

California Mental Health Services Authority

Request for Proposals (RFP)

Sonoma County Prevention and Early Intervention (PEI) Community Grant Program – Cycle II

Applications due by 5 p.m. (PST) on January 30, 2026.

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 or cancel the RFP at any time.



1. Sonoma County Prevention and Early Intervention (PEI) Community Grant Program 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 Sonoma County Behavioral Health Department through its Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) component funding, and in collaboration with CalMHSA, is pleased to announce the availability of community grant events focused on mental health awareness during Mental Health Awareness Month (May). The grants are designed to support marginalized communities with a particular focus on Black, Indigenous, People of Color (BIPOC), LGBTQIA+, and other historically underserved and underrepresented populations.

We are seeking proposals from community-based organizations, cultural centers, advocacy groups, and individuals committed to creating safe and accessible mental health resources and programming. Applications should be for a one-time innovative event or a series of events throughout Sonoma County. CalMHSA will award grants to community-based organizations (see eligibility below) in the range of \$10,000 to \$15,000.

These events should aim to foster connections, raise awareness about mental health, and provide mental wellness support.

Examples of innovative activities/events

1. Peer-led group discussions/workshops
2. Congruent healing listening circles
3. Mental health film screenings
5. Mindfulness activities
6. Fitness activities (5K runs, hikes, etc.)
7. Any activities that support BIPOC and LGBTQIA+ mental wellness and suicide prevention

Grant Award

CalMHSA has implemented the Community-Driven PEI grant program in collaboration with Sonoma County Behavioral Health Department. These grants provide funding to grassroots community-centered organizations providing mental health PEI services to communities throughout the county. Grants focus on the following MHSA PEI component funding categories:

1. Outreach
2. Prevention
3. Stigma Reduction
4. Suicide Prevention

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 awarded programs must support one or more of the following MHSA priorities:

1. Decreasing stigma and discrimination associated with mental health and accessing mental health services through culturally congruent social marketing messaging and community engagement
2. Increasing awareness of and access to mental health services and resources, implemented through community-based approaches
3. Increasing knowledge of trauma, toxic stress, and social determinants of health through community-centered methods for raising awareness and understanding
4. Activities that address one or more of the MHSA PEI-identified negative effects of untreated mental illness

Grant Priorities

- Promote mental health education and awareness in marginalized and underserved communities
- Foster a safe space where BIPOC and LGBTQIA+ individuals can discuss mental health openly without stigma
- Create support networks for mental wellness and resilience in BIPOC and LGBTQIA+ communities
- Provide access to mental health resources, including workshops, peer-led discussions, and creative therapeutic activities

I. Deliverables

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

1. **Project Implementation Plan and Timeline**: Submit a written project workplan and timeline for planning, implementation, and execution for PEI activities, events, and services to CalMHSA within 14 days of contract execution. The submitted workplan will be subject to CalMHSA's approval.
2. **Data Collection Plan**: Submit a data collection plan that describes how data will be collected for individuals who attend PEI activities. To comply with the PEI regulations as outlined in Title 9, California Code of Regulations, Division 1, Chapter 14 – Mental Health Services Act (MHSA), data collection efforts should include, but not be limited to, the following elements:
 - Demographic Information
 - Age, gender, race/ethnicity, sexual orientation, gender identity, primary language, and veteran status
 - Disability status, including both mental and physical conditions
 - Program Participation Data
 - Type of PEI program or strategy (e.g., outreach, early intervention, or prevention)
 - Dates of participation and frequency of services
 - Referrals made and services accessed as a result
 - Outcomes and Indicators
 - Improvement in mental health status
 - Changes in risk or protective factors
 - Reduction in stigma and discrimination
 - Early identification and linkage to treatment services
 - Target Population Information
 - Whether the individual belongs to a PEI priority population (e.g., children/youth, Transitional Aged Youth (TAY), older adults, or underserved cultural populations)
 - Indicators of mental health risk such as trauma, isolation, substance use, or justice system involvement
 - Geographic and Service Context
 - County or region where services were delivered
 - Type of setting (e.g., school, community center, primary care)
3. **Fiscal Reporting**: Awarded agency must submit monthly expenditure reports to CalMHSA detailing the programs monthly spend-down.

4. Sonoma County Collaboration: Awarded agency must collaborate with a Sonoma County MHSA Coordinator to support outreach and attendance efforts.

5. Final Report: Awarded agency will provide a final report to CalMHSA no later than 30 days from the program term's conclusion. Final report should summarize all activities completed during the project timeframe, activity and event outcomes, populations reached including examples of promotional/outreach materials. The awarded agency, in collaboration with CalMHSA, will determine what data will be required to include in final report to CalMHSA.

II. Requirements. The primary requirements of the RFP are as follows:

a. Eligibility

- Must be a qualified community-based organization with demonstrated experience providing culturally and linguistically appropriate behavioral health services to Solano County residents and/or providing services in the community.

b. Organizational Capacity

- Demonstrated ability to engage and serve underserved, unserved, and diverse communities
- Capacity to coordinate and/or partner with county and community partners, including mental health, substance use, housing, social service providers, and health care services.

c. Staffing

- Employ or engage community members who are trained to provide behavioral health outreach, navigation, peer-based guidance, and community-centered crisis response. This may include staff, volunteers, cultural leaders, or other trusted community members who have skills to support wellness and respond safely to community need.
- The staffing or community engagement plan should include individuals who can coordinate the program and peers with relevant lived experience. Program leadership may come from community organizations, grassroots leaders, or other qualified individuals who understand local needs and a guide the work effectively.

d. Administrative Requirements

- Ability to collect and report program outcomes and participate in evaluation activities utilizing CalMHSA's data management system
- Ability to attend monthly meetings with CalMHSA grant administrators
- Compliance with all contractual, fiscal, and reporting requirements established by CalMHSA

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. Documents listed below are available for download in CalMHSA's eProcurement Portal at <https://calmhsa.bonfirehub.com/>.

1. Signed cover sheet
2. RFP grant application
3. A proposed total budget for the project scope of work as stated above

4. Minimum Requirements

Applicants 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 in community-based prevention and early intervention (PEI) services as requested in the scope of work.
2. Applicant's staff must be located within the continental United States.
3. Applicants 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, the applicant must disclose claims information as part of their response submittal.

4. Applicant must be able to meet the expected Project Term of February 2026 – June 2026.

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	January 5, 2026
RFP Questions Due	January 12, 2026
RFP Questions Answered	January 16, 2026
Deadline for Responses to be Submitted	January 30, 2026
Application Review	February 2–16, 2026
Notice of Intent to Award	February 23, 2026

Submittal Address

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 Jan. 12, 2026. The FAQ responding to the questions will be posted on Jan. 16, 2026, 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 they are 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

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 PDF documents must be formatted in Times New Roman, 12 pt. font, double spaced, unless otherwise indicated

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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.