

RFP 2020-01 Consumer Journey Mapping

Questions and Answers

<p>1. For the project team qualifications, is the years of experience collective years across the team or by individual?</p>	<p><i>The project team qualifications are by individual. Years of experience must be listed for each individual member of the project team.</i></p>
<p>2. Project Team resumes are mentioned in Exhibits as well as Technical Requirements response, do they need to be included in both sections or just the Exhibits? If included in the Technical Requirements response, is there a page count limit?</p>	<p><i>Resumes should be included in Exhibit C Attachment 1. The proposal must address items addressed in Section 4.3 of the RFP, Technical Requirements. Each section of the proposal Technical contents needs to address each section requirement of the RFP 4.3</i></p>
<p>3. RFP Section 1.9 (2.b.1), page 7: Is it permissible to use a smaller font size in tables/exhibits?</p>	<p><i>In that section, the RFP states: "1) Use a Times New Roman, Arial, or Calibri font of at least 12-point size throughout. Exception: We will allow as low as 10 pitch in a table if a form is required by Covered California that contains a smaller font."</i></p>
<p>4. RFP Section 4.2.2, page 22: Are bidders to return all of the RFP exhibits as part of the response or only return Exhibits A through C as indicated in Section 4.2.2?</p>	<p><i>Attachment 9 Proposal Checklist outlines that all sections must be submitted, including the checklist itself with items checked. All items on the checklist must be submitted. Note that Attachments 5, 6, 7, and 8 would be submitted only if applicable.</i></p>
<p>5. RFP Section 4.2.2(1.a), page 22: With regard to the Updated Model Contract and using track changes, what is "understanding and description of the tasks to be performed (work plan)" referring to? Are bidders to insert their understanding and approach responses to RFP Section 4.3.1 using track changes? If not, please clarify what is expected in response to 4.2.2(1.a).</p>	<p><i>Bidders may respond to the sections by developing proposal content in addition to the requisite sections being submitted.</i></p>
<p>6. RFP Section 4.2.2, page 22: We understand we are to return Exhibit C with track changes. With regard to Exhibit C, Attachment 1, are bidders also to insert resumes into this section using track changes?</p>	<p><i>Resumes should be included in Exhibit C Attachment 1. Tracking changes is not required when adding resume pages into this section.</i></p>

<p>7. RFP Section 4.2.2(2), page 22: Please confirm that we are to use track changes to complete Exhibit B and Exhibit B, Attachment 1 and that these two documents constitute the “Cost Proposal.”</p>	<p><i>Yes, please use track changes.</i></p>
<p>8. RFP Section 4.2.2(2), page 22: Please confirm that Exhibit B and Exhibit B, Attachment 1 (the Cost Proposal) does not need to be submitted separately from the rest of the proposal.</p>	<p><i>No, this should not be submitted separately, this should all be submitted in order from the Proposal checklist within the same package.</i></p>
<p>9. RFP Section 4.3.1, page 22: Sections 4.3.1 and 4.3.5 both allow for bidder assumptions. Please clarify the difference between the two requirements, if any.</p>	<p><i>Section 4.3.1 relates to Bidder’s understanding of the project’s goals and the Bidder’s strategy for providing the services outlined in the solicitation within the time period allocated for that task. Any assumptions used to develop the response should be delineated.</i></p> <p><i>Section 4.3.5 requests that bidder document 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.</i></p> <p><i>There may be no difference between assumptions relating to the project approach or other overarching assumptions for the engagement. The intent is that all Bidder assumptions for the engagement and project delivery be clearly outlined by Bidders.</i></p>
<p>10. RFP Section 4.3.3.1, page 23: Is there a page limit for the resumes?</p>	<p><i>NO, there is no page limit for resumes but we urge bidders to use concise and clear descriptions.</i></p>
<p>11. Exhibit A, Section A, #2 on page 3: Who will be responsible for recruiting and scheduling time with Consumers, Journey Facilitators, and Stakeholders for participation in the research necessary to complete the Consumer Journey Map?</p>	<p><i>The bidder will be responsible for scheduling time with Consumers, Journey Facilitators, and Stakeholders. Covered California will assist in recruiting appropriate subject matter experts across domains.</i></p>

<p>12. Exhibit A, Section A, #5 on page 3: Regarding the “recommendations for future state,” what level of fidelity is expected for these recommendations?</p>	<p><i>The recommendations need to be high fidelity and at a level to enable an actionable roadmap and next steps.</i></p>
<p>13. Exhibit A, Section D.2.e.(4), page 6: Will Covered California provide “applicable benchmarks” for comparison, or is the Contractor expected to provide them through market research/best-practices?</p>	<p><i>The bidder is expected to provide benchmarks through experience with best practices.</i></p>
<p>14. STD 213: Are bidders to complete and return this form with the proposal?</p>	<p><i>Yes, per Attachment 9, Proposal checklist, the STD 213 is mandatory with proposal submission.</i></p>