE(s) for at least three percent (3%) of the total contract proposal amount and document participation.
- 2) If you are a DVBE proposer: Commit to perform at least three percent (3%) of the contract proposal amount with your firm or in combination with other DVBE(s).

Once you have obtained a commitment from DVBE subcontractor(s) and/or supplier(s) to participate in three percent (3%) or more of the total contract proposal amount for this solicitation, you must document the DVBE participation by completing the DVBE Participation Summary Form STD 840.

Proposers must include the DVBE certification number assigned by OSBDS for each participating DVBE proposer, subcontractor and/or supplier. Verification of DVBE certification numbers can be made by Internet query at the following web address <http://www.pd.dgs.ca.gov/dvbe/default.htm>

2. Good Faith Effort (GFE)

The proposer must meet or exceed the minimum DVBE participation goal (at least 3% of the total contract dollar amount), or demonstrate that they made a "Good Faith Effort" to achieve participation. The law intends DVBE participation, however should a proposal be submitted with less than minimum participation, the proposer must make and document their efforts to attain participation. Submit with your proposal, the Good Faith Effort Documentation – Exhibit A, (Attachment 6) including supporting documentation to demonstrate all five (5) good faith effort steps you have taken to meet participation goals.

The five (5) legally defined Good Faith Effort (GFE) steps are:

- Step 1 Outreach, Awarding Department
- Step 2 Outreach, Other State, Federal and Local Organizations
- Step 3 Advertising
- Step 4 Invitations to Proposal
- Step 5 Consider Responses

Detailed action for completion of each step is listed below:

STEP 1 - OUTREACH, AWARDING DEPARTMENT

Contact one (1) of the DFG Contracting Officials listed below:

Renee Laoyan (916) 651-8608

Email: rlaoyan@dfg.ca.gov

~ or ~

Lynne Shively (916) 651-8328

Email: lsively@dfg.ca.gov

California Department of Fish and Game
1416 Ninth Street, Room 1211B
Sacramento, CA 95814
Fax No.: (916) 651-6000

The contact purpose is to identify potential DVBE subcontractors and/or suppliers. The DFG Contract Official may refer you to other resource or service providers including the DVBE Website at <http://www.pd.dgs.ca.gov/dvbe/default.htm>

STEP 2 - OUTREACH, OTHER STATE, FEDERAL AND LOCAL ORGANIZATIONS

- **State** – View the OSBDC website to access the DVBE on-line database at the following web address: <http://www.pd.dgs.ca.gov/dvbe/default.htm>

The search engine allows two separate types of queries (either keyword query or standard query).

- o Keyword Query

Allows you to find DVBEs by business type, business name, city and/or zip code.

- o Standard Query

Allows you to find real-time information and certification status of DVBE firms including certification type, certification number, Standard Industrial Classification (SIC) Code and service area location. You can also print or download the certified DVBE listing to create your own customized list (updated daily).

- **Federal** – Contact the Small Business Administration (SBA). The SBA provides an electronic search engine, containing business profiles on nearly 200,000 businesses, including certified and non-certified disabled veteran owned businesses. The electronic search engine, PRO-Net, may be accessed at <http://www.sba.gov>. Proposers should be careful to verify that firms identified on PRO-Net are State of California certified DVBEs.
- **Local** - The OSBDS publishes the "DVBE Resource Packet" to assist proposers in meeting participation requirements. The "DVBE Resource Packet" is available for download at the following website: <http://www.pd.dgs.ca.gov/publications/resource.htm>

The packet may also be mailed at your request by calling (800) 559-5529. Contact listed local organizations to identify potential DVBE subcontractors/supplier. Document contact(s) and results.

STEP 3 - ADVERTISING

- In accordance with PCC Section 10115.2(b) (3), proposers must advertise in at least **one (1) Trade and one (1) Focus publication** (minimum two {2} ads), unless the DVBE participation goal is satisfied. Advertising is mandatory and ads must be published a minimum of 14 days prior to proposal opening date. Trade and Focus Paper definitions along with an approved listing of Trade and Focus publication names, phone numbers and addresses are available in the DVBE Resource Packet (web site address is listed above).

- Typically, advertisements should be specific enough to encourage responses from potential DVBE subcontractors and suppliers and include information such as the following:
 - o Identify awarding department
 - o Identify the solicitation
 - o State proposal opening date
 - o Identify the type of work available for subcontractors or the suppliers needed
 - o Request proposals or quotes from DVBE subcontractors or suppliers
 - o Specify the geographical area and location in which the work will take place
 - o Prime Proposer Contact name, address, phone, fax, email
- **Proposers must list publication names and advertisement dates and attach a copy of their published ads with the Good Faith Documentation, Exhibit A (Attachment 6).**

STEP 4 - INVITATIONS TO PROPOSAL

Invite identified DVBE subcontractors/suppliers to proposal. Steps 1-3 should have produced a list of potential DVBEs.

- Solicitation Sample - include a sample of the solicitation sent (letter, fax, e-mail) and/or document discussions made by phone with DVBE firms. If contact was made by phone, document the conversation, date, time, contact person, phone number, and business opportunities discussed.
- Proposers List - Include the list of DVBEs invited to proposal and list on the Good Faith Effort Documentation, Exhibit A (Attachment 6).

STEP 5 - CONSIDER RESPONSES

Proposers must consider responding DVBEs for contract participation. Consideration should be based upon business reasons and the same criteria apply to all potential subcontractors/suppliers. List on GFE, Exhibit A (Attachment 6) those firms from your proposers list that responded to your, Step 4, Invitation to Proposal. Indicate using the word "selected" if a firm was selected for participation, or provide the business reason for non-selection.

NOTE: Firms shown as selected, are to be listed on the Disabled Veteran Business Enterprise Participation Summary form STD 840. The STD 840 should be included in the proposal package). If you have exhausted all avenues to attain DVBE proposal responses, and no responses were received, indicate "none" on form STD 840.

3. DVBE Forms

a. Disabled Veteran Business Enterprise Participation Summary (STD 840)

This form MUST be completed whether the program participation goal is achieved or a “Good Faith Effort” is made and documented. Failure to complete and return this attachment with your proposal will result in your proposal being deemed non responsive and rejected. The Disabled Veteran Business Enterprise Participation Summary, STD 840 form may be obtained and printed from the following Internet site:

<http://www.pd.dgs.ca.gov/publications/default.htm>

b. GFE Documentation – Exhibit A

Submission of this form is mandatory if you have been unsuccessful in meeting the DVBE participation goal. Failure to submit the completed GFE Documentation will result in the proposal being deemed non responsive and rejected. The GFE Documentation – Exhibit A may be obtained and printed from the following Internet site:

<http://www.pd.dgs.ca.gov/publications/default.htm>

4. DVBE Frequently Asked Questions

The following questions are among the most frequently asked regarding DVBE requirements:

Question 1: If I am awarded the contract, either with partial or full goal attainment documented, am I required to use the subcontractor/supplier proposed in my proposal?

Answer: Yes, unless you have requested and received written substitution approval from the State. Written requests should include: The person's name or firm name to be substituted; the substitution reason; the reason a non-DVBE subcontractor is proposed, if applicable, along with a description of the business to be substituted including its business status as a sole proprietorship, partnership, corporation or other entity, and the certification status of the firm, if any.

See California Code of Regulations Section 1896.64 (c) & (d) for substitution criteria.

The substitution request of the contractor, and the State's approval or disapproval is not to be construed as an excuse for noncompliance with any other provision of the law, including but not limited to the Subletting and Subcontracting Fair Practices Act or any other contract requirements relating to substitution of subcontractors. Failure to adhere to at least the DVBE participation proposed by the successful contractor may be cause for contract termination and recovery of damages under the rights and remedies due the State for default and any other penalties provided for by statute.

Question 2: Who notifies the subcontractor when an award is made?

Answer: Upon being awarded a proposal, the prime contractor should immediately notify their listed subcontractors of their contract participation and formalize their business agreements. The awarding department may also notify listed subcontractors to verify their contract participation.

Question 3: What happens to proposals considered non-responsive to the DVBE Participation Program requirements?

Answer: Non-responsive proposals are rejected. Many are rejected because of: incomplete documentation, documentation not received by proposal due date, mathematical errors related to the percentages, and basing goal attainment on workforce composition.

Question 4: If I am a certified disabled veteran business enterprise, can I meet the 3% contract goal as a single company?

Answer: Yes

D) Additional Required Attachments

Refer to the following pages for additional Required Attachments that are a part of this agreement.

ATTACHMENT 1REQUIRED 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 proposal. Place a check mark or "X" next to each item that you are submitting to the State. For your proposal to be responsive, all required attachments must be returned. This checklist should be returned with your proposal package also.

<u>Attachment</u>	<u>Attachment Name/Description</u>
_____ Attachment 1	Required Attachment Check List
_____ Attachment 2	Proposal/Proposer Certification Sheet
_____ Attachment 3	Signed Payee Data Record (STD 204) (if currently not on file)
_____ Attachment 4	Contractor Certification Clauses (CCC) 103.
_____ Attachment 5	<u>Company dossier/resume (Section B1)</u>
_____ Attachment 6	<u>Contact protocol/personnel resumes (Section B1a)</u>
_____ Attachment 7	<u>Facilities and resources (Section B1b)</u>
_____ Attachment 8	<u>Work tools and references (Section B2)</u>
_____ Attachment 9	<u>Declaration of competing interests (Section B3)</u>
_____ Attachment 10	<u>Description of accounting practices (Section B4)</u>
_____ Attachment 11	<u>Cost Detail description (Section C1f)</u>

Department of Fish and Game

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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 in duplicate with original signatures. The proposal must be transmitted in a sealed envelope in accordance with RFP instructions.

Do not return Section C, Proposal Requirements and Information (pages __# through __#).

(Choose one and delete the other)

Our all-inclusive proposal is submitted as detailed in Attachment 3, Cost Sheet.

Our all-inclusive proposal is \$_____.

All required attachments are included with this certification sheet.

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.

The signature affixed hereon and dated certifies compliance with all the requirements of this proposal document. The signature below authorizes the verification of this certification.

(ii) An unsigned Proposal/Proposer Certification Sheet may be cause for rejection

Company Name	Telephone Number	Fax Number						
Address								
State your organization type: <table style="width: 100%;"> <tr> <td style="width: 33%;">Sole Proprietorship</td> <td style="width: 33%;">Partnership</td> <td style="width: 33%;">Corporation</td> </tr> </table>			Sole Proprietorship	Partnership	Corporation			
Sole Proprietorship	Partnership	Corporation						
State the applicable employee and/or corporation number: Federal Employee ID No. (FEIN) _____ California Corporation No. _____								
Indicate applicable license and/or certification information: 								
Proposer's Name (Print)		Title						
Signature		Date						
You certify with the Department of General Services, Office of Small Business and DVBE Services (OSDC) as: <table style="width: 100%;"> <tr> <td style="width: 50%;"> California Small Business Enterprise ☐ No ☐ </td> <td style="width: 50%;"> Disabled Veteran Business Enterprise ☐ No ☐ </td> </tr> <tr> <td colspan="2"> Enter certification number: _____ Enter your service code below: _____ </td> </tr> <tr> <td colspan="2"> Non-Small Business Subcontractor Preference Yes ☐ No ☐ </td> </tr> </table>			California Small Business Enterprise ☐ No ☐	Disabled Veteran Business Enterprise ☐ No ☐	Enter certification number: _____ Enter your service code below: _____		Non-Small Business Subcontractor Preference Yes ☐ No ☐	
California Small Business Enterprise ☐ No ☐	Disabled Veteran Business Enterprise ☐ No ☐							
Enter certification number: _____ Enter your service code below: _____								
Non-Small Business Subcontractor Preference Yes ☐ No ☐								
Note: A copy of your Certification is required and MUST be included if either of the above items are checked "Yes". Application submitted to OSDC (if application is pending): _____								

ATTACHMENT 2

PROPOSAL/PROPOSER CERTIFICATION SHEET INSTRUCTIONS

Complete the numbered items on the Proposal/Proposer Certification Sheet by following the instructions below:

Item Numbers	Instructions
1, 2, 2a, 3	be completed. Items are self-explanatory.
4	Check if your firm is a sole proprietorship. A sole proprietorship is a form of business in which one (1) 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.
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 (2) or more persons to carry on, as co-owners, a business for profit.
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 cases, of a single person and his/her successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.
7	Enter your Federal Employee Tax Identification 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 do business in California.
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.
10, 11, 12, 13	be completed. These items are self-explanatory.
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 not certified to one (1) 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**PAYEE DATA RECORD (STD 204)**

This form must be obtained from the Office of State Publishing website stated below. The form should be downloaded and completed, signed and returned with your proposal package.

<http://www.osp.dgs.ca.gov/StandardForms/Fill+and+Print+Standard+eForms.htm>

Enter 204 in the box "Enter a Form No.:"

If you do not have Internet capabilities, please contact the following person to obtain a form:

Contract Management Section

Department of Fish and Game

(916) 653-8493

ATTACHMENT 4**SAMPLE COST SHEET**

(Use this page to address specific costs, cost/price limitations and/or payment related terms. This attachment should be used to collect the proposer's cost information (i.e., unit rates, lump sum fees or total costs.) This page may be modified to meet your specific needs. This page may also be deleted if not needed.)

The estimated _____ (i.e. pounds, hours, and/or pieces) indicated above will be used solely for computing the cost as a fair and equitable formula to determine the low proposer and is not binding on the Department. However, the actual costs quoted above by the proposer shall be binding for the term of the Agreement.

Billing cycle:

☐ Monthly ☐ Quarterly ☐ Semi-Annually ☐ Annually

1)

2)

Note: All services performed are paid in arrears according to billing cycle indicated above.

Revised 12/1/08

ATTACHMENT 5
(Optional)

PROPOSER REFERENCES

Submission of this attachment is mandatory. Failure to complete and return this attachment with your proposal will cause your proposal to be rejected and deemed nonresponsive.

List below three references for services performed within the last five (5) 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 Code
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 Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

Section 1.02 REFERENCE 3

Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

**ATTACHMENT 6
DVBE INCENTIVE APPLICATION REQUEST**

Under the DVBE Incentive Regulations, CCR 1896.99.100, I request the application of the DVBE Program Incentive to my proposal response for this RFP to determine if my firm may be in line for proposal award.

- a. I understand that the DVBE Incentive application will not be applied when the lowest responsive, responsible proposal is from a California certified Small Business and that firm has been determined to have met proposal requirements and is the awarded firm.
- b. I understand the DVBE firm(s) selected must provide a "Commercially Useful Function" as required under MVC § 999.9 of the (SB/NVSA and DVBE) and GC § 14842 (SB/MB).
- c. I understand I will be required to report my firm's DVBE activities quarterly to the program contract manager and the DFG SB/DVBE Advocate using the DFG form until the DVBE participation incentive level my firm has identified has been met.
- d. I understand that subsequent amendments to the contract may require continued use of the identified DVBE firm if that contract amendment adds additional funding for continued services.
- e. As the Proposaling or Proposing Firm, the percentage of DVBE participation for this solicitation is shown below.

SECTION A - PROPOSALDING/PROPOSING FIRM INFORMATION

Firm Name:				
Firm Representative:		Title:		
Firm Address:				
City:		State:	ZIP:	
Firm Telephone:		Fax:		
Email Contact:				

DVBE PARTICIPATION INCENTIVE TOTALS (MUST BE COMPLETED)

Percentage of DVBE Participation	Total Claimed Value

ATTACHMENT 6 DVBE PROGRAM INCENTIVE APPLICATION REQUEST
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SECTION B - PROPOSED DVBE FIRM(S)
--

DVBE Firm Name:	
------------------------	--

Firm Representative:		Title:	
-----------------------------	--	---------------	--

Firm Address:	
----------------------	--

City:		State:		ZIP:
--------------	--	---------------	--	-------------

Firm Telephone:		Firm Fax:	
------------------------	--	------------------	--

Firm Email Contact:	
----------------------------	--

DVBE Certification	DGS OSDS No.:		Date of Expiration:
---------------------------	----------------------	--	----------------------------

Proposer/Proposer Instructions:

1. Complete information in Section A first;
2. Fax this form to DVBE firm for completion of Section B.
3. Obtain the DVBE firm's DGS Office of Small and DVBE Services (OSDS) Certification
4. This form must be included with your proposal at the time of proposal submission to be considered for the DVBE Incentive application

ATTACHMENT 7

DVBE PARTICIPATION FORMS

Disabled Veteran Business Enterprise Participation Summary (STD 840) - 1 page

Download, print and attach form

<http://www.documents.dgs.ca.gov/pd/dvbe/std840.pdf>

Good Faith Effort Documentation – Exhibit A - 3 pages

Download, print and attach form

<http://www.documents.dgs.ca.gov/pd/dvbe/goodfaith.pdf>

Note: This form is only required if proposer did not obtain DVBE participation at three percent (3%) of contract total.

ATTACHMENT 8

CONTRACTOR CERTIFICATION CLAUSE (CCC 307)

Download, print, sign first page and attach form to your proposal.

<http://www.ols.dgs.ca.gov/Standard+Language/default.htm>

Revised 12/1/08

ATTACHMENTS 9 – 11
(Optional – attach if applicable)

Attachment 9

Target Area Contract Preference Act (TACPA)

TACPA Request Form STD 830

Obtain form at <http://www.documents.dgs.ca.gov/osp/pdf/std830.pdf>

Attachment 10

Enterprise Zone Act (EZA)

EZA Request Form STD 831

Obtain form at <http://www.documents.dgs.ca.gov/osp/pdf/std831.pdf>

Attachment 11

Local Agency Military Base Recovery (LAMBRA) Act

LAMBRA Request Form STD 832

Obtain form at <http://www.documents.dgs.ca.gov/osp/pdf/std832.pdf>

Question and Answers for Bid #OC-08-01 - RFP OC-08-01 Advertising Sales

OVERALL BID QUESTIONS

There are no questions associated with this bid. If you would like to submit a question, please click on the "Create New Question" button below.

Question Deadline: Jul 10, 2009 7:00:00 AM PDT