



California Mental Health Services Authority
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Request for Proposal - Addendum
**Los Angeles County Department of Mental Health Social
Marketing Campaign Development and Media Buy Plan
Development and Deployment**

ADDENDUM #1
Extended Application Review and Selection Period

Changes have been made to the following item under Section 1.3 Proposal Timeline to extend the Evaluation Period.

Updated Proposal Timeline:

EVENT	Key Dates	Addendum #1
RFP Issued	January 11, 2022	
RFP Questions Due	January 18, 2022 5:00 pm	
Bidders Conference *Recorded session to be posted by here 5:00pm on January 24, 2022	January 21, 2022 2:00 pm	
RFP Questions & Answers Posted here	January 24, 2022 5:00 pm	
Deadline for Proposals to be Submitted	February 3, 2022 5:00 pm	
Application Review and Selection	February 4–15, 2022	February 4-25, 2022

Updated Language:

The Application Review and Selection period is now **February 4, 2022 – February 25, 2022**