



## [MINDSET LABS INC.] RESPONSE DOCUMENT REPORT

RFP No. 2024-RFP-015

Mental Health and Wellness Services

RESPONSE DEADLINE: August 8, 2024 at 2:00 pm

Report Generated: Thursday, January 2, 2025

### Mindset Labs Inc. Response

#### CONTACT INFORMATION

**Company:**

Mindset Labs Inc.

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**Submission Date:**

Aug 7, 2024 7:41 PM (Pacific Time)

## ADDENDA CONFIRMATION

Addendum #1

*Confirmed Aug 5, 2024 8:50 PM by Asaf Zilberfarb*

## QUESTIONNAIRE

### 1. Advise how your company is able to meet the District needs for all requested training and professional development. \*

*Pass*

At TBH, we are fully equipped to meet the District's needs for in-person training and professional development for faculty and staff, leveraging our extensive experience in mental health and wellness services. As the District's current mental health provider, with over a year of successful collaboration, we have a deep understanding of Delta's unique needs and objectives.

Within the first year of our partnership, TBH has been able to service over 2,000 Delta students seeking mental health support. Additionally, we've provided over 1,000 hours of care and have successfully reduced the number of crisis calls and situations the Delta team has had to respond to. Each month, we've seen a steady increase in usage and signups as TBH services are marketed to students, and we anticipate reaching over 15% of the student body in the following year with our services.

TBH has also successfully delivered training and support services to various educational institutions, including other California community colleges such as Foothill-DeAnza, Santa Barbara, and San Diego, as well as enterprise customers like Amazon, Equitable, PepsiCo, and more. Our workshops have been praised for their effectiveness, relevance, and practical application. Here's how TBH can meet and exceed these requirements:

#### 1. In-person training sessions for faculty and staff

- **Expert instructors and comprehensive curriculum:** Our team consists of highly trained and experienced mental health professionals, specialized in delivering in-person training workshops. Our instructors hold relevant certifications and extensive experience in leading mental health training programs in diverse educational settings.

- **Tailored workshop content:** We offer a range of tailored in-person training programs designed to meet the specific needs of faculty and staff, including Mental Health First Aid (MHFA), Suicide Prevention (QPR - Question, Persuade, Refer), and other related mental health and wellness programs. Our interactive and engaging workshops ensure participants gain practical skills and knowledge.

## 2. Mental health workshops:

- **Flexible scheduling:** TBH can accommodate scheduling needs, providing workshops that fit within the academic calendar and align with faculty and staff availability.
- **Customizable topics and duration:** We customize workshop content and duration to address specific mental health challenges identified by the District, ensuring training sessions are relevant and impactful.

## 3. Participation in Delta's Flex Program

- **Active engagement:** TBH is committed to participating in and supporting Delta's Flex Program. Our team will collaborate with Delta College to integrate our training sessions into the Flex Program schedule.
- **On-site training and support:** Located nearby, our trainers will be physically present at SJDC to deliver workshops, engage with faculty and staff, and provide support during professional development events, ensuring hands-on learning.

## 4. Comprehensive training materials and follow-up

- **Quality resource materials:** We provide comprehensive training materials, including handouts, workbooks, and digital resources, to reinforce learning and support ongoing professional development.
- **Post-training support:** After the workshops, we offer follow-up support to answer any additional questions, ensuring faculty and staff confidently apply their new skills and knowledge.

In summary, TBH is uniquely positioned to deliver high-quality in-person training workshops for Delta College. Our extensive experience, flexible scheduling, active participation in professional development, and dedication to a collaborative partnership make us an ideal provider to meet the District's training needs.

**2. What is your experience providing mental health services per the scope of work provided in the RFP? What differentiates you from other service providers in this field?\***

*Pass*

TBH brings a wealth of experience in providing comprehensive mental health services that align seamlessly with the scope of work detailed in the RFP. Since our inception, we have been dedicated to delivering exceptional mental health and basic needs support with **a particular focus on underrepresented and non-traditional student populations**. Our journey started at Stanford University, driven by the belief that every individual, regardless of their background, deserves access to quality mental health services.

Our work with diverse educational institutions, including many California community colleges, has equipped us with deep insights and a robust understanding of the unique mental health challenges faced by unique student demographics **like those located in San Joaquin, Alameda, Calaveras, Sacramento, and Solano counties**. Over the past year, we have successfully served hundreds of Delta College students, helping them navigate issues related to anxiety, depression, stress management, and more. Our services include individual and group counseling, crisis intervention, basic needs support, and a versatile suite of digital resources designed to enhance mental well-being.

We understand that institutions like Delta require a partner that can provide **flexible, responsive, and tailored mental health support**. Our extensive experience has allowed us to deliver exceptional **culturally-competent mental healthcare while eliminating waitlists and wait times**. The positive outcomes from our numerous partnerships underscore our ability to create impactful mental health initiatives that foster a sense of belonging and improve academic persistence and success.

**What differentiates us:**

**1. Student-centric approach:**

- **Built by students, for students:** Our platform and services have been designed with the student perspective at the forefront, ensuring they are user-friendly, accessible, and genuinely resonate with the student community. We make it easy for students

to connect with mental health professionals through flexible session lengths, pre-recorded sessions, and an SMS-based Care Concierge service, all accessible via a web-based app.

- **Cultural and clinical competency:** Our diverse team of mental health professionals is carefully vetted and trained in cultural competence, ensuring they can connect with and support students from various backgrounds effectively. This is particularly crucial for the non-traditional and underrepresented student populations we aim to serve.

## 2. Agility and flexibility:

- **Startup mentality:** Just like the institutions we serve, we embrace a startup mentality that champions innovation and agility. Our roots in Silicon Valley imbue us with the entrepreneurial spirit necessary to iterate, refine, and improve our services rapidly, adapting to the evolving needs of our partners.
- **Thought partnership:** We view our relationship with the district as a collaborative partnership, continuously building and iterating on our products and offerings based on on-the-ground insights and feedback. This approach ensures our services remain relevant, effective, and aligned with the district's objectives.

## 3. Comprehensive and integrated support:

- **Right-sized care model:** Our innovative approach ensures that each student receives the most clinically appropriate support tailored to their specific needs and acuity. By triaging students upfront, we are able to match them with the right level of care—be it coaching, group support, therapy, or psychiatry. This targeted method ensures that resources are optimally allocated, avoiding unnecessary expenditures for low-need students and providing comprehensive services for high-need individuals. Consequently, this model not only enhances the quality of care but also delivers significant cost savings for Delta College, maximizing your return on investment.
- **Full spectrum of care:** Beyond traditional mental health services, we offer integrated basic needs support that combines cutting-edge technology with an in-house care team of Basic Needs experts. Our platform provides material support for housing, food, childcare, legal assistance, and more, ensuring students' holistic well-being.

- **Advanced reporting and analytics:** Our Admin Dashboard offers real-time data access to essential metrics, enabling administrators to monitor and evaluate the impact of our services. This data-driven approach supports informed decision-making and continuous improvement.

#### 4. Commitment to accessibility and inclusivity:

- **Technology-driven accessibility:** Our services are accessible on any internet-connected device, and our platform includes features such as alt-text descriptions, video captions, and in-session transcriptions to accommodate students with disabilities.
- **Diversity and training:** Our care team reflects the diverse student population we serve, and all providers receive rigorous training in cultural competency, trauma-informed care, and best clinical practices. This ensures students receive care that respects and understands their unique experiences.

TBH's rich experience, coupled with our student-centric, flexible, and comprehensive approach, sets us apart from other service providers in the mental health field. Our proven track record and unwavering commitment to inclusivity and accessibility uniquely position us to meet and exceed the mental health support needs outlined in the RFP.

#### 3. Where are your physical office locations in California? \*

*Pass*

Our headquarters are located in San Francisco, CA. We have a secondary office located in Los Angeles.

#### 4. Can you advise of the procedure and response process should the District request an in-person meeting or service? What would be your estimated response time from initial notice?\*

*Pass*

Given our proximity to and deep relationship with the district, **we can make ourselves available on short notice for various needs, including in-person training, ongoing check-ins, student marketing, and promotional events.**

When the District requests an in-person meeting or service, the procedure begins with contacting the TBH project team via email, text message, or phone call. Upon receiving the request, the team will **immediately acknowledge the communication, confirming receipt, and schedule the earliest possible visit.**

Our estimated response time from initial notice to physical presence **can be as short as 24 to 48 hours.** For less urgent matters, we can coordinate and schedule the meeting or service at a mutually convenient time, typically within a week.

For instance, if the District requests an in-person training session, our experienced trainers will work closely with the District to understand specific needs and goals. We will customize the training materials and schedule the session promptly. Similarly, for ongoing check-ins, our team can conduct regular site visits to ensure program success, gather feedback, and make any necessary adjustments.

In addition to trainings and check-ins, we are fully prepared to **support student marketing and promotional events.** We understand the importance of engaging the student community and promoting mental health services effectively. Our team can assist with on-campus events, information sessions, and outreach activities to raise awareness and encourage utilization of our services.

For instance, our team frequently visits Foothill-DeAnza to host in-person student wellness events that celebrate various heritage months, such as Black History Month, Women's History Month, and Sexual Assault Awareness and Prevention Month. While we generally plan these events at the start of a new school year or semester, we are also equipped to respond swiftly to impromptu requests or schedule changes, **organizing events with as little as 24 hours' notice.**

Our local presence not only enhances our **ability to respond swiftly but also ensures that we remain deeply connected to the District's unique environment and objectives.** This level of engagement and commitment underscores our dedication to being a reliable partner, capable of providing high-quality, responsive, and personalized support whenever needed.

**5. How would District students access your services when needed? Provide all forms of technology and accessibility for students and staff. \***

*Pass*

We are committed to ensuring that District students have seamless and **easy, 24/7/365 access to our mental health and wellness services** through a variety of technologies and platforms. We prioritize **accessibility, convenience, and user-friendly experiences** for

both students and staff, ensuring comprehensive support at all times. District students can access our services in any of the following ways:

### **1. Web-based platform**

Our primary service delivery method is through our web-based platform, which is accessible on **any internet-connected device**, including laptops, tablets, and smartphones. Students can log into the platform using their District credentials via a single sign-on (SSO) system, ensuring a secure and straightforward login process. Once logged in, students can schedule appointments, access resources, and engage with support services without the need to download or install additional software.

### **2. Mobile-friendly access**

Recognizing the needs of students, our platform is optimized for mobile access, making it easy for students to use our services on the go. Whether they are commuting, working, or attending classes, students can connect to mental health support right from their smartphones or tablets, ensuring that help is always within reach.

### **3. SMS-based Care Concierge**

Our SMS-based Care Concierge service offers a personalized, text-message support system. Students can text the Care Concierge for help with scheduling appointments, accessing resources, and getting immediate support. This service ensures that students can receive assistance in a familiar and convenient medium without dealing with chatbots or complicated interfaces.

### **4. Pre-recorded therapy sessions**

Understanding that students have busy schedules, we provide a library of pre-recorded, anonymized therapy sessions that students can listen to at their convenience. These sessions offer insights and coping strategies from others facing similar issues, functioning like podcasts that can be accessed anytime.

## 5. Digital self-care resources

Our platform hosts a comprehensive library of digital self-care resources, including articles, videos, and interactive exercises. These resources are designed to promote self-care and personal development, allowing students to find support outside of formal sessions.

### Inclusivity and accessibility features

TBH is dedicated to providing an inclusive and accessible platform for all students. Our platform is designed according to Web Content Accessibility Guidelines (WCAG), ensuring it is navigable for students with disabilities. This includes:

- Screen readers and voice recognition software: Our platform is compatible with assistive technologies to support students with visual impairments.
- Alt-text descriptions and video captions: Images and videos include descriptive text and captions for students with hearing impairments.
- In-session real-time transcriptions: Providing real-time transcriptions during sessions to enhance accessibility for students who are deaf or hard of hearing.

Further, to accommodate the diverse student population, **our services are available in multiple languages**. We have a diverse team of counselors fluent in various languages, ensuring linguistic accessibility. Additionally, our platform includes automatic text translation tools to support non-English speaking students.

### Staff access

Staff and administrators have access to a dedicated Admin Dashboard, providing real-time reports and engagement metrics. This dashboard allows staff to monitor student satisfaction, service utilization, demographics, provider response times, and more.

In addition, recognizing that the success of our partnership relies on faculty and staff understanding the program and its offerings, as well as referring students to our services, we provide partners with a Staff Resource Guide. This comprehensive repository includes explainer videos, manuals, webinars, and promotional materials, all designed to familiarize the wider district team with TBH and inspire enthusiasm for referring students to our services.

6. In addition to the scope of work provided are there any additional services that your company offers? If so provide a cost proposal for each applicable service. \*

*Pass*

Beyond the comprehensive mental health services detailed in the scope of work, we are excited to present Delta College with two premium add-on services:

- A. **24/7 mental health crisis support services:** This program enables District students to connect with a live mental health professional at any time—24 hours a day, 7 days a week, 365 days a year—for any crisis situation that may arise. This service is in addition to the regularly scheduled appointments and ongoing services. To further demonstrate our commitment to the District and maximize your return on investment, we are pleased to offer this feature at NO additional cost.
- B. **Basic Needs support platform:** This program assists District students in addressing a wide range of challenges beyond emotional and social well-being. Our Basic Needs offering ensures that students have access to essential resources that can significantly impact their academic success and overall life stability.

Below, please find additional information on each one:

I. 24/7 mental health crisis support services:

Moreover, through our interactions and collaborative efforts with the District, it has become evident that providing students with **immediate access to real-time crisis counseling could significantly enhance their perseverance, retention, and overall well-being and success.**

Recognizing the critical importance of timely support during moments of crisis, we are excited to extend our commitment to student wellness **by including 24/7/365 virtual crisis support services for Delta students at no additional cost.** This added feature ensures that students can connect with professional crisis counselors any time of the day or night, addressing urgent mental health needs as they arise and reinforcing our holistic approach to student care.

By integrating around-the-clock crisis support with our existing Basic Needs support platform, we aim to deliver a robust, all-encompassing solution that not only meets but exceeds the District's expectations. This comprehensive approach is designed to

maximize the District's return on investment by fostering a supportive environment where students can thrive academically and personally.

## II. Basic Needs support platform:

Our Basic Needs platform provides unparalleled support to students facing insecurities related to food, housing, transportation, childcare, legal assistance, and more. By integrating mental health and basic needs support, we position ourselves as **a one-stop shop for all wrap-around student services, offering a holistic approach to student well-being.**

### Key features:

- A. **AI-powered benefits screener:** Our AI-powered benefits screener helps students quickly determine their eligibility for various public benefits and local resources. Within minutes, students can identify the support programs they qualify for at the state, federal, and local levels, simplifying the process of accessing critical benefits.
- B. **Resource Navigator interface:** The Resource Navigator allows students to visually browse and explore support services available in their area. By using filters such as categories of need, eligibility requirements, and distance, students can easily find and access the specific resources they require.
- C. **In-house Basic Needs Care Navigators:** Our platform includes a dedicated team of Basic Needs Care Navigators who are experts in student support. These professionals assist students with hands-on case support, guiding them through application processes, providing real-time text-based assistance, and ensuring they receive the help they need promptly.
- D. **Comprehensive data and reporting tools:** Administrators have access to robust data and reporting tools, providing valuable insights into the specific needs of their students. This includes metrics on utilization, need area breakdown, benefit application success rates, and more.
- E. **Proprietary case management platform:** Our proprietary case management platform allows staff members to create cases, maintain detailed case notes, track virtual appointments, and communicate with students. This ensures seamless coordination and management of student support services across different departments.

We are pleased to offer our Basic Needs support platform and services to the district at a discounted flat rate cost of **\$20,000 per year**. This annual fee includes unlimited access to all features of the Basic Needs platform, including the benefits screener, resource navigator, in-house care navigators, comprehensive data and reporting tools, and the proprietary case management system.

**7. Do you agree to the sample certificate to form?\***

*Pass*

Yes

**8. Upload any additional documentation as needed.**

No response submitted

**9. Non-Collusion Declaration\***

*Pass*

The undersigned declares, states and certifies that:

- A. The Bid Proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization or corporation.
  
- B. The Bid Proposal is genuine and not collusive or sham.
  
- C. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any other bidder or anyone else to put in sham bid, or to refrain from bidding.
  
- D. The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price, or that of any other bidder, or to fix any overhead, profit or cost element of the bid price or that of any other

bidder, or to secure any advantage against the public body awarding the contract or of anyone interested in the proposed contract.

- E. All statements contained in the Bid Proposal and related documents are true.
  
- F. The bidder has not, directly or indirectly, submitted the bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

Confirmed

#### **10. Drug Free Certificate\***

*Pass*

I am aware of the provisions and requirements of California Government Code §§8350 et seq., the Drug Free Workplace Act of 1990.

I am authorized to certify, and do certify, on behalf of Contractor that a drug free workplace will be provided by Contractor by doing all of the following:

- A. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited in Contractor's workplace and specifying actions which will be taken against employees for violation of the prohibition;
- B. Establishing a drug-free awareness program to inform employees about all of the following:
  - A. The dangers of drug abuse in the workplace;
  - B. Contractor's policy of maintaining a drug-free workplace;
  - C. The availability of drug counseling, rehabilitation and employee-assistance programs; and
  - D. The penalties that may be imposed upon employees for drug abuse violations;

- C. Requiring that each employee engaged in the performance of the Contract be given a copy of the statement required by subdivision (A), above, and that as a condition of employment by Contractor in connection with the Work of the Contract, the employee agrees to abide by the terms of the statement.
- D. Contractor agrees to fulfill and discharge all of Contractor's obligations under the terms and requirements of California Government Code §8355 by, inter alia, publishing a statement notifying employees concerning: (a) the prohibition of any controlled substance in the workplace, (b) establishing a drug-free awareness program, and (c) requiring that each employee engaged in the performance of the Work of the Contract be given a copy of the statement required by California Government Code §8355(a) and requiring that the employee agree to abide by the terms of that statement.

Contractor and I understand that if the District determines that Contractor has either: (a) made a false certification herein, or (b) violated this certification by failing to carry out and to implement the requirements of California Government Code §§8355, the Contract awarded herein is subject to termination, suspension of payments, or both. Contractor and I further understand that, should Contractor violate the terms of the Drug-Free Workplace Act of 1990, Contractor may be subject to debarment in accordance with the provisions of California Government Code §§8350, et seq.

Contractor and I are aware of the provisions of California Government Code §§8350, et seq. and hereby certify that Contractor and I will adhere to, fulfill, satisfy and discharge all provisions of and obligations under the Drug-Free Workplace Act of 1990.

I declare under penalty of perjury under the laws of the State of California that all of the foregoing is true and correct.

Confirmed

#### **11. IRAN CONTRACTING ACT CERTIFICATION (Public Contract Code § 2204)\***

*Pass*

I am aware of the provisions and requirements of California Government Code §§8350 et seq., the Drug Free Workplace Act of 1990.

I am authorized to certify, and do certify, on behalf of Contractor that a drug free workplace will be provided by Contractor by doing all of the following:

- A. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited in Contractor's workplace and specifying actions which will be taken against employees for violation of the prohibition;
- B. Establishing a drug-free awareness program to inform employees about all of the following:
  - A. The dangers of drug abuse in the workplace;
  - B. Contractor's policy of maintaining a drug-free workplace;
  - C. The availability of drug counseling, rehabilitation and employee-assistance programs; and
  - D. The penalties that may be imposed upon employees for drug abuse violations;
- C. Requiring that each employee engaged in the performance of the Contract be given a copy of the statement required by subdivision (A), above, and that as a condition of employment by Contractor in connection with the Work of the Contract, the employee agrees to abide by the terms of the statement.
- D. Contractor agrees to fulfill and discharge all of Contractor's obligations under the terms and requirements of California Government Code §8355 by, inter alia, publishing a statement notifying employees concerning: (a) the prohibition of any controlled substance in the workplace, (b) establishing a drug-free awareness program, and (c) requiring that each employee engaged in the performance of the Work of the Contract be given a copy of the statement required by California Government Code §8355(a) and requiring that the employee agree to abide by the terms of that statement.

Contractor and I understand that if the District determines that Contractor has either: (a) made a false certification herein, or (b) violated this certification by failing to carry out and to implement the requirements of California Government Code §§8355, the Contract awarded herein is subject to termination, suspension of payments, or both. Contractor and I further understand that, should Contractor violate the terms of the Drug-Free Workplace Act of 1990, Contractor may be subject to debarment in accordance with the provisions of California Government Code §§8350, et seq.

Contractor and I are aware of the provisions of California Government Code §§8350, et seq. and hereby certify that Contractor and I will adhere to, fulfill, satisfy and discharge all provisions of and obligations under the Drug-Free Workplace Act of 1990.

I declare under penalty of perjury under the laws of the State of California that all of the foregoing is true and correct.

Bidder's Proposal is less than one million dollars (\$1,000,000)

**12. PIGGYBACK PROVISION\***

*Pass*

It is the intent of the District that, pursuant to Public Contract Code Sections 20118 and 20652, other public agencies (city, special district, public authority, public agency, school district or other political subdivision of the State of California), may utilize the provisions of this Bid pursuant to the specifications set forth herein. District waives its right to require such other entities to draw their warrants in the favor of the District and authorizes each agency to make payment directly to the successful Bidder. District shall incur no financial responsibility in connection with a purchase order from another public entity. Bidder's agreement or disagreement to the "piggyback" provision will not be a factor in the award. This piggyback will remain available for the duration of the Bid award.

Yes

**13. AMERICAN PRODUCTS\***

*Pass*

Bidder hereby acknowledges that this RFB is subject to the federal regulations requiring the use of materials and equipment manufactured in the United States of America pursuant to the Buy American Act regulations (41 U.S.C.A. 8301 et seq.) Bidders shall ensure compliance with the Buy American Act by incorporating into its services all products and materials that comply with the requirements of the Buy American Act. Bidder's total prices offered through its bid shall incorporate any additional cost to ensure materials compliant with the Buy American Act are provided through its bid and shall assist the District to implement procedures to ensure, and confirm, compliance with the Buy American Act

Confirmed

**14. NON-DISCRIMINATION CERTIFICATION\***

*Pass*

Bidder, hereby certifies that in performing work or providing services for the District, there shall be no discrimination in its hiring or employment practices because of race, color, religion, nationality, national origin, ancestry, sex, gender, gender identity, gender expression, ethnicity, age, medical condition, mental or physical disability, marital status, sexual orientation or Vietnam-era veteran status, except as provided for in Section 12940 of the California Government Code. Bidder shall comply with applicable federal and California anti-discrimination laws, including but not limited to the California Fair Employment and Housing Act, beginning with Section 12900 of the California Government Code.

Confirmed

**15. Acknowledgement\***

*Pass*

I certify that I have downloaded, read, understood and agreed to all of the solicitation and contract documents herein

Confirmed

**PRICE TABLES**

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Lump sum cost for contract term	1	Term	████████	████████
<b>TOTAL</b>					████████