



Request for Proposals: Market Research

Prospective Contractor Questions and Answers

Q: Is there a budget for this project? If so, what is the budget?

A: There is no specified budget for this project. Bidders should indicate the cost of their proposal.

Q: The Request for Proposal (RFP) lists different categories of participants to represent in the focus groups. Are there any participant categories you wish to exclusively participate in one focus group e.g. a focus group exclusively of Uninsured or Hispanic participants to assess their unique communication or education requirements, etc.?

A: Focus groups with consumers should be conducted separately from those with small business owners; bidders should indicate how they would assemble these groups to include the categories referenced in the RFP.

Q: For decision making purposes do you require a telephone sample with a +/- 5% margin of error at a 95% level of confidence?

A: Bidders should indicate a margin of error/level of confidence in their proposal.

Q: Does a questionnaire for the telephone survey already exist? If so, how do we obtain a copy of the questionnaire?

A: No, the bidder would develop the questionnaire, in consultation with the HBX, and include the cost of doing so in their proposal.

Q: Are there any small business or minority business requirements for this RFP? If so, what are they?

A: There are no such requirements in this RFP.

Q: What is the required size of the oversample of uninsured respondents?

A: The oversample should allow us to better understand the information needs, language and cultural competencies of uninsured individuals and to determine, generally, where the uninsured population resides in the District. The bidder should indicate how they would accomplish that goal.

Q: What are the evaluation criteria for the RFP?

A: Minimum criteria are listed in RFP as:



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- (1) Expertise in assembling and conducting focus groups that are representative of the District's diverse population;
- (2) Experience in conducting culturally sensitive population research;
- (3) Knowledge and experience in health care insurance (public and private) and delivery matters; and
- (4) Knowledge and experience working with state-based insurance exchanges or similar organizations.

Q: Would we have access to a list of uninsured DC residents?

A: No. There is no definitive list of uninsured District residents.