No.	Question	Response
1	Once hired, will the Marketing Team be based in Sacramento, San Francisco or has their operational site location not been determined yet? Location will make a difference in the pool of talent available for recruitment and in the Team's convenience to work with various advertising, promotion, and other campaign vendors.	Current plans are to locate the team in Sacramento, if we're unable to find the talent need in the Sacramento market we will consider expanding the search to the SF market and consider opening an SF office.
2	Please clarify the contractors role 'to staff appropriate "go-to-market" teams consistent with Covered California's marketing strategy'.	Contractor cannot manage state employees, sign invoices or contracts therefore contractor will be indiviual contributors. Therefore the contractor will need to source resources and maybe required to provide some management of resources and work product.
3	What would be the duties of the Contractor in the course of and extended contract for a second year?	That will depend on where the resouces are located? A remote office, SF, may require that the contractor manage the teams and facilities.
4	Is the Contractor expected to write the Job Descriptions and propose salary ranges (with the approval of Covered California) for each Team position?	The short answer is yes, however we will be involved in defining roles and responsibility and determining salary ranges.
5	Does Covered Oregon have any objections to a lead firm and secondary firm working together on the proposal and contract?	I don't know Covered Oregon policy but Covered California does not.
6	To whom will the Marketing Team be reporting within Covered California or has it yet to be determined?	Yet to be determined
7	What will be the annual budget for the Marketing Team?	TBD

Marketing Recruitment Support

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Final Response to Questions

5/6/2013

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Final Response to Questions

5/6/2013

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