

CaIMHSA Prevention and Early Intervention Request for Proposal Frequently Asked Questions (FAQs)

FORMATTING QUESTIONS:

Are there requirements for the format of the file of the application?

In lieu of COVID-19 we are requesting that all proposals be sent to CaIMHSA electronically. **We will not be accepting hard copy proposals.** Please email the proposal and all additional materials to rfp@calmhsa.org.

Since the application will now be submitted electronically via email, please clarify the appropriate format. Should everything be combined into a single pdf? Or should each part be submitted separately, i.e. submit the Executive Summary, Proposal Narrative, and Attachments as distinct pdf files?

Respondents may respond as one pdf or multiple. However, we are aware that due to the change to electronic submissions not all files may be transferable in one email. In that case, please feel free to send multiple emails with all the different aspects of your proposal. CaIMHSA will send confirmation emails to respondents to ensure that you are aware of successful receipt of the emails.

Does CaIMHSA have a file transfer service for the submitted proposal?

We ask that, to ensure uniformity among all proposals, that respondents please submit their proposals via email (rfp@calmhsa.org). As noted in the question above, the respondents may submit multiple emails if the file sizes are too large.

What is the file size limit for the submitted proposal?

There is no limit of size beyond the assigned page limits, but the files must be transmittable via email.

What can be included as an attachment, outside of the 15-page Scope of Work page limit?

Additional items such as letters of recommendation, timeline, staff bios, visuals (i.e. Program Activity examples, PSA examples, Case studies, etc.) can be included as attachments, and not as part of the 15-page limit. However, please limit your attachments to 20 pages total. Additionally, some text within the included graphic may not be able to conform to the Calibri font 12-point format, and so graphic text may be outside of that formatting requirement.

Does the entire proposal need to be Calibri, 12-point font, double-spaced, or does that apply only to the sections that have specific page allocations such as the Executive Summary and Scope of Work?

We ask that the entire proposal adhere to those specifications. However, we understand that some attachments or graphics may be unable to adhere to this. For these reasons see the previous question and answer for further clarification.

If a footnote is used in the Executive Summary or Scope of Work, does the type style/size/spacing also need to be Calibri, 12pt., double-spaced?

Footnotes do not need to meet those specifications.

Are there page limits to the staff expertise section?

The staff expertise section should be limited to 5 pages.

Along with the budget form, can we provide a budget justification?

Yes, but the budget form and the budget justification should be 2 pages or less.

Do the four required "references" need to be letters submitted with the proposal or just contact information for the references?

Reference letters are preferred; however, we anticipate that some organizations may be limited in their ability to draft these letters so contact information will be accepted if that is the case.

Can more than four letters of reference be provided?

We are requesting only four letters of recommendation total.

Can the Goals and Objectives be addressed in the Executive Summary instead of the Scope of Work section?

The Goals and Objectives may be addressed in the Executive Summary but should also be addressed in the Scope of Work section.

The RFP does not reference a required work plan chart anywhere in the guidelines, and no work plan chart template is provided. Do applicants need to provide a detailed work plan chart as part of the Phase II: Scope of Work? Or is a narrative detailing strategies and activities sufficient?

Proposal may include a workplan chart and/or a narrative detailing strategies and activities.

Do we need letter of commitments from subcontractors, and if yes, do they go into the appendix?

Yes, and please include these commitments in the appendices. However, the proposer may include a list of subcontractors as proof of commitment without the letter to allow for additional documentation in the appendices. Please note that any changes to the subcontractors after the proposal is submitted may impact the final award.



Is the executive summary also double spaced?

Yes, the executive summary should fit the same formatting specification as listed in the RFP (12-point, Calibri, double spaced).

LOGISTICAL QUESTIONS:

Will deadline dates be adjusted as a result of the impact of COVID-19?

The deadline was adjusted as a result of the impact of COVID-19, please see page 2 of the [RFP application](#).

Will CalMHSA be retaining any of the previous contracts?

At this time Directing Change Program and Film Contest, Each Mind Matters Strategic Partnerships and Store Management and Evaluation will not be considered for the RFP. However, we are interested in proposals which can describe how their efforts may be able to collaborate with and enhance these existing programs. Previous contractors are allowed to make proposals for this RFP.

Will CalMHSA be retaining RAND as their evaluation consultant? Are there plans for RAND to conduct an addition Well-Being Survey, and if so, for what years and will that be integrated into the evaluation metrics/outcomes for the social marketing components of this RFP?

RAND will be retained as the evaluation consultant. Their SOW will be based on CalMHSA and our partners' plan and needs.

Please confirm that we provide a budget for one year. Do we provide a plan for 3 years or just 1 year?

The budget should include a year to year spending for the entire 3-year project, however please note that all funding is based on available MHSA funds and therefore yearly budgets may fluctuate based on those amounts.

Can we identify opportunities that would occur in years two or three of the three-year plan in the proposal? If so, can these opportunities be included as an addendum?

The proposals should include a plan for all three years. However, please note that all funding is based on available MHSA funds and therefore yearly budgets may fluctuate based on those amounts.

Is there a maximum request?

As highlighted in the RFP, there is historically \$3 million available for all contractors. As noted above, this is MHSA funding and is liable to fluctuation.

What will be the average grant amount?

The average grant amount will be based on the applications received. CalMHSA will work with applicants to negotiate based on existing funding to ensure the programs are funded commiserate with the goals and scope.



How many organizations will be funded?

Currently, 8 contractors are funded. Based on applications received CalMHSA is willing to have more or less but will ensure that project goals are met.

On page 2 of the RFP, it states that the available funding is \$3 million for fiscal year 2020-2021. It also states, "Please see below for approximate funding levels." We did not find any funding levels provided within this RFP. Please advise.

The sentence "Please see below for approximate funding levels" should have been removed. Applicants will describe how they wish to spend the funds in the project proposed.

On page 2 in the RFP, it states that "the program focuses on areas outlined below". However, there is no outline provided that states the focus areas. Can you please provide?

You will find the program focuses on pages 7, 8 and 9 including a description of the key CalMHSA goals, target populations and activities and strategies.

On page 6 for 2.1 Minimum Qualifications, there was no mention of a page limit for this section. Is this accurate? Please advise.

The Minimum Qualifications section of the RFP is just what is expected to be infused throughout the application.

What is the current portal or structure for counties/liaisons to access Each Mind Matters materials?

Each Mind Matters materials are located [here](#). Currently each county has a liaison to assist them in resource navigation.

What kind of mental health professionals are available in your organization and how would the mental health professional on the proposer's team engage with your staff?

CalMHSA has non-licensed mental health professionals on staff and has on-going access to licensed mental health professionals. The selected proposers mental health professional will be relied on to ensure that the projects are developed in a manner which incorporates mental health best practices for non-stigmatizing and positive messaging.

On page 3, under the Minimum Qualifications, section 2.1.7 states that proposers must have a mental health professional on staff or as a consultant. Is there a specific license or doctorate that this person must hold? And is there a minimum year of experience required?

A licensed mental health professional is required (either on staff or as a subcontractor). They will be utilized to ensure that resources and messaging is appropriate.

On page 25 of the proposal (page 111 of the Three-Year Program Plan), you list the projected outcomes. Are there specific KPIs for these outcomes? Can you please confirm whether you have existing baseline metrics available?

Due to the inconsistent availability of KPIs, proposers should assume that they are not available.



Are you currently working with the California State Association of Counties, the Rural County Representatives of California or the League of Cities to conduct community outreach?

No, we do not have a contract relationship with any of the organizations listed for the PEI program. We do work closely with the County Behavioral Health Directors Association (CBHDA).

Is “Know the Signs” the Suicide Prevention brand and “Each Mind Matters” the overarching Mental Health brand?

Each Mind Matters is the overall campaign, Know The Signs falls under the EMM umbrella with a suicide prevention focus.

Page 11, paragraph 2 “Under the umbrella of the Each Mind Matters (EMM) campaign, CalMHSA contractors will continue to disseminate an array of quality resource materials that are culturally responsive for California’s diverse communities in order to increase awareness and knowledge of mental health, wellness, and services”. Are there existing contractors already contracted to do this work, and if so, for how long?

The proposer selected will continue to disseminate, adapt and create additional materials in accordance with the goals and strategies of CalMHSA and our Members. Our current contractors can be found [here](#).

How will you be weighting the scoring for different criteria?

There will be a scoring methodology developed, but proposers will not receive information on the strategy in which applications are scored.

BUDGET QUESTIONS:

Can moneys awarded be used towards capital purchases (i.e. a building, an automobile, etc.)?

Moneys awarded can **NOT** be used for capital funding.

Can funds be used to offset expenses for Equine Therapy?

These funds focus on prevention efforts and are therefore not to be used for direct, clinical therapy.

Are organizations restricted to using the budget form attached to the RFP? If so, where do we indicate the 15% indirect costs?

The costs should be met within the budget form. Indirect costs can be placed in “Other.”

On page 2 it mentions a \$3 million budget for 2020 - 2021. Is that the annual working budget for the entire Scope of Work in this RFP?

Yes, \$3 million overall for all partners on this PEI project.

On page 41 (the backside of Attachment 3) there is a Budget Form. Do you want us to get specific and provide details as subsections under each section or do you want us to not make any changes to the form?

Yes, you may make changes to the existing budget forms to include subsections under each section.

In attachment 3, where do media buys fit?

Media buys can be included under services and supplies. As mentioned above the budget form may include subsections where you can define the proposed services.

Most of what ad agencies provide would be creative and media related. Would these items need to be listed under "Services and Supplies" or should we place them under "Project Staff"?

If the proposal includes creative and media related items they should be included under "Project Staff."

If the creative or media related is not related to staffing, then it may be included under other sections such as "Services and Supplies."

Is the budget for the mini grants for CBOs included in the \$3 million?

Yes.

Will CalMHSA provide a current list of CBOs and their mini-grant size, including high level scope of work?

CalMHSA will not be providing a current list of CBOs and their mini-grant size however, the mini-grants include funding for organizations which focus on student mental health of all ages, transition age youth, stigma and discrimination reduction, suicide prevention and reaching Spanish speaking communities. Throughout the state there is roughly 200 organizations and schools that are grantees.

MARKETING/PR QUESTIONS:

Is mark-up on hard costs or a commission on media allowed?

No, there has not been any mark-up or commission on media.

In section 2 on page 6 of the RFP, Minimum Qualification 2.1.7 refers to "social marketing." Is that the same as "social media" or "social media management"?

Social Marketing can be defined as the use of marketing methods to change people's behavior in areas such as health or education.

Who is the incumbent PR, marketing and design agencies that CalMHSA currently works with, including any subcontractors or multicultural consultants?

All current contractors are located [here](#). Our current marketing firm is RSE.



We understand the budget for fiscal year 2020-2021 is up to \$3 million. Do you have an idea or preference for how much should be allocated to paid advertising versus professional fees? Also, do you have an idea or preference for much should allocated to mini grants for CBOs in local communities?

Proposals shall offer their proposed budgets for all activities, including but not limited to those listed above. On page 8 of the RFP (included below) there is a list of the strategies currently utilized, which includes mini grants for CBOs, proposals may seek to provide recommendations for the execution of these activities. However, CalMHSA does not seek to limit any innovative proposals and is open to additional strategies.

As listed on Page 8 of the RFP:

- Social marketing campaigns
- Material and Information development
- Material and information dissemination
- Mini-grants to CBOs in local communities
- Mobilization of K-12 and college students

Again, proposals are not limited to these strategies; innovative approaches are welcome.

When is the last time you ran media campaign, and can you provide a link to the most recent campaign materials?

There are ongoing efforts that include traditional and social media efforts. For more information on these campaigns please see www.eachmindmatters.org and the [EMM Resource Center](#).

Are there any campaigns in the mental health category that you admire or believe has been effective?

We will not include a list of the campaigns, but acknowledge that there are innumerable efforts that are undoubtedly effective in reducing the stigma and discrimination associated with mental health and help-seeking. Each Mind Matters was created to be California's Mental Health Movement and thus uplift the past, current, and future mental health campaigns.

Who currently manages the Each Mind Matters social media channels and would the contractor take over direct management of these channels?

The proposer who fulfills the role of PR/Marketing would take over management of the EMM social media channels and website. Our current PR/Marketing firm is RSE.

Is it expected that efforts should focus on statewide outreach or are there pilot markets that you would like to focus on?

Each Mind Matters is a statewide campaign, however based on proposals we would be open to piloting efforts in markets to determine statewide feasibility.

Are you seeking new creative and a new campaign or are you like for the proposer to solely carry on existing work?

CalMHSA is interested in expanding existing work as well as investing in new creative campaigns.



How many focus groups have been conducted since the beginning of the campaign and can you provide any focus group insights?

The campaign has continued to refine our efforts and develop additional materials for a wide audience. These efforts include focus groups as well as other quality improvement efforts. We will not provide any prior focus group or additional effort insights.

Should any creative concepts provided be branded with “Each Mind Matters” or “Know the Signs”?

CalMHSA has several initiatives. For more information please visit the [EMM Resource Center](#). At this time, CalMHSA has prioritized Each Mind Matters and Know The Signs as well as their Spanish counterparts SanaMente and Reconozca las Senales; as well as the Directing Change Program & Student Film Contest.

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