



2014 Grassroots Outreach RFP Responses to Applicant Questions

Question: The RFP states the budget range for the project will be at least \$500k and will not exceed \$1 million. How will the actual budget be determined?

Answer: It will be determined based on proposals from the contractor. The budget is intended as a framework to develop a plan.

Question: On page 2, there is a reference to “additional tasks or activities proposed.” Are these to be included in the stated budget range or is there additional budget available for them?

Answer: We prefer them to be included in the stated budget. We may have budget flexibility to include other tasks and will evaluate then when we see the responses.

Question: Can MNSure provide a list of its current stakeholders?

Answer: Yes. Current stakeholder groups vary between navigator and broker organizations, certified application counselors, grantees, non-profit organizations, health care facilities, health plans, Minnesota residents, those who are uninsured or underinsured, local media, policy makers, and the MNSure board of directors, just to name a few.

Question: The RFP seeks staff assistance and strategic counsel support for execution of the plan. For budgeting purposes, what level of support in terms of staffing events and stakeholder outreach is expected vs. what will be executed by MNSure staff?

Answer: What will be expected of the vendor vs. what will be executed by MNSure staff will likely be determined by the proposals we receive. MNSure has a robust external relations staff, but will likely rely heavily on the vendor for the purposes of outreach.

Question: Do you envision direct mail being a part of this effort?

Answer: We would be open to it assuming it is part of a larger, integrated approach.

Question: On page 17, you request an in-depth survey every six months that asks “people” to share challenges and opportunities: how do you define “in-depth survey” and among which audiences would the surveys be administered?

Answer: What you are referring to is a proposed plan by Grassroots Solutions that was selected as part of last year’s advertising campaign. Their plan was not acted on for 2013-2014 open enrollment. It is not a requirement to respond to for the purposes of this RFP.



Question: Does MNSure want outreach and engagement specific to Brokers included within this plan?

Answer: MNSure would be open to that as long as it is part of a larger, integrated approach.

Question: Question 5 on Attachment A. Are we to take this to mean that you want submitters to describe how they would use paid media and marketing approaches within the grassroots outreach campaign? In particular, we are unsure of what “describe the methodology to justify the creative and media investments and describe how a return on investments (ROI) is established and measured” means within the context of a community outreach and engagement campaign plan. Could you clarify MNSure’s expectations in this section?

Answer: This question is meant to get at the question: “how does your organization perform analysis that determines whether a campaign has been successful? For other campaigns, how have you tracked and reported your success?”

Question: For the Detailed Cost Proposal on page six, are you looking for a budget narrative in addition to the detailed cost estimates?

Answer: Yes

Question: On page 9, the MN IT Accessibility Standards section, it references: "services described above in 'Segment 3: Public Relations' ".... but we don't see that section or what MNSure is referring to. Could MNSure clarify where Segment 3 Public Relations is?

Answer: The reference to that segment was in error. The accessibility standard, as outlined in the linked document, applies to any vendors who contract with the state of Minnesota.

Question: What are anticipated volumes? Estimate either by number of recipients to be contacted or how many communication attempts (e.g. 25K phone calls per month)

Answer: It is unclear what “volumes” refers to in the context of this question. As stated in the RFP, the goal is to reaching uninsured, underinsured and all individuals and populations who need affordable, comprehensive health coverage.

Question: Do you already have some type of relationship with the recipients of the outreach campaign? This question is based on TCPA regulations to ensure we can contact those individuals who know this won't be a Telemarketing type call.

Answer: Likely not. For many of the people we intend to reach out to, this will be their first interaction with MNSure.