

# REQUEST FOR PROPOSAL

---

**Community Impacts Research (CIR) Project**

**RFP# 2024-0326**

---

RFP Timeline

**Issue Date:** March 26, 2024  
**RFP Questions due:** April 5, 2024  
**Due Date:** April 24, 2024  
**Vendor Notification By:** TBD

## Contents

<b>Introduction and Background.....</b>	<b>3</b>
<b>Purpose of the Request for Proposal.....</b>	<b>4</b>
<b>Scope of Work.....</b>	<b>5</b>
<b>RFP Process and Rules of Participation.....</b>	<b>6</b>
<b>Anticipated RFP Timeline.....</b>	<b>7</b>
<b>Proposal Format.....</b>	<b>7</b>
<b>Evaluation.....</b>	<b>10</b>
<b>Evaluation Criteria.....</b>	<b>10</b>
<b>No Contractual Relationship.....</b>	<b>10</b>
<b>Vibrant Contacts.....</b>	<b>11</b>
<b>Appendices.....</b>	<b>12</b>
APPENDIX A: COST PROPOSAL FORM.....	12
APPENDIX B: CERTIFICATE OF NON-DISCRIMINATION.....	13
APPENDIX C: CERTIFICATION REGARDING DEBARMENT, SUSPENSION PROPOSED DEBARMENT AND OTHER MATTERS OF RESPONSIBILITY.....	14



## Introduction and Background

### **Our Vision**

A world where all people can achieve mental and emotional well-being with dignity and respect.

### **Our Mission**

To help all people achieve mental and emotional well-being through groundbreaking solutions that deliver high-quality support when, where, and how they need it.

### **Organization Background**

Vibrant Emotional Health is at the forefront of promoting emotional well-being and expanding access to needed behavioral health services and supports. As leaders, advocates, educators, and innovators in mental health services, we work every single day to help save lives and assist people in getting quality care and support. Our core values of Excellence, Belonging, Integrity, and Well-Being reflect this commitment.

Vibrant Emotional Health (Vibrant) embodies a high tech, high touch approach to reach more people in need of care. Our contributions to the advancement of behavioral health crisis care, mental health awareness, family and youth support and emotional wellness are nationally recognized. We have led pioneering efforts to bring text, chat and other digital solutions into crisis services and have greatly expanded the types of services that can be seamlessly reached through our contact center programs. The robust administrative support from Vibrant's accomplished Corporate Excellence, People Operations, Finance, Project Management, Technology, and Quality Improvement Teams helps to facilitate the smooth operation of existing programs and services as well as the implementation of new programs.

Vibrant is headquartered in New York City with direct service satellite sites in Manhattan, Queens, Bronx, and Staten Island and has over 900 employees.

## Purpose of the Request for Proposal

This Request for Proposal (RFP) represents a significant opportunity to enter into a strategic partnership with Vibrant's Equity and Belonging Department. The Equity and Belonging department seeks to partner with highly performing research, evaluation, and community engagement organizations who are familiar with delivering research and community impact solutions within our areas of focus: suicide prevention and emotional wellbeing to develop and execute community engagement strategies for our target populations.

The purpose of engaging the most impacted communities is to increase participation in suicide prevention programs and initiatives; a critical component of the 988 Suicide and Crisis Lifeline, as it allows for the development of community-led solutions which ultimately mitigates harm, enhances trust, and reduces mental health stigma.

Through this RFP, Vibrant hereby invites businesses who meet the qualifications and specifications set forth herein to submit proposals for strategic Community Impacts Research Services.

The primary goal of this RFP is to evaluate perceptions surrounding the use of a suicide crisis hotline by members of four (4) of our seven (7) priority groups listed below. We aim to gather both qualitative and quantitative data to assess awareness and stigma around the use of 988 suicide prevention services, identify trends, assess the effectiveness of current practices, and uncover reasonings for mistrust that leads to disparities/barriers in suicide prevention and access to resources. The analysis of insights garnered will be pivotal for informing deepened strategic planning and execution of all 988 functions.

## Vendor Qualifications

**Vibrant Emotional Health** reserves the right to remove from consideration any **Vendor** for any reason.

The preferred minimum qualifications of Vendors for consideration are listed below:

1. Highly performing research and evaluation organizations
2. Community engagement organizations that are familiar with and currently work in the suicide prevention and emotional wellbeing space
3. Strategic organizations with a specific understanding of the nonprofit health industry space
4. Experience working with two (2) or more of the seven (7) identified populations
5. Certified Minority Owned, Women Owned or a Small Business Enterprises

## Scope of Work

Mixed methods approach of qualitative and quantitative research and data analysis. The goal being generalizability for the priority populations of focus. 1) Mass survey distribution, inclusive sampling of priority populations. At minimum, prioritization of four (4) priority populations. 2) Conducting four (4) in-person human-centered feedback/focus groups over the course of six (6) months.

These sessions are targeted at gaining a deeper understanding of the experiences and perspectives of our priority populations, specifically focusing on at least four (4) groups from the priority populations list below:

1. Individuals with lived mental illness experience
2. Individuals with lived substance use experience
3. Rural populations
4. LGBTQIA+ communities
5. Older men (over 75)
6. American Indian/Alaska Native individuals
7. Black/African-American youth

## Impact Measurement

Task 1: Plan and timeline

Task 2: Survey and focus group questions in co-creation with Vibrant

Task 3: Connect with four (4) priority populations

Task 4: Conduct focus group/feedback sessions. Gather feedback with an unbiased approach, centering the comfort and needs of the group.

Task 5: Mass Survey Distribution

Task 6: Analysis of the qualitative and quantitative data gathered through mass surveys and intimate focus groups. Identify levels of awareness, key themes of needs, gauge of trust, barriers and concerns around access to suicide prevention/well-being services. (data, trends, narratives)

Task 7: Summary Report, which includes creative data-story-telling. Ideate and partner with the Vibrant and other 988 leadership to develop strategic plans the target populations centered within the research.

We require the following deliverables:

- Develop a project plan and timeline that outlines key milestones and deliverables.
- Hold a project kickoff meeting with Vibrant and 988 Suicide & Crisis Lifeline (988 Lifeline) leadership and key staff to align on objectives, expectations, roles, and responsibilities.
- Conduct monthly check-ins with Vibrant and the 988 Lifeline to provide progress reports, highlight risks and challenges, and adjust the project plan as needed.
- As part of these check-ins, and when able, synthesize and analyze the data from findings into key insights and actionable feedback for key leadership and staff.
- Final reports must include data analytics, data storytelling, videos, charts, narrative story-telling distributed to Vibrant 988 , Crisis Centers and Substance Abuse and Mental Health Services (SAMHSA).
- Collaborative space with Vibrant/SAMHSA to co-create high-level action plans for populations engaged.
- The vendor should be available for any follow up questions

## RFP Process and Rules of Participation

### A. RFP Process

1. Questions. Substantive questions regarding the Scope of Work must be received by email before the date and time in the RFP Timeline on the cover page and by the RFP contacts listed on the last page of the RFP. Questions not timely received by the RFP contacts are not guaranteed a response. Emails sent to the RFP contacts must include the RFP Number as written in this document in the Subject Line.
2. Information session. Pre-proposal information session call is on a case by case basis and Vendor must request by contacting the RFP Contact.
3. Submission. Proposers shall submit the Proposal Package in PDF format by the time and date set forth in the RFP Timeline. Proposers must submit a Proposal by email to the RFP contacts listed on the last page of the RFP and the Proposer must require and receive confirmation of receipt.

## Anticipated RFP Timeline

Event	Due Date
Request for Proposal (RFP) Issued	March 26, 2024
RFP Questions Due from Vendors	April 5, 2024
RFP Questions Answered and sent to Vendor	April 12, 2024
RFP Responses due at Vibrant by 5pm	April 24, 2024
Interviews with 3 Top Candidates of evaluated RFP respondents	TBD
Contract Award Announcement to Selected Vendor	TBD

**Vibrant reserves the right to modify this timeline at its sole discretion.**

## Proposal Format

Organization Information, Qualifications, Certifications, and References and Vendor’s DEIB approach

**Please include the following in your proposal:**

1. Identify a primary contact person within your organization for this RFP. Name, title, email address, mailing address, and telephone number.
2. Identify those on your team who will be involved with the project with brief biographies, role, and relevant experience.
3. Provide a brief overview of your organization.

4. Describe why your organization is best suited to support Vibrant's Community Impacts Research project.
5. Describe your organization's proposed approach to Vibrant's Community Impacts Research project. Include a timeline for milestones through the delivery of a final solution.
6. Describe your organization's approach to incorporating Diversity Equity, Inclusion, Belonging (DEIB) priorities into Vibrant's Community Impacts Research project.
7. Describe how DEIB priorities are evident in your organization or share your Small, Women, or Minority Owned Business Enterprise (S/W/MBE) certification.
8. Describe experience working with nonprofit healthcare organizations
9. Provide three (3) references from individuals external to your organization who are familiar with your organization's ability to provide the services sought under this RFP.
10. Provide a detailed project cost proposal (see Appendix A).

## Project Understanding and Detailed Project/Implementation Overview & Approach

Incorporate the following with an inclusive and culturally competent perspective:

1. Describe your approach to conduct learning and feedback sessions to ensure meaningful participation from at least four(4) of the identified priority populations.
2. Describe your methodology to engage priority populations selected. Please provide a comprehensive explanation of how your proposed research approach embodies the principles of open science. Specifically, elaborate on how you plan to ensure transparency, reproducibility, and accessibility in your research design, data management, and dissemination of findings. Additionally, include any anticipated challenges and how you intend to address them to maintain adherence to open science principles throughout the project.
3. Provide a clear and compelling rationale for the adoption of mixed methods in your study. How do the goals, research questions, and aims of your project specifically necessitate the integration of qualitative and quantitative methods?



4. Explain how mixed methods research has been carefully considered and integrated into the planning of your study. What strategies will you employ to enhance the quality and utility of your research through the use of mixed methods?
5. What formal training or professional development activities related to mixed methods research have you or your team members participated in? Detail how this training has prepared you to successfully implement mixed methods in your study.
6. Describe the process you used to assemble your research team, emphasizing the importance of collaboration and regular communication. How does each team member's expertise contribute to the success of the mixed methods approach?
7. Provide profiles of the individuals on your team who possess qualitative, quantitative, and mixed methods expertise. How does their collective knowledge and experience enhance the depth and rigor of your proposed research?
8. Describe your approach to designing a study that not only maximizes external validity but also ensures ecological validity. How will your research design reflect the real-world context in which the findings are intended to be applied?
9. Describe how you will analyze the data gathered through the surveys and group sessions?. Please detail your approach to identifying trends, impact, trust, and disparities. How will the outcomes of qualitative and quantitative data analysis inform the overall strategy and execution of suicide prevention initiatives?
10. Provide examples of data storytelling (i.e. reports, videos, graphs, social media etc.) that can be shared with the following audiences: Vibrant 988 Staff, Crisis Centers and SAMHSA
11. Provide a cost proposal based on conducting four (4) in person learning and feedback sessions over the course of six months.
12. Describe how you will manage and compensate for focus group session participation.
13. Proposal should include a section on how the data will be collected, stored, and used, ensuring adherence to ethical standards and privacy law.

## Evaluation

Vibrant will review, evaluate, and short list responses based on the below criteria. Finalist vendors may then be invited to 1-2 hour interview sessions to discuss their Community Impacts Research Strategy and solution. The award will be based upon the proposal that is determined to be in the best interest of Vibrant.

## Evaluation Criteria

Vibrant Emotional Health will be reviewing each RFP Response in accordance with evaluation criteria deemed critical to the success of this project. Please refer to the following criteria:

1. Project Understanding, adherence to RFP Instruction, & Response to Scope. (20%)
2. Organization Information, Qualifications, Certifications, and References. (15%)
3. Depth and Breadth of Embedded Community Impacts Research Experience. (25%)
4. Detailed Project/Implementation Overview & Approach (15%)
5. Vendor's DEIB approach and/or Certified Small/Minority/Women Owned/Locally owned Business Enterprises. (15%)
6. Total Cost. (10%)

## No Contractual Relationship

Nothing contained in this RFP creates, nor shall be construed to create any contractual relationship between Vibrant and any Vendor. Vibrant makes no commitment in or by virtue of this RFP to purchase any services from any Vendor. Nor does receipt of any Vendor's quotation place Vibrant under obligation to enter an agreement to purchase supplies/services ("Agreement") with that or any other Vendor. Such Agreement shall be in a form acceptable to Vibrant's legal counsel and shall be signed by both parties. The Vendor agrees, however, to incorporate its representations set forth in its response to this RFP concerning performance into the Agreement. Each response shall constitute an offer, which remains valid for a minimum period of 90 days after the submission date. Any response submitted by a Vendor is subject to review and negotiation by Vibrant's Director of Procurement and legal counsel.

## Vibrant Contacts

Direct inquiries and proposals via email to:

Primary Contact:

Sa'uda Dunlap  
Assistant Vice President of Equity and Belonging  
[sdunlap@vibrant.org](mailto:sdunlap@vibrant.org)

Subject Matter Expert:

Johnell Lawrence  
Director of Equity and Belonging  
[jlawrence@vibrant.org](mailto:jlawrence@vibrant.org)

Emergency Contact:

Lisa Jones Chandler  
Chief Compliance & Quality Officer, Head of Equity  
[ljones@vibrant.org](mailto:ljones@vibrant.org)

CC:

*Ezrina Celestin*  
*Director of Procurement*  
[procurement@vibrant.org](mailto:procurement@vibrant.org)

## Appendices

### APPENDIX A: COST PROPOSAL FORM

Vibrant retains the right to change the project items and services to align with its budget, utilizing the rates provided. A detailed fee schedule must be provided by the firm, outlining the total cost of services. **See attached.**



#### Appendix A: Cost Proposal for CIR RFP# 2024-0306

**Proposer Name:** \_\_\_\_\_

1. Services Description (Lump Sum)	Fees		=	Project Cost
<i>Milestones/Deliverables</i>			=	\$ -
			=	\$ -
			=	\$ -
			=	\$ -
2. Direct Cost (If Applicable)	Hours	x		Rate = Project Cost
<i>Name, Title, Function</i>			=	\$ -
			=	\$ -
			=	\$ -
<b>Subtotal</b>				\$ -
3. Subcontractor Cost: (If Applicable)			=	\$ -
4. Travel Cost: (If Applicable)			=	\$ -
5. Miscellaneous Cost (If Applicable)			=	\$ -
<b>Total Project Cost</b>				\$ -

**Hope  
Happens  
Here.**

**APPENDIX B: CERTIFICATE OF NON-DISCRIMINATION**

The governing board of           (Name of Organization)           maintains the following policy of non-discrimination:

1. No person is excluded from agency programs or benefits because of race, color, religion, gender, national origin, ancestry, age, medical condition, disability, veteran status, marital status, sexual orientation or any other characteristic protected by law.
2. There is no discrimination on the basis of race, color, religion, gender, national origin, ancestry, age, medical condition, disability, veteran status, marital status, sexual orientation or any other characteristic protected by law with regard to hiring, assignment, promotion or other conditions of staff employment.
3. There is no discrimination on the basis of race, color, religion, gender, national origin, ancestry, age, medical condition, disability, veteran status, marital status, sexual orientation or any other characteristic protected by law on the agency’s governing body.

I certify that the practices of this organization conform to the policy of non- discrimination stated above.

Typed or printed name of President or Authorized Official

\_\_\_\_\_  
Signature of President or Authorized Official

\_\_\_\_\_  
Date:

\*Vibrant Emotional Health will not knowingly support organizations, projects and programs that discriminate in their employment practices or delivery of programs or services on the basis of race, color, religion, gender, national origin, ancestry, age, medical condition, disability, veteran status, marital status, sexual orientation or any other characteristic protected by law. We therefore require that all suppliers submit a signed Certificate of Non-Discrimination confirming compliance with all applicable local, state and federal anti- discrimination laws.

**APPENDIX C: CERTIFICATION REGARDING DEBARMENT, SUSPENSION  
PROPOSED DEBARMENT AND OTHER MATTERS OF RESPONSIBILITY**

- 1.** The Proposer certifies, to the best of its knowledge and belief, that the Proposer and/or any of its Principals:
  - A.** Are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency.
  - B.** Have not, within a three-year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and
  - C.** Are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in paragraph 1-B of this provision.
- 2.** The Proposer has not, within a three-year period preceding this offer, had one or more contracts terminated for default by any City, State or Federal agency.
  - A.** "Principals," for the purposes of this certification, means officers; directors; owners; partners; and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager; plant manager; head of a subsidiary, division, or business segment, and similar positions). This Certification Concerns a Matter Within the Jurisdiction of an Agency of the United States and the Making of a False, Fictitious, or Fraudulent Certification May Render the Maker Subject to Prosecution Under Section 1001, Title 18, United States Code.
  - B.** The Proposer shall provide immediate written notice to the Contracting Officer if, at any time prior to contract award, the Proposer learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
  - C.** A certification that any of the items in paragraph (a) of this provision exists will not necessarily result in withholding of an award under this solicitation. However, the certification will be considered in connection with a determination of the Proposer's responsibility. The failure of the Proposer to furnish a certification or provide such additional information as requested by the Contracting Officer may render the Proposer non- responsive.

- D.** Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the certification required by paragraph (a) of this provision. The knowledge and information of a Proposer is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- E.** The certification in paragraph (a) of this provision is a material representation of fact upon which reliance was placed when making award. If it is later determined that the Proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Government, the Contracting Officer may terminate the contract resulting from this solicitation for default.

AS THE PERSON AUTHORIZED TO SIGN THE STATEMENT, I CERTIFY THAT THIS FIRM COMPLIES FULLY WITH THE ABOVE REQUIREMENTS.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_