



**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. 1**

February 15, 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 15, 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 – March 7, 2024</b>	Evaluation of Proposals
<b>March 8, 2024 – March 17 2024</b>	Possible Finalist Interviews
<b>March 18, 2024</b>	Notice of Intent to Award Contract
<b>July 1, 2024</b>	Commencement of Contract (pending Board and DGS approval)

**3.2 Questions and Answers**

In the opinion of the Board, this RFP is complete and needs no further explanation. However, if you have questions, or should you need any clarifying information, you may submit written questions no later than 12:00 p.m. PT on February 13, 2024 by email to [calable@treasurer.ca.gov](mailto:calable@treasurer.ca.gov).

Answers to all written questions received by 12:00 p.m. PT on February 13, 2024 will be available online at [www.treasurer.ca.gov/able](http://www.treasurer.ca.gov/able) and on Cal eProcure at <https://caleprocure.ca.gov/pages/index.aspx> by close of business on February 15, 2024.

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

Sincerely,  
CalABLE Staff