

**California Health Benefit Exchange
(Exchange)
RFP 2017-02: Program Evaluation & Tracking**

**September 7, 2017
Addendum #2**

Summary of Changes

RFP 2017-02

Section I – General Information, Section E (Minimum Qualifications)	Remove language.
Section II – Proposal Submission & Stages, Section B (Eligibility & Capabilities Requirements), #8	Remove language.
Section II – Proposal Submission & Stages, Section C (Stage 2: Research Assignments, Cost Proposal and Presentation), #3	Revise language.
Section II – Proposal Submission & Stages, Section C (Stage 2: Research Assignments, Cost Proposal and Presentation), #4	Revise language.
Section III – Evaluation Process & Criteria, Section C, #2 (Stage 2 Evaluation Criteria) – Assignment 3: Member Survey Narrative	Delete language.
Section III – Evaluation Process & Criteria, Section C, #2 (Stage 2 Evaluation Criteria) – Overall (Including All Submitted Materials and Presentations)	Add language.

Attachment 1 090717 - Attachments 7, 12 & 14

Attachment 7 – Fact Sheet	Remove Attachment – Replace, refer to Attachment 1 090717
Attachment 12 – Program Evaluation and Tracking, Cost Proposal and Budget Justification	Remove Attachment – Replace, refer to Attachment 1 090717
Attachment 14 – Project Lead Certification	Remove Attachment – Replace, refer to Attachment 1 090717

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Attachment 2 090717 - Exhibit A, Scope of Work

Exhibit A, Scope of Work (SOW), G: Project Area 4 – Technical Assistance: Project Management, Research, Planning, Additional Surveys and Other Services, #6

Remove Exhibit – Replace, refer to Attachment 2 090717. Revise language.

Exhibit B, Attachment 1

Exhibit B, Attachment 1, Cost Worksheet

Remove and replace, refer to Attachment 2 090717 **(Use this version with proposal submission)**



**COVERED
CALIFORNIA**

ADDENDUM #2

**Request for Proposal
RFP 2017-02: Program Evaluation & Tracking**

**California Health Benefit Exchange
Covered California™**

September 7, 2017

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I. GENERAL INFORMATION

A. Organizational Background

Soon after the passage of national health care reform through the Patient Protection and Affordable Care Act (ACA) of 2010, California became the first state to enact legislation to establish a qualified health benefit exchange. The California state law is referred to as the California Patient Protection and Affordable Care Act.

The goals and objectives of the California Health Benefit Exchange (HBEX, also known as and hereafter referred to as its branded name, Covered California) are to:

- Reduce the number of uninsured Californians by creating an organized, transparent marketplace for Californians to purchase affordable, quality health care coverage;
- Strengthen the health care delivery system;
- Serve as an active purchaser, including creating competitive processes to select participating carriers and other contractors;
- Require that health care service plans and health insurers provide coverage in the individual and small group markets and compete on the basis of price, quality and service; and
- Meet federal and state law requirements, guidance and regulations.

Covered California is an independent public entity within California State Government. It is governed by a five-member Board appointed by the Governor and Legislature.

Covered California works in close partnership with:

- The Department of Health Care Services, which oversees and administers California's Medicaid Program (Medi-Cal) and other specifically focused health programs;
- The two agencies that regulate health insurance in California: Department of Managed Care and Department of Insurance; and
- A broad range of stakeholders whose constituencies are impacted by health care reform.

For additional information on Covered California, please refer to the consumer website at: www.CoveredCA.com.

B. Purpose of Request for Proposal (RFP)

The need for consumer research and evaluation is particularly important as Covered California continues to improve efforts to target consumers, improve customer

satisfaction, increase loyalty and promote services to meet enrollment, retention, and renewal goals.

The purpose of this RFP is to solicit proposals from qualified entities to provide quantitative research services to Covered California.

The selection process for this RFP (also referred to as “solicitation”) will focus on the Proposers’ capabilities to design and implement surveys, analyze data, report results, provide technical assistance in areas including research and evaluation planning, and project management.

It is Covered California’s preference to select one Proposer to manage all research activities detailed in Exhibit A, Scope of Work (SOW). Depending on the qualifications and expertise of Proposers, however, Covered California may choose to select more than one Proposer to complete different project areas of the SOW. It is also anticipated the selected Proposer(s) may need to have subcontractors to fulfill the SOW. See Section I.J. (Subcontractors) for more details.

To view materials and resources related to this procurement, please visit the HBEX Solicitations website at: <http://hbex.coveredca.com/solicitations/> (hereafter referred to as the “HBEX website”).

C. Research Background

Since 2012, Covered California has conducted a variety of consumer research studies with the intent of providing insight into improving outreach and the consumer experience. These studies have included both quantitative and qualitative research and have examined consumer behavior, pricing, health plan choice, messaging and creative testing. Two projects relevant to the current RFP are described below; with a link or attachment to examples of each.

Tracking studies

Since 2013, Covered California has sponsored a series of marketplace tracking studies to assess changes in consumer awareness and knowledge about the ACA and Covered California, as well as the effects of exposure to advertising, earned media and outreach efforts. Health insurance purchase motivations and intentions were also measured. Studies from 2014-2015 can be found here: <http://hbex.coveredca.com/data-research/>.

Member survey

In 2015 and 2016, Covered California fielded membership surveys using its own staff and available survey technology (see Attachment 11 for the 2016 survey instrument). It is anticipated that the selected Proposer(s) will begin leveraging the existing instrument and possibly the delivery mechanism, at least initially. Where possible, the 2015 and 2016 Covered California instrument utilized existing tested

survey items to facilitate comparisons with other research (e.g. Consumer Assessment of Healthcare Providers and Systems – CAHPS).

D. Goals

Covered California seeks a research partner with strong, full-service capabilities to establish a consumer and market research program that measures and supports outreach efforts and improves the consumer experience with Covered California.

The Proposer(s) must commit a team of experienced professionals capable of providing regular tracking on a series of measures that can be summarized and reported on a year-over-year basis. The successful Proposer(s) will have demonstrated the ability to deliver high quality actionable information in a timely manner able to inform and support Covered California's mission, and enhance the consumer experience, including the consideration, acquisition, retention and renewal of members.

E. Minimum Qualifications

Proposers must meet the following minimum required qualifications:

- A currently operating organization with a minimum of five (5) years of research experience, 20 U.S.-based employees and an annual U.S. gross revenue of at least \$5,000,000 from performing quantitative research services similar to those required in the SOW (Exhibit A); and,
- Qualified to do business in the state of California; and,
- A Project Lead ~~located in California~~ with a minimum of five (5) years of prior experience in managing tracking studies or quantitative research and available to be on-site at Covered California headquarters within 24 hours, as requested.

Additionally, Proposers must have at least three (3) years of experience performing in one or more of the following areas:

- Providing quantitative evaluation of brand awareness and consumer attitudes;
- Providing quantitative evaluation on the impact of advertisements on awareness, knowledge, and behavior;
- Providing internet and/or telephone-based surveys; or,
- Conducting research planning or coordination.

These preliminary eligibility requirements must be certified by the Proposer as further described in Section II, Proposal Submission & Stages.

Minimum qualifications will be evaluated as part of the Evaluation Criteria (see Section III, Evaluation Process & Criteria).

Each Proposer may submit only one proposal for this RFP. Identified subcontractors may be named in more than one proposal.

F. Contract Amount

Covered California may award multiple contracts pursuant to this RFP to ensure the most promising and cost-effective solution for each research project area. The total funding amount for the each year of all awarded contracts is **\$2,500,000**, with the ability to add funding subject to Covered California Board approval. The total amount for all awarded contracts during the initial three-year term is \$7,500,000.

Funding is subject to annual budget approval by the Covered California Board. Depending on shifts in Covered California goals or objectives, funding available in the resulting contract may increase by \$500,000 to \$1,500,000 per year. However, Proposers should not base its proposal on the potential for increased funding in any given year.

If full funding does not become available, Covered California may terminate or amend the agreement to reflect reduced funding and reduced deliverables.

G. Contract Term

The initial term of the contract(s) shall be for three (3) years, from **November 1, 2017 through October 31, 2020**. The contract term is subject to change.

The resulting contract(s) will be of no force or effect until signed by all parties. Performance shall not commence until a valid contract has been executed between the successful Proposer(s) and Covered California. Covered California will not pay for any services performed prior to the execution of a valid contract.

Covered California is not required to award a contract.

H. Contract Amendment

At Covered California's sole discretion, and subject to Board approval, the term of any awarded contract(s) may be extended for up to two (2) one-year extensions for the same services and annual funding at the same rates provided in the Proposer's original proposal.

I. Scope of Work

See Exhibit A, entitled "Scope of Work" (SOW), of the Model Contract for a detailed description of the services and work to be performed by the successful Proposer(s).

Included in the SOW are the following four (4) project areas:

- 1) Consumer Tracking Study of Brand Awareness, Attitudes and Knowledge;

- 2) Consumer Tracking Study of Advertising Effectiveness;
- 3) Covered California Member Survey; and,
- 4) Technical Assistance, as needed, which may include Project Management, Research Planning and Additional Research Services.

Proposers will be evaluated on their ability to address each project area.

J. Subcontractors

Given the breadth of the SOW, it is anticipated the selected Proposer(s) may need to subcontract with one or more organizations with demonstrated knowledge, experience, and capacity to fulfill the required project areas that the Proposer cannot.

If the Proposer does not have the full-service capabilities to effectively address all project areas of the SOW, they **must identify** one or more proposed subcontractors to fulfill remaining SOW areas.

Covered California reserves the right to deny any proposed subcontractor of the selected Proposer(s). Posting the "Notice of Intent to Award" does not imply Covered California's approval of proposed subcontractors, if any are named in the selected Contractor's proposal.

K. Reassignment of Personnel

Contractor shall not reassign nor substitute personnel assigned to the contract during the contract term without prior written approval from Covered California. If a Contractor's employee is unable to perform duties due to illness, resignation, or other factors beyond the Contractor's control, the Contractor shall make every reasonable effort to provide suitable substitute personnel.

Substitute personnel shall not automatically receive the hourly rate of the individual or position being replaced. Covered California and the selected Proposer(s) shall negotiate the hourly rate of any substitute personnel to the contract. The hourly rate negotiated shall be dependent, in part, on the experience and skills of the proposed substitute personnel; however, the negotiated rate shall not exceed the hourly rate stated in the contract.

Covered California reserves the right to remove any Contractor employee from performing work on the contract.

L. Nonexclusive Rights

Covered California does **not** grant the selected Proposer(s) exclusive rights to provide all research services during the contract period. Covered California reserves

the right to acquire research services from other agencies without infringing upon or terminating the awarded contract.

The selected Proposer(s) must collaborate with existing and future Covered California contractors, including research, sales, public relations and advertising agencies, subcontractors and consultants.

M. News Releases and Social Media

By submitting a proposal, all Proposers and subcontractors agree they will not issue news releases nor make statements to the news media or through social media channels pertaining to this RFP, their proposals, the contract, or work resulting therefrom, without first obtaining prior approval from Covered California.

N. Key Action Dates

Proposers are advised of the key dates and times shown below and are expected to adhere to them. All times noted in this document are Pacific Time (PT).

KEY ACTION DATES

Request for Proposal Release Date:	August 17, 2017
Proposers' Conference Registration and Questions Due:	August 25, 2017 by 3:00 PM
Proposers' Conference Webinar:	August 30, 2017 at 2:00 PM
Proposers' Conference Materials and Responses Posted By:	September 7, 2017
Stage 1 Proposals Due:	September 15, 2017 by 3:00 PM
Stage 2 Proposals Due:	October 6, 2017 by 3:00 PM
Stage 2 Presentations:	October 10-12, 2017
Notice of Intent to Award:	Week of October 16, 2017
Estimated Term Dates:	November 1, 2017 to October 31, 2020 (with two, one-year extensions possible through October 31, 2022)

Covered California reserves the right to amend dates at any time during the RFP process.

It is the Proposers' responsibility to check for notices and addenda for this RFP on the HBEX website (<http://hbex.coveredca.com/solicitations/>) throughout the RFP process.

O. Contact

For questions regarding this RFP, send emails to HBEXSolicitation@covered.ca.gov. The subject line must include: RFP 2017-02. See Section IV.B., Submission of RFP Materials for mailing address. *Phone calls will not be accepted.*

P. Proposers' Conference Webinar

Covered California will conduct a Proposers' Conference Webinar on **August 30, 2017, from 2:00 PM to 3:30 PM.**

Prospective Proposers and potential subcontractors are not required, but are strongly encouraged to participate. The purpose of the conference is for Covered California to provide an overview of its mission, discuss the RFP process, and give prospective Proposers an opportunity to ask questions about proposal preparation and submission.

To register for the Proposers' Conference, send an email to HBEXSolicitation@covered.ca.gov by **August 25, 2017 by 3:00 PM.** The business name, the name(s) and contact information of those attending, must be clearly identified.

Webinar information will be provided upon registration. Remarks and explanations expressed during the Proposers' Conference shall not take precedence over the written provisions in the RFP documents and are not binding unless confirmed in writing by Covered California in an RFP addendum and posted on the [HBEX website](#).

Q. Proposers' Questions

Questions sent in advance will be answered at the Proposers' Conference and must be submitted to HBEXSolicitation@covered.ca.gov by **August 25, 2017 by 3:00 PM.** Proposers must provide sufficient specific information to enable Covered California to identify and respond to their questions.

Responses to questions received during the Proposers' Conference will be posted on the [HBEX website](#) by close of business on **September 7, 2017.**

Proposers who fail to report a known or suspected problem with the RFP or who fail to seek clarification or correction of the RFP do so at their own risk.

In its sole discretion, Covered California may contact a Proposer to seek clarification or additional information regarding any question received.

II. PROPOSAL SUBMISSION & STAGES

A. Overview

This section contains a description of the required documentation for Proposal submissions. See Section III, Evaluation Process & Criteria, for details on the scoring benchmarks. See Section IV, Submission Requirements, for formatting and submission address.

B. Stage 1: Eligibility & Capabilities Requirements

Overall Instructions: Complete items as directed below. Utilize the Proposer Checklist (Attachment 9) to ensure all documents are included in Stage 1 submission.

Scoring: After review and evaluation of Stage 1 submittals, those Proposers receiving a minimum overall rating of “Meets” will advance to Stage 2. Proposers receiving a minimum of “Meets with Exceptions” may advance to Stage 2, at the sole discretion of Covered California.

Attachments 1 through 6 will be used to determine eligibility and will be scored on a pass/fail basis. Scoring benchmarks for Attachments 7 through 11 are provided in Section III, Evaluation Process & Criteria.

Stage 1 Proposals must be submitted no later than **September 15, 2017 by 3:00 PM** and must include the following administrative and technical requirements in this order:

- 1) **Proposal Cover Page:** Complete and sign the “Proposal Cover Page” form (Attachment 1) by a representative authorized to bind the Proposer.
- 2) **Federal Debarment Certification:** Complete and sign the “Federal Debarment Certification” (Attachment 2) by a representative authorized to bind the Proposer.
- 3) **Statement of Economic Interests:** Complete and sign the certification form showing, upon contract execution, that the selected Proposer and applicable staff agree to provide a completed Title 10, California Code of Regulations, Chapter 12, Article 1, Statement of Economic Interests (Form 700) (Attachment 3) on an annual basis. For more information, see the HBEX Conflict of Interest Code: <http://hbex.coveredca.com/resources/>, and the Fair

Political Practices Commission site: <http://www.fppc.ca.gov/>.

- 4) **Payee Data Record:** Complete and sign the Payee Data Record form STD 204 (Attachment 4) by a representative authorized to bind the Proposer.
- 5) **Contractor Certification Form:** Complete and sign the “Contractor Certification Form” (Attachment 5).
- 6) **Conflict of Interest:** Complete and sign the “Conflict of Interest” Form (Attachment 6).
- 7) **Fact Sheet:** Complete the “Fact Sheet” Form (Attachment 7).
- 8) **Proposed Account Staffing Chart:** Complete the “Proposed Account Staffing Chart” (Attachment 8), not to exceed four (4) pages, identifying the proposed day-to-day Project Lead, and primary staff (employed by Proposer or proposed subcontractors) who will be assigned to Covered California. Include the following information on the proposed staff:

Roles and Responsibilities. Provide the names, titles, whether the person is employed by the Proposer or a subcontractor, relevant education or experience that would be helpful in fulfilling the SOW, the person’s role and a brief description of duties to the Covered California account.

Covered California expects the Proposer to provide a Project Lead to coordinate all day-to-day activities by the Proposer, subcontractors, or vendors. The Project Lead must ~~be located in California and~~ be available at Covered California headquarters within 24 hours’ notice if requested.

Vacancies. List any vacancies or positions which would be filled or created upon award of the contract. Indicate the anticipated duties they would perform.

Resumes. In addition to “Proposed Account Staffing Chart,” include resumes of all identified personnel listed. Resumes are limited to one page per person.

- 9) **Proposer’s Minimum Qualifications:** In a narrative, not to exceed four (4) pages, describe how the Proposer’s prior experience and capabilities demonstrate its ability to provide the specified research services to Covered California. Include sufficient information to confirm the Proposer meets the minimum qualifications for submitting a proposal outlined in Section I.E., Minimum Qualifications. Describe and provide examples of the Proposer’s overall capability and resources as they relate to the general requirements set forth in the SOW, including:

- a) Ability to manage the project and the risks involved;
- b) Ability to complete projects on time and within budget; and,
- c) Ability to provide high quality deliverables.

10) **Key Subcontractor's Capabilities and Experience:** In a narrative, not to exceed two (2) pages per subcontractor who will complete a major portion of a project area, describe how the subcontractor's prior experience and capabilities demonstrate its ability to provide these research services to Covered California.

11) **Addressing Covered California's Research Needs:** In a narrative, not to exceed three (3) pages, provide an explanation of the Proposer's understanding of the issues Covered California is facing with its research strategy and processes. Explain how the Proposer would provide technical assistance to improve and maximize Covered California's quantitative research and evaluation strategic planning, development and implementation.

C. Stage 2: Research Assignments, Cost Proposal and Presentation

Overall Stage 2 Instructions: Each Proposer that advances to Stage 2 will be contacted to schedule a time to present its Research Assignments and Cost Proposal at Covered California headquarters in Sacramento on **October 10-12, 2017**. Utilize the "Proposer Checklist" (Attachment 9) to ensure all documents are included in the Proposer's Stage 2 submission.

Scoring: The Research Assignments, Cost Proposal, Presentation, and Client References will be reviewed and evaluated by Covered California using the Rating Chart shown in Section III, Evaluation Process & Criteria.

The following materials, *except the Presentation*, must be received by Covered California no later than **October 6, 2017 by 3:00 PM**. Stage 2 includes the following:

- 1) **Research Assignments:** Complete the "Research Assignments" (Attachment 10) as directed. Utilize the "2016 Member Survey" (Attachment 11) as a resource, if needed.
- 2) **Cost Proposal:** Complete the "Cost Proposal" Form (Attachment 12).
- 3) **Presentation:** Develop a presentation (e.g. Microsoft PowerPoint) that addresses the Research Assignments and Cost Proposal. Provide ten (10) hard copies and one digital version on CD of the presentation when arriving at the scheduled time to present.

The time limit for each presentation is **two (2) hours**, including introductions and questions. At least **30 minutes** must be allocated at the end for Covered

California to ask questions. Time limits will be strictly adhered to, and it is the responsibility of the Proposer to monitor its time accordingly. Any sections not presented due to the time limit will be evaluated as “Does Not Meet” (see Section III, Evaluation Process & Criteria, for more details).

At a minimum, the proposed Project Lead must should attend in-person and play a major role in the presentation. ~~All other~~ Other staff listed on the “Proposed Staffing Chart” ~~are expected to~~ who can adequately address the Research Assignments should also participate in the presentation, and may do so via webinar if not attending in-person. Representative(s) from proposed subcontractors may also participate, but are not required.

Covered California reserves the right to have a follow-up conversation by phone with a Proposer if additional clarification on their Stage 2 Presentation or materials are needed.

- 4) **Client References:** Complete the “Client References” Form (Attachment 13) with up to four (4) references, one (1) per project area identified in the SOW that the Proposer is bidding on for projects that were completed by the Proposer or identified subcontractors within the past ~~two (2)~~ three (3) years.
- 5) **Project Lead Certification:** Complete and sign the “Project Lead Certification” Form (Attachment 14) binding the Proposer to provide a Project Lead to coordinate all day-to-day activities and reside in California.
- 6) **Bankruptcy and Litigation Disclosure:** Complete the “Bankruptcy and Litigation Disclosure” Form (Attachment 15).
- 7) **Certificate of Liability Insurance:** Provide a Certificate of Liability Insurance demonstrating coverage equal to or greater than \$1,000,000. (Form not provided).
- 8) **Automobile Liability Insurance:** Provide proof of Automobile Liability, including non-owned auto liability of \$1,000,000 per occurrence for persons used by Contractor for services provided pursuant to this Agreement. (Form not provided).
- 9) **Errors and Omissions Insurance:** Provide proof of Errors and Omissions Insurance presently in effect of no less than \$1,000,000 per occurrence. (Form not provided).
- 10) **Workers’ Compensation Liability Insurance:** Provide proof of Workers’ Compensation Liability Insurance. (Form not provided).

III. EVALUATION PROCESS & CRITERIA

Covered California will conduct a fair and impartial evaluation of proposals received in response to this RFP. Proposals submitted in response to this RFP will be evaluated in comparison with other submitted proposals. **Clarification may be requested via email from participating Proposers during any phase of the evaluation process.** See Section I.Q., Proposers' Questions, for additional information.

A. Best Value Analysis

For the purposes of this RFP, the proposal selected will be the one that provides the best overall value to Covered California and will most likely result in one or more contracts that fulfill Covered California's mandates to: 1) award a contract to the Proposer submitting the best value proposal that maximizes the benefits to Covered California in relation to the areas of competence, experience, cost effectiveness, and timely performance; 2) provides the greatest probability of meeting the needs of Covered California; and 3) provides actionable information through a comprehensive, high quality research program.

The proposal with the lowest price may not be selected if a higher-priced proposal provides greater overall benefit to Covered California. As part of the best value proposal evaluation process, Covered California may award one or more contracts based on the proposals submitted or establish a competitive range and hold discussions with each Proposer in the competitive range. The competitive range will be composed of the most highly-rated proposals consistent with the need for an efficient competition. If conducted, negotiations will be undertaken with the intent of allowing each Proposer the opportunity to provide the best value in specific areas identified by Covered California.

Covered California may discuss with each Proposer aspects of its proposal such as price, technical approach, and terms that could, in the opinion of Covered California, be further explained to enhance clarity. The scope and extent of discussions are a matter solely within Covered California's judgment.

B. Rating Chart

All materials and requirements not identified as pass/fail will be evaluated using the rating chart shown below:

Rating	Definition
Superior	Proposal exceptionally exceeds performance or capability requirements; proposal demonstrates extraordinary strengths that will more than significantly benefit Covered California.
Significantly Exceeds	Proposal significantly exceeds performance or capability requirements; proposal demonstrates exceptional strengths that will significantly benefit Covered California.
Exceeds	Proposal exceeds performance or capability requirements; proposal has one or more strengths that will benefit Covered California.
Meets	Proposal meets specified minimum performance or capability requirements necessary for acceptable contract performance.
Meets with Exceptions	Proposal demonstrates weak performance or capability standards necessary for minimum contract performance; proposal has one or more weaknesses that offset any strengths.
Does Not Meet	Proposal fails to meet specified minimum performance or capability requirements. Proposals with an unacceptable rating are not awardable.

C. Evaluation Criteria

1) Stage 1 Evaluation Criteria

The following items will be evaluated as pass/fail for Stage 1 proposals:

- Proposal Cover Page (Attachment 1)
- Federal Debarment Certification (Attachment 2)
- Statement of Economic Interests (Attachment 3)
- Payee Data Record (Attachment 4)
- Contract Certification Form (Attachment 5)
- Conflict of Interest (Attachment 6)

The following criteria will be used to evaluate the Proposer's Stage 1 proposal

using the Rating Chart (see Section III.B.):

Fact Sheet
<ul style="list-style-type: none">• Demonstrates a range of clients with similar evaluation and research needs as Covered California.• Demonstrates staffing capacity and annual revenue are sufficient to deliver on all elements of the SOW by Proposer and identified subcontractors.• Demonstrates experience in the identified research areas.• Demonstrates an overall range of clients and limited client turnover.

Key Personnel Qualifications
<ul style="list-style-type: none">• Demonstrates sufficient number and capacity of key personnel to handle the project area workload.• Resumes indicate the Proposer's ability to meet requirements in the SOW.• Each individual identified demonstrates an appropriate level of relevant education and experience.• Proposer (and subcontractor(s)), has sufficient levels of staffing in positions that are pertinent to the SOW project areas.• Project Lead will dedicate sufficient time to projects resulting from this RFP.• Project Lead has the experience and qualities to effectively and efficiently address the needs of multiple projects simultaneously.

Proposer Minimum Qualifications Narrative
<ul style="list-style-type: none">• Demonstrates full service capabilities and experience to deliver a broad range of research and evaluation services necessary to address the entire SOW.• Elaborates and substantiates the Proposer's experience and capabilities as described in the SOW project areas.• Demonstrates Proposer's ability to manage projects and risks, complete projects on time and within budget, and provide high quality deliverables.• Clearly identifies which project areas Proposer would provide and details which project area(s) would be provided by subcontractors.

Subcontractor Capabilities and Experience

- Elaborates and substantiates the Subcontractor's experience and capabilities.
- Each proposed subcontractor demonstrates appropriate expertise in fulfilling the specific SOW project area(s) and adds value to Proposer's team.

Addressing Covered California's Research Needs

- Demonstrates a comprehensive understanding of Covered California's research needs.
- Demonstrates experience collaborating with others to build out their research capabilities.
- Demonstrates the experience and ability to recommend application of research findings.
- Indicates Proposer understands Covered California's timeline to begin work immediately upon award of contract.

2) Stage 2 Evaluation Criteria

The following items will be evaluated as pass/fail for Stage 2 proposals:

- Project Lead Certification (Attachment 14)
- Bankruptcy and Litigation Disclosure (Attachment 15)

The following criteria will be used to evaluate the Proposer's Stage 2 proposal using the Rating Chart (see Section III.B.):

Assignment 1: Tracking Study Narrative

- Describes a solid plan to design and implement tracking surveys.
- Provides details and rationale on recommended methodology for tracking study.
- Provides thoughtful discussion of pros and cons of online surveys and methodologies to augment surveys.
- Demonstrates an understanding of study needs and recruitment parameters.
- Demonstrates current access to an online panel; the makeup of which the panel adequately represents the California target population.

Assignment 2: Advertising Tracking Study Narrative

- Demonstrates knowledge and experience in evaluating the efficacy of advertising efforts and its impact on awareness, knowledge and behavior.
- Describes a solid plan to track advertising effectiveness and provide timely, actionable data.

Assignment 3: Member Survey Narrative

- Demonstrates relevant experience with member-based research.
- Describes plan for building on the existing member survey to improve results and participation.
- Describes pros and cons of utilizing different methodologies to survey members.
- Proposed methodology and rationale for improving member surveys are sound.
- ~~Demonstrates experience providing technical assistance to various organizations in order to build their research and evaluation capacity.~~

Cost Proposal and Budget Justification

- Demonstrates best value in delivering full service in all project areas simultaneously.
- Overall, cost proposal and budget justification represent the best value for Covered California.
- Proposed budget clearly identifies all costs associated with the implementation of the SOW.
- Hourly personnel rates are competitive, budgeted according to formal education, professional experience, level of responsibility and are reasonable and directly support the SOW.
- Demonstrates cost-effective, high quality staffing and resource management to address the needs of the SOW.
- Budget justifications for each area are well thought out and reasonable, to maximize contract dollars/expenditures.

Presentation and Client References

- Demonstrates understanding of Covered California's research objectives and ability to develop a holistic strategy to support these objectives.
- Effectively displays experience and ability to provide recommendations for each assignment.
- Project Lead demonstrates his/her leadership and organizational skills.
- Each proposed subcontractor (if any) demonstrates collaborative skills and expertise in fulfilling SOW project area(s) and provides overall value to Proposer's team.
- Responses to presentation questions are addressed clearly and adequately.
- References demonstrate that the Proposer has successfully and satisfactorily completed similar work products in a timely, efficient manner.

Overall (Including All Submitted Materials and Presentations)

- The team demonstrates the best capacity to assume responsibility for project deliverables.
- Demonstrates full service capabilities to deliver on multiple projects simultaneously.
- Demonstrates team has sufficient breadth, experience and capacity to provide SOW deliverables.
- Demonstrates overall strengths in all aspects of research planning, design, implementation, analysis and reporting necessary to deliver on all elements of the SOW.
- Project Lead demonstrates sufficient capacity, experience and available time to oversee all project areas.
- Demonstrates experience in complex study design, data cleaning, and data analysis using a variety of statistical software programs and applications.
- Clearly identifies how project areas that cannot be conducted in-house would be performed by subcontractors and the capacity of proposed subcontractors to provide those services.
- Demonstrates the capacity and resources to begin implementing the SOW within first month of contract start date.
- Demonstrates that the proposed plan for developing or updating survey protocols, methodologies for implementation of surveys and data analysis will be based on current literature, emerging issues and best practices.
- Demonstrates experience providing technical assistance to various organizations in order to build their research and evaluation capacity.

IV. SUBMISSION REQUIREMENTS

A. Format Requirements

1. Copies Required

For each stage, provide one (1) hard copy marked “MASTER,” **seven (7)** hard copies, and one digital copy on a CD of all requested materials (USB memory sticks are not permitted).

Each copy of the proposal must be complete, including all the required attachments and documentation submitted in the “MASTER.” Expensive bindings, colored displays, etc., are not necessary or desired. However, it is requested that responses are bound or stapled.

The digital copy, including all attachments and exhibits, must be provided in searchable text format (e.g. Microsoft Word, searchable Adobe PDF) and free of any password or encryption protection.

2. Narrative Format

- a. Narrative portions of proposal responses should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Emphasis should be on conformance to the RFP instructions, responsiveness to the RFP requirements, completeness and clarity of content.
- b. Proposers must follow the format requirements listed below for all narrative portions of the RFP. Failure to do so may result in an entire proposal or affected section not being read or evaluated.
 - 1) Use Arial or Calibri font of at least 12-point size throughout. Exception: if a form is required that contains a smaller font.
 - 2) Print pages single-sided on letter size (8.5 by 11 inches) white paper with **1.5 line spacing**, unless otherwise noted.
 - 3) Use one-inch margins at the top, bottom, and both sides.
 - 4) 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 scored. It is not necessary to paginate the required forms.
 - 5) Place the Proposer's name in a header or footer on every page. If the Proposer's name is not already entered elsewhere on a completed certification or form, add it to a header, footer, or signature block.
 - 6) Have a person who is authorized to bind the Proposer sign each RFP attachment that requires a signature in **blue** ink. Signature stamps are not acceptable.
 - 7) Place the original signed attachments in the proposal set marked "MASTER." The additional copies may have photocopied signatures on attachments and throughout the document.

B. Submission of RFP Materials

This RFP requires Proposers to submit proposals in a sealed envelope or container when delivered to Covered California. Packages may be hand delivered to Covered

California headquarters, if desired. Sealed packages must be plainly and clearly marked on its face with: (1) RFP number and title (see below); (2) the Proposer's name and address; and (3) the words "DO NOT OPEN", as shown in the following example:

U.S. Mail, Courier, or Overnight Service
RFP 2017-02: Program Evaluation & Tracking Attention: Molly Yumikura Covered California Business Services Branch 1601 Exposition Blvd Sacramento, CA 95815 DO NOT OPEN

Proposals not submitted under sealed cover may be rejected at the sole discretion of Covered California.

C. Importance of Meeting Deadlines

Proposers are responsible and assume all risks for the delivery and receipt by Covered California of all submissions prior to the submission deadline. If a Proposer mails or otherwise ships the submission via a generally recognized approved transportation entity such as the U.S. Postal Service, Federal Express, United Parcel Service, etc. and provides Covered California with the entity's package tracking information and the tracking information indicates its delivery at Covered California by the submission deadline, the package will be considered to have arrived on time. U.S. Postal Service postmarks or other indications of mailing shipment, however, will not be accepted as proof of timely delivery. Faxed or electronic submissions will not be accepted. The stated deadlines for submitting and receipt of all materials to Covered California will be strictly enforced. Submissions that are incomplete or received after the stated deadline will not be reviewed.

D. Proposal Errors, Deviations, and Modifications

1. Proposal Errors

An error in a Proposal may cause the rejection of that proposal; however, Covered California may, at its sole discretion, retain the proposal and make certain corrections. In determining if a correction will be made, Covered California will consider the conformance of the proposal to the format and content required by the RFP, and any unusual complexity of the format and content required by the RFP.

- a. If the Proposer's intent, as determined by Covered California, is clearly established based on its review of the Proposer's Stage 1 or Stage 2 proposal submittal, Covered California may at its sole discretion, correct an error based on that established intent.
- b. Covered California may, at its sole discretion, correct obvious clerical errors.
- c. A Proposer may withdraw its proposal by submitting a written withdrawal request to Covered California, signed by the Proposer or an authorized agent. Proposals may not be withdrawn subsequent to the submission deadline without cause.
- d. Covered California reserves the right to reject any proposal that does not satisfy the requirements set forth in the RFP. Before submitting a response to this RFP, Proposers should review, correct all errors, and confirm compliance with the RFP requirements.
- e. No oral understanding or contract shall be binding on either party.
- f. Covered California reserves the right to contact any Proposer at any stage of the proposal process to collect additional clarifying information, if deemed necessary and appropriate by Covered California.

2. Deviations and Modifications

A Proposer may only modify a proposal after submission by withdrawing its original proposal and resubmitting a new proposal if it is received prior to the submission deadline. Proposer modifications offered in any other manner, oral or written, will not be considered.

No changes, modifications, corrections, or additions may be made to proposals once a submission deadline has passed.

Covered California may, at its sole discretion, waive any immaterial deviation or defect in a submission. However, the waiver of an immaterial deviation or defect in a submission will in no way modify the document or excuse the Proposer from full compliance with the RFP requirements if awarded the contract. Items may be considered "immaterial" by Covered California if, for example, they do not affect the amount of the Cost Proposal, or if allowing the deviation does not give a Proposer an advantage or benefit that would not be granted to all other Proposers.

E. Property of Covered California

Upon opening, all documents submitted in response to the RFP become the property of the State of California.

Submission materials will not be returned to the Proposer. All proposed ideas or adaptations of the ideas contained in any submission become the property of Covered California and Covered California reserves the right to use them. Acceptance or rejection of the submission will not affect this right in any way.

F. Cost of Submissions

Costs for developing and submitting proposals are entirely the responsibility of the Proposer and shall not be chargeable to Covered California.

G. Assumptions

The Proposer shall provide a copy of the Exhibits of the Model Contract (see Section VII, Exhibits Table of Contents) using red line edits as part of their Stage 2 submission if the Proposer is making any assumptions about the SOW, the responsibilities of the Proposer and Covered California, and any other issues relevant to the Proposer's offer and ability to do the work for the proposed cost.

V. CONTRACT AWARD

A. Notice of Intent to Award

Award of the contract, if awarded, will be to the most responsive and qualified Proposer(s) based on scoring criteria detailed in Section III, Evaluation Process & Criteria. If two or more finalists are tied, Covered California, at its sole discretion, may request a best and final offer for a cost proposal from each finalist.

A Notice of Intent to Award identifying the selected Proposer(s) will be posted on the [HBEX website](#) and at the entrance of the Covered California headquarters for a period of five (5) working days prior to the protest deadline. All Stage 2 finalists will be notified by email regarding the contract award decision on the same day the Notice of Intent to Award is posted.

B. Exemption of Public Records Act

Government Code Section 100508(a)(1) exempts from disclosure under the Public Records Act all deliberative processes, communications, or portions of negotiations with entities contracting or seeking to contract with Covered California and entities

with which Covered California is considering a contract.

C. Covered California Rights

1) Rejection of All Proposals

Deviations may cause a proposal to be deemed non-responsive and not to be considered for award. Covered California may reject any or all proposals and/or may waive any immaterial deviation or defect in a proposal. Covered California's waiver of any immaterial deviation or defect shall in no way modify the RFP documents or requirements and shall not excuse the Proposer from full compliance with the RFP specifications if awarded a contract.

FINAL PROPOSALS NOT RECEIVED BY THE DATE AND TIME SPECIFIED IN SECTION I.O, KEY ACTION DATES, OR THAT ARE NOT SEALED, will remain unopened and, if delivery is accepted, will be maintained separately from proposals that have been timely received. Proposals received after expiration of the deadline may only be opened and considered upon written approval of Covered California's Executive Director or his/her designee specifying the reason(s) for acceptance and consideration of the untimely proposal.

Issuance of this RFP in no way constitutes a commitment by Covered California to award a contract. Covered California reserves the right to reject any or all proposals, or portions of proposals, received in response to this RFP, or to amend or cancel this RFP at any time. In the event of such cancellation, Covered California may reissue the RFP at a later date.

2) Non-Responsive Proposals

A proposal may be deemed non-responsive and subsequently rejected if any of the following occur:

- a. A submission is received after the exact time and date set forth in Section I.N., Key Action Dates, for receipt of each submission.
- b. The Proposer fails to meet any of the eligibility requirements specified in Section I.E., Minimum Qualifications.
- c. The Proposer fails to submit or fails to complete and sign any required Attachments as instructed in this RFP.
- d. The submission contains false, inaccurate or misleading statements or references.

- e. The Proposer is unwilling or unable to fully comply with the proposed contract provisions.
- f. The Proposer supplies conditional cost information, incomplete cost information, or cost information containing unsigned/uninitiated alterations or irregularities.
- g. The Proposer is not listed with the California Secretary of State (SOS).
- h. The Proposer is on a prohibited list due to tax delinquencies by the California Franchise Tax Board (FTB) and/or Board of Equalization (BOE).

Covered California reserves the right to consider contractor's past performance with Covered California in its selection of a Proposer pursuant to this RFP.

Covered California reserves the right to reject a proposal based on the Proposer's failure to comply with a requirement in a prior contract, or cooperative agreement with the State of California.

3) Business in Good Standing

Proposer acknowledges that when agreements are to be performed in the State of California by corporations or vendors, Covered California will verify, prior to awarding any State contract, the following information in order to ensure that all obligations due to the State fulfilled:

Corporation in Good Standing

Covered California will verify with the SOS that the Proposer is a corporation currently qualified to do business in California. To learn more about qualifying to do business in California, visit <http://www.sos.ca.gov/>.

"Doing business" is defined in California Revenue and Taxation Code Section 23101 as actively engaging in any transaction for the purpose of financial or pecuniary gain or profit. Although there are some statutory exceptions to taxation, rarely will a corporate contractor performing within the State not be subject to the franchise tax.

Both domestic and foreign (those incorporated outside of California) corporations must be in good standing in order to be qualified to do business in California.

State Tax Delinquency

Covered California will verify with the FTB and BOE that the Proposer is not on a

prohibited list due to tax delinquencies.

The proposal will be considered non-responsive if the Proposer is on either of these lists:

The list established by FTB can be found at: https://www.ftb.ca.gov/aboutFTB/Delinquent_Taxpayers.shtml.

The list established by BOE can be found at: <http://www.boe.ca.gov/cgi-bin/deliq.cgi>.

4) Verification of Proposer Information

By submitting a proposal, Proposers agree to authorize Covered California to:

- a. Verify any and all claims made by the Proposer including, but not limited to verification of prior experience and the possession of other required qualifications.
- b. Check any and all references identified by a Proposer, or other resources known by or identified by Covered California, to confirm the Proposer's business integrity and history of providing effective, efficient, competent, and timely services.

5) False or Misleading Statements

Proposals which contain false or misleading statements, or which provide references which do not support an attribute or condition claimed by the Proposer, may be rejected. If, in the opinion of Covered California, such information was intended to mislead Covered California in its evaluation of the proposal, and the attribute, condition, or capability is a requirement of this RFP, it will be the basis for rejection of the proposal.

6) Contract Execution and Performance

There is no guarantee that performance will be requested by Covered California. Work shall be performed by Contractor on an as-needed basis.

If performance is requested by Covered California, work shall begin no later than five (5) days after the contract is fully executed and a work order is signed, unless a later date is mutually agreed on by Covered California and the Contractor. Should the Contractor fail to commence work on the agreed date and time, Covered California, upon five (5) days written notice to the Contractor, reserves the right to terminate the contract. In addition, the Contractor shall be

liable to Covered California for the difference between the Contractor's proposal price and the actual cost of performing the work by a replacement contractor.

All performance required under the contract shall be completed on or before the termination date of the contract.

7) **Subsequent Solicitation**

If at any time during negotiation of an agreement with the successful Proposer, Covered California determines it is not able to reach an agreement with the successful Proposer, Covered California may, at its sole discretion, terminate the negotiations and engage with another Proposer(s) without performing a subsequent solicitation.

8) **RFP Modifications**

Covered California may, at its sole discretion, modify the RFP prior to the Stage 1 or Stage 2 proposal submission deadlines by the issuance of an addendum on the website listed at <http://hbex.coveredca.com/solicitations/>.

D. Protests

General

An unsuccessful Proposer may protest the proposed award to another Proposer by following the terms and conditions outlined below. The protestant challenging Covered California's proposed award bears the burden of proof.

Grounds

Protestant must cite the specific grounds for the protest and provide all facts and citations of law sufficient to support the protest and enable the Executive Director or his/her designee to make an informed, proper decision. Covered California will determine, at its sole discretion, if the protestant has demonstrated sufficient grounds to allow the protest to be heard. Abuse of the protest process by unsuccessful Proposers for the purpose of securing confidential information about other Proposers will be rejected by Covered California.

The sole grounds for a protest are:

- Protestant reasonably believes that Covered California has acted in an arbitrary and capricious manner; and/or
- Protestant reasonably believes that Covered California committed an error in the proposal process as stated in the solicitation that is sufficiently material to justify invalidation of the proposed award.

There shall be no basis for protest if Covered California rejects all proposals.

Requirements for Protest

Protests must be submitted in writing, signed by an individual who is authorized to contractually bind the Proposer, and include all grounds and supporting facts and evidence upon which the protest is based, as well as all citations of law, rule, regulation or procedure upon which the protestant relies. Protests must be delivered to Covered California at the address indicated below by certified or registered mail or in person, in which case the protestant should obtain a delivery receipt. Protests must be *received* by Covered California no later than the close of five (5) business days after the Notice of Intent to Award has been posted.

Protests must be mailed or delivered to:

Mailing Address:
Covered California Attention: Peter V. Lee, Executive Director 1601 Exposition Blvd. Sacramento, CA 95815

The Executive Director's or his designee's decision shall be final.

E. Addition and Subtraction of Services

Notwithstanding that proposals have been submitted, at Covered California's sole discretion, the SOW may be modified prior to contract award to add or remove services through an addendum. If the date and time for submission of Stage 1 Proposals has passed as of the time the addendum is posted, and proposals have been received, Covered California, at its sole discretion, may restrict responses to the modified SOW so that only entities that submitted timely proposals in response to the initial RFP may respond to the addendum.

Throughout the term of the contract, Covered California may add or delete items in the SOW based on Covered California's ongoing needs.

F. Payment and Invoicing

Payment to Contractor(s) is contingent upon Covered California's collection of fees assessed from the Qualified Health Plans. Covered California shall bear no liability or responsibility for payment to Contractor, even for services provided and delivered, in the event payment to Covered California from the Federal government or the collection of fees assessed from the Qualified Health Plans is delayed, suspended, or terminated.

The Contractor(s) may invoice Covered California only after the successful completion and acceptance of the required work based on an approved work plan, according to the schedule detailed in the Contract. The Contractor(s) may not invoice Covered California for any costs exceeding the maximum amount identified to complete a deliverable.

G. Contract Forms and Exhibits

The selected Contractor(s) must *annually* complete and submit to Covered California the "Form 700 Statement of Economic Interest Certification" (Attachment 3) and "Payee Data Record" Form (Attachment 4).

Covered California contract forms and exhibits are available on the [HBEX website](#). Proposers should consider the Model Contract provided within the Exhibits section of this solicitation in preparing its response and ensure they will be able to comply with Covered California contract terms. The contract resulting from this solicitation will be prepared on a "Standard Agreement" (Form STD 213).

Covered California reserves the right to adjust the language in the contract awarded from this solicitation. Therefore, final contract language may deviate from the provisions provided.

If an inconsistency or conflict arises between the terms and conditions appearing in the final contract and the proposed terms and conditions appearing in this solicitation, any inconsistency or conflict will be resolved by giving precedence to the final contract.

VI. ATTACHMENTS TABLE OF CONTENTS

To view the following documents, go to the [HBEX website](#), click on the “Details & Downloads” link under RFP 2017-02, and open the selected Attachment documents.

STAGE 1

Attachment 1:	Proposal Cover Page
Attachment 2:	Federal Debarment, Suspension, Ineligibility and Voluntary Exclusion
Attachment 3:	Statement of Economic Interests (Form 700)
Attachment 4:	Payee Data Record
Attachment 5:	Contractor Certification Form
Attachment 6:	Conflict of Interest
Attachment 7:	Fact Sheet (Amended)
Attachment 8:	Proposed Account Staffing Chart
Attachment 9:	Proposer Checklist

STAGE 2

Attachment 10:	Research Assignments
Attachment 11:	2016 Member Survey (resource)
Attachment 12:	Cost Proposal (Amended)
Attachment 13:	Client References
Attachment 14:	Project Lead Certification (Amended)
Attachment 15:	Bankruptcy and Litigation Disclosure

VII. EXHIBITS TABLE OF CONTENTS

To view the following documents, go to the [HBEX website](#), click on the “Details & Downloads” link under RFP 2017-02, and open the selected Exhibit documents.

Model Contract:

Standard Agreement Form STD 213

Exhibit A:	Scope of Work (Amended)
Exhibit B:	Budget Detail and Payment Provisions
Exhibit B, Attachment 1:	Cost Worksheet (Amended)
Exhibit C:	General Terms and Conditions
Exhibit C, Attachment 1:	Résumés
Exhibit D:	Privacy and Security Requirements
Exhibit E:	Contractor Release
Exhibit F:	Travel Reimbursement Information