



**CALIFORNIA ACHIEVING A BETTER LIFE EXPERIENCE ACT BOARD**

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**Achieving a Better Life Experience (“ABLE”) Act Board**

**Request for Proposals No. ABLE04-23  
Marketing Services**

**Addendum Notice No. 2**

March 14, 2024

The California ABLE Act Board is modifying Request for Proposals No. ABLE04-23 for Marketing Services as follows:

**3. PROPOSAL REQUIREMENTS AND INFORMATION**

**3.1 Schedule (Key Action Dates)**

All Proposers are hereby advised of the following schedule and will be expected to adhere to the required dates and times (all times listed are Pacific Time (PT)).

<b>Date</b>	<b>Action</b>
<b>Tuesday, February 6, 2024</b>	<b>RFP Available to Prospective Firms</b>
<b>Tuesday, February 13, 2024, at 12:00 pm</b>	Deadline to Submit any Written Questions
<b>Thursday, February 16, 2024</b>	Answers to Written Questions Distributed
<b>Wednesday, February 28, 2024, at 12:00 pm</b>	<b>Deadline to Submit Proposals</b>
<b>February 29, 2024 – <del>March 7</del>April 7, 2024</b>	Evaluation of Proposals
<b><del>March 8, April 8, 2024 – March 17</del>April 12, 2024</b>	Possible Finalist Interviews
<b><del>March 18</del>April 15, 2024</b>	Notice of Intent to Award Contract
<b>July 1, 2024</b>	Commencement of Contract (pending Board and DGS approval)

Except as amended herein, all other provisions in the RFP remain the same.

Sincerely,  
CalABLE Staff