

CALIFORNIA DEPARTMENT OF AGING**Business Management Bureau**

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**NOTICE OF INTENT TO AWARD****October 16, 2023**

Request for Proposals (RFP)

RFP# RFP-2324-01

"Media Outreach and Marketing (MOM)"

The California Department of Aging intends to award agreements to the Proposer, listed below:

US International Media (USIM) / Runyon Saltzman, Inc.

who had the following:

240 (two hundred forty) total points out of **245** points available

a unit cost of \$31,494,473.00

(thirty-one million, four hundred ninety-four thousand, four hundred seventy-three and 00/100 dollars).

Should any of the selected Proposers be unable to execute an Agreement and/or if CDA has sufficient funds for more awards, CDA will offer an award to the next highest scoring proposer(s).

For questions regarding this Notice, please contact: Connie Nakano, Assistant Director, Office of Communications at communications@aging.ca.gov

cc: Connie Nakano, Project Representative
Thomas Cameron, Project Representative
Contract File