

California Mental Health Services Authority (CalMHSA)

Request for Proposals   
(RFP)

Los Angeles County Media Buys

*Applications due by 5 p.m. (PT) on January 15, 2024.*

*Potential responders must submit proposals only through CalMHSA’s   
e-Procurement Portal (Bonfire) 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 or cancel the RFP at any time.*

**CalMHSA — Issuing Body**

 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 a history of developing media buy plans and executing media buys for the Los Angeles geographic and media market. March 1, 2024 is the go-live date for the media buys and they will run through June 30, 2024.

**Scope of Work**

This high-level scope of work outlines the major expected deliverables the successful organization – and their subcontractors, if applicable – will execute in partnership with CalMHSA and CalMHSA-identified subject matter experts:

The goal of this campaign will be to:

1. Promote community connectedness
2. Increase county resident’s knowledge about 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

The 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.

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

The selected organization will be provided with creative assets to work with. It may be required to coordinate with other vendors to finalize assets for specific media placements.

Deliverables

1. Develop a media campaign that applies an equity approach to reach ethnic, racial, cultural, and geographic audiences in Los Angeles County as determined by CalMHSA.
2. The media buy should include but is not limited to:
3. Social Media
4. Digital Media
5. Broadcast
6. Radio
7. Print
8. Out of Home (OOH)
9. Community, grassroots media opportunities

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.

**Budget**

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

**Submission Requirements**

**Timing:** Proposals must be submitted by January 15, 2024, at 5 p.m. Pacific Standard Time through Bonfire [link](https://calmhsa.bonfirehub.com/projectDrafts/117081/details) **ALL PROPOSALS MUST BE SUBMITTED STRICTLY IN ACCORDANCE WITH THE TIME DEADLINE. NO EXCEPTIONS CAN BE MADE FOR LATE SUBMISSIONS.**

To be considered, your submission should include:

1. Media buy plan, including all potential added values
2. Line-item costs for media buy (with an understanding that market values may change)
3. Brief overview of your organization’s experience developing media buy plans using an equity approach to reach ethnic, racial, cultural, and geographic audiences in Los Angeles County

Submissions should not exceed five 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

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| **EVENT** | **Key Dates** |
| RFP Issued | December 28, 2023 |
| Bidders Conference recording posted (no live bidders conference will be held) | January 5, 2024 |
| RFP Questions Due | January 7, 2024 5PM  PST |
| RFP Questions Answered | January 10, 2024 |
| Deadline for Proposals to be Submitted | January 15, 2024, 5PM  PST |
| Proposals Review | January 16-18, 2024 |
| Secondary Interviews | January 19, 2024 |
| Notification of award | January 23, 2024 |
| Contracting period | January 24 - February 1, 2024 |

**Submission Address**

Please upload your electronic proposals to CalMHSA’s e-Procurement Portal:

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

**1.5 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 5 p.m. (PT) on January 07, 2024.The FAQ responding to the questions will be posted by 5 p.m. (PT) on January 10, 2024 **at** <https://calmhsa.bonfirehub.com/>.

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 phone inquiries.

CalMHSA will not send emails following the posting of the FAQ. It is the sole responsibility of the proposer to refer to the FAQs, which will be posted on CalMHSA’s e-Procurement Portal at <https://calmhsa.bonfirehub.com/>.

If a proposer is unable to submit questions via the Bonfire e-Procurement Portal, the Proposer must provide CalMHSA with an email justification outlining why they are unable to do so.

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

**Withdrawal**

A proposer 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/>.

**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 the scope of work 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, including professional expertise, lived experience, personal knowledge, etc. Panelists’ information will not be disclosed as a matter of confidentiality. CalMHSA is committed to ensuring the RFP review panel is representative of California’s racial, ethnic, and cultural diversity.

**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 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.

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 one-year, contract based on available funding. However, the project period may extend through FY 25/26. Contracts will be renewed annually, based on available funding. CalMHSA reserves the right to terminate or extend contracts as deemed appropriate. The first scope of work will begin around February 1, 2024 and go through June 30, 2024.

**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 should be submitted in PDF format. Proposals should not be Word or Excel documents, graphic-heavy presentations, PDFs of presentations (e.g., PowerPoint, Canva, or Prezi presentations saved as PDF), or contain embedded videos.

Proposals must be submitted through CalMHSA’s e-Procurement Portal at: [https://CalMHSA.bonfirehub.com/](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.