

RFP 2022-10 – Chatbot and Web Services

Questions and Answers

No.	Bidder Questions:	Covered CA - Response:
1.	Whether companies from Outside USA can apply for this? (like, from India or Canada)	Yes, companies outside the USA can bid. Both domestic and foreign corporations must provide verification that they are currently qualified and in good standing to do business in California (refer to RFP Section 1.11(2) Business in Good Standing).
2.	Whether we need to come over there for meetings?	Covered California is expecting that the vendor will be completing required work offsite. If the vendor needs to come onsite for any meetings the request will be made in advance
3.	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No, all work is required to be completed in the contiguous United States
4.	Can we submit the proposals via email?	Yes, refer to RFP Section 1.9 Format of Proposals
5.	General Technical Questions What are the Functional and Technical challenges with the current websites that are in scope & the Chatbot?	Covered California is seeking a qualified contractor to support and enhance it's existing websites and chatbot. The team is constantly updating and deploying changes to the websites and chatbot
6.	What is the group of users for the website & Chatbot, and what is the peak load size of the users for the website & Chatbot?	<p>coveredca.com is leveraged by consumers to encourage and aid in enrollment, retention, and customer service</p> <p>HBEX.coveredca.com is leveraged by Enrollment Partners, Advocates, Contractors to access agency information not directly related to aiding in enrollment, retention, and customer services</p> <p>board.coveredca.com is leveraged by advocates, external partners, and stakeholders for all matters regarding Covered California's board</p> <p>CiCi Covered California's chatbot is used to provide assistance to customers by providing answers, directing to webpages on coveredca.com and handing off interactions to Salesforce Live Chat if an escalation is requested or required</p> <p>A recent peak day was November 30, 2022 there were 121,263 active users on coveredca.com and 1,333 active users on the chatbot</p>

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7.	How many languages do your Chatbot & websites support?	<p>coveredca.com full sites are available in English and Spanish. There are also landing pages for Arabic, Chinese, Hmong, Korean, Russian, Tagalog, Armenian, Farsi, Khmer, Lao, Vietnamese</p> <p>HBEX.coveredca.com and board.coveredca.com are available in English</p> <p>The Chatbot is available in English and Spanish</p>
8.	Do you have an existing security expert that shall validate the security requirements?	Covered California's ISO provides guidance and oversight for all security requirements. The Privacy Officer also provides guidance and oversight for all privacy related requirements
9.	What is the Service Level Agreement of Support for your Website & Chatbot?	Website and Chatbot are hosted by Azure who is responsible for the SLA and uptime
10.	When do new versions get rolled out for the website & Chatbot? How frequently?	Covered California makes content updates daily to the website. New features and functionality for websites and chatbot are updated following a two (2) week agile sprint
11.	<u>UI/UX Questions</u>	
12	Will Covered California provide photography (and videography if/where applicable) during the UI/UX work, or should this be considered part of our proposal to price it as an additional cost apart from the resource hourly rate?	Any photography and videography required will be provided by Covered California
13	Please confirm whether one design theme will carry the entire site along with two subdomain sites.	hbex.coveredca.com and board.coveredca.com share the same theme and coveredca.com has a separate theme
14	Please provide design references for three website links you like.	Bidders are encouraged to visit the websites to view the design
15	Does Covered California have an existing style guide to be applied, or will the application require its new Style Guide?	An existing style guide is currently leveraged
16	Does Covered California recommend any CSS/UI framework like Bootstrap or any other?	All sites and the Chatbot currently use Bootstrap with BEM syntax
17	Please provide the web apps you want to monitor, debug, and diagnose within Microsoft Azure Portal.	Monitoring is already setup across the different sites and Chatbot. The contractor will be responsible for assisting in using the monitoring and debugging data to assist in diagnosing any items. This is completed through Microsoft Azure
18	Which level of ADA compliance is required - A, AA, or AAA?	WCGA 2.1AA

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19	How many approximate accessibility compliance support documents need to be remediated?	There are less than 1,000 documents that may require remediation
	<u>Chatbot Technical Questions:</u>	
20	On which OS (iOS or Android) the mobile app is developed?	Covered California doesn't have a mobile app
21	<p>Authentication</p> <ol style="list-style-type: none"> Who accesses the Chatbot currently? Is it an anonymous/unknown user or authenticated/internal user/employee? If it is for internal users/employees, then which Identity Provider is used for authentication? For example, Azure AD, On-premises AD, or any other. If any other Identity provider is used, please let us know how authentication works. 	<ol style="list-style-type: none"> Current Chatbot functionality is provided via anonymous/unknown user N/A
22	<p>Q&A</p> <ol style="list-style-type: none"> Are you using Microsoft Q&A Maker to store the Chatbot-related Questions? How many Q&A is the current Chatbot using? Are QnAs fetched from any other source automatically? 	<ol style="list-style-type: none"> Yes (Language Studio) There are currently around 300 when combining English and Spanish No
23	<p>Service Requests</p> <ol style="list-style-type: none"> Which ticket system is the Chatbot integrated with? Can tickets be created and retrieved from the Chatbot? 	The Chatbot isn't integrated with a ticketing system
24	<p>Live Agent</p> <ol style="list-style-type: none"> Do you have a Live Agent tool for managing interaction with users via Chatbot? If yes, please share the details. Is this integrated with the current Chatbot? 	The Chatbot is integrated with Salesforce for transferring interactions that require human assistance
25	<p>Other Integrations & Automations</p> <ol style="list-style-type: none"> What are all external systems currently integrated with Chatbot? Please share details. Is there any automation catered by the Chatbot today? Please share details. Are you already using any solution for redacting PHI and PII? 	<ol style="list-style-type: none"> Redis Cache, CosmosDB, CalHEERS, Salesforce, Dashbot, Google Analytics and Tag Manager No Yes
26	Additional	<ol style="list-style-type: none"> Currently we are only leveraging Language Studio

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	<ul style="list-style-type: none"> a. Do you have Self Learning Self Adaptive capability implemented with the Chatbot? b. What would be the tentative count of unique monthly users accessing the bot? c. What is the current average number of support tickets that get created every month? d. When do you anticipate the peak load on the Chatbot? What is the approx? User requests on the Chatbot during the peak load? e. Are there currently any performance issues with the Chatbot? Please share details about this. f. What is the maximum number of simultaneous chats handled by a live agent? g. What the maximum number of requests deflected to a live agent in a month? h. What metrics do you have pre-built to measure chatbot performance? 	<ul style="list-style-type: none"> b. About 1% of total site traffic c. N/A – Chatbot doesn't create support tickets d. Peak load is during open enrollment. Please see question #6 for volume e. N/A f. This isn't in scope for this RFP/Contract g. Max we have seen is ~3,000 in a single month h. We are currently using Azure Application Insight as well as Dashbot
	<u>Website Technical Questions:</u>	
27	How many new Mockup pages in the pipeline/backlog need to be constructed fresh in the next year?	The development and UI/UX teams work in two (2) week sprints. Prior to the start of the sprint the work is identified, groomed, and planned for the upcoming sprint. Due to this we are unable to provide a count of items in the pipeline/backlog
28	What CMS are the websites mentioned in the scope of work currently built-in, or is the website content coming from the database?	CloudCannon as well as Language Stuido
29	What are the websites' different user roles and current content approval workflows? How are the user and page restrictions defined?	<p>Content vetted by the individual team of contributors for each division/area within Covered California which they can complete via pull requests directly into production</p> <p>There are editable regions defined by each division/area.</p>
30	We see there is a login section on the website. Please let us know the privileges a logged-in user has over a guest user. What are various features restricted behind the user login?	The log-in user access is managed by CalHEERS and isn't in scope for this contract
31	What are the various user events tracked in the audit log on the current website?	All links and buttons are tracked as interactions through Google Tag Manager and Google Analytics

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32	How many content types are there on these websites?	We are unsure about what is being requested by this question
33	Are there any third-party integrations on your websites?	Google Tag Manager, Google Analytics, and Salesforce Marketing Cloud
34	What are the different channels with which the website is integrated?	We are unsure about what is being requested by this question
35	Do you currently use a Digital Asset Manager (DAM) to manage your asset library? If so, what tool do you use?	Yes, Azure Blob Storage
36	Do you have any gated content or assets only logged-in users can access?	No
	<u>Other General Queries:</u>	
37	How many resources is Covered California looking for as part of the proposal?	Bidders should refer to Exhibit B Attachment 1 – Cost Worksheet for a breakdown for estimated hours by resource type per Month
38	<p>In "Exhibit B Attachment 1 - Cost Worksheet", the below resource description are provided, and cost per hour is being asked for these resources, but in the RFP section '2.1 Project Team Minimum Qualifications', it asks for one (1) Lead Developer and one (1) Lead Web Developer, but these resources are not reflected in the "Exhibit B Attachment 1 - Cost Worksheet". Please clarify</p> <ul style="list-style-type: none"> • Chatbot Developer • Web Developer • ADA PDF Remediation • Chatbot SME 	<p>Section 2.1 has updated one (1) Lead Developer to one (1) Lead Chatbot Developer</p> <p>The cost worksheet for Chatbot and Web Developer should include the Lead as well as any other staff to meet the estimated hours per month required</p> <p>The cost worksheet asks for additional resources however they aren't part of the minimum qualification requirements.</p>
39	As per Section 2.1 of the RFP, we understand only two (2) roles (Lead Developer and Lead Web Developer) are required for which required resumes need to be provided. So please confirm and provide the updated Cost Worksheet, "Exhibit B Attachment 1 - Cost Worksheet," to reflect these roles instead of the four (4) roles as provided currently in the Cost Worksheet.	<p>Please see answer to question #38</p> <p>The cost worksheet includes as necessary resources while the Team Minimum Qualifications are only for "Key Staff" identified by Covered California</p>
40	We understand it is not mandatory to propose a 100% onsite team. Covered California will allow the Vendor/proposed team for Onshore remote work, where the team can be available Onsite on a weekly or need basis. Please confirm.	Please see answer to question #2
41	Also, can the Vendor propose Offshore resources for non-critical support required during the engagement?	Please see answer to question #3

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42	We urge you to extend the proposal submission deadline by one (1) to two (2) weeks looking at the different ask in the RFP and different forms and documents that need to be filled and submitted, for which we need some time to understand all the requirements and other details. Also, after getting the responses to our Q&A, we will need some time to put together a proposal. We hope Covered California will consider these things and appropriately extend the proposal submission due date.	The RFP has been updated to allow an additional week for submission.
43	Per our understanding, the Contract Amount of \$3,750,000.00 mentioned in section 1.5 of the RFP is valid for three (3) years. Please confirm if the contract is extended by two (2) additional years, will the Contract Amount be increased accordingly.	That is correct. Please also refer to RFP Section 1.6 Contract Amendment
44	Is there any page limitation for section 4.3.3.1 Resumes	No, however the resume should only include relevant experience
45	Under Exhibit A - Scope of Work_Final.docx , Section <i>E. Unanticipated Tasks</i> , point #6, it refers a section YY in <i>Exhibit C – Information Technology General Terms and Conditions.docx</i> , but we are not able to find that section YY in Exhibit C	Replaced w/corrected Exhibit C – IT General Terms and Conditions template.
46	In RFP, Section 4.2.2 Required Documents requires various Certificate of Insurance-related documents. Please provide the name of the Certificate Holder and the address we need to put in the COI.	Please provide a Certificate of Insurance showing one million dollars general liability and one million dollars automobile liability with Covered California named as the certificate holder. Address: 1601 Exposition Blvd., Sacramento, CA 95815
47	Is there any incumbent vendor currently providing support for the existing Chatbot and websites, and can Covered California name the Vendor?	Covered California has an existing contract for services. The selected vendor information is available via the Notice of Intent to Award for RFP 2020-03
48	If so, will that Vendor be allowed to bid on this RFP?	Yes, this solicitation is open to all proposers who meet the minimum qualifications
49	Under section 1.9 Format of Proposals , 2 b #3, it says that " <i>Sequentially number the pages in each section and clearly identify each section in the order requested. When a page limit is noted, pages exceeding the limit will not be reviewed or scored. It is not necessary to paginate the required forms.</i> " Can Covered California please confirm if the entire bid's page numbers should be sequentially numbered, like page 1, Page 2, page 3, 3, etc., or if each response section's pages should be sequentially numbered as per the page limit for that section? I.e., start at page 1 for, say 'Understanding and Approach' section response, start at page 1 again for, say	It is preferred that each response section be sequentially numbered as per the page limit for that section, such as, page 1 for, say 'Understanding and Approach' section response, start at page 1 again for, say 'Corporate Qualifications Summary' section response, etc.

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	'Corporate Qualifications Summary' section response, etc.	
50	Our understanding is that we do not need to submit STD. 213 form with proposal response, provided under the Model Contract folder, which needs to be submitted by the winning Vendor. Please confirm.	That's correct. You do not need to submit STD 213 form with proposal response.
51	Under the Model Contract folder is ' Exhibit C, Attachment 1 – Resumes '; we want to confirm if we need to submit this Exhibit C along with the proposal. If yes, should we include the resource resumes in this Exhibit C, as well as in the main proposal? Please confirm.	Either way is acceptable; however, you do not need to submit the resumes with Exhibit C, Attachment 1 – Resumes. Resource resumes can be submitted in the main proposal.
52	RFP 2022-10 Chatbot and Web Services General question Does this request replace or augment the previous award? (from December 14, 2020 to December 13, 2023)	This contract will replace the current contract
53	4.3.3.1 Resumes - Page #21 Can Covered CA confirm overall Project Team Qualifications can be included in the Technical Requirements narrative and resumes separately in Exhibit C, Attachment 1 – Resumes?	Yes, Project Team Qualifications can be included in the Technical Requirements narrative and resumes can be attached separately in Exhibit C, Attachment 1 – Resumes. See #51 above
	Addendum 1 – Exhibit A -SOW	
54	D. General Scope or Tasks Project Management Requirement "A" Page 4 Does the bi-monthly demo mean twice monthly or one every two months?	Sprints and demos are scheduled every two (2) weeks. Exhibit A – SOW has been updated to clarify
55	D. General Scope or Tasks 1. Chatbot Operations Requirement "K" Page 3 Can CoveredCA provide a list of which systems (e.g. Salesforce CRM) the Chatbot is currently integrated with and which systems you desire to integrate with via ongoing development cycles?	Please see answer to question #25.a
56	D. General Scope or Tasks 3. Website Support Operations Requirement "A" Page 4	This requirement is focused on the as-needed updates based on user stories and business driving initiatives

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	<p>Can CoveredCA clarify the scope or level of effort expected in "updating the look and feel of the public facing website(s)" for all three websites, or is this requirement focused on as-needed requests to be scheduled into ongoing development cycles?</p>	
57	<p>E. Unanticipated Tasks Page 6</p> <p>Can you confirm Exhibit A, Attachment 1 – Work Authorization template does not be included in the RFP response.</p>	<p>Correct. Exhibit A, Attachment 1 – Work Authorization template does not need to be included in the RFP response.</p>
58	<p>Addendum 1 - Exhibit A – SOW Page 7. Section F - Reporting Headquarters</p> <p>"The Contractor is required to perform all services under this Agreement on site at Covered California, unless directed otherwise by the project representative listed in this Exhibit. " - To clarify, is Covered CA open to remote support as well as onsite, knowing that key personnel will be there as necessary?</p>	<p>Please see answer to question #2</p>
59	<p>Addendum 1 - Exhibit A – SOW Page 2, Section D: General Scope or Tasks, 1. Chatbot Operations, i.</p> <p>" i. Allow for a Chatbot-human handoff to a live agent in the event the consumer is unsatisfied with the response provided by the Chatbot. " Is there a telephony system being used for livechat today? Can the state please share which one?</p>	<p>Please see answer to question #24</p>
60	<p>Addendum 1 - Exhibit A – SOW Page 2, Section D: General Scope or Tasks, 1. Chatbot Operations, j.</p> <p>"j. Facilitate Chatbot’s multiplatform features so it can be leveraged across a variety of digital channels such as web, tablets, mobile devices, social media, and any other channels as required by Covered California" What social platforms and other channels is Covered California currently leveraging or desire to leverage in the future?</p>	<p>The next step for additional channels hasn’t been determined. We would work with the selected contractor to assist in making these types of decisions</p>
61	<p>Addendum 1 - Exhibit A – SOW Page 2, Section D: General Scope or Tasks</p> <p>Are there expectations on language support beyond English?</p>	<p>Please see answer to question #7 for website languages. If there are any updates to sites in a language other than English translation is provided</p>
62	<p>RFP 2022-10 Page 17 Section 4 (Technical Requirements), Administrative Requirements Exhibit C, Attachment 1</p> <p>The RFP & attachments mentions resumes in both Administrative and Technical Requirements, are they</p>	<p>Resumes only need to be submitted once. Please see answer to question #51 above.</p>

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	expected to be submitted twice. If not, which section would you like them to be included in	
63	RFP 2022-10 Page 19, Section 4.3.1 Understanding and Approach Is there an existing Backlog the team will be working from. If yes, are there specific features and functions Covered CA is looking to add within the next year under this contract	Please see answer to question #27
64	RFP 2022-10 Page 19, Section 4.3.1 Understanding and Approach What is the current Sprint and Release cycle currently followed by Covered CA? (Example: 2 weeks)	Please see answer to question #27
65	Addendum 1 - Exhibit A – SOW Page 2, Section D: General Scope or Tasks, 1. Chatbot Operations, h. "Provide all resources for end-to-end setup, deployment, and maintenance of Chatbot." - Can you please confirm the state is responsible for providing the applications and all fees related to maintaining these applications?	That is correct
66	General Scope & Understanding Which tech stack will be used for website development? Does website have SSO integration? If yes, which identity provider? If not, is it form based and users are maintained in database? Are there other external integrations the team needs to support? Is there a Content Management System used for the website?	Tech Stack: HTML, CSS, javascript, jquery, react.js, and bootstrap There is no SSO Integration Content Management System: CloudCannon and Language Studio
67	Addendum 1 - Exhibit A – SOW Page 7 Section K. Deliverable Acceptance Criteria 1. All concluded work must be submitted to Covered California for review and approval or rejection. It will be Covered California's sole determination as to whether any tasks have been successfully completed and are acceptable" Can the state clarify the type of contract they are expecting for invoicing? Is it a pure time-and-materials based contract? If so, can the state clarify that no deliverables will be required for invoicing?	This contract is time-and-material. The state will review the work and approve or reject prior to being deployed to production systems. There are no other specific deliverables as part of this contract