



LINDA S. ADAMS
SECRETARY FOR
ENVIRONMENTAL PROTECTION

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



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GOVERNOR

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Date: April 18, 2007

To: All Prospective Contractors

RE: Multi-Pronged Approach to Outreach Activities, IWM06096

Addendum No. 1 To the Request For Proposals (RFP)

1. The following question was submitted during the Question & Answer period (open until 4/25/07) and the response is provided below.

Q1: Is there an incumbent, or vendor who has provided similar services in the past? If so, who are they?

A1: Ogilvy Public Relations Worldwide is currently providing marketing and outreach services for the CIWMB.

Q2: Is it possible for this RFP to separate the website survey, research and development tasks (C1, C2) from the outreach, media strategy and tracking components (C3, C4) currently proposed?

The current RFP identifies tasks specifically related to an interactive design firm's capabilities, in tasks C1 and C2, but then adds a subset of tasks to be performed in C3, and C4 that would either a) dilute the resources of an interactive design firm; b) dilute the resources of an expert outreach and marketing firm; c) reduce or eliminate potential Small Businesses who are qualified to perform tasks C1, C2, but whose scope of services do not apply to tasks C3, C4; and d) potentially negatively impact the CIWMB expected minimum of twenty-five percent (25%) of the project services to be contracted to a California OSDS Certified SB's.

A2. The task groupings for each major project area, does not preclude a bidder from committing more than one resource (a firm or individual) to accomplishing the tasks for the project area.

2. The Proposal Scoring Sheet has been revised as shown in Attachment B Revised (see attached).
3. Attached is a list of all businesses who have expressed an interest in the contract to date (Attachment 1).



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All other terms, conditions, and requirements of this RFP will remain the same.

If you have any questions relating to this RFP process, please contact me at (916) 341-6105 or at contracts@ciwmb.ca.gov.

Sincerely,

{Original Signed By}

Carol Baker
Contract Analyst
Administrative Services Branch

Attachments

Proposal Scoring Sheet
Multi-Pronged Approach to Outreach Activities
IWM06096

To qualify, the Proposer MUST achieve an overall score of 80 %.

Contractor/Company Name: _____

	<u>Proposer's Score</u>
1. Overall approach and organization - Maximum Score 40 points	
a. Format of proposal. (5)	_____
b. Overall approach and understanding of problems, issues and required tasks. (10)	_____
c. Addresses all items in RFP. (10)	_____
d. Clarity of proposal. (5)	_____
e. Use of innovativeness and creativity to approach. (10)	_____
2. Methodology - Maximum Score 20 points	
a. Soundness of proposed methodology. (10)	_____
b. Appropriateness of proposed methodology. (5)	_____
c. Feasibility of work plan and schedule. (5)	_____
3. Qualifications/Resources - Maximum Score 15 points	
a. Assigned staff's knowledge and educational background of the particular project involved. (5)	_____
b. Assigned staff's experience and background in similar projects. (5)	_____
c. Abilities of assigned staff to conduct the necessary research with proficiency and accuracy and without omission. (5)	_____
4. Past Work - Maximum Score 15 points (References will be consulted.)	
a. Similarity between previous projects and the project contained in this RFP. (5)	_____
b. The success (including level of completion) of past projects and any related work record. (5)	_____
c. Recommendations by Project Review Panel of previous projects. (5)	_____
TOTAL SCORE:	=====

 Evaluator's Number

 Date

Interested Parties Listing
IWM06069
(Current as of 4/18/07- PM)

The CIWMB has not confirmed the certification status of firms who have identified themselves as CA Certified Small Business (SB) or Disabled Veterans Business Enterprise (DVBE).
Listing of businesses are in the order received through the CIWMB Contracts Registry.

Contact Name		Company	Mailing Address	City	State	Zip	E-mail	S B	DVBE
Hahn	Lori	Edelman	921 11th St Ste 250	Sacramento	CA	95814	lori.hahn@edelman.com		
McDougall	Fiona	OneWorld Communications	2001 Harrison Street	San Francisco	CA	94110	fiona.mcdougall@owcom.com	X	
Saks	Harriet	Runyon Saltzman & Einhorn	1 Capitol Mall, Suite 400	Sacramento	CA	95814	hsaks@rs-e.com		
Martin	Lorena	Public Health Foundation Enterprises, Inc.	13200 Crossroads Parkway North, Suite 135	City of Industry	CA	91746	lmartin@phfe.org		
Kennedy	Beverley	Ogilvy PR	2495 Natomas Park Drive, Suite 650	Sacramento	CA	95833	beverley.kennedy@ogilvypr.com		
Rosenson	Elisabeth	Weber Shandwick	8687 Melrose Ave, 7th Fl	Los Angeles	CA	90069	erosenson@webershandwick.com		
Ramos	Connie	CR Communications	3075 Alhambra Drive, Suite 202	Cameron Park	CA	95682	crcom@directcon.net	X	X
Fink	Lorrie	Seventeenth Street Studios	1761 Broadway	Oakland	CA	94612	lorrie@17th.com	X	
Savage	Sonia	Savage Cyber Search.AEC Leads	PO Box 2625	California City	CA	93504	savage@aecleads.com		
Smith	Roberta S.	Jones & Stokes	2600 V Street	Sacramento	CA	95818	RSmith@jsanet.com		
Williams	Amber	ASTONE/CROCKER/FL ANAGAN	6313 Elvas	Sacramento	CA	95819	amber@astoneagency.com	X	
Fink	Lorrie	Seventeenth Street Studios	1761 Broadway	Oakland	CA	94612	lorrie@17th.com	X	
Hotchkiss	Catherine	Pac/West Communications	8600 SW St. Helens Drive	Wilsonville	OR	97070	catehotch@msn.com	X	
McCormick	Mary	MBI Media	3333 S. Brea Canyon Rd. Suite 105	Diamond Bar	CA	91765	veronica@mbimedia.com	X	
Schwabe	LM	SHN Consulting Engineers & Geologists, Inc.	812 W. Wabash Ave.	Eureka	CA	95501-2138	lmschwabe@shn-engr.com	X	
Costanza	Lou	tmdgroup, Inc	1900 Point West Way, Suite 175	Sacramento	CA	95815	lcostanza@tmdgroup.net	X	
Fruchthendler	Saul	Zephyr Media Group	436 Cedar Avenue - Suite 15	Long Beach	CA	90802	sfruchthendler@zephyr-media.com		
Kubota	Miho	SAESHE, Inc.	1055 W.7th St, Suite 2150	Los Angeles	CA	90017	mkubota@saeshe.com		
Isaacson	David	WaterWise Consulting, Inc.	3166 E Palmdale Blvd Suite 208	Palmdale	CA	93550	disaacson@waterwise-consulting.com		
Friedlander	Robert M.	Optimail Solutions Inc.	2269 Chestnut St. #236	San Francisco	CA	94123	rfriedlander@optimailsolutions.com	X	
Herrera	Dolores	Herrera Communications	28751 Rancho California Rd. Suite 201	Temecula	CA	92590-1865	dherrera@herrera-communications.com	X	
Harris	Sarah	Emmis Marketing Group	2600 West Olive Avenue, 8th floor	Burbank	CA	91505	sharris@indy.emmis.com		
Castro	Gerardo	Pacific Gateway Group	5703 Oberlin Dr. Suite 209	San Diego	CA	92121	pgg@pacgateway.com	X	
Castro	Gerardo	Pacific Gateway Group	5703 Oberlin Dr. Suite 209	San Diego	CA	92121	pgg@pacgateway.com	X	
Kozuki	Miwa	Healthier Solutions, Inc.	2425 Colorado Ave. #B-260	Santa Monica	CA	90404	mkozuki@healthiersolutions.com		
Armon	Norma	International Contact, Inc.	351 15th Street	Oakland	CA	94612	carla@intlcontact.com	X	

Contact Name		Company	Mailing Address	City	State	Zip	E-mail	S B	DVBE
Manshack	Roseanne	CCM Marketing, Inc.	4251 S. Higuera Street, Ste 300	San Luis Obispo	CA	93401	roseanne@ccmmarketing.com	X	
Igus	Toyomi	Encite Marketing LLC	4721 Coolidge Avenue	Culver City	CA	90230	toyomi@encitemarketing.com	X	
Manor	Sandi	Carl & Manor Advertising	783 Rio Del Mar Boulevard, Suite 59	Aptos	CA	95003	sandi@carlandmanor.com	X	
Harville	Kevin	New Eras Media	9233 Sungold Way	Sacramento	CA	95826	kevin@neweras.com	X	
Schultz	Wesley	Action Research	1706 Low Chaparral	San Marcos	CA	92069	schultz@takeactionresearch.com		
Garcia	Yolanda	Lemaitre Corp	13 Wordsworth Court	Mill Valley	CA	91941	lemaitrecorp@aol.com	X	
Van Wesenbeeck	Esther	Aivolution, LLC	4613 Hixon Circle	Sacramento	CA	95841	inbox@aivolution.com	X	
Goetz	Kerstin	InterEthnica	7951 Rosewood Avenue	Los Angeles	CA	90048	kgoetz@interethnica.com		
Rodarte	Victoria	Phenix Print & Image	9594 Gurney Court	Elk Grove	CA	95758	victoria@phenixprint.com	X	
Bittmann	Beth	Cambria Solutions, Inc.	1050 20th Street, Ste. 275	Sacramento	CA	95814	bbittmann@cambriasolutions.com	X	
Fong	Steven	Citizen	201 Post Street	San Francisco	CA	94108	stevef@citizengroup.com	X	
Gomez	Sophia	Gomez Research	2206 Monte Vista St.	Pasadena	CA	91107	sophia@gomezresearch.net	X	
Andreasson	Kim	Civic Resource Group	915 Wilshire Boulevard, Suite 1805	Los Angeles	CA	90017	kima@civicresource.com		
Kochevar	Randy	ad2	1990 E. Grand Ave, Suite 200	El Segundo	CA	90245	rkochevar@ad2.com	X	
Zago	Joe	Imprenta Communications Group	915 L Street, Ste. C348	Sacramento	CA	95814	gzago@icgworldwide.com		
Fahey	Tim	Pacific Coast Ventures	2628 Scott Avenue	Clovis	CA	93611	tpfahey@earthlink.net	X	
Igus	Toyomi	Encite Marketing	4721 Coolidge Avenue	Culver City	CA	90230	tigus@encitemarketing.com	X	
McClendon	Seri	Clean Agency	14 N. Fair Oaks Avenue 5th Floor	Pasadena	CA	91103	seri@cleanagency.com	X	
Duba	Lisa	Gigantic Idea Studio	580 2nd Street, #230	Oakland	CA	94607	lisa@gigantic-idea.com	X	
Colbert	Larry	The Colbert House LLC	1517 Pinewood Drive	Norman	CA	73701	papabooks@cox.net		
Roundtree	Deborah	Roundtree Visual Concepts	6015 Christie Ave.	Emeryville	CA	94608-1903	deborah@deborahroundtree.com	X	
Penny	Bobby	BPCubed, Inc.	2229 J Street, Suite 200	Sacramento	CA	95816	bpena@bp3.com	X	
Raza	Mohammed A	NealiconUSA	4621 El Camino Ave #1	Sacramento	CA	95821	maraza@nealiconusa.com	X	