



Request for Proposals

PROPOSERS' WEBINAR FOLLOW-UP

Proposer Questions and CaIMHSA Answers

March 30, 2015

CalMHSA Statewide Phase Two PEI Programs

Program One: Reaching California’s Diverse Communities to Achieve Mental Health and Wellness

Proposer’s Webinar – Questions/Answers

SECTION A				
Executive Summary				
Q. #	RFP SEC.#	P. #	QUESTION	ANSWER
1.		p.2	Is the period of time anticipated to be two years from contract signing date, or a period no longer than two years from contract signing date until June 30, 2017? Would year two begin on July 1, 2016 or at the anniversary date of the beginning of the grant period?	The contract period is anticipated to be from July 1, 2015 to June 30, 2017.
2.		p.2	You state that there will be up to 6 organizations awarded – in case of partnerships does this translate in 6 proposals or 6 organizations?	This number refers to six organizations and not to organizations that may be a partner or subcontractor under a lead organization.
3.			Can you tell us how many awards you expect to award and what the average award amount will be?	We anticipate contracts will be awarded up to six organizations. The amount of each award will depend on the scope of work and available funding.
1.0 BACKGROUND				
4.		p. 6	On page 6, it states that the Each Mind Matters campaign will “support a movement across California to promote mental health and wellness and reduce the likelihood of mental illness, substance use and suicide.” Can you elaborate as to what the focus should be addressing for substance use? Does this specifically address the interfacing of mental health and substance use or does it encompass the substance use issue at large?	While the Phase Two Plan is broader in scope with the incorporation of substance use awareness, substance use is not part of the scope of work for Program One due to limited available resources.
5.		p.6	On p. 6 of the RFP it says that “The Phase Two Plan is broader in scope than the three original initiatives with the incorporation of: public awareness of substance use in addition to mental health issues; primary prevention activities and four Wellness Areas....” Can you provide an example of a primary prevention activity?	<i>Directing Change</i> and <i>In Your Own Voice</i> are two examples from CalMHSA’s current efforts that are considered primary prevention.

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6.			Can you clarify what you meant by substance use being "phased in"? Is the phasing up to the individual proposer or is there a timeline	The Phase Two Plan is intended to serve as a long-term guide and will be fulfilled across multiple programs, not by Program One alone. As resources become available, substance use awareness may be addressed in a future program.
7.	p.6		What does it mean to build upon the original investment? The initial CalMHSA PEI funding?	The intent of Program One is to further the dissemination of existing CalMHSA tools and resources and fill important gaps.
2.0 PURPOSE				
8.	2.1	p.7	Section 2.1, page 7, first sentence: "...tools and resources developed under the Each Mind Matters umbrella." The Each Mind Matters website include some branded campaign materials as well as a variety of tools and resource that are not specifically branded with EMM. Is the purpose of Program One to promote both the branded campaign materials AND some selection of the resources on the website that the Proposer believes are most useful for the population being targeted?	Yes.
9.	2.5.c	p. 8	Are there additional “high risk special populations” that have been identified and should be addressed in the RFP response?	Proposers are expected to describe their proposed target populations and provide supporting evidence for why they think their proposed target populations are high-risk and/or important gaps to be addressed.
3.0 MINIMUM REQUIREMENTS				
10.	3.1.a	p. 8	Can the proposer present a joint proposal from a nonprofit and for-profit entity?	Yes, partnerships between nonprofit and for-profit entities will be considered. Organizations considering partnering will need to identify a lead organization that will serve as the proposer.
11.	3.1.a	p. 8	Are for-profit entities that received contracts for ancillary services related to the original PEI projects (such as evaluation and advertising) eligible to apply as proposers for Phase II?	Yes.

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12.	3.1.a	p. 8	Are County Departments of Mental Health eligible to apply for funding?	Yes.
13.	3.1.b	p. 8	Is there a maximum allowable amount for a subcontractor?	No.
14.	3.1.b	p. 8	Is there any expectation that subcontractors will furnish part of the required match?	No.
15.			For Eligible proposers requirements – having expertise and experience in social marketing and dissemination of health promotion practices is not exclusive to only social marketing firms, correct?	That is correct.
4.0 FUNDING				
16.	4.1	p.9	What month/date do the fiscal years begin and end?	Year 1 is from July 1, 2015 to June 30, 2016, and Year 2 is from July 1, 2016 to June 30, 2017.
17.	4.1	p. 9	On page 2, Anticipated Total Available Funding, it states “... up to \$7.5 million, subject to fund availability.” Under 4.1 Funding, on page XX, the projected funding for Fiscal Years 2015-2016 through 2016-2017 is \$7.5M per year. Which is correct? Is the total funding 7.5 million per year (so 15 million total), or 7.5 million over two years?	Anticipated Total Available Funding is \$7.5M per year.
18.	4.2	p.9	Does an agency need to have a federally approved indirect rate in order to charge indirect to this grant?	No.
19.			Is the budget cost reimbursement or deliverables based?	Please refer to Exhibit H for Budget and Payment Terms.
20.			Will funds be paid to contractors in advance of deliverables being completed or only after deliverables are completed?	Please refer to Exhibit H for Budget and Payment Terms.
21.			Will proposers be required to use their existing resources, prudent reserves, and/or outside loans to fund their activities until the deliverables are completed and funds are released?	Please refer to Exhibit H for Budget and Payment Terms.

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5.0 LEVERAGING AND SUSTAINABILITY			
22.		Can the in-kind leveraging include WET or CSS funds or does it all have to be PEI funds?	Please refer to Section A, 5.3 for a description and examples of what qualifies as match.
23.	p. 9	In regard to the match requirements, please provide a few examples of what in-kind and cash match could potentially look like based on the business structures of existing contractors.	Please refer to Section A, 5.3 for a description and examples of what qualifies as match.
24.	p. 9	<p>Please clarify the difference between cash match and in-kind match. Examples would be helpful.</p> <p>I submitted a question last week asking for an explanation of the difference between cash and in-kind match. My organization did not find the description in the RFP sufficient. Will the question be addressed?</p>	Please refer to Section A, 5.3 for a description and examples of what qualifies as match.
25.	5.3 & 4 p. 9	On page 9, Section 5.3-5.4, bidders are required to commit to cash contributions. In what form or how and when would cash contributions have to be provided and confirmed? Is there a process for collecting and redistributing these funds?	Within a timeframe to be defined in the contract, CalMHSA will require some form of written documentation (e.g., Letter of Financial Commitment, MOU, grant award letter, contract) to confirm that matching funds will be realized. Contractors will be required to provide proof of match fulfillment (e.g., bank statements, financial statements) in quarterly cost reports to CalMHSA.
26.	p. 9-10	On pages 9 and 10, under 5.0 Leveraging and Sustainability, you require selected contractors to provide cash and in-kind contributions. What model have you used to design this sort of arrangement and how has it worked in the past?	Within a timeframe to be defined in the contract, CalMHSA will require some form of written documentation (e.g., Letter of Financial Commitment, MOU, grant award letter, contract) to confirm that matching funds will be realized. Contractors will be required to provide proof of match fulfillment (e.g., bank statements, financial statements) in quarterly cost reports to CalMHSA.

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27.	5.4	p. 10	Given that proposers will be required to demonstrate the ability to achieve a minimum of 30% total matching funds in each year, with an increasing cash match requirement in Year 2, can proposers exceed the minimum 30% requirement with 10% <i>or more</i> in cash and/or 20% <i>or more</i> in-kind in Year 1; and 20% <i>or more</i> in cash and/or 10% <i>or more</i> in-kind in Year 2?	Yes. Proposers are encouraged to bring additional resources above the minimum match requirement to support their proposed activities.
28.		p. 10	On page 10, Section 5.7 calls for three letters of commitment for the cash and in-kind services. Are there alternative forms or ways to demonstrate an ability to secure these commitments, recognizing that most of the sources (identified in section 5.3) have lengthy processes in place (likely to require more than 45 days) to consider grants or contracts for cash?	Please refer to Section A, 5.6 and 5.7 for information pertaining to letters of financial commitment or intent to commit. There is no minimum or maximum required number of letters of financial commitment or intent to commit.
29.		p. 10	Most corporations or foundations do not make multi-year commitments. Is CalMHSA open to alternative ways to demonstrate the cash and in-kind commitments for the second year of the contract?	If presented, alternative ways will be considered.
30.	5.6	p. 10	On page 10, Section 5.6 allows letters of commitment or intent to commit to inform CalMHSA of the projected match source. What happens if a party decides to back out of the matching fund that they committed to, presuming we are awarded the contract?	As stipulated in contract language, CalMHSA will take corrective action based on performance and circumstances.
31.	5.6	p.10	Could you please elaborate on the letter of financial commitment?	Please refer to Section A, 5.6 and 5.7 for information pertaining to letters of financial commitment or intent to commit. A sample letter can be found in Exhibit L.
6.0 SCOPE OF WORK				
32.	6.1.a	p. 10	To what extent are grantees from Phase I expected to participate in messaging and dissemination if they are not a proposer or subcontractor for Phase II? Will CalMHSA offer stipends for their participation?	It is the hope that the tools and resources developed through the original initiatives continue to be of value to and used by past program partners. No stipends will be provided for the continued use of these tools and resources.
33.	6.1.a	p. 10	Does a proposer have to reach all four Wellness Areas to be fundable?	Proposers are expected to address Diverse Communities and at least one other Wellness Area.

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34.	6.1.a	p. 10	Could you clarify and list out the “existing tools” that you expect grantees to disseminate?	Proposers are encouraged to view the CalMHSA and Each Mind Matters websites, and CalMHSA Program Resource Catalogue on the CalMHSA website, to become familiar with the range of existing tools and resources, and to incorporate the use of those tools and resources that are most relevant to their proposed Wellness Areas and target populations.
35.	6.1.a	p. 10	There is no mention of dissemination of effective resources that pre-date the original PEI projects. For suicide prevention, will there be dissemination of the National Suicide Prevention Lifeline number?	The incorporation of other proven tools and resources with CalMHSA’s tools and resources may be considered to the extent that they are relevant for their proposed Wellness Areas and target populations and demonstrate value added.
36.	6.1.a	p. 10	The RFP explains that we will be utilizing existing SDR tools and resources? Can you explain what some of these are?	Proposers are encouraged to view the CalMHSA and Each Mind Matters websites, and CalMHSA Program Resource Catalogue on the CalMHSA website, to become familiar with the range of existing tools and resources, and to incorporate the use of those tools and resources that are most relevant to their proposed Wellness Areas and target populations.
37.	6.1.a	p. 10	Can you elaborate on 6.1.a. How exactly do you expect that proposers should address working under the Each Mind Matters umbrella?	CalMHSA is looking for proposers to present a model or strategy of their own for achieving effective and consistent statewide messaging and branding under the Each Mind Matters umbrella.

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38.	6.1.a	p.10	Section 6.1.a, page 10, second sentence: "...to create a distinctive branded message that can be effective in ..." Are you asking contractors to promote the Each Mind Matters brand and campaign materials or to develop their own "distinctive branded message"?	This RFP is about promoting Each Mind Matters as a branded comprehensive campaign with consistent and recognizable messaging to support a statewide movement. This does not preclude tailored campaigns or use of adapted materials. The idea is for Each Mind Matters to serve as an umbrella that houses even specifically tailored campaigns and materials adapted to fit the unique cultural or linguistic needs of particular target populations.
39.	6.1.b	p.10	Which entity will identify the gaps that require development of new informational materials? Will it be CalMHSA or the grantee?	Proposers should identify gaps in existing tools, resources and networks.
40.	6.1.b	p.10	Will the grantees in Phase II retain rights to materials they develop?	Please refer to Exhibit I, General Terms and Conditions, Section 8. Ownership of Documents and Materials.
41.	6.1.b	p.10	Which website(s) will the grantee be expected to maintain/refine?	Proposers should propose which websites they will maintain and/or refine that will best support achieving the goals and outcomes of this RFP.
42.	6.1.c	p.11	Can you provide more details or examples on what type of training and technical assistance and level of support to counties and community stakeholders is expected?	Successful proposers shall present their model for training and technical assistance based on either existing training models developed with CalMHSA’s original investment and/or their own understanding and experience in this area.
43.	6.1.e	p.11	Could you clarify and list out the “existing networks and collaborations” that grantees ought to draw on for dissemination?	Proposers should draw upon their own knowledge of networks and collaborations to describe those that are the most relevant and beneficial for achieving the goals and outcomes of this RFP.

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7.0 EVALUATION				
44.	7.0	p.12	CalMHSA will evaluate program implementation and outcomes". Will proposers need to plan for an external evaluator of their choosing, in addition to a statewide evaluator, such as RAND?	Please refer to Section A, 9.0. It is not a requirement for proposers to conduct their own independent program evaluation. If a proposer does choose to do its own independent evaluation it would be at the proposer’s own expense.
45.			What time frame is considered short-term goal and long term goal?	Short-term outcomes should be achievable within the two-year program period. Changes in long-term outcomes are expected to be observed over a longer time period.
46.	7.1.c	p.13	On page 13, reference is made (7.1.c(2)) to increased understanding of suicide risk factors. Given that risk factors are population-based rather than individual-based (e.g., demographics that show a statistical likelihood of suicide risk vs. behavior changes that might indicate a person’s suicidality), can the applicant demonstrate increased understanding of behavioral and attitudinal changes--warning signs—rather than risk factors?	Applicants may propose additional outcomes above and beyond those that are specified in the RFP.
47.	7.1.c	p.14	Does the RFP consider ethics review and approval for the evaluation deliverables in the logic model related to short and long-term impact, and community impact?	CalMHSA does not require proposers to show proof of IRB or other ethics committee review or approval. CalMHSA assumes proposers will follow the rules and processes of their own institutions in the submission of proposals.
48.	7.2	p.15	Section 7.2 using CalMHSA standard data collection tools: Current data collection tools do not collect sexual orientation and gender identity in culturally appropriate manner. Is it possible that the data tool can be changed to improve this type of data collection?	Yes, changes are still possible as the standard data collection tools that will be used in Phase Two have not yet been finalized.
49.	7.2-4	p.15	What is the strategy on data gathering (i.e. pre-post survey) in relationship to social media/marketing strategies? Will this be a survey on a website, survey link, etc.?	Proposers should propose methods for gathering data for evaluating the implementation goals. The nature of that data can be found in the RFP Section A, 7.2.a.

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50.		Can proposed participant evaluation products be tailored differently than the original standardized stigma and discrimination evaluation products if the latter are linguistically and/or culturally inappropriate for the group?	Proposers should articulate their plans for adapting data collection tools to be linguistically and/or culturally relevant, and allocate the appropriate resources to these activities within the budget.
51.		Can the standardized evaluation documents be adapted to be culturally and linguistically appropriate for the community to be served?	Proposers should articulate their plans for adapting data collection tools to be linguistically and/or culturally relevant, and allocate the appropriate resources to these activities within the budget.
52.		Will proposers who serve communities for whom the standardized data collection instruments may be culturally and linguistically inappropriate be allowed to create data collection instruments or procedures which are culturally and linguistically appropriate? Should they allocate funds in their budget proposal for this purpose?	Proposers should articulate their plans for adapting data collection tools to be linguistically and/or culturally relevant, and allocate the appropriate resources to these activities within the budget.
53.		If the standardized data collection instruments must be used without modification will Cal MHSA or the proposing entity bear the cost of providing quality translations for those instruments into languages other than English?	Proposers should articulate their plans for adapting data collection tools to be linguistically and/or culturally relevant, and allocate the appropriate resources to these activities within the budget.
54.		Should proposers plan to provide readers and interpreters for event participants who wish to fill out event evaluation forms and who are not literate in English or another language?	Program partners are expected to conduct evaluation activities in a culturally competent manner.
55.		Where can we find CalMHSA's standard evaluation tools?	The standard data collection tools that will be used in Phase Two have not yet been finalized. Please refer to Exhibits J and K for examples.
56.	7.3	p. 15 What is the expectation on gathering qualitative data (testimonies, personal stories, etc?) Will this be collected via survey or through the third party evaluator?	Qualitative data collection will be the responsibility of the program partner. Please refer to Section A, 7.3.
57.	7.4	p. 15 Will CalMHSA use the same external evaluator as for the original PEI projects?	This has not been determined.

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58.	7.4	p. 15	Under the evaluation criteria, one of the requirements, is that the contractor “cooperate with the external evaluator.” Will there be specific information as to what that includes? It is challenging to agree to cooperate with something without knowing what that will require.	Program partners will be required to cooperate with an external evaluator around collecting and submitting quantitative data for the outcomes evaluation. Please refer to Section A, 7.4
59.			Will CalMHSA's evaluator provide training and/or guidance on how to administer the pre/post surveys if proposers don't have their own evaluator?	Yes.
8.0 QUALITY MANAGEMENT				
60.	8.1	p. 16	On page 16, Section 8.1 the RFP references a Quality Management (QM) Plan. Can you please provide more information about this plan, and does this plan replace the current quarterly reports that have been provided in the past?	Please refer to Section A, 8.0 for information about the Quality Management Plan. The Quality Management Plan does not replace any prior CalMHSA reporting requirement.
SECTION B				
1.0 LETTER OF INTENT TO APPLY				
61.	1.2	p. 18	I have a quick question regarding the LOI. According to the RFP instructions, a signature is required; however, there is no place on the fillable form for a signature. Will the email coming from an authorized representative be considered a signature?	No signature is required.
62.	1.2	p. 18	Is the LOI just the fillable form in the RFP or does a separate letter need to accompany it?	The Letter of Intent is a fillable PDF found in Exhibit A. A separate letter is not required.

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63.	1.3	p. 18	<p>When is the LOI due? There are 2 different days in the RFP-- March 23 and March 27.</p> <hr/> <p>For the LOI date – there are two different dates in the RFP – March 23rd and March 27th, I'm presuming it's the 27th? And, is that a receive-by date?</p> <hr/> <p>Section F, Exhibit A, page 33, shows that the letter of intent must be received by March 23, 2015. However, the Executive Summary, page 2 states the due date is March 27th, which you also stated a few moments ago. Will we be able to change the date on Exhibit A or will you be posting a new version of Exhibit A with the correct date?</p>	<p>The required Letter of Intent must be received on or before March 27, 2015 by 5:00 pm PDT.</p>
64.	1.3	p. 18	<p>Can the LOI be emailed or does it need to be sent via certified mail?</p>	<p>Proposers shall submit the required Letter of Intent via email to RFP@calmhsa.org or using a method that requires a confirming signature upon delivery.</p>
65.			<p>Will you confirm letter of intent is received if emailed?</p>	<p>Yes.</p>
66.			<p>Will CalMHSAs post contact information for organizations/entities/corporations submitting letters of intent?</p> <hr/> <p>It was stated on today's call that the names of organization intending to apply will be on the calmhsa website. Please let me know when this will be available for viewing.</p> <hr/> <p>When will the list of letters of intent be posted publicly?</p>	<p>Letters of Intent will be posted on CalMHSAs website within one week of the receipt date of the Letters of Intent.</p>
67.			<p>Can we add partners that we originally do not include in the intent letter after 3/27?</p>	<p>Yes.</p>
68.			<p>Do small community-based organizations who do not want to be leads but are seeking to be partners of a lead organization need to file a letter of intent?</p>	<p>No.</p>

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2.0 PROPOSAL CONTENT AND SEQUENCE				
69.	2.5-9	p. 19	On page 19, Sections 2.5-2.9 the RFP states that all charts and tables should be included under the Supplemental Documents section of the response, so that these are not counted as part of the page count for each section. Do the pages in the Supplemental Documents section need to be numbered?	Yes, every page in the proposal must be numbered consecutively from beginning to end. Please refer to Section B, 3.5.
70.	2.9.b	p.20	In the beginning, you stated this is a statewide project meant to reach populations statewide. Why does the RFP then ask (according to your PPT) for proposers to include what counties they will be working with?	Proposers should describe targeted strategies for particular counties/regions that reflect the geographic characteristics, cultural groups represented within those counties, or any other uniqueness that may require specific strategies.
71.	2.9.c	p.21	Is there a suggested page limit here or is the leveraging section intended to be incorporated into the program design section?	The Leveraging and Sustainability section falls under the Program Narrative 30 page limit.
72.	2.9.d	p.21	Section 2.9.d(2), Page 21: Based on this section it appears that proposers should design their own evaluation plan (objectives and plans for measuring these objectives) for implementation goals and for short term outcomes but not for the long-term outcomes. The data collection plan for long term outcomes would be determined by CalMHSA's evaluator. Can you confirm that this is an accurate reading of this section?	Yes, that is correct.
73.	2.9.d	p.21	The slide from the webinar describing the evaluation section of the proposal seemed to suggest that the proposal should include data collection plans for long-term outcomes suggests that the Proposer should design a plan for long-term evaluation rather than, as indicated in section 2.9.d(3), Page 21, simply describe a process for "complying with CalMHSA's data collection and reporting requirements." Do we need to design a strategy for measuring long term outcomes or simply demonstrate our capacity/willingness to implement the evaluation developed by CalMHSA?	It is not necessary for proposers to design an outcomes evaluation. Rather, program partners will be expected to cooperate with an external evaluator around collecting and submitting quantitative data for the outcomes evaluation. Please refer to Section A, 7.4.a and 7.4.b, and Section B, 2.9.d(3).
74.	2.10	p. 23	Should proposers include an evaluation component in the budget?	Please refer to Section B, 2.11.c.

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75.	2.12a	p.23	Do the financial statements need to be reviewed or audited reports, or only if applicable?	Proposers must provide a copy of their most recent compiled financial statements, reviewed or audited financial reports. Please refer to Section B, 2.12.
76.	2.12a	p.23	For financial statements, can we provide an excel sheet that shows our financial standing? We are a CBO that is very limited in funding and staff and are currently conducting strategic planning and review to ensure our infrastructure is fully developed.	Proposers must provide a copy of their most recent compiled financial statements, reviewed or audited financial reports. Please refer to Section B, 2.12.
77.	2.13	P.24	Should letters of support come from CA-based organizations, or are national/other-local-groups permitted?	Letters of Support are not limited to California-based organizations.
78.	3.2	p.24	Pg. 24 3.0 Proposal Formatting Requirements section 3.2 discusses double spacing. Are the tables, graphs and charts required to be double spaced?	Double-spacing does not apply to tables, graphs or charts.
79.	3.2	p.24	Pg. 36 Exhibit D. Should this exhibit be double spaced?	Double-spacing does not apply to any Exhibits.
80.	3.2	p.24	Pg. 37 Exhibit E. Should this exhibit be double spaced?	Double-spacing does not apply to any Exhibits.
81.	3.2	p.24	Pg. 39-40 Exhibit F. Should this exhibit be double spaced?	Double-spacing does not apply to any Exhibits.
82.	3.2	p.24	Pg. 41-44 Exhibit G. Should this exhibit be double spaced?	Double-spacing does not apply to any Exhibits.
83.	3.2	p.24	Pg, 45-46 Exhibit H. Should this exhibit be double spaced?	Exhibit H does not need to be submitted with your proposal.
84.	3.2	p.24	Pg. 48-59 Exhibit I. Should this exhibit be double spaced?	Exhibit I does not need to be submitted with your proposal.
85.	3.2	p.24	Pg. 60 Exhibit J. Should this exhibit be double spaced?	Exhibit J does not need to be submitted with your proposal.
86.	3.2	p.24	Pg. 61 Exhibit K. Should this exhibit be double spaced?	Exhibit K does not need to be submitted with your proposal.

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87.	3.5 p.24	<p>Submission of Proposals section 3.5 Every page in the proposal must be consecutively from beginning to end, including forms and appendices. Some pages in the RFP already have page numbers on them that are not editable. It is my understanding that I will start my page numbers with page one being the letter of intent to apply? Is this a correct understanding?</p>	<p>Every page should be consecutively numbered from beginning to end. If you do not have the capability to edit a pdf, then you can handwrite the page number on the forms. The Letter of Intent should not be included in the proposal. Please see Section B, 2.1 for the content and sequence of the Proposal.</p>
SECTION D			
1.0 WEBINAR			
88.	<p>Will CalMHSA post contact information for organizations registered for the proposers' webinar?</p>		<p>No.</p>
89.	<p>Will CalMHSA post answers to written questions submitted for this RFP webinar? <hr/> Will all the questions asked by participants be posted along with the responses on the CalMHSA website? If yes, when please? Will the other questions that have been asked get answered?</p>		<p>Yes, all the questions will be posted on CalMHSA’s website.</p>
90.	<p>Will this PowerPoint be available online after the webinar? Will we be able to see who participated in the webinar? <hr/> Will you provide these slides after the webinar? <hr/> Will an audio recording of this webinar be posted on-line? <hr/> Will the recording/PPT of this webinar be available. If yes, when?</p>		<p>Yes, the PowerPoint presentation is now posted on the CalMHSA website.</p>

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EXHIBITS			
Exhibit G			
91.		<p>Can the budget section (that contains salary information) be identified as confidential and sealed indefinitely (beyond the award deadline)?</p>	<p>All budget information will be reviewed. However, salary information if deemed confidential should be in a separate envelope marked “Confidential” and shall be sealed after the awards have been determined.</p>
92.	p. 41	<p>On page 41, the budget narrative asks to indicate the staff position and salary for each person proposed for the program. Are we allowed to adjust program staff costs to reflect increases in staff salary and benefits when they occur?</p>	<p>Cost of living adjustments are allowable, but must be reflected in the proposed budget and explained in the budget narrative. After a contractor is awarded, all budgetary changes must be approved by the contract manager and must be done within the same award amount.</p>
93.	B.1.a p.42	<p>It says to specify the costs per month for the duration of the program. What if these are costs that don’t occur on a monthly basis, but one or two times throughout the duration of the contract?</p>	<p>In specific cases where this may apply, contractors should provide an explanation of the circumstances.</p>
Exhibit H			
94.	p. 46	<p>On page 46, Section C states that CalMHSA may withhold up to 15% of the contract amount until after the expiration of the contract. Under what criteria is the withholding amount determined? The maximum amount would create a severe cash flow issue as this contract is for a two year period.</p>	<p>This may not apply to all contracts and is at the sole discretion of CalMHSA. Typically, only grave concerns regarding a contractor’s performance may result in CalMHSA taking such action.</p>
Exhibit I			
95.	p. 49	<p>On page 49, Section C states that insurance must be renewed for a period of at least five years after the term of the Agreement. Can we include the cost to maintain insurance for the five years after the contract is over?</p>	<p>The expense to maintain insurance beyond the contract period is not an allowable cost.</p>

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OTHER		
Contracts		
96.	Will CalMHSA negotiate scope of work, budget and partners with proposers after proposals are submitted?	Yes, CalMHSA will negotiate these terms during the contracting process for proposers that are awarded contracts.
Evaluation		
97.	Was an evaluation conducted of ReachOut.com to see if usage of the website had an effect on reducing stigma or self-stigma, or on achieving other CalMHSA objectives among transition-aged youth? If yes, what did the evaluation show, or where is the evaluation available for proposers to review?	Please refer to the evaluation page on CalMHSA’s website for available evaluation findings www.calmhsa.org/program/evaluation/ .
98.	Was an evaluation conducted of walkinourshoes.org to see if usage of the website had an effect on increasing knowledge about mental health among middle school students? If yes, what did the evaluation show, or where is the evaluation available for proposers to review?	Please refer to the evaluation page on CalMHSA’s website for available evaluation findings www.calmhsa.org/program/evaluation/ .
99.	Were any media analyses performed to determine what media placements (such as by market, daypart or program) or creative executions produced the most visits and greatest cost-efficiency at driving traffic to ReachOut.com or walkinourshoes.org ? If yes, what did the analyses show, or where are the analyses available for proposers to review?	Please refer to the evaluation page on CalMHSA’s website for available evaluation findings www.calmhsa.org/program/evaluation/ .
Each Mind Matters		
100.	Was Each Mind Matters developed or selected according to any specific social marketing theory or model, or evidence of effects from mental health campaigns in other states or countries? If yes, what theories, models, or other campaigns might have guided the development or selection of Each Mind Matters?	The decision to pursue Each Mind Matters was based on research, community input and best practices.

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101.	Are proposers able to engage Each Mind Matters as a partner, including obtaining a letter of support from EMM?	Letters of Support should come from organizations with which the Proposer has contractual or other business relationships. Please refer to Section B, 2.13.
102.	Is the proposer limited to Each Mind Matters Materials? Is it permissible to use Know the Signs or Walk in Our Shoes materials?	Proposers are encouraged to view the CalMHSA and Each Mind Matters websites, and CalMHSA Program Resource Catalogue on the CalMHSA website, to become familiar with the range of existing tools and resources, and to incorporate the use of those tools and resources that are most relevant to their proposed Wellness Areas and target populations
Materials/Resources		
103.	Are there any intellectual property rights involved with the previously created SDR materials and resources that would prohibit an applicant from using them?	<p>The CalMHSA Board approved a Statement of Principles for Licensing of Intellectual Property Rights on October 9, 2014. The statement of principles indicates that, “Each CalMHSA contract with a program partner establishes CalMHSA’s ownership of fully funded products under the contract. Exceptions or compromises were appropriately made for parties, such as universities and for the exception of claiming ownership of pre-existing work.” This statement of principles clarifies that, “...since the work of CalMHSA is for the public good, it would be appropriate to license rights to other public entities or non-profits that will use the intellectual property for the public good”. Thus, if an organization meets the criteria above, CalMHSA will in most cases be able to offer a licensing agreement that would allow applicants to utilize these materials.</p> <p>For those CalMHSA program partners that completed an Assignment of Rights or Intellectual Property agreement, we recommend that you review your agreement for the specific terms that apply to the Intellectual Property created through your contract(s) with CalMHSA.</p>

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		Another factor to consider is whether the previously created SDR materials and resources were created by your organization or another program partner. If they were created by your organization, please refer to your Assignment of Rights or Intellectual Property agreement for more information. If you intend to utilize materials created by another program partner, and your organization meets the criteria above, CalMHSA will in most cases be able to offer a licensing agreement that would allow you to utilize these materials. In most cases, we have the ability to issue a license for the materials or resources and if your proposal is selected we will work with you to be able to use such materials. .
104.	We created LGBTQ fact sheets under a prior SDR grant. Would these qualify as tools and resources that can be disseminated under this proposal?	Yes.
105.	Can we also incorporate our own ideas and materials into the project or must they be exclusively the previously developed CalMHSA tools and resources?	See Section A, 6.1.d, p.11.
Partnerships		
106.	If we are proposing to work with other collaborative partners, do we need memorandums of understanding or any other documentation?	Yes, an MOU or Letter of Intent to enter into an MOU if awarded. Please refer to Section B, 2.9.b(5) and 2.9.g(3) for information related to collaborative partners.
107.	Can a collaborative partner leverage in-kind funds?	Yes.
108.	Can two organizations develop a partnership and apply?	Yes. One of these organizations must apply as the lead agency.
109.	Can a proposer submit a proposal as a lead proposer and also be part of a collaborative which submits a proposal?	Yes.
Statewide		

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110.	Is it a requirement to target Statewide communities?	CalMHSA seeks proposals that will achieve statewide impact. Please refer to the RFP Section A, 6.0 Scope of Work.
111.	Is there a minimum number of communities that should be reached for Statewide projects?	Not necessarily.
112.	Do projects need to have a statewide presence or can they be local or regional in nature?	Please refer to the RFP Section A, 6.0 Scope of Work.
Wellness Areas		
113.	Do you encourage applicants to work across more than one of the Wellness areas such as schools and health care, or should a proposal be limited to one area?	Proposers are expected to address Diverse Communities and at least one other Wellness Area.
114.	Will the additional three Wellness areas, (Schools Healthcare and Workplace), have their own program in the same way that Diverse Communities Program One? If so, what is the anticipated timeline for the release of future RFPs?	For clarification, Program One encompasses all four Wellness Areas, not only Diverse Communities. Proposers are expected to address Diverse Communities and at least one other Wellness Area.
115.	Can one agency apply for more than one focus area?	Proposers are expected to address Diverse Communities and at least one other Wellness Area.
Miscellaneous		
116.	Can an organization submit more than one proposal?	No.
117.	Would an increase in the reported incidence of mental illness be considered by CalMHSA a positive or negative result of Phase II activities and investments? As a positive result, an increase might reflect less stigma, self-stigma, and fear of discrimination, and therefore a greater willingness to acknowledge mental health challenges and seek treatment. As a negative result, an increase might reflect the failure of prevention and early intervention.	Please refer to the logic model for the Phase Two Plan. The Phase Two Plan can be found on CalMHSA’s website.

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118.	Which counties have given their PEI funds to CalMHSA during this round of statewide PEI?	This information will be made available to the public at a later time.
119.	Can members of a specific religious group or groups be the focus of a proposal?	Yes.
120.	Is a proposal focused on one of the following groups which may be composed of many ethnicities/language groups preferred? For example: African-American, Asian Pacific Islander, Latino, LGBTQ, or Native American?	Please refer to the RFP Section A, 2.0 Purpose, for information about addressing inequities in mental health awareness and suicide prevention within California's diverse communities.
121.	Can an organization apply as a sub-contractor on more than one proposal? Not related to any particular part of an RFP. Can a subcontractor be part of more than one RFP response?	An organization may be named as a partner in more than one RFP proposal.
122.	Will receiving an award for RFP 1 hinder the possibility of receiving funding from future RFP's released under the phase 2 plan?	An organization may apply for more than one RFP.
123.	Can a program be part of more than one RFP response?	An organization may be named as a partner in more than one RFP proposal.
124.	In June 2012, Field Research Corporation published Where We Stand at Baseline: Results of a Survey of California Children Aged 11-13 and Adult Decision-Makers Aged 25+. Were child and adult follow-up surveys conducted, and if so, how do baseline knowledge, attitudes and behaviors compare to post-campaign results on these measures?	The campaign is still in progress.
125.	Is this project going to partner in any formal way with the California Reducing Disparities Project (either Phase)? Seems like that would be a good idea.	There are no formal arrangements in place at this time.
126.	What is the timeline for issuing other CalMHSA RFPs?	CalMHSA anticipates releasing a second RFP in late spring 2015.