



May 9th, 2025

**\*\* SOLICITATION OPPORTUNITY ALERT \*\***

**Covered California to Release Request for Proposals for Consumer Research Pool**

**Purpose of RFP:** The purpose of this Request for Proposal (RFP) 2024-21 is for Covered California to solicit proposals from qualified Proposers in order to establish a pre-approved contractor pool of qualified research organizations and/or individuals with various specialized areas of expertise from which Covered California will contract with for various research projects, called the Consumer Research Pool.

The Consumer Research Pool will provide Covered California with valuable insights into better understanding our consumers and members. Consumer research is important as Covered California continues to improve efforts to better target and engage with potential consumers, learn about our members' preferences and needs, improve the consumer experience, manage customer satisfaction, increase loyalty, and promote services to meet acquisition, retention, and population health goals.

**Anticipated Contract Term:** **Contract term will be two (2) years and eight (8) months from November 1, 2025\* to June 30, 2028\*.**

**Funding:** Up to \$16.5 million for the term of the contract, including \$5.5 million per year.

Funding for each fiscal year is subject to annual budget approval by the Covered California Board of Directors.

**Anticipated RFP Release Date:** **Week of May 19<sup>th</sup>, 2025\***  
The RFP, and any updates, will be available on Covered California's Health Benefit Exchange Solicitations website.

*\*All dates above are subject to change.*