



REQUEST FOR PROPOSAL

(Government Relations & Policy)

RFP# 2023-11-30

RFP Timeline

Issue Date: November 20, 2023

RFP Questions due: December 08, 2023

Due Date: January 08, 2024 (*corrected*)

Vendor Notification By: February 05, 2024



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Introduction and Background

Our Vision

Everyone can achieve emotional wellbeing with dignity and respect.

Our Mission

We work with individuals and families to help them achieve mental and emotional wellbeing. Our groundbreaking solutions deliver high quality services and support, when, where and how they need it. Our education and advocacy work shift policy and public opinion so mental wellbeing becomes a social responsibility and is treated with the importance it deserves. We're advancing access, dignity and respect for all and revolutionizing the system for good.

Organization Background

For over 50 years, Vibrant Emotional Health (formerly The Mental Health Association of New York City, MHA-NYC), has been at the forefront of promoting emotional well-being and expanding access to needed behavioral health services and supports. Vibrant Emotional Health, a 501(c)(3), underwent a complete rebrand a few years ago, allowing us to better articulate and extend the reach of our state-of-the-art technology-enabled services, community wellness programs, and advocacy and education work. Our new name communicates our hope for, and commitment to all who are struggling with mental health and emotional challenges, and for a culture that values and supports emotional wellbeing. 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 supports. Our vision and mission 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 Information Technology Department and People Operations, Finance, Project Management and Quality Improvement Teams helps to facilitate the smooth operation of existing programs and services as well as the implementation of new programs.

The name change also acknowledges our growth from a local mental health organization into a nationally recognized leader in mental health care and mental



health awareness. Vibrant was formed in 1969 as The Mental Health Association of New York City, a local mental health advocacy organization that grew into a national leader in delivering groundbreaking solutions that have advanced behavioral health care and crisis services.

Vibrant's four primary lines of business are:

1. Administration of National Networks
2. Here2Help (H2H) Contact Center
3. Community Services
4. Advocacy and Education/Training.

Although Vibrant's work is increasingly national in reach, we continue to maintain a local footprint to deliver face to face direct community services. Vibrant is headquartered in New York City with direct service satellite sites in Manhattan, Queens, Bronx, and Staten Island and has over 750 employees.

Purpose of the Request for Proposal

This Request for Proposal (RFP) represents a significant opportunity to enter into a strategic partnership with Vibrant Emotional Health, headquartered in New York City.

Vibrant Emotional Health is requesting proposals from qualified full-service federal lobbying firms to:

- **Bipartisan Advocacy:** Demonstrated experience in working with both Republican and Democratic representatives to advance our Government Relations goals.
- **Legislative Expertise:** Proven success in shaping legislation related to mental health, healthcare, and related policy areas.
- **Regulatory Expertise:** A strong understanding of regulatory processes and the ability to influence regulatory decisions to benefit Vibrant and the populations we serve.
- **Executive Branch Experience:** A track record of effectively engaging with key stakeholders within the Executive Branch to further our mission and objectives.
- **Other:** Experience with the execution and planning of Lobby Days and Congressional Briefings and other events including legislative leaders.
- **Integrates with Asana:** To report progress via our work management and progress tracking platform.



Primary Goals of engaging a a full-service federal lobbying firm are:

- Advance Vibrant Emotional Health’s federal legislative and regulatory priorities
- Increase reputational awareness of Vibrant Emotional Health as a leader in mental health

Vendor Qualifications

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

Scope of Work

Background: Vibrant Emotional Health is committed to promoting equity, diversity, and inclusion in all aspects of our work. As part of our commitment to social responsibility, we are actively seeking a lobbying firm that is representative of diverse backgrounds, including racial and gender makeup. We are interested in partnering with a minority-based firm or a firm that can demonstrate a strong commitment to diversity and inclusion in promoting Government Relations and Policy work.

Scope of Services: We are looking for a full-service federal lobbying firm that can provide comprehensive support in the following areas:

- **Bipartisan Advocacy:** Demonstrated experience in working with both Republican and Democratic representatives to advance our goals.
- **Legislative Expertise:** Proven success in shaping legislation related to mental health, healthcare, and related policy areas.
- **Regulatory Expertise:** A strong understanding of regulatory processes and the ability to influence regulatory decisions to benefit our organization and the populations we serve.
- **Executive Branch Experience:** A track record of effectively engaging with key stakeholders within the Executive Branch to further our mission and objectives.

Vendor Responsibility: The selected vendor will be responsible, but not limited to, the following activities:

- Developing and executing a federal lobbying strategy in alignment with Vibrant Emotional Health's mission and goals.



- Identifying, analyzing, and monitoring legislative and regulatory developments at the federal level, providing timely updates to our organization.
- Building and maintaining relationships with key decision-makers, legislators, and relevant government officials.
- Drafting and advocating for legislation and policies that support our objectives.
- Representing Vibrant Emotional Health in federal lobbying activities, including testifying before Congressional committees or providing expert insight.
- Creating factsheets and other materials needed to advance legislative and regulatory priorities
- Scheduling meetings with Congressional offices, federal agencies/Commissions and the Administration as appropriate to advance strategy
- Participating in the development of policy and advocacy communications
- Updating appropriate platforms regarding lobbying activities
- Assisting Vibrant Emotional Health in hosting lobby days, fly-ins and other events, including but not limited to training volunteers, and scheduling appointments
- Updating Vibrant Emotional Health on lobbying activities at a regular cadence

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 to be scheduled after issuance of this RFP. To participate in this session please email 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	November 20, 2023
RFP Questions Due from Vendors	December 04, 2023
Information Sessions	December 11, 2023
RFP Written Questions Answered and sent to Vendor	December 15, 2023
RFP Responses due at Vibrant by 5pm	January 08, 2024
Interviews with RFP finalists completed	January 24, 2024
Notification of Award	February 05, 2024

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

Proposal Format

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 lobbying firm is best suited to support Vibrant's Public Policy & Government Affairs Team?
5. Describe your lobbying firm's proposed approach to Vibrant's Government and Policy. Include a timeline for milestones through the delivery of a final solution.
6. Be able to show 30% utilization of certified Minority Owned, Women Owned, or Small Business Enterprises with documented leadership and government affairs staff diversity (e.g. race, age, location).
7. Describe how DEIB priorities are evident in your organization.
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.

Evaluation

Vibrant will review, evaluate, and short list responses based on the below criteria. Vendors will be available for follow-up meetings as requested.

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. (10%)
2. Organization Information, Qualifications, Certifications, and References. (25%)
3. Detailed Project/Implementation Overview & Approach (30%)
4. Vendor's DEIB approach and/or Certified Small/Minority/Women Owned Business Enterprises. (20%)
5. Total Cost. (15%)

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 procurement manager and legal counsel.



Vibrant Contact

Direct inquiries and proposals via email to:

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cc:
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