

Covered California RFP 2018-10: Public Relations Services

March 11, 2019

Addendum #1

Summary of Changes

Folder: RFP 2018-10: Public Relation Services

Document Name

Section

Document: Exhibit A, Scope of Work

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Contractor should consider how Covered California navigates public relations matters resulting from policies or legislation offering subsidies to the undocumented, the ~~20/20~~ 2020 election cycle, Med-Care for All, and any other single payer health care initiative.

5.2 Stage Technical Requirements and On-Site Agency Presentation

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Stage 2 involves evaluation of Technical Requirements and the On-Site Agency Presentation. All Bidders who receive a minimum overall rating of "Exceeds" will advance to the Stage 3. Bidders receiving a minimum of "Meets" may be advanced to ~~the~~ Stage 3, at the sole discretion of ~~the~~ Covered California Evaluation Team. See **Section 8.2 "Rating Chart"** for more information on the evaluation process and criteria.

Section 8.2.2 Final Stage – Cost Proposal and Oral Presentation

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Rating	Relation to Requirements	Strengths	Deficiencies	Weaknesses	Likelihood of Success	Score
Excellent	Superior attainment of all requirements	Numerous and significant in key areas	None	Minor, if any	Very High	10.0
Good	Expected to meet all requirements	Some and significant in key areas	None	Minor, but are far outweighed by strengths	High	7.5
Acceptable	Capable of meeting all requirements	Some in non-key areas	Minor	Minor, but are outweighed by strengths	Fair	5.0
Marginal	May not be capable of meeting all requirements	None, or some that are outweighed by weaknesses or deficiencies	Significant	Significant	Poor	2.5
Unacceptable	Not likely to meet all requirements	None, or some that are far outweighed by weaknesses or deficiencies	Needs major revision	Needs major revision	None	0