

California Mental Health Services Authority (CaIMHSA) Request for Proposals (RFP)

Workforce Recruitment Marketing Campaign

Applications due by 5:00 pm PST on January 27, 2023

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 RFP via written addendum or cancel at any time.

Issuing Body

The California Mental Health Services Authority (CalMHSA) is a Joint Powers of Authority — a pseudo governmental agency — formed in 2009 by counties throughout the state to work on collaborative, multi-county projects that improve behavioral health care for all Californians. By pooling resources, forging partnerships, and leveraging technology for counties, CalMHSA develops and implements shared strategies and programs that transform 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 seeking proposals from organizations and individuals with a history of developing and delivering results through public awareness campaigns related to behavioral health and health care, with an emphasis on workforce outreach and education strongly preferred. The campaign will launch May 1, 2023, and will target two distinct audiences:

- 1) Individuals who are aware of the California public mental health system workforce and are interested in a career serving California's most vulnerable individuals
- 2) Individuals who are not aware of the California public mental health system workforce but are interested in a career serving California's most vulnerable individuals

Outcomes:

- 1) Increase awareness of available public mental health system career opportunities
- 2) Increase understanding of the services provided through the public mental health system
- 3) Increase understanding of the educational, certification, and licensing requirements for PMHS careers

Primary Deliverables:

- 1) Identify, develop, and deploy a multi-media campaign that can be implemented at the local, regional, and state level with the ability to be customized for a local jurisdiction
- 2) Recommend a media and outreach plan for implementation of the campaign
- 3) Develop clear strategies for reaching ethnic, racial, cultural, and geographic audiences
- 4) Produce campaign assets that include:
 - a. Website
 - b. Social Media
 - c. Digital Media

As needed, additional strategic deliverables may include broadcast PSAs, print ads, and earned media. Additional assets may include graphic design of PowerPoint templates and presentations, infographics, and other data visualization.

Budget

The initial award amount will not exceed \$500,000. This includes costs for developing the above deliverables, which is expected to require research and interviews with public mental health services professionals as directed by CalMHSA.

Additional funding may be allocated, depending on the success of the campaign.

Submission Requirements

Proposals must be submitted by 5:00 pm PST on January 27, 2023 through [Bonfire](#). No other form of submission will be accepted.

Your submission should include:

- 1) Proposal of services to be provided
- 2) Deliverable-based budget
- 3) Brief overview of your organization's experience developing similar campaigns that have resulted in an increase in workforce recruitment/awareness
- 4) Evidence of your organization's execution of campaigns that are rooted in diversity, equity, and inclusion and that have successfully reached diverse communities in California
- 5) Samples of previous campaigns developed and implemented by your organization
- 6) Brief biographical sketches of the staff that will be working on this campaign if your proposal results in a contract

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 final step in awarding the contract.

Timeline

Submissions are due by Friday, January 27, 2023, 5:00 PM Pacific Standard Time.

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

The selected contractor must be able to fully execute an agreement within 14 calendar days off the award offer.

Anticipated start date is March 3, 2023.

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.

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, to include 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 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 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.

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.

Length of Project Period

Selected proposals will be awarded a contract based on available funding and agreed upon project timeline. The first phase of the campaign (website and social media toolkits) should be launched May 1, 2023. CalMHSA reserves the right to terminate or extend contracts as deemed appropriate, including beyond the project period.

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. 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 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.