



Community

MENTAL HEALTH

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REQUEST FOR PROPOSAL

BRANDING/PUBLIC RELATIONS SERVICES

COMMUNITY MENTAL HEALTH AUTHORITY OF CLINTON, EATON, INGHAM COUNTIES

REQUEST FOR PROPOSALS FOR BRANDING/PUBLIC RELATIONS SERVICES

I. **INTRODUCTION: Purpose of Request for Proposal (RFP)**

The Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) is requesting proposals for the development of a coordinated community outreach, education and marketing effort. More specifically, CMHA-CEI is looking for assistance in 1) the development and execution of a marketing and branding plan/strategy to involve branding, creation of a logo, and the naming of a new Crisis Stabilization Center and tying all together in a cohesive and rational fashion; 2) developing a strategy to communicate with the public, stakeholders, clients and business partners about the new Crisis Stabilization Center (CSC); and 3) the development and creation of promotional materials to be used during the initial announcement of the crisis center and on an ongoing basis.

II. **DESCRIPTION OF ORGANIZATION**

CMHA-CEI is a public, governmental body responsible for the mental health and related service needs of approximately 13,000 persons, including adults and children with:

- Emotional/behavioral challenges
- Intellectual/developmental disabilities
- Substance use issues

Established in 1964, Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) was founded to aid individuals transitioning from large state psychiatric facilities back into their communities. With a rich legacy, the organization has consistently delivered evidence-based programs and pioneered innovative systems alignment to enhance the health and well-being of the Clinton, Eaton, and Ingham County communities. Over the years, CMHA-CEI has forged enduring and trusted relationships with local governments, health departments, schools, and partner agencies. Its strong affiliations extend to law enforcement agencies, county jails, and judicial systems, particularly through dedicated mental health and sobriety courts. In 2002, CMHA-CEI attained the designation of the Community Mental Health Authority. Empowered as an authority, CMHA-CEI possesses the capacity to employ staff, undertake debt, and function akin to an autonomous governmental body, except for tax imposition and governance selection, which remain within the counties' purview. In April 2013, CMHA-CEI collaborated with 12 CMHSPs to establish the Mid-State Health Network (MSHN). Serving as the Prepaid Inpatient Health Plan (PIHP) for a 21-county region, MSHN oversees the management of Medicaid resources for behavioral health and intellectual/developmental disabilities services, serving Medicaid and Healthy Michigan enrollees. MSHN subcontracts to CMHSPs and substance abuse providers within these counties.

Today, through various Federal and State funding sources, CMHA-CEI provides an array of services to individuals and their families needing treatment or supports for mental illness, developmental disabilities and/or co-occurring disorders. CMHA-CEI has a broad array of directly-operated mental health and substance use programs, as well as contractual relationships with a number of sub-contractor providers. As a Certified Community Behavioral Health Clinic (CCBHC), CMHA-CEI provides a comprehensive set of services used to increase access to care, support people in crisis, and provide treatment for those with the most serious and complex behavioral health needs regardless of their insurance coverage. CCBHCs integrate additional services that focus on recovery, wellness, trauma-informed care, and physical-behavioral health care integration.

III. PURPOSE OF SOLICITATION

CMHA-CEI is in the development phase of a new crisis center that will be located at the previous McLaren Greenlawn location in Lansing, MI. The crisis center will be comprised of current CMHA-CEI programs that are moving from other locations in the area and a new secured Crisis Stabilization Unit (CSU). The certification of CSUs by the Michigan Department of Health and Human Services is a new statewide initiative and CMHA-CEI is currently one of only nine CSU pilot sites in Michigan. The CSU will provide a wide range of services, including: inpatient prescreening, mental health crisis assessment, crisis planning, crisis intervention, care coordination, nursing, psychiatry, peer services, and referral to ongoing behavioral health treatment. The CSU would allow redirection from emergency departments and hospitals, offering law enforcement and EMS an alternative drop-off for immediate triaging and intervention based needs.

CMHA-CEI's vision is that the new Crisis Stabilization Center, comprised of current and new programs, will be a center for the entire community regardless of insurance. It is CMHA-CEI's hope that the new crisis center will complement the current brand of CMHA-CEI, but also have the potential to exist separately and broaden the overall impression of the brand with stakeholders and the community.

The dimensions of CMHA-CEI's work for which such a marketing effort is needed include:

- A. **The creation of a branding plan/strategy for the crisis center.** To involve branding, creation of a logo, and the naming of a new crisis center. Creation of branding guidelines for the new center with consideration to the current CMHA-CEI co-branding standards. Consideration of how to involve the community and other stakeholders in the development of the branding for the new center – potential development of a community survey, stakeholder groups, voting contests, focus groups, etc. Planning stages for brand development including a recurring meeting schedule with the CSU PR workgroup and the established point of contact.
- B. **The development and implementation of a community and staff education plan.** This includes the development of a timeline for promotional efforts, identification of impacted stakeholders, and the creation of marketing materials including press releases, brochures, talking points, and social media content. Digital marketing promotion, advertising with multi-media and print, and possible video promotional content.
- C. **Events and outreach.** Plan for in-person events, potentially including a ground breaking event, tours for staff and community stakeholders, and an open house.

III. SCOPE OF SERVICES

Scope of Work to be Performed

- 1. Design and create a logo and/or name for the new crisis center
 - a. Hold focus groups to understand community perception and key words to develop brand or logo
 - b. Development of brand guidelines/brand standards
 - c. Logo and brand community stakeholder survey/other community involvement
- 2. Development of promotional materials for the new building
 - a. Brochures/flyers
 - b. Signage for the new location and promotional signage in existing CMHA-CEI buildings
 - c. Social media content
 - d. Digital marketing promotion
 - i. Video promotional content
 - ii. Digital displays for waiting rooms and offices

- iii. Consideration of future website needs or integration with current CMHA-CEI website
 - e. Advertising with multi-media and print
3. Public Relations and Event Coordination:
- a. Timeline for promotional efforts
 - b. Identification of impacted stakeholders
 - c. Press releases
 - d. Talking points
 - e. Recommendations for in-person events (ground breaking, tours, open house)

IV. **CONTENT OF PROPOSALS**

Note that this proposal is the first of a two-part proposal submission process. This initial proposal will guide CMHA-CEI in the selection of firms to invite for an interview. Subsequent to these interviews, a subset of those firms interviewed will be invited to submit a detailed proposal for the project, addressing such components as: description of the steps that the company will use in carrying out this initiative, underlying rationale for the design recommendations, timelines with dates, and detailed costs, among other elements CMHA-CEI and the company may mutually identify/determine during the interview process.

Written proposals should contain the following elements:

- A. Business Organization and History: State the full name, address, phone, fax and email contact information for the company. Provide an overview of the company's history including size, range of services and volume of work.
- B. Narrative: Provide a narrative summary description of the proposed effort and of the services/products to be delivered.
- C. Timelines: Provide an outline and timelines for accomplishing the work. Include each event, task and decision point in your outline. Include milestones, showing the numbers of meetings anticipated to produce/finalize each deliverable.
- D. Relevant Experience: Describe your organization's prior experience which you consider relevant to the tasks outlined in this RFP. Include sufficient detail to demonstrate the relevance of such experience. Provide photos or samples of work product that you consider relevant to this initiative.
- E. Project Staffing: Identify what staff from your company will be assigned to this project and in what capacity. Include biographies or any other appropriate information regarding the work team's qualifications for this initiative.
- F. Sub-contractors: List all sub-contractors that will be utilized by your company in the course of this project, including company name, address and individual names of sub-contractors and description of the work they are to perform.
- G. Price Proposal: Attach a schedule with an outline of the costs per initiative and for each deliverable identified in your proposal. Provide details showing proposed activities, estimated number of hours per activity, hourly rate, projected expenses, etc. CMHA-CEI is a tax-exempt organization, so do not include taxes in your pricing estimates.
- H. References: Provide the names and contact information for three references who can speak to your

company's work during the past 2-3 years.

- I. Independence: Provide an affirmative statement that your company is independent of CMHA-CEI.

V. PROPOSAL PREPARATION AND SUBMISSION PROCEDURES

- A. Register as a Proposer

All vendors interested in receiving further correspondence regarding this RFP are required to register by sending an email to Emily Wollner, at wollner@ceicmh.org, and provide the following information: company name, name of contact person along with their title, email address, and phone number. It is preferred that letters of intent be submitted no later than **5 P.M. on February 16, 2024**.

- B. Response Date

Proposals must be received by CMHA-CEI no later than **5 P.M. on March 15, 2024** using the required method of submission.

- C. Method of Submission

Proposals must be submitted via. Dropbox using the following link:

<https://www.dropbox.com/request/bfITV6XmT1ifcxf1ILT3>. Files submitted must be clearly labeled with the name of the RFP vendor.

- D. Incurring Costs

Proposals should be prepared simply and economically to provide a concise description of the company's capabilities to perform the services required.

CMHA-CEI will not be responsible for any costs incurred in the preparation of proposals in response to this RFP; nor will CMHA-CEI be responsible for any costs incurred if the vendor is invited to make an oral presentation to the evaluation team.

- E. Signature

An official authorized to bind the vendor to its provisions must sign all proposals.

- F. Effective Period

All proposals submitted to this RFP must be valid for at least 120 days.

- G. Withdrawal

The proposal may be withdrawn in person or by written request, unless CMHA-CEI has accepted the proposal in writing.

- H. Proposal Submission

Faxed, emailed or late proposals will not be accepted.

- I. Questions

In an effort to maintain fairness in the process, inquiries concerning this procurement, including questions related to technical issues are to be directed through email to the following contact. Questions over the phone will not be accepted:

Contact: Emily Wollner

Title: Administrative Assistant

Email: wollner@ceicmh.org

All questions concerning the RFP must reference the RFP page number and section heading. Questions will be answered and posted to CMHA-CEI’s website in the form of Question & Answer Document. When updates to the Q&A document are issued, all firms that have registered as a proposer will be notified through email.

Inquiries or requests for clarification will be accepted until 2/23/24 at 5:00PM. Answers to submitted questions will be provided by 3/1/24 at 5:00PM.

J. Procurement Schedule:

Procurement Schedule	
2/5/2024	RFP Released
2/16/2024	Preferred date to register as a proposer (see section V.A. above)
2/23/2024	Last day to accept questions and requests for clarification on the RFP – 5:00 PM
3/1/2024	Answers to submitted questions provided
3/15/2025	Proposals due – 5:00 PM
Final date TBD – estimated to be 3/29/23	Selected proposers elevated and notified for in person or virtual presentations/meetings
Final date TBD – estimated to be the week of 4/1/23 and 4/8/23	In person or virtual presentations/meetings with elevated proposers
Final date TBD – estimated to be 4/19/23	Notification sent to the finalist proposer Note: Before determining the finalist, additional meetings may occur with semifinalists at the discretion of CMHA-CEI
Final date TBD – estimated to be April 2024	Complete contract negotiations and Statement of Work (SOW)
Final date TBD – estimated to be May 2024	Award of contract by Board
Final date TBD – estimated to be May 2024	Implementation Begins

VI. EVALUATION CRITERIA

The proposals submitted will be evaluated by a committee of management, financial, clinical and contract management staff. Evaluation criteria include, but are not limited to, the understanding of the proposed engagement as evidenced by the quality of the proposal response, relevant experience, qualifications of the vendor, approach/methodology, timelines, and total proposed cost.

VII. SELECTION PROCESS

CMHA-CEI reserves the right to reject any or all proposals and/or waive any defects or irregularities in proposals. Award of a contract, if made, will be made to the contractor whose proposal is in the best interest of CMHA-CEI in its sole discretion. CMHA-CEI also reserves the right to negotiate changes to the proposals, specifications, required elements, or other matters pertaining to the proposal that may be deemed desirable to CMHA-CEI.

All proposals submitted are subject to the terms of the Freedom of Information Act, and will be retained by CMHA-CEI, whether or not the Vendor selected has submitted the proposal with the lowest costs.

VIII. GENERAL INFORMATION

A. Oral Presentation

Upon request by CMHA-CEI, some vendors may be selected to make an oral presentation to the evaluation committee. The decision will be made by the evaluation committee in its sole discretion.

B. Proposal Retention

CMHA-CEI will retain all proposals submitted.

C. Acceptance of Proposal Content

The contents of the proposal of the selected vendor may become contractual obligations. Failure to accept these obligations may result in cancellation of the selection, and the Vendor may be required to reimburse CMHA-CEI for damages incurred.

D. Type of Contract

It is expected that a contract entered into as a result of this RFP will be a 1 Year agreement for the provision of Branding/Marketing Services.

E. Non-Discrimination

CMHA-CEI contractors shall not discriminate against a vendor with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight or marital status, or disability that is unrelated to the vendor's ability to perform the duties of a particular job or position. The vendor shall observe and comply with all applicable federal, state and local laws, ordinances, rules and regulations which shall be deemed to include, but not be limited to, the Elliott-Larsen Civil Rights Act and the Persons with Disabilities Civil Rights Act.

F. Freedom of Information Act

Information submitted in response to this proposal is subject to the Michigan Freedom of Information Act and may not be held in confidence after the proposal is opened.