

**California Department of Public Health
California Reducing Disparities Project (CRDP)
Phase 2 Education, Outreach and Awareness Consultant
Bidders' Questions**

From the Bidders' Conference: CRDP Overview Questions

1. **QUESTION:** Is the CRDP Strategic Plan available for anybody to view? If so where can I find it?
ANSWER: The CRDP Strategic Plan and Population Reports are on the OHE CRDP [web page link: https://www.cdph.ca.gov/Programs/OHE/Pages/CRDP.aspx](https://www.cdph.ca.gov/Programs/OHE/Pages/CRDP.aspx)
2. **QUESTION:** Looking at communication objectives – we said that this is directed at policy makers – not the broad public – more at those influencers, those who can change things within their organizations and government structure. Is this the target audience?
ANSWER: Please refer to the Overview on p. 17 of the Solicitation for a description of stakeholders and target audiences.
3. **QUESTION:** Clarifying – would Phase II be funding any new pilot projects or just focusing on EOA?
ANSWER: No, Phase II will not be funding any new pilot projects. Pilot Projects have already been selected and are currently in the Implementation Phase.

Questions about the response or procurement process:

1. **QUESTION:** Is attendance at the Bidder's Conference mandatory?
ANSWER: No, it is not mandatory to attend.
2. **QUESTION:** On page 16 of the solicitation package, there is a reference to a ten page limit. Please clarify/confirm the ten page limit for the written narrative detailing experience and qualifications for the organization and team members and excludes Cover Page, required attachments, Scope of Work Narrative and Workplan, and Appendices.
ANSWER: Confirmed – the 10 page limit includes Organization (and team members), Experience and Qualifications only.
3. **QUESTION:** Can you specify each of the proposal requirements? For the proposal itself, is there a page limit?
ANSWER: There is a page limit on team qualifications as answered in Question #2; there is no page limit on approach.
4. **QUESTION:** During the feedback meeting, we talked about the experience of the proposer, specifically experience operating a project 250k or above. If there is a partnership, can the various experience of the partnership be included in that?
ANSWER: When we evaluate, we are looking at the team experience. As long as the experience is reflected in the consolidated team, it would meet the requirement.
5. **QUESTION:** The RFP articulates there are no funds available for media buys. Does this include social/digital media expenditures?

ANSWER: Your budget should include a price point (total expense amount) for each deliverable. If you want to include media expenditures within the cost of a deliverable and within your proposal budget, that is allowed, but there is no separate funding available specifically for media buys.

6. **QUESTION:** Given CRDP's five priority populations, are letters of support limited to three letters or is this a minimum? In other words, can an organization submit 5 letters demonstrating support from all 5 priority populations?

ANSWER: No, please limit Letters of Support to three per application. We are looking for letters of support that show that the proposers are connected to their community.

7. **QUESTION:** If an applicant was a Phase 1 CRDP grantee, can OHE serve as a reference for work completed from Phase 1?

ANSWER: OHE considers this a conflict of interest as OHE staff will be reviewing and scoring the proposals.

8. **QUESTION:** Are proposers expected to describe the approach to CDPH-defined Deliverables in the narrative response or just the Proposer-defined Deliverables?

ANSWER: Please respond to all the listed Deliverables.

9. **QUESTION:** We noted that the California Pan-Ethnic Health Network conducted Phase I which focused on the development of the five population reports and the strategic plan. Did CPEHN work with other organizations on Phase I? If so, which ones?

ANSWER: The California Pan-Ethnic Health Network wrote the Strategic Plan based on recommendations included in the Population Reports. Organizations who participated in development of these reports are listed in the appendix of each Report.

Phase I partners included:

- a) African American Health Institute of San Bernardino County– African American Strategic Planning Workgroup (SPW) and Population Report
 - b) Pacific Clinics – Asian/Pacific Islander SPW and Population Report
 - c) UC Davis Center for Reducing Health Disparities – Latino SPW and Population Report
 - d) Equality California / Mental Health America of Northern California– LGBTQ SPW and Population Report
 - e) Native American Health Center – Native American SPW and Population Report
 - f) Racial and Ethnic Mental Health Disparities Coalition - convener of the California MHSA Multicultural Coalition
10. **QUESTION:** Is the firm, or firms, that conducted the Phase I work allowed to compete for the Phase 2 work?
- ANSWER:** Since the Phase I contracts are all completed, there would not be a conflict if a Phase I contractor would want to apply under Phase 2.

11. **QUESTION:** The Key Action Dates listed on Page 5 of the solicitation do not indicate oral interviews. Does CDPH plan to conduct oral interviews? If so, are there action dates tied to those interviews?

ANSWER: There will not be an oral interview as part of the scoring for this procurement.

12. **QUESTION:** On Page 18, Deliverable 3, are these Quarterly Collaboration meetings held in Sacramento? If not, where will they be held?

ANSWER: 3 of the 4 Quarterly Collaboration meetings are held by teleconference. The 4th meeting, (also called the Annual Meeting) is an in-person convening over two days, held either in Sacramento or in Southern California. Please plan to attend this mandatory meeting and budget accordingly.

13. **QUESTION:** Can current CRDP contractors provide a letter of support for this RFP?

ANSWER: The applicant can choose any organization that can demonstrate a meaningful working relationship to the specified communities to provide a letter of support.

14. **QUESTION:** Can current CRDP contractors become a sub-contractor for this RFP? **AND**

15. Can the five technical assistants and 35 community grantees that are currently funded by the program, also submit a proposal for this work?

ANSWER: OHE has decided that this would constitute a conflict of interest, since a current contractor would then have two roles within the project.

16. **QUESTION:** For organizations who are planning to become sub-contractors of the RFP, can they be a sub-contractor for more than one application?

ANSWER: Organizations can be part of multiple EOA applications. However, only one contractor will be selected so any subcontractor will have only one role in CRDP Phase II.

17. **QUESTION:** Creation of stories to give content and substance to the echo chamber – can you give us a sense of how you envisioned in a perfect world the way of creating the content to go into that echo chamber from the deliverables?

ANSWER: We are seeking proposals to address this issue. Proposals must address this issue a manner that is meaningful to the target audiences and is culturally and linguistically competent.

18. **QUESTION:** How can we post vendor ads and find prime contractors?

ANSWER: Use this link on Cal e-Procure, there is a feature that will allow you to post as a prime contractor or interested sub-contractor: <https://caleprocure.ca.gov/event/4265/PH18-10144>

19. **QUESTION:** Do the “Bid Amounts” on the Sample Cost Score Calculation on page 29 of the RFP apply to the total program budget (\$1.5 million), or one year of the program (estimated at \$750,000)?

ANSWER: The Bid Amount refers to the total contract value, \$1.5 million.

Questions about the Mental Health Poll:

20. **QUESTION:** There will be two polls. Is there a baseline information gathering in regards to the poll?

ANSWER: OHE does not currently maintain baseline information.

21. **QUESTION:** Aside from what’s in the deliverable outline, are there more specifications? It’s very general right now.

ANSWER: Part of the EOA deliverables is to specify the approach to conducting the poll and developing a survey instrument.

22. **QUESTION:** For Deliverable 5: Annual Mental Health Poll, is this required to be a stand-alone poll or can questions developed as a part of this project be included in an existing annual poll?
ANSWER: From the Solicitation: "The intent of the poll is to measure current and changing sentiment regarding issues pertaining to mental health across the different segments and to compare changes in awareness and attitude through the term of the Contract". As this is a Proposer-defined deliverable, the bidder should describe and justify how their methodology would fulfill the requirement.
23. **QUESTION:** The amount of responses? Sample size?
ANSWER: We need to be statistically significant, with a 90% confidence level +/- 10%. As long as the contractor can develop a sampling to meet that, it would meet our requirements. Proposals should detail the approach and methodology to achieve these requirements.
24. **QUESTION:** Also in Deliverable 5: Annual Mental Health Poll, there is reference to using the core evaluation measures from the evaluation consultant. What are the core evaluation measures? Will the evaluation consultant be available to provide TA around the development of the survey questions to ensure alignment with the evaluation?
ANSWER: Core Evaluation Measures refers to data to be collected by all CRDP Pilot Projects. Yes, the Statewide Evaluator will work closely with the EOA Consultant to provide TA and input on the Annual Mental Health Poll.
25. **QUESTION:** Given this would be for a 2-year contract and the Deliverable #5 calls for an Annual poll, is the expectation to conduct 2 polls (one on each year of the contract)?
ANSWER: Yes, two polls will be required, one per year.
26. **QUESTION:** Is the expectation for the poll to reevaluate the same group of people that would have participated in the first survey (set up as a longitudinal study)? Or, can the second wave of the poll be conducted with a different group of people who are representative of the population just as in the first wave?
ANSWER: The proposer must specify the methodology and sampling method to meet the goals of this deliverable. It is up to the bidder to determine what will make the most sense and propose their methodology and justification.
27. **QUESTION:** Are there other languages other than Spanish that are needed to reach out to other non-English speaking populations in California? If so, what are they?
ANSWER: The populations being engaged will determine which non-English languages will be needed.
28. **QUESTION:** Should the poll be conducted among the adult population for each of these groups as well as the general population (18+) or is there a need/desire to include teens? **AND**
29. **QUESTION:** For populations that are difficult to reach like the homeless, are other methods of data collection that are qualitative in nature acceptable? **AND**
30. **QUESTION:** Thinking about sub-populations to analyze the data by like Age, Gender, Religion, Income, Latino acculturation level, are there other sub-groups of interest? **AND**
31. **QUESTION:** Apart from the groups mentioned as target groups, is there an expectation of a subgroup of people already using mental health services?

ANSWER: We understand that we are asking for a poll of hard to reach populations including, those who speak foreign languages and those vulnerable populations that may include Transition Aged Youth. As this is a Proposer-defined deliverable, the bidder has latitude to determine their methodology provided they can justify it. However, their proposed methodology will need to meet the specifications described in the solicitation including “specifying how the poll will meet a 90% statistical significance, plus or minus 10%.”.

32. **QUESTION:** How does CDPH define “inappropriately served” audiences?

ANSWER: People who are inappropriately served are represented in the existing mental health system but are not receiving services that are meaningful or effective.