**STATE OF MAINE**

**Department of Professional and Financial Regulation**

*Bureau of Insurance*



**RFA# 202507108**

**Women’s Health Coverage Outreach and Education Services**

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| **RFA Coordinator** | **NAME:** | Samantha Liang |
| **TITLE:** | Expanding Access to Women’s Health Outreach Coordinator |
| **EMAIL:** | [Samantha.liang@maine.gov](mailto:Samantha.liang@maine.gov) |
| *All communication regarding the RFA must be made through the RFA Coordinator.* | | |

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| **Informational Session** | **DATE:** | September 9, 2025 |
| **TIME:** | 2:30 PM – 3:30 PM |
| **LOCATION:** | [**Microsoft Teams**](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODBkYzllZGMtODljMy00ZDA4LTliN2MtNWE1ZmZkZTk3MWRk%40thread.v2/0?context=%7b%22Tid%22%3a%22413fa8ab-207d-4b62-9bcd-ea1a8f2f864e%22%2c%22Oid%22%3a%221f651662-0262-4dc6-ab2d-978f9540dd71%22%7d) |

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| **Submitted Questions Due Date** | September 15, 2025, no later than 11:59 p.m., local time |
| *All questions must be received by the RFA Coordinator by the date and time listed above.* | |

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| **Application Submission Deadline** | **DATE:** | September 23, 2025, no later than 11:59 p.m., local time. |
| **TO:** | [Proposals@maine.gov](mailto:Proposals@maine.gov) |
| *Applications must be received electronically by the Office of State Procurement Services by the date and time listed above.* | | |

**TABLE OF CONTENTS**

|  |  |
| --- | --- |
|  | **Page** |
|  |  |
| **RFA DEFINITIONS/ACRONYMS** | **3** |
|  |  |
| **PART I OVERVIEW OF THE GRANT OPPORTUNITY** | **4** |
| 1. PURPOSE AND BACKGROUND |  |
| 1. GENERAL PROVISIONS |  |
| 1. ELIGIBILITY TO SUBMIT BIDS |  |
| 1. AWARDS |  |
| 1. CONTRACT TERM |  |
| 1. APPLICABLE LEGISLATION |  |
| 1. APPEAL OF CONTRACT AWARDS |  |
|  |  |
| **PART II ACTIVITIES AND REQUIREMENTS** | **6** |
|  |  |
| **PART III KEY PROCESS EVENTS** | **8** |
| 1. INFORMATIONAL SESSION |  |
| 1. SUBMISSION OF QUESTIONS |  |
| 1. AMENDMENTS |  |
| 1. APPLICATION SUBMISSION |  |
|  |  |
| **PART IV APPLICATION EVALUATION AND SELECTION** | **10** |
| 1. EVALUATION PROCESS – GENERAL INFORMATION |  |
| 1. SCORING PROCESS |  |
| 1. SCORING WEIGHTS |  |
| 1. SELECTION AND AWARD |  |
| 1. CONTRACT ADMINISTRATION AND CONDITIONS |  |
|  |  |
| **PART V APPLICATION FORM** | **12** |
|  |  |
| **APPENDIX A** – SUBMITTED QUESTIONS FORM | **13** |

**RFA TERMS/ACRONYMS with DEFINITIONS**

The following terms and acronyms, as referenced in the RFA, have the meanings indicated below:

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| **Term/Acronym** | **Definition** |
| **Affordable Care Act (ACA)** | The Patient Protection and Affordable Care Act and the Health Care and Education Reconciliation Act of 2010 (together referred to as the Affordable Care Act (ACA)). Section 1311(b) of the ACA requires each state to establish a Marketplace. The Made for Maine Health Coverage Act established a State-Based Health Insurance Marketplace in Maine in 2020. |
| **BOI** | Maine Bureau of Insurance |
| **CoverME.gov** | Maine’s State-Based Health Insurance Marketplace (Marketplace) website operated by the Office of the Health Insurance Marketplace. |
| **EAW** | Expanding Access to Women’s Health grant program of work supported by federal funding awarded to the State of Maine |
| **EAW Target Population** | Women in Maine between the ages of 18 and 54, from populations underrepresented in healthcare access and/or have household incomes at or below 250% FPL and are eligible for MaineCare or CoverME.gov insurance. |
| **Federal Poverty Level (FPL)** | A measure of income updated yearly by [the Department of Health and Human Services (HHS)](https://aspe.hhs.gov/topics/poverty-economic-mobility/poverty-guidelines) that’s used to determine eligibility for certain programs and benefits, like Marketplace savings, and Medicaid coverage. |
| **Health Insurance Marketplace (Marketplace)** | A platform offering qualifying health coverage for consumers, family members, and, in some cases, small businesses. |
| **MaineCare** | Maine’s Medicaid Program, which provides free and low-cost health coverage to qualified adults and children. |
| **Office of the Health Insurance Marketplace (OHIM)** | An office within the Maine Department of Health and Human Services (Department), established through the Made for Maine Health Coverage Act, which operates Maine’s State-Based Health Insurance Marketplace. |

**PART I OVERVIEW OF THE GRANT OPPORTUNITY**

## Purpose and Background

The Department of Professional and Financial Regulation (Department) is seeking applications for Women’s Health Coverage Outreach and Education Services as defined in this Request for Applications (RFA) document. This document provides instructions for submitting applications, the procedure and criteria by which the awarded Applicant(s) will be selected, and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Applicant(s).

The selected applicants will provide outreach and education services to the EAW Target Population about CoverME.gov and MaineCare coverage options and the women’s health services that are covered at low or no additional cost through those forms of coverage. The outreach and education services will augment the EAW marketing campaign, ensuring information reaches the intended audience.

## General Provisions

1. From the time this RFA is issued until award notification is made, all contact with the State regarding this RFA must be made through the RFA Coordinator identified on the cover page of this RFA. No other person/State employee is empowered to make binding statements regarding this RFA. Violation of this provision may lead to disqualification from the application process, at the State’s discretion.
2. Issuance of the RFA does not commit the Department to issue an award or to pay expenses incurred by an Applicant in the preparation of a response to the RFA. This includes attendance at personal interviews or other meetings, where applicable.
3. All applications must adhere to the instructions and format requirements outlined in the RFA and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Applications are to follow the format and respond to all questions and instructions specified in Part III of the RFA.
4. Applicants will take careful note that in evaluating an application submitted in response to this RFA, the Department will consider materials provided in the application, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Applicant (if any). The Department also reserves the right to consider other reliable references and publicly available information in evaluating the Applicant’s experience and capabilities.
5. The application must be signed by a person authorized to legally bind the Applicant and must contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
6. The RFA and the awarded Applicant’s proposal, including all appendices or attachments, will be the basis for the final contract, as determined by the Department.
7. Following announcement of an award decision, all submissions in response to this RFA will be public records, available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) ([1 M.R.S. § 401](http://www.mainelegislature.org/legis/statutes/1/title1sec401.html) et seq.).
8. In the event that an Applicant believes any information that it submits in response to this RFA is confidential, it must mark that information accordingly, and include citation to legal authority in support of the Applicant’s claim of confidentiality. In the event that the Department receives a FOAA request that includes submissions marked as confidential, the Department shall evaluate the information and any legal authority from the Applicant to determine whether the information is an exception to FOAA’s definition of public record. If the Department determines to release information that an Applicant has marked confidential, it shall provide advance notice to the Applicant to allow for them to seek legal relief.
9. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in applications received in response to the RFA.
10. If awarded a contract resulting from this RFA, vendors shall be required to disclose, in writing and in accordance with applicable Maine law, any actual or potential conflicts of interest. Such disclosure must include any financial, professional, or personal relationships. Failure to disclose a known conflict may result in disqualification, contract termination, or other remedies as provided by law.
11. All applicable laws, whether or not herein contained, shall be included by this reference. It shall be the Applicant’s responsibility to determine the applicability and requirements of any such laws and to abide by them.

## Eligibility to Submit Applications

Applicants may apply as a single entity, or as a consortium in order to serve a wider range of the targeted populations.

Eligible applicants must have an office location and dedicated staff in Maine to provide outreach and education services.

## Awards

The Department anticipates making three (3) awards at $42,000 each as a result of this RFA process. Each awarded organization will receive only $42,000, regardless of the proposed budget.

## Contract Term

The dates of the contract period for the contract(s) resulting from this RFA are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with the RFA and the contracting process. The actual contract start date will be established by a completed and approved contract.

The period of performance begins October 15, 2025, and ends September 19, 2026.

1. **Appeal of Contract Awards**

Any person aggrieved by the award decision that results from this Request for Applications may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in 5 MRSA § 1825-E and 18-554 Code of Maine Rules, Chapter 120 (found here: [Chapter 120](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/chapter-120)).  The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within 15 calendar days of receipt of notification of contract award.

**PART II ACTIVITIES AND REQUIREMENTS**

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1. **Required Activities**
   1. **EAW Outreach and Education Grantee Requirements**
      1. Demonstrates experience providing outreach and education in rural and urban settings.
      2. Demonstrates experience providing effective education to and convening of low-income and/or populations underrepresented in healthcare access through best practices and/or innovative tactics.
      3. Demonstrates experience providing education on women’s health-related topics
      4. Demonstrates experience providing education about programs or services with income-related eligibility guidelines, including CoverME.gov and MaineCare health coverage.
      5. Demonstrates experience building trust with populations underrepresented in healthcare access or who have household incomes at or below 250% FPL.
   2. **EAW Outreach and Education Services**
      1. Create an outreach and education work plan identifying the timeline, activities, and targeted outcomes to meet the deliverables within this contract.
      2. Utilizing resources provided by OHIM, develop and deliver training and/or educational activities to inform the EAW Target Population of CoverME.gov and [MaineCare eligibility](https://www.maine.gov/dhhs/ofi/programs-services/health-care-assistance), enrollment information, health insurance terminology, and covered women’s health services. Training content and materials must be approved by the OHIM prior to dissemination. Training content and materials developed will be shared in the EAW grant resource library, which will be available on CoverME.gov.
      3. Conduct outreach activities that engage the EAW Target Population to encourage enrollment in CoverME.gov and/or MaineCare insurance coverage. The awarded Applicant(s) will facilitate engagement beyond existing partnerships to have a broad reach to the target population through outreach activities, such as:
         1. Hosting public events/meetings
         2. Attending partner public event/meetings
         3. Conducting targeted messaging or phone calls
      4. Disseminate approved CoverME.gov and MaineCare coverage education and marketing materials to the EAW Target Population. Providing feedback on marketing materials may be required.
      5. Provide direct connection to [Maine Enrollment Assisters](https://www.coverme.gov/support/find-help/find-help-near-you) and the [Office of Family Independence](https://www.maine.gov/dhhs/ofi/programs-services/health-care-assistance) to support enrollment in coverage for the EAW Target Population.
      6. Participate in the OHIM EAW outreach coordination meetings, at least monthly.
2. **Allowable Use of Funds** 
   1. Funding for organizations to perform outreach and education services listed above in “Required Activities”.
3. **Non-Allowable Use of Funds**
   1. The following list contains costs that are unallowable for all CMS programs.
      1. Pre-award costs.
      2. Cost sharing or matching any other State or Federal funds.
      3. Providing services, equipment, or support that are the legal responsibility of another party under Federal, State, or Tribal law (e.g., vocational rehabilitation or education services) or under any civil rights laws. Such legal responsibilities include, but are not limited to, modifications of a workplace or other reasonable accommodations that are a specific obligation of the employer or other party.
      4. Providing goods or services not allocable to the approved project.
      5. Supplanting existing State, local, tribal, or private funding of infrastructure or services, such as staff salaries, etc.
      6. Construction.
      7. Capital expenditures for improvements to land, buildings, or equipment which materially increase their value or useful life as a direct cost except with the prior written approval of the Federal awarding agency.
      8. The cost of independent research and development, including their proportionate share of indirect costs in accordance with [45 CFR §75.476](https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-A/part-75/subpart-E/subject-group-ECFR8a7b546124f3ead/section-75.476).
      9. Profit to any recipient even if the recipient is a commercial (for-profit) organization. Profit is any amount in excess of allowable direct and indirect costs.
      10. Lobbying. Any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before Congress or any state government, state legislature or local legislature or legislative body.
          1. Per [45 CFR §75.215](https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-A/part-75/subpart-C/section-75.215), Recipients are subject to the restrictions on lobbying as set forth in [45 CFR §93](https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-A/part-93).
          2. Recipients must also comply with lobbying restrictions outlined in the applicable Appropriations Law.
      11. Costs of promotional items and memorabilia, including models, gifts, and souvenirs.
      12. Costs of advertising and public relations designed solely to promote the non-Federal entity.
      13. Certain telecommunications and video surveillance equipment. See [2 CFR 200.216](https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200/subpart-C/section-200.216) to

make sure this does apply to any proposed equipment in your application.

* + 1. Meals unless in limited circumstances such as:
       1. Subjects and patients under study.
       2. Where specifically approved as part of the project or program activity (not grantee specific), e.g., in programs providing children's services; and
       3. As part of a per diem or subsistence allowance provided in conjunction with allowable travel.
    2. Funding the provision of healthcare, including reproductive and maternal healthcare.

1. **Reporting Requirements**
   1. Outreach and Education Work Plan
      1. Documented activities, timeline, and targeted outcomes to meet deliverables identified within the contract.
      2. To be submitted one time, 14 days after the start of the Contract.
   2. Monthly progress report
      1. Monthly records of outreach and educational activities, e.g., events attended, trainings held, people educated, etc. The record should include the estimated number of individuals reached by each activity.
      2. To be submitted each month, 14 days after each month.

**PART III KEY PROCESS EVENTS**

## Informational Session

The Department will host an informational session concerning the RFA beginning at the date, time and location shown on the RFA cover page. The purpose of the Informational Session is to answer and/or field questions, clarify for Applicants any aspect of the RFA that may be necessary, and provide supplemental information to assist potential Applicants in submitting responses to the RFA. Although attendance at the Informational Session is not mandatory, it is strongly encouraged that interested Applicants attend.

## Submission of Questions

* 1. **General Instructions:** It is the responsibility of all Applicants and other interested parties to examine the entire RFA and to seek clarification, in writing, if they do not understand any information or instructions.
     1. Applicants and other interested parties should use **Appendix A** (Submitted Questions Form) for submission of questions. The form is to be submitted as a WORD document.
     2. Questions must be submitted, by e-mail, and received by the RFA Coordinator identified on the cover page of the RFA as soon as possible but no later than the date and time specified on the RFA cover page.
     3. Submitted Questions must include the RFA Number and Title in the subject line of the e-mail. The Department assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.
  2. **Question & Answer Summary:** Responses to all questions will be compiled in writing and posted on the State’s Office of State Procurement Services [Grant RFPs and RFAs](https://www.maine.gov/dafs/bbm/procurementservices/vendors/grants) website. It is the responsibility of all interested parties to go to this website to obtain a copy of the Question & Answer Summary. Only those answers issued in writing on this website will be considered binding.

## Amendments

All amendments released in regard to this RFA will be posted on the Office of State Procurement Services [Grant RFPs and RFAs](https://www.maine.gov/dafs/bbm/procurementservices/vendors/grants) website. It is the responsibility of all interested parties to go to this website to obtain amendments. Only those amendments posted on this website are considered binding.

## Application Submission

* 1. **Applications Due:** Applications must be received no later than 11:59 p.m. local time, on the date listed on the cover page of the RFA.
     1. Any e-mails containing original application submissions or any additional or revised application files, received after the 11:59 p.m. deadline, will be rejected without exception.

1. **Delivery Instructions:** Applications must be submitted electronically to the State of Maine Office of State Procurement Services at [proposals@maine.gov](mailto:proposals@maine.gov).
   1. Only applications received by e-mail will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.

Application submission e-mails that are successfully received by the [proposals@maine.gov](mailto:proposals@maine.gov) inbox will receive an automatic reply stating as such.

* 1. E-mails containing links to file sharing sites or online file repositories will not be accepted as submissions. Only e-mail application submissions that have the requested files attached will be accepted.
  2. Encrypted e-mails received which require opening attachments and logging into a proprietary system will not be accepted as submissions. It is the Applicant’s responsibility to check with its organization’s information technology team to ensure that security settings will not encrypt its application submission.
  3. File size limits are 25MB per e-mail. Applicants may submit files across multiple e-mails, as necessary, due to file size concerns. All e-mails and files must be received by the due date and time as described above.
  4. Applicants are to insert the following into the subject line of their e-mail submission: “**RFA# 202507108 Application Submission – [Applicant’s Name]**”.

1. **Submission Contents**
2. Application submissions must include the Applicant’s completed **Application Form** (found in Part V of the RFA) and all required information and attachments as stated in the form.
3. The Application Form must be submitted as a single, typed, PDF file.
4. Applicants are not to provide additional attachments beyond those specified in the RFA or Application Form for the purpose of extending their response. Materials not requested will not be considered part of the application and will not be evaluated.

**PART IV APPLICATION EVALUATION AND SELECTION**

1. **Evaluation Process – General Information**
   1. An evaluation team, composed of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFA.
   2. Officials responsible for making decisions on the award selection will ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the applications and to ensure that all contracts are awarded to the Applicants that provide the best value to the State of Maine.
   3. The Department reserves the right to communicate and/or schedule interviews/presentations with Applicants, if needed, to obtain clarification of information contained in the applications received. The Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations. Changes to applications, including updating or adding information, will not be permitted during any interview/presentation process and, therefore, Applicants must submit proposals that present their rates and other requested information as clearly and completely as possible.
   4. Failure to respond to all questions and instructions throughout the RFA may result in the application being disqualified as non-responsive or receiving a reduced score. The Department, and its evaluation team, has sole discretion to determine whether a variance from the RFA specifications will result either in disqualification or reduction in scoring of a proposal.
2. **Scoring Process:** The evaluation team will use a consensus approach to evaluate and score all sections listed below. Members of the review team will not score those sections individually but, instead, will arrive at a consensus as to assignment of points for each of those sections.
3. **Scoring Weights:** The score will be based on a 100-point scale and will measure the degree to which each application meets the following criteria.

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| --- | --- |
| **Scoring Criteria** | **Points Available** |
| Eligibility | Pass/Fail |
| Qualifications and Experience | 35 |
| Proposed Project | 40 |
| Budget | 25 |
| **Total Points** | **100 points** |

1. **Selection and Award**
   1. Notification of conditional award selection or non-selection will be made in writing by the Department.
   2. Issuance of this RFA in no way constitutes a commitment by the State to award a contract, to pay costs incurred in the preparation of a response to the RFA, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel, or any other costs incurred by the Applicant.
   3. The Department reserves the right to reject any and all applications or to make multiple awards.
2. **Contract Administration and Conditions**
   1. The awarded Applicants will be required to execute a State of Maine Service Contract with the appropriate riders as determined by the issuing Department.
   2. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Procurement Review Committee. Contracts are not considered fully executed and valid until approved by the State Procurement Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Applicants. (Referenced in the regulations of the Department of Administrative and Financial Services, [Chapter 110, § 3(B)(i)](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/chapter-110)). This provision means that a contract cannot be effective until at least 14 calendar days after award notification.
   3. Following the award, a Contract Administrator from the Department will be appointed to assist with the development and administration of the contract and to act as administrator during the entire contract period. Department staff will be available after the award to consult with the awarded Applicants in the finalization of the contract.
   4. In providing services and performing under the contract, the awarded Applicant must act as an independent contractor and not as an agent of the State of Maine.

**PART V APPLICATION FORM**

Applicants must use the Application Form embedded below to submit their application in response to this RFA.

The Application Form may be obtained in a Word (docx) format by clicking on the link below.

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**APPENDIX A SUBMITTED QUESTIONS FORM**

This form should be used by Applicants when submitting written questions to the RFA Coordinator.

If a question is not related to any section of the RFA, enter “N/A” under the RFA Section & Page Number. Add additional rows as necessary. Submit this document in WORD format, not PDF.

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| **Organization Name:** |  |

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| **RFA Section & Page Number** | **Question** |
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