

## SBE NEWS ALERT

# Why Direct Mail Still Matters and How to Make It Work for Your Business



Image Credit: <http://graphicindustries.net>

by Rieva Lesonsky

Do you think direct mail has gone the way of the dinosaur? Think again. In 2013, nearly two-thirds of all consumers bought something as a result of a direct mail piece, according to the Direct Mail Association (DMA). Not surprisingly, people age 65 and older are prime candidates for direct mail, since they tend to stay at the same address for many years and they enjoy reading their mail. What might surprise you is that young adults aged 18 to 34 are also highly responsive to direct mail, according to Epsilon. Why? Because young people are constantly inundated with email, spam and social media messages, direct mail stands out as something different.

If you're still not convinced direct mail is worth adding to your marketing mix, consider this: Direct mail costs no more than print or pay-per-click advertising, according to the DMA, and has an average response rate of between 2 and 6 percent, depending on factors such as whether it's four-color, optimized or personalized. Compare this to email marketing, which has an average 0.12 percent response rate, according to Direct Mail News, and there's no excuse for not giving direct mail a try.

How can you test direct mail without breaking the bank—and with great results? Here are some ideas.

### 1. Choose your format:

- Do you have a simple, easy-to-understand offer? Consider postcards. They come in different sizes, so they stand out from letters and news circulars, and they're affordable to print and mail. Keep your design simple and eye-catching; use both sides of the postcard to maximize information.
- Is your sales pitch more complex? If you're selling a pricey product or service that requires more convincing, a sales letter is the way to go. Get it opened by making the outside mysterious. Experts say that envelopes with no marketing copy at all on the outside often work best—people will open it to see if it's something important, instead of throwing it out as junk mail.
- On a really tight budget? Printing a simple flyer, then folding it in thirds and sealing it can be a cost-effective way to get the word out. Use a bright color so your piece doesn't get lost in a pile of mail.

2. **Make an offer they can't refuse.** Direct mail typically needs to include some type of special offer or savings to be effective. In general, it's better to offer dollars-off than a percentage off—for some reason, it seems more valuable to customers.

3. **Create a sense of urgency.** Time-limited offers get customers moving to contact you and buy. However, don't send an offer every month, or customers learn to devalue what you sell and consider the discount price the "regular" price. Make

your deals really special by offering them infrequently. Another alternative is to offer a free gift or other extra with purchase; make it something that costs you little or nothing, but has value to the customer.

4. **Personalize it.** The best direct mail calls on the recipient's past experience with your brand. For example, if a customer comes to your auto repair shop for an oil change, get their information and send them a reminder postcard with a special offer a month before

■ Continued on page 3

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**Publisher of  
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weekly newspaper**

# California Sub-Bid Request Ads

Sub Bids Requested From Qualified DBE and UDBE Subcontractors & Suppliers for  
**Contra Costa County**  
**Department of Public Works -**  
**San Pablo Avenue at**  
**Rodeo Creek Bridge Replacement Project**  
**County Project No.: 0662-6R4005**  
**Location: Rodeo, CA**  
**Engineer's Estimate: \$2,535,000**  
**Job Duration: 115 working days**  
**Bid Date: June 17, 2014 @ 2:00 PM**

McGuire and Hester is seeking qualified subcontractors in the following trades: Graffiti Coating; Survey; SWPPP; Lead Compliance; Construction Area Signs; Portable Changeable Message Signs; Erosion Control; Bridge Removal; Chain Link Fence; Trucking; Drilling; Precast Concrete Deck; Rebar; Striping; Ready Mix; Asphalt; Concrete Pumping; and Misc. Metals.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

## McGuire and Hester

9009 Railroad Avenue • Oakland, CA 94603  
 Phone: (510) 632-7676 • Fax: (510) 562-5209  
**Contact: Andy Vasconi**  
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Bid Requests from Certified SBE Subcontractors and Suppliers for  
**ALL TRADES** except for Earth Shoring  
**HUNTER'S POINT SHIPYARD PHASE I, BLOCK 49**  
 This is a SFRA project with construction work force and prevailing wage requirements.  
**Hunter's Point Shipyards Phase I, Block 49**  
**350 Friedell Street, San Francisco, CA 94124**  
**Bid Date: 7/1/14 @ 2 PM**

Voluntary Pre-bid Meeting on 6/18/14 at 1:00 PM at Construction Assistant Program Trailer Located at 690 Hudson Ave., Trailer "B", San Francisco, CA 94124.

**CAHILL CONTRACTORS, INC.**  
**Contact: Julie Park**  
 estimating@cahill-sf.com, (415) 986-0600

WE ARE REQUESTING QUOTATIONS FROM ALL QUALIFIED MBE/SBE/DBE/DVBE SUBCONTRACTORS AND MATERIAL SUPPLIERS, TRUCKER FOR THE FOLLOWING PROJECT  
**SAN FRANCISCO UNIFIED SCHOOL DISTRICT**  
**1000 SELBY STREET/HEAT PUMP REPLACEMENT**  
**BID DATE AND TIME: June 13, 2014 at 11:00 am**

The project is the removal and disposal of existing split heat pump equipment, and replacement with a new split heat pump system; new air handling unit, heat strips, and thermostat; modify and reconnect to existing ducts, drains, controls, and electrical connections; check and balance the airflow.

Bid documents, drawings and specifications are available thru ARC Northern California – Bid Services, 945 Bryant Street, San Francisco, CA 94103. Contact Priyantha De Pinto at (415) 537-2235, Fax (415) 348-0684 or email: sf@e-arc.com. Inquire about SFUSD Project Number: 11708, REPLACEMENT OF HEAT PUMP AT 1000 SELBY STREET

**4 Seasons Heating & A/C**  
 P.O. Box 2129 • Castro Valley, CA 94546  
 Office (510) 886-3112/(925) 447-3112  
 Fax (510) 582-0163  
**Contact: Jeff Wolf**

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:  
**Hwy 4/242 Install Ramp Metering and TOS Elements**  
**Contra Costa County – Martinez/Concord/Pittsburg • Caltrans #04-152724**  
**BID DATE: June 17, 2014 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, Lean Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, SWPPP, Rain Event Action Plan, Storm Water Sampling and Analysis, Storm Water Annual Report, Temporary Erosion Control, Sweeping, ADL Burial Location Report, Treated Wood Waste, Noise Monitoring, Bridge Removal (Portion), Clearing & Grubbing, Roadway Excavation (Type Y-1 ADL), Structure Excavation, Structure Backfill, Soil Amendment, Slow-Release Fertilizer, Planting & Irrigation, Erosion Control, Hydroseed, Compost, AC Dike, Soil Nail, CIDH Concrete Pile, Structural Concrete, Minor Concrete (Minor Structure), Random Rough Stacked Rock Texture, Bar Reinforcing Steel, Structural Shotcrete, Sign Structure, Roadside Signs, Underground, Rock Slope Protection, Minor Concrete (Curb, Gutter, Sidewalk), Detectable Warning Surface, Misc. Iron & Steel, Guard Railing Delineator, Object Marker, Special Marker, Fencing, Midwest Guardrail System, Chain Link Railing, Concrete Barrier, Transition Railing, Striping & Marking, Signal & Lighting, and Construction Materials

**O.C. Jones & Sons, Inc.**  
 1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990  
**Contact: Jean Sicard**  
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100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php).

RGW Construction Inc. is seeking all qualified Disadvantaged Business Enterprises (DBE's) for the following project:

**2014 STP Arterial Street Rehabilitation**  
**City of Livermore Project No. 2014-17**  
**DBE Goal: 9.1%**  
**Engineer Estimate: \$ 1,380,000- 45 Working Days**  
**Bids: June 10th, 2014 @ 2:30 PM**

Requesting Sub-quotes for (including but not limited to): Fabric and Oils, Construction Area Signs, Traffic Control, Raise Iron-Utilities, Cold Plane, Grinding, Concrete Curb & Sidewalk-Misc., Thermoplastic Traffic Stripe & Marking, Signal and Lighting, Detector, Sweeper, Trucker & Brick Pavers. Scope of Work: Rehabilitating and resurfacing of various streets.

RGW is willing to breakout any portion of work to encourage DBE participation. Contact us for a specific item list.

Plans and Specs are available to view and copy at our office from the City of Livermore Engineering Division, 1052 South Livermore Avenue, Livermore, CA 94550. Contact Dave Czech 925-606-2400 for any questions, including bonding, lines of credit, insurance, equipment or material suppliers. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation

**RGW Construction, Inc.**  
 Contractors License A/B 591940  
 550 Greenville Road • Livermore, CA 94550 • Phone: 925-606-2400 • Fax: 925-961-1925  
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 The Small Business Exchange has the resources you need to succeed.  
 For over 20 years, Small Business Exchange (SBE) has been connecting small, minority, women-, disadvantaged- and disabled veteran-owned, businesses with buyers of their goods and services.

**SBE BUSINESS EXCHANGE**  
 10000 S. DEER CREEK ROAD, SUITE 100, DENVER, CO 80231  
 (303) 751-1000  
 www.sbeinc.com

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**www.sbeinc.com**

# California Sub-Bid Request Ads



C. Overaa & Co - General Building Contractor  
 200 Parr Blvd., Richmond, CA 94801  
 510 234-0926, Fax: 510 237-2435 - www.overaa.com

We request bids from all qualified subcontractors and suppliers including DBE/SBE's for the following Project:  
**VTA BART Silicon Valley Berryessa & Milpitas D-B Parking Structures**  
**Bid Date: June 25, 2014 until 2:00 PM - Contact: TJ Sekel, tjs@overaa.com**

**Scope of work includes** all material, equipment, labor and work efforts required to design and construct two parking structures, one each at the Berryessa Station and the Milpitas Station. Work includes, but is not necessarily limited to, 1) architectural, structural, plumbing, mechanical, electrical, fire protection and security design and construction for the parking structures; 2) civil design and construction for the areas surrounding the parking structures including grading, utilities, stormwater management, paving, walks, hardscape and accommodations for future landscaping; and 3) parking space count and parking & revenue control systems.

**Trades include, but are not limited to** the following or portions of the following; testing lab services (541380), material & personnel lifts (238990), surveying (541370), hazardous soil off haul & disposal (238910), demo (238910), excavation (238910), piles (238910), asphalt paving (237310,238990), earthwork (237310, 238910), site utilities (237110), fences & gates (238990, 332323), pavement markings (237310), site concrete (238990), cast-in-place concrete (238110, 238120, 327320), precast concrete (238120,327390) concrete formwork (238110, 238190), rebar (238120), masonry (238140), structural steel(238120), metal fabrication (332323), site railing (332323), waterproofing (238390), flashing & sheet metal (238170), metal roofing (238160), roofing(238160), joint sealers (238390), doors/frames & hardware (238350), glass & glazing (238150), overhead coiling doors (238290), plaster (238310), flooring (238330), metal framing (238130), drywall (238310), painting and coatings (238320), signage (339950), traction elevators (238290), fire alarm system (238210), plumbing (238220), fire sprinklers (238220), HVAC (238220) and electrical work (238210).

**VTA has a Disadvantaged Business Enterprise (DBE) participation goal of 15%** with liquidated damages if 15% is not met, therefore ALL SUBCONTRACTORS SHALL PROVIDE A MINIMUM OF 15% DBE PARTICIPATION IN THEIR BID. DBE firms must be certified by the California Unified Certification Program (CUCP). Also Small Business Enterprises (SBE) are encouraged to bid.

We very much look forward to your success and responsive quote. Please feel free to contact our estimating department for further assistance including any bid questions, optimum scope/ size to fit your company, bond advice and/or help, insurance, or help with supplies and procurement.

This project requires the use of Buy American provisions.  
 This project will have a Project Labor Agreement.  
 Engineer's estimate: \$80-85M  
 Deadline for Bidder Questions is June 10, 2014. Please send questions to: tjs@overaa.com  
 NTP date is: September, 2014

Construction Duration: 16 months beginning the second quarter of 2015.  
 The Overaa Team for this project will be as follows:  
 TJ Sekel - Division 01  
 Larry Etcheverry - Divisions 02, 04, 31, 32, 33  
 Vinson Heine - Divisions 03, 14  
 Lupe Hernandez - Division 05  
 Cody Lee & Colby Powell - Divisions 07, 08, 09, 10, 11  
 Carl Overaa & Colby Powell - Divisions 20, 21, 22, 23, 26, 27, 28

Plans and specifications will be available for viewing in our plan room at 200 Parr Blvd., Richmond, CA; online at <http://www.vta.org/bart/financial/contractingopportunities> and/or at [www.isqft.com](http://www.isqft.com), login is required. Please call for additional information about project and/or project documents.

We encourage bids from all Subcontractors/Suppliers including MBE/WBE/DBE/DVBE bidders. We are an equal opportunity employer. We offer to assist you with bonding, credit, and insurance. We are signatory to both Carpenters and Laborers. Subcontractors will be required to sign the Overaa Standard Subcontract Agreement, which includes the right for Overaa to require subcontractors to furnish a faithful performance and labor bond, in a form and from a surety acceptable to Overaa, in the amount of 100% of the Subcontract price. Subcontractors will be required to comply with all subcontract insurance requirements, which includes providing a waiver of subrogation endorsement to their worker compensation insurance. The Overaa Standard Subcontract Agreement is available for viewing at our website: [www.overaa.com](http://www.overaa.com).

**SWINERTON BUILDERS**

Requesting sub bids from all qualified subcontractors including Small Business Enterprises (SBE), Women-Owned Business Enterprises (WBE), HUBZone, Small Disadvantaged Business Enterprises (SDBE), Small Disabled Veterans Small Business Enterprise (SDVSB), and Veteran-Owned Small Business Enterprise (VOSBE)

**PROJECT INFO:**  
**Project Name: JPL B230 Data Center Phase 2**  
**Address: 4800 Oak Grove Drive, Pasadena, CA 91109**

**BIDS ARE DUE: July 9th, 2014 at 2:00 PM**

**DESCRIPTION:** 2757 SQ. FT. New building addition Structural steel building to house new data center 5,935 SQ FT. TI in existing building 230

Scope involves interior and site demolition, grading, concrete foundations, concrete fill over metal deck, drilled caissons, site utilities, site and asphalt paving, roofing and sheet metal, interior finishes, exterior plaster, new medium voltage, 16.5 KV switchgear, all MEP systems for new data center phase two equipment and associated MEP re-work.

**TRADES:** Demolition, Reinforcing Steel, Fibrous Reinforcing, Concrete, Structural Metal Framing, Metal Decking, Thermal Insulation, Membrane Roofing, Flashing and Sheet Metal, Acoustical Ceilings, Doors and Frames, Gypsum Board, Resilient Flooring, Access Flooring, Painting, Signage, HVAC, Plumbing, Fire Suppression, Fire Detection and Alarm, Earthwork, Drilled Caissons, and Concrete Paving. Electrical bidders have been pre-selected and prequalified.

**PRE-BID MEETING.** Swinerton will be hosting a pre-bid meeting for this project. Date, time and place are to be determined.

**REQUIREMENTS:** Prequalification is required of all subcontractors. In order to complete prequalification, the following documents are required: Current financial statement (income statement plus balance sheet), letter of bondability, certificate of insurance, OSHA 300 log, certifications (MBE, DBE, etc.), line of credit letter, general liability, workers compensation insurance policy rate, declaration pages, and W-9. For questions regarding prequalification please contact Nancy Figueroa at [nfigueroa@swinerton.com](mailto:nfigueroa@swinerton.com) or 213.869.3400.

An EMR of 1.0 or less is required.

Prevailing Wage/ Davis-Bacon rates apply. You can access wage determination at <http://www.wdol.gov/>

If assistance is needed in obtaining bonds, lines of credit and/or insurance, please contact Charles "Rick" Moore at 415.984.1289.

**BID DOCS:** Plans and specifications are available for review online via [www.smartbidnet.com](http://www.smartbidnet.com). Please contact Nancy Figueroa at [nfigueroa@swinerton.com](mailto:nfigueroa@swinerton.com) or 213.869.3400 if you are interested in this project in order to receive the link to the plans and specifications for this project.

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## Direct Mail

Continued from page 1

their next oil change is due. You're offering something of value (helping make car care more convenient) in addition to offering a discount. Free meals on birthdays are another standard direct mail piece that works (who comes in to a restaurant alone?).

**5. Test and track.** Test different wording on your mailings, different offers and even different designs until you find out what works best. Use coupon codes on your mailers and have customers bring the mailer in or refer to the code when they call so you can track which campaigns pull customers in. Or add a URL that leads to a custom landing page so you'll know which mailer drives online traffic best.

Source: U.S. SBA



# Public Legal Notices

## UNIVERSITY OF CALIFORNIA SAN FRANCISCO

### ADVERTISEMENT FOR PREQUALIFICATION OF CONSTRUCTION MANAGERS/GENERAL CONTRACTOR (CM/ CONTRACTORS)

Subject to the conditions prescribed by the University of California, San Francisco, responses to the University's prequalification documents for a CM at Risk (Best Value) contract are sought from bidders for the following projects:

#### PROJECT NUMBERS/TITLES:

UCSF MEDICAL SCIENCE BUILDING (MSB)  
- CLINICAL SCIENCES BUILDING (CSB) DE-  
CANT PROGRAM:

1. M2634/MSB Floors 2 and 5 – CSB Decant
2. M2638/MSB Floors 7 and 8 – CSB Decant

#### PREQUALIFICATION OF PROSPECTIVE BIDDERS:

The University has determined that bidders who submit bids on this project must be prequalified. Prequalified bidders will be required to have the following California Contractor's license classification:

#### **B - GENERAL BUILDING**

#### GENERAL DESCRIPTION OF WORK:

The listed projects are related to the UCSF Clinical Sciences Building (CSB) and UC Hall (UCH) Seismic Renovation Program.

These projects will renovate approximately 21,000sf of existing labs and offices on portions of floors 2, 5, 6, 7 and 8 of the Medical Science Building (MSB) at UCSF Parnassus Heights Campus. MSB is an existing 14 story building built in 1954, with subsequent renovations in some areas. Surrounding areas within the MSB will be occupied during the construction of these projects. The site is congested and laydown areas limited.

This program is comprised of multiple projects in multiple phases and may involve: abatement of asbestos and other identified hazardous materials; utility relocations; selective demolition of existing interior spaces; finish upgrades in offices (B Occupancy) and labs; as well as full laboratory (L Occupancy) renovations. Some of the projects may need to be fast-tracked due to strict schedule limitations.

The program delivery method will be CM at Risk. These projects shall be managed as separate and distinct projects, which will require the bidding of subcontracts separately for each project. It is the University's intent to utilize design/build delivery for the major subcontracts (mechanical, electrical, plumbing, project controls, audio/visual (A/V), fire protection, life safety/fire alarm, and telecommunications and data systems) which will contract directly with the CM at Risk Contractor (CM/Contractor). The University will prequalify the Design/Build Mechanical/Plumbing/Controls and Electrical/Low Voltage subcontractors. The design and construction process will be organized using Building Information Modeling (BIM) and Lean Construction methods, including set-based design processes, pull scheduling, and Last Planner™ production management techniques. The team will include the architects, engineers, CM/Contractor, design/build subcontractors and major trades, who will work together on site for the

duration of the program with any other significant members of the team.

The selected CM/Contractor shall manage these projects as separate and distinct projects and will provide pre-construction services, including scheduling and cost estimating as well as bidding multiple bid packages to contract with design/build subcontractors. The University's Executive Design Professional's (EDP) engineering subconsultants will provide support services during the Programming and Design phases and will prepare Performance Specifications and Design Criteria to facilitate bidding of the selected design/build trades. The EDP and subconsultants will assist with the preparation of documents for design/build subcontractors and documents for other trades as needed for the various projects in the program. The program duration for the design and construction is anticipated to be complete in mid-2015. Applicable projects will be required to be LEED Silver certified at a minimum, with LEED Gold as the stretch goal.

Estimated construction cost per project is in the following ranges:

1. PROJECT M2634/MSB FLOORS 2 and 5 – CSB DECANT \$2,700,000 - \$3,200,000
2. PROJECT M2638/MSB FLOORS 7 and 8 – CSB DECANT \$3,300,000 \$3,800,000

#### PROPOSED BIDDING SCHEDULE/PROCEDURES:

Design/Bidding: Approximately 5 ½ months from June 2014 through mid-November 2014

Construction: Approximately 8 ½ months from mid-November 2014 through July 2015

Subsequent to completion of the prequalification process, the Announcement to Prequalified Bidders and Advertisement for Bids will set forth the dates, times and location for receiving and opening of bids.

The lowest responsible bidder will be selected on the basis of the Best Value to the University. The Best Value to the University will be determined using objective criteria described in the Bidding Documents with the resulting selection representing the best combination of price and qualifications.

#### PREQUALIFICATION PROCEDURES:

Prequalification Documents will be available beginning **June 4, 2014, at 10AM** by requesting via e-mail to RFx@ucsf.edu with the following information: Company name, address, phone and fax nos. Please reference **M2634/M2638-MSB Prequalification CM@Risk** in the subject line. You will be sent an email with a link to register with the UC Supplier Registration and Sourcing (SRS) system in order to obtain the prequalification questionnaire.

Questionnaires are to be completed by **June 18, 2014 at 3 PM.**

Any questions or requests for clarification or interpretation of the Prequalification Documents must be submitted in writing to Susan McCutchan, Project Manager – Capital Programs, UCSF Capital Programs, at email address (mailto:susan.mccutchan@ucsf.edu) by **12:00 PM, June 10, 2014.** Questions received after the above-noted deadline may be answered at the discretion of the University.

Any person or entity not satisfied with the outcome of the prequalification must file a writ challenging the outcome within 10 calendar days from the date of the University's written notice regarding prequalification determination. Any assertion that the outcome of the prequalification process was improper will not be a ground for a bid protest. However, the University reserves the right to accept late submissions and to request, receive, and evaluate supplemental information after the above time and date at its sole determination.

This project will be insured under a University Controlled Insurance Program ("UCIP") providing workers' compensation and employer's liability insurance coverage, commercial general liability insurance coverage, and excess liability insurance coverage for Work performed on or at the Project site ("UCIP Coverages"). All insurance policies required to be obtained by CM/Contractor shall be subject to approval by University for form and substance. All such policies shall be issued by a company rated by Best as A- or better with a financial classification of VIII or better, or have equivalent rating by Standard and Poor's or Moody's.

The University reserves the right to reject any or all responses to Prequalification Questionnaires and to waive non-material irregularities in any response received.

Information submitted by the bidder shall not be open to public inspection to the extent that information is exempt from disclosure under the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of the Title of the Government Code).

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy.

#### THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

University of California San Francisco  
June 2014



calottery

CALIFORNIA LOTTERY  
Request for Proposal (RFP) #50019  
Learning Management System

The California Lottery (Lottery) is inviting bids from qualified bidders to provide Commercial Off the Shelf (COTS) Learning Management System, implementation services and training, and ongoing maintenance and support through an annual user license agreement. Bidders must have: 1) a commercially available Learning Management System software product that meets the technical and functional requirements described in the Scope of Services; 2) been providing the proposed software as a hosted or SaaS solution for at least three years; and 3) annual revenues of greater than \$5 million.

The solicitation document is anticipated for release in June 2014, and will be available to download on the Lottery Website at [www.calottery.com](http://www.calottery.com) under Vendors.

# Public Legal Notices

## UNIVERSITY OF CALIFORNIA, IRVINE MEDICAL CENTER

### ANNOUNCEMENT TO PREQUALIFIED PROPOSERS

UC Irvine Medical Center (UCIMC) invites prequalified Proposers to submit proposals for the **B1 Basement – Pulmonary Expansion, Project No. 999120. Maximum Acceptance Cost: \$356,000.**

**DESCRIPTION OF WORK:** Relocate the Pulmonary Program to the Douglas Hospital basement including conversion of a storage room to a Bronchoscopy Room and installation of an isolated exhaust from the new Bronchoscopy Room to the Douglas Hospital roof. Work includes framing, electrical, structural support, medical gases and other work for a complete project in compliance with all applicable codes including Office of Statewide Health Planning and Development (OSHPD) requirements. Project completion time: 240 Calendar Days

**PROJECT DELIVERY:** Design Build

**PREQUALIFIED PROPOSERS:** **Brascia Builders, Inc.**, Monrovia, CA 91016, (626) 737-0284; **BNBuilders**, San Diego, CA 92121, (858) 550-9433; and **DLS Builders**, Orange, CA 92865, (714) 998-3790.

**PROCEDURES:** RFP available **6/3/14, 2 PM**. Prequalified Proposers receive 2 sets at UCIMC Planning Administration, Building 27, 101 The City Drive South, Orange, CA 92868. Purchase at American Reprographics Co., Costa Mesa, CA (949) 751-2680. Planrooms: F.W. Dodge (626) 932-6120 and Reed (800) 424-3996.

**MANDATORY PREPROPOSAL CONFERENCE & SITE VISIT: 6/6/14, 10:00 AM**, UCIMC, Building 22A, Rm. 2103, 101 the City Drive South, Orange, CA 92868.

**PROPOSALS DUE:** Technical Proposal, **7/15/14, 4 PM** and Lump Sum Base Price Proposal, **7/16/14, 4 PM** received only at UCIMC Planning Administration, Building 27, Rm. 136, 101 The City Drive South, Orange, CA 92868.

Required: **General Building Contractor – B**, California Contractors License and 10% bid bond from *admitted surety insurer (as defined in the California Code of Civil Procedure Section 995.120)*. The successful GC and its subs are required to follow the nondiscrimination requirements set forth in the RFP and pay prevailing wage rates at the location of the Work.

Every effort will be made to ensure that all persons shall have equal access to contracts and other business opportunities with the University, regardless of: race; color; religion; sex; age; ancestry; national origin; sexual orientation; physical or mental disability; veteran's status; medical condition; genetic information; marital status; gender identity; pregnancy; service in the uniformed services; or citizenship within the limits imposed by law or University's policy.

David Donovan, Project Delivery Manager,  
(714) 456-5628, ddonovan@uci.edu

Bid Board: [www.designandconstruction.uci.edu](http://www.designandconstruction.uci.edu)

## UCLA

### UCLA

#### ADVERTISEMENT FOR PREQUALIFICATION (SUBCONTRACTORS)

The following is a summary of a full Advertisement for Prequalification (Subcontractors) posted on the UCLA Capital Programs Website ([www.capitalprograms.ucla.edu/Contracts/ProjectsCurrentlyBidding](http://www.capitalprograms.ucla.edu/Contracts/ProjectsCurrentlyBidding)). **All interested parties must go to the Website for complete information.**

Subject to conditions prescribed by the University of California, Los Angeles, responses to the University's prequalification documents for a lump sum contract are sought from prospective subcontractor bidders (hereafter "bidders") for the following project:

**Project Name:** Jules Stein Seismic Correction and Program Improvements

**Project Number:** 945905.01

**General Description of Work:** Seismic corrections and program improvements to the 93,000 gsf Jules Stein Building. **Refer to website for complete description.** [www.capitalprograms.ucla.edu/](http://www.capitalprograms.ucla.edu/)

**Estimated Construction Cost** is \$41,000,000.

**Prequalification Documents Available at:**  
[www.uclaplanroom.com](http://www.uclaplanroom.com)

#### Prequalification Document Submittal Locations:

Contracts Administration  
University of California, Los Angeles  
1060 Veteran Avenue, Suite 125  
Box 951365  
Los Angeles, California 90095-1365  
310-825-7015  
or  
UCLA Planroom website  
[www.uclaplanroom.com](http://www.uclaplanroom.com)

#### Dates:

**Prequalification Document Availability:**  
June 3, 2014

**Mandatory Prequalification Conference:**  
June 10, 2014

Beginning promptly at 10:00 a.m.  
(THERE IS NO GRACE PERIOD)

**Prequalification Submittal Deadline:**  
3:00 p.m., June 24, 2014

**License Requirements:**  
C-20, C-10, C-36, C-16, C-29.

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## UCLA

### UCLA

#### ADVERTISEMENT FOR PREQUALIFICATION (GENERAL CONTRACTOR)

The following is a summary of a full Advertisement for Prequalification (General Contractor) posted on the UCLA Capital Programs Website ([www.capitalprograms.ucla.edu/Contracts/ProjectsCurrentlyBidding](http://www.capitalprograms.ucla.edu/Contracts/ProjectsCurrentlyBidding)). All interested parties must go to the Website for complete information.

Subject to conditions prescribed by the University of California, Los Angeles, responses to the University's prequalification documents for a lump sum contract are sought from prospective general contractor bidders (hereafter "bidders") for the following project:

**Project Name:** Jules Stein Seismic Correction and Program Improvements

**Project Number:** 945905.01

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**License Requirement:**  
B-License (General Building)

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