Request for Proposals

Crisis Response Coordinator

Issued September 25, 2026 | Deadline Wednesday, October 28th, at 5 pm AKDT
EXTENDED DEADLINE: Friday, November 13th, at 5 pm AKDT

About Us

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center (MSRMC). In this capacity, the MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital and protect the community's interest in this important healthcare asset through board oversight. MSHF invests its share of Mat-Su Regional's profits into charitable works that improve the health and wellness of Alaskans living in Mat-Su.

Vision: A community where all persons have the opportunity for a healthy life

Mission: To improve the health and wellness of Alaskans living in the Mat-Su

Values: Belonging, Collaboration, Equity, Respect, Stewardship, and Transparency

Commitment to Health Equity

At MSHF, we believe health equity is achieved when everyone has access and opportunity to attain their full potential for health and well-being. We can work intentionally to reduce health disparities by understanding and addressing inequities and root causes. Engaging a variety of voices that reflect our unique community is instrumental in increasing health equity. As an organization and community partner, we are on a journey to learn and work toward health equity by understanding people's lived experiences, removing barriers, and improving opportunities for those marginalized by existing systems.

About Mat-Su

The Matanuska-Susitna Borough (Mat-Su) is situated on the ancestral lands of the Ahtna and Dena'ina peoples in Southcentral Alaska about 40 miles northeast of Anchorage. The Mat-Su covers 25,258 square miles, about the size of West Virginia, and has a population of about 117,000 people. The borough includes three incorporated cities – Palmer, Wasilla, and Houston; 26 rural/remote unincorporated communities; and two federally recognized Alaska Native Tribes.

The Mat-Su Borough continues to be one of the fastest growing regions in Alaska and the only region with consistently positive net migration. The Mat-Su gained 22,757 residents from 2010 to 2020, becoming the second-most populous borough in Alaska. Mat-Su is also becoming more diverse. During the same period, the percentage of Mat-Su residents identifying as a race other than white increased from 15% to 22% of the total Mat-Su population.

Mental and behavioral health needs pose a major challenge to residents across Mat-Su. The percentage of Mat-Su individuals reporting that they or someone in their household have

experienced a mental health concern in the past 12 months has been steadily increasing: rising from 8% of Mat-Su Household Survey respondents in 2016 to 23% in 2025 (Mat-Su Health Foundation Community Health Needs Assessment, 2025). A robust and responsive behavioral health continuum of care, including crisis response, is required to meet the needs of residents.

Purpose of this Call for Proposals

Mat-Su Health Foundation seeks a contracted Crisis Response Coordinator to maintain progress in development and implementation of local crisis response initiatives. An effective coordinator will facilitate ongoing strategy development among current and future partners, identify opportunities, successes, gaps and needs, track follow-up items, and ensure collaboration and communication among partners as the system develops and matures.

Background

Mat-Su Health Foundation, the Alaska Mental Health Trust Authority, and an array of partners have made significant progress over recent years in implementing a collaborative network of crisis response services. These services have developed alongside crisis response work in other Alaska communities, largely led by the Alaska Mental Health Trust Authority.

An understanding drives this work that hospital emergency departments and criminal justice facilities are not the appropriate setting for individuals experiencing a behavioral health crisis. The "Crisis Now"[1] model serves as the conceptual basis, with adjustments made to fit the model to local realities. The current Mat-Su crisis response system includes two active collaborative groups (Crisis Intervention Team Coalition -CIT and Community Care Team-CCT), a Mobile Crisis Team (MCT), services designed to identify and serve high-utilizers of emergency and crisis services, coordination of call center and dispatch protocols, short-term stabilization, a variety of treatment bed options, referral networks and post-crisis care, continued training and education, and other related assets and services.

Scope of Work/Services

The Mat-Su Health Foundation seeks proposals to facilitate continued development of an effective crisis continuum of care in the Mat-Su Borough. The Crisis Response Coordinator will work closely with MSHF and other partners to support project management, partner coordination, data collection, and communication across crisis response providers. This includes facilitating meetings, assisting in coordination between system partners (including behavioral health and crisis service providers, health care entities, first responders, law enforcement and others), tracking and reporting outcomes and identifying service gaps and system needs. All activities will support the goal of ensuring the local system of crisis care is meeting the behavioral health needs of Mat-Su residents.

Service Area

The service area for this project is the Matanuska-Susitna Borough.

[1] More information on Crisis Now in Alaska available at Behavioral Health Crisis Response - Alaska Mental Health Trust.

Required Activities

The expected activities for this project include but are not limited to the following:

1. Coordinate and facilitate a local network of crisis response service providers and system participants. Pursue additions and updates to this network as appropriate. Ensure that relevant and timely information is shared and that there are opportunities for collaboration and information sharing among members. Work with MSHF Program Officer and other key partners to implement systems improvements as identified by local network.
2. Oversee ongoing "Community Care Team" (CCT) collaboration work and related meetings and convenings, including ongoing development of a newly formed youth-focused CCT group.
3. Continue "Dispatch and Response" (D&R) coordination work and related partner meetings. This group is designed to ensure local PSAPs (Public Safety Answering Points), the 988 system, the Mobile Crisis Team and first responders are working together effectively and providing the appropriate response to individuals seeking help through PSAPs, 988, and other crisis system access points.
4. Represent Mat-Su through participation in monthly Crisis Now meetings with coordinators across Alaska, and fulfill responsibilities connected to statewide coordination and information-sharing.
5. Stay apprised of local, regional and statewide systems updates and changes relevant to Crisis Now implementation, and coordinate efforts to integrate existing services and resources with system developments.
6. Oversee data collection and dissemination related to utilization of the local crisis response system. This involves communication with partners, development of regular reports, and distribution to relevant parties. May include recommendations and subsequent implementation regarding data system and process improvements.
7. Maintain regular communication and collaboration with MSHF Program Officer regarding ongoing strategy development and changing realities within the local system. As available, participate in implementing recommendations and systems improvements as recommended by future evaluation and learning opportunities.
8. Receive briefing on local Crisis Intervention Team (CIT) coalition and explore opportunities for shared strategy development, coordination and information sharing between CIT and CCT.

Deliverables

The following deliverables are expected:

1. Organization, facilitation and record-keeping for all necessary meetings and convenings related to crisis response implementation in Mat-Su. CCT and D&R convenings will occur quarterly at minimum, with other meetings and convenings occurring on an as-needed or ad-hoc basis.

2. Maintain accurate and current partner list for Community Care Team and other crisis-related work. Ensure current and signed MOAs are in place for active members.
3. Conduct regular data collection on crisis service utilization metrics, with corresponding reports made available to the local Community Care Team and other key stakeholders.
4. Develop and submit regular reports to include in statewide Crisis Now reporting and compilations. Reports will include key indicators within the crisis system as identified by MSHF, Crisis Response Coordinator, and AK Mental Health Trust.
5. Share opportunities with providers and stakeholders on available trainings, webinars, conferences, and workshops relevant to local crisis response implementation.
6. When possible, identify and recommend additional funding streams and resources appropriate for the Mat-Su crisis system of care.
7. Maintain regular communication with and participate in structured check-in meetings with MSHF Program Officer. It is anticipated that check-ins will occur monthly at the start of contract term. By mutual agreement between MSHF and contractor, frequency of check-ins may change based on needs and system developments.

Proposal Requirements

Proposals should include responses to the sections outlined below. Proposals shall not exceed 10 pages, single-spaced, excluding the budget, resume/CVs of key personnel, references, and sample work product.

1. Approach

Describe in detail your approach and strategy to fulfilling the scope of services, including:

- Processes, tools and philosophy for coordinating complex teams and aligning priorities across various organizations and perspectives.
- Methodologies for data collection and distribution, including any specifics related to crisis response system data and related metrics.
- Project management approach and tools, including methods for ensuring effective task assignments, follow-up and fidelity to planning materials.

2. Qualifications and experience

Identify who will serve as project lead and the roles of any additional project team members.

Describe the experiences and qualifications of the individual, team, and/or subcontractors who will engage in this work, including:

- Experience in coalition development, facilitation, managing disparate partners and stakeholders.
- Include any relevant experience and knowledge in the following or related areas: Crisis Now model and/or general crisis response work, law enforcement integration and coordination, public safety dispatch systems, behavioral health systems and funding mechanisms, mobile integrated health, and any other relevant experience.
- Experience in data collection and distribution, including identifying key indicators and developing methods of collection.

- Experience working in Alaska and/or the Mat-Su.
- A resume or CV for key personnel, including any subcontractors who will make significant contributions to the work.
- A sample work product or report (optional)

3. Challenges and limitations

Describe any anticipated challenges and limitations to completing activities listed above and any proposed strategies to address or mitigate them.

4. Workplan

This project is anticipated to start on or before November 20th, 2026, with an initial contract to end by December 31st, 2027. Provide a workplan that identifies key activities, dates and timelines, and deliverables. Contract may be renewable for up to two additional years.

5. Budget

The proposed budget should not exceed $50,000 for services conducted before end of 2027 and should be commensurate with the scope of work. Include a detailed project budget and justification. Include all direct and indirect costs, as well as the anticipated total number of hours at various hourly rates. For contractors outside the Mat-Su Borough, travel costs specifically related to this project are allowable as direct costs.

6. References

Include the name, organization, and contact information for a minimum of three references that can speak to the contractors' (subcontractors', if appropriate) experience.

RFP Timeline

Applications must be submitted no later than 5 p.m. Alaska Daylight Time, Wednesday, October 28th. Please submit your application in PDF form via email to thealy@healthymatsu.org.

Original Timeline: Applications will be screened by November 4th, and final candidates will be invited for an interview. We anticipate selecting a contractor by November 13th with the goal of having a signed contract in place on or before November 25th.

Updated Timeline: Applications will be screened upon receipt, and final candidates will be invited for an interview. We anticipate selecting a contractor by November 25th with the goal of having a signed contract in place on or before December 1st.

Evaluation Criteria

During initial screenings, proposals will be evaluated based on the following criteria:

- Approach – 25 pts
  - Project and partner management and coordination
  - Facilitation and collaboration tools and approach
  - Data processes and systems

- Qualifications and experience - 15 pts
    - Appropriate staffing structure for proposed scope
    - Experience with similar projects
    - Experience relevant to Mat-Su
- Cost Effectiveness - 10 pts

Questions

If you have questions or would like to discuss this RFP further, please contact Tyler Healy, MSHF Healthy Minds Program Officer, at thealy@healthymatsu.org. Responses to e-mailed questions received before 5 pm on October 9th will be made available to all interested parties by October 16th via e-mail. To be included in the replies to submitted questions, please e-mail the address above by 10/16/26.