**EXHIBIT B, Attachment 1**

**(Standard Agreement)**

**COST WORKSHEET**

Prior to completing the Cost Proposal, review this Exhibit B, Attachment 1 for items that shall not be billed to Covered California and items that will be reimbursed at net cost.

The response to this Cost Proposal will be incorporated verbatim into the contract with the agency selected. Therefore, it is in the interest of both Covered California and your agency to be as clear as possible and seek additional information, if needed, before submitting the Cost Proposal.

Covered California expects the Contractor to put forth its best efforts to obtain the best possible price for all media and production.

1. **Account Staff Titles and Hourly Rates:**

Please provide clear breakdown of your account team, their respective titles, and hourly rates. This should include any staff members who will be directly involved in the project and all subcontractors and staff.

Please provide a clear breakdown of your core account staff, their respective titles, and hourly rates. The core account staff will dedicate to Covered California 100% of the time, with relevant experience to meet the needs outlined in the Scope of Work and a proven track record of success leading high-profile statewide or national PR accounts similar in scope and size to Covered California. This should include any staff members who will be directly involved in the project and all subcontractors and staff.

Please organize the information as follows and **feel free to customize based on your needs.** Also include a brief description of the roles and responsibilities for each staff position to help us understand the value each will contribute to the project.

(\*Titles listed below are just samples, not required positions for this RFP.)

|  |  |  |  |
| --- | --- | --- | --- |
| **Proposed Staffing Title** | **Proposed Staff Description** | **Percent of time dedicated to Covered CA** | **Hourly Rate\*** |
| **RATES FOR ORIGINAL CONTRACT TERM** |  |  |  |
| Ex: Senior Account Director |  | 100% |  |
| Ex: Account Manager |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Total Cost Proposal:**

\*Authorized travel expenses shall be reimbursed in accordance with Exhibit E Travel Reimbursement.

1. **Additional cost Considerations:**
2. Materials and Resources: If there are additional costs associated with materials, technology, or third-party resources, please include these in your proposal with an explanation of their necessity.
3. Any additional hourly costs, due to key staff promotions during the period from submittal of the cost proposal through the contract, shall be borne by the Contractor.
4. Contractor must submit a work order pursuant to Section L of Exhibit A that outlines the cost estimate and specification detail for each project. Contractor may only commence work once Covered California has executed a work order.
5. Travel and Miscellaneous Expenses: If applicable, provide estimate for any travel or other reimbursable expenses as part of the work order. Please note that Covered California will follow State of California travel policy in terms of allowable expenses.
6. Expenses for all items in this section shall ***not***be billed to Covered California***:***
7. Administrative overhead including billing and budgeting.
8. Travel time to and from local meetings unless pre-approved in writing.
9. Bid procurement and bid evaluation for consultants, vendors, or subcontractors.
10. Coordination of schedule availability involving agency, Covered California, consultants, vendors, or subcontractors, including creation of meeting appointments.
11. Recurring communication expenses including business phone, employee cell phones, fax expenses, and photocopies.
12. Legal services for review of contract terms or subcontracts.
13. Expenses for items in this section shall be billed to Covered California at an administrative rate of no more than ~~$100~~ $50 per hour:
14. Work order narrative preparation and summary reports of annual activity or other compilations requested.
15. Extraordinary travel time exceeding one hour each way, upon advance approval.
16. Vendor and subcontractor supervision and coordination of activities.
17. Attendance at approved Covered California meetings or conferences where significant participation is not required.
18. Intern-level staff work.
19. Development of status reports.
20. General and/or reoccurring internal briefings and prep meetings within the agency.
21. Other work as requested by Covered California to be billed at the administrative rate, which could include development of media lists, project activity reports, or other administrative tasks.
22. Items in this section shall be reimbursed at net cost:
23. Authorized travel expenses at state rates.
24. Sales taxes and other applicable taxes.
25. Shipping, messenger service, and postage.
26. External costs for development research.
27. External costs for producing videos or other public relations materials for press events, or other activities.
28. Other outside vendor arrangements, including subscriptions or other arrangements agreed to by Covered California.
29. Production of materials for press events and activities.