

Questions & Answers

| Q | Bidder Question | DHS Answer | Section | Pg. |
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| 1. | What are the key dates and timelines for the RFP? | <i>Please see the RFP for the anticipated RFP schedule.</i> | I. Purpose and Intent | 3-4 |
| 2. | Is submission of the Statement of Intent to Apply a required first step in the application process, or is submission optional? Will applicants that do not submit a Statement of Intent to Apply be permitted to submit a proposal? | <i>Responders are required to submit a Statement of Intent to Apply (Statement). If a responder fails to provide a timely Statement, the responder's proposal will be deemed non-responsive.</i> | I. Purpose and Intent | 3 |
| 3. | Is there an option to apply for more than \$250K in funding? | <i>No. There is not an option to apply for more than \$250,000 in funding.</i> | I. Purpose and Intent | 3 |
| 4. | Is the bidder responsible for putting on events or just attending/ staffing existing community events? | <i>Yes. The bidder is responsible for creating outreach opportunities as well as attending and staffing existing community events.</i> | I. Purpose and Intent; IV. Scope of Work; VI. Required Proposal Content | 3-4; 7-9; 10-11 |
| 5. | Will organizations be allowed to use funds from this grant to tie into Medicaid Unwinding? Specifically, could our marketing focus on enrolling eligible individuals for NJ FamilyCare and Medicaid Unwinding? | <i>These grant funds are specifically targeted to outreach, enrollment and retention of eligible children under the Cover All Kids Initiative. Dual messaging to families regarding Unwinding and Cover All Kids enrollment can certainly be shared especially since many children live in mixed immigrant status families and may have members both who are existing Medicaid beneficiaries as well as uninsured qualified immigrant and undocumented children.</i> | I. Purpose and Intent; VI. Required Proposal Content | 4; 10-11 |

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| 6. | Can organizations submit the proposals via email? | <i>Yes. Responders to the RFP are required to submit proposals via email, as indicated in the RFP.</i> | I. Purpose and Intent; VII. Submission of Proposal Requirements | 4; 12 |
| 7. | Please provide clarification on the requirement for "regional coverage of the state." Specifically, would providing services in two counties be considered a sufficient coverage area to qualify for this grant? Or, would a broader coverage area be necessary for eligibility? | <i>The state's intent is to ensure that all six grants cover as much of the state as possible. In the RFP response, you will explain what areas you intend to cover. The state is not asking that prospective grantees cover the entire state or beyond their current catchment, but if there is the ability to go beyond current organizational boundaries, that can be explained in the proposal. Otherwise, simply indicate where you would be providing services.</i> | VI. Required Proposal Content | 10-11 |
| 8 | What are the "state-identified key geographical areas" mentioned under the required proposal content? | <i>The state's intent is to ensure that all six grants cover as much of the state as possible. In the RFP response, you will explain what areas you intend to cover. The state is not asking that prospective grantees cover the entire state or beyond their current catchment, but if there is the ability to go beyond current organizational boundaries, that can be explained in the proposal. Otherwise, simply indicate where you would be providing services.</i> | VI. Required Proposal Content | 10 |
| 9. | Does each proposal have to include outreach such as social media, text, and email, or can it rely solely on in-person outreach? | <i>The state highly encourages bidders to incorporate in their work as many outreach modalities as possible. Please share details in RFP responses.</i> | VI. Required Proposal Content | 10-11 |

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| 10. | Are there any restrictions regarding marketing - i.e., can funds be used to produce videos, commercials, etc.? Or can they only focus on digital and paper marketing (i.e., social media, flyers, brochures, etc.)? | <i>Organizations are encouraged to use a variety of marketing strategies to achieve Cover All Kids enrollment goals. Please specify proposed strategies in the RFP response. Any marketing and messaging must use State approved content.</i> | VI. Required Proposal Content | 10-11 |
| 11. | Are the appendices listed needed only by the primary bidder, not the sub-vendor? | <i>The appendices listed are only needed by the primary bidder. The state suggests the primary bidder monitors and maintains similar documentation for subcontractors.</i> | VI. Required Proposal Content | 11-12 |
| 12. | What is an example of the requirement for charitable registration status documentation? | <i>The following are examples of acceptable evidence of charitable registration status documentation: IRS 501(c)(3) determination letter; A copy of a currently valid IRS tax exemption certificate; A statement from a State taxing body, State Attorney General, or other appropriate State Official certifying that the applicant organization has a nonprofit status and that none of the net earnings accrue to any private shareholders or individuals; A certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; Any of the above proof for a State or national parent organization and a statement signed by the parent organization that the</i> | VI. Required Proposal Content | 12 |

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| | | <i>applicant organization is a local nonprofit affiliate.</i> | | |
| 13. | Should references, as required in the appendices section, only come from the primary bidder? | <i>Yes. References should come from the primary bidder.</i> | VI. Required Proposal Content | 12 |
| 14. | Could you please confirm the requirement for references - should we provide our list of references' contact information all on one page, or is the requirement to provide a reference letter from each reference? | <i>Bidders must provide the contact information for three (3) references.</i> | VI. Required Proposal Content | 12 |
| 15. | Is there a limit on how much of the work can be subcontracted out? | <i>The state does not identify a limit on the quantity of work that can be subcontracted; however, it is helpful for this information to be included in the proposal.</i> | | |
| 16. | How will the budget be executed? Through a reimbursement model or a fixed fee for services model? | <i>The budget will be executed through a reimbursement model.</i> | | |
| 17. | Does a patient need to have a date of service for our health center to provide application assistance? Or can we do that at any time? | <i>Patient outreach and application assistance can be conducted at any time.</i> | | |
| 18. | Can companies from outside the United States apply for this grant opportunity? | <i>No. Companies from outside the United States cannot apply for this grant opportunity.</i> | | |

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| 19 | Do companies from outside of the United States need to come to the United States for meetings? | <i>Companies from outside the United States cannot apply for this grant opportunity.</i> | | |
| 20. | Can companies from outside of the United States perform the tasks related to the RFP outside the USA? | <i>No. Tasks related to the RFP cannot be performed outside the United States.</i> | | |