

UI Behavioral Insights Project RFP Questions & Answers

1. Will applicant presentations be conducted in-person, or virtually?

A: The applicant presentations will be conducted virtually via Zoom webinar, during the week of November 13 – 16, 2018.

2. Under “Instruction and Response Guidelines” in the RFP (p. 16), the direction is that prospective vendors should submit their responses in 12-point font. Does this requirement also apply to the font size included in charts and graphics?

A: No, the font size used in any charts and graphics can be smaller than 12-point, as long as it remains generally readable.

3. The RFP states that Phase One is Firm Fixed-Price. Is Phase Two also Firm Fixed-Price? Or will Loaded Labor Rates x estimated hours suffice for the example pricing for Phase Two? If not, what are the example pricing requirements for Phase Two?

A: The Center intends that Phase Two of the UI Behavioral Insights Project will be established at a Firm Fixed-Price. Prospective Contractors’ diligent and forthright completion of the requested items in Attachment (1) is intended to provide the Center and its Selection team with sufficient information to guide our understanding of anticipated costs for Phase Two [please see Attachment (1) items: (2)(b), (3)(a-d), and (4)].

With regard to pricing the requested examples of a “low-level intervention” [(3)(a)] and “moderate-level intervention” [(3)(b)], Contractors should consider all expected costs and fees, including the costs of labor. Contractors can use section (3)(d) to explain any caveats, contingencies, or other variable factors that could impact projected cost(s).

4. With regard to the itemized breakdown of all direct and indirect costs and fees requested in Attachment (1): In the description for Direct Costs, shall bidders break down the direct costs by labor category? If so, is it possible to change the table formatting (for example, horizontally), but while still providing the same level of details? Are there any additional cost details required for this submission?

A: Contractors are permitted to modify the table formatting, as long as the information requested is provided on all anticipated direct and indirect costs and

any additional fees that may apply. If the formatting is modified, the Center also would ask that prospective Contractors make the bottom line costs for each category easily identifiable.

At this time, this is all the cost detail information that is being requested; Contractors should feel free to provide more information, if they deem it relevant. Additionally, the Center reserves the right to request follow-up information from prospective Contractors after they have submitted their RFP proposals.

5. Please confirm that all travel including to pilot agencies is not reimbursable; given the uncertainty on number of off-site meetings, should vendors document their assumptions regarding the frequency of travel to participating States?

A: Prospective Contractors' assumed cost of travel should be included in their proposals. The Center would further welcome Contractors to document their assumptions regarding the frequency of travel to participating states, to explain how pricing may be affected.

6. Please clarify the distribution of interventions – are there 10 interventions total, spread across up to 10 UI pilot agencies? Or should vendors assume a smaller number of agencies, e.g., 10 interventions across 5 agencies? Assumptions here may drive the staffing needed to manage individual pilot agency interactions.

A: Indeed, there is some ambiguity with regard to the possible different pilot arrangements. For the purposes of the proposal in response to this RFP, prospective Contractors should assume the possibility of running up to 10 interventions in 10 different states.

7. With regard to the requested low and moderate-level examples in Attachment (1), items (3)(a) and (b), can you please indicate the level of detail required in this response? Should details include description of the intervention as well as the subsequent evaluation as previously described in Phase 2 parts 1 and 2?

A: The examples provided by the Contractor in (3)(a) and (b) should describe:

- The root cause focus area and the audience it is intended to address;
- The underlying behavioral insight concept (cognitive load, rewards and penalties, etc).
- The example intervention; and
- How it would be evaluated.

8. Please confirm the definition of an intervention; for example, would a single language change to a single form be considered one (1) intervention, or is the intervention a collection of changes? Further, is there a difference between a pilot and a pilot experiment?

A: An intervention includes any action or group of actions designed to impact any single root cause focus area, targeted towards a specific audience.

It is possible that a single intervention may impact more than one audience (among claimants, employers, and UI staff) and/or that it may include multiple components. The distinguishing factor between a single intervention (as opposed to two separate interventions) is the direct relatedness of the actions.

In the RFP, the term “pilot experiment” appears once: “Up to ten (10) states may be selected, with up to ten (10) interventions to pilot; individual states may participate in more than one *pilot experiment*” (emphasis added). In this sentence, “pilot experiment” has the same meaning as “intervention.” “Pilot” itself is a more general term used to encompass the participating UI agency, the intervention(s) they will implement, and the experimental nature of the project overall.

9. Should the Phase II budget only include the budget specific to each intervention, or also other fixed items such as project management?

A: When completing Phase Two budget information [Attachment (1) items: (2)(b), (3)(a-d), and (4)], prospective Contractors should include any and all anticipated costs associated with pricing each intervention – including labor, project management, and any other expected costs or fees that may be associated with those examples. Contractors can use section (3)(d) to explain any caveats, contingencies, or other variable factors that could impact projected cost(s).

10. Who is eligible to bid on this procurement?

A: Anyone can bid; this is an open procurement.

11. What is the budget envelope for the contracts (phase 1 and phase 2)?

A: Total funding for the UI Behavioral Insights Project is projected to be up to \$3 million, but could be a bit more or less depending upon available funds and priorities. This total funding amount will be expected to cover expenses including Center project staff, payment for the Contractor’s role in Phases One and Two of the project, and to provide financial support for pilot UI agencies for the implementation of interventions.

12. How many of the 35 "Corporate Experience/Expertise" points in the contractor selection criteria are awarded for BI knowledge versus UI knowledge?

A: Behavioral insights and UI knowledge are both relevant factors to consider in a prospective Contractor's "Corporate Experience/Expertise," but there is not a specific point breakdown between these two areas of knowledge within this criteria category. However, as noted in the RFP, the Center is particularly focused on the behavioral insights expertise of the Contractor.

13. Beyond reviewing and recommending edits to the state solicitation, will the contractor have the opportunity to weigh in on which states and pilot interventions are selected?

A: Yes, the Contractor will participate in reviewing the state applications, and advise the Center on which UI agencies may be a good fit for the pilot projects [see Phase One, Part 1, on p. 5-6 of the RFP].