



April 16, 2021

### **RFP 2020-11 Print Fulfillment Services Q & A**

- 1. When is Covered California looking to go live with production?**  
We anticipate the contractor awarded this RFP to be fully performing the items listed in Exhibit A-Scope of work, Section D. 1. Print and Fulfillment Services by July 1, 2021.
- 2. Are there any seasonal peaks in volume?**  
Yes. Historically, October-January and subject to change.
- 3. What types of users will be accessing the ordering storefront?**  
Currently, certified insurance agents, enrollers, and various stakeholders.
- 4. Approximately how many users will need access to the ordering tool?**  
Currently, account creation is open ended and unlimited. Current estimate is 1,000 accounts created, which may include inactive users and is subject to change.
- 5. Can you share a few examples of use cases for the storefront?**  
Generally, use cases have included printed materials, and event materials such as canopies, banners, window decals and subject to change.
- 6. How many unique documents types (SKUs) are available for ordering?**  
Historically, there have been 45-75 document types and is subject to change.
- 7. How many variable templates is Covered California managing today?**  
Historically, there have been 45-75 document types and is subject to change.
- 8. Please describe the applications that would fit in a print on demand model vs. an inventory item.**  
Inventory items can be printed, stored and used throughout the year, while print on demand items are custom items due to quantities needed, personalization, etc. Print on demand items can also include shells that are preprinted by the vendor as inventory items and subsequently used for personalization.

Currently through the online store, most English and Spanish items are first printed by the vendor as shells and become inventory items; these items then can be imprinted upon (print on demand) when ordered. Most other language items are 100% print on demand. This process is subject to change.



**9. Can annual order volume breakdowns and usage be shared by month for each document type (i.e. enrollment guides, fact sheets, brochures)?**

Estimated annual quantities through the online store have been as follows: Enrollment Guides approximately 12,000/year, Fact Sheets and Brochures approximately 65,000/yearly and subject to change.

Print items listed on the cost worksheet ordered outside of the online store have historically resulted annually in an average of about 15 million envelopes, which may include multiple items, (we do not currently have a breakdown by month or document type), produced by the vendor and included in direct bulk mail to identified audiences. The majority of items ordered and fulfilled directly result from orders placed by Covered California, and ordered from project leads via work orders, not through the online store.

**10. About how many pieces are mailed annually?**

Estimated annual quantities of items ordered through the online store have been as follows: Enrollment Guides ~12,000/year, Fact Sheets and Brochures ~65,000/yearly and subject to change.

Print items listed on the cost worksheet ordered outside of the online store have historically resulted annually in an average of about 15 million envelopes, which may include multiple items, produced by the vendor and included in direct bulk mail to identified audiences. The majority of items ordered and fulfilled directly result from orders placed by Covered California, and ordered from project leads via work orders, not through the online store.

**11. On average, how many items are included per order?**

Historically, this varies with each order from the online store and has ranged from 1 item to hundreds.

Print items listed on the cost worksheet ordered outside of the online store have historically ranged from 1 item to 2.5million items, produced by the vendor and included in direct bulk mail to identified audiences. The majority of items ordered and fulfilled directly result from orders placed by Covered California, and ordered from project leads via work orders, not through the online store.

**12. Please confirm Covered California will be providing the translations for print materials in the digital library?**

Yes, historically Covered California has been providing 100% translated Adobe files or PDFs that are ready for production.



**13. Will all ordering occur through the ordering storefront? Will any orders be placed via a feed?**

We are not familiar with ordering through a "feed". Currently, certified insurance agents, enrollers, and various stakeholders can place orders through the online store for items approved to be available through the online store (which represent a small portion of the overall business). As needed, other projects are established by Covered California and the vendor through an approved work order.

**14. If ordering occurs through feed, how frequently are these files received?**

We are not familiar with ordering through a "feed". Generally, all ordering is done manually through the online store throughout the month or by an approved work order and subject to change.

**15. Is the voter registration card an application that fits in a print on demand scenario?**

No.

**16. Will Covered California be providing print ready PDFs? Do any of the print jobs utilize pre-printed forms?**

Yes. We provide print ready PDF's and Adobe creative files to the vendor for production. The vendor will utilize pre-printed forms or shells which they have produced. Historically, the vendor will not be expected to imprint on shells or forms from another vendor. Voter Registration cards are pre-printed by the State of California and provided to the vendor for mailing.

**17. How often does the material update? Monthly, quarterly, semi-annually, or annually?**

Historically, much of the material is updated annually, however, updates can occur at any time.

**18. Can monthly call center volumes (phone call and emails) be shared?**

Historically, call volume and email activity from the vendor's help desk has not been tracked by Covered California; volume has been infrequent and typically handled by one person/representative.

**19. Please describe Covered California's requirements around automated document composition.**

This is in reference to data fields included with several paper products where consumers can add customized information through the online store such as contact information.



**20. Approximately what percentage of orders are for inventory items vs print on demand items?**

Historically, approximately 60% of orders through the online store have been inventory items with variable data imprinted onto shells at time of order, 30% of orders are 100% print-on demand, and 10% are inventory items sent out without personalization.

We do not currently have a percentage of orders for inventory items vs. print on demand items not ordered through the online store. Though the majority of end products typically involve some print on demand service. Items stored as inventory generally include printed envelopes, brochures, fact sheets, enrollment guides, and shells waiting to be used.

**21. What percentage of items are mailed individually vs bulk?**

Generally, online store orders are mailed individually.

Annual quantities for print items listed on the cost worksheet ordered outside of the online store have historically been about 15 million envelopes, produced by the vendor and included in direct bulk mail to identified audiences. The majority of items ordered and fulfilled directly result from orders placed by Covered California, and ordered from project leads via work orders, not through the online store. Historically, these mailings are mostly done in bulk, but actual percentages are not available.

**22. What are the print specs, page counts and finishing requirements for each document (i.e. 8.5 x 11, color or B/W, Simplex or Duplex, saddle stitch/staple upper left/no finishing, etc.)?**

Variable based on needs of individual projects and products. Please refer to Exhibit B, Attachment 1-Cost Worksheet for more details.

**23. Can you provide samples of any other documents like ID cards, digital samples, specs, etc.**

No. The sample items provided only correspond to Exhibit B, Attachment 1- Cost Worksheet.

**24. Would you be open to suggestions to cost and efficiency saving opportunities for materials used?**

For the purpose of the proposal, please use the product specifications as identified provided on the Exhibit B, Attachment 1- Cost Worksheet. Once the contract is awarded, we may be open to cost and efficiency savings opportunities if feasible.



**25. For POD, what is the vehicle that is going to house the address block?**

The printing of the address block may vary based on the needs of individual projects and products. The delivery of the address block to the vendor has historically been manually entered through the online store or supplied via a spreadsheet.

**26. Can you provide volumes of emails and SMS?**

Historically, approximately 44 million emails have been sent annually. No SMS historical data available.

**27. Can you provide the number of email and SMS templates?**

Historically, approximately 4/year and subject to change.

**28. Will the emails delivered be standard HTML emails with links or will there be a requirement to include secure documents/PDF's?**

Historically, standard HTML have been used.

**29. What is the average number of line items per order?**

Order quantities vary.

**30. Is any kitting required? If so, approximately how many pieces are included per kit?**

Historically, some limited kitting was required for online store orders. The majority of items ordered and fulfilled directly result from orders placed by Covered California, and ordered from project leads via work orders, not through the online store. These items frequently include kitting, and average three pieces per kit, including the envelope.

**31. On average, how many pages are the enrollment guides?**

Currently, 1 sheet of 11x17 paper, folded in half.

**32. What finishing is required for the guides? (i.e. saddle stitch, staple upper left, etc.)**

Currently, folding only.

**33. Please clarify what variable data is included on the BW and Color window envelopes (i.e. images, text, return address?)**

None. Currently, all envelopes are 100% static.

**34. Do fact sheets require duplex print? Are there multiple pages that require finishing or are they a single sheet?**

Most fact sheets require duplex and are single sheet at this time.



**35. Which items are considered non-print items?**

Various items which include canopies, banners, and window decals, etc.

**36. Please describe Miscellaneous line item.**

The Miscellaneous line item applies if warehouse labor is utilized in ways that are not otherwise indicated in the Exhibit B, Attachment 1- Cost Worksheet.

**37. Please describe the difference between Variable Imprint Items and Static Imprint Items (Inventory).**

Currently, most English and Spanish items are first printed as shells and become inventory items; these items then can be imprinted upon (print on demand) when ordered. Most other language items are 100% print on demand. This process is subject to change.

**38. Please describe the process for how these documents are printed and fulfilled today? Is variable data applied to pre-printed stock or are all materials print on demand?**

Currently, most English and Spanish items are first printed as shells and become inventory items; these items then can be imprinted upon (print on demand) when ordered. Most other language items are 100% print on demand. This process is subject to change.

**39. Approximately how many templates will need to be set up within the ordering portal?**

Currently, between 45-75 and subject to change.

**40. If we have no changes to some of the Model Contracts with Exhibits, do you still want us to attach the original document with no changes to the RFP response?**

Yes, please attach the original document(s) and indicate in the body of the email "no changes" and include the name(s) of the document(s) to which no changes are being requested. Please see 2.9 Format of Proposals in #3 Model Contract with Exhibits.

**41. Can you clarify who would be accessing the site (B2B or B2C) and how they would get there (single sign-on, etc.)?**

Generally, the online store is accessed by certified insurance agents, enrollers, and various stakeholders with infinite account creation available. Current estimate is 1,000 accounts created, which may include inactive users and is subject to change. Currently, users access and log-in directly to the online store.



**42. What specific activities would be done on the site versus projects that are processed outside of the site, or offline?**

Currently, certified insurance agents, enrollers, and various stakeholders can place orders through the online store for items approved to be available through the online store (which represent a small portion of the overall business). The majority of items ordered and fulfilled directly result from orders placed by Covered California, and ordered from project leads via work orders, not through the online store.

**43. Can detail or give an example of budget-related reporting that you are looking to be provided.**

Please refer to Exhibit B, Section B. Budget/Spend Tracking Requirements.