![Seattle Department of Education & Early Learning logo]

City of Seattle Department of Education & Early Learning (DEEL)
Telehealth Services for Students and Youth
Request for Proposal (RFP) Overview

SCHEDULE OF ACTIVITIES

Dates subject to change. Please note: Changes to the funding process and timeline may occur. DEEL will not provide individual notice of changes, and applicants are responsible for regularly checking the webpage for any updates, clarifications, or amendments.

Event	Date/Time
Request for Proposal (RFP) Opens *(Open by invitation only to those that applied to the previous Request for Information)*	Monday, September 16, 2024
RFP Information Session Pre-recording Posted	Monday, September 23, 2024
Technical Assistance/Information Session	Wednesday, October 2, 2024 at 4:00pm Click here to Join the October 2 Teams meeting Meeting ID: 260 677 957 720 Passcode: SQPVnT
Question and Answer Period	Monday, September 16 – Wednesday, October 16, 2024
Last day to Submit Questions	Wednesday, October 16, 2024
Application Deadline	**Friday, October 18, 2024 by 11:59 pm**
Application Review, Scoring & Deliberation Period	Monday, October 21 – Friday, November 22, 2024
Notification of Selected Applicants no later than	Monday, November 25, 2024

INTRODUCTION

The City of Seattle's Department of Education & Early Learning (DEEL) is seeking proposals from eligible telehealth service providers to support the mental well-being of Seattle's diverse student population. Our goal is to identify services that are culturally specific and responsive and tailored to meet the unique needs of our community. **The RFP will be open for submissions September 16 to October 18, 2024.**

This is a closed RFP process open by invitation only to organizations identified as eligible and having met the minimum criteria articulated in the Request for Information (RFI) process. Previously published guidelines established that organizations interested in participating in future DEEL RFP processes related to student telehealth services MUST have completed that RFI process to be eligible. **DEEL will consider awarding funds to multiple vendors via the RFP process, dependent upon the results of the community review, scoring, and deliberation period.**

BACKGROUND

DEEL is implementing student mental health services in response to CB 119950 that directed funding to DEEL to expand educational supports at Seattle Public Schools (SPS), prioritizing mental health services including, but not limited to, school-based mental health counselors and culturally specific and responsive programming from community-based organizations. Telehealth is part of a multi-faceted City-wide youth mental health investment strategy that delivers supports for youth across the mental health continuum, that reaches youth in ways that are culturally responsive, localized to their communities, evidence-based, and informed by youth and family needs.

Telehealth services should be accessible, inclusive, and adaptable to the needs of all students, especially those who may face barriers to accessing mental health services. Services by the selected vendor(s) are expected to be launched for middle and high school Seattle Public School students, and Seattle youth up to age 24, in the first quarter of 2025 and within SY2024-25.

SUBMISSION GUIDELINES

Please submit your response via the Submittable platform. **This was the same platform used for the previous telehealth RFI and applicants can sign in using their existing account**.

Applicants can sign into their existing account, or create a new a Submittable account, here: Seattle DEEL Submission Manager (submittable.com).

Signing up is easy and free. You will just need to provide your name, email address, and a password. Once you sign up, you will be able to access the online application.

To sign up, click on the Submittable link above, scroll to the bottom of the page, click on the orange "Create Your Account" box (see screenshot below), and follow the prompts.

We use Submittable to accept and review our submissions.

Create Your Account   Have An Account? Sign In

Seattle Department of
Education & Early Learning

INSTRUCTIONS
Submit a comprehensive proposal and plan describing how you will successfully deliver telehealth services to middle and high school students, and/or Seattle youth up to age 24. Proposals must respond to the prompts and focus areas below and include information on your experience with examples of similar projects or partnerships, demonstrating your expertise in each focus area.

1. **Partnership (**1500 word maximum)
   A. K-12 schools and districts: *Respond to prompts below for proposals including services for middle and high school students.*
   Detail your approach to forming a collaborative partnership with a school district, and describe in detail your experience with, and/or plan to develop, partnerships with school districts and schools, specifically middle and high schools. In your response, address:
   - Your experience with establishing an MOA/MOU with a district/school. (*Non-profit only*)
   - Your experience with offering telehealth services within in school building during the school day. (*Non-profit only*)
   - Your experience with, and plans to, coordinate your services with other school-based services, including a school/district's screening and referral system.
   - If you cannot establish an MOA/MOU with a school/district, how do you/will you still ensure resource coordination with school staff and increase student knowledge and access to your services? (*For profit only*)
   - Describe how you will work with school administrators, counselors, and other stakeholders to integrate services into existing mental health services and student support frameworks.

   B. Beyond K-12: *Respond to prompts below for proposals including services for youth ages 16-24 who are not attending a K-12 school/district.*
   Detail your approach to forming a collaborative partnership with entities that reach youth ages 16-24 who are not enrolled in a middle or high school. In your response, address:
   - Your experience with and/or plans to establish partnerships with postsecondary institutions and how you will work with faculty, administrators, advisors, and other stakeholders to integrate services into existing student services at postsecondary institutions.
   - Your experience with offering telehealth services to youth ages 16-24 who are disconnected from work or school, including how you plan to reach these youth and the partnerships you will form with organizations who serve this demographic of youth.
   - Describe how you will coordinate your services with other systems that reach this demographic, including providers of basic needs supports such as healthcare, food, and housing.

   C. Ecosystem of Supports: Describe how your services will fit within the ecosystem of supports for student services. In your response, address how you will successfully work and coordinate with:
   - Other health agencies, including School Based Health Centers (SBHC)
   - Community-based organizations

- Families (*In your response, explain your process for obtaining parental consent for students accessing telehealth services who are under age 13).*
- Youth-led/peer supports

2. **Outreach & Marketing** (1000 word maximum)
Describe your outreach and marketing plan and how you will ensure students and families are aware of your services. In your proposal include information on:
   - The referral source for the majority of your current student clients (self-referral, schools, mental health agencies, etc..). What referral source have you relied on most to ensure student awareness and access of your services? How will you continue to leverage that referral source while also expanding your reach?
   - Your social media presence and plan to utilize social media to expand student awareness of services.
   - How students will know if the services you offer match their individual needs.
   - How you will work with current screening and referral systems to ensure students are matched appropriately to the level and type of mental health supports they need.
   - Your current experience with community outreach and establishing community trust, and your plans to leverage that in expanding the reach of your services.

3. **Removing barriers** (1000 word maximum)
Explain your strategies for addressing and overcoming barriers to accessing telehealth services for students and youth and how you will implement these strategies. In your response, include details on:
   - Based on your company's experience with providing telehealth services, what are the primary barriers students face in accessing these services?
   - How have you/how do you plan to address and remove these barriers?

4. **Youth experience** (1000 word maximum)
Describe how you will ensure that your services are relevant and responsive to the needs of youth. In your response, include:
   - How you plan to collect and analyze feedback and information from youth participants about their experience of care through your services.
   - How you will be responsive to this feedback.
   - Your youth engagement strategy and how will it inform service delivery.

5. **Culturally-Specific Responsive (CSR)** (1000 word maximum)
Detail the specific ways your will offer telehealth services through a CSR approach. In your response address:
   - How specifically you differentiate services across different student populations and identities. Describe what this differentiation looks like in a student's experience.
   - How you hold yourselves accountable to providing CSR services to participating youth.
   - Include aggregate race/ethnicity demographic data on your current staff providing telehealth services and your current users in middle school through age 24.

6. **Capacity Building & Budget** (1500 word maximum)

Provide a detailed plan for how you will scale up capacity to offer services to an increased population of youth and your proposed budget for services. In your plan and proposal, address:
- The capacity range for the number of students you can serve on an annual yearly basis and the estimated maximum number of youth you can expand services to.
- Staffing model with recruitment plan for licensed practitioners.
- Estimated wait-times for students from referral to service provision.
- The general cost-per-student and sessions-per-student included in this cost.
- If you accept insurance and/or Medicaid, how this cost-per-student is offset by these alternative forms of student payment.
- Any costs associated with capacity expansion and marketing, outreach, and recruitment that are not captured in the cost-per-student.
- Total amount you are requesting in your budget.

7. **Timeline** (1000 word maximum)
   Outline a proposed timeline for implementation, including:
   - When services will be available to students (*estimated date of contract execution for selected providers is by January 2025).*
   - Key milestones towards full implementation.

8. **Data & Reporting** (1000 word maximum)
   Describe your operational data infrastructure and ability to track student outcomes. In your response, include details on specific measures you currently track, and plan to track for this investment, regarding:
   - Implementation
   - Quality
   - Outcomes

FURTHER INFORMATION

All information and application documents for this grant program can be found on the DEEL funding opportunities webpage: http://www.seattle.gov/education/for-providers/funding-opportunities.

For Questions related to the Telehealth Services for Students and Youth RFI:
- Submit questions about this RFI via email to DEELFunding@seattle.gov and include "*Question: Telehealth Services for Students and Youth RFP*" in the subject line. Responses will be published and linked in the table above. Please allow three (3) business days for answers to submitted questions.

For Technical Questions related to using Submittable:
- Check the Submitter Resource Center
- Send questions to Submittable Customer Support and by email to DEELfunding@seattle.gov with the Subject line: *Submittable Question: Telehealth Services for Students and Youth RFP*.

We appreciate your interest and look forward to your response.

YOUTH TELEHEALTH RFP: SCORING CRITERIA

Criteria Area	Description: Strong proposals will -	Total Points
Partnership	1. Describe concrete actions (past or planned) that demonstrate ability to build relationships and successful partnerships with leadership, staff, and administration for youth telehealth services with K12 schools/districts and/or colleges. A particularly strong response will demonstrate understanding of the various types of agreements that have to be in place to offer services to youth and ability to navigate complex systems to offer youth streamlined access to care. 2. Demonstrate general knowledge of existing student support systems (such as student support staff, community partnerships, related initiatives) to bolster coordination and partnership development. 3. Provide clear details about how services fit within the youth Ecosystem of Supports (health agencies, SBHCs CBOs, students, families,) to support the successful implementation of well-coordinated telehealth supports. A particularly strong response will demonstrate recent successes working across various types of stakeholders and exhibit strong coordination skills.	15
Outreach & Marketing	1. Provide detailed information on current common referral source(s) for their youth clientele and experience with community outreach while articulating a compelling plan to leverage those sources and connections to expand their current reach. A particularly strong response will demonstrate understanding of the differentiated needs of diverse communities and an ability to reach youth and families through multiple avenues. 2. Demonstrate understanding of and experience with social media as an outreach tool. 3. Articulate relevant experience with leveraging and coordinating with current screening and referral systems to reach focus student populations and ensure youth receive appropriate levels of mental health care.	15
Removing Barriers	1. Demonstrate thorough understanding of the youth mental health climate and challenges that need to be addressed by their services, including evidence such as data points and input from students, families, and/or staff. 2. Specify strategies to address these challenges and to support youth mental health with increased access to services.	10
Youth Experience	1. Provide detailed and specific plan on youth engagement strategy and how they will collect, analyze, and be responsive to youth participant feedback to inform service delivery.	10

	2. Demonstrate ability to provide services that are supported by a youth-informed evidence base (student, youth, and community input), and/or a concrete plan to incorporate learning and youth involvement to inform development of and improvements to services.	
Culturally Specific & Responsive	4. Clearly articulate different subgroups of target youth populations (specific race/ethnicities, gender identities, etc.) with demographic data that shows these youth currently being served by services with staffing population that aligns with target youth. 5. Describe how implementation of telehealth services are differentiated based on the strengths and cultural assets of the youth populations identified. 6. Culturally specific and responsive strategies are clearly described and integrated into multiple aspects of the services (such as outreach, staffing, etc.) with accountability structure in place. 7. Youth/community feedback and/or supporting research is included to support the proposed culturally specific and responsive strategies and approach.	**15**
Capacity Building & Budget	1. Proposed plan for staffing and administration of telehealth services is clear and commensurate with the intended scale and capacity range identified. 2. Estimated wait-time for student aligns with description of current capacity and does not exceed reasonable timeframes for youth in need of critical support to have to wait. 3. Budget is clearly articulated and inclusive of cost-per-student, # of sessions, role of insurance, and any additional costs.	**15**
Timeline	1. Includes a clear description of timeline, relevant activities, and key milestones towards full implementation. A particularly strong response will demonstrate alignment between the Capacity Building & Budget and Timeline sections.	**5**
Data & Reporting	1. Articulates a clear plan for tracking service delivery and participation, service delivery quality, and outcomes. A strong response will include specific measures, targets, and existing or proposed data sources. 2. Describes anticipated changes in student mindsets, behavior, or other indicators that are associated with progress toward outcomes. A particularly strong response will demonstrate an understanding of risk and protective factors that influence student mental health. 3. Describes a planned or current process for using data and/or participant engagement (e.g., students, families, partner organizations) to support continuous improvement of telehealth services. A strong response will include demonstrated experience using monitoring & evaluation to inform service quality.	**15**
Total		**100**