



NOTIFICATION OF INTENT TO AWARD COVERED CALIFORNIA

August 15, 2025

SOLICITATION #2024-21: Consumer Research Pool – SERVICE AREA 1

NOTICE OF INTENT TO AWARD

In consideration of the response to Covered California Solicitation #2024-21, Covered California announces its intent to award a contract to:

Service Area 1: Program Evaluation and Research Design

Acumen LLC 500 Airport Blvd. Suite 100, Burlingame, CA 94010	American Institute for Research 1400 Crystal Drive, 10 th Floor Arlington, VA 22202-3289
Deloitte Consulting LLP 400 Capitol Mall Suite 2700, Sacramento, CA 95814	Freed Associates 412 Yale Avenue, Kensington, CA 94708
Guidehouse Inc. 2941 Fairview Park Drive, Suite 501 Falls Church, VA 22042	Ipsos Public Affairs, LLC 2020 K Street NW, Suite 410, Washington, DC 20006
LM Policy Research LLC 1743 Connecticut Avenue, NW Suite 200, Washington DC 20009	Mathematica Inc. 600 Alexander Park, Suite 100 Princeton, NJ 08540
McKinsey & Company, Inc. Washington D.C 1200 19 th St. NW, Suite 1000, Washington, DC 20036	The Henne Group 235 Montgomery Street #723 San Francisco, CA, 94104
National Opinion Research Center 55 E. Monroe Street, 30 th Floor Chicago, IL 60603	The Urban Institute 500 L'Enfant Paza SW, Washington District of Columbia, 20024-2274
The Regents of the University of California, San Francisco c/o Office of Sponsored Research, Box 0962, 490 Illinois Street, 4 th Floor, San Francisco, CA 94143-0000	

There will be a five (5) workday period allowed for protest. The protest period commences on August 15, 2025 and ends at 5:00 p.m. Pacific Standard Time on August 22, 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.



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SOLICITATION #2024-21: Consumer Research Pool – SERVICE AREA 2

NOTICE OF INTENT TO AWARD

In consideration of the response to Covered California Solicitation #2024-21, Covered California announces its intent to award a contract to:

Service Area 2: Quantitative Research and Analytics

Alan Newman Research 1025 Boulders Parkway, Suite 401 Richmond, VA, 23225	American Institute for Research 1400 Crystal Drive, 10 th Floor Arlington, VA 22202-3289
Code for America Labs, Inc. 323 Broadway Oakland, CA 94612-2414	Culture IQ Group 4609 Kester Avenue, Unit 102 Sherman Oaks, CA 91403-6315
Deloitte Consulting LLP 400 Capitol Mall Suite 2700, Sacramento, CA 95814	Freed Associates 412 Yale Avenue, Kensington, CA 94708
Gallup, Inc. 901 F Street, NW Washington DC 2004-1417	Guidehouse Inc. 2941 Fairview Park Drive, Suite 501 Falls Church, VA 22042
Ipsos Public Affairs, LLC 2020 K Street NW, Suite 410, Washington, DC 20006	LM Policy Research LLC 1743 Connecticut Avenue, NW Suite 200, Washington DC 20009
MarketCast LLC 3531 Hayden Ave., Suite 100 Culver City, CA 90232	Material USA Inc 11755 Wilshire Blvd Los Angeles, CA 90025, 9 th Floor
Mathematica Inc. 600 Alexander Park, Suite 100 Princeton, NJ 08540	McKinsey & Company, Inc. Washington D.C 1200 19 th St. NW, Suite 1000, Washington, DC 20036
National Opinion Research Center 55 E. Monroe Street, 30 th Floor	The Henne Group 235 Montgomery Street #723



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Chicago, IL 60603	San Francisco, CA, 94104
The Urban Institute 500 L'Enfant Plaza SW, Washington District of Columbia, 20024-2274	True North Research, Inc. 1592 N Coast Highway 101 Encinitas, CA 92024
The Regents of the University of California, San Francisco c/o Office of Sponsored Research, Box 0962, 490 Illinois Street, 4 th Floor, San Francisco, CA 94143-0000	

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SOLICITATION #2024-21: Consumer Research Pool – SERVICE AREA 3

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In consideration of the response to Covered California Solicitation #2024-21, Covered California announces its intent to award a contract to:

Service Area 3: Qualitative Research and Analytics

Alan Newman Research 1025 Boulders Parkway, Suite 401 Richmond, VA, 23225	American Institute for Research 1400 Crystal Drive, 10 th Floor Arlington, VA 22202-3289
ATW Health Solutions, Inc. 625 W. Admas Street, 19 th Floor Chicago, IL 60661	Code for America Labs, Inc. 323 Broadway Oakland, CA 94612-2414
Culture IQ Group 4609 Kester Avenue, Unit 102 Sherman Oaks, CA 91403-6315	Culture Edge Consulting, Inc. 1215 San Elijo Road, Suite 210 San Marcos, CA, 92078
Deloitte Consulting LLP 400 Capitol Mall Suite 2700, Sacramento, CA 95814	Freed Associates 412 Yale Avenue, Kensington, CA 94708
Gallup, Inc. 901 F Street, NW Washington DC 2004-1417	Guidehouse Inc. 2941 Fairview Park Drive, Suite 501 Falls Church, VA 22042
IDEO 2525 16 th Street, San Francisco, CA, 94103	Ipsos Public Affairs, LLC 2020 K Street NW, Suite 410, Washington, DC 20006
LM Policy Research LLC 1743 Connecticut Avenue, NW Suite 200, Washington DC 20009	Material USA Inc 11755 Wilshire Blvd Los Angeles, CA 90025, 9 th Floor
Mathematica Inc. 600 Alexander Park, Suite 100 Princeton, NJ 08540	McKinsey & Company, Inc. Washington D.C 1200 19 th St. NW, Suite 1000, Washington, DC 20036



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National Opinion Research Center 55 E. Monroe Street, 30 th Floor Chicago, IL 60603	The Henne Group 235 Montgomery Street #723 San Francisco, CA, 94104
The Urban Institute 500 L'Enfant Plaza SW, Washington District of Columbia, 20024-2274	The Regents of the University of California, San Francisco c/o Office of Sponsored Research, Box 0962, 490 Illinois Street, 4 th Floor, San Francisco, CA 94143-0000

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