

California Mental Health Services Authority

Request for Proposals (RFP)

Los Angeles County Take Action LA Campaign Media Buys

Applications due by 4 p.m. (PST) on January 7, 2025.

Potential responders must submit proposals only through CalMHSA's e-Procurement Portal at <https://calmhsa.bonfirehub.com/>

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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 Take Action LA Campaign Media Buys 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.

Overview

CalMHSA is seeking proposals from organizations with significant experience and expertise in developing media buy plans and executing media buys specifically for the Los Angeles County geographic and media market. Applicants should demonstrate a deep understanding of Los Angeles County’s unique landscape and a proven track record of effectively reaching the county’s diverse ethnic, racial, cultural, and geographic audiences. This campaign will be executed on behalf of the Los Angeles County Department of Mental Health (LACDMH) and is scheduled to go live on April 1, 2025, and will run through June 30, 2025.

LACDMH’s mission is to optimize the hope, recovery, and wellbeing of our most vulnerable populations through access to care and resources that promote independence, personal recovery, connectedness, and community reintegration. Our vision is to help those with serious mental illness heal, grow, and flourish by providing access to the right services in the right place from the right people. We want to empower people to help themselves and their loved ones by providing care, connecting them to appropriate resources, or professional support. Our focus is to decrease stigma and discrimination, increase help-seeking behaviors, and enhance awareness of and access to mental health services and resources.

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 Take Action LA campaign aims to bring together neighborhoods and communities across the county to celebrate community and community connections during national Mental Health Awareness Month in May. Additionally, the campaign’s goal is to educate residents about the department and highlight its role in providing mental health services

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to LA County residents, particularly to underserved and underrepresented communities, as well as share ways to connect with LACDMH and its services (e.g., no wrong door).

The audience of the campaign is Los Angeles County residents, with a focus on reaching residents with diverse ethnic, racial, cultural and economic backgrounds.

The selected organization will be provided with creative assets to work with. It may be required to support the resizing and editing of assets to finalize them for specific media placements.

The goal of the Take Action LA campaign is to:

1. Promote community connectedness
2. Increase county residents' knowledge about the Los Angeles County Department of Mental Health and other mental health resources in their communities
3. Mobilize residents to address mental health challenges
4. Improve well-being
5. Reduce mental health stigma

Budget

The initial award amount will not exceed \$3,450,000 and should include costs for media buys. An additional amount will not exceed \$100,000 for any required reformatting and resizing of the creative assets provided by CalMHSA.

I. Deliverables

Expected deliverables for this scope of work include, but are not limited to, the following:

- 1) Develop a media campaign that applies an equity approach to reach ethnic, racial, cultural, socioeconomic, and geographic audiences in Los Angeles County as determined by CalMHSA.
- 2) The media buy should include but not be limited to:
 - a. Social media
 - b. Digital media
 - c. Broadcast
 - d. Radio
 - e. Print
 - f. Out of Home (OOH)
 - g. Community, grassroots media opportunities
- 3) Support creative asset preparation:
 - a. Applicant may need to support the resizing and editing of creative assets to ensure they are finalized and optimized for specific media placements.

The media campaign will primarily promote Take Action LA, the Los Angeles County Department of Mental Health's mental health awareness campaign.

This campaign will coordinate work with other vendors as identified by CalMHSA.

II. Requirements

The primary requirements of the RFP are as follows:

- 1) A comprehensive media buy plan that outlines all potential added values, administrative fees, and other vendor-related costs.
 - a. Provide supplemental information on your vendor fee structure, including a clear breakdown of charges.
 - b. Ensure that the total administrative fee does not exceed industry standards.
- 2) A concise overview of your organization's expertise in developing media buy plans that prioritize equity, showcasing your ability to effectively reach Los Angeles County's diverse ethnic, racial, cultural, and geographic audiences.
 - a. Provide an overview of your experience and knowledge working in Los Angeles County, highlighting any specific projects or collaborations that showcase your understanding of the region's unique characteristics and needs.
 - b. Detail your experience in connecting with the county's varied ethnic, racial, cultural, and geographic audiences, with a particular emphasis on your work with underserved and underrepresented communities. Include specific examples where possible.
 - c. Provide an example of how you would use creativity and innovation to effectively reach and resonate with target audiences in Los Angeles County.
 - d. Outline your capacity and technical expertise in reformatting and resizing creative assets to meet varying specifications, ensuring high-quality outputs across multiple platforms and formats.

3. Requested Information

The following response components are required to be submitted with 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. Submissions should not exceed seven 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.

1. Cover sheet

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2. Narrative description of applicant's background information, to include, but not be limited to, previous experience in a behavioral health setting and examples of relevant previous work similar in scope and complexity.
3. Implementation roadmap and high-level tasks/milestones, including a timeline for completion of developing and executing media buy plans based on the scope of work and requirements provided in this RFP.
4. A proposed total budget for the scope of work, as stated 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 significant experience and expertise in developing media buy plans and executing media buys specifically for the Los Angeles County geographic and media market, 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: applicant is 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 Feb. 14, 2025.

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.

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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	Dec. 10, 2024
RFP Questions Due	Dec. 18, 2024
RFP Questions Answered	Dec. 20, 2024
Deadline for Responses to be Submitted	Jan. 7, 2024
Application Review	Jan. 8-22, 2025
Notice of Intent to Award	Jan. 24, 2025

Submission Address

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All submissions must be made electronically using CalMHSA's e-Procurement Portal, at <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 Dec. 18, 2024, 4 p.m. (PST). The FAQ responding to the questions will be posted on Dec.20, 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 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

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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

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 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.