



# Request for Proposal

Consulting Services: Family, Infant, and Early Childhood Mental Health



August 2023

## BACKGROUND

Family, infant, and early childhood (prenatal to age eight) mental health supports and services promote development in the ability to experience emotions, develop relationships, and learn. These are foundational skills and critical areas of health and development.

There has recently been increased awareness and momentum towards establishing or enhancing supports and services through state initiatives and funding opportunities, however the response and coordination of those efforts have been fragmented. The Orange County community includes many stakeholders that provide supports and services to families, infants, and young children based on a specific funding opportunity or initiative. For example, supports and services may be provided to a target population and based upon a funding stream, with little coordination across separate initiatives. In addition, there is a disproportionate amount of funds focused on clinical care county-wide, largely driven by policy priorities, with minimal focus on prevention and promotion of optimal development.

There is a need to reorient and plan a coordinated continuum of supports and services for family, infant, and early childhood mental health. The designed continuum should be focused on family-first and should begin with the most significant weight placed on promotion and prevention from prenatal through age five. The continuum should then be utilized to blend and braid initiatives and funding, to meet the desired design, and to ensure coordination with existing infrastructures and initiatives through age eight. The continuum design would also then inform responsibilities across initiatives, funding, and service providers in a way that is guided by the overall vision for the family, versus being guided by funding streams. Ideally, supports and services for the community must include more prevention and promotion, to fully address the full continuum of care and minimize the need for intervention.

Community stakeholders have recognized a desire a need for community-led system-building process of designing a continuum of supports and services for the family, infant, and early childhood mental health system. This process would be entirely stakeholder driven, towards identifying shared priorities and messaging, and designing a coordinated vision and continuum of supports and services for families and children, prenatal to eight. The process would focus on the supports and services for families and children prenatal to age five, and coordination across services through age eight. This is critical in recognizing the importance of the earliest possible promotion and prevention supports, while also recognizing the need to plan for coordination and transitions that include the school system (which generally supports children beginning at age 3, and directly serves all children starting in kindergarten.) This process is meant to promote increased coordination and collaboration and is expected to yield significant systems changes including:

- Elevating the voices of all relevant key stakeholders towards a broad, equitable, shared understanding of current family, infant, and early childhood mental health promotion, prevention, & intervention practices.
- Establishing a collective vision for the continuum of supports and services that will lead to strong family, infant, and early childhood mental health outcomes for children and families.
- Creating an effective plan for collaboratively implementing that vision, including advocacy, education, outreach, and funding strategies, and identifying responsibilities and commitments from stakeholders.

This Request for Proposal (RFP) is seeking a qualified consultant to facilitate these efforts with community stakeholders.

## I. Request for Proposals

First 5 Orange County is requesting submittal of proposals from individuals or organizations to conduct the process of convening stakeholders to design the vision and continuum of supports and services for family, infant, and early childhood mental health in Orange County. The chosen respondent will need to demonstrate a deep understanding and experience in facilitating community collaboration and systems strategy, based on emerging work, research, and best practices in a community lead process. Knowledge of the landscape of early childhood, early childhood mental health supports and services, and funding models and strategy will also be needed to support the process.

First 5 Orange County and the Orange County Health Care Agency have identified funding for a one-year agreement for this process. Proposals should include a detailed budget not to exceed \$150,000, and related timeline for consideration.

## II. Scope of Work

The chosen respondent will identify all relevant stakeholders and facilitate a community-driven process of designing a unified vision of the continuum of supports and services for family, infant, and early childhood mental health in Orange County. The process will also provide a roadmap towards achieving that vision. Submittals must provide a detailed process framework for achieving the desired goals. The selected respondent will ensure all tasks, activities, and functions are completed effectively and in a timely manner, towards the following deliverables:

- A current landscape of supports and services, initiatives, and funding across the entire continuum of family infant and early childhood mental health (promotion, prevention, and intervention).
- Identification of key stakeholders across the landscape, and engagement of those stakeholders in the community-driven process.
- An analysis that includes assessing the sustainability of current programs, identifying gaps in supports and services, assessing equity, and prioritizing needs.
- Development of a unified county-wide design for family, infant, and early childhood mental health supports and services across the continuum of care (promotion, prevention, and intervention from prenatal to age eight). This includes a shared understanding and definitions of key terms and concepts as they relate to family, infant and early childhood (such as inclusivity in defining “family,” early childhood age groups, prevention, promotion and intervention, etc.).
- A plan towards reaching the identified design, which includes planned key strategies, considerations for funding sustainability, and service coordination with clear delineation of responsibilities and commitments from all stakeholders.

## III. Proposal Submittal Requirements

The RFP shall be saved as a single PDF and submitted electronically to [First5OC@cfcoc.ocgov.com](mailto:First5OC@cfcoc.ocgov.com) no later than September 7, 2023 by 3 p.m. Submissions will not be accepted after that date and time. The RFP must be double-spaced with Arial 11-point font size using one-inch margins and produced on 8.5 by 11-inch, plain white paper. The complete RFP submittal package must include:

#### A. COVER LETTER (LIMITED TO 1 PAGE)

The cover letter must include the lead person's name, title, and contact information. Organizations applying must have the cover letter signed by the corporate officer who has the authority to act on behalf of the agency.

#### B. PROPOSED APPROACH (LIMITED TO 12 PAGES)

Include your understanding of the project. Provide a detailed approach to addressing the scope of work described above. Describe how you will accomplish the desired results outlined in this RFP, within the 1-year timeline. The following components must be addressed in the proposal response:

- Strategy: The proposal must include a detailed process for achieving the deliverables described in the Scope of Work, with specific, effective or research-based steps and strategies that will be employed that are effective and/or research based.
- Timeline: The plan must include an estimated phased timeline for the proposed activities.
- Diversity, Equity & Inclusion: The proposal must include key considerations and strategies that will be utilized to ensure representation, equity, and inclusion of all stakeholder voices, within the process and ultimately in the deliverable content.
- Stakeholder Engagement: The proposed process must be transparent and inclusive. It must include input and direction that comes from diverse and key stakeholders in the community, from beginning to end. The proposal must specifically list how stakeholders would be identified, what those stakeholder groups are/may be, and how specifically describe how they would be engaged.
- Outcomes: The proposal must include specific success measures for the process and strategies that are employed. It must also clearly demonstrate how this process will create impactful change for Orange County.
- Relevant Experience: Provide a summary of the resource capability, management, experience and subject matter expertise in community engagement, systems strategy and family, infant, and early childhood mental health supports and services will be critical in choosing the qualified respondent. Qualifications and experience of the respondent should include direct experience and examples of similar work product, demonstrating the proposed approach strategies and stakeholder engagement (including strategies for diversity, equity, and inclusion). Experience must also include examples of prior achieved outcomes.

#### C. REFERENCES (NO PAGE LIMIT)

- References: Respondents must provide three (3) references to the proposal which will not be included in the page limit. References should be recently familiar with the quality and reliability of respondent's work specifically related to the described qualification requirements.

#### D. BUDGET (NO PAGE LIMIT)

Include qualifications, hourly rate for each person assigned to this project, and breakdown of costs as relevant to the proposed approach. The budget may not exceed a total of \$150,000.

### IV. Proposal Evaluation Criteria

Proposals will be reviewed against the following criteria which may include but not be limited to:

## A. QUALIFICATIONS

The proposal shall include the qualifications of respondent in conducting similar consulting services, and specific examples and outcomes of such work. Ideally, the selected respondent will have a demonstrated track record in community engagement, systems strategy and have a general understanding of the Orange County landscape of family, infant, and early childhood mental health supports, services, and funding. The chosen respondent will need to demonstrate a deep understanding and experience in systems strategy and the emerging work, research, and best practices in facilitating a community lead process to develop a collective vision, continuum, and implementation plan. Knowledge of the general landscape of early childhood and early childhood mental health supports and services, and funding models and strategy will also be needed to support the process.

## B. STAKEHOLDER ENGAGEMENT

The proposed plan should include strategies to ensure equity of voice and communication among funders, providers, and community/ families, ensuring a balance of the real and perceived power dynamics.

## C. PROPOSED APPROACH

The proposed plan should demonstrate an understanding of the Scope of Work and should specifically describe the proposed strategies for each of the identified deliverables.

## D. COST-EFFECTIVENESS

The proposed costs must show hourly staffing rates and must be within the stated budget. The proposal should describe the organization or individuals' unique or innovative features that will enhance the respondent's ability to provide quality consulting services and an explanation of the rationale for the proposed budget.

# V. RFP CONTRACTING

While the funding for this agreement will be from two organizations, the contract with selected organization or individual will be with First 5 Orange County. First 5 Orange County reserves the right to contract with any organization providing responses to this RFP that meets First 5 Orange County contracting requirements. Organizations or individuals selected will be evaluated by the community panel that created this request for proposals. First 5 Orange County reserves the right to request additional information from the applicant on behalf of that panel, before making any selection. Submittal of an RFP and/or responses to follow up questions does not obligate First 5 Orange County to contract with an organization or individual. The selected proposal may not reflect the exact scope of work that will be finalized in the agreement with First 5 Orange County. The final scope of work will be agreed upon with the community panel. All awarded contracted providers, including subcontractors, must be able to meet federal and state requirements regardless of whether they receive state or federal funding.

## A. GENERAL REQUIREMENTS REQUIRED TO CONTRACT WITH FIRST 5 ORANGE COUNTY INCLUDE, BUT ARE NOT LIMITED TO:

- Contract - First 5 Orange County will develop a contract based on its usual and customary terms and conditions incorporating the requirements outlined in the RFP document and the responses of the selected applicant(s). A draft of the contract template may be provided upon request.

- Non-Resident Tax Withholding – Please note that First 5 Orange County is required to comply with all State laws and regulations related to non-resident withholding pursuant to California Revenue and Taxation Code Section 18662 which requires 7% of all payments exceeding applicable amount in a calendar year to be withheld and sent to the California Franchise Tax Board. Nonresident payees include corporations, limited liability companies, partnerships, and individuals that do not have a permanent place of business in California.
- Personnel - Project partners, managers, other supervisory staff, and specialists may be changed if those personnel leave the agency, are promoted, or are assigned to another office. The personnel may also be changed for other reasons with the expressed prior written permission of First 5 Orange County. However, in either case, First 5 Orange County reserves the right to accept or reject any or all replacements.

Specialists identified in response to the RFP can only be changed with the express prior written permission of First 5 Orange County, which reserves the right to approve or reject any or all replacements. Other staff personnel may be changed at the discretion of agencies provided that such replacements have substantially the same or better applications or experience.

- RFP Interpretations and Addenda - Any change to or interpretation of the RFP by First 5 Orange County will be posted on First 5 Orange County's website, and any such changes or interpretations shall become a part of the RFP for incorporation into any contract awarded pursuant to the RFP.
- Public Record - All applications submitted in response to this RFP will become the property of First 5 Orange County and a matter of public record.
- Additional Services - The general service requirements outlined above describe the minimum work to be accomplished. During initial contract negotiations and any subsequent negotiations for contract renewals, the scope of service may be modified and refined based on the needs of First 5 Orange County.
- Undue Influence – The responding Organization or individual declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of First 5 Orange County in connection with the award or terms of any contract that may be executed as a result of award of this RFP, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of First 5 Orange County will receive compensation, directly or indirectly, from the Organization, or from any officer, employee, or agent of the Organization, or the individual, in connection with the award of any contract or any work to be conducted as a result of an ensuing contract. A violation of this provision shall be a material breach of any contract entered into, entitling First 5 Orange County to any and all remedies at law or in equity.
- Submittal Preparation Expenses – First 5 Orange County shall not be liable for any expenses incurred by the Organization or individual in the preparation or submission of its applications, and such expenses shall not be reimbursed under a resulting contract.
- Insurance Requirements –The insurance requirements for standard First 5 Orange County contracts are set forth below, including coverage amounts, types of coverage, and policy requirements. The insurance requirements for specific contracts may be adjusted at time of contract negotiations based on the scope of services to be provided.
- Comprehensive General Liability Insurance for bodily injury (including death) and property damage which provides not less than \$1,000,000 combined single limit per occurrence and not less than \$2,000,000 annual aggregate.
- Comprehensive Automobile Liability Insurance for bodily injury (including death) and property damage which provides total limits of not less than \$1,000,000 combined single

- limit per occurrence applicable to all owned, non-owned and hired vehicles/watercraft, \$1,000,000 annual aggregate.
- Workers' Compensation Insurance for all employees engaged in project services with the California statutory amount of \$1,000,000 per accident (only if the Applicant is a firm with employees).
  - Employees' Liability Coverage of not less than \$1,000,000 per occurrence for all employees engaged in project services or operations (only if the Applicant is a firm with employees).
  - Professional Liability of not less than \$1,000,000 for professional licensed staff engaged in project services or operations (only if the Applicant will provide a service which requires a professional license).
  - Conflict of Interest - A conflict of interest exists when a responding Organization and its staff, or individual have the opportunity to advance or protect a personal interest, or the interests of others with whom he/she has a relationship, in a way that is detrimental or potentially harmful for the integrity or fundamental mission of First 5 Orange County. Responding Organizations or individuals will be required to disclose potential conflicts of interest as soon as it becomes known to them, or prior to engaging in any services with First 5 Orange County or a First 5 Orange County-funded organization, whichever comes first. Even the perception of a conflict of interest must be avoided and may require the restriction of the Organization's or individual's scope of work or may give rise to the disqualification of an organization or individual from providing further services on behalf of First 5 Orange County in a particular area of expertise. First 5 Orange County staff will consult with legal counsel regarding potential conflicts of interest. Remedies may include, but are not limited to, removing the Organization or individual from any decision making, limiting the Organization's or individual's exposure to the decision-making process, and other means as available to avoid the conflict of interest.
  - Cancellation of RFP – First 5 Orange County may cancel this RFP at any time for any reason without notice.
  - Compliance with Laws - All information submitted in response to this RFP shall comply with current federal, state, and other applicable laws related thereto.
  - Severability - If any provisions or portion of any provision of this RFP are held invalid, illegal or unenforceable, they shall be severed from the RFP and the remaining provisions shall be valid and enforceable to the extent feasible.

## VI. RFP Key Activities and Dates

### A. TIMELINE OF ACTIVITIES

- Release of RFP and instructions for submittal will be available on First 5 Orange County's website: <https://first5oc.org> – August 18, 2023.
- Final Date to submit questions on the RFP to [First5OC@cfcoc.ocgov.com](mailto:First5OC@cfcoc.ocgov.com) – August 25, 2023 by 3 p.m.
- Responses to RFP questions posted on First 5 Orange County's website – August 31, 2023.
- **DUE DATE FOR SUBMISSION OF RFP** – September 7, 2023 by 3 p.m. Submissions will not be accepted after that date and time.
- Notification of next steps – on or before September 30, 2023.