

REQUEST FOR OFFER

RFO #: 11-14-11

For: Media Buys for PSA "It's Not Worth It"

For: California Certified Small Business Professional Marketing,
Consulting and Media Purchasing Services

11-14-11

ABC Will Use the Low Cost Method to Determine Awarding of the Contract

You are invited to review and respond to this Request for Offer (RFO). To submit an offer for these goods and/or services, you must comply with the instructions contained in this document as well as the requirements stated in the State's Scope of Work (SOW), Attachment A and Cost Work Sheet, Attachment B. By submitting an offer, your firm agrees to the terms and conditions stated in this RFO.

Read the attached document carefully. The RFO due date is December 13, 2011. Responses to this RFO and any required copies may be submitted by mail, e-mail or fax to the department contact noted below.

Department Contact:

John Carr
California Alcoholic Beverage Control
3927 Lennane Drive, Suite 100, Sacramento, California, 95834
Phone Contact: 916-419-2525, fax 916-419-2599, & e-mail: john.carr@abc.ca.gov

CALIFORNIA ALCOHOLIC BEVERAGE CONTROL ACCEPTING OFFERS FROM CALIFORNIA CERTIFIED SMALL BUSINESS PROFESSIONAL MEDIA BUYERS FROM NOVEMBER 14, 2011 - DECEMBER 13, 2011

MEDIA BUYER WILL BE ASKED TO HELP SECURE BROADCAST OR MEDIA AIR TIME FOR UNDERAGE DRINKING MESSAGE

Beginning Monday, November 14, 2011 and concluding at 2pm on Tuesday, December 13, 2011, The California Alcoholic Beverage Control (ABC) will be accepting offers from California Certified Small Business Professional Media Buyers who must help the department achieve goals contained in a federal grant program that promotes enforcement of underage drinking laws and educates the public about the problems of underage drinking. Offers will include information about the costs associated with securing broadcast air time or media space for a 30 second Public Service Announcement (PSA) that informs the public that underage drinking is illegal and costly. The offers must be addressed to **John Carr, ABC Public Information Officer, and received no later than 2pm on Tuesday, December 13, 2011 at ABC Headquarters, 3927 Lennane Drive, Suite 100, Sacramento, California, 95834. The offers may be e-mailed to john.carr@abc.ca.gov or faxed to 916-419-2599.**

BACKGROUND

Underage Drinking is a major problem in California and throughout the United States. The California Alcoholic Beverage Control is charged with administering the provisions of the Alcoholic Beverage Control Act. The Department has the authority to license, enforce and regulate the manufacture, sale, purchase, and distribution of alcoholic beverages in California (Division 9, Business and Professions Code). Enforcement of underage drinking laws is a critical part of the Department's mission. The Department was created in 1955 by Constitutional Amendment when voters approved a statewide proposition. ABC is headquartered in Sacramento and for administrative purposes, the Department is divided into two divisions, Northern and Southern. The Department is further subdivided into 23 field office and also has an Administrative Hearing Office in Sacramento.

PROJECT ORGANIZATION

The Project Representatives are John Carr, ABC Public Information Officer and Juliet Lac, ABC Editorial Aide. The Project Representatives work out of ABC Headquarters in Sacramento at 3927 Lennane Drive, Suite 100, Sacramento, California. They will provide program direction and maintain communication and coordination during the course of the contract.

The Project Manager is Pat Deasy, District Administrator, ABC Grants Unit, ABC Headquarters. The Project Manager works at ABC Headquarters in Sacramento at 3927 Lennane Drive, Suite 100, Sacramento, California. The Project Manager will provide overall administrative direction for the program.

SCOPE OF WORK/PROJECT OVERSIGHT

Contractor shall organize and coordinate a media purchase plan that markets an already developed 30 second Public Service Announcement (PSA) campaign that minors (persons under the age of 21 in California) who try to purchase alcohol will be breaking the law and that the consequences can be costly. The PSA informs broadcast listeners or viewers, that fines are a minimum of \$250, community service time will likely be required and that minors can have their drivers licenses suspended for up to one year if they are caught trying to purchase alcohol, consume alcohol or are in possession of alcohol. It is expected the contractor will be able to secure broadcast air time and leverage more air time during strategic months of the year when outdoor celebrations that involve alcohol are likely to occur. Periods might include February and March, 2012 when students are out of school. Another strategic time to reach a younger audience is early May, 2012, prior to the graduation season. It is expected the contractor will maximize dissemination of the PSA. The California Alcoholic Beverage Control has \$28,189 of federal funds from the U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention, that can be used to purchase broadcast air time for the PSA. The funds must be dispersed by October 31, 2012.

1. RFO Response Requirements

This RFO and the response to this document will be made part of the ordering department's Purchase Order and procurement contract file.

Responses must contain all requested information and data and conform to the format described in this section.

It is the offeror's responsibility to provide all necessary information for the State to evaluate the response, verify requested information and determine the offeror's ability to perform the tasks and activities defined

in the State's Scope of Work, Attachment A and Cost Worksheet, Attachment B provided as required below.

The offeror must submit a copy of their response to the department contact name and address contained on the cover sheet to this RFO.

Please submit a copy of the Small Business Certification from the State of California. (Reference Chapter 3 and GC section 14838 (f) and 2 CCR section 1896.8(f)).

2. RFO Response Content

The majority of the information required to respond to this RFO is contained in the State's Scope of Work, Attachment A and Cost Worksheet, Attachment B.

a) Response to State's Scope of Work, Attachment A:

The offeror's "Statement of Work" responds to the State's Scope of Work and will be used to evaluate responsiveness to requirements. This Statement of Work response must map each task/deliverable item back to the Attachments. The response must include any additional information that the offeror deems necessary to explain how the Contractor intends to meet the State's requirements. The Statement of Work needs to contain the following as appropriate:

1. Overview of the required tasks and outcomes,
2. Description of how the tasks will be performed,
3. Work plan for each task, including sub-task description,
4. Samples of work from other projects, or outlines of what deliverables are proposed for the required Tasks,
5. Organization chart that identifies the proposed contract team,
6. Resumes for each identified member of the contract team, detailing experience meeting the State's requirements,
7. Any other requirements shown in the State's Scope of Work document. Supplier must be a California Certified Small Business.

b) Response to Attachment B:

Response to the Cost Worksheet, Attachment B. This Attachment will outline the costs required to be provided by the offeror. These costs must map by each classification to the offeror's Statement of Work.

Review of Offers for Award

Responses to this RFO will first be reviewed for responsiveness to the requirements of Attachments A and B. If a response is missing information required in either Attachment it may be deemed not responsive. Further review is subject to department's discretion.

A "low cost" method will be used to determine awarding of the contract.

In the event of a precise tie between suppliers claiming the incentive, the bid of a SB (Small Business) and the bid of a DVBE (Disabled Veterans Business Enterprise) that is also a SB, the award shall go to the DVBE that is also an SB. (Reference Chapter 3 and GC section 14838 (f) and 2 CCR section 1896.8(f)).

In the event of a two way tie between two offers from an SB or two DVBE, ABC will use a coin toss to determine awarding of the contract. The coin toss will include independent witnesses to ensure fairness.

In the event of a tie between three or more offers, ABC will write the names of those businesses with the exact same low cost offer onto individual pieces of paper and place them into a hat. An independent witness from another California State Agency will be called upon to select the names from the hat. The final piece of paper selected from the hat will determine awarding of the contract