

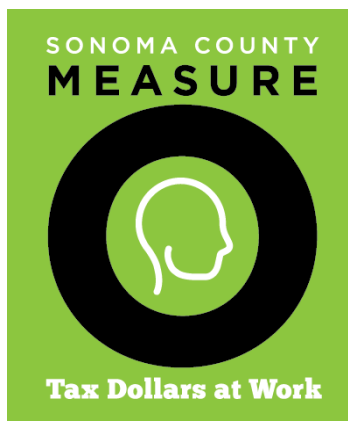


NOTICE OF FUNDING AVAILABILITY (NOFA)

The County of Sonoma is pleased to invite you to respond to
a Notice of Funding Availability for

Measure O: Behavioral Health and Homelessness Pathways to Sustainability

Proposals must be received no later than 2:00 P.M. on September 17, 2025.



County of Sonoma
Department of Health Services
Administration Division
1450 Neotomas Ave, Suite 200
Santa Rosa, CA 95405

<http://sonomacounty.gov/Health-Services>



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PART ONE – NOFA INFORMATION

I. INTRODUCTION/PURPOSE

The Sonoma County Department of Health Services (Department) is pleased to invite you to respond to a Notice of Funding Availability (NOFA) for Measure O: Behavioral Health & Homelessness Pathways to Sustainability. This NOFA outlines the information necessary to understand the competitive selection process and the required documentation necessary for the submission of proposals.

The Department reserves the right, at its sole discretion, to award in any manner determined to be in the best interest of the Department including, but not limited to, issuing an award under this NOFA to a single or multiple individual(s) and organization(s). If the Department determines that no proposer meets the requirements of this NOFA, the Department, at its sole discretion, reserves the right to reject any or all proposals.

The Department is an outcomes-based organization. All contracted services are required to support the Department's mission to promote, protect, and ensure access to services to support the health, recovery, and well-being of all in Sonoma County.

II. SCHEDULE

The following schedule is subject to change. Except as noted below, changes will only be made by written addendum to this Notice of Funding Availability. The Department shall issue any addendum to all known recipients of the original NOFA. Potential applicants are responsible for monitoring the NOFA website for updates: <https://sonomacounty.gov/health-and-human-services/health-services/divisions/administration/contracts-and-board-item-development-unit>

Date	Event
August 6, 2025	Release Notice of Funding Availability
August 21, 2025	Optional Pre-Bid Conference
August 27, 2025	Proposer's Questions Due by 5:00 p.m.
September 3, 2025	County's Responses to Questions Due
September 17, 2025	Proposals Due by 2:00 p.m.
October 2025	Proposals Evaluated by Community Advisory Panel
October 2025	Notice of Intent to Award (<i>subject to delay without notice to proposers</i>)
November 2025	Board of Supervisors Awards Contract (<i>subject to delay without notice to proposers</i>)

III. DEFINITIONS OF TERMINOLOGY

Community Advisory Panel (CAP): A committee responsible for review and evaluation of the proposals received from qualified proposers comprised of community members with familiarity in relevant areas including behavioral health, substance use disorder, or homeless services. Members are drawn from community-based organizations, local government, and the business community with an emphasis on geographic diversity and historically marginalized communities.

Contract: An agreement for the procurement of items of tangible personal property or services.

Department: Unless otherwise noted, this shall refer to the Sonoma County Department of Health Services.

Existing Project: One that was operating or in the development process before the release of this NOFA.

Fiscal Year: The period beginning July 1 of each year and ending June 30 of the following year.

Grantee: An awarded proposer that has been selected to receive a funding agreement.

Homekey Site: A program or initiative that was awarded funding through any round of the California Department of Housing and Community Development's [Homekey program](#).

Local Service Provider: A business or consultant who has a valid physical address located within Sonoma County from which the supplier or consultant operates or performs business on a day-to-day basis and holds a valid business license if required by a city within the jurisdiction of Sonoma County.

Mandatory: The terms "must", "will", "shall", "is required", or "are required" identify a mandatory item or factor.

Notice of Funding Availability (NOFA): All documents, including those attached or incorporated by reference, used for soliciting proposals.

Permanent Supportive Housing: Housing in which housing assistance (e.g., long-term leasing or rental assistance) and supportive services are provided to assist households with at least one member (adult or child) with a disability in achieving housing stability and has experienced homelessness for at least one year or 4 separate occasions of homelessness over 3 years that total one year of homelessness.

Proposer: Any person, corporation, or partnership that chooses to submit a proposal.

Qualified Proposer: A Proposer is considered Qualified if they submit a proposal that satisfactorily addresses the information requested, provides evidence of sufficient organizational and financial resources to ensure viability, documentation of experienced management and trained personnel, and a narrative that provides assurance that services will adequately serve the needs of the County of Sonoma.

Scope of Work: As set forth in the contract, is a detailed description of the activities, services, and deliverables that the funded project is expected to carry out. It outlines what the grantee will do, how the work will be done, and what outcomes are expected.

Transitional Housing: Housing where all program participants have signed a lease or occupancy agreement, the purpose of which is to facilitate the movement of individuals and families experiencing homelessness into permanent housing within 24 months.

IV. PROJECT BACKGROUND AND DESCRIPTION

In 2020, the need for behavioral health and homelessness services had reached crisis levels in Sonoma County. The health care delivery system had been decimated by COVID-19, budget cuts to essential services, and decreased housing stock due to wildfires. These compounding issues demanded additional revenue to support the needs of the most vulnerable residents of Sonoma County. This led to the development of Measure O.

Passed by Sonoma County voters in 2020 with over 2/3 of the vote, Measure O is a one-quarter cent sales tax over 10 years that generates approximately \$30 million each year. Revenue is spent exclusively on the funding categories identified in Sonoma County Ordinance No. 6316¹.

V. DESIRED GOALS/OBJECTIVES

The Department is looking to use Measure O funding to support the community and help protect the County's investments in Behavioral Health and Homelessness services and programs. Sonoma County has made significant advancements in the network of Behavioral Health and Homelessness services for our most vulnerable community members. The Department is seeking applications from a mix of community-based organizations (CBOs) and local government partners with Existing Projects (see [Part One-Section III. Definitions of Terminology](#)) critical to these networks that are facing funding uncertainties in the coming year.

VI. FUNDING PARAMETERS

Funding may be spent over a period of up to three (3) years from the time of contract execution. If the project is expected to continue for more than three years, proposer must identify how the project will be sustained beyond that time.

Proposals may cover multiple program areas but must not exceed a maximum award amount of \$1,000,000 **per project**. *Organizations may submit an application for more than one project.*

Each project must qualify as an Existing Project and be an allowable use of Measure O dollars. Proposer must indicate which Program Area(s) the project fits into. There is no restriction on the combination of categories.

¹https://sonomacounty.gov/Main%20County%20Site/General/Sonoma/Sample%20Dept/Divisions%20and%20Sections/A%20Service/Services/A%20Service/Documents/_2020/Measure_O-CountyOfSonoma-November-3-2020.pdf

A. MEASURE O EXPENDITURE PLAN CATEGORIES AND PROGRAM AREAS DEFINED

The Measure O expenditure plan² as defined in Sonoma County Ordinance No. 6316 identifies the Program Areas that are eligible for funding across five categories:

Category 1. Behavioral Health Facilities

- a. Transitional Housing for Individuals Discharging from Crisis Services.

Transitional Housing is a needed service for individuals who have high levels of mental health needs and do not have a long-term placement agreement.

{Transitional Housing is defined as housing where all program participants have signed a lease or occupancy agreement, the purpose of which is to facilitate the movement of individuals and families experiencing homelessness into permanent housing within 24 months.}

Category 2. Emergency Psychiatric/Crisis Services

- a. Residential Crisis Services.

Crisis Residential Treatment facilities provide housing and mental health services to individuals who require longer-term services to stabilize and do not require a locked setting.

Category 3. Mental Health and Substance Use Disorder Outpatient Services

- a. Mental Health Services for Children and Youth.

Children and youth with mental health needs will receive services for prevention, early intervention, and case management.

- b. Services to support Residential Care Facilities, Permanent Supportive Housing, and other Housing.

Individuals with mental health and/or Substance Use Disorder (SUD) needs who require in-home and community-based services to live successfully in the community. These services will support individuals provided with permanent supportive housing, which interrupts the cycle of homelessness.

{Permanent Supportive Housing is defined as housing in which housing assistance (e.g., long-term leasing or rental assistance) and supportive services are provided to assist households with at least one member (adult or child) with a disability in achieving housing stability.}

- c. Substance Use Disorder Services Expansion.

Expand Sonoma County Drug Medi-Cal Services to provide outpatient and residential treatment services to individuals with substance use disorders.

² <https://sonomacounty.gov/health-and-human-services/health-services/divisions/behavioral-health/about-us/measure-o/expenditure-plan>

Category 4. Behavioral Health Homeless/Care Coordination

a. Behavioral Health Services for Individuals Who Are Homeless.

Individuals who are homeless or need mental health and substance use disorder services to successfully transition to housing in the community.

b. Care Coordination for High Needs Homeless.

Care Coordination provides multi-disciplinary case management and other services to enable individuals who have been homeless to live successfully in permanent supportive housing in the community.

{Permanent Supportive Housing is defined as housing in which housing assistance (e.g., long-term leasing or rental assistance) and supportive services are provided to assist households with at least one member (adult or child) with a disability in achieving housing stability and has experienced homelessness for at least one year or 4 separate occasions of homelessness over 3 years that total one year of homelessness.}

Category 5. Transitional & Permanent Supportive Housing

a. Supportive Housing Pool.

To help secure housing resources to service the homeless populations in the County.

{Transitional Housing is defined as housing where all program participants have signed a lease or occupancy agreement, the purpose of which is to facilitate the movement of individuals and families experiencing homelessness into permanent housing within 24 months.}

{Permanent Supportive Housing is defined as housing in which housing assistance (e.g., long-term leasing or rental assistance) and supportive services are provided to assist households with at least one member (adult or child) with a disability in achieving housing stability and has experienced homelessness for at least one year or 4 separate occasions of homelessness over 3 years that total one year of homelessness.}

VII. QUALIFICATIONS OF PROPOSERS

The successful proposer(s) must possess the qualifications listed below. Failure of the proposer to demonstrate that they possess these qualifications may cause the proposal to be considered non-responsive and disqualified from this NOFA process.

- Proposer has experience and qualifications commensurate with the project.
- Proposer holds required mandatory site certifications, licenses, and professional requirements for staff required for the proposed project, if applicable.
- If awarded a contract for Homelessness Services, proposer must be able to participate in the Sonoma County Continuum of Care's Homeless Management Information System (HMIS)

ACCESSIBILITY STANDARDS

All proposers responsible for preparing content intended for use or publication on a County-managed or County-funded website must comply with applicable Federal accessibility standards established by 36 C.F.R. Section 1194, pursuant to Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794(d)), the County's Web Standards & Guidelines located at <https://sonomacounty.gov/Services/Web-Standards-and-Guidelines/>, and the County's Web Site Accessibility Policy located at <https://sonomacounty.gov/CAO/Administrative-Policies/9-3-Website-Accessibility-Policy/>.

For any proposal that includes scope involving such website content, proposers shall indicate their capacity and plan for compliance with these requirements.

VIII. PERFORMANCE AND REPORTING REQUIREMENTS

As part of the contract development process, proposers agree to provide monitoring and evaluation data as outlined in their application, with reports supplied on a quarterly basis.

IX. LOCAL PREFERENCE

It is the policy of the County to promote employment and business opportunities for local residents and firms on all contracts and give preference to local residents, workers, businesses, and consultants to the extent consistent with the law and interests of the public. A Local Service Provider is defined as a business or consultant who has a valid physical address located within Sonoma County from which the supplier or consultant operates or performs business on a day-to-day basis and holds a valid business license if required by a city within the jurisdiction of Sonoma County. Proposers claiming local preference must complete Proposal Form 7: Declaration of Local Business for Services.

For quantitative evaluations of proposals, the locality of the service provider shall be included as an evaluation criterion in NOFAs. Extra percentage weighting of 5% shall be provided in the total rating score for local service providers.

No contract awarded to a local service provider or business under this policy shall be assigned or subcontracted in any manner that permits fifty (50) percent or more of the dollar value of the contract to be performed by an entity that is not a local business.

More information about the County's purchasing policies can be found on: [Local Preference Policy for Services](#)

PART TWO – PROCUREMENT PROCESS

I. PRE-BID CONFERENCE

An optional virtual pre-bid conference webinar will be held online via Zoom on August 21, 2025 at 11:00 AM to answer questions regarding the NOFA specifications and process.

Pre-registration is required.

To register for this event and receive a link to participate, click on the link below:

https://sonomacounty.zoom.us/webinar/register/WN_mhaW4a6tTbOKUvgnENTlVw

After registering, you will receive a confirmation email containing information about joining the pre-bid conference webinar.

II. WRITTEN QUESTIONS

Proposers are required to submit all questions in writing per the schedule in order for staff to prepare written responses. Written responses will be posted via an addendum to the NOFA on the [Department of Health Services website](#)³ in accordance with the schedule above. Questions will not be accepted by phone and potential proposers should not contact any County staff for additional information during the procurement period.

Questions should be sent via e-mail directly to:

To: DHS-Procurement@sonomacounty.gov

Subject: Measure O Behavioral Health & Homelessness Pathways to Stability – Questions

III. CORRECTIONS AND ADDENDA

- A. If a proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in this NOFA, the proposer shall immediately notify the contact person (DHS-Procurement@sonomacounty.gov) of such error in writing and request clarification or modification of the document. Modifications will be made by addenda as indicated below and notification given to all known parties in receipt of this NOFA.
- B. If a proposer fails to notify the contact person prior to the date fixed for submission of proposals of a known error in the NOFA, or an error that reasonably should have been known, the proposer shall submit a proposal at their own risk, and if the proposer is awarded a contract they shall not be entitled to additional compensation or time by reason of the error or its subsequent correction.
- C. Addenda issued by the County interpreting or changing any of the items in this NOFA, including all modifications thereof, shall be incorporated in the proposal. The proposer shall submit the addenda cover sheet with the proposal. If the proposer has already submitted their proposal, the proposer shall submit their signed Addendum prior to the

³ <https://sonomacounty.gov/health-and-human-services/health-services/divisions/administration/contracts-and-board-item-development-unit>

due date and time to the Department of Health Services at DHS-Procurement@sonomacounty.gov.

- D. Any oral communication by the County's designated contact person or any other County staff member concerning this NOFA is not binding on the County and shall in no way modify this NOFA or any obligations arising hereunder.

IV. PROPOSAL SUBMISSION AND DUE DATE

Proposals must be received no later than the date and time listed in the schedule, or as revised by addendum. The proposal due date is subject to change. If the proposal due date is changed, all known recipients of the original NOFA will be notified of the new date.

- A. Proposers must submit one (1) electronic copy of the Proposal Packet to:

To: DHS-Procurement@sonomacounty.gov.

Subject: Measure O NOFA Submission – [Insert Agency Name].

Hard copy and/or faxed submissions will not be accepted.

- B. The submission of a proposal shall be an indication that the proposer has investigated and satisfied him/herself as to the conditions to be encountered, the character, quality and scope of the work to be performed, and the requirements of the County, including all terms and conditions contained within this NOFA.

Late proposals will not be accepted.

PART THREE – INSTRUCTIONS FOR PROPOSAL PREPARATION

To receive consideration, proposals shall be made in accordance with the following instructions.

I. PROPOSAL FORMAT

1. Proposals must be submitted using the Required Proposal Forms supplied by the Department that constitute the Proposal Packet and must abide by the identified word limits and guidelines outlined below in Part Three—Section II (Proposal Submission Requirements).
2. No attachments other than those permitted as set forth in this NOFA will be accepted.
3. The completed proposal shall be without alterations or erasures.
4. No oral or telephonic proposals will be considered.

II. PROPOSAL SUBMISSION REQUIREMENTS

For ease of review and to facilitate evaluation, the proposals for this project must follow these guidelines. The Proposal Packet will consist of the following sections in the order presented here.

A. PROPOSAL COVER SHEET AND CHECKLIST

Complete and submit **Proposal Form 1: Cover Sheet and Checklist** to include: the proposing agency's legal name, address, telephone number, IRS status, and type of entity; and contact information for the person(s) authorized to execute the proposed contract, and program and fiscal contacts.

B. MEASURE O NOFA APPLICATION

Complete and submit **Proposal Form 2: Application**. The specific criteria used to score Sections II-IX are identified in [Part Four, Section V—Scoring and Evaluation](#).

SECTION I ORGANIZATION INFORMATION

- a. Provide requested details regarding the organization.
- b. Identify the requested funding amount and the applicable Measure O Project Area.
- c. Provide a summary (250-word limit) of the proposed project.
- d. Proposer must disclose any debarment or other disqualification as a supplier or vendor for any federal, state, or local entities. Proposer must describe the nature of the debarment/disqualification, including where and how to find such detailed information.
- e. If this is a partnership or joint venture, describe in detail how the partnership or joint venture will be organized, who will be in overall control of the project, how it will function on a day-to-day basis, and what proposer will do to guarantee continuity of services.
- f. Attach agency Organization Chart that identifies organization structure, staff members and titles, and key personnel who will be assigned to this project.

SECTION II COMMUNITY NEED (500 WORD LIMIT)

Using recent, local data, describe the adverse outcome this project aims to address. Specifically, provide data to show which populations are most disproportionately affected; document any gaps between existing service delivery and demand; identify existing barriers to access; and highlight community input (surveys, focus groups, letters) confirming the need. Tie every element directly to the outcomes your project intends to produce.

SECTION III PROJECT PLANNING AND DESIGN (1500 WORD LIMIT)

Convert broad goals into specific, measurable objectives presented in a logic model or detailed work plan. Describe the activities you will undertake to achieve the objectives, and describe the resources required to complete them. This should include resources of staff, funding, time, partners, etc. Demonstrate that you have access to the required resources (personnel, partners, governance structure, and fiscal controls) to carry out the plan, backing this up with sample financial reports. Show how administrative and project planning systems will keep the project on schedule and compliant with this NOFA and any contracted obligations.

SECTION IV MONITORING AND EVALUATION (1000 WORD LIMIT)

Describe how your project outcomes will be monitored and progress evaluated. Include the following:

- Indicators (quantitative or qualitative) you will use to measure progress toward your objectives.
- Your plan to collect or access appropriate data for these indicators.
- A timeline for measuring progress toward outcomes, including baselines and key project milestones, with quantitative indicators that track progress toward each objective.
- Descriptions of how your data demonstrates the community need, your data systems and data analysis plan, scheduling of reporting findings, and how you will use findings to inform mid-course adjustments.

In addition to any reporting requirements contained in the contract Scope of Work, proposers must submit a report semiannually that provides updates on the above requirements. See Attachment E: Sample Quarterly Report.

SECTION V REFERENCES AND PAST PERFORMANCE (1000 WORD LIMIT)

Present verified performance and outcome data and proof that you have consistently met prior targets on time and within budget. Demonstrate fiscal stewardship (this could include a clean audit or other evidence), regulatory compliance, and show how lessons learned, or capacity built will translate into success for the proposed project. Provide specific information describing experience in the delivery of services described in this NOFA, preferably within the State of California. Examples of completed projects, as current as possible, should be described, in summary form, as appropriate.

Separately, provide compelling evidence of your reliability and impact by providing Past Performance Questionnaires from three (3) references—ideally funders, partners, or a government agency—who can attest to your project quality and concrete results. **Proposal Form 4: Past Performance Questionnaire** should be completed by those entities for which your organization delivered comparable services (requesting from a County department is acceptable). The County reserves the right to independently solicit past performance information from any source deemed to be in the best interest of the County and utilize the information in the evaluation process to determine proposer’s ability to successfully perform the services required and to determine past adherence to contractual obligations.

Additional points will be awarded to applications that provide a letter of support from a government official or agency in the project area.

SECTION VI BUDGET NARRATIVE (750 WORD LIMIT)

Provide a detailed budget (as outlined below) and narrative that match every cost to a planned activity or staffing need. Justify that costs are reasonable for the scale of work and that all essential expenses are included. Make clear whether the requested funds fully cover the project or combine with other secured resources. Budget clarity, realism, and alignment with the scope of services earn the highest scores.

Proposals shall include an itemized budget utilizing **Proposal Form 3: Required Budget Template**. The proposal shall clearly state ALL costs (direct and indirect) associated with the project, broken down by category of products and services, and all on-going costs for recommended or required products and services such as maintenance.

The project costs must be broken out and include all expenses that will be charged to the County, including but not limited to hourly rates for labor, software costs, software maintenance costs, implementation fees, shipping, insurance, communications, documentation reproduction, and all other indirect costs, including travel, meal reimbursement, hotel per diems, taxes, etc. Failure to clearly identify all costs associated with the proposal may be cause for rejection of the proposal.

Please note, the County will not pay for services before it receives them. Therefore, do not propose contract terms that call for up-front payments or deposits.

SECTION VII CURRENT FUNDING AND LEVERAGE (250 WORD LIMIT)

Proposals shall clearly identify all current funding agreements (federal, state, and local) for the project being proposed. Detail the dollar amount and sources of secured matching funds, grants, or in-kind support from government, tribal, private, or financial institutions.

Leverage is calculated as a percentage of your funding request. More leverage (especially 50 % or higher) yields more points, signaling strong community and financial backing. Clarify how leveraged resources enhance reach or effectiveness.

SECTION VIII SUSTAINABILITY (500 WORD LIMIT)

Describe a concrete plan for continuing services and benefits after funding ends, including diversified revenue streams, future fundraising, or incorporation into existing budgets. Identify specific post-award funding sources and timelines for securing these. Explain how project elements (staffing, partnerships, systems) will be institutionalized to maintain impact. Review any risk factors and your mitigation strategies.

SECTION IX CULTURAL COMPETENCY (500 WORD LIMIT)

Identify outcome disparities by race, ethnicity, language, gender identity, disability, geography, and/or income and explain the unique challenges faced by your priority populations and how these conditions heighten need or decrease access to services. Show capacity to meet those needs through bilingual/bicultural staff, culturally responsive practices, and community-informed program models. Detail how equity principles guide design, implementation, and evaluation.

SECTION X IDENTIFICATION OF SUBCONTRACTORS

Proposer shall identify all subcontractors they intend to use for the proposed scope of work or are currently contracting for existing work. For each subcontractor listed, proposer shall indicate (1) what products and/or services are or will be supplied by that subcontractor and, (2) what percentage of the overall scope of work that subcontractor will perform.

C. ATTACHMENTS TO PROPOSAL

Proposal Form 3: Required Budget Template

Proposal Form 4: Past Performance Questionnaires

Proposal Form 5: Proposers must include a statement acknowledging their willingness to accept the sample contract terms (**Attachment A**) or identify specific exceptions to the sample agreement. Complete and sign to indicate acceptance of, or exception to, the County's standard professional services agreement and Special Terms and Conditions Exhibits. To acknowledge willingness to accept the sample contract terms or to identify specific exceptions to the sample agreement, proposers must complete and submit this form. (Sample of the County's Professional Services Agreement is included as Attachment A; Special Terms and Conditions Exhibits are included as Attachments C 1-3).

Proposal Form 6: The selected proposer will be required to submit and comply with all insurance as described in the attached Sample Agreement and Insurance Exhibit. Securing this insurance is a condition of award for this contract. Complete and sign to indicate willingness and ability to meet the County's insurance requirements as specified in Attachment B. (Sample Insurance Requirements are included as Attachment B).

Proposal Form 7: Declaration of Local Business for Services (If applicable).

Organizational Chart. Proposers should attach a current version of the chart in PDF format.

PART FOUR – PROPOSAL EVALUATION PROCESS

I. PROPOSAL REVIEW AND AWARD PROCESS OVERVIEW

All proposals received by the deadline will be reviewed by the County for content, including, but not limited to cost, related experience, and professional qualifications of the proposers.

The evaluation and scoring component for this NOFA will consist of two phases:

- a. A review conducted by County staff to ensure that each proposal meets eligibility requirements for proposal acceptance outlined below.

County employees will not participate in the selection process when those employees have a relationship with a person or business entity submitting a proposal which would subject those employees to the prohibition of Section 87100 of the Government Code. Any person or business entity submitting a proposal who has such a relationship with a County employee who may be involved in the selection process shall advise the County of the name of the County employee in the proposal.

- b. Evaluation and scoring of each proposal by a Community Advisory Panel (CAP).

As part of the evaluation and scoring process, the CAP may decide to interview proposers in person, via phone or by web-based applications. Travel or other expenses incurred by proposers will not be covered for interviews.

The County may negotiate proposal modification after the proposal has been selected to ensure that all necessary project requirements are covered before the contract is signed.

The selected proposal shall be used as the basis for negotiating the contract's Scope of Work and budget.

II. PROPOSAL DISQUALIFICATION

Any proposal may be disqualified prior to scoring if:

- a. The proposal is received at any time after the exact time and date set for receipt of proposals.
- b. The proposal is incomplete or fails to meet the minimum qualifications as stated in the NOFA.

In the event a proposal is disqualified as described above, written notification will be mailed to the proposer describing the reasons for disqualification.

III. MINIMUM QUALIFICATIONS

County staff will evaluate all proposals received for the following minimum qualifications on a pass/fail basis:

- a. The proposal was submitted by the closing time and date.
- b. The proposal qualifies under one or more of the Measure O funding categories identified in Part One, Section VI.

- c. Proposers have an existing operational project or a project in the development process as of the release of the NOFA.
- d. The proposal was prepared in accordance with the Proposal Submission Requirements.
- e. Proposer has filed its formation document with its respective Secretary of State and is authorized to carry out business activities.
- f. Proposer is not on a federal debarment list (www.sam.gov).

Only proposals meeting the minimum qualifications will be forwarded for evaluation and scoring by the review committee. If only one proposal is received, it will not be forwarded to a review committee, but, at the County's discretion, may be recommended for a single source agreement.

IV. PROPOSAL REVIEW COMMITTEE

The Community Advisory Panel (CAP) will score each proposal that meets the minimum qualifications. The Community Advisory Panel will be comprised of community members that may include representation from behavioral health and homeless services, different geographic regions, and historically marginalized communities.

Any community representative who has a personal or financial interest in, or other relationship with, an individual or business submitting a proposal that would create a conflict of interest must remove themselves from every part of the proposal review and selection process.

When proposals are being scored and funding recommendations are being made, the CAP can only base their scoring and subsequent recommendations on the information contained in the proposals. The review committee members cannot make assumptions, nor consider their personal knowledge or experience, regarding the proposing agencies and/or proposed services. To ensure that all proposing agencies are reviewed in a fair and equitable manner, and to ensure that no agency is given unfair advantage, the scores and recommendations are based solely on the proposals that are submitted and the manner in which those proposals address the requirements of the NOFA.

V. EVALUATION AND SCORING

All proposals that meet minimum qualifications will be evaluated and rated using a point system. This system will ensure uniformity in evaluating proposals and will identify the rationale for funding recommendations. Failure to respond to all the applicable criteria will result in an incomplete application. If the proposer cannot respond to a specific question because it has determined that question does not apply to its proposed eligible activities, the proposer should specify why it does not apply rather than leaving it blank or unaddressed. A total of 100 or more points is needed to be considered for an award. Proposals will be evaluated according to the following criteria (up to 240 possible points):

1. Community Need (40 Points)

Top-scoring proposals justify the project with data-driven evidence of the problem's scope, urgency, equity impacts, and resource gaps—bolstered by local data and underserved-community input—and explicitly link these needs to the project's intended outcomes. Proposals should address the following:

- **Extent and Urgency.** Current local data to quantify severity, trend direction, and potential consequences if unmet, including threats to existing services.
- **Population Affected and Equity.** Detail numbers, demographics, and disproportionate impact on historically marginalized groups.
- **Resource Gap Analysis.** Identify existing services with evidence of current or potential future capacity shortfalls.
- **Stakeholder Engagement and Support.** Community input (surveys, focus groups, town halls) or written endorsements should demonstrate project's historical impact and community desire to see project sustained.

2. Project Planning and Design (40 points)

Top proposals will translate broad goals into specific, measurable objectives. Proposals should include the following:

- Detailed project design outlined in a logic model or workplan showing an evidence-based roadmap from inputs to outcomes. Outline a clear workplan that shows realistic staffing, timelines, and budgets.
- Demonstration that activities are aligned with project objectives and that staff/partners and resources are adequate to meet each objective.
- Description of governance structure that demonstrates internal controls and sound administrative and fiscal procedures.
- Examples of current financial reports (e.g. a clean audit).

3. Monitoring and Evaluation (30 points)

Top scoring proposals will be able to show how and when project success will be measured. This should include:

- Timeline with milestones and indicators that show progress toward the outlined goals and expected results.
- Description of the data and information that will be collected.
- How baseline measurements will be established.
- How the data connects to the documented community need.
- Performance indicators and feedback loop for continuous improvement or mid-course corrections.

4. References and Past Performance (25 points)

- a. Points will be awarded to top proposers that have a proven track record of implementing their proposed program or services. Evidence for this can include (proposers may attach additional documentation as needed):
 - References confirm the proposer’s reliability, collaboration, and concrete results. Prior contracts closed on or under budget, with timely invoicing and accurate documentation of any required match or leverage.
 - History shows consistent adherence to reporting schedules, funding conditions, and applicable regulations.
 - Quantitative evidence (e.g., key performance indicators) and/or qualitative evidence (e.g., independent evaluations, client testimonials) demonstrate that prior projects met or exceeded stated targets.
 - Proposal explains how previous experience, staff expertise, and organizational infrastructure will be leveraged for the project.
 - Lessons learned from past work are explicitly applied to strengthen the proposed approach.
 - Key risks (e.g., staffing turnover, supply-chain delays, regulatory changes) are identified along with concrete mitigation strategies.
- b. Quality of work as verified by three (3) references on Proposal Form 4. Top scoring proposers will have references that provide a strong recommendation.

5. Budget (30 points)

Top scoring proposals provide a detailed budget and budget narrative aligned to the scope of services showing and discussing all relevant costs and staffing. Proposals should address the following:

- Costs should be reasonable in relation to the proposed activities and anticipated results.
- The budget is realistic, accounting for all necessary expenses to complete proposed activities.
- The proposed project can be solely funded by the requested amount or funded with the requested amount in combination with funds identified in Criteria 6—Leverage.

6. Leverage (10 points)

The Department views leveraged commitments as an indicator of community support for the proposal which will increase its effectiveness.

- The amount of leveraged funds should be specified.
- Leverage can be demonstrated by secured financial commitments from sources such as Federal, State, or Local governments, Tribal entities and Tribal organizations, private funders, financial institutions, or banks.
- Leverage is calculated as the percentage of matching funds in relation to the funding request. For example, a funding request of \$500,000 with matching funds of \$200,000

would be calculated as a 40% leverage, matching funds of \$100,000 would be calculated as 20% leverage, etc.

Points will be awarded as follows:

- » 50% and above 10 points
- » 40.00% - 49.99% 8 points
- » 30.00% - 39.99% 6 points
- » 20.00% – 29.99% 4 points
- » 10.00% - 19.99% 2 points
- » Less than 10% 0 points

7. Sustainability (10 points)

Top scoring proposals will demonstrate a plan to ensure the project's continuity and lasting effects once the Measure O NOFA funding has ended. This should include identifying funding sources for ongoing staffing and programs.

8. Cultural Competency (15 points)

Top scoring proposals will demonstrate an understanding of the importance of bilingual, bi-cultural, and culturally responsive/competent services, as evidenced by:

- Documented disparities related to race, ethnicity, gender, sexual orientation, disability, geographic isolation, and economic status.
- Description of the types of challenges facing the populations they will serve.
- Demonstrated capacity to meet the needs of these populations as evidenced by staffing and programmatic models.
- Description of how these disparities increase the community need or limit access to essential resources.
- Demonstrated ability to work with these communities through appropriate staffing with lived and professional experience.

9. Additional Priority Points (up to 30 points)

Projects that meet any of the conditions below will receive the identified additional points.

- Project is a Homekey site. (5 points)
- County of Sonoma has invested previously in the submitted project, or the project is in a partnership with the County of Sonoma. (10 points)
- Project is a Permanent Supportive Housing or Transitional Housing site that has lost or will be losing bed capacity due to funding loss. (5 points)
- Project experienced a loss of Government Funding, including clawbacks or loss of COVID dollars in Fiscal Year 2024-2025 or threat to funding in 2025-2026. Lost funding source(s) is identified. (5 points)
- One or more letter(s) of support for the project from a government official or a government agency within whose jurisdiction the project resides. (5 points)

10. Local Preference (additional 5% added to final score).

Proposer claims Local Preference as defined in Part One Section IX. Proposers claiming local preference must complete Proposal Form 7: Declaration of Local Business for Services.

VI. FINALIST INTERVIEWS

After initial screening, the Community Advisory Panel may select those proposers deemed most qualified for this project for further evaluation. Interviews of these selected qualified proposers may be conducted as part of the final selection process. Interviews may or may not have their own separate scoring during the evaluation process.

VII. SELECTION CONDITIONS

A. AWARD RECOMMENDATION

The Community Advisory Panel will propose final award amounts, subject to the maximum award, based on criteria outlined in this NOFA, as well as consideration of geographic and programmatic diversity in order to meet a variety of needs of communities across Sonoma County. The Department will recommend to the Sonoma County Board of Supervisors that proposals be funded according to the Panel's recommendations. Please note, the Board is not bound to accept the award recommendation or award the project to the recommended firm(s).

B. PURCHASING AGENT

The County Department Head, in consultation with the Purchasing Agent, reserves the right, in their sole discretion, to take any of the following actions at any time before Board approval of an award: waive informalities or minor irregularities in any proposals received, reject any and all proposals, cancel the NOFA, or modify and re-issue the NOFA. Failure to furnish all information requested or to follow the format requested herein may disqualify the proposer, in the sole discretion of the County. False, incomplete, misleading or unresponsive statements in a proposal may also be sufficient cause for a proposal's rejection.

C. ADDITIONAL INFORMATION

The County may, during the evaluation process, request from any proposer additional information which the County deems necessary to determine the proposer's ability to perform the required services. If such information is requested, the proposer shall be permitted three (3) business days to submit the information requested.

D. ERRORS AND CORRECTIONS

An error in the proposal may cause the rejection of that proposal; however, the County may, in its sole discretion, retain the proposal and make certain corrections. In determining if a correction will be made, the County will consider the conformance of the proposal to the format and content required by the NOFA, and any unusual complexity of the format and content required by the NOFA. If the proposer's intent is clearly established based on review of the complete proposal submittal, the County may, at its sole option, correct an error based on that established content. The County may also correct obvious clerical

errors. The County may also request clarification from a proposer on any item in a proposal that County believes to be in error.

E. SELECTION

The County reserves the right to select the proposal(s) which in its sole judgment best meets the needs of the County and to award to only one or multiple qualified submittals. The lowest proposed cost is not the sole criterion for recommending contract award. The County also makes no guarantee of any or equal amounts of work. The County of Sonoma further reserves the right to reject any or all proposals for any reason, including, without limitation, the County's desire to enter into cooperative purchasing agreements with any other public agency. Selection or award pursuant to this NOFA does not obligate the County to enter into an agreement with the selected proposer(s). The County reserves the right, at its sole discretion, to refrain from executing a contract for any reason, including but not limited to funding availability, legislative or regulatory changes, or a determination that contracting is not in the County's best interest.

F. NOTIFICATION OF NOFA RESULTS

All proposers responding to this NOFA will be notified of their selection or non-selection after the evaluation committee has completed the selection process.

NOFA results and information regarding the selected firm(s) will be posted on the [Department of Health Services website](#) providing notification to all interested parties.

G. BOARD OF SUPERVISORS

Generally, the proposals selected by the Community Advisory Panel will be recommended to the Board of Supervisors for this NOFA, but the Board is not bound to accept the recommendation or award funds to the recommended proposals.

PART FIVE – GENERAL INFORMATION

I. RULES AND REGULATIONS

- A. The issuance of this solicitation does not constitute an award commitment on the part of the County, and the County shall not pay for costs incurred in the preparation or submission of proposals. All costs and expenses associated with the preparation of this proposal shall be borne by the proposer.
- B. Sonoma County reserves the right to reject any or all proposals or portions thereof if the County determines that it is in the best interest of the County to do so.
- C. The County may waive any deviation in a proposal. The County's waiver of a deviation shall in no way modify the NOFA requirements nor excuse the successful proposer from full compliance with any resultant agreement requirements or obligations. Sonoma County reserves the right to reject any or all proposals, or to waive any defect or irregularity in a proposal. The County further reserves the right to award the agreement to the proposer or proposers that, in the County's judgment, best serves the needs of Sonoma County.
- D. All proposers submit their proposals to the County with the understanding that the recommended selection of the review committee is final and subject only to review and final approval by the Department Director (via delegation), the County Purchasing Agent or the Board of Supervisors.
- E. Upon submission, all proposals shall be treated as confidential documents until the selection process is completed. Once the notice of intent to award is issued by the County, all proposals shall be deemed public record. In the event that a proposer desires to claim portions of its proposal exempt from disclosure, it is incumbent upon the proposer to clearly identify those portions with the word "Confidential" printed on the top right-hand corner of each page for which such privilege is claimed, and to clearly identify the information claimed confidential by highlighting, underlining, or bracketing it, etc. Examples of confidential materials include trade secrets. Each page shall be clearly marked and readily separable from the proposal in order to facilitate public inspection of the non-confidential portion of the proposal. The County will consider a proposer's request for exemptions from disclosure; however, the County will make its decision based upon applicable laws. An assertion by a proposer that the entire proposal, large portions of the proposal, or a significant element of the proposal, are exempt from disclosure will not be honored and the proposal may be rejected as non-responsive. Prices, makes and models or catalog numbers of the items offered, deliverables, and terms of payment shall be publicly available regardless of any designation to the contrary.
- F. The County will endeavor to restrict distribution of material designated as confidential to only those individuals involved in the review and analysis of the proposals. Proposers are cautioned that materials designated as confidential may nevertheless be subject to disclosure. Proposers are advised that the County does not wish to receive confidential

or proprietary information, and those proposers are not to supply such information except when it is absolutely necessary. If any information or materials in any proposal submitted are labeled confidential or proprietary, the proposal shall include the following clause:

[Legal name of proposer] shall indemnify, defend, and hold harmless the County of Sonoma, its officers, agents and employees from and against any request, action or proceeding of any nature and any damages or liability of any nature, specifically including attorneys' fees awarded under the California Public Records Act (Government Code §6250 et seq.) Arising out of, concerning or in any way involving any materials or information in this proposal that [legal name of proposer] has labeled as confidential, proprietary or otherwise not subject to disclosure as a public record.

- G. Requests for records related to this NOFA must be submitted using the DHS Public Records Act eForm, which may be found at: <https://sonomacounty.ca.gov/health-and-human-services/health-services/about-us/health-services-public-records-request>

II. NONLIABILITY OF COUNTY

The County shall not be liable for any precontractual expenses incurred by the proposer or selected contractor or contractors. The County shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this NOFA.

III. PROPOSAL ALTERNATIVES

Proposers may not take exception or make material alterations to any requirement of the NOFA. Alternatives to the NOFA may be submitted as separate proposals and so noted on the cover of the proposal. The County reserves the right to consider such alternative proposals, and to award an agreement based thereon if it is determined to be in the County's best interest and such proposal satisfies all minimum qualifications specified in the NOFA. Please indicate clearly in the proposal that the proposal offers an alternative to the NOFA.

IV. STATUS OF CONTRACTOR

The successful proposer at all times will remain to the County a wholly independent contractor. Neither the County nor any of its agents will have control over the conduct of the Contractor or any of the Contractor's employees, except as otherwise set forth in the awarded Agreement. The Contractor's agents and employees are not and will not be considered employees of the County for any purpose. The Contractor may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the County. The County has no duty, obligation, or responsibility to the Contractor's agents or employees under the Affordable Care Act. The Contractor is solely responsible for any tax penalties associated with the failure to offer affordable coverage to its agents and employees under the Affordable Care Act and any other liabilities, claims and obligations regarding compliance with the Affordable Care Act with respect to the Contractor's agents and employees. The County is not

responsible or liable for the Contractor's failure to comply with the Contractor's duties, obligations, and responsibilities under the Affordable Care Act. The Contractor agrees to defend, indemnify, and hold the County harmless for all taxes and penalties that may be assessed against the County because of the Contractor's obligations under the Affordable Care Act relating to the Contractor's agents and employees.

V. LOBBYING

Any party submitting a proposal or a party representing a proposer shall not influence or attempt to influence any member of the selection committee, any member of the Board of Supervisors, or any employee of the County of Sonoma, with regard to the acceptance of a proposal. Any party attempting to influence the NOFA process through *ex parte* contact may be subject to rejection of their proposal.

VI. FORM OF AGREEMENT

- A. No agreement with the County shall have any effect until a contract has been signed by both parties. Pursuant to Sonoma County Code Section 1-11, County personnel are without authorization to waive or modify agreement requirements.
- B. A sample of the agreement is included as Attachment A hereto. Proposers must be willing to provide the required insurance and accept the terms of this sample agreement. With few exceptions, the terms of the County's standard agreement will not be negotiated. Indemnification language will not be negotiated.
- C. Proposals submitted shall include a statement that (i) the proposer has reviewed the sample agreement and will agree to the terms contained therein if selected, or (ii) all terms and conditions are acceptable to the proposer except as noted specifically in the proposal. A proposer taking exception to the County's sample agreement must also provide alternative language for those provisions considered objectionable to the proposer. Please note that any exceptions or changes requested to the Agreement may constitute grounds to reject the proposal.
- D. Failure to address exceptions to the sample agreement in your proposal will be construed as acceptance of all terms and conditions contained therein.
- E. Submission of additional contract exceptions after the proposal submission deadline may result in rejection of the proposal.

VII. DURATION OF PROPOSAL AND CANCELLATION OF AWARDS

- A. All proposals will remain in effect and shall be legally binding for at least ninety (90) days.
- B. Unless otherwise authorized by County, the selected contractor will be required to execute an agreement with the County for the services requested within sixty (60) days of the County's notice of intent to award. If agreement on terms and conditions acceptable to the County cannot be achieved within that timeframe, or if, after reasonable attempts to negotiate such terms and conditions, it appears that an agreement will not be possible, as determined at the sole discretion of the County, the

County reserves the right to retract any notice of intent to award and proceed with awards to other consultants, or not award at all.

VIII. WITHDRAWAL AND SUBMISSION OF MODIFIED PROPOSAL

A proposer may withdraw a proposal at any time prior to the submission deadline by submitting a written notification of withdrawal signed by the proposer or his/her authorized agent. Another proposal may be submitted prior to the deadline. A proposal may not be changed after the designated deadline for submission of proposals.

IX. PROTEST PROCESS

Any and all protests must be in writing and must comply with the timelines and procedures set forth at: <http://sonomacounty.gov/General-Services/Purchasing/Doing-Business-with-the-County/Protests-and-Appeals/> protests and appeals for goods and professional services procurements.

X. LIVING WAGE

The contractor/franchisee/economic development assistance recipient shall comply with any and all federal, state, and local laws – including, but not limited to, the County of Sonoma Living Wage Ordinance – affecting the services provided by this contract/franchise agreement. Without limiting the generality of the foregoing, the contractor/franchisee/economic development assistance recipient expressly acknowledges and agrees that this contract/franchise/economic development assistance agreement is subject to the provisions of Article XXVI of Chapter 2 of the Sonoma County Code, requiring payment of a living wage to covered employees. Noncompliance during the term of the contract/franchise/economic development assistance agreement will be considered a material breach and may result in termination of the contract/franchise/economic development assistance agreement or pursuit of other legal or administrative remedies.

The link to the Living Wage Ordinance is: <https://sonomacounty.gov/living-wage-self-certification-for-suppliers>

PART SIX – FORMS

I. REQUIRED PROPOSAL FORMS

Include the following Proposal Forms with the proposal:

- Proposal Form 1: Cover Sheet and Checklist
- Proposal Form 2: Application
- Proposal Form 3: Required Budget Template
- Proposal Form 4: Past Performance Questionnaire
- Proposal Form 5: Attestation Regarding County Contract
- Proposal Form 6: Acceptance of County Insurance Requirements
- Proposal Form 7: Declaration of Local Business for Services (If applicable)

II. ATTACHMENTS

Attachment A: Sample Agreement

Attachment B: Sample Insurance Requirements

Attachment C: Special Terms and Conditions

1. For HIPAA-covered Mental Health Contractors
2. For contractors handling SUD records and Federal/State-funded activities
3. For Homelessness Services

Attachment D: Measure O Ordinance

Attachment E: Sample Quarterly Report

Attachment F: Sample Invoice