



**California Health Benefit Exchange  
(Covered California)  
RFP 2014-05: Community Outreach**

**October 3, 2014**

## Table of Contents

1.	INTRODUCTION.....	4
1.1	Overview.....	4
1.2	Key Action Dates .....	4
1.3	Contact .....	4
1.4	Contract Amount.....	4
1.5	Submission of Final Proposals.....	4
1.6	Format of Proposals.....	5
1.7	Rejection of Proposals .....	6
1.8	Errors in Final Proposals.....	6
1.9	Protest .....	7
1.10	Disposition of Bids .....	8
1.11	Contract Execution and Performance.....	8
1.12	Subsequent Solicitation .....	8
1.13	Addition or Subtraction of Services.....	8
2.	MINIMUM QUALIFICATIONS .....	9
2.1	Respondent's Minimum Qualifications.....	9
2.2	Reassignment of Personnel.....	9
3.	SCOPE OF WORK .....	10
3.1	Background.....	10
3.2	Reference Documents .....	11
3.3	Project Tasks .....	11
3.4	Contract Completion Criteria.....	11
3.5	Deliverable Acceptance Criteria.....	11
3.6	Contractor Roles and Responsibilities .....	12
3.7	Covered California's Roles and Responsibilities.....	12
3.8	Project Assumptions and Constraints .....	13
3.9	Contract Amendment.....	13
3.10	Payment and Invoicing .....	14
4.	PROPOSAL RESPONSE CONTENT .....	15
4.1	Proprietary Information .....	15
4.2	Administrative Requirements.....	15
4.3	Technical Requirements .....	15

5.	REVIEW OF FINAL PROPOSALS FOR AWARD/SELECTION CRITERIA .....	17
5.1	Written Responses to this RFP will be evaluated in three phases .....	17
5.2	Interviews.....	17
5.3	Evaluation Criteria.....	17
5.3.7	Scoring Criteria.....	19
5.4	Cost Score .....	19
6.	PREFERENCE PROGRAMS.....	20
6.1	Small Business (SB) Preference.....	20
6.2	Disabled Veteran Business Enterprise (DVBE) – Declaration & Program Incentive.....	20

## 1. INTRODUCTION

### 1.1 Overview

You are invited to review and respond to this Request for Proposal (RFP). To submit a proposal to provide the requested services, you must comply with the instructions contained in this document as well as the requirements stated in the Scope of Work (SOW), Contractor Response Guidelines, and Attachment 2-D: Cost Worksheet. By submitting an offer, your company agrees to the terms and conditions stated in this RFP.

Read this document carefully. Responses to this RFP must be submitted to the California Health Benefit Exchange (Covered California) contact noted in Section 1.3 below.

### 1.2 Key Action Dates

Contractors are advised of the key dates and times shown below and are expected to adhere to them. All times noted in this document are Pacific Standard Time (PST).

#### KEY ACTION DATES

<b>Request for Proposal Release Date:</b>	<b>October 3, 2014 before 5:00pm</b>
<b>Proposals Due Date:</b>	<b>October 9, 2014 by 12:00pm</b>
<b>Interviews:</b>	<b>October 13-14, 2014</b>
<b>Notice of Intent to Award</b>	<b>October 15, 2014 by 5:00pm</b>
<b>Estimated Term Dates:</b>	<b>November 1, 2014 - March 31, 2015</b>

### 1.3 Contact

Divine G. Foot  
California Health Benefit Exchange  
E-mail address: Divine.Foot@covered.ca.gov

1601 Exposition Blvd.  
Sacramento, CA 95815

Five (5) copies of the Final Proposal are due by the stated deadline to the contact at the mailing address indicated in Section 1.3.

### 1.4 Contract Amount

Responses shall not exceed \$500,000.00 in total costs. Responses that exceed this amount will not be considered for selection.

### 1.5 Submission of Final Proposals

1. Preparation: Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. 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.

2. Bidder's Cost: Costs for developing proposals or attending Bidder conferences are entirely the responsibility of the Bidder and shall not be chargeable to Covered California.
3. Completion of Proposals: Proposals must be complete in all respects as described in the requirements established within the RFP. A Final Proposal may be rejected 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 if any such defect or irregularity constitutes a material deviation from the RFP requirements as determined by Covered California in its sole discretion. The Final Proposal must contain all items required in the RFP.
4. 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, and the attribute, condition, or capability is a requirement of this RFP, it will be the basis for rejection of the proposal.

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 Bidder in responding to this RFP do not obligate Covered California in any way. Additionally, assumptions may make the offer conditional and be cause for the offer to be rejected. Responses to this RFP will be assessed based on determining the "Best Value" and the selection, if made, will be to a single Bidder. The SOW and bid will be made a part of the resulting Contract.

## 1.6 Format of Proposals

This RFP requires Bidder(s) to submit a final phase proposal(s) that shall contain all required Administrative and Technical Attachments and Exhibits and submitted in a sealed envelope or container when shipped to Covered California by the dates and times shown in Section 1.2 Key Dates. The sealed package must be plainly marked with the (1) RFP number and title, (2) Bidder name and address, and (3) must be marked with "DO NOT OPEN", as shown in the following example:

**RFP 2014-05: Community Outreach  
Attention: Divine G. Foot  
California Health Benefit Exchange  
1601 Exposition Blvd.  
Sacramento, CA 95815  
DO NOT OPEN**

Hardcopy proposals shall be on standard 8 ½" x 11" paper. Electronic versions shall be stored in a Covered California-designated central repository and remain the sole property of Covered California.

Bidder shall submit FIVE (5) sets of copies for all Administrative/Technical Attachments and Exhibits in the sealed Envelope or Container. In the Bidder's best interest, one (1) set should be titled as being the "Master Copy" and the remaining four (4) as additional copies. Bidder shall also provide a CD-ROM with the appropriate Administrative and Technical Attachments and Exhibits in searchable text format (e.g., Word, searchable PDF). Each copy shall be titled and unbound including the additional copies.

**Bids not submitted under sealed cover will be rejected.**

## 1.7 Rejection of Proposals

Deviations, whether or not intentional, may cause a proposal to be non-responsive and not considered for award. Covered California may reject any or all proposals and 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 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 NOT SEALED**, remain unopened and be maintained by the Contact listed in Section 1.3 separately from proposals that have been timely received.

Proposals received after expiration of the deadline shall not be submitted to the Evaluation Team nor considered except upon written approval of the Chief Deputy Executive Director, or his/her authorized designee, specifying the reason(s) for acceptance and consideration of the proposal(s) received after expiration of the deadline.

## 1.8 Errors in Final Proposals

An error in the Final Proposal may cause the rejection of that proposal; however, Covered California may, **AT ITS SOLE OPTION**, 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 review of the complete Final Proposal submittal, Covered California may at its sole option correct an error based on that established intent.
2. Covered California may at its sole option correct obvious clerical errors.
3. A Bidder may modify a bid after submission by withdrawing its original bid and resubmitting a new bid 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. A Bidder may

thereafter submit a new bid prior to the bid submission deadline. Bids may not be withdrawn without cause subsequent to bid submission deadline.

5. Covered California may modify the RFP prior to the bid submission deadline by the issuance of an addendum to the website.
6. Covered California reserves the right to reject any bid that does not satisfy the requirements set forth in the RFP. Covered California is not required to award a contract. Before submitting a response to this RFP, Bidders should review, correct all errors, and confirm compliance with the RFP requirements.
7. All proposals must be based on the Model Contract provided with this solicitation (Scope of work provided in Section 3, and contract General Terms and Conditions provided in Attachment 2). Bidders must submit as part of their response any exceptions to the Model Contract that they wish to negotiate. Bidder exceptions must be documented in an attachment labeled "Proposal Contract Exceptions." All Model Contract exceptions must be included in the Bidder Proposal at the time of its submission. No additional exceptions may be presented during contract negotiations.
8. No oral understanding or contract shall be binding on either party.

### 1.9 Protest

A protest may be submitted according to the procedures set forth below. If a Bidder has submitted a proposal which it believes to be totally responsive to the requirements of the solicitation process and believes the Bidder should have been selected, according to Section 5.3 - Evaluation Criteria, and the Bidder believes Covered California has incorrectly selected another Bidder for the award, the Bidder may submit a protest of the selection as described below. Protests regarding selection of the "successful Bidder" will be heard and resolved by Covered California's Executive Director.

All protests must be made in writing, signed by an individual who is authorized to contractually bind the Bidder, and contain a statement of the reason(s) for protest, citing the law, rule, regulation, or procedures on which the protest is based. The protester must provide facts and evidence to support their claim. Certified or registered mail must be used unless delivered in person, in which case the protester should obtain a receipt of delivery. The final day to receive a protest is five (5) business days after Bidder selection. Protests must be mailed or delivered to:

<b>Mailing Address:</b>
California Health Benefit Exchange
Attn: Peter Lee, Executive Director
1601 Exposition Blvd.
Sacramento, CA 95815

### **1.10 Disposition of Bids**

Upon bid opening, all documents submitted in response to this RFP will become the property of the State of California . All documents submitted in response to this RFP will become the property of the State of California. Government Code Section 100508(a) exempts from disclosure under the Public Records Act all deliberative processes, communications, or portions of negotiations with entities contracting or seeking to contract with Covered California and entities with which Covered California is considering a contract. Records that are exempt from release pursuant to Government Code Section 100508 include, but are not limited to, score sheets and proposals submitted by Bidders for any purpose, and any evaluation documents.

### **1.11 Contract Execution and Performance**

Performance shall start no later than the express date set forth in the RFP by Covered California after all approvals have been obtained and the contract is fully executed. Should the Contractor fail to commence work at the agreed upon date and time, Covered California, upon five (5) days written notice to the Contractor, reserves the right to terminate the contract. In addition, the Contractor shall be liable to Covered California for the difference between Contractor's bid price and the actual cost of performing work by the replacement contractor.

All performance under the contract shall be completed on or before the termination date of the contract.

### **1.12 Subsequent Solicitation**

At the Covered California's sole discretion, after the contract award has been made and the contract has been executed, if the contract is terminated with or without cause after performance has begun, Covered California may engage the next-highest-ranked Bidder without performing a subsequent solicitation.

### **1.13 Addition or Subtraction of Services**

Notwithstanding that bids have been submitted, at Covered California's sole discretion, the scope of work may be modified to add or remove services through an addendum. If bids have been submitted at the time Covered California posts the addendum, Covered California may restrict responses to the addendum so that only those entities that have submitted bids in response to the initial RFP may respond to the addendum with the modified services.



## **2. MINIMUM QUALIFICATIONS**

### **2.1 Respondent's Minimum Qualifications**

To support the community-based outreach efforts with a focus on education and enrollment into Covered California health plans, the individual, firm or team must demonstrate:

- a. Familiarity with Covered California and our mission;
- b. Professional recommendations and services specific to the under-served community being targeted, including, but not limited to:
  - i. African American,
  - ii. Latino, and
  - iii. Asian-Pacific Islander;
- c. Successful strategies and tactics in the community being targeted;
- d. Familiarity and success in the community being targeted;
- e. Familiarity and success marketing insurance products.

### **2.2 Reassignment of Personnel**

1. The Contractor shall not reassign personnel assigned to the contract during the term of the contract 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. Substitute personnel shall not automatically receive the hourly rate of the individual or position being replaced. Covered California and the Contractor shall negotiate the hourly rate of any substitute personnel to the contract. The hourly rate negotiated shall be dependent, in part, upon the experience and individual skills of the proposed substitute personnel. The negotiated rate cannot exceed the hourly rate stated in the contract.
3. Covered California reserves the right to request a Contractor employee be removed from performing any work on the contract and upon written notice to the Contractor, the Contractor shall assign a 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 employers 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. Four of the members are appointed for four year terms, two by the Governor, one by the Senate Rules Committee and one by the Speaker of the Assembly. The California Secretary of Health and Human Services is a voting ex-officio member of the Board. The Board elected the California Secretary of Health and Human Services Agency as Chair, signaling its intention to actively coordinate and collaborate with existing state agencies involved in providing health coverage to Californians.

Covered California works in close partnership with the:

- Department of Health Care Services, which oversees and administers the 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 Care and Department of Insurance; and
- A broad range of stakeholders whose constituencies will be impacted by health care reform.

The purpose of this RFP is to:

- Provide advice, counsel and recommendations to Covered California regarding reaching the under-served community being targeted;
- Analyze groups and individuals providing education and enrollment assistance to determine gaps and present recommendations to close the identified gaps;

- Present an implementation strategy to maximize education and enrollment which complements the larger marketing effort as well as the larger community-based enrollment efforts;
- If requested, execute the approved implementation strategy which complements the larger marketing effort as well as the larger community-based enrollment efforts;
- Develop and support local partnerships in the community being targeted; and
- Promote open enrollment; create enrollment opportunities, and recommend locations central and known in the community being targeted.

Covered California reserves the right to retain the services of the organization resulting from this RFP to assist with other related activities and projects embarked upon by Covered California during the established contract period, or through a contract amendment.

Read this document carefully. Responses to this RFP must be submitted to Covered California contact noted in Section 1.3.

### 3.2 Reference Documents

For additional information about the Covered California and previous solicitations, please visit: <http://hbex.coveredca.com/solicitations/>

### 3.3 Project Tasks

The following brief Statement of Work outlines Covered California's overall expectations. Potential Bidders will be asked to develop their own, more detailed approach in response to this RFP.

- Provide advice, counsel and recommendations to Covered California regarding reaching the under-served community being targeted;
- Analyze groups and individuals providing education and enrollment assistance to determine gaps and present recommendations to close the identified gaps;
- Present an implementation strategy to maximize education and enrollment which complements the larger marketing effort as well as the larger community-based enrollment efforts;
- If requested, execute the approved implementation strategy which complements the larger marketing effort as well as the larger community-based enrollment efforts;
- Develop and support local partnerships in the community being targeted;
- Promote open enrollment; create enrollment opportunities and recommend locations central and known in the community being targeted.

### 3.4 Contract Completion Criteria

The contract resulting from this RFP will be considered complete when Covered California's Project Manager has approved and accepted all assigned contract deliverables.

### 3.5 Deliverable Acceptance Criteria

All concluded work must be submitted to Covered California for review and approval or rejection. Payment for all tasks performed under this Statement of Work will be based on time and materials. It will be Covered California's sole determination as to whether any tasks have been successfully completed and are acceptable.

Throughout the contract, Covered California will review and validate services performed. In addition, Covered California's Project Manager will verify and approve the Contractor's invoices. Signed acceptance is required from the Covered California Project Manager to approve an invoice for payment.

Deliverable acceptance criteria consist of the following:

1. Deliverable specific work was completed as specified and the final deliverable product or service was rendered.
2. Plans, schedules, designs, documentation, digital files, photographs and reports (deliverables) were completed as specified and approved.
3. All deliverable documentation and artifact gathering have been completed.
4. All deliverables are in a format useful to Covered California.
5. If a deliverable is not accepted, Covered California will provide the reason, in writing, within ten (10) business days of receipt of the deliverable.

### **3.6 Contractor Roles and Responsibilities**

The Contractor shall:

1. Designate a person to whom all project communications may be addressed and who has the authority to act on all aspects of the contract for services. This person will be responsible for the overall project and will be the contact for all invoice and Contractor staffing issues.
2. Provide written reports for review and approval by Covered California and formally respond to Covered California review findings as necessary.
3. Meet weekly with Covered California staff to discuss progress.
4. Make its best efforts to maintain staff continuity throughout the life of the project. If, however, a substitution becomes necessary, the Contractor must submit a resume for review, in advance, of all proposed personnel substitutions. All Contractor personnel substitutions must be approved in writing by Covered California's Project Manager. Failure to receive the required approvals may result in termination of the contract.

### **3.7 Covered California's Roles and Responsibilities**

Covered California shall:

1. Designate Covered California contact person (Project Manager) to whom all Contractor communications may be addressed and who has the authority to act on all aspects of the services. This person will review the contract and associated documents with the Contractor to ensure understanding of the responsibilities of both parties.

2. Provide access to business and technical documents as necessary for the Contractor to complete the tasks identified in this RFP.
3. Ensure appropriate resources are available to perform assigned tasks, attend meetings, and answer questions.
4. Ensure that decisions are made in a timely manner.
5. Provide work areas and meeting rooms as needed.
6. Identify and provide access to Subject Matter Experts to assist with the elaboration of technical requirements.

### **3.8 Project Assumptions and Constraints**

1. The Contractor's work hours must be consistent with Covered California's key staff on-site, whose normal business hours are 8:00 AM to 5:00 PM PST, Monday through Friday, except for standard holidays.
2. Overtime rates will not be reimbursed under the contract.
3. Travel will not be reimbursed under the contract.
4. Any modifications to tasks within the SOW of the contract will be defined, documented, and mutually agreed upon by the Contractor and Covered California's Project Manager prior to starting work on the modified task. Amendments to the contract for tasks within the SOW are limited to an extension of time or tasks directly related to the SOW.
5. Covered California's Project Manager reserves the right to renegotiate the services deemed necessary to meet the needs of this project according to Covered California's priorities. Covered California and the Contractor must mutually agree to all changes. Renegotiated services outside the scope of the original contract will require contract amendment prior to commencement of work.
6. Covered California and the Contractor are mutually obligated to keep open and regular channels of communication in order to ensure the successful execution of this contract. Both parties are responsible for communicating any potential problem or issue to Covered California's Project Manager and the Contractor's engagement manager, respectively, within 48 hours of becoming aware of the problem.

### **3.9 Contract Amendment**

Covered California may, at its sole discretion, extend the term of the contract for up to a maximum of 60 days. If mutually agreed upon by the State and the Contractor, this contract shall be amended to include additional funding.

### 3.10 Payment and Invoicing

Payment to Contractor is contingent upon Covered California's receiving funding from the Federal government and the collection of fees assessed from the Qualified Health Plans. Covered California shall bear no liability or responsibility for payment to Contractor, even for services provided and delivered, in the event payment to Covered California from the Federal government or the collection of fees assessed from the Qualified Health Plans is delayed, suspended, or terminated.

The Contractor may invoice Covered California only after the successful completion and acceptance of the deliverables. The Contractor may not invoice Covered California for any costs exceeding the maximum amount identified to complete a deliverable.

## 4. PROPOSAL RESPONSE CONTENT

Final proposal requirements are contained in the following areas that are described in detail in subsequent sections of this document:

1. Administrative Requirements
2. Years of experience and qualifications specific to the community being targeted
3. Capacity of and the allocation of resources to the community being targeted
4. Knowledge of and familiarity with Covered California and our mission
5. Knowledge of engaged community based organizations, non-profits, providers, community clinics
6. Knowledge of media markets including; paid advertising, social media and earned media
7. Knowledge of the insurance market and the individual health insurance market specifically
8. Assumptions

### 4.1 Proprietary Information and Confidential Status of Responses

Any documentation submitted which has been marked “Proprietary” or “Trade Secrets” may not be accepted. Pursuant to Evidence Code Section 1040, Covered California will consider responses to this solicitation as “official information” acquired in confidence and will not disclose the information received as a public record, unless it is already available to the public, without receiving prior written permission from the Bidder.

### 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 shall include the following Administrative Requirements in this order:*

1. A cover letter signed by a person authorized to bind the company which also includes the company’s certification number(s) for SB and/or DVBE (if applicable).
2. A Certificate of Liability Insurance equal to or greater than \$1,000,000.
3. Proof of Workers’ Compensation Liability Insurance.
4. A signed Payee Data Record form STD. 204
5. A signed Federal Debarment Certification (Attachment 1-B).
6. A completed certification form showing, upon award of the contract, the Bidder agrees to provide a completed Title 22, California Code of Regulations 1230000 Statement of Economic Interests, Form 700 (Attachment 1-C).

### 4.3 Technical Requirements

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

#### **4.3.1 *Years of Experience and Qualifications***

Include a description of the Bidder's years of experience and qualifications specific to the under-served community being targeted. Provide the assumptions used to develop the response (no more than one page).

#### **4.3.2 *Capacity of and the Allocation of Resources***

Describe and provide examples of the Bidder's overall capacity and the allocation of resources to the community being targeted (no more than one page).

#### **4.3.3 *Knowledge of and Familiarity with Covered California***

Describe Bidder's knowledge of and familiarity with Covered California and our mission (no more than one page).

#### **4.3.4 *Knowledge of Engaged Community Based Organizations***

Describe Bidder's knowledge of engaged community based organizations, non-profits, providers, community clinics (no more than one page).

#### **4.3.5 *Knowledge of Media Markets***

Describe Bidder's knowledge of media markets including; paid advertising, social media and earned media (no more than one page).

#### **4.3.6 *Knowledge of Insurance Markets***

Describe Bidder's knowledge of the insurance market and the individual health insurance market specifically (no more than one page).

#### **4.3.7 *Assumptions***

Document any assumptions the Contractor is making about the SOW, the responsibilities of the Bidder and Covered California, and any other issues that are relevant to the Bidder's Offer and ability to do the work for the proposed cost (no more than five pages).



## 5. REVIEW OF FINAL PROPOSALS FOR AWARD/SELECTION CRITERIA

### 5.1 Written Responses to this RFP will be evaluated in three phases

Phase 1- Administrative Requirements. The Selection Team will review responses to the Administrative Requirements.

Phase 2 – Technical Requirements. Review of the understanding and approach, corporate qualifications, engagement team qualifications, resumes, and past projects completed.

### 5.2 Interviews

After Phase 2, interviews may be conducted with up to three of the highest-rated Bidders. The exact number of Bidders interviewed is entirely at the discretion of Covered California. The specific staff to be interviewed will be agreed upon between Covered California and the Bidder at the time the interview is scheduled.

### 5.3 Evaluation Criteria

Evidence of extensive previous experience in similar complex, short deadline efforts will receive significant consideration in the evaluation process, as will demonstrated experience related to the Scope of Work.

The table below lists the evaluation categories and the weights each will carry in the overall evaluation of each offer:

<b>Criteria</b>	<b>Weight</b>	<b>Points</b>
Administrative Requirements	10%	100
Years of experience and qualifications specific to the under-serviced community being targeted	10%	100
Capacity of and the allocation of resources to the community being targeted	10%	100
Knowledge of and familiarity with Covered California and our mission	10%	100
Knowledge of engaged community based organizations, non-profits, providers, community clinics	10%	100
Knowledge of media markets including; paid advertising, social media and earned media	10%	100
Knowledge of the insurance market and the individual health insurance market specifically	10%	100
Cost	30%	300
<b>Totals</b>	<b>100%</b>	<b>1000</b>

<b>Preference Programs if applicable</b>	<b>Points</b>
Small Business	15
DVBE Participation 5% or Over	15
DVBE Participation 4% to 4.99% inclusive	12
DVBE Participation 3% to 3.99% inclusive	9
DVBE Participation 2% to 2.99% inclusive	6
DVBE Participation 1% to 1.99% inclusive	3

The highest-rated response after applying the weighted evaluation criteria described above shall be recommended for selection. If two or more of the highest-rated responses are evaluated as substantially equal after applying the weighted evaluation criteria described above, then the lowest cost response shall be recommended for selection.

Covered California Evaluation Team will evaluate Bidder proposals in the six areas of requirements:

1. Years of experience and qualifications specific to the under-served community being targeted
2. Capacity of and the allocation of resources to the community being targeted
3. Knowledge of and familiarity with Covered California and its mission
4. Knowledge of engaged community based organizations, non-profits, providers, community clinics
5. Knowledge of media markets including paid advertising, social media and earned media
6. Knowledge of the insurance market and the individual health insurance market specifically

### **5.3.1 Years of Experience**

Scoring of this factor shall be based upon the Evaluation Team's assessment of the Bidder's Years of experience and qualifications specific to the community being targeted.

### **5.3.2 Capacity of and the Allocation of Resources**

Covered California seeks a Bidder with resources to recommend, and execute, strategies which maximize education and enrollment with the community being targeted while complementing the larger marketing effort and the community-based enrollment effort already in place.

### **5.3.3 Knowledge of and Familiarity with Covered California**

Covered California seeks a Vendor with diverse and experienced staff that has established professional relationships with the community being targeted for the purposes of advising on educational and enrollment opportunities.

### **5.3.4 Knowledge of Engaged Community Based Organizations**

Covered California seeks a Vendor with professional relationships and local intelligence within the community being targeted for the purposes of advising on educational and enrollment opportunities.

### 5.3.5 Knowledge of Media Markets

Covered California seeks a Vendor with knowledge of, and access to, local media outlets which resonate with the community being targeted for the purposes of promoting educational and enrollment opportunities.

### 5.3.6 Knowledge of Insurance Market

Covered California seeks a Vendor with understanding of the Covered California health plans offered available across the state as well as the federal subsidies (APTC) that are available to individuals and families.

### 5.3.7 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

### 5.4 Cost Score

#### Cost (300 points)

Each Bidder's cost score will be calculated based on the ratio of the lowest cost proposal to the Bidders' cost, multiplied by the maximum number of cost points available (300), as shown in the calculation below:

$$\frac{\text{Lowest Total Cost Bid}}{\text{Bidder Total Cost}} \times \text{Total cost points available}$$

Example: To help illustrate this process, refer to table below, for an example of the cost score calculation process. **Cost figures in the example below explain the calculations and have no other significance.**

*Cost Evaluation and Scoring Methodology Example*

Bidder	Grand Total Cost	Calculation	Cost Points Awarded
A	\$400,000	$\frac{\$300,000}{\$400,000} \times 300$	225
B	\$350,000	$\frac{\$300,000}{\$350,000} \times 300$	257
C	\$300,000	$\frac{\$300,000}{\$300,000} \times 300$	300

## 6. PREFERENCE PROGRAMS

### 6.1 Small Business (SB) Preference

This RFP does not require Bidders to meet the minimum SB participation percentage or goal. However, Bidders are encouraged to sub-contract with SBs.

1. Small Business Preferences: Bidders claiming the 5% preference must be certified by California as a small business or must commit to subcontract at least 25% of the net bid price with one or more California Certified Small Businesses (CCSB). Certification must be obtained no later than 5:00 p.m. on the bid due date.

Section 14835, et seq. of the California Government Code (GC) requires a 5% preference be given to bidders who qualify as a SB. The rules and regulations of this law, including the definition of a small business for the delivery of goods and services, are contained in California Code of Regulations (CCR's), Title 2, Section 1896, and et seq. The SB preference is for California-based Certified SB only.

To claim the CCSB preference, which may not exceed 5% for any bid, the Bidder must have its principal place of business located in California, have a complete application (including proof of annual receipts) on file with the State Office of Small Business and DVBE Services (OSDS) by 5:00 p.m. on the bid due date (see Section 1.2) and be verified by such office.

### 6.2 Disabled Veteran Business Enterprise (DVBE) – Declaration & Program Incentive

This RFP does not require Bidders to meet the minimum DVBE participation percentage or goal. However, a Bidder must complete and submit the **Bidder Declaration – Attachment 1-I** with its proposal package. Failure to complete and submit the required attachment as instructed may render the bid non-responsive. Pursuant to Military and Veterans Code Section 999.2, each State department has a participation goal of not less

than 3% for disabled veteran business enterprises. These goals apply to the overall dollar amount expended each year by the awarding department.

### **6.2.1 Commercially useful function**

**Only State of California, Office of Small Business and DVBE Services (OSDS), certified DVBEs** who perform a Commercially Useful Function (CUF) relevant to this solicitation may be used to satisfy the DVBE participation goal. The criteria and definition for performing a CUF are below. When responding to this RFP, Bidders will need to verify each DVBE subcontractor's certification with OSDS to ensure DVBE eligibility.

**CUF Definition** California Code of Regulations, Title 2, § 1896.61(l): The term "DVBE contractor, subcontractor or supplier" means any person or entity that satisfies the ownership (or management) and control requirements of §1896.61(f); is certified in accordance with §1896.70; and provides services or goods that contribute to the fulfillment of the contract requirements by performing CUF.

As defined in Military Veterans Code §999, a person or an entity is deemed to perform a "CUF" if a person or entity does **all** of the following:

1. Is responsible for the execution of a distinct element of the work of the contract.
2. Carries out the obligation by actually performing, managing, or supervising the work involved.
3. Performs work that is normal for its business services and functions.
4. Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted normal industry practices.

A contractor, subcontractor, or supplier will not be considered to perform a CUF if the contractor's, subcontractor's, or supplier's role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to obtain the appearance of DVBE participation.

Attachment 1

- 1-A: Proposal Checklist
- 1-B: Federal debarment, suspension, ineligibility and voluntary exclusion – certification
- 1-C: FORM 700 Statement of Economic Interest Certification
- 1-D: Bidder Instructions
- 1-E: Payee Data Record
- 1-F: DVBE Declaration
- 1-G: Bidder Declarations

Attachment 2

- 2-A: Standard 213
- 2-B: Exhibit A – Scope of Work
- 2-C: Exhibit B – Budget Provisions
- 2-D: Exhibit B – Attachment 1, Cost Worksheet
- 2-E: Exhibit C – General Terms and Conditions
- 2-F: Exhibit D – Special Terms and Conditions
- 2-G: Exhibit E – Additional Provisions