

California Mental Health Services Authority (CalMHSA)

# Request for Proposals (RFP)

## COMMUNITY MENTAL HEALTH IMPACT

*Applications due by 5 p.m. on July 28, 2023*

*Potential responders must submit proposals only through CalMHSA'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 because of this RFP is subject to any additional restrictions, limitations, or conditions required by CalMHSA in any manner. CalMHSA 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.*

*CalMHSA reserves the right to amend this RFP via written*



### **CalMHSA — Issuing Body**

The California Mental Health Services Authority (CalMHSA) is a Joint Powers of Authority – an independent government entity – formed in 2009 by counties and cities throughout the state to focus on collaborative, multi-county projects that improve behavioral health care for all Californians. By pooling resources, forging partnerships, and leveraging technical expertise on behalf of counties, CalMHSA develops strategies and programs with an eye toward transforming community mental health; creates cross-county innovations; and is dedicated to addressing equity to better meet the needs of our most vulnerable populations.

### **Overview**

CalMHSA is inviting organizations to submit a proposal for an upcoming comprehensive and targeted public awareness campaign that increases Californians' awareness and understanding of the importance of community behavioral health care initiatives. The successful organization will be rooted in human-centered design and have a successful record of exploring human experience to create effective messaging assets. Interested organizations must have experience launching comprehensive marketing initiatives to enhance awareness, engage our target audience, and decrease the stigma and discrimination associated with adverse outcomes of mental illness. Organizations submitting proposals must have subject matter expertise, rather than communication or marketing generalists.

### **Scope of Work**

This high-level scope of work outlines the major expected deliverables the successful organization – and their subcontractors, if applicable – will execute in partnership with CalMHSA and CalMHSA-identified subject matter experts:

1. **Strategy Development:** A comprehensive marketing strategy that includes a clear roadmap for achieving objectives. This should encompass target audience identification, competitive analysis, messaging and positioning, and campaign planning.
2. **Creative Development:** A creative approach that effectively communicates the positive impact of community mental health. Homelessness, prevention and early intervention, and culturally congruent services are topic areas for the campaign. The successful organization will work with CalMHSA to identify the first focus of the messaging and subsequent campaign messages. This may include the development of advertising materials, such as print ads, websites, digital banners, social media content, and any other relevant creative assets. The developed message(s) and creative assets must be effective in reaching target audiences, including diverse communities.
3. **Media Planning and Buying:** A recommended media plan and buy to ensure the effective distribution of messages across various channels. This should include recommendations on media mix, target audience segmentation, media scheduling, and budget allocation. The plan should focus on a statewide audience with the ability to localize for county specific audiences.
4. **Execution and Implementation:** The chosen vendor will be responsible for executing the campaign and coordinating all necessary activities, including any subcontracted tasks. This includes media placement, creative production, campaign monitoring, and performance tracking.

### **Budget**

There is not a minimum or maximum initial award amount for the proposed seven-month project period. A proposal should include costs for developing the above deliverables. The budget should include three cost levels for a media buy plan: low, medium, and high. The media buy plan should factor in costs for

scaling the media buy and creative assets for use at the local, regional, multi-county, and state level. Indirect costs shall not exceed 15% and deliverables should be inclusive of all direct costs. Additional funding may be allocated to develop additional messaging plans and assets, depending on the campaign's success.

### Submission Requirements

**Timing:** Proposals must be submitted by July 28, 2023, at 5 p.m. Pacific Standard Time through Bonfire <https://calmhsa.bonfirehub.com/>. **ALL PROPOSALS MUST BE SUBMITTED STRICTLY IN ACCORDANCE WITH THE TIME DEADLINE. NO EXCEPTIONS CAN BE MADE FOR LATE SUBMISSIONS.**

To be considered, your submission must include:

1. Campaign development plan including a timeline that does not exceed three months;
2. Description of creative assets to be developed;
3. Recommended media planning and buy plan;
4. Scope of work timeline to ensure all deliverables will be met per CalMHSA's needs;
5. Deliverable-based budget;
6. Brief overview of your organization's experience in developing and executing similar campaigns that have resulted in an increase in awareness and decrease in stigma associated with individuals experiencing behavioral health conditions;
7. Evidence of your organization's execution of campaigns that are rooted in diversity, equity, inclusion, human-centered design, and that have successfully reached diverse communities in California, and contact information for the entities for which you executed those campaigns;
8. Samples of previous campaigns developed and implemented by your organization, and contact information for the entities for which you executed those campaigns;
9. Brief biographical sketches of the staff who will be working on this campaign if your proposal results in a contract;
10. A list of all previous CalMHSA projects upon which either your organization or your organization's staff have worked

Submissions should not exceed 15 pages. Following the panel review of proposals, the top ranked submissions may be invited to present to a group (identified by CalMHSA) as the last step in awarding the contract.

**Required Timeline**

The following timeline includes key deadlines and milestones. The selected vendor will work with CalMHSA to identify implementation and deliverable timelines that meet CalMHSA’s goals. Interested organizations that cannot meet the identified project deadlines/milestones should not apply.

Deadline/Milestone	Date
RFP Released - Posted	7.7.23
RFP Questions Due	7.14.24
RFP Questions Answered & Posted	7.17.23
Letter of Intent to Submit Due	7.20.23
Proposal Submission Due Date	7.28.23
Proposal Submission Review	7.31.23 – 8.4.23
Notification of Award	8.8.23
Notification of Intent to Accept Contract	8.11.23
Contract Execution	8.18.23
Project Implementation Start	8.21.23
Anticipated Campaign Launch	12.1.23
Anticipated Campaign End	3.30.24

CalMHSA may invite proposers to a panel interview to further detail their submission after the panel has completed scoring.

**How to Submit**

All proposals should be electronically uploaded to CalMHSA’s e-Procurement Portal:

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

**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 clearly defined roles. CalMHSA reserves the right to approve subcontractors during the contract negotiation period.

**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 a 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, including professional expertise, lived experience, personal knowledge, etc. Panelists’ information will not be disclosed as a matter of confidentiality.

**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 the skills described in the proposal.

### **Protest Procedures**

Protests must be received no later than five (5) business days after the Notice of Intent to Award is posted on the CalMHSA website. The sole basis for protest is 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.

### **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 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, except for 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.

### **Format of Proposal**

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

Proposals must be submitted through CalMHSA's e-Procurement Portal at: <https://CalMHSA.bonfirehub.com/>. Submissions by other methods will not be accepted.

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 Bonfire's 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.

**Contract**

The selected contractor must be able to fully execute an agreement with CalMHSA within 10 calendar days after the award notification, and the selected contractor must use the CalMHSA contract template. The contract template will be provided on July 17, 2023, with the answers to the questions submitted.