



**Request for Proposal
RFP 2017-19: Vision Plan**

March 22, 2018

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1. INTRODUCTION

1.1 Overview

You are invited to review and respond to this Request for Proposal (RFP). By submitting a proposal, your organization agrees to the terms and conditions stated in this RFP.

Read this document and any attachments in their entirety and carefully, as they may contain binding provisions that affect your rights and obligations. You must comply with the instructions contained in this document. Responses to this RFP must be submitted to the Covered California contact noted in Section 1.3 below.

1.2 Key Action Dates

Bidders are advised of the key dates and times shown below and are required to adhere to them. All times noted in this document are Pacific Time (PT).

KEY ACTION DATES

Request for Proposal Release Date:	March 22, 2018
Questions Due Date and Time:	April 9, 2018 by 3:00 PM PST
Responses Posted By:	April 16, 2018
Proposals Due Date and Time:	April 30, 2018 by 3:00 PM PST
Notice of Intent to Award:	Week of May 14, 2018
Estimated Term Dates:	October 1, 2018 to December 31, 2020

1.3 Contact

For questions regarding this Request for Proposal (RFP), please:

E-mail address: HBEXSolicitation@covered.ca.gov
(For all communications, subject line must include: RFP)

Covered California
Business Services Branch/Sheryl Brewer
1601 Exposition Blvd.
Sacramento, CA 95815

Phone calls will not be accepted.

1.4 Contract Application and Implementation Fees

A \$1,000 Application Fee must accompany your response. Check should be made payable to “Covered California”. This is a non-refundable fee. Respondents that fail to include their \$1,000 Application Fee will be rejected.

If you are selected to participate in the program, a \$10,000 Implementation Fee is required before the link to your organization’s website will be added to the Covered California website.

1.5 Bidders’ Questions

Bidders must submit any questions regarding this RFP by the due date and time specified in the Key Action Dates table in Section 1.2. Only email questions addressed to the contact person listed in Section 1.3 will be accepted. Bidders must provide sufficient specific information to enable Covered California to identify and respond to their questions. When submitting questions, please reference the RFP number.

Responses to questions received during the Bidder Question time period shall be posted on the website at <http://hbex.coveredca.com/solicitations/>. Bidders who fail to report a known or suspected problem with the RFP or who fail to seek clarification or correction of the RFP do so at their own risk.

In its sole discretion, Covered California may contact a Bidder to seek clarification or additional information regarding any question received.

1.6 Submission of Final Proposals

1. Bidders’ Cost: Costs for developing proposals are entirely and solely the responsibility of the Bidder and are not chargeable to Covered California.
2. Completion of Proposals: Proposals must be complete in all respects and contain all required items as described in the requirements established within this RFP, its attachments, and any written responses to questions or amendments posted by Covered California on its website. A Final Proposal may be rejected by Covered California, in its sole discretion, if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. A Final Proposal must be rejected by Covered California if any defect or irregularity constitutes a material deviation from the RFP requirements as determined by Covered California, in its sole discretion.
3. False or Misleading Statements: Proposals which contain false or misleading statements, or which provide references which do not support an attribute or condition claimed by the Bidder, may be rejected. If, in the opinion of Covered California, such information was intended to mislead Covered California in its evaluation of the proposal, or was included in Covered California’s sole opinion as a result of gross negligence attributable to the bidder, and the attribute, condition or capability is a requirement of this RFP, it shall be grounds for rejection of the proposal.

1.7 Format of Proposals

Issuance of this RFP in no way constitutes a commitment by the State of California to award a contract. Covered California reserves the right to reject any or all offers received if Covered California determines that it is in Covered California's best interest to do so. Covered California may reject any offer that is conditional or incomplete. Assumptions made by the Respondent in responding to this RFP do not obligate Covered California in any way.

Additionally, assumptions may make the offer conditional and may be cause for the offer to be rejected. Format of Proposals

This RFP requires Bidders to submit a Final Proposal that contains all required Administrative and Technical Attachments and Exhibits, and that is submitted in a sealed envelope or container when delivered to Covered California. The sealed package must be plainly and clearly marked on its face with: (1) the RFP number and title; (2) the Bidder's name and address; and (3) the words "DO NOT OPEN", as shown in the following example:

**RFP 2017-19: Vision Plan
Attention: Sheryl Brewer
Covered California
Business Services Branch
1601 Exposition Blvd.
Sacramento, CA 95815
DO NOT OPEN**

Bids not submitted under sealed cover may be rejected in the sole discretion of Covered California.

1. Copies Required

Provide one hardcopy marked "MASTER," **four (4)** additional hard copies marked "COPIES" and one CD-ROM. All copies requested must be identical to the MASTER including the CD-ROM. Each copy of the proposal must be complete, including all required attachments and documentations.

The digital copy, including all attachments and exhibits, must be provided in searchable text format (e.g., Microsoft™ Word®, searchable Adobe® PDF) and free of any password or encryption protection.

2. Narrative Format

a. Narrative portions of proposal responses should be prepared so as to provide a straightforward, concise delineation of the proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be on conformance with the RFP instructions, responsiveness to the RFP requirements and completeness and clarity of content. Expensive bindings, colored displays, promotional materials, etc., are not necessary or desired.

b. Bidders must follow the format requirements listed below for all narrative

portions of the RFP. Failure to do so may result in an entire proposal or affected section not being read or evaluated, at Covered California's sole discretion.

- 1) Use a Times New Roman, Arial, or Calibri font of at least 12-point size throughout. Exception: if a form is required by Covered California that contains a smaller font.
 - 2) Print all pages single-sided on letter size (8.5 by 11 inches) white paper with single line spacing, unless otherwise noted.
 - 3) Use one-inch margins at the top, bottom and sides.
 - 4) Sequentially number the pages in each section and clearly identify each section in the order requested. When a page limit is noted, pages exceeding the limit will not be reviewed or scored. It is not necessary to paginate the required forms.
 - 5) Place the Bidder's name in a header or footer on every page. If the Bidder's name is not already entered elsewhere on a completed certification or form, add it to a header, footer or signature block.
 - 6) Have a person who is authorized to bind the proposing entity sign each RFP attachment that requires a signature in **blue** ink. Signature stamps are not acceptable.
 - 7) Place the original signed attachments in the set marked "MASTER." Additional copies may have photocopied signatures on attachments and throughout the document.
3. All proposals must be based on and conform to the Model Contract provided with this solicitation as described in Exhibit A – Scope of Work, and the contract General Terms and Conditions provided in Exhibit C. Bidders should review the Model Contract in its entirety prior to submitting a proposal. Bidders must submit as part of their response any changes or exceptions to the Model Contract that they wish to negotiate. However, extensive or significant exceptions to the Model Contract may make the proposal non-responsive to the RFP if Covered California, in its sole discretion, determines that the proposed exceptions materially change the contractual relationship between the parties. Bidder proposed changes or exceptions must be documented via tracked changes to the documents contained in the Model Contract. All Model Contract changes or exceptions must be included in the Bidder Proposal at the time of submission. No additional exceptions may be presented during contract negotiations. Covered California reserves the right to reject all exceptions in the Bidder Proposal.

1.8 Covered California Rights

1. Verification of Bidder Information

By submitting a proposal, Bidders authorize Covered California to:

- a. Verify any and all claims made by the Bidder including, but not limited to, verification of prior experience and possession of all other required qualifications.
 - b. Check any and all references identified by Bidder, or any other resource known or identified by Covered California, to confirm the Bidder's business integrity and history of providing effective, efficient, competent and timely services.
2. Covered California may, in its sole discretion, modify the RFP prior to the bid submission deadline by the issuance of an addendum on the website listed at <http://hbex.coveredca.com/solicitations/>.
 3. Covered California reserves the right to reject any bid that does not satisfy the requirements set forth in the RFP. Before submitting a response to this RFP, Bidders should review, correct all errors, and confirm compliance with all of the RFP's requirements.

1.9 Rejection of Proposals

Deviations may cause a proposal to be deemed non-responsive and not to be considered for award. Covered California may reject any or all proposals and/or may waive any immaterial deviation or defect in a proposal. Covered California's waiver of any immaterial deviation or defect shall in no way modify the RFP documents or requirements and shall not excuse the Bidder from full compliance with the RFP specifications if awarded a contract.

FINAL PROPOSALS NOT RECEIVED BY THE DATE AND TIME SPECIFIED IN SECTION 1.2 KEY ACTION DATES OR THAT ARE NOT SEALED, will remain unopened and, if delivery is accepted, will be maintained separately from proposals that have been timely received. Proposals received after expiration of the deadline may only be opened and considered upon written approval of Covered California's Executive Director or his/her designee specifying the reason(s) for acceptance and consideration of the untimely proposal.

Issuance of this RFP in no way constitutes a commitment by Covered California to award a contract. Covered California reserves the right to reject any or all proposals, or portions of proposals, received in response to this RFP, or to amend or cancel this RFP at any time. In the event of such cancellation, Covered California may reissue the RFP at a later date.

Covered California reserves the right to consider contractor's past performance with Covered California in its selection of a Bidder pursuant to this RFP.

1. Non-Responsive Proposals

A proposal may be deemed non-responsive and subsequently rejected if any of the following occur:

- a. A submission is received after the exact time and date set forth in Section 1.2 Key Action Dates for receipt of each submission.
- b. The Bidder fails to meet any of the eligibility requirements specified in Section 2, Minimum Qualifications.

- c. The Bidder fails to submit or fails to complete and sign any required Attachments as instructed in this RFP.
 - d. The submission contains false, inaccurate or misleading statements or references.
 - e. The Bidder is unwilling or unable to fully comply with the proposed contract provisions.
2. Business In Good Standing

Bidder acknowledges that when agreements are to be performed in the State of California by corporations or vendors, Covered California will verify, prior to awarding any State contract, the following information in order to ensure that all obligations due to the State are fulfilled:

Corporation in Good Standing

Covered California will verify with the California Secretary of State (SOS) that the Bidder is a corporation currently qualified to do business in California. The bid will be considered non-responsive if the Bidder is not listed with SOS.

“Doing business” is defined in California Revenue and Taxation Code Section 23101 as actively engaging in any transaction for the purpose of financial or pecuniary gain or profit. Although there are some statutory exceptions to taxation, rarely will a corporate contractor performing within the State not be subject to the franchise tax.

Both domestic and foreign (those incorporated outside of California) corporations must be in good standing in order to be qualified to do business in California.

State Tax Delinquency

Covered California will verify with the California Franchise Tax Board (FTB) and Board of Equalization (BOE) that the Bidder is not on a prohibited list due to tax delinquencies. The bid will be considered non-responsive if the Bidder is on any of these lists.

The list established by FTB can be found at:

https://www.ftb.ca.gov/aboutFTB/Delinquent_Taxpayers.shtml

The list established by BOE can be found at: <http://www.boe.ca.gov/cgi-bin/deliq.cgi>

1.10 Errors in Final Proposals

An error in the Final Proposal may cause the rejection of that proposal; however, Covered California may, in its sole discretion, retain the proposal and make certain corrections. In determining if a correction will be made, Covered California will consider the conformance of the proposal to the format and content required by the RFP, and any unusual complexity of the format and content required by the RFP.

1. If the Bidder's intent, as determined by Covered California, is clearly established based on its review of the complete Final Proposal submittal, Covered California may in its sole discretion, correct an error based on that established intent.

2. Covered California may, in its sole discretion, correct obvious clerical errors.
3. A Bidder may modify a bid after submission by withdrawing its original bid and resubmitting a new bid if it is received prior to the bid submission deadline. Bidder modifications offered in any other manner, oral or written, will not be considered.
4. A Bidder may withdraw its bid by submitting a written withdrawal request to Covered California, signed by the Bidder or an authorized agent. Bids may not be withdrawn subsequent to the bid submission deadline without cause.
5. No oral understanding or contract shall be binding on either party.

Covered California reserves the right to contact any Bidder at any stage of the proposal process to collect additional clarifying information, if deemed necessary and appropriate by Covered California.

1.11 Protest

Any protest properly submitted within five working days of the posting of the Notice of Intent to Award will be considered. All protests will be reviewed and decided by the Executive Director or his/her designee.

The following protest procedures shall be followed:

General

An unsuccessful bidder may protest by following the terms and conditions outlined below. The protestant challenging Covered California's proposed award bears the burden of proof.

Grounds

Protestant must cite the specific grounds for the protest and provide all facts and citations of law sufficient to support the protest and enable the Executive Director or his/her designee to make an informed, proper decision. Covered California will determine, in its sole discretion, if the protestant has demonstrated sufficient grounds to allow the protest to be heard. Abuse of the protest process by unsuccessful bidders for the purpose of securing confidential information about other bidders will be rejected by Covered California. The sole grounds for a protest are:

1. Protestant reasonably believes that Covered California has acted in an arbitrary and capricious manner; and/or
2. Protestant reasonably believes that Covered California committed an error in the bid process as stated in the solicitation that is sufficiently material to justify invalidation of the proposed award.

There shall be no basis for protest if Covered California rejects all bids or proposals.

Requirements for Protest

Protests must be submitted in writing, signed by an individual who is authorized to contractually bind the Bidder, and include all grounds and supporting facts and evidence

upon which the protest is based, as well as all citations of law, rule, regulation or procedure upon which the protestant relies. Protests must be delivered to Covered California at the address indicated below by certified or registered mail or in person, in which case the protestant should obtain a delivery receipt. Protests must be received by Covered California no later than the close of business five days after the Notice of Intent to Award has been posted.

Protests must be mailed or delivered to:

Mailing Address:
Covered California
Attn: Peter Lee, Executive Director
1601 Exposition Blvd.
Sacramento, CA 95815

The Executive Director's or his/her designee's decision shall be final.

Terms of Protest

Scoring documents, evaluation and selection documents, other bidders' submissions or any other record created during the review of bids submitted in response to the RFP are not public records and are exempt from disclosure as public records pursuant to Government Code Section 100508(a).

A protestant who has demonstrated a legitimate ground for protest as described above may be provided limited access to certain relevant, non-public information regarding the RFP and Covered California's consideration of submissions in response to the RFP upon the protestant's execution of a Non-Disclosure Agreement provided by Covered California and the approval of Covered California's General Counsel or his/her designee. Trade secret, proprietary and confidential information will be redacted from any documents disclosed to protestant as part of the protest process.

1.12 Disposition of Bids

Upon bid opening, all documents submitted in response to the RFP become the property of the State of California.

1.13 Contract Execution

Performance shall begin no later than the date set forth in the RFP by Covered California and after the contract is fully executed, unless a later date is mutually agreed upon by Covered California and the Contractor.

1.14 Addition or Subtraction of Services

Notwithstanding that bids have been submitted, at Covered California's sole discretion, the SOW may be modified prior to contract award to add or remove services through an addendum. If the date and time for submission of Final Proposals has passed as of the time the addendum is posted, and bids have been received, Covered California, in its

sole discretion, may restrict responses to the modified SOW so that only entities that submitted timely bids in response to the initial RFP may respond to the addendum.

1.15 News Releases and Social Media

By submitting a Final Proposal, Bidders and the selected Contractor agree that they will not issue news releases nor make statements to the news media or through social media channels pertaining to this RFP, their proposals, the contract, or work resulting therefrom, without first obtaining prior approval from Covered California.

2. PROGRAM TEAM QUALIFICATIONS

Covered California seeks experienced vision plans for this program. Respondent must demonstrate that assigned staff possess the experience, education, knowledge and skills required for the successful implementation and management of this program.

2.1 Respondents' Minimum Qualifications

The minimum required qualifications for Respondents include:

1. Respondents must hold a license to offer individual or group vision plans in the State of California and must be in good standing with the applicable regulatory agency.
2. Respondents must have filed and approved rates and plans by the applicable regulatory agency to offer and transact the business of insurance and already be providing coverage within the State of California during 2018.
3. Respondents must either be domiciled in the State of California, or at minimum have a call center and claim processing capabilities in the State of California.
4. Respondent must have a dedicated program manager and primary contact for Covered California Business.
5. Respondent must provide a customer service center adequately staffed to handle questions and assist consumers. At a minimum, vision plan customer service center hours shall be Monday – Friday from 8am – 6pm, Pacific Time. Customer service center must offer a toll free number for consumers with staff specifically dedicated to Covered California Business.
6. Respondent must pay market-level commissions; pay the same agent commission on products sold via the Exchange link as on all similar “off Exchange” products.
7. Respondent must agree to Covered California’s contract terms.
8. Respondent must be able to invoice enrollees and collect premiums and must be able to track and report on a quarterly basis the number of enrollees purchasing a vision plan via the Exchange link by month.
9. Respondent must pay a commission to Covered California for enrollees, equal to 5% of the policy premiums collected each quarter.

2.2 Respondents' Desirable Qualifications

Desirable qualifications include:

1. Respondent has the ability to offer vision plans throughout California.
2. Respondent has offered vision coverage to enrollees in California for a minimum of three years.

2.3 Reassignment of Personnel

1. The Contractor shall not reassign nor substitute personnel assigned to the contract during the contract term without prior written approval of Covered California. If a Contractor employee is unable to perform duties due to illness, resignation, or other factors beyond the Contractor's control, the Contractor shall make every reasonable effort to provide suitable substitute personnel.
2. Covered California reserves the right to require a Contractor employee to be removed from performing any work on the contract and on written notice to the Contractor, the Contractor shall assign an acceptable substitute employee.

3. SCOPE OF WORK

3.1 Background

Soon after the passage of national health care reform through the Patient Protection and Affordable Care Act of 2010 (ACA), California became the first state to enact legislation to establish a qualified health benefit exchange. The California state law is referred to as the California Patient Protection and Affordable Care Act (CA-ACA).

The goals and objectives of Covered California are to:

- Reduce the number of uninsured Californians by creating an organized, transparent marketplace for Californians to purchase affordable, quality health care coverage to claim available federal tax credits and cost-sharing subsidies, and to meet the personal responsibility requirements imposed under the federal act (ACA);
- Strengthen the health care delivery system;
- Serve as an active purchaser, including creating competitive processes to select participating carriers and other contractors;
- Require that health care service plans and health insurers issue coverage in the individual and small employer markets and compete on the basis of price, quality, and service (and not on risk selection); and
- Meet federal and state law requirements, guidance and regulations.

Covered California is an independent public entity within California State Government. It is governed by a five-member board appointed by the Governor and Legislature.

Covered California works in close partnership with:

- The Department of Health Care Services, which oversees and administers California's Medicaid Program (Medi-Cal) and other specifically-focused health programs;
- The two agencies that regulate health insurance in California, the Department of Managed Health Care and the Department of Insurance; and
- A broad range of stakeholders whose constituencies may be impacted by health care reform.

For additional information on Covered California, please refer to the consumer website at: www.CoveredCA.com.

3.2 Purpose

The purpose of this RFP is to help consumers connect with and obtain coverage from quality vision plans. Covered California is conducting this RFP to solicit applications from vision plans interested in offering coverage to Covered California consumers. Covered California will select vision plans through this RFP process. Covered California will provide a link for consumers from the Covered California website to selected vision plans' websites.

3.3 Scope of Work

See attachment Exhibit A - Scope of Work, for a detailed description of the services and work to be performed as a result of this procurement.

3.4 Contractor's Roles and Responsibilities

The Contractor shall:

1. Designate a person to whom all program communications may be addressed. This person shall be responsible for the overall implementation and oversight of the program. This person shall also handle issues related to the Agreement including, but not limited to, invoicing and reporting.
2. Provide written reports for review and approval by Covered California, and formally respond to Covered California review findings as necessary.
3. Meet with Covered California's staff to discuss questions and concerns as required.

3.5 Covered California's Roles and Responsibilities

Covered California shall:

1. Designate a Covered California Representative (Program Manager) to whom all Contractor communications may be addressed.

2. Ensure that decisions are made in a timely manner.
3. Promptly respond to Contractor's questions and concerns.

3.6 Program Assumptions and Constraints

1. Any modifications to tasks within Exhibit A – Scope of Work of the contract shall be defined, documented, and mutually agreed upon by the Contractor and Covered California's Program Manager.
2. Covered California's Program Manager reserves the right to renegotiate the services deemed necessary to meet the needs of this program according to Covered California's priorities so long as the services are within the Scope of Work.
3. Covered California and the Contractor shall be mutually obligated to keep open and regular channels of communication in order to ensure the successful execution of this contract. Both parties shall be responsible for communicating potential problems or issues to Covered California's Program Manager and the Contractor's engagement team manager, respectively, within 48 hours of becoming aware of the problem or issue.

3.7 Contract Amendment

Covered California may, at its sole discretion, extend the term of the contract for an additional period of up to two (2) years.

3.8 Commission to be Paid to Covered California

Contractor shall report enrollment and premium amounts on a quarterly basis to Covered California. Contractor shall pay Covered California a 5% commission on the policy premium for Covered California vision plan enrollees. Amounts owed will be due on a quarterly basis and upon receipt of an invoice from Covered California.

4. PROPOSAL RESPONSE CONTENT

Final proposal requirements include the following areas, each of which is described in detail in subsequent sections of this document:

1. Administrative Requirements
2. Understanding and Approach
3. Engagement Team Qualifications
4. Vision Plan Questionnaire
5. Assumptions
6. Updated Model Contract

- a. Using the Exhibit A – Scope of Work template, include revised Exhibit A with updated Scope of Work, using track changes.
 - i. Understanding and Description of the tasks to be performed (Work Plan).

Include Exhibit C with any proposed tracked changes to the General Terms and Conditions. Submission of Exhibits without tracked changes will constitute acceptance by the Bidder of the Exhibits as drafted.

4.1 Proprietary Information and Confidential Status of Responses

Any documentation submitted which has been marked “Proprietary” or “Trade Secrets” may be rejected.

4.2 Administrative Requirements

Final Proposals will be assessed on a pass/fail basis to verify compliance with all Administrative Requirements.

4.2.1 All Final Proposals must be submitted within the timelines specified in Section 1.2 of this RFP, and must include the following Administrative Requirements in this order:

1. The “Proposal Cover Page” form (Attachment 1) completed and signed by a representative authorized to bind the company to a resulting contract, if awarded.
2. A Certificate of Liability Insurance equal to or greater than \$1,000,000.
3. Proof of Workers’ Compensation Liability Insurance.
4. Proof of Automobile liability, including non-owned auto liability, of \$1,000,000 per occurrence for persons used by Contractor for services provided pursuant to this Agreement.
5. A signed Federal Debarment Certification (Attachment 2).
6. A completed certification form showing, upon contract execution, that the Bidder and applicable staff identified as a code filer agree to provide a completed Title 10, California Code of Regulations, Chapter 12, Article 1, Statement of Economic Interests (Form 700) (Attachment 3). For information, see the California Health Benefit Exchange Conflict of Interest Code: <http://hbex.coveredca.com/resources/>, and the Fair Political Practices Commission site: <http://www.fppc.ca.gov/>.
7. A signed Payee Data Record form STD 204 (Attachment 4).
8. Contractor Certification Form (Attachment 5).

4.3 Technical Requirements

In addition to the Administrative Requirements, all Final Proposals must:

4.3.1 *Understanding and Approach*

Include a description of the Bidder's understanding of the program's goals, emphasizing the Bidder's understanding of the objectives and the major activities that must be performed to implement and manage this program. Discuss the Bidder's strategy for providing the services outlined in the SOW. Provide any assumptions used to develop the response (No more than 2 pages).

4.3.2 *Engagement Team Qualifications*

Describe the qualifications of each member of the proposed engagement team. Identify the role each member is expected to play and describe the experience, education, knowledge and skills each possesses as they relate to their proposed role.

Bidder must identify the key staff that will be the points of contact for Covered California. (No more than 3 pages).

4.3.3 *Assumptions*

Document any assumptions the Bidder is making about the SOW, the responsibilities of the Bidder and Covered California, and any other issues relevant to the Bidder's offer and ability to do the work for the proposed cost (No more than 2 pages).

4.3.4 *Vision Plan Questionnaire*

The Vision Plan Questionnaire will be evaluated and scored based on responses and the geographic and service needs of Covered California. (See Attachment 6)

5. REVIEW OF FINAL PROPOSALS FOR AWARD & SELECTION CRITERIA

5.1 Written Responses to this RFP will be evaluated in phases

Phase 1- Administrative Requirements. The Evaluation Team will review responses to the Administrative Requirements as more fully described in 4.2 above.

Phase 2 – Technical Requirements. The Evaluation Team will review the narratives describing understanding and approach, Engagement Team Qualifications, and Vision Plan Questionnaire.

5.2 Evaluation Criteria

The table below lists the evaluation categories and the weight each will carry in the overall evaluation of each proposal:

New Applicants:

Scoring Criteria	Weight	Points
Administrative Requirements		Pass/Fail
Understanding and Approach	20%	200
Engagement Team Qualifications	20%	200
Vision Plan Questionnaire	60%	600
Totals	100%	1000

The Covered California Evaluation Team will evaluate Bidder proposals in these areas:

1. Administrative Requirements
2. Understanding and Approach
3. Engagement Team Qualifications
4. Vision Plan Questionnaire

5.2.1 Understanding and Approach

Scoring of this factor shall be based on the Evaluation Team's assessment of the Bidder's understanding of, and insight into, the challenges, issues and risks faced by Covered California as depicted in Model Contract Exhibit A – Scope of Work, and the feasibility, efficiency and expected effectiveness of the approaches offered by the Bidder to provide assistance to Covered California. Evaluators will assign scores based on information contained in the Bidder's Understanding and Approach Narrative described above in Section 4.3.1. The Evaluation Team will consider, in descending order of importance:

1. Quality of the Bidder's approach in addressing scope of responsibilities and activities, including how the Bidder will provide the flexibility to address issues as they arise, while maintaining a high level of quality in the approach;
2. Bidder's ability to show an understanding of Covered California's needs and provide an overview of how this program will be implemented and managed; and
3. Demonstrated understanding of the key characteristics of the program in general.

5.2.2 Engagement Team Qualifications

Covered California seeks a team of highly-qualified staff to provide high-level program management support services as depicted in Model Contract Exhibit A – Scope of Work. The following describes the evaluation and scoring of key staff qualifications.

1. Staff Experience and Credentials

Scoring of this factor shall be based on the Evaluation Team's assessment of the breadth, depth and relevance of each proposed team member's experience and credentials. Evaluators will assign scores based on information contained in the Staff Experience Summary.

5.2.3 Vision Plan Questionnaire

The Vision Plan Questionnaire will be evaluated and scored based on the geographic and service needs of Covered California. Bidder's answers will also be compared and evaluated against the responses received from other Respondents.

5.3 Scoring Criteria

Evaluators will assign technical points to all categories using these scoring criteria:

Rating	Relation to Requirements	Strengths	Deficiencies	Weaknesses	Likelihood of Success	Score
Excellent	Superior attainment of all requirements	Numerous and significant in key areas	None	Minor, if any	Very High	10.0
Good	Expected to meet all requirements	Some and significant in key areas	None	Minor, but are far outweighed by strengths	High	7.5
Acceptable	Capable of meeting all requirements	Some in non-key areas	Minor	Minor, but are outweighed by strengths	Fair	5.0
Marginal	May not be capable of meeting all requirements	None, or some that are outweighed by weaknesses or deficiencies	Significant	Significant	Poor	2.5
Unacceptable	Not likely to meet all requirements	None, or some that are far outweighed by weaknesses or deficiencies	Needs major revision	Needs major revision	None	0

Attachments List

Attachment 1: Proposal Cover Page

Attachment 2: Federal Debarment, Suspension, Ineligibility and Voluntary Exclusion – Certification

Attachment 3: Form 700

Attachment 4: Form Payee Data Record STD 204

Attachment 5: Contractor Certification Form

Attachment 6: Bidder Declaration

Attachment 7: DVBE Declaration

Attachment 8: TACPA

Attachment 9: Bidder's Summary of Contract Activities

Attachment 10: Proposal Checklist

Contents of Model Contract with Exhibits

Standard 213

Exhibit A – Scope of Work

Exhibit A, Attachment 1 – Vision Plan Design(s)

Exhibit B – Commission Payment and Reporting Requirements

Exhibit C – General Terms and Conditions

Exhibit C, Attachment 1 - Resumes

Exhibit D – Marketing & Branding

Exhibit E – Privacy Addendum