

Questions and Answers

Solicitation No.: DCHBX-2013-0007

1. When do you expect to post the written summary of the Pre-Proposal Conference and the Q&A's from that conference?
 - a. The answers were posted on HBX website on Wednesday, June 12, 2013.
2. Can you confirm that the "cost-reimbursable component" you refer to in Section 1.18 only applies to the paid-media buy/placement?
 - a. Yes, it only applies to paid media buys/placements.
3. Is there a page limit for the Samples of Work Section or are they part of the 20 page count for that section?
 - a. This question cannot be answered due to lack of specificity.
4. Are the specific fonts, spacing requirements in addition to the page limits mentioned?
 - a. Please do not use any smaller than 12 point and use reasonable judgment to ensure that documents submitted are easily readable.
5. Under Category 6: Social Media (page 6), the RFP mentions developing a plan but not executing the plan; is the Offeror expected to execute the approved plan?
 - a. Yes
6. Will proposals that do not meet the CBE-certification goal be considered eligible?
 - a. No, proposals that have not met the CBE requirements will be considered non-responsive.
7. For aid in budgeting purposes, can you provide an estimated level of effort for this RFP? (i.e., estimated number of labor hours required, or if possible, estimated budget assigned to the overall effort)
 - a. Offerors need to estimate the level of effort and proposed budget as part of their submission.
8. In Section 3.2 of the RFP (page 16), you ask the Offeror to "make use of existing research, analyses and reports" to "identify gaps and/or future research." The RFP also states that "the Offeror must provide detailed descriptions and explanations on the types of additional strategies needed." Are you suggesting that the Offer must provide such descriptions/explanations as part of its response to the RFP? Or rather, that any research recommendations would be suggested once the Offeror has been awarded the RFP and has access to current research?
 - a. Offerors should indicate the type of future research they would conduct.

9. If you are suggesting that the Offeror must make recommendations for any additional research as part of the RFP response, please provide key existing research to help inform those recommendations.
 - a. The research currently being conducted will be shared with the successful Offeror.
10. Is there a strategic and/or business plan for your efforts that you can provide to help inform Offeror's recommendations?
 - a. No, not at this time
11. How many insurance companies do you expect will be participating in the DC exchange? Can you provide the names?
 - a. Four insurance companies have submitted products for sale on the DCHBX in 2014: Aetna, CareFirst BlueCross Blue Shield, Kaiser Permanente, and United HealthCare.
12. We understand individuals can begin enrolling October 1. When would you like the advertising and communications campaign (for enrollment) to begin?
 - a. The awareness campaign would begin well in advance of October 1, 2013. Offerors should indicate when they would begin such a campaign.
13. Can you provide the names of the community groups that have applied for the grant to help their constituents enroll in the exchange?
 - a. Those grants have not been awarded.
14. On page 7, under section 1.8 Certified Business Enterprises Notification, must eligible vendors have a certification prior to the deadline of this RFP?
 - a. Yes, the subcontractor must already be a verifiable CBE.
15. On page 7, section 1.9 Certified Business Enterprises, the RFP states that "CBE requirements are specified in Attachment D of this RFP." Can you please provide that attachment?
 - a. Attachment D will be posted on HBX website as "Attachments".
16. On page 8, section 1.12 Oral Presentation, the RFP states that Offerors should be prepared to make oral presentations during the week of June 24. However, on page 36, the RFP states that "...Offerors be prepared to make oral presentations during the week of June 17th." Could you please clarify when oral presentations will be?
 - a. Oral presentations will be scheduled as required after the RFP closes on June 24, 2013.
17. On page 9, section 1.16 Bid/Proposal Affidavit, the RFP states a copy of the Affidavit is included as Attachment B. Can you please provide that attachment?
 - a. Attachment B will be posted on HBX website as "Attachments".
18. On page 9, section 1.17 Contract Affidavit, the RFP states that a copy of the Contract Affidavit is included as Attachment C. Can you please provide that attachment?
 - a. Attachment C will be posted on HBX website as "Attachments".

19. On page 9, 1.18 Contract Type, the RFP states that this will be a firm-fixed price with a cost reimbursable component. Could you please disclose the total estimated labor budget? Additionally, could you please disclose the total estimated budget for the ad buy?
 - a. No, Offerors should estimate what they would expect to spend in labor to meet the requirements. The media buy budget will be decided by HBX and the successful Offeror.
20. On page 9, section 1.20 Mandatory Contractual Terms, the RFP states that the Contract is included in Attachment A. Could you please provide that attachment?
 - a. Attachment A will be posted on HBX website as "Attachments".
21. On page 11, section 1.26 Living Wage Requirements, the RFP states that additional information regarding the District's Living Wage Requirement is contained in Attachment H. Can you please provide that attachment?
 - a. Attachment H will be posted on HBX website as "Attachments".
22. On page 11, section 1.27, the RFP states that "...there are programmatic conditions that apply to this contract, which are contained in Attachment J." Can you please provide that attachment?
 - a. Attachment J will be posted on HBX website as "Attachments".
23. Did DCHBX work with an agency to help in the planning phase of this RFP?
 - a. Yes. DCHBX has worked with GMMB in the planning phase of this RFP.
24. On page 15 you mention that the "contractor will be expected to utilize existing and available research / data from a variety of sources through the DCHBX, consultants and researchers." Can you tell us what consultants and researchers have been engaged to date on behalf of DCHBX?
 - a. DCHBX has worked with GMMB and PerryUndem to conduct market research.
25. On page 18, Category 2: Advertising Creative Services, the RFP states that TV and radio should include "various languages" - could you please identify which languages need to be included?
 - a. TV and radio should include English and Spanish.
26. On page 20, second bullet point, the RFP states that an agency should "plan and execute events to launch, roll out and conclude campaigns..." Could you provide guidance on how many events you estimate this to be? Should we include estimated OOPs for these events?
 - a. Offerors should indicate the number and type of rollouts they intend to perform.
27. On page 20, Category 5 Online Marketing/Digital Design, under Timing, the RFP states that the SEM/SEO Plan should be started in Q1 2013. Has this phase already been started? If so, has it been completed? Will DCHBX share the plan with Offerors? Finally, can you provide the name of the agency that created the plan?
28. On page 20, Category 6 Social Media, first bullet point, the RFP states agencies should "create a dialogue with uninsured individuals and influencers in the District..." has DCHBX

already identified these "influencers?" And, will these "influencers" be speaking on behalf of the District about the plans and options?

- a. Influencers include, but are not limited to: faith leaders, health care providers, community based organizations, employers, insurance brokers and agents, elected and appointed officials in the District.
29. On page 21, Category 6 Social Media, first bullet point, the RFP states "Develop an engagement strategy that includes a plan for cultivating long-term relationship with customers/subscribers..." With whom does DCHBX want customers to cultivate relationships?
- a. DCHBX customers include individuals, families, and small businesses purchasing health insurance in the Exchange; insurance companies, insurance brokers, and third-party administrators.
30. On page 21, Category 6 Social Media, fourth bullet point, the RFP states "Interface with DCHBX on matters pertaining to customer service." Can you please provide more details to this task, including how DCHBX defines customer service, who/what will be providing customer service, and how DCHBX anticipates social media playing a part in customer service.
- a. DCHBX will assist customers through a variety of sources including a call center, on-line FAQs, and in-person assistance.
31. On page 21, Category 7, first bullet point, the RFP states "...distribution of branded enrollment kit..." - does this kit already exist, or would the chosen agency need to develop it?
- a. No, it does not exist.
32. On page 22, Category 8, first bullet point, the RFP states "Design a variety of collateral materials..." - please define "variety."
- a. Different types of materials such as brochures, palm cards, signage, etc.
33. On page 22, Category 8, second bullet point, 2nd sub-bullet point, the RFP mentions a partner website - does this website already exist? If so, who designed it?
- a. No, it does not yet exist.
34. On page 34, section 4.5 Volume II - Financial Proposal, the RFP states that the Financial Proposal must contain all cost information in the format specified in Attachment E. Can you please provide that attachment?
35. Page 19, Section 3.2, Category 3 / Page 20, Section 3.2, Category 5 - Is there a paid media budget parameter you can share?
- a. No.
36. Page 14-15, Section 3.1 - How would you prioritize the three target audiences in regards to importance of converting; Uninsured Residents, Individual Policy Owners, Small Businesses?
- a. Those are our three key target audiences in order of importance.

37. Page 19, Section 3.2, Category 3 - Do you have a predetermined return on investment threshold for Category 3: *Media Planning and Buying*?
- a. No
38. Page 19, Section 3.2, Category 3 - Will the agency have access to site analytics for media tracking?
- a. Yes.
39. Page 19, Section 3.2, Category 3 - Will the agency be allowed to conduct an added value brand awareness study pre- and post- campaign?
- a. Yes.
40. Page 20, Section 3.2, Category 5 - Will www.DC Health Link.gov be mobile optimized?
- a. Yes.
41. Page 19, Section 3.2, Category 3 - The campaign media placement timing is listed as September 2013 - December 2014, however enrollment is defined as a period of 180 days beginning October 1, 2013. Does DC Health Exchange require a media plan only for open enrollment (10/2013 - 3/2014)?
- a. The Open Enrollment period for 2014 is from Oct. 1, 2013, to March 31, 2014. The Open Enrollment period for 2015 runs from October 2014 to December 2014.
42. Page 18, 19, Section 3.2, Category 3 - Are there requirements for digital advertising much like those listed in the bullets under Category 2 for radio, television, print, and OOH? These requirements might include development of digital banner ads in various languages, designed for inclusion of video, etc.
- a. Yes.
43. General: Could you please confirm if there are any additional materials or changes made to the RFP that is posted on the DCHBX website. If so, can you please share them?
- All additional materials or changes are available at <http://hbx.dc.gov/>
44. Will the pre-proposal attendee sign-up sheet be posted or shared with potential subcontractors or prime contractors? List is posted on <http://hbx.dc.gov/>
45. Can the DC Health Benefit Exchange Authority post online (in the form of an addendum) a list of vendors wishing to subcontract specific services as part of the contract?
46. The RFP asks the bidder to identify private and public sector partners for communications and outreach. Has that already been done by the DC Health Benefit Exchange Authority? If so, can a list be provided?
- a. No, it has not.
47. In how many languages must the printed materials be translated? What are the languages?
- a. Primary materials need to be published in English and Spanish. Other translations may be required depending on the materials.

48. Section 4.4.8A (Staffing Plan) on page 31 indicates a two-page limit. Does that include the organizational chart or can it be on an additional page?
- The Organization chart may be an additional page.
49. A letter of commitment is required from each subcontractor per the 6th bullet in section 4.4.9 (Subcontractors) on page 31. Do these letters count as part of the maximum page limit for this section, or are they additional?
- The commitment letter does not count against the maximum page limit.
50. The RFP references work samples in two places. On page 28, in section 4.4.5A (Offeror Technical Response to RFP Requirements) the RFP states that samples of past work should be included as an appendix. Yet, the RFP provides a section for samples on page 30, Section 4.4.7 (Samples of Past Work of Similar Scope). Should samples be in an appendix or within the technical volume in the "Samples of Past Work of Similar Scope" section?
- Sample may be in an appendix.
51. On page 27 in section 4.2 (Proposals), the RFP indicates that one unbound and six bound copies of both the Technical and Financial volumes are required. Yet on page 34 in Section 4.5 (Volume II Financial Proposal), the RFP indicates one unbound and four bound copies of the Financial volume are required. Please clarify.
- One unbound and four bound copies are sufficient.
52. Where can we find attachment J?
- Attachment J will be posted on HBX website as "Attachments".
53. Page 28, Section 4.4.4 states that "following the narrative portion of the Executive Summary, attach documentation to show that the minimum qualifications in RFP Section 2 have been met." Is the documentation part of the two page limit for this section or can it be addressed in additional pages?
- The documentation Section 2
54. On page 20, Category 5: what does it mean to, "Conduct testing and readiness activities in support of launching new digital activities?" Would the testing/readiness activities be for the campaign's intended audience, or for the DCHBX itself?
- For external audiences.

55. In two places in the Scope of Work (Categories 4 and 6), “integrated marketing campaign” is mentioned, is that synonymous with Category 1, MARKETING/COMMUNICATIONS STRATEGY SUPPORT, or is it something different altogether? Here are the places that mention it:

- Category 4: Develop and execute a public relations plan that parallels the goals and objectives of the integrated marketing campaign
- Category 6: Recommend platforms suitable for the various target audiences that parallel the integrated marketing campaign

a. They refer to the same item.

56. On page 29, 4.4.6.A: A. The Offeror shall describe its overall experience and past performance in providing services similar to those solicited. How is this different from the last 4 bullets in section 4.4.5.B, which call for us to provide examples of our experience in similar campaigns?

a. This Section is asking for general corporate experience the vendor has related to delivering communications and marketing services similar to what we are asking for; as well as for information about the quality of performance on those contracts.

57. On page 29, 4.4.6.B: As part of its offer, each Offeror is to provide a list of all contracts with any entity of the District that it is currently performing or which has been completed within the last five years. Does “any entity of the District” include Federal work?

a. This does not include Federal work.

58. On page 5 1.3, If electronic versions on a flash drives are submitted, how should we label them given the lack of space versus a CD?

a. Price and Technical proposal must be submitted as hard copies to include two (2) electronic versions labeled Price and Technical. You may use a CD or flash drives whatever method works for you.

59. Where can we find attachment E?

a. Attachment E will be posted on HBX website as “Attachments”.

62. When you are discussing the location of the Offeror's place of business, you say that the location should be within a 100-mile radius of zip code 20001. In assuming that 20001 covers a broad area, I was just wondering is there any particular part of this zip code "vicinity" that you

were specifically referring to, or can it be within 100 miles of any place along the 20001 "border"?

- a. Offerors' place of business should be within 100 miles of the DCHBX main offices at 441 D Street, N.W., Washington D.C. 20001.

63. How familiar with the Affordable Care Act should responding firms be in order to perform the tasks described in this requirement?

- a. Responding firms should have a strong, working understanding of the Affordable Care Act provisions related to the benefits, rights, and responsibilities for individuals and small businesses, as well as provisions related to the establishment and operation of an Exchange.

64. On page 17, you mention assessing both "cultural and linguistic standards and requirements necessary..." and "reading grade level standards...". Would we be assessing these demographic characteristics by going to various establishments (businesses, schools, etc.) or would we be evaluating people on a more individual basis? (or is it really up to us how we approach this portion?)

- a. Generally speaking, materials should be written at an 8th grade reading level.

65. What is the purpose of providing six (6) copies of each of the volumes in responding to this opportunity?

- a. For internal use.

66. You mention how we are supposed to submit Volume I and Volume II in separate packages. Do they need to actually be sent out in two distinct packages or can the two individual packages be placed (each Volume within its own appropriately marked envelope) in one "all-encompassing" envelope/other container, thus enabling us to submit everything as "one package"?

- a. Volume 1 and II can be packaged together, however they must be properly named as "Volume I and Volume 2."

67. Should we include monetary incentives (e.g. gift cards) or monetary compensation for the focus group as part of our budget proposal?

- a. Yes, the cost of reasonable incentives for focus group participants should be included.

68. Do we need to include costs for equipment, room rentals, logistical needs, etc. for the media press conferences, and other events?

a. Yes, those costs should be included.

69. Can you provide more detail about the type(s) of video desired for the website, e.g. length, format, etc.? Is there existing video that can be used or will all of it need to be created?

a. Videos should be useful in educating the public about the benefits, rights, and responsibilities they have under the law; the ways in which the DC Exchange will provide them assistance in obtaining health benefits; and profile people and business owners who have used the Exchange to positive results.

70. Would we need to purchase or shoot images for the image archive?

a. Yes, the vendor would need to shoot or purchase images for use in any videos or still photographs used in DCHBX materials.

71. Please provide a copy of all attachments referenced in the RFP.

a. All attachments will be posted on HBX website as "Attachments".

72. Page 12, Section 1.29- Will a wage determination be attached to the contract awarded as a result of this RFP?

a. Yes

73. Page 12, Section 1.29- The table lists the following attachment: "Office of Local Business Development Equal Employment Opportunity Information Report and Mayor's Order 85-85: Available at www.ocp.dc.gov click on "Solicitation Attachments"". We have the following questions in connection with that document (see attached): (1) Pages 1 and 2 include certifications - do we complete and submit those as part of the proposal? (2) Pages 3-4 are an Employer Information Report - please confirm that if we have an EEO-1 for the office providing the Services, we do not need to submit this additional report. Also, is this requirement only applicable if we are selected or do we have to submit our EEO-1 with our proposal? (3) Pages 5-6 - Is the requirement to complete this form only applicable if we are selected or do we have to submit it with our proposal?

- a. Submission of the documents listed in Section 1.29 is a requirement under this contract to be considered responsive to this solicitation.
74. Page 24, Section 3.4 C- Please confirm if media purchases can be invoiced in advance.
- a. No
75. Page 24, Section 3.4- Shall the contractor provide a proposed billing schedule?
- a. No, the amount due on invoices will be paid in accordance with the Price Schedule in the contract and by presentation of a properly executed invoice.
76. Page 24, Section 3.4 D and E- Please confirm if other expenses, not included in bullets D and E are subject to cost reimbursement or included in the overall firm fixed-price amount.
- a. They are to be included in the fixed price amount.
77. Please confirm the CBE participation goal is 25% of the fixed fee component of the price.
- a. Yes, CBE participation goal is 25% of the fixed fee component of the price
78. Page 28, Section 4.4.4, last paragraph – Please confirm that the Executive Summary narrative is limited to two pages, and that the documentation to show that we meet the minimum qualifications in RFP Section 2 is outside the two-page limit.
- a. The documentation Section 2
79. Page 31, Section 4.4.9 – The lead paragraph indicates a maximum of two pages per subcontractor. The forth bullet indicates a maximum of five pages for the section. Please confirm that there is a two-page limit per sub, and that there is no page limit on the section.
- a. Five pages is the total maximum page limit for this section.
80. Page 31, Section 4.4.9, fifth bullet –Should the estimated cost of each subcontractor required by this bullet be included in the technical proposal?
- a. No prices shall be disclosed in the technical proposals. Prices shall be provided in the Price Proposal only.

81. Page 34, Section 4.5- Shall the two (2) electronic copies be placed in a separate labeled envelope submitted simultaneously, yet independent of the Financial Proposal?

a. They can be packaged whatever way is convenient for you as long as they are properly labeled.