

CalMHSA Marketing, Outreach, and Education RFP

Questions & Answers

1. Are the materials meant to convey a message about mental health and mental health resources for the intended audience, OR are the materials meant to educate and motivate the target audience to support PR, policy, and funding initiatives from CalMHSA?
 - a. The materials are meant to convey the impact and potential impact of current or future projects administered by CalMHSA.
2. What goal does CalMHSA hope to achieve with these materials? What will be the overall message we are conveying in these materials?
 - a. The goal is to communicate the impact and potential impact of current or future projects administered by CalMHSA. The selected contractor will work with CalMHSA to craft the message for the intended audiences.
3. Who is the primary target audience for these materials (i.e. general public vs. policy makers and stakeholders)?
 - a. There will be multiple target audiences and some of the materials will be specific to a target audience which may include the general public, diverse communities, local and state elected officials, Peers, Family Members, Parents, Caregivers, and advocates.
4. Is this a new program/scope of work?
 - a. This is a new scope of work.
5. Building on the question above, is there an existing contract with a contractor to support marketing, outreach and education for CalMHSA?
 - a. There is not an existing contract.
6. Regarding award, the application review period is outlined as 9/5 – 9/16. Upon completion of the review period, will a contractor be identified, or will there be oral interviews/presentations to determine the finalist who will be awarded the contract?
 - a. The panelists will score the proposals and then make a recommendation to CalMHSA. The recommendation may be to move forward with a contractor, or the recommendation may be to request additional information from the organization with the top two or three scoring proposals.

7. I don't see a maximum page limit for Section I: Past Experience however, Section II & Section III Section 4, all have page limits. Is this correct?
 - a. The Past Experience section should not exceed 5 pages.
8. I could not find "A recording of the Bidders Conference will be posted by 5:00pm PST 8/8/2022 and will be available on CalMHSA's e-Procurement Portal here."
 - a. The Bidders Conference is now posted: [CalMHSA Marketing, Outreach, and Education \(bonfirehub.com\)](https://CalMHSA Marketing, Outreach, and Education (bonfirehub.com))
9. Concerning the Format of the Proposal 1.13, does double-spaced refer to double-spaced lines?
 - a. Proposals shall be in Calibri, 12-point font, double-spaced line, and in compliance with the page limits stated at the beginning of each section's description.
10. I don't see access to the recording of the Bidders Conference in the portal. Can a direct link be provided?
 - a. The Bidders Conference recording can be viewed by visiting: [CalMHSA Marketing, Outreach, and Education \(bonfirehub.com\)](https://CalMHSA Marketing, Outreach, and Education (bonfirehub.com))
11. Do materials outlined in the RFP need to be translated, and if so, what languages?
 - a. The materials may be translated into the threshold languages and most prevalent languages spoken in California. CalMHSA will work with the contractor to determine when materials should and/or need to be translated into which languages.
12. Is there any preference for small businesses?
 - a. All organizations are encouraged to apply.
13. How much will lowest cost be factored into the scoring? Is CalMHSA looking for the lowest bid to be awarded this work? If not, how will total cost be factored into the decision of how this is awarded?
 - a. Lowest cost will not be factored into the scoring.
14. Will the 8/5 Bidders Conference be recorded and posted here? Thank you!
 - a. The Bidders Conference recording can be viewed by visiting: [CalMHSA Marketing, Outreach, and Education \(bonfirehub.com\)](https://CalMHSA Marketing, Outreach, and Education (bonfirehub.com))