



Seattle Department of Education & Early Learning

Request for Information:

City of Seattle Youth Mental Health Initiative Evaluation Services

Introduction

The City of Seattle's Department of Education & Early Learning (DEEL) is seeking information from research and evaluation firms to support the continuous quality improvement of Seattle's youth mental health investments. Our goal is to identify qualified firms who may be interested in an opportunity to contract with DEEL to evaluate citywide youth mental health services.

RFI responses will be used to inform DEEL's decision-making process about a future evaluation solicitation. This RFI is for information-gathering purposes only and does not constitute a formal solicitation or an obligation to issue an evaluation contract. The RFI will be open for submissions from Friday November 7, 2025 through Tuesday, November 25, 2025.

To submit a response, see submittal instructions on page 3 below, and on the DEEL funding opportunities webpage: <https://www.seattle.gov/education/for-providers/funding-opportunities>.

Background: Seattle Youth Mental Health Initiative

In 2024, Seattle youth came to City leaders asking for more resources to support their mental health and wellbeing. The City of Seattle's Innovation & Performance Team conducted a [landscape study](#) that affirmed the significant mental health challenges and barriers to service access faced by Seattle youth. In August 2024, the City announced expanded investments to expand resources for students and families and to meet the demands of youth-led activism.

The youth mental health initiative includes a suite of services designed to advance equitable access to behavioral health supports for youth ages 13 to 24. Investments in the youth mental health portfolio include the following:

- **School-based clinical counseling:** through partnership with the King County Public Health department, expanded counseling staff at 21 existing [school-based health centers](#) operating in Seattle middle and high schools
- **Telehealth:** partnership with eight telehealth providers to provide all Seattle youth ages 13 to 24 with access to free virtual counseling, with capacity to serve an estimated 4,500 youth annually
- **Universal screening:** expansion of the Screening, Brief Intervention, and Referral to Treatment ([SBIRT](#)) program to Seattle public high schools.
- **Behavioral health coordination:** school-based coordination staff at school-based health center sites coordinate student referrals and connection to behavioral health and related services
- **Outreach and training** for adults and youth to improve early intervention skills, combat stigma, and increase awareness of available mental health intervention and support
- **Community hub:** currently piloting the use of community sites (including community centers) to provide preventive wellness programs (e.g., therapeutic arts programs), group counseling, and locations to access telehealth

DEEL and its partners worked to launch and expand services over the course of the 2024-25 school year, with investments reaching full implementation at the start of the 2025-26 school year.

Anticipated Evaluation Scope and Objectives

DEEL is interested in partnering with an external evaluator to a) design a multi-year evaluation strategy assessing the quality and impact of City-funded youth mental health investments and b) conduct the first phase of the evaluation in 2026.

The 2026 evaluation will focus on implementation and early outcomes of the behavioral health services, outreach, and coordination funded by DEEL (see Appendix 1: Logic Model). As a process evaluation taking place early in the investment implementation period, the main objectives are as follows:

- Identify and address early implementation barriers across the youth mental health portfolio of services
- Evaluate service quality using a participant-informed framework
- Communicate early outcome trends

DEEL anticipates that the evaluation will apply mixed methods to address two main areas of inquiry, demonstrated in the preliminary evaluation questions below. Evaluation scope, questions and methods will be finalized in collaboration with an evaluation partner and a stakeholder advisory committee.

Preliminary Evaluation Questions

High quality services and systems

1. How effectively have City-funded screening and coordination services been integrated at schools?
2. To what extent do City-funded behavioral health services (i.e., school-based counseling, telehealth, and community-based programs) meet youth expectations of quality?
3. How can behavioral health services, coordination, and outreach be improved to meet youth needs?

Youth mental health outcomes

4. How have city-funded outreach, training, and referral strategies supported youth awareness and connection to services?
5. How have City-funded behavioral health services supported youth mental health outcomes and protective factors?

Additional evaluation parameters

Timeline

We anticipate planning and implementation of the evaluation between January and August 2026 to guide implementation in the 2026-27 school year, but timing may be subject to change.

Data

The evaluator may rely on a combination of provider-reported data, school-level administrative data, monitoring data collected by DEEL, and primary data collection as needed to address evaluation questions.

Stakeholder Engagement

The evaluator will have the opportunity to engage with an advisory committee made up of partners and other key stakeholders, including youth. DEEL will recruit the committee and support stakeholder engagement in collaboration with the evaluator.

Submittal Instructions

Response

Please submit your response via email to DEEL's Evaluation Manager, Rosa Ammon-Ciaglo at rosa.ammon-ciaglo@seattle.gov by 11:59 p.m. PST Tuesday, November 25, 2025.

Email subject header: Youth Mental Health Evaluation RFI Response

Contents:

- A. PDF attachment of populated RFI Response template, maximum 7 pages total. The template is posted on the DEEL [funding opportunities web page](#).
- B. Attachments: supplemental information may be attached separately, including but not limited to:
 - a. Writing samples
 - b. Resumes of key team members with relevant expertise

City of Seattle Consultant Roster

DEEL requests that firms responding to this RFI apply for the City of Seattle consultant roster, which allows qualified consultants to be solicited directly for eligible projects. The consultant application roster requires responses to a small number of questions related to firm qualifications and status as a small business. Applications are reviewed on a rolling basis.

Learn more about the consultant roster and access the application form here:

<https://procurement.opengov.com/portal/seattle/projects/195707/document>

Nonprofit organizations are exempt from this step.

Questions

Any questions can be directed to rosa.ammon-ciaglo@seattle.gov. We will accept and reply to questions through November 20, 2025 11:59 p.m. PST. In addition to responding to your inquiry, we will post FAQs on the DEEL funding opportunities web page on a rolling basis.

APPENDIX

Youth Mental Health Logic Model

