

# Request for Proposals

## 2023–25 Annual CHCF Statewide Health Policy Polls

Opportunity Announced	April 27, 2023
Proposals Due	May 25, 2023, 5:00 PM (PT)
Grant Recipient Selected	June 2023
Project Begins	July 2023
Project Ends	January 2026

### About the California Health Care Foundation

The California Health Care Foundation (CHCF) is an independent philanthropy dedicated to advancing meaningful, measurable improvements in the way the health care delivery system provides care to the people of California, particularly those with low incomes and those whose needs are not well served by the status quo. We work to ensure that people have access to the care they need, when they need it, at a price they can afford. For more information, visit [www.chcf.org](http://www.chcf.org).

### Background

Since 2019, CHCF has published a [statistically representative, statewide health policy poll](#), timed to coincide with the start of the state legislative and budget cycle. Prior polls have used a probability-based online panel and address-based sampling methods to ensure adequate responses from historically hard-to-reach populations, including those with digital barriers and those who do not or prefer not to speak English. Sample sizes have been sufficient to segment and report results by race/ethnicity (including White, Latino/x, Asian, and Black), English-speaking status, income, region, and political ideology.

Topics and questions in the poll have been jointly determined by CHCF staff, key stakeholders, and a survey research partner, with an emphasis on timely issues of relevance to state policymakers. For example, past CHCF polls have explored experiences with and priorities around California's health care workforce, racial inequities in care experiences and outcomes, patient cost burdens and access challenges, and unmet social, behavioral, and physical health needs.

Prior poll findings have been summarized by a survey research partner and published as a CHCF report early in the calendar year. Results are heavily promoted by CHCF and often referenced by senior officials in [hearings](#) (PDF) and [public speeches](#), written into [legislative intent language](#) and [bill analyses](#), and [cited in the media](#).

Given manifold challenges patients experience in California's health care delivery system — including the impact of acute workforce shortages, escalating out-of-pocket costs and debt burdens, and significant care coordination issues — along with new and renewed efforts at care transformation, it is especially important to continue to understand and elevate residents' care experiences and views.

## Project Description

CHCF is conducting an open national search for a survey research partner to develop, field, and summarize results from an annual health policy poll conducted over the next three calendar years (2023–25). Questionnaire development will take place in roughly July and August of each year, survey fielding and analysis will be conducted in the fall, and final publication of results will take place in January 2024, January 2025, and January 2026.

The selected grantee will work closely with CHCF and key partners to develop a roughly 15-minute survey instrument. The grantee will then field and produce written copy summarizing results, including a [primary report](#) and up to two [supplemental briefs](#) highlighting findings among demographic groups focused on by CHCF (e.g., Californians with low incomes, Californians without a regular primary care physician).

Probability-based sampling and weighting methodologies used by the grantee will ensure adequate statistical representation of the entire adult population living in California, including historically hard-to-reach populations, such as those with low incomes, those with digital barriers, and those who do not or prefer not to speak English.

Sample sizes will be sufficient to segment and report results by race/ethnicity (including White, Latino/x, Asian, and Black), English-speaking status, income (including those with incomes less than 200% of the federal poverty level), region, and political ideology.

Key activities will include:

- Questionnaire development. Work with CHCF and key stakeholders identified by CHCF to develop and finalize questions for a roughly 15-minute survey instrument.
- Fieldwork. Conduct a probability-based, statistically representative survey of Californian adults in English, Spanish, and Mandarin. Sample sizes will be sufficient to segment and report results by race/ethnicity (including White, Latino/x, Asian, and Black), English-speaking status, income (including those with incomes less than 200% of the federal poverty level), region, and political ideology.
- Analysis. Produce and analyze survey results, including all tabulations. Provide CHCF with key insights from the data.
- Write report. Draft copy for a CHCF-branded report with all survey findings, including charts with embedded spreadsheet data, and work closely with CHCF-contracted editors and designers to finish the report.

- Supplemental briefs (if requested). Perform analysis and generate original copy for up to two supplementary briefs highlighting findings among demographics groups focused on by CHCF (e.g., Californians with low incomes, Californians without a regular primary care physician).

## Proposed Timeline

Deliverable	Date/Timeline
Opportunity announced	April 27, 2023
Proposals due	May 25, 2023
Grantee/s selected	June 2023
Project begins	July 2023
Finalize questionnaire for survey 1	August 2023
Field survey 1	September–November 2023
Final survey 1 report published	January 2024
Finalize questionnaire for survey 2	August 2024
Field survey 2	September–November 2024
Final survey 2 report published	January 2025
Finalize questionnaire for survey 3	August 2025
Field survey 3	September–November 2025
Final survey 3 report published	January 2026

## Proposals

Applicants should email an electronic proposal of *no more than 10 pages*, double-spaced, in a 12-point font by May 25, 2023, 5 PM (PT). Please submit to Diana Banki, program associate, at [dbanki@chcf.org](mailto:dbanki@chcf.org), and put “RFP Statewide Poll” in the subject line. Proposals will be acknowledged by email within 48 hours.

Proposals should include the following:

1. Project cover sheet, available at [www.chcf.org/grantinfo/solicited](http://www.chcf.org/grantinfo/solicited). This does not count toward the 10-page limit.
2. Description of survey methods that will be used for the report, including approaches to oversampling historically hard-to-reach populations, such as those with low incomes, those with digital barriers, and those who do not or prefer not to speak English.
3. A project work plan and timeline, including a list of expected project deliverables and milestones with planned completion dates or date ranges. Please explain any deviations from proposed deadlines for survey 1–3 publication.

4. Qualifications of the organization and project staff, including experience conducting health care-related surveys, especially those in California. Provide links to prior survey publications.
5. A detailed budget for the project. The budget form, which is not included in the 10-page limit, is available at [www.chcf.org/grantinfo/solicited](http://www.chcf.org/grantinfo/solicited).

## For More Information

Questions may be emailed to Diana Banki, program associate, at [dbanki@chcf.org](mailto:dbanki@chcf.org) by May 20, 2023, at 5 PM (PT). Questions received after this time cannot be guaranteed a response.

Please share this RFP with others who might be interested.