

California Mental Health Services Authority (CalMHSA)

# Request for Proposals (RFP)

Los Angeles County Department of Mental Health Stakeholder  
Newsletter

*Applications due by 5 p.m. PST on June 25, 2024.*

*Potential responders must submit proposals only through CalMHSA's  
e-Procurement Portal 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 addendum, addendum or cancel the RFP at any time.*



## 1. Los Angeles County Department of Mental Health Stakeholder Newsletter: RFP Summary

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.

The Los Angeles County Department of Mental Health (LACDMH) invites proposals for the creation and management of a stakeholder newsletter. The objective of this newsletter is to authentically represent consumer voices, address mental health needs and issues, provide valuable education and foster community engagement.

This RFP does not commit CalMHSA to contract for any supply, product or service whatsoever. In addition, applicants are advised that CalMHSA will not pay for any information or administrative costs incurred in response to this RFP; all costs associated with responding to this RFP will be solely at the applicant's expense. Not responding to this RFP does not preclude participation in any future RFP, if any is issued.

## 2. Project Scope of Work

The primary goal is to develop a newsletter that reflects consumer voices and addresses their needs or concerns. CalMHSA is seeking qualified vendors with the expertise and capacity to provide a newsletter that genuinely represents consumer voices.

**Content themes:** Consumer, Peer, and family member voices; personal stories about recovery and coping; mental health well-being/care management; general mental health resources; sharing of creative knowledge and talents (DIY projects/arts and crafts); LACDMH specialized programs; contact information for services (e.g., veterans' benefits, suicide prevention, stakeholder groups/committees).

**Work with LACDMH:** Collaborate to publish a professional newsletter and establish a content calendar, including:

- Parameters for article submission
- Length
- Frequency of submission
- Content selection
- Stipends for content submission
  - Stipend amounts for different types of content (e.g., articles, poems, reflections, original photographs, online research/summaries, etc.)

### I. Deliverables

The deliverables that the applicant will be expected to complete and deliver for this scope of work include, but are not limited to, the following:

- a. Design, manage and publish a professional quarterly newsletter for a two-year period
  - I. "Professional" in this context means producing a high-quality newsletter that reflects diverse consumer voices, collaborates effectively with LACDMH, ensures equitable participation, and presents content in a polished and engaging manner.
- b. Establish a content calendar in collaboration with LACDMH
- c. Establish a distribution list for the newsletter
- d. Solicit, gather, review, edit and finalize (as needed) the content submissions received from various stakeholder groups such as the Cultural Competency Committee (CCC), Seven Under Circle Tribal Community subcommittees (UsCC), among others, to promote participation in the newsletter, as well as access and document peer voices
- e. Engage stakeholders, Peer Resource Centers and the community at large to gather content submissions (up to 20 each quarter) for the newsletter and ensure diversity by focusing on specific cultural communities and diverse mental health and well-being-related topics
- f. Review articles, and gather helpful information from LACDMH resources
- g. Develop both digital and printable versions of the newsletter that will be distributed on the GovDelivery platform
  - I. Identify frequency, formats (virtual, hybrid, MS Microsoft program it will be available in; our blind and visually disabled stakeholders ask for a version in Word with text only/no pictures)
  - II. Consider strategic hardcopy production for dissemination to Directly Operated clinics (e.g., laminated booklets on a monthly basis)
- h. The newsletter should reach underserved cultural communities and stakeholder groups such as the CCC, the seven UsCC subcommittees: Black and African Heritage UsCC, American Indian/Alaska Native UsCC, Eastern European/Middle Eastern UsCC, Asian Pacific Islander UsCC , Latino UsCC, LGBTQIA2S UsCC, and Access for All UsCC. The content will also include perspectives from Peer perspectives and voices, client spotlights, and general mental health resources.
- i. The contractor will work collectively with stakeholder bodies, LACDMH staff and leadership, and consumers to gather input on content and facilitate meaningful engagement:
  - I. Consider formation of workgroups composed of representatives (consumers, family members, peers, advocates) from the stakeholders mentioned above
  - II. Consider the inclusion of the LACDMH Speakers Bureau, service area leadership teams and United Mental Health Promotores for additional support in the workgroups
  - III. Consider inclusion of the LACDMH Faith-Based Advocacy Council
  - IV. Consider inclusion of youth via Prevention Bureau – school services
  - V. LACDMH will need support establishing an initial list of individuals for the core group of content contributors. This list should be expandable, allowing others to participate as the project evolves.
- j. Work with LACDMH on sustainability aspects, including their internal GovDelivery distribution platform.

**Budget and Timeline:**

The budget for the two-year project is not to exceed \$100,000 per fiscal year (July 1-June 30). Administrative costs cannot exceed 15% of the total budget. The timeline involves a quarterly cadence/distribution, and the successful contractor will be expected to stand up and manage the newsletter for the initial two-year period.

Budget considerations:

- 1) Factor in costs related to consumer engagement initiatives, including outreach, and communication platforms
- 2) Stipends for content submissions selected. Each quarter up to 20 stakeholders will contribute content and will receive a stipend for \$50.00. Annually (Fiscal Years 24/25 & 25/26) there will be up to 80 stipends - 160 over the two-year period. A total of \$4,000 yearly and \$8,000 for the two-year period.

**II. Application Questions:**

To be considered, the submission should include responses to the following. All questions must be answered. **Please note: Responses should not exceed 10 pages, excluding work samples.**

- a. Cover sheet
- b. Narrative description of applicant's background information, to include, but not be limited to, previous experience developing a quarterly newsletter in a behavioral health setting and examples of relevant previous work similar in scope and complexity.
- c. Briefly describe your organization's experience collaborating with community stakeholder groups
- d. How do you plan to actively engage clients, stakeholders and consumers in your strategy, including uplifting diverse voices from Los Angeles County's diverse communities and LACDMH stakeholder groups, and incorporate this into newsletter planning?
- e. How will you guarantee equal participation opportunities, preventing a situation where only a few authors consistently submit articles, or where the same focus group/interview participants exclusively collaborate with the vendor to generate newsletter content?
- f. Describe the strategies your organization will employ to ensure the newsletter is accessible to individuals with diverse needs, including those with disabilities, and varying literacy levels
- g. Implementation roadmap and high-level tasks/milestones, including a timeline for completion of a quarterly newsletter based on the scope of work and requirements provided in this RFP.
- h. Propose a plan for monitoring and evaluating the newsletter's effectiveness in reaching and engaging target communities

- i. How will your proposed strategy foster sustainability and ensure ongoing consumer involvement beyond the initial two-year period?
- j. Describe how you will collaborate with LACDMH leadership to address sustainability considerations and ensure alignment with their expectations
- k. Provide a line-item budget for all costs. Please note: administrative fees may not exceed 15% of your total budget (this can include a table).
- l. Provide detailed information on your proposed vendor rates, including estimated hours per week dedicated to the project. Additionally, elaborate on how these rates and hours align with the proposed budget and project timeline outlined in the RFP.
- m. Outline the process for LACDMH review and feedback on project deliverables and how you plan to maintain alignment with LACDMH's guidelines throughout the project
- n. Examples of your work, formatted as a PDF, not to exceed two pages. Ensure that all examples highlight your capabilities in stakeholder engagement, mental health awareness or related initiatives

### **3. Minimum Requirements**

Applicant must meet the requirements below, otherwise they may be considered non-responsive, and the proposal may be rejected at CalMHSA's sole discretion.

- 1. Applicant's staff must be located within the continental United States.
- 2. Applicant must not currently have a settlement agreement or claim against them with any of CalMHSA's member counties or any state agency. If there are current claims against the applicant in excess of \$10,000 within the last five (5) years, applicant must disclose claims information as part of their response submittal.
- 3. Financial Information: applicant may be required to submit copies of applicant's most recent audited financial statements.
- 4. Applicant must be able to meet the expected Project Start Date of July 15, 2024.

### **4. CalMHSA Rights and Responsibilities**

CalMHSA is not responsible for representations made by any of its officers or employees prior to the execution of an agreement unless such understanding or representation is included in this RFP or any written addenda to this RFP.

CalMHSA has the right to amend the RFP by written addendum. CalMHSA is responsible only for that which is expressly stated in the solicitation document and any authorized written addendum thereto. Such addendum shall be made available to each person or organization which CalMHSA records indicate has received this RFP. Should such addendum require additional information not previously requested, failure to address the requirements of such addendum may result in the applicant's proposal package not being considered, as determined in the sole discretion of CalMHSA. CalMHSA is not responsible for and shall not be bound by any representations otherwise made by any individual acting or purporting to act on its behalf.

### **5. CalMHSA Option to Reject Proposal Packages**

CalMHSA, at its sole discretion, may reject any or all responsive proposal packages submitted in response to this solicitation. CalMHSA shall not be liable for any cost incurred by an applicant in connection with preparation and submittal of any proposal package.

**6. Truth and Accuracy of Representations**

False, misleading, incomplete, or deceptively unresponsive statements in connection with a proposal package shall be sufficient cause for rejection of the proposal package. The evaluation and determination in this area shall be at CalMHSA’s sole judgment and its judgment shall be final.

**7. Submission Instructions and Requirements**

**Proposal Timeline**

<b>EVENT</b>	<b>Key Dates</b>
RFP Issued	May 28, 2024
RFP Questions Due	June 6, 2024
RFP Questions Answered	June 12, 2024
Deadline for Responses to be Submitted	June 25, 2024
Application Review	June 26-July 1, 2024
Notice of Intent to Award	July 8, 2024

**Submission Address**

All submissions must be made electronically using CalMHSA’s e-Procurement Portal, through Bonfire:

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

**8. RFP Questions and Clarifications**

All questions and requests must be submitted through CalMHSA’s e-Procurement Portal at: <https://calmhsa.bonfirehub.com/>. The deadline to submit questions for this RFP is June 6, 2024. The FAQ responding to the questions will be posted on June 12, 2024, at <https://calmhsa.bonfirehub.com/> and on the CalMHSA website at <https://www.calmhsa.org/bids-contracting-opportunities/>.

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.

It is the sole responsibility of the Applicant to refer to the FAQs, which will be posted on CalMHSA’s e-Procurement Portal at <https://calmhsa.bonfirehub.com/>.

If applicant is unable to submit questions via the Bonfire e-Procurement Portal, the applicant must provide CalMHSA with an email justification at [info@calmhsa.org](mailto:info@calmhsa.org) outlining why the Applicant is unable to do so.

If a question relates to a proprietary or trade secrets aspect of a proposal and the question would expose proprietary information if disclosed to competitors, the applicant must mark the question as "CONFIDENTIAL." With the question, the applicant 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 confidential. If CalMHSA does not concur regarding the proprietary nature of the question, the question will not be answered in this manner and the applicant will be notified and asked whether the applicant would like the question to receive a public response or no response at all.

### 9. **Withdrawal/Proposal Amendment**

Applicant may withdraw or amend its proposal, but only before the application submission deadline, directly on CalMHSA's e-Procurement Portal at <https://calmhsa.bonfirehub.com/>.

### 10. **Review of Applications**

CalMHSA will receive all applications 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.

CalMHSA may select one or more applicants to provide all or part of the services sought in this procurement. Selection of a proposal will not be based exclusively on price. Other factors will be considered including, but not limited to, applicant's experience, proposed implementation timeline and demonstrated ability to meet necessary deadlines. CalMHSA will negotiate with one or more applicants who, in the opinion of the review panel, have submitted the best proposal(s) when all factors are considered. If no agreement is reached, CalMHSA may negotiate with other applicants or may choose to extend the proposal period and invite additional proposals. After initial review of all proposals, CalMHSA reserves the right to meet with selected applicants to gather additional information. Additional information may include, but is not limited to, a demonstration of skills or services described in the proposal.

### 11. **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 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.

Written protests can be sent to the following:

Via Email:

[info@calmhsa.org](mailto:info@calmhsa.org)

Via Certified Mail:

CalMHSA  
Attn: Senior Corporate Counsel

1610 Arden Way, Suite 175  
Sacramento, CA 95815

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.

## **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 the 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.

## **13. CalMHSA Contract**

The selected applicant (or applicants for multiple awards) must be able to execute a services contract with CalMHSA based on CalMHSA's paper and terms prior to the project start date (or as otherwise specified by CalMHSA). A Certificate of Insurance in alignment with CalMHSA's contract terms will be required prior to contract execution.

## **14. Format of Proposals**

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 are recommended. JavaScript must be enabled.

Browser cookies must be enabled. Applicants 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. All PDFs documents must be formatted in Times New Roman, 12 pt. font, double spaced, unless otherwise indicated in the Requested Information. 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.