California Mental Health Services Authority

Request for Proposals (RFP)

Los Angeles County Take Action LA Community Grants

Applications due by 5 p.m. (PST) on Dec. 10, 2026.
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 or cancel the RFP at any time.

CalMHSA
California Mental Health Services Authority

1. Los Angeles County Take Action LA Grants RFP Summary

The California Mental Health Services Authority (CalMHSA) is a Joint Powers 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.

CalMHSA, in partnership with the Los Angeles County Department of Mental Health (LACDMH) and supported by the Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) funding, is seeking mission-oriented, diverse, and innovative Los Angeles County-based partner organizations to support the residents of Los Angeles County during May is Mental Health Month in 2027. Grants will be provided to support community events that promote mental health awareness and wellbeing.

With available grant funds, organizations will engage diverse communities to support the broad-reaching LACDMH Take Action LA for Mental Health campaign. The campaign, its partners, and its events promote mental health awareness and wellbeing, enhance access to care, and foster community. Grant-funded events will be tailored to follow the theme: *Take Action for Yourself, Take Action for Others, and Take Action for Your Community*.

Interested community-based organizations (CBOs) will submit applications for a one-time innovative or series of events (maximum two in-person; one virtual) in Los Angeles County. Award amounts are $15,000, $20,000, $30,000, or $40,000 per selected awardee. Amounts are tied to minimum attendance expectations and are based on available funding.

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

Los Angeles' communities are incredibly diverse, as are their needs. LACDMH recognizes that non-profits, local groups, and other community-based agencies hold an authentic understanding of the communities they serve. The grant investment puts PEI resources into the community to decrease stigma and connect community members with mental health resources.

Grant awards will support one or more of the PEI components identified in the Mental Health Services Act and include activities that address one or more of the MHSA PEI-identified negative effects of untreated mental illness.

Invited to apply are creative thought partners with a desire to bring mental health awareness to a specific ethnic, racial, cultural, or geographic LA County community, through equity-focused events and activities.

Eligibility
Entities eligible to receive grants:

- Non-profit agencies
- For-profit agencies
- Faith-based organizations
- Schools/universities
- Other entities dedicated to carrying out diverse community engagement efforts to build community capacity and strong community ties to further wellbeing

Entities ineligible to receive grants:

- Los Angeles County departments or governmental entities
- Entities that currently provide direct or contracted services to LACDMH
- Entities that intend to provide clinical services at their event. *An entity that typically provides clinical services may apply; however, clinical services cannot be provided at events.*
    - *Clinical services are defined as healthcare treatment by a licensed individual.*
    - *Health screenings are permitted if performed by a qualified individual or entity.*
- Entities unable to sign a contract within the specified time frame and/or unable to accept CalMHSA's contract terms and conditions outlined in the contract template, found in the Bonfire link under "Files" for this RFP.
- Entities unable to table at the LACDMH event held in their Los Angeles County Service Area.
- Entities whose leadership (management and above) includes individuals who have been employed by the LACDMH in the previous two fiscal years (July-June).
- Entities whose leadership (management and above) includes individuals who have been employed by or served on the Los Angeles County Board of Supervisors, or

their appointed deputies or Mental Health Commission members, within the last two years.

Grant Submission & Selection

- Entities will submit applications and other required documentation to CalMHSA via Bonfire.
- Funding is based on application eligibility and fund availability.
- Funds will be awarded to a wide range of organizations.
- Efforts will be taken to ensure funding is equitably distributed throughout all Service Areas in Los Angeles County, based on the needs of populations served.
- Award amounts will vary depending on the scope of activities and attendance reach as shown below.

Award Amount	Minimum Attendance
$15,000	750
$20,000	1,000
$30,000	1,500
$40,000	2,000

- Proposals cannot exceed $40,000.
- LACDMH Service Area event will be the exclusive opportunity for Take Action LA health/resource fairs. Grant funded events may include a health/resource fair component; however, may not be solely health/resource fair events.
- CalMHSA reserves the right to consider a vendor's past performance with CalMHSA, including performance under prior agreements, when evaluating proposals. While services or deliverables provided under previous agreements may have been accepted, CalMHSA may take into consideration the quality, timeliness, responsiveness, and overall satisfaction of such prior performance to determine whether continuing a business relationship is in the best interest of CalMHSA and Los Angeles County. CalMHSA may, at its sole discretion, reject a proposal whose past performance is deemed unsatisfactory or indicates that future performance may pose a risk to successful contract completion.

CalMHSA is seeking qualified vendors with the expertise and capacity to provide community-focused events supporting mental health and wellbeing.

I. Deliverables

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

a. In-person event aligned with organization’s contract with CalMHSA
b. Implementation and marketing plan as outlined by CalMHSA

c. Proof of webinar, training, in-person meeting, and event attendance by organization representatives
d. Event detail form including, but not limited to, event name, location, description, and contact information for publication on the Take Action LA website
e. Marketing of event(s) to organization's target audience and applicable partner organizations
f. Marketing of, and incentive reporting for, the attendee survey as outlined by CalMHSA
g. Report on specific event-related information as outlined by CalMHSA

II. Requirements

The primary requirements of the RFP are as follows:

a. Awardees must host a minimum of one in-person grant-funded event.
b. Events must be held at venues within applicant's contracted Service Area, which are open to all community members.
c. Event venues must be accessible to individuals with mobility needs.
d. Events will support one or more of the PEI objectives identified in Section 2 of this RFP.
    a. PEI objectives to be addressed will be specified in the grant applications, and outcomes will be reported in the final reports.
e. All events must occur in May 2027 and cannot occur on the same day as the LACDMH event in awardee's Service Area.
f. Awardees must host a table at the LACDMH event in their Service Area *and* at the County-wide May is Mental Health event.
g. Awardees must market events using a minimum of two marketing methods such as print, digital, radio, or television.
    a. Marketing must launch in March 2027 and continue until the event date.
    b. Specific marketing start date will be determined by CalMHSA.
    c. Marketing materials must contain directions for submitting accommodation requests.
    d. Marketing materials must align with the LACDMH Take Action LA campaign.
h. Awardees must have a qualified representative present at the in-person Take Action LA Kick Off event in Los Angeles County.

i. Awardees will develop a method for and keep track of attendance numbers for inclusion in the final report.
j. Awardees must only use the attendee survey developed by CalMHSA and market/provide incentives for the survey as defined.
k. The LACDMH Take Action LA campaign must be the primary sponsor of grant-funded events.
l. Co-sponsors must be reported to CalMHSA, and separate accounting records for Take Action LA grant funds must be maintained.

3. Requested Information

The following response components are required to be submitted with applicant's 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.

NOTE: Review will begin when applications are uploaded to Bonfire. Please do not upload incomplete documents or applications.

1. Application Form
   - The application form, found in the Bonfire link under "Files" for this RFP, must be utilized for all submissions.
   - Applications will not be accepted in any other format; hand-written applications will not be accepted, and applications will not be accepted via email or mail.
   - Organizations may apply using a fiscal intermediary; however, the fiscal intermediary must be identified on the application. The fiscal intermediary should not be listed as the applicant.
   - One application per organization. Fiscal intermediaries are not considered applicants.
   - The application includes a budget component, which must be completed.
   - Please save the application, complete all required fields, and submit via Bonfire at https://calmhsa.bonfirehub.com/ by 5 p.m. PST on Dec. 10, 2026.
   - An Application Technical Tips document is available for reference under "Files" for this RFP.
2. W-9
   - The W-9 must be complete and contain current information for the entity that will be named in the contract, if awarded.
   - Information on the W-9 will be checked against invoices submitted by awardees.
   - If using a fiscal intermediary, the W-9 must belong to the fiscal intermediary.
3. Letter of Endorsement – School-based Events Only

- If the proposed event is to take place at a school, the application must be accompanied by a letter of endorsement from the school. If awarded, organization will be required to provide CalMHSA with instructions for accessing the event.

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 one year of experience serving the target audience identified in their submitted application.

2. Applicants requesting $20,000 or more must have produced an event of similar size within the last 24 months.

3. Applicant's staff must be located within the continental United States.

4. 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 years, applicant must disclose claims information as part of their response submittal.

5. Financial Information: If requested, applicant is required to submit copies of their most recent audited financial statements.

6. Applicant must be able to meet the project milestones listed in the schedule below.

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
(All times are Pacific Standard Time)

EVENT	Key Dates
Grant Application/RFP Released	11/10/26 by 3 p.m.
RFP Questions Due *Refer to instructions in Section 9*	11/13/26 by 12 p.m.
RFP Questions Answered & Posted	11/17/26 by 5 p.m.
Application Submissions Due	12/10/26 by 5 p.m.
Review & Selection Period	Upon submission through 12/14/26
Notice of Intent to Award Posted	12/15/26
Award Acceptance Due	12/17/26 by 5 p.m.
Certificate of Insurance Due *Refer to insurance requirements in the sample contract included with this RFP*	12/23/26 by 5 p.m.
Contract Execution Due	12/29/26

EVENT	Key Dates
Implementation & Marketing Plans Due to CalMHSA	1/23/27
Event Information Due to CalMHSA	3/1/27
Grant Period	5/1/27-5/30/27
Final Reports Due	6/9/27

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 Nov. 13, 2026. The FAQ responding to the questions will be posted on Nov. 16, 2026, at https://calmhsa.bonfirehub.com/ and on the CalMHSA website at 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

CalMHSA intends to begin reviewing applications prior to the submission deadline. However, no applications will be selected before the date specified for the Selection Period, as outlined in the proposal timeline in Section 8. Applicants may withdraw or amend their proposals within 24 hours of submission, provided such actions occur before the application's submission deadline. All withdrawals or amendments must be made directly through 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 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.