



**DESERT HEALTHCARE**  
**DISTRICT & FOUNDATION**

**REQUEST FOR PROPOSALS (RFP)**

**RFP # 20221002**

**RELEASE DATE: May 2, 2022**

**IMPROVING ACCESS TO BEHAVIORAL HEALTH EDUCATION AND  
PREVENTION SERVICES TO CHILDREN (0-18 YEARS) AND THEIR FAMILIES**

**RFP SUBMISSION DATE: June 10, 2022**

**Proposal Contact: [info@dhcd.org](mailto:info@dhcd.org)**

DESERT HEALTHCARE DISTRICT AND FOUNDATION  
Improving Access to Behavioral Health Education and Prevention Services to Children (0-18 years) and their Families

REQUEST FOR PROPOSALS  
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## I. TIMELINE

The RFP process will operate along the following timeline: [Note: The Desert Healthcare District and Foundation (District and Foundation) reserves the right to modify the stated schedule of events at any time.]

Date	Activity
May 2, 2022	Request for Proposals released
June 10, 2022	Applications due to the Desert Healthcare District via electronic submission to our grant management software system: <a href="https://www.dhcd.org/How-to-Apply-for-a-Grant-2022">https://www.dhcd.org/How-to-Apply-for-a-Grant-2022</a>
June 20, 2022 – July 1, 2022	Desert Healthcare District to conduct proposal conferences with applicants
July 12, 2022	Program Committee reviews staff recommendations
July 26, 2022	Board of Directors' approve applicant(s) at the July Board Meeting
August 1, 2022	Contract begins

Desert Healthcare District staff will be available for technical assistance and questions at [info@dhcd.org](mailto:info@dhcd.org). The Desert Healthcare District and Foundation reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

Questions and information requests can be submitted to:

Desert Healthcare District and Foundation Staff  
E-mail: [info@dhcd.org](mailto:info@dhcd.org)

## II. BACKGROUND

### A. Desert Healthcare District and Foundation

The Desert Healthcare District was created in 1948 to serve residents within a 457-square-mile area of the Coachella Valley. The District included communities in the western end of the valley (Palm Springs, Desert Hot Springs, Cathedral City, Thousand Palms, Rancho Mirage, Mountain Center, San Geronio, and a portion of Palm Desert), with Cook Street as a boundary line. Once established, the District then built and the Board operated Desert Hospital, now known as Desert Regional Medical Center. In 1997, the Board voted to lease the hospital and all operations to Tenet Health Systems for 30 years. Subsequently, the District opted to create a system change implementing a defined grantmaking program. The District budgets approximately \$4 million each year for grants and other programs that seek to achieve optimal health at all stages of life for all District residents.

On November 6, 2018, eastern Coachella Valley voters approved extending the District boundaries east of Cook Street, Palm Desert, more than doubling the coverage area to include the entire Coachella Valley. With the expanded service area, the District embarked on further understanding the health priorities, disparities, gaps, and barriers that are representative of the entire valley. Over the last few years, the District Board of Directors commissioned two needs assessments to better understand the population it serves: a behavioral health needs assessment (BHNA) and a community health needs assessment (CHNA).

In 2019, the Board of Directors approved EVALCORP Research and Consulting to conduct a comprehensive, community based behavioral health needs assessment. EVALCORP worked with the community to identify four key recommendations to address the gaps in behavioral healthcare for Coachella Valley. The recommendations included: improving access to behavioral health resources, education and stigma reduction, professional development, and workforce expansion. The findings of the completed BHNA were presented at a Learning Summit, hosted by Riverside County 4th District Supervisor V. Manuel Perez's Green Ribbon Committee. Following the Learning Summit, the Coachella Valley Behavioral Health Initiative was formed in partnership between the Desert Healthcare District and Foundation and Riverside University Health Systems – Behavioral Health.

In addition to the BHNA, the District worked to develop a CHNA in which the BHNA narrative and data would be utilized in inform the behavioral health sections of the larger scale CHNA. Through extensive community engagement, the CHNA uplifted five community health priorities: access to healthcare, economic stability, education access and quality, environment, and mental health. Following the finalization of the CHNA, the Desert Healthcare District and Foundation Board of Directors utilized the CHNA and BHNA to create an informed 2021-2026 Strategic Plan. The Strategic Plan outlines seven goals with specific strategies designed to target efforts in order to make the greatest health impact and help create equitable access to health and wellness resources and services. This RFP will specifically focus on advancing the 2021-2026 Strategic Plan goal 3: proactively expand community access to behavioral/mental health services.

## B. Coachella Valley Behavioral Health Initiative

The Coachella Valley Behavioral Health Initiative was created in response to the data and narrative contained in the CHNA and BHNA. The initiative utilizes a collective impact approach by means of interactive working group convenings of over 60 collaborative partners. Originally, the 60 community partners made up five working groups: workforce expansion, professional development, improving access, education and stigma reduction, and policy development. After six months of conversations, action plans, and aligned strategies, the five working groups merged into three working groups: workforce development, improving access, and policy development. Action plans and strategic development is directed by a Steering Committee comprised of local community leaders for review, guidance, and direction.

Additionally, the Desert Healthcare District has engaged with local school district superintendents and their behavioral health leaders to discuss child and family related behavioral health needs and gaps that emerged from the working groups. Following discussions, an aligned strategy was identified to target access to behavioral health education and preventative services for children (0-18 years) and their families. With the collaborative approach to target this need in behavioral health services, the Desert Healthcare District is releasing a request for proposals as it has direct alignment to the Desert Healthcare District's 2021-26 Strategic Plan.

## III. DISTRICT AND FOUNDATION: MISSION AND VISION

The mission and vision of the Desert Healthcare District and Foundation focus on the advancement of community wellness in the Coachella Valley:

### MISSION

To achieve optimal health at all stages of life for all District residents.

### VISION

Equitably connecting Coachella Valley residents to health and wellness services and programs through philanthropy, health facilities, information and community education, and public policy.

## IV. PURPOSE OF REQUEST FOR PROPOSAL

In response to the working group convenings of the Coachella Valley Behavioral Health Initiative and outreach efforts to local school district leadership, the Desert Healthcare District is seeking applications that focus on improving access to behavioral health education and prevention services to children (0-18 years) and their families. Specifically, the District seeks applicants that will focus on **behavioral health access, awareness, availability, and education**. Applicants will need to provide education and/or preventative services to accomplish at least one of the following goals:

1. Increase **access** to behavioral health services and resources to children (0-18 years) and their families

2. Improve **awareness** of behavioral health services and resources to children (0-18 years) and their families
3. Expand **availability** of behavioral health services and resources to children (0-18 years) and their families
4. Increase **education** of behavioral health services and resources to children (0-18 years) and their families

Applicants should incorporate at least one of the following into their goals:

- Delivering of community-based services
- Enhancing access to culturally sensitive behavioral health services and resources
- Improving geographic dispersion of behavioral health services
- Increasing access through nontraditional hours and settings
- Expanding outreach efforts

## V. ELIGIBILITY

The Desert Healthcare District and Foundation is accepting applications from qualified organizations to **improve access to behavioral health education and prevention services to children (0-18 years) and their families**. To be eligible for this funding opportunity, applicants must:

- Directly serve residents of Coachella Valley.
- Be exempt from federal taxation under Section 501(c) (3) of the Internal Revenue Code or equivalent exemption, such as a public agency, program or institution.
- Have current audited financial statements.
- Have the capacity and infrastructure to execute proposal.
- Strongly demonstrate a financial history that shows a continuous cycle of fiduciary responsibility and sustainability.
- Demonstrate capacity to accomplish stated project focus and at least one of the stated goals:
  - Increase **access** to behavioral health services and resources to children (0-18 years) and their families
  - Improve **awareness** of behavioral health services and resources to children (0-18 years) and their families
  - Expand **availability** of behavioral health services and resources to children (0-18 years) and their families
  - Increase **education** of behavioral health services and resources to children (0-18 years) and their families

**Preference will be given to organizations that demonstrate a collaborative approach to accomplishing the stated project goals.**

## VI. SUBMISSION GUIDELINES

### A. ACCOUNT CREATION/LOGIN

To submit an application, go to <https://www.dhcd.org/Grant-Programs> and follow the below steps:

1. Under the 2021-2026 Strategic Plan, select goal 3: *Proactively expand community access to behavioral/mental health services.*
2. From the pop-up window, select Apply for Grant.
3. If you are a new applicant, follow step 1 and create an account on the DHCD grant management software. If you are a returning applicant, please sign into your account.

## B. APPLICATION COMPLETION

Once an account is created, complete all sections as outlined on the application, and pay attention to the specifics listed below:

1. Organizational Information – follow instructions of application
2. Project Information - follow instructions of application and include the below specifics
  - a. List project title as **Improving Access to Behavioral Health Education and Prevention Services to Children (0-18 years) and their Families.**
  - b. Start and end date must reflect a two-year contract (August 1, 2022 – July 31, 2024).
  - c. Recommended amount: no amount is to exceed \$500,000 for a two-year contract.
    - i. Multiple applicants may be selected for the project. The maximum allocation for this entire project will not exceed the amount of \$500,000 over a two-year period. This is a competitive process, which means not all qualifying proposals will be funded.
3. Executive Summary – follow instructions of application
4. Community Need for the Project and Strategic Plan Alignment - follow instructions of application and include the below specifics
  - a. List goal 3 as the strategic plan alignment: **proactively expand community access to behavioral/mental health services.**
5. Project Description and Use of District Funds - follow instructions of application
6. Goals and Evaluation - follow instructions of application and include the below specifics
  - a. Please highlight how your organization will accomplish at least one of the following goals:
    1. Increase **access** to behavioral health services and resources to children (0-18 years) and their families
    2. Improve **awareness** of behavioral health services and resources to children (0-18 years) and their families
    3. Expand **availability** of behavioral health services and resources to children (0-18 years) and their families
    4. Increase **education** of behavioral health services and resources to children (0-18 years) and their families
7. Organizational Capacity and Sustainability - follow instructions of application and include the below specifics
  - a. Demonstrate capacity to accomplish stated project focus and at least one of the stated goals.
8. Key Partners/Collaboration - follow instructions of application and include the below specifics

- a. Demonstrate a collaborative process that includes multiple community partners involved in planning and implementation.
  - b. Preference will be given to organizations that demonstrate a collaborative approach to accomplishing the stated project goals.
9. Equity, Diversion, and Inclusion - follow instructions of application and include the below specifics
  - a. Diversity, equity, and inclusion is an important component of the District's efforts to advance health equity. We believe that when organizations have leaders in decision-making roles who mirror the identities, values, and interests of the communities they serve, there is a greater likelihood of the organization more effectively contributing to improved health outcomes.
  - b. Please highlight how your organization addresses diversity, equity, and inclusion at the board and executive staff levels.
10. Required Application Attachments
  - a. 501(c)3 determination letter
  - b. Project budget using the DHCD budget template
    - i. Utilize the DHCD budget template located on our website (<https://www.dhcd.org/How-to-Apply-for-a-Grant-2022>). Multiple applicants may be selected for the project. The maximum allocation for this entire project will not exceed the amount of \$500,000 over a two-year period. The project contract will begin on August 1, 2022. This is a competitive process, which means not all qualifying proposals will be funded. All submitted budgets must be specific and reasonable with all line items aligned with the described project.
  - c. Current audited financials
  - d. Profit and Loss Balance Sheet
  - e. Grantee FY Budget
  - f. Board meeting approving audit
  - g. Project Monthly Cash Flow Analysis form
  - h. Strategic Plan
  - i. Letters of Support/MOUs
  - j. List of Board of Directors and Terms

### C. PROPOSAL CONFERENCE

Desert Healthcare District staff will review the application and required attachments.

- All prospective applicants will undergo a legal, financial, and programmatic review to ensure eligibility and financial health.
- If applicant meets the requirements of the request for proposals, the District staff will contact the applicant to schedule a proposal conference during the weeks of June 20, 2022 – July 1, 2022.

### D. APPLICATION SCORING

The Desert Healthcare District staff will evaluate and score each application and its supporting documents utilizing the DHCD grant scoring rubric and provide their recommendation to the Program Committee.



- The Desert Healthcare District grant scoring rubric is accessible on our website (<https://www.dhcd.org/How-to-Apply-for-a-Grant-2022>) under step 3.

## VII. PROPOSAL SELECTION PROCESS

Applicants awarded through this request for proposal process will focus on improving access to behavioral health education and prevention services to children (0-18 years) and their families. To apply, applicants must submit their applications to the Desert Healthcare District via electronic submission our grant management software system:

<https://www.dhcd.org/How-to-Apply-for-a-Grant-2022> by 5:00pm on June 10, 2022.

Detailed steps to the proposal selection process are as follows:

1. Applications due to the Desert Healthcare District via electronic submission to our grant management software system: <https://www.dhcd.org/How-to-Apply-for-a-Grant-2022> by 5:00pm on June 10, 2022.
2. If applicant meets the requirements of the request for proposals, the District staff will contact the applicant to schedule a proposal conference during the weeks of June 20, 2022 – July 1, 2022.
3. Following a proposal conference, applications and any documents will be reviewed and then presented to the Desert Healthcare District and Foundation's Program Committee for discussion and recommendations on July 12, 2022.
4. The application will then be presented to the Desert Healthcare District and Foundation Board of Directors who will review and vote on approval of applicant(s) on July 26, 2022.