

700 North Tenth Street  
Sacramento, CA 95811  
calottery.com



January 21, 2021

**RE: Addendum #1 to Request for Proposal #50140  
Communications Effectiveness Tracking Study Services**

All Potential Bidders and Interested Parties

This is Addendum #1 Request for Proposal #50140, Communications Effectiveness Tracking Study Services. The following are the changes made to the solicitation document.

Page 3, section I. GENERAL INFORMATION, subsection D. Projected Timetable is revised as follows:

Red underline is revised    ~~Black strike thru is deleted.~~

“D. Projected Timetable

The following projected timetable is subject to change and is provided for informational and planning purposes only. The Lottery may change these dates without amending this RFP.

- RFP Issued: December 9, 2020
- Intents to Bid/Written Questions Due: January 8, 2021
- Responses to Written Questions: As Needed
- Proposals Due: ~~January 25, 2021 3:00pm PST~~ January 29, 2021
- Evaluation Period: ~~January 26~~ February 1, 2021 through February 22, 2021
- Identify Apparent Successful Proposer: February 24, 2021
- Commission Approval to Award Contract: March 25, 2021
- Projected Contract Effective Date: April 2021”

Other than stated above, all other terms and conditions of RFP #50140 remain the same. Bidders are cautioned to review the revisions, carefully.

Sincerely,

Laura Lee Rogers  
Procurement Specialist  
Procurement Services and Support | Operations