

RFP 2015-05:
African American Enrollment Initiative
 Bidders Conference - Questions and Answers
 updated 07/20/2015

No.	Question	Response
1	Are entities that have received a contract through the Navigator program eligible?	Yes, Navigator grantees are eligible to apply for this RFP. However, it must be stressed to Navigator grantees that all work for the African American Enrollment Initiative would have to be conducted completely separate and in addition to any activities that are mandated through the Navigator grants.
2	What are the measurable deliverables mentioned in this RFP (enrollments, number of events, outreach and education touches)?	Deliverables are to be determined as suggested in bidders' proposals.
3	What are the enrollment baselines?	There are no baselines, but the RFP targets the 130,000 estimated subsidy-eligible African Americans in California
4	What is the payment schedule for this initiative?	Payments will be made according to state contracting procedures after specific tasks are completed and invoices submitted.
5	If an entity loses its contract, will there be a notification of award for the bid chosen to replace it?	Yes.
6	Is there only one grant for the \$500,000, or will there be more awards, and if so, how many?	There is only one contract for \$500,000. However, it is possible that multiple bidders will be selected and the \$500,000 of allocated funds distributed to the selected bidders.
7	Can you apply for a grant as an independent contractor?	Yes, if you meet the qualifications as stated in the RFP.
8	As an independent contractor, if you don't currently have workers comp, are you required to have it attached to the application, or can you obtain it if awarded the grant?	Yes, insurance is mandated as part of the RFP submission package.
9	Are there recommendation letters needed for the grant of our business and its connections in the city?	Recommendation letters are not required as part of the RFP
10	Regarding services to the specific group of under-served community: As an insurance company, we provide insurance to all in the community and market directly as well. Would that be considered a service? Lastly, since we are an insurance company, we have not targeted any particular group, therefore, would we still qualify?	This RFP is related to enhancing enrollment of African Americans in Covered California health plans. As such, an insurance company would have to detail projects that would meet that end and satisfy the requirement of the scope of work in the RFP.
11	By supporting enrollment of the 130,000 [African Americans who are subsidy-eligible], does that mean that we should include in our grant the number of persons we are looking to enroll into the grant?	Not necessarily, but proposals should detail how the bidder will work to increase African American enrollment.
12	If we don't currently partner with organizations that serve this community [African Americans] would we be excluded?	No, but the successful bidder would have to demonstrate how they would partner with organizations that serve African American communities, in an effort to increase Covered California enrollment within these communities.
13	We are looking at serving Section c,d, and e [as noted in the RFP] Can we service various communities, or do we have to stick with one area?	Yes, you can service multiple communities and geographic/rating regions.

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14	If we have events outside the 8 a.m. - 5 p.m. hours, can we work those events as well? Many events are held on the weekend and in the evening depending on the time of year.	Yes.
15	Is the total budget for statewide African American outreach really \$500,000?	The contract for the African American Enrollment Initiative is \$500,000. It is important to note that this initiative will be also integrated with the strategies currently being developed for Covered California's marketing, advertising, and public relations campaigns. More details about the marketing, advertising, and public relations contracts and campaigns can also be found on our Health Benefit Exchange's Solicitation webpage here: http://hbex.coveredca.com/solicitations/
16	If the total budget for statewide outreach is \$500,000, what is the budget range for a priority target like Los Angeles County?	There are no prescribed budgets for respective counties or geographic regions.
17	Page 12 of the RFP talks about coordinating with existing Navigator strategies. What is the existing Navigator strategy we would coordinate with?	Please see more information about Covered California's Navigator Program and new round of Navigator grantees here: http://hbex.coveredca.com/navigator-program/
18	The RFP states that contractor is to identify and develop opportunities for California Navigators to conduct outreach and enrollment of key targets in African American communities. How does that work with the existing Navigator strategy?	Please see more information about Covered California's Navigator Program and new round of Navigator grantees here: http://hbex.coveredca.com/navigator-program/
19	Can you please elaborate what you mean by "Create and develop value proposition targeting African American enrollment" in section f of the RFP?	A value proposition is a business or marketing statement that summarizes why a consumer should buy a product or use a service. Creation and development of value proposition targeting African American enrollment is one of the expected tasks of the successful bidder.
20	What role will contractors have in paid media outreach to African American newspapers and radio stations?	It is important to note that this African American Enrollment Initiative will enhance and be integrated with the strategies currently being developed for Covered California's marketing, advertising, and public relations campaigns. More details about the marketing, advertising, and public relations contracts and campaigns can also be found on our Health Benefit Exchange's Solicitation webpage here: http://hbex.coveredca.com/solicitations/
21	Currently there is no visible presence of Covered California in the community. Is the contractor responsible for increasing Covered California visibility, and if so, should that cost be included in the RFP response?	Yes.
22	Is the contractor responsible for organizing enrollment events or just recommending enrollment events?	Both.
23	Is it possible for more than one organization to be chosen as the winner? On other words, one company in southern California and another in northern California?	Yes.

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24	Are you looking for any particular type of organization, such as non-profit, commercial, PR company, marketing firm, etc.?	All are welcome to bid on this RFP, if they meet the minimum qualifications as stated in the RFP.
25	Does the proposing organization need to have previous contract/experience with Covered California?	No.
26	Section 4.3.6 Model Contract Response is a bit confusing. Can you please elaborate on exactly what you require in regards to the work plan and the revision of Attachment 2?	Bidders should place their proposed scope of work in Attachment 2, Exhibit A template, Section C (General Scope or Tasks), and use the track changes mode when inserting the text.
27	Can the proposal be hand-delivered?	Yes, the proposal can be hand-delivered before 3 p.m. on July 29, 2015 to: Adam Odabashian, Covered California Business Services, 1601 Exposition Blvd., Sacramento, CA, 95815.
28	Should our proposals discuss strategies for retention?	You may address renewals and retention, but the RFP is primarily focusing on new Covered California enrollees in the state's African American communities.
29	May we have a list of the consultants attending this webinar?	The attendees of the African American Enrollment Initiative bidders' conference webinar held on July 14, 2015 are now posted on the RFP solicitation webpage: http://hbex.coveredca.com/solicitations/2015-05_RFP/
30	I see that it's a broad scope but do you see marketing/PR being the focus of the work or do you see this more as grassroots outreach and enrollment being the focus. I understand media buys are a component but is it correct that you are looking for a more grassroots approach to reach (or exceed) the 5% threshold?	It is up to bidders to suggest what they believe are the best strategies to achieve the goals of this RFP.
31	Will this PowerPoint presentation today be made available for download?	The PowerPoint presentation for the African American Enrollment Initiative bidders' conference webinar held on July 14, 2015 is now posted on the RFP solicitation webpage: http://hbex.coveredca.com/solicitations/2015-05_RFP/
32	What do you see as current challenges in reaching the African American community?	The answer to this question should come from the bidder's proposal after the bidder has read research and data, some of which can be found in the resources addendum of the RFP online posting.
33	Will we have the opportunity to ask questions after today?	Yes.
34	Can an awardee enroll clients statewide or only with a specified region or county? Ex. A faith-based/non-profit organization has a contract but utilizes other sources throughout California to enroll clients. Are they required to have subcontracts with each entity to assist with enrollments.	The successful bidder(s) can propose activities both regionally and statewide.

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35	Of the 140,000 subsidy eligible African Americans, are the majority located in Los Angeles County?	CalSIM data project there are 130,000 subsidy eligible African Americans in the state. More live in rating regions 15 and 16 (Los Angeles County) than any other rating region, but it is not the majority.
36	Do you have a more specific , number of enrolled per \$\$ spent. For example, if a 50k proposal is submitted what is Covered Ca expecting to see in enrollment numbers.	We do not have any specific parameters for number of people enrolled per dollars spent, aside from our overall goal of increasing Covered California enrollment amongst the more than 130,000 subsidy-eligible African Americans in the state with this \$500,000 contract.
37	How will this work coordinate with the statewide media efforts?	The African American Enrollment Initiative will be integrated to enhance Covered California's statewide media, public relations, and marketing efforts.
38	San Joaquin and Fresno Central Valley areas are not listed. Was this an oversight or is this because they are not considered top media markets? They do have significant African American audiences.	The regional markets chosen for this initiative were selected based on data from Covered California's last open enrollment periods, as well as Covered California's overall strategic plan.
39	Will this work mainly focus on supporting targeted local Navigator grants and insurance agents outreach rather than be a part of the general media campaign?	Both areas are important to support with the African American Enrollment Initiative contract.
40	How much control over localizing, creative and messaging will we have to create more culturally competent marketing and advertising?	In developing proposed activities for this RFP, all suggestions for localizing creative content and messaging for marketing and media projects -- which target increasing African American enrollment -- are welcome and encouraged. Elements of the successful proposal(s) will be integrated, at our discretion, as part of our statewide marketing, advertising, public relations, and media campaigns that are currently being finalized for the upcoming open enrollment period.
41	Is Covered California looking to make awards to multiple vendors (organizations) to cover Northern California vs. Southern California? And, if so what is the appropriate request amount to make in our proposals? Per this statement made on bottom of page 5 of the RFP: "Responses to this RFP will be assessed based on determining the "Best Value" and the selection, if made, may be awarded to multiple bidders with the total RFP 2015-05: African American Enrollment Initiative Page 6 amount of all awards not to exceed \$500,000.00. The SOW and bid(s) will be made a part of the resulting Contract(s)."	As the RFP states, the contract funds totaling \$500,000 may be awarded to multiple bidders, and these bidders may be based in different geographic regions throughout the state. We do not have any specific parameters for number of people enrolled per dollars spent, aside from our overall goal of increasing Covered California enrollment amongst the more than 130,000 subsidy-eligible African Americans in the state with this \$500,000 contract.
42	If an organization was granted an award in the Covered California Navigator 2015-16 program, is that particular organization and/or its subcontractors eligible to apply for this RFP?	Yes, Navigator grantees are eligible to apply for this RFP. However, it must be stressed to Navigator grantees that all work for the African American Enrollment Initiative is to be conducted completely separate and in addition to any activities that are mandated through the Navigator grants.

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43	On the webinar yesterday, Mr. Howard mentioned that information about the regions (i.e. the population #s etc. could be found on the site. I have been looking for the link and cannot find it. Can you please send the link to where this information is located?	Please see the following website links: Regional Enrollment Data: http://hbex.coveredca.com/data-research/library/OE2-regional-tables.pdf Data and Research: http://hbex.coveredca.com/data-research/ For additional resource data, please refer to "Additional Resources" that is posted on the RFP solicitation webpage.
44	Is there a conflict of interest if a team member is an insurance agent and also a PR consultant?	No.
45	Regarding Section 4.3.3, would you like us to also explain how our team members' skills relate to outreach and engagement, or just media markets?	Section 4.3.3 is being amended as follows: Identify the role that each member is expected to play and describe the experience, education, knowledge, and skills each member possesses as it relates to community outreach and engagement, as well as to media markets, including: paid advertising, social media, and earned media (no more than four pages).
46	Can we submit the hard copies of our proposals in binders?	If it is easier to submit proposals in binders, then please do so. However, please note Section 1.6.1 of the RFP which states: "Expensive bindings, colored displays, promotional materials, etc. are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, completeness and clarity of content."
47	How will you measure our success?	Performance measures will be based on the work to be performed, as stated in the model contract response of the bidder's proposal, and will be negotiated and agreed upon as part of the contract execution.
48	Can we provide an appendix in our proposal that includes additional information, such as team bios and case studies?	Team members resumes and bios may be submitted as supplemental information in an addendum. Including additional case studies is not required or desired.
49	What is the sponsorship RFP [mentioned in Section 3.3.i]? If committing to a sponsorship opportunity, does an organization have to submit an RFP to be sponsored? Where can I find more information on the sponsorship RFP? Where will we direct potential applicants?	The sponsorship RFP is currently in development and pending approval. For purposes of this RFP, bidders are requested to identify large-scale events targeting African Americans for possible Covered California sponsorship opportunities and coordinate Covered California's participation in selected events.
50	In order to identify the team member who will meet with Covered CA staff weekly, will this staff person be the project manager or a Covered California regional representative.	Weekly meetings will be held with the Covered California project manager and the successful bidder(s). These meeting may be held via conference call, and may include members of Covered California's regional teams, as needed.
51	Do resumes count toward the four page limit [when describing teams' qualifications]?	No, resumes can be included with bidders proposals as supplemental information in an addendum.