

Solicitation No.: DCHBX-2013-0007
Communication & Marketing Services
Pre-Proposal Conferences Q&A
(Responses to written questions to follow on 6/13/13)

Q. If the Prime is a CBE, would there still be a need for the 25% subcontractor requirement.

A. No, as long as the required goal is met.

Q. When is the oral presentation; the dates in the RFP are conflicting?

A. Oral presentations will be scheduled as required after the RFP closes on June 24, 2013.

Q. Would a PDF version of a proposal be accepted?

A. Yes.

Q. What will be considered success or the goal from an operational point of view?

A. No single goal has been established; however the objectives are to provide both education and awareness of the DCHBX and its offerings, as well as increase enrollment in health benefit plans.

Q. Are there a specific number of translation systems?

A. The District Government currently translates in approximately five (5) different languages.

Q. Does the budget include media buys?

A. No, not at this time.

Q. Will HBX make available the kind of research that is being conduct in terms of language?

A. Yes - a telephone survey will be completed as a part of research by the end of the month.

Q. Do you anticipate research being done around message testing?

A. Yes.

Q. Will the Contractor that's currently conducting the research be allowed to bid on the proposal?

A. No.

Q. Can the Government disclose the name of the contractor conducting the research?

A. Perry Udem and GMMB are the vendors who are currently conducting research for the agency.

Q. Will the research be shared with the offeror?

A. Yes, research results will be shared with the successful Offeror.

Q. If the subcontractor is pending CBE approval, can they still be used as the sub to fulfill the 25% requirement?

A. No, the subcontractor must already be a verifiable CBE.

Q. How many CBE points are assessed based on the contract?

A. The points are applied will vary based on the contractor's preference points established by the Department of Small and Local Business Development (i.e. disadvantage, women-owned, veteran, etc.)

Q. Will the attendance list be shared in a timely manner?

A. Q&A's from the Pre-Proposal conference will be posted on the HBX website on Tuesday, June 11, 2013. The attendee list will post to the website on Wednesday, June 12, 2013.

Q. Is there a form to complete that a contractor intends to submit a proposal?

A. No, it is assumed that everyone attending today is interested and will submit a proposal.

END OF Q&A