

RFP 2014-38:
Translation, Readability and Focus Group Testing
 Final Response to Questions
 7/23/2015

Question #	RFP Section	Page #	RFP Text	Question	Answer
1	3.1	11	Last bullet – conduct a community review of translated materials	Is this different than consumer testing? It appears to be since it is separately mentioned here and in another subsequent location in the RFP (3.3.d.). If so, can you please clarify your expectations for this item?	Yes, this is different than consumer testing. Covered California requires that translated materials are reviewed by California stakeholders and advocacy groups to ensure translations are accurate.
2	3.3	12	Project Tasks, a.iv. Single Streamlined App translation	Is translation the only scope of work related to the Single Streamlined Application (SSA) that would be performed under this contract? Would there be any desktop publishing/ typesetting required for the translated document for each language? Please confirm all languages that will require translation for the SSA.	Translation services is not the only scope of work related to the Single Streamlined Application. Desktop publishing/ typesetting services are also required for the translated document(s) for each threshold language. Refer to RFP section 3.1 (page 11) for the list of required threshold languages.
3	3.8	15	Travel not reimbursable under the contract	Is it the intention that focus group testing will only occur in one location in the state, i.e., northern California or southern California? If Covered California desires testing to be conducted in one or more locations throughout California, there would be travel costs associated with this work.	Covered California anticipates conducting focus group testing in northern, central and southern California. Bidders should consider the cost of travel in their cost proposals.
4	4.3.2.1	18	Samples of translated materials	Is it the intention that samples provided for translated materials are in addition to the 2 pages, or those samples included the 2 page limit? Samples for all of the languages listed will likely require more than the 2 page limit allowed for this section.	Covered California's expectation is for Bidders to provide a completed sample of translated material. Translated samples may be longer than two pages. The description of the Bidder's experience and qualifications referenced in RFP section 4.3.2.1 shall be limited to two pages.

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5	4.4, 4.4.1	18-19	Engagement Team Qualifications	Section 4.4 states that no more than 2 pages can be used to describe the Engagement Team's Qualifications. Please confirm that this excludes actual resumes, as each resume could be more than 2 pages in length.	The 2 page limit excludes resumes.
6	2.1.c.	11	Development and translation into low literacy levels	This item appears to reference the need for not only translation services for the 11 threshold languages, but readability services for those languages, as well. Can you please confirm the need for readability of translated versions of all notices/SSA in all threshold languages?	Covered California confirms that readability services must be conducted for the translated versions of all notices/SSA in all threshold languages. Refer to RFP section 3.1 (page 11) for the list of required threshold languages.
7	3.3.c.	12	Conduct consumer focus testing (e.g., one-on-one testing)	This language is different than elsewhere in application, which repeatedly specifies "focus group" testing. Please clarify whether "focus group" testing is required or one-on-one consumer testing is an acceptable approach as suggested here. Focus groups elicit feedback from groups of individuals at a single time vs. the one-on-one feedback elicited in field testing.	Yes. Covered California considers one-on-one consumer testing as an acceptable approach.
8	3.3.c.	12	Conduct consumer focus testing (e.g., one-on-one testing)	For which of the 11 translation languages does Covered California want consumer focus testing?	Covered California reserves the right to request translated materials and consumer focus testing in any of the threshold languages. Covered California will request consumer focus testing based on need and demographic indicators. Refer to RFP section 3.1 (page 11) for the list of required threshold languages.

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9	3.3.d.	12	Incorporate community review of the notices prior to submitting final notices to Covered California for approval.	For which of the 11 translation languages does Covered California want community review?	Covered California requests community review of translated materials for all threshold languages. Refer to RFP section 3.1 (page 11) for the list of required threshold languages.
10	3.1	11	Statement regarding <i>California Latino cultural nuances</i> .	Does this reference imply the need to conduct focus group testing in different locations throughout the state? Can you provide further clarification around your expectations for this item?	No. Covered California requests translator(s) with experience with translating materials using language that is culturally relevant to the California Latino population.
11	1.2, 1.4	4, 4	Estimate term dates, Contract amount and term	Please clarify if the contract end date will be June 30, 2016 or August 21, 2016. Both are listed in the RFP guidance as actual and/or estimated term dates.	The intended estimated contract end date is August 21, 2016.