

RFP 2021-04 Public Relations Services Questions & Answers

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)	Refer to Section 1.12, Rejection of Proposals, 2. Business in Good Standing
2. Whether we need to come over there for meetings?	Refer to Section 3.4.1.6, Cost Proposals, d. Embedded Onsite Staff
3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Refer to Section 2.1, Project Team Minimum Qualifications
4. Can we submit the proposals via email?	Refer to Section 1.10, Format of Proposals
5. On the completion of attachment 11, instructions read: Complete the chart below ranked in descending order by size of the agency's clients – brands, products, and services – from January 1, 2018, to date. Include only a maximum of 20 clients, and provide the following information. Please confirm if "size of agency's client" is in reference to the budget of the client project.	This question pertains to Attachment 12, "Public Relations Bidding Agency Fact Sheet." The "size of the agency's client" is in general reference to the amount of annual billings for that client.
6. Please clarify the sequencing of scoring, including at what stage in the process preference points are allotted to a proposal. I.e. Before or after oral interviews	See RFP Section 5.4.
7. Are existing Agency independent contractors or part-time employees considered sub vendors?	<p>Part-time employees are not considered subcontractors for the purposes of this RFP.</p> <p>Existing independent contractors can be considered subcontractors under this RFP. All subcontractors are subject to approval by Covered California.</p>
8. In Section 2.1 Project Team Part 3. A minimum of 8 employees employed by the Proposer's California office(s) that will service on the Covered California contract. Can these employees be part time or independent contractors working for the Agency?	Yes, part-time employees or independent contractors may be included among the minimum staff that will service the Covered California contract.

<p>9. In Section 4.3.1 Understanding the Approach, is the 4-page limit inclusive of the table showing hours per week by person for the entire contract term?</p>	<p>Yes.</p>
<p>10. In Section 4.3.3 Project Team Qualifications, the solicitation requests that we indicate the percentage of time that staff will be dedicated to the work detailed in the Model Contract Exhibit A – Scope of Work. Is that a request to share the percentage of time, of the team member’s full Agency client portfolio, that will be used to support Covered California or a percentage of total team hours on the Covered account?</p>	<p>The percentage of time requested in 4.3.3 must represent the percentage of time that each member of the proposed project team, as a share of the total team hours, dedicated to performing the work outlined in the Model Contract Exhibit A – Scope of Work.</p>
<p>11. Under Section 4.3.7 Project Assumptions, are proposers required to submit a document of assumptions or is it elective?</p>	<p>The word “must” in Section 4.3.7 confirms that it is required and not elective.</p>
<p>12. What are Covered CA’s goals for the PR program?</p>	<p>Covered California’s public relations program aims to publicize the availability of health care coverage and financial help through Covered California, with the ultimate goal of promoting enrollment end retention, positive brand awareness, positive third party brand validation through media, and positioning itself as a continued model for effective exchange operation. Reaching California’s diverse populations is a must through its public relations efforts.</p>
<p>13. Are there metrics for success for Covered CA in which PR can help?</p>	<p>See responses to Question 12.</p>
<p>14. According to the RFP (pg. 19) “Covered California entered 2021 with a record-high 1.6 million Californians signed up for coverage. This new enrollment record was 200,000 enrollees higher than the same period the previous year.” From the perspective of Covered CA, is this a satisfactory enrollment overall and in 2021?</p>	<p>Covered California’s core mission is to increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities. As such, while Covered California experienced record-high enrollment in 2021, there is more work to do to reach and enroll Californians who are eligible but not enrolled in Covered California.</p>

<p>15. Who (or at what level) at Covered CA will make the final decisions?</p>	<p>Covered California’s Executive Director and Chief Deputy Executive Director, Programs, and Director of Communications and External Affairs each play a leadership and decision-making role in communications and public relations efforts. Proposals for this RFP will be scored by an internal Covered California Evaluation Team.</p>
<p>16. Where are the most significant audience gaps in encouraging people in California to get covered?</p>	<p>Covered California seeks to reach Californians in all corners of the state and does so through various means including multi-ethnic advertising campaigns, community-based outreach, earned media, stakeholder relations, and more. We strive to reach California’s diverse populations in various ways and expect contractors to support efforts to provide culturally and linguistically appropriate communications and information, and to break through barriers such as a lack of information about the health care system, affordability of coverage and care, access to important health coverage benefits, the value of health insurance, and how to effectively use health insurance.</p> <p>We continue to target Californians who may be skeptical about the affordability of coverage and to inform them that Covered California is a place to come for help to pay for coverage.</p> <p>With the American Rescue Plan in place, we are also working to help consumers who have coverage on the individual market, but not enrolled through Covered California, to make sure they are aware that financial help is available only through Covered California. They may need to understand the difference between Covered California and “off-exchange coverage” and it is vital to increase Covered California’s visibility as</p>

	a leader in navigating the process to ensure coverage among all Californians.
17. Can we anticipate coordinating with other Covered CA marketing functions (e.g. advertising)?	Yes. Covered California's Communications and External Affairs Division works closely with Covered California's Marketing and Outreach and Sales Divisions to achieve ongoing alignment, integration of media-related projects, and coordination across department initiatives.
18. Does every staff member who works on the Covered CA program from the contracted firm have to be based in California?	No. However, successful proposers must demonstrate that they have staff who will understand the unique dynamics of health care in California as well as California's diverse population.
19. Does Covered California anticipate any additional special enrollment periods? Akin to the March 2020 enrollment period for Californians experiencing job or income loss and other newly established qualifying life events?	Unknown at this time.
20. Will the newly established qualifying life events of March 2020 become permanent?	Unknown at this time.
21. Do you anticipate the Get Covered 2021 campaign will extend to 2022, and if so, what engagement will the awarded agency have in executing on this campaign for Covered CA? Will the co-chair role remain with Covered California regardless of any leadership transitions in its ED office?	At this time, Covered California does not have specific plans to extend the Get Covered 2021 campaign into 2022.
22. Will there be an expectation of embedded staff on-site? If so, can you expand on these expectations/parameters? (See page 30	Covered California may require embedded onsite staff, and in the event it does, will specify the type of embedded staff required based on its needs. At this time, it is not likely that Covered California will require embedded onsite staff but reserves the right to do so depending on requiring circumstances.
23. RFP notes proposers must have a minimum of 8 employees in CA to service the account on page	Proposers must provide the resume of each proposed project team member servicing Covered California's account.

<p>14 section 2.1; is the 4.3.3.1 Resumes section on page 25 limited to 8 resumes/pages? Please clarify.</p>	<p>Proposers may propose more than 8 team members to service the Covered California account, and must provide resumes for all proposed team members.</p>
<p>24. 4.4.1 on page 27 notes every individual from proposer's agency assigned to the account must attend the presentation, along with one but no more than two from each proposed subcontractor</p>	<p>Question received incomplete.</p>
<p>25. Section 4.1. Proprietary Information and Confidential Status of Responses, states, "Any documentation submitted which has been marked "Proprietary" or "Trade Secrets" may be rejected. All proposals and evaluation documents are confidential and will not be available for public inspection pursuant to Government Code Section 100508(a)(1)." Are submitted proposals subject to Public Records Act requests? Will any information be redacted and protected prior to public release?</p>	<p>Submitted proposals are not subject to Public Records Act requests.</p>
<p>26. Which specific tools, platforms, or systems does Covered CA currently employ to measure its earned media results?</p>	<p>Covered California does not currently use its own tools or platforms to measure its earned media results. Covered California maintains a goal of developing its own independent process and tools to be able to effectively measure earned media results.</p>