



**Contra Costa County Behavioral Health Services  
Mental Health Services Act – Prevention and Early Intervention**

**Request for Proposals (RFP)  
Early Childhood Mental Health  
March 2021**

**I. General Instructions**

Contra Costa Behavioral Health Services (CCBHS) is seeking proposals for qualified individuals or organizations to provide early childhood mental health programming, specifically for children ages 0-5 and their families/guardians. The scope of this **Request for Proposal (RFP)** will assist in the implementation of the Mental Health Services Act (MHSA) under the Prevention and Early Intervention (PEI) component.

The contract period will be prorated from the contract signing until the end of the fiscal year dated June 30, 2022. The total amount available through the contract period is **not to exceed \$125,000 per fiscal year** and is to be based upon total anticipated actual expenses and budget submitted. CCBHS is hoping to receive strong proposals. The contract will be cost-based, meaning that the County will provide monetary compensation for services provided. The County reserves the option to adjust the contract amount of the awardee based on fiscal and/or time constraints. The contract awarded will be based upon the successful experience of the applicant, the quality of their characteristics and qualifications, the proposed programming, the outcome of the reference checks, and the cost effectiveness and efficiency of the submitted budget. Upon approval from the Behavioral Health Services Director, CCBHS will move directly to contract with the selected individual or organization.

**(A). Format, Delivery and Due Date**

The RFP and all related materials can be found at the Contra Costa County Behavioral Health Services Home Page under the *Latest Information* section at the following link:

<https://cchealth.org/bhs/>

Please provide only one copy. To facilitate submission during COVID-19 circumstances, electronic submission via email are preferred. A paper copy may be submitted, if necessary. The submitted copy must be clearly marked with the name, address and contact information of the individual or agency.

Additional specifications include:

- ✓ Written in Times New Roman in size 12 font
- ✓ 1" Margins on all sides
- ✓ Single-spaced pages
- ✓ All pages consecutively numbered
- ✓ 10 page limit not including the Resume and Reference pages and Table of Contents (if applicable)
- ✓ Proposal follows the outline presented below

Proposals should be delivered either electronically or via mail to the following:

Jennifer Bruggeman, LMFT  
MHSA Program Manager  
[Jennifer.Bruggeman@cchealth.org](mailto:Jennifer.Bruggeman@cchealth.org)  
1340 Arnold Drive, Suite 200  
Martinez, CA 94553

A single electronic or paper copy should be submitted at the above email or address by **4:00pm on April 2<sup>nd</sup>, 2021**. The information contained in this RFP is considered complete. Should you have any questions, please send questions to [Jennifer.Bruggeman@cchealth.org](mailto:Jennifer.Bruggeman@cchealth.org). Please allow ample time for questions, as late proposals will not be accepted and will not be reviewed. There will be no exceptions. Faxed RFPs are not allowed.

Applicants responding to this RFP will provide 1) Cover Page 2) Statement of Qualifications; 3) Organizational Plan 4) Statement of Cultural Humility 5) a Budget with a Budget Narrative; 6) and a Resume and Reference sheet. Additional details on the required submission are included below.

In the order presented, submissions should include the following:

1. Cover Page (1 page maximum, see attached)
2. Statement of Qualifications (2 pages maximum). Details of the applicant or applicant organization who would be implementing the service plan if awarded. Please describe the applicant or applicant organization's qualifications and successful experience relating to early childhood mental health described herein. If the applicant is an organization, please include an organization profile. Provide the resume for staff person(s) proposed for the qualification in the Resume and References section.
3. Organizational Plan (3 pages maximum). How does the individual or organization plan to support services for early childhood mental health. What will be the goals and outcomes, along with estimated numbers to be served. How does the agency plan to incorporate early identification in early childhood mental health and support access to treatment?
4. Statement of Cultural Humility (2 pages maximum). What is the individual or organization's history and experience in providing culturally responsive services? How does it intend to proceed with a culturally humble approach? How does the agency connect to families? What target population will be served, if selected?
5. Budget and Budget Narrative outlining the expected cost (2 pages maximum).

6. Resume and References. Appendices that include the detailed resume of the applicant, and a list with contact information of individuals who can verify successful, relevant experience.

**(B). Rules and Considerations**

1. The cost of developing and submitting a proposal in response to this RFP is the responsibility of the applicant and will not be reimbursed through any contracts resulting from this RFP process.
2. BHS may issue an RFP amendment to provide additional information or make changes or corrections. The amendment will be sent to all parties notified as well as posted on the Contra Costa Behavioral Health Services home page. BHS may extend the RFP submission date, as necessary to allow applicants additional time to consider such information and submit required data.
3. The RFP may be cancelled in writing by BHS prior to award if the Board of Supervisors determines cancellation is in the best interest of the County.
4. The RFP and any contract resulting from this process may be cancelled by the Board of Supervisors with a 30-day notice any time funding is unavailable.
5. Contracts awarded as a result of this RFP are subject to pending appeals by other applicants. The award is subject to cancellation or modification by BHS in accordance with the resolution of any such protest.
6. Contractor will be required to participate, through the County, in state-mandated surveys and data collection efforts.
7. Selected contractor must adhere to Contra Costa County's contracting process, providing all information as requested by BHS. The selected contractor will also be informed of the County's insurance coverage requirements, where applicable, and the process for contract approval (where applicable) by the Board of Supervisors.

**(C). Additional Information**

All RFP submissions will be reviewed promptly and the goal is to announce either a selection or next steps by **5:00pm on April 23<sup>rd</sup>, 2021.**

Applicants who are not selected may appeal BHS's selection of awardee(s) within three (3) days of notification. Appeals must be addressed to the Director of Behavioral Health Services.

Appeals must be in writing and shall be limited to the following grounds:

- The county failed to follow the RFP procedures, which affected the proposal scoring; and/or
- The RFP evaluation criteria were not appropriately applied to the proposal.

The Director of Behavioral Health Services will respond to the appeal within two (2) days and the decision of the Behavioral Health Services Director will be final and not subject to further review.

## **II. Introduction**

### **(A). About Behavioral Health Services – A Division of Contra Costa Health Services**

The Behavioral Health Services Division of Contra Costa Health Services combines [Mental Health](#) and [Alcohol & Other Drugs \(AOD\)](#) into a single system of care. With increasing

challenges in serving complex populations with multiple needs, this integration is a response to the growing desire to have improved consumer outcomes through a systems approach that emphasizes "any door is the right door," and that provides enhanced coordination and collaboration when caring for the "whole" individual.

The mission of Contra Costa Behavioral Health Services, in partnership with consumers, families, staff, and community-based agencies, is to provide welcoming, integrated services for mental health, substance abuse, homelessness and other needs that promotes wellness, recovery, and resiliency while respecting the complexity and diversity of the people we serve.

### **(B). Mental Health Services**

Mental Health Services provides care to children, transition age youth, adults and older adults living in Contra Costa County. These services are provided through a system of care that includes county owned and operated clinics, community-based organizations, and a network of private providers.

Contra Costa children and adolescents are served by a County-wide system of care that includes mental health staff working in partnership with the Probation Department, Employment and Human Services Department, School Districts, and family members. Services for adults are provided to those with serious mental disabilities or those in acute crisis. Mental Health Services also includes a range of prevention programs oriented toward prevention of more serious mental health issues. The Contra Costa Mental Health Plan is the mental health care provider for Medi-Cal beneficiaries and the uninsured.

### **(C). About Mental Health Services Act**

In November 2004, California voters passed Proposition 63, the Mental Health Services (MHSA). The MHSA is intended to "transform the public mental health system." The goal of the Act is to create a state-of-the-art, culturally competent system promoting wellness; recovery for adults and older adults with severe mental illness; and resiliency for children with serious emotional disorders and their families. With the advent of the integrated Behavioral Health Services Division described above and the onset of the federal Affordable Care Act, the MHSA funded community program planning process is a vital resource for assuring fidelity to the values contained in the Mental Health Services Act. The consultant leading the upcoming community forums needs to be aware of and include developments from these efforts into the planning process. To learn more about this County's MHSA, please visit the Contra Costa [MHSA site](#).

### **(D.) About the Consolidated Planning Advisory Workgroup**

The [Consolidated Planning Advisory Workgroup \(CPAW\)](#) is a group of stakeholders that work together to provide input and make recommendations that help shape and continually improve the County's public mental health system. CPAW has appointed members compiled of clients, their loved ones, service providers, and people in the community and is open to anyone interested in public mental health. CPAW members share input to assist in the ongoing development and evaluation of the programs and plan elements that comprise the MHSA Three Year Program and Expenditure Plan (Three Year Plan) and the annual updates. The group also

advises on the integration of the values and principles inherent in the MHSA into this County's public mental health system. Additionally, CPAW promotes transparency of efforts by sharing information with the stakeholder community.

### **III. Scope of Work**

The purpose of this RFP is to contract with an individual or organization that will provide early childhood mental health services reflecting the values of the MHSA in Contra Costa County. The contractor's proposal shall support, but is not limited to the following considerations:

- **Trauma Informed Care, Training and Education** – to support families, guardians and caregivers using trauma informed approaches, discuss intergenerational trauma, and support community defined, culturally sensitive practices. Serve to work from a lens of empathy and understanding, that allows for shared space in support of healthy brain and mental health development for children ages 0-5.
- **Public Awareness and Outreach** – to better inform the community around early brain development and the impact of trauma on the 0-5 population, the agency will partner with community agencies that are existing natural supports for children ages 0-5 and their families. If feasible and possible, create targeted campaigns geared towards parents and care providers using social media and other platforms.
- **Access** – including information in multiple languages, using culturally relevant supports, as it is feasible in planning.
- **HIPAA Requirements** – Contractor must comply with the applicable requirements and procedures established by the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and any modifications thereof.

As part of the RFP process applicants are to construct a budget that meets the above specifications and does not exceed the contract payment limit that is listed herein. The contractor will be fully accountable for proper use of funds.

### **IV. Guidelines**

BHS is seeking to contract with an individual or organization to provide service delivery for early childhood mental health as it relates to the Mental Health Services Act (MHSA) within Contra Costa County. This RFP process seeks proposals which lead to support a portion of the Community Program Planning Process.

#### **(A). Cover Page**

**(1 page maximum)**

Complete the attached Cover Page (see attachment on final page of RFP) and submit it with the RFP. The applicant must include the contact information for the individual or agency that will be assigned to perform service delivery under contract. The Cover Page should be signed by the Executive Director and Board President, or designee(s); if applicable.

#### **(B). Statement of Qualifications**

**(2-page maximum)**

Describe the individual/ organization's qualifications and experience in providing early childhood mental health services for which it is applying, to include behavioral health

approaches utilized and successful outcomes achieved.

**(C). Organizational Plan**

**(3 pages maximum)**

Please describe the individual or agency's plan to implement programming to support early childhood mental health. What methods/approaches shall be used, and what are the proposed estimated numbers of children/families that will be served? Please include identified goals and outcomes. What are some established partnerships or relationships that the individual or agency may have to support mental health in children ages 0-5.

**(D). Statement of Cultural Humility**

**(2 pages maximum)**

Please include the individual or agency's experience in providing culturally responsive services. How will the agency work to implement and maintain cultural humility, as it relates to the children and families/ guardians served. What are some ways that the individual or agency support cultural humility in existing work? Will the individual or agency provide services in other languages? How does the agency plan to connect with families?

**(E). Budget and Budget Narrative**

**(2-pages maximum)**

Provide an all-inclusive budget, travel costs and any documentation requirements. Please provide a narrative that describes the methodology by which the allocations were calculated.

**(F). Resume and References**

Appendices that include the detailed resume of the individual(s) or organization, and a list with contact information of individuals who can verify successful, relevant experience. Please attach up to three professional references which are able to attest to the experience of the applicant. This document will not be counted in the total page limit.

**V. Method of Evaluation**

**(A). Initial Screening**

Proposals will be screened for compliance, completeness and eligibility as they are received. To receive a score each proposal must meet all of the following criteria. A failure to meet any one of these criteria is subject to the proposal being disqualified. **DISQUALIFIED SUBMISSIONS WILL NOT BE SCORED AND WILL NOT BE FURTHER CONSIDERED FOR THIS CONTRACT.**

- a. Proposal was received by due date
- b. Statement of Qualification's Cover Page is completed and signed
- c. All sections outlined in the guidelines are addressed
- d. All sections are within page limit (excluding appendices)
- e. Appendices are included, labeled, and are complete

**(B). Scoring of Proposal**

An evaluation panel will score each proposal. Proposals with higher scores shall be given priority of interview scheduling. A maximum of 100 points is possible. Each area is detailed in the following scoring criteria:

1. **Statement of Qualifications** **(10 Points)**  
Degree to which the applicant has successful experience and expertise to deliver the services for which they are applying. In particular, address the applicant’s ability to facilitate early childhood mental health service delivery to include children ages 0-5, family members/guardians, and caregivers.
  
2. **Organizational Plan** **(20 Points)**  
Degree to which the applicant has described and shown a well thought out concept to be implemented and used to deliver early childhood mental health services to support children ages 0-5 and their families/guardians.
  
3. **Statement of Cultural Humility** **(20 Points)**  
Degree to which the applicant has described and shown experience, commitment and continued work in support of cultural humility.
  
4. **Budget and Budget Narrative** **(20 Points)**  
Degree to which the applicant has described the use of funds, and any leveraging of other funding.
  
5. **Applicant Interview** **(30 Points)**  
Degree to which the applicant has articulated relevant professional standards as it relates to the requirements described herein.

**VI. Schedule of Important Dates**

<b>Important Dates</b>	<b>Date</b>
Request for Proposals Posted	March 1, 2021
RFP Application Due by 4:00pm	April 2, 2021
Applicant Interviewed	Week of April 12 <sup>th</sup> , 2021
Notification of Selection	April 23 <sup>rd</sup> , 2021
Appeal Deadline	April 26 <sup>th</sup> , 2021
Services Begin	June 1, 2021



## Contra Costa Behavioral Health Services Cover Page

Name of Applicant: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Title of Contact Person: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website (if applicable): \_\_\_\_\_

*Information of Individual to Provide Services (If other than Applicant)*

Title: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website (if applicable): \_\_\_\_\_

*Signature(s) of individual or agency, if selected.*

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Type Name Here

\_\_\_\_\_  
Title

\_\_\_\_\_  
Board President Signature (if applicable)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Type Name Here