



NOTIFICATION OF INTENT TO AWARD COVERED CALIFORNIA

October 24, 2025

REQUEST FOR PROPOSAL (RFP) #2025-01: Website Redesign

NOTICE OF INTENT TO AWARD

In consideration of the response to Covered California Request for Proposal **#2025-01: Website Redesign**, Covered California announces its intent to award a contract to:

Code and Theory LLC
One World Trade Center, 69th Floor
New York NY, 10007

Code and Theory LLC was chosen as the winning vendor due to their high technical score, interview score, and cost evaluation. Ultimately, Covered California found that Code and Theory LLC provided the most polished and visionary proposal, framing the redesign as a transformational opportunity to best serve Californians navigating health coverage changes

In accordance with RFP 2025-01, Section 1.14, and given the large number of submitted proposals, please consider this as a debrief to vendors who were not invited to interview.

There will be a five (5) workday period allowed for protest. The protest period commences on October 24, 2025 and ends at 5:00 p.m. Pacific Standard Time on October 31, 2025. Protests must be emailed to HBEXSolicitation@covered.ca.gov.

NOTICE: Contractor shall not begin, and may not be compensated for, any work performed prior to the date the Agreement is executed.