COVERED CALIFORNIA

Request for Proposal 2014-18: Public Relations Campaign

Bidders' Conference Questions and Answers

The following questions were received in advance of the Covered California 2014-18: Public Relations Campaign RFP Bidders' Conference and during the question and answer period of the Bidders' Conference on March 24, 2015. The questions have been edited to omit specific agency details.

1. What percentage of scoring benefit will you be offering for DVBE/SBE participation?

   This is detailed in Attachments 12 and 14. Incentives for certified Disabled Veteran Business Enterprises/Small Businesses will be applied in the event of a tie at the completion of Stage 3, the oral presentation stage.

2. Would you consider Medicaid (Medi-Cal) to be a conflicting agency, consistent with Attachment 4, Section C, Subsection 1?

   No.

3. Are contractors or subcontractors participating in another Health Benefit Exchange contract — be it marketing or other — precluded from participating on this RFP?

   No. Shall the contractor or subcontractor be the successful Bidder on more than one Health Benefit Exchange project, they would need to demonstrate the capacity and staff to service each contract and to set up a mechanism to tack billings separately for each contract.

4. Would a significant percentage of clients under non-disclosure agreements preclude verification of minimum annual account billings?

   Attachment 6 includes a footnote that if there is a non-disclosure agreement of any or all clients, bidders should provide a range.

5. Please confirm that representing a health plan that currently participates in the Exchange is not a conflict.

It is not an automatically disqualifying conflict. Disclose details so we can make a case-by-case judgment.

6. Will scores (numbers) be applied to the evaluations and will that information be shared with the bidders?

   All materials and requirements not identified as pass/fail will be evaluated using the rating chart described in Section III, item B, "Rating Chart."

7. On Page 13, Section A.4, it states under Digital Public Relations Services to indicate for each client whether the firm created, managed, consulted or assisted the channel for the client. Since the narrative is limited to 5 pages, how do you want to have this question addressed? Just answered for a few clients that are highlighted?

   Please choose your most applicable work and follow the guidelines.

8. For the site visit, will the questions be provided in advance? Will the same questions be asked of each agency?

   Questions will not be sent in advance. There will be a standard set of questions asked of each agency, and answers may generate additional, unique questions from the review panel. A webinar is scheduled for Covered California to present relevant information for the Stage 2 site visits.

9. For Stage 2, on page 16, "Account Staff Proposal and Client References," please confirm those materials will be provided during the site visit but simply not presented. Do they need to be packaged in any specific format?

   An overview and introductions of the account staff should be presented but nothing in depth. Information about each person on the account is to be provided but not presented. The documents for the account staff and client references should be packaged as described in Section IV. A, subsections 1 and 2.

10. Are there any requirements on how submissions are bound?

    Please reference Section IV. A, subsection 2.a, "Narrative Format."

11. Please confirm the level of staff you would want to have embedded.

    The level of embedded staff will depend on the needs of the Scope of Work.

12. Please confirm the level of staff that currently acted as day-to-day project managers for the current contract. Did you feel this was the correct level? Why or why not?

Covered California's needs change throughout the year, and the work of the contractor intensifies around particular projects and enrollment periods. We are looking for a contractor who can make adjustments as needed to ensure our needs are met depending on the level of work at any given time throughout the year.

13. Are there additional partners that are not outlined/listed in the Lessons Learned report that can be shared?

    For the 2015 open-enrollment period, Covered California issued a new round of Navigator grants. These grantees are considered partners, and a listing of them can be obtained at

    In addition, in 2015 Covered California had partnerships with more than 25 nonprofit organizations that agreed to syndicate our content and place it on their websites.

    A third set of partners included a variety of medical groups and provider associations that agreed to distribute Covered California information. These can be found on in our press releases within the "Featured News" section at www.CoveredCA.com.

14. Five months have passed since the Oct. 2014 Lessons Learned Report was published. Based on the most recent enrollment efforts, from an advertising and marketing perspective - what worked well? What needs to be improved? What needs to be added and deleted?

    See the Bidders' Conference presentation for the Marketing RFP, located on www.hbex.ca.gov/solicitations. Also a press release detailing Latino enrollment gains can be found at www.CoveredCA.com/news/press-releases.

15. When will lessons learned from the 2015 campaign be made available? We have reviewed the October 2014 report but understand that the campaign will continue to evolve and information from 2015 will be valuable in creating a strategic campaign moving forward.

    Preliminary information regarding the 2015 open-enrollment period is contained in the "2015 Open Enrollment" section of "California Resources," which follows the document "First Open Enrollment 2013-14 Lessons Learned." Additional information will be shared with the successful Bidder.

16. Will the development of collateral materials – fact sheets, etc. – fall to the advertising contractor or will this be a shared task?

    Limited amounts of collateral public relations materials developed under very tight timeframes may be requested of the PR contractor. Mass printing will not be done by the public relations

contractor.

17. What group of individuals do you believe needs more outreach attention and why?

    We look to the Bidders for their ideas. Our target populations are in the scope of work, but we want to reach as wide a variety of populations as possible, including health policy leaders, external organizations and stakeholders.

18. In the Oct 2014 Lessons Learned Report, it states that lower enrollment numbers occurred in the Central Valley and Inland Empire. What actions have been taken since the report was published to address this from a PR and/or marketing perspective?

    We redoubled our public relations efforts in those areas, including setting up a mirrored Spanish website and developing information specific to immigration concerns as barriers to enrollment. Also, Marketing greatly increased its advertising efforts to address this. Navigator grants were awarded, and public relations efforts were retooled for the second open-enrollment period (2014-15) in an effort to increase our focus on certain areas.

19. On page 74 of the Oct. 2014 Lessons Learned Report, charts depict eligible populations vs. enrolled populations. Do you have more up to date numbers?

    See the "2015 Open Enrollment" presentation in "California Resources." It follows the document "First Open Enrollment 2013-14 Lessons Learned."

20. At Stage 3, bidders are to complete Attachments 10, 11, 12 and 14. Please confirm that there is no Attachment 13.

    Disabled Veteran Business Enterprise (DVBE) Instructions: • Complete and sign the "Disabled Veteran Business Enterprise Participation Incentive" Form (Attachment 12), and "DVBE Declarations" Form (Attachment 13) only if the Bidder or a proposed subcontractor has a "Disabled Veteran Business Enterprise" certification.

21. On Attachment 9, do all references have to be for the prime bidder or can one or two of the references be provided by subcontracting agencies?

    References should be for the prime Bidder. However, references for proposed subcontractors are welcome.

22. On page 17 of the RFP, it is noted that "Financial records of all Bidders received by Covered California are considered confidential and will be destroyed at the time of Contract Award." Can you please confirm that this also applies to Attachments 2 and 6 as these request bidder financial information?

    All financials will be destroyed at the time of Contract Award. Attachment 2 is not included.

23. The RFP states bidders must submit one digital copy of our proposal on a USB memory stick. Can this digital file be a PDF file, or must it be in another format, such as Word?

    It can be PDF or Word.

24. Can we get access to website performance statistics?

    Website performance analysis is part of the overall analysis being performed and is underway. When completed it will be shared with the selected contractor.

25. Are there tools/metrics in place that would allow us to track people from introduction through plan selection?

    These are handled by a different division in Covered California and is not overseen by the Office of Communications and Public Relations.

26. Can you share any information about your current CRP program including the frequency and type of member communications?

    To date, consumer communications has been conducted by Marketing and is on a schedule. The successful public relations contractor may be asked to collaborate on our Marketing consumer relations management and may assist Communications and Public Relations Office in development of consumer content (such as newsletters) for public relations purposes.

27. Will Covered California continue to work with NORC to understand target audiences and where to focus, or should firms bring on subcontractors with this expertise?

    Covered California will continue to develop both quantitative and qualitative data on our current and potential consumers. As this information becomes available, it will be shared with the successful Bidder. The Scope of Work has been written very broadly and includes the potential that the successful Bidder may be asked to perform focus groups in the future (Exhibit A.C.5). The Bidders should not (or there is no requirement to) provide research or evaluation subcontractors as part of their bid package.

28. Can you define how you define the 15 employees? Are they full-time, contracted…?

    They are full-time employees.

29. What time commitment is anticipated for the staff to be in Sacramento?

    Covered California's needs fluctuate throughout the year with the development and launch of projects and enrollment seasons. At least one senior public relations contractor should be available for regular meetings on no less than a biweekly basis but could be needed for daily strategic meetings during more intensive times of the year.

30. When will questions be posted?

    All questions sent in prior to Stage 1 submission will be available on the website. A timetable for each question is not available. We suggest checking the website every day for any updates or questions.

31. Do all subcontractors have to be located in CA? Is that required?

    No but the selected contractor should know Covered California has an expectation that key staff must be readily available to service the account, including subcontractors.

32. Are subs required to disclose potential conflicts?

    Yes.

33. Will you be posting a list of attendees today? Will you be posting the PowerPoint presentation online?

    The presentation was available at the voluntary Bidders' Conference on March 24. Attendees are now online.

34. Will oral presentations be on May 14 or 15?

    Thursday, May 14.

35. How do joint ventures work?

    No joint ventures will be allowed. Partnerships are acceptable, but we need one organization as a prime.