



# California Mental Health Services Authority (CaIMHSA) Request for Proposal (RFP)

Los Angeles County Department of Mental Health Social Marketing Campaign  
Development *and* Media Buy Plan Development and Deployment

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**Applications due by 5:00pm on Thursday, February 3, 2022**

**Potential responders may submit a proposal for:**

**Component 1** – Social Marketing Campaign Development

*OR*

**Component 2** – Media Buy Plan Development and Deployment

*OR*

**Both\*** – Social Marketing Campaign Development and Media Buy Plan Development/Deployment.

\*If a proposer is submitting for both, the proposer must have two separate proposals, one for each component. All proposals must be submitted through CaIMHSA's e-Procurement Portal (Bonfire) at <https://calmhsa.bonfirehub.com/>.

*The RFP does not constitute a contract or an offer. In addition, any contract awarded as a result of this RFP is subject to any additional restriction, limitation, or condition enacted by CaIMHSA in any manner. CaIMHSA reserves the right to make one award, multiple awards, or to reject all proposals, in whole or in part, submitted in response to this RFP.*

*CaIMHSA reserves the right to amend this this RFP via written addendum or cancel at any time.*

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## Introduction and Process

### **1.1 Issuing Body**

The California Mental Health Services Authority (CalMHSA), a Joint Powers Authority, is an independent government agency created by California Counties and Cities, focused on the efficient delivery of California mental health projects for its Members. CalMHSA works collaboratively with the Member Counties/Cities to implement mental health services, projects, and educational programs across the state. This RFP is specific to Los Angeles County and CalMHSA will be the administrator for this contract.

The Mental Health Services Act (MHSa) Prevention and Early Intervention (PEI) component was designed to improve the awareness of and access to, mental health services, reduce the negative impacts that mental illness can have on a person's wellbeing, reduce the stigma associated with mental illness and help-seeking, and suicide prevention.

### **1.2 Project Overview**

CalMHSA on behalf of the Los Angeles County Department of Mental Health (LACDMH) is seeking proposals from Los Angeles based organizations with a history of developing social marketing campaigns and media buys that reach ethnic, racial, and culturally diverse communities, also known as the global majority. Interested organizations may submit proposals for the following two areas of focus:

**Component 1 - Social Marketing Campaign Development:** Development of a new **social marketing campaign** that informs and connects Los Angeles County's 10 million residents to mental health services. The new campaign will build off previously developed campaigns and messages deployed by LACDMH. This component will be funded at \$500,000. Awardee must collaborate with awardee of Component 2 – Media Buy Plan Development and Deployment.

The goals of the social marketing campaign are:

- Strategically reach intended target populations;
- Reduce stigma and discrimination associated with mental health;
- Increased awareness of both the signs of suicide and how to prevent suicide;
- Increase messages that support and encourage access to mental health care, including reduced disparities for underserved communities;
- Increase equity-based messages that increase access to mental health care, including communications in Los Angeles County's 14 threshold languages;
- Increased understanding of the intersectionality between mental health and the Social Determinants of Health (SDOH);
- Increase the coordination between marketing strategies deployed at the state and county level;
- Develop creative artwork and scripts to support the Media Buy Plan in component 2 below;
- Develop on an on-going basis, sometimes on short notice, creative materials for events and campaigns as needed to support LACDMH outreach programs managed by CalMHSA.

**Component 2 - Media Buy Plan Development and Deployment:** Identifying and securing media buys that effectively reach Los Angeles County's ethnic, racial, and culturally diverse communities. The media buy plan should include culturally specific print, broadcast, digital, and community-based deployment of the newly developed campaign referenced above. Messaging must include Los Angeles County's 14 threshold languages. Awardee must collaborate with awardee of Component 1 – Social Marketing Campaign Development. Proposers must submit a recommended budget for this Component.

The goals of the media buy plan are:

- Reach intended target populations, using unique and innovative platforms when appropriate;
- Increase culturally congruent media messages through strategic media buys;
- Increase value-added opportunities for culturally congruent messages and media buys;
- Track and improve quality of Key Performance Indicators (KPI) including KPI reporting to LACDMH and CalMHSA on a monthly basis;
- Work with CalMHSA's campaign evaluation contractor, responding to requests for information in a timely manner;
- Increase access to and/or awareness of services and programs funded by LACDMH.

Potential responders may submit a proposal for Component 1 - Social Marketing Campaign Development, Component 2 - Media Buy Plan, or both: If a proposer is submitting for both, the proposer must have two separate proposals, one for each category. All proposals must be submitted through CalMHSA's e-Procurement Portal (Bonfire) at <https://calmhsa.bonfirehub.com/>.

It is expected that while the contract(s) will not encompass the entire current Fiscal Year (FY) 21/22, the anticipated start will be within 14 days of selection and acceptance for both components. During FY 21/22 there will be campaign development costs which the successful candidate(s) will not accrue in the subsequent fiscal years.

With this RFP, LACDMH and CalMHSA are interested in understanding the innovative methods and activities the proposer anticipates utilizing to reach the stated outcomes. The social marketing campaign development and media buys are expected to expand and evolve over time while serving Los Angeles County's communities and addressing the various target populations. Proposers are expected to offer their process for the development of a new brand and campaign.

**Contract amounts depend on funding availability and will be negotiated annually between CalMHSA and the selected organizations.**

### 1.3 Proposal Timeline

EVENT	Key Dates
RFP Issued	January 11, 2022
RFP Questions Due	January 18, 2022 5:00pm
Bidders Conference *Recorded session to be posted by <a href="#">here</a> 5:00pm on January 24, 2022	January 21, 2022 2:00pm
RFP Questions & Answers Posted <a href="#">here</a>	January 24, 2022 5:00pm
Deadline for Proposals to be Submitted	February 3, 2022 5:00pm
Application Review and Selection	February 4 -15, 2022

### 1.4 Submittal Address

Please upload your electronic proposals to CalMHSA’s e-Procurement Portal:

<https://calmhsa.bonfirehub.com/>.

**IMPORTANT NOTICE:** Due to the COVID-19 Pandemic, CalMHSA will not accept hard copy submissions.

### 1.5 RFP Questions and Clarifications

All questions and requests must be submitted through CalMHSA’s e-Procurement Portal at: <https://calmhsa.bonfirehub.com/>. Please refer to Section 1.3 Proposal Timeline for all deadlines and dates related to this RFP.

To ensure all parties have access to the same information at the same time, except as stated below, CalMHSA will NOT respond to questions as they are received and will not accept telephonic questions.

CalMHSA will not send out emails following the posting of the FAQ. It is the sole responsibility of the proposer to refer to the FAQs, which will be posted on CalMHSA’s e-Procurement Portal at <https://calmhsa.bonfirehub.com/>.

If a Proposer is unable to submit questions via the Bonfire e-Procurement Portal, the Proposer must provide CalMHSA with an email justification outlining why the Proposer is unable to do so.

If a question relates to a proprietary/trade secrets aspect of a proposal and the question would expose proprietary information if disclosed to competitors, the proposer must mark the question as “CONFIDENTIAL.” With the question, the proposer must submit a statement explaining why the question is sensitive. If CalMHSA concurs that the disclosure of the question or answer would expose proprietary information, the question will be answered by email reply, and both the question and answer will be kept in confidence. If CalMHSA does not concur regarding the proprietary nature of the question, the question will not be answered in this manner and

the vendor will be notified and asked whether the vendor would like the question to receive a public response or no response at all.

### **1.6 Bidders Conference**

Please refer to Section 1.3 Proposal Timeline for all deadlines and dates related to this RFP.

- The Bidders Conference will be held via Zoom.
- The meeting invitation will be posted on the CalMHSA website, and a link is included [here](#).
- A recording of the Bidders Conference on CalMHSA's e-Procurement Portal [here](#).

### **1.7 Withdrawal**

A proposer may withdraw or amend its proposal, but only before the Application Submittal Deadline, directly on CalMHSA's e-Procurement Portal at <https://calmhsa.bonfirehub.com/>.

### **1.8 Joint Proposals and Subcontractors**

CalMHSA will accept joint proposals, however one organization must be listed as the lead proposer. All roles and responsibilities must be clearly described in the proposal. Subcontractors may also be included with roles clearly defined.

### **1.9 Review of Applications**

CalMHSA will receive all applications and review for completeness and adherence to the RFP rules stated in this document. Following the initial review, all qualified applications will be reviewed and scored by an independent review panel. The evaluation panel will conduct a fair and impartial evaluation of proposals received in response to this RFP.

The review panel is comprised of individuals with varied backgrounds, to include professional expertise, lived experience, personal knowledge, etc. Panelists' information will not be disclosed as a matter of confidentiality. CalMHSA is committed to ensuring the RFP review panel is representative of California's racial, ethnic, and cultural diversity.

### **1.10 Negotiations with Potential Proposers**

Selection will not be based exclusively on price. CalMHSA reserves the right to negotiate with proposers who, in the opinion of the review panel, have submitted the best proposal in an attempt to reach an agreement. If no agreement is reached, CalMHSA may negotiate with other proposers or may choose to extend the proposal period. CalMHSA also reserves the right to meet with vendors to gather additional information. Additional information may include, but is not limited to, a demonstration of skills described in the proposal.

### **1.11 Protest Procedures**

Protests must be received no later than three (3) business days after the Notice of Intent to Award is posted on the CalMHSA website. The sole bases for protest are that the award was (1) in violation of law, (2) in violation of the provisions of this RFP, or (3) in violation of CalMHSA's procurement process. All protests must be in writing and (1) state in detail each and every ground asserted for the protest, citing to the law, RFP provision, or particular

provision of the procurement policy on which the protest is based; (2) explain why the error prevented the aggrieved organization from being awarded the contract; and (3) identify the remedy sought.

Within 14 days of receipt of any protest, CalMHSA's Executive Director will provide a written decision which shall be final upon transmission to the protesting party. If the Executive Director determines that the error identified by the protesting party has deprived that party from receiving the contract, the Executive Director may act to rectify the error, including but not limited to cancellation of the RFP or proposed contract, correction or other revision of the awarded contract, termination of an improperly awarded contract, or affirmation of an existing contract if the discovered defect is immaterial or the Executive Director determines that affirmation is in the best interest of CalMHSA.

#### **1.12 Notice Regarding Public Records Act Requests**

CalMHSA is subject to the Ralph M. Brown Act and the California Public Records Act. All proposals received for this RFP are ultimately subject to public review; however, during the competitive bid process, all proposals will be kept confidential. Upon award and execution of contract by awardee(s), all proposals and supplemental information will be subject to public review, with the exception of those elements of a proposal which contain elements that are clearly marked as confidential or trade secrets. Any such designation should be accompanied by a brief explanation of the reason the information is non-public and protected from disclosure under California law. CalMHSA reserves the right to disregard such designations if they have been applied indiscriminately to non-protected information, and in no event shall CalMHSA, its agents, representatives, consultants, directors, or officers be liable to a responding party for the intentional or inadvertent disclosure of all or a portion of a proposal submitted under this RFP, regardless of whether it was marked as confidential or trade secret.

Although the California Public Records Act allows certain confidential or trade secret information to be protected from disclosure, CalMHSA may not be in a position to establish that the information submitted is protected. If CalMHSA receives a request for public disclosure of all or any portion of a proposal that has been designated as exempt from disclosure, CalMHSA will use reasonable efforts to notify the responding party of the request and give such party an opportunity to assert, at its own expense, a claimed exception under the California Public Records Act or other applicable law within the time period specified in the notice issued by CalMHSA and allowed under the California Public Records Act.

#### **1.13 Length of Project Period**

Selected proposals will be awarded a one-year contract, based on available funding. However, the project period lasts three fiscal years. Contracts will be renewed annually, based on available funding. CalMHSA reserves the right to terminate or extend contracts as deemed appropriate, including beyond the 3<sup>rd</sup> year project period.

#### **1.14 Format of Proposal**

Proposals shall be in Calibri, 12-point font, double-spaced, and in compliance with any page limits stated at the beginning of each section's description.

Proposals must be submitted through CalMHSAs e-Procurement Portal at: <https://CalMHSAbonfirehub.com/>. Submissions by other methods will not be accepted. Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Javascript must be enabled.

Browser cookies must be enabled. Respondents should contact Bonfire at [Support@GoBonfire.com](mailto:Support@GoBonfire.com) for technical questions related to submissions or visit Bonfires help forum at <https://bonfirehub.zendesk.com/hc>.

Submission materials should be prepared in the file formats listed under Requested Information for this opportunity in the Bonfire Portal. The maximum upload file size is 1000 MB. Documents should not be embedded within uploaded files, as the embedded files will not be accessible or evaluated.



## **Component 1 - Social Marketing Campaign Development**

### **Eligibility**

#### **2.1 Minimum Qualifications**

Proposers must meet the minimum qualifications listed here.

- 2.1.1 The Proposing organization must be able to demonstrate significant staff experience planning, developing, and delivering social marketing campaigns to public sector agencies.
- 2.1.2 The proposer shall have proven experience working with Los Angeles County's communities in a culturally and linguistically proficient manner.
- 2.1.3 Proposer shall demonstrate experience developing large, multifaceted social marketing campaigns. Examples shall be provided. Past projects should demonstrate experience managing projects of similar size to what is being proposed.
- 2.1.4 Respondent must demonstrate that it has previously assembled and managed a team of individuals or subcontractors/partners and specialists with the necessary skills leading to successful outcomes. The team may consist of individuals, subcontracts, or partnerships with other organizations. The exact nature of the subcontracts or partnerships must be described, including organization names, key staff, qualifying experience, and contractual relationships between the proposer and the subcontractor(s)/partner(s).
- 2.1.5 The proposer must demonstrate how social determinants of health, equity, and social justice (or lack of) have impacted traditionally unserved, underserved, or inappropriately served diverse communities in Los Angeles County.
- 2.1.6 Ability to work collaboratively with contract manager, co-contractors, county/city partners, community stakeholders, as determined by LACDMH as well as CalMHSA's independent evaluator.
- 2.1.7 Ability to take direction from contract manager and clearly implement the strategies effectively.
- 2.1.8 The proposer should identify personnel and strategies to ensure messaging is vetted and appropriate based on the subject (i.e.: wellness and recovery, reducing stigma, social determinants of health, etc.)
- 2.1.9 Respondents must not currently have a Settlement Agreement with CalMHSA or any of CalMHSA's Members or the Member's County.

#### **2.2 Evaluation Criteria**

Proposals will be reviewed by CalMHSA upon submission to determine if the proposal contains all required documentation.

Following the initial review by CalMHSA, all qualified proposals will move to a scoring and evaluation phase. The review panel will consist of professionals with significant experience with California's mental health services and the needs of the communities to be served. The panel may consist of County Behavioral Health Directors, County Behavioral Health staff, and/or other knowledgeable individuals. Please see subsection 1.3 for further information on the evaluation period.

Scoring will be based on answers provided in the questions below.

### Section I: Past Experience

Proposer shall describe experience relevant to the project (2 Pages Maximum):

1. Past experience working with Los Angeles based government health and social services departments and/or other behavioral health organizations or initiatives.

### Section II: Executive Summary

Proposer shall develop an executive summary document which describes at a high-level (5 Pages Maximum):

1. How the development of the new social marketing campaign will incorporate current LACDMH messaging;
2. Structure for developing the new social marketing campaign;
3. Process for developing the new campaign;
4. Outcomes the structure and process will address;
5. Communities identified as target populations;
6. Subcontractors and/or partners.

Executive Summary shall describe the subcontractors and/or partners for the proposal and their designated role.

### Section III: Scope of Work

The proposer shall develop a proposed Scope of Work. The proposed scope of work should include all of the following (No longer than 15 pages):

Note: Scope of Work is subject to change due to, but not limited to, terms as agreed to by the parties during contract negotiations, pandemic/crisis, availability of funds, etc.

1. **Description of staff expertise:** The Proposer shall describe their organizational expertise, and the expertise of the staff who will be involved on the project. Descriptions should include, but are not limited to, number of years' experience, experience managing similar projects of this scale, and evidence of past implementation efforts. Staff resumes/CVs can be included as attachments and do not count against the total page limit.
2. **Goals/Outcomes:** Clearly describe the ultimate outcomes to be achieved with the project proposal, including the process and timelines for completion. The proposal shall also describe how the market analysis, best practices, and stakeholder input will result in the development of a new social marketing campaign that will reach LA County's diverse communities. In addition, please describe how the goals/outcomes align with LACDMH's goals and target populations. Please reference the goals in Section 1.2 Project Overview.
3. **Activities and strategies:** The proposal shall describe the activities and strategies that will be utilized to meet the outcomes and goals of the campaign and target populations. How do these activities support the overall project goal?

**Organizations with ownership and/or leadership (executive and board) from LA County's diverse communities are strongly encouraged to submit a proposal.**

The social marketing campaign development will utilize current LADMH messaging and resource library as a starting point. LADMH serves a multitude of culturally diverse communities, and the campaign development process must include input from stakeholders identified by LADMH.

The development process should factor how the campaign will be linguistically adapted for LACDMH's 14 threshold languages, and culturally adapted for diverse communities in LA County.

**Section IV: Budget**

Please provide CalMHSA with a budget narrative of the proposed budget for the project. The narrative may not exceed 2 pages. Please note that the budget must be within the funding provided in Section 1.2 Project Overview. Indirect costs must be itemized and may not exceed 10% of the total budget.

## **Component 2 - Media Buy Plan Development and Deployment**

### **Eligibility**

#### **3.1 Minimum Qualifications**

Proposers must meet the minimum qualifications listed here.

- 3.1.1 The Proposing organization must be able to demonstrate significant staff experience planning, developing, and delivering media buy plan development and deployment to public sector agencies.
- 3.1.2 The proposing organization must have extensive experience overseeing large-scale culturally congruent media buys.
- 3.1.3 The proposer shall have experience working with people with lived experience, including Peers and Consumers, as well as the Wellness and Recovery model.
- 3.1.4 The proposer shall have proven experience working with Los Angeles County's communities in a culturally and linguistically proficient manner.
- 3.1.5 Respondent must demonstrate that it has previously assembled and managed a team of individuals or subcontractors/partners and specialists with the necessary skills leading to successful outcomes. The team may consist of individuals, subcontracts, or partnerships with other organizations. The exact nature of the subcontracts or partnerships must be described, including organization names, key staff, qualifying experience, and contractual relationships between the proposer and the subcontractor(s)/partner(s).
- 3.1.6 The proposer must demonstrate what key indicators will be used to track progress of the media buy plan and work with the LACDMH/CalMHSA identified independent evaluator on evaluation metrics for the media buy plan.
- 3.1.7 Ability to work collaboratively with contract manager, co-contractors, county partners, community stakeholders, and LACDMH/CalMHSA's independent evaluator.
- 3.1.8 Ability to take direction from LACDMH and the CalMHSA contract manager, and clearly implement the strategies effectively.
- 3.1.9 The proposer should identify personnel and strategies to ensure media buy plan is vetted and appropriate.
- 3.1.10 Respondents must not currently have a Settlement Agreement with CalMHSA or any of CalMHSA's Members or the Members County.

#### **3.2 Evaluation Criteria**

Proposals will be reviewed by CalMHSA upon submission to determine if the proposal contains all required documentation.

Following the initial review by CalMHSA, all qualified proposals will move to a scoring and evaluation phase. The review panel will consist of professionals with significant experience with California's mental health services and the needs of the communities to be served. Please see subsection 1.3 for further information on the evaluation period.

Scoring will be based on experience of the proposing organization and staff, geographic and population reach, and quality of activities and strategies proposed.

### **Section I: Past Experience**

Proposer shall describe experience relevant to the project (2 Pages Maximum):

1. Past experience working with County/City Mental/Behavioral Health Departments and/or other behavioral health organizations or initiatives.

### **Section II: Executive Summary**

Proposer shall develop an executive summary document which describes at a high-level (5 Pages Maximum):

1. Description of the media buy plan which includes the different types of media buys and targeted locations within the county;
2. Process for developing and deploying the media buy plan;
3. Outcomes for the deployment of the media buy plan;
4. Communities to be targeted;
5. Subcontractors and/or partners

### **Section III: Scope of Work**

The proposer shall develop a proposed Scope of Work. The proposed scope of work should include all of the following (No longer than 10 pages):

Note: Scope of Work is subject to change due to, but not limited to, terms as agreed to by the parties during contract negotiations, pandemic /crisis, availability of funds, etc.

1. **Description of staff expertise:** The Proposer shall describe their organizational expertise, and the expertise of the staff who will be involved on the project. Descriptions should include, but are not limited to, number of years' experience, experience managing similar projects of this scale, and evidence of past implementation efforts. Staff resumes/CVs should be included as attachments and do not count against the total page limit.
2. **Goals/Outcomes:** Clearly describe the ultimate outcomes to be achieved with the project proposal, including the process outcomes (Ex: services administered) and timelines for completion. The proposal shall also describe how the strategies offered would address would serve Los Angeles County's diverse populations. This section should be for the first partial fiscal year and include any changes that are anticipated for the following two full contract years. Please reference the goals in Section 1.2 Project Overview.
3. **Activities and strategies:** The proposal shall describe the activities and strategies that will be utilized to meet the needs of the outcomes and goals of the campaign and target populations. How do these activities support the overall project goal?

The selected contractor will continue to disseminate an array of quality resource materials that are culturally responsive for Los Angeles County's diverse communities in order to increase awareness and knowledge of

mental health, wellness, services, and suicide prevention. Resources and materials include, but are not limited to, print, online, social media, and traditional media materials.

**Section VI: Budget**

Please provide CalMHSA with a budget narrative of the recommended budget for the project. The narrative may not exceed 2 pages. Indirect costs must be itemized and may not exceed 10% of the total budget.