



County of Santa Cruz

HEALTH SERVICES AGENCY

Behavioral Health Division

Administration

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Salud Mental y
Tratamiento del Uso
de Sustancias

Press Release

October 19, 2026

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SANTA CRUZ COUNTY BEHAVIORAL HEALTH DIVISION SEEKS COMMUNITY PARTNERS TO PROVIDE EARLY INTERVENTION SERVICES IN SOUTH SANTA CRUZ COUNTY

The County of Santa Cruz Health Services Agency's Behavioral Health Division is seeking qualified community-based organizations to provide culturally responsive early intervention behavioral health services for children, youth, and families in south Santa Cruz County through a new Request for Qualifications.

Through [Behavioral Health Services Act](#) (BHSA) funding, County Behavioral Health Division will invest approximately \$200,000 annually across multiple community-based organizations. This funding will support services for monolingual Spanish-speaking and Indigenous language-speaking communities, LGBTQ+ children, youth, and their families, and other underserved and historically marginalized populations in south Santa Cruz County.

This program aims to help connect families with trusted support earlier to prevent behavioral health needs from becoming more serious.

The funding opportunity was developed in direct response to community feedback highlighting gaps in access to behavioral health care and services in south Santa Cruz County. Funding will support outreach, behavioral health screenings, referrals, parent education, and other early intervention services designed to connect families with support.

To reduce barriers for local community-based organizations, Behavioral Health Division staff will provide technical assistance throughout the RFQ process and allow applications to be submitted in English or Spanish. Organizations may also submit a video in an Indigenous Language with accompanying English translation, as a part of their application.

These accommodations are intended to make the process more accessible to community-based organizations that may not have dedicated staff or resources to navigate traditional County procurement processes. Organizations with strong community relationships and experience providing culturally responsive services to the populations identified in the RFQ are encouraged to apply.

Learn more and apply:

1. Review the Request for Qualifications (RFQ)

Visit the County Procurement portal at

procurement.opengov.com/portal/santacruzcounty and select "Culturally Responsive Early Intervention Access" to review eligibility requirements and access the application materials.

2. Attend an Informational Session (Optional)

The informational sessions will cover the funding opportunity, application requirements, and submission timeline. Attendees will also have an opportunity to ask questions.

- **Pre-Qualifications Submittal Conference #1: Online (Non-Mandatory)**

October 26, 2026 at 1:00pm

[Zoom Link](#)

Or call in: Phone: +1 669 254 5252 US +1 415 449 4000 US (US Spanish Line) Meeting ID: 165 722 4580 Passcode: 901774

- **Pre-Qualifications Submittal Conference #2. In Person (Non-Mandatory):**

November 5, 2026 at 10:00am

Greg Caput Community Room

500 Westridge Drive, Watsonville, CA 95076

3. Submit Your Qualifications

- **Application Deadline: December 4, 2026**

Submit qualifications according to the instructions outlined in the RFQ.

"This funding opportunity reflects what we heard directly from our community throughout the Behavioral Health Services Act planning process," said Dr. Marni R. Sandoval, Behavioral Health Division Director. "Community members emphasized the need for earlier access to behavioral health support, culturally responsive services, and stronger connections for children, youth, and families in south Santa Cruz County. We encourage organizations with deep community relationships and experience serving these populations to apply and help us turn that community feedback into meaningful action."

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