

# California Mental Health Services Authority (CalMHSA) Request for Proposals (RFP) for Human-centered Design Vendor

*Applications due by 4:00 PM PST on Thursday July 11, 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.*



## 1. RFP Summary

The California Mental Health Services Authority (CalMHSA), a Joint Powers Authority (JPA), serves California Counties and Cities as an independent administrative and fiscal intergovernmental structure for jointly developing, funding, and implementing mental health services and educational programs at the state, regional, and local levels. *(See Gov. Code §6500 et seq.)*

CalMHSA is seeking a vendor to support multiple human centered design, projects and programs across CalMHSA. The vendor must be a leader in accurately illustrating the needs of the populations that CalMHSA serves, priorities of our member counties, State/Federal requirements, full process design from concept through new product/technology rollout, adoption and iteration. Vendor must have experience novel creative concepts, leading marketing strategies, new and emerging technologies and solutions to create effective Programs to meet CalMHSA's business needs.

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

CalMHSA is seeking qualified vendors with the expertise and capacity to provide human centered research and design for multiple programs at CalMHSA.

### I. Deliverables

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

- a. Complete an agency wide-survey,
- b. Conduct research interviews and surveys with County partners and key stakeholders,
- c. Create shareable reports that illustrate research findings, opportunity areas, gaps in service, and key take-aways,
- d. Create compelling graphics and spearhead multiple program campaigns utilizing current technology and social media as needed,
- e. Present concepts and program strategy as requested.

## 3. Requested Information

The following response components are required to be submitted with applicant's submitted application. CalMHSA is not responsible for costs associated with the development of responses nor delivery of the same.

Please submit the following components as part of your response. **[NOT TO EXCEED 5 PAGES MAXIMUM]**.

1. Cover Sheet.

2. Narrative description of applicant’s background information, to include, but not be limited to, previous experience working in the human design and technology space, and experience working with behavioral health agencies, and examples of relevant previous work similar in scope and complexity.
3. A proposed total budget for the Project Scope of Work as stated above. Estimated timeline for the Agreement is 12 months.
4. Three (3) signed letters of support, including references from organizations with whom the applicant has contractual or other business relationships who can substantiate the applicant's capacity to provide such services as described in the Project Scope of Work, above.

#### 4. 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 must have a minimum of five (5) years of experience working with human-centered design and technology as requested in the scope of work.
2. Applicant’s staff must be located within the continental United States.
3. 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.
4. Financial Information: applicants are required to submit copies of applicant’s most recent audited financial statements.
5. Applicant must be able to meet the expected Project Start Date of **August 16, 2024**.
6. All Applicants that apply must provide the information and/or documents requested below before the proposal due date of **July 11, 2024**. (This information is not included in the 5-page Maximum).
  - Organization name, address and telephone number (head office and local office)
  - Organization Structure (what type of entity)
  - Is the organization a sole proprietorship? If so, list owners name, address, contact information
  - Is the organization a 501c3 entity?
  - Number of employees
  - Lead representative of org (name, role, contact info)
  - Key management staff names, (names, roles and if they will be a part of the services provided, if awarded a contract)

- Organization’s public website url
- How long has the organization been in business? (min. 2 years)

If requested, and prior to contract execution the Applicant must provide the following items:

- W9.
- Certificate of Insurance (meeting the contract template requirements available in the “Files” section of the RFP Portal)
- Applicable licenses
- CalMHSA security questionnaire
- Relevant IT security related documents

## 5. 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.

## 6. 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.

## 7. 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.

## 8. Submission Instructions and Requirements

### Proposal Timeline

EVENT	Key Dates
RFP Issued	Thursday, June 13, 2024
RFP Questions Due	4:00 PM PST, Thursday, June 20, 2024

<b>EVENT</b>	<b>Key Dates</b>
RFP Questions Answered	4:00 PM PST, Thursday, June 27, 2024
Deadline for Responses to be Submitted	4:00 PM PST, Thursday, July 11, 2024
Application Review	Friday July 12, 2024 - Friday July 26, 2024
Notice of Intent to Award	Monday, July 29, 2024

**Submittal Address**

All submissions must be made electronically using CalMHSA’s e-Procurement Portal, through **Bonfire**: <https://calmhsa.bonfirehub.com/>.

**9. 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 by **4:00 PM PST, June 20, 2024**. The FAQ responding to the questions will be posted by **4:00 PM PST, June 27, 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.

**10. 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/>.

## 11. 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.

## 12. 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.

### **13. 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.

### **14. 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.

### **15. 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](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. 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.