



Psychiatric Mental Health Nurse Practitioner Expansion Grant Program

RFP Bidder's Conference

July 24th, 2025



Agenda

Section A: Overview, Project Timeline, Eligible Entities

Section B: Scope of Work

Attachment A: ELEVATE Behavioral Health Fund Eligible Employers

Section C: Allowable Expenditures

Questions

The RFP substance

Key Dates

Section D: Submission Format

Attachment B: Planned Outcomes and Budget Request Table

Section F: Evaluation

Attachment C: Sample Contract

Questions

The RFP process



Section A: Overview



San Diego Pay It Forward Loan Program

Funding to provide zero-interest, forgivable student loans for behavioral health programs.

Nurse Practitioner (NP) Expansion Grant Program

Funding to launch and/or expand graduate NP programs to help students to become psychiatric mental health nurse practitioners (PMHNPs) in public settings

Behavioral Health Apprenticeship Network

Funding for apprentices to become SUD Counselors, case managers, community health workers, and other in-demand roles.

Peer Support Specialist Training Grant Program

Funding to train, place, and retain Certified Peer Support Specialists in San Diego County.

Social Work, Counseling, and Therapy Internship Program

Funding to provide paid, high-quality internships and associate supervision opportunities for social work, therapy, and clinical counseling students in public BH.

Section A: Overview

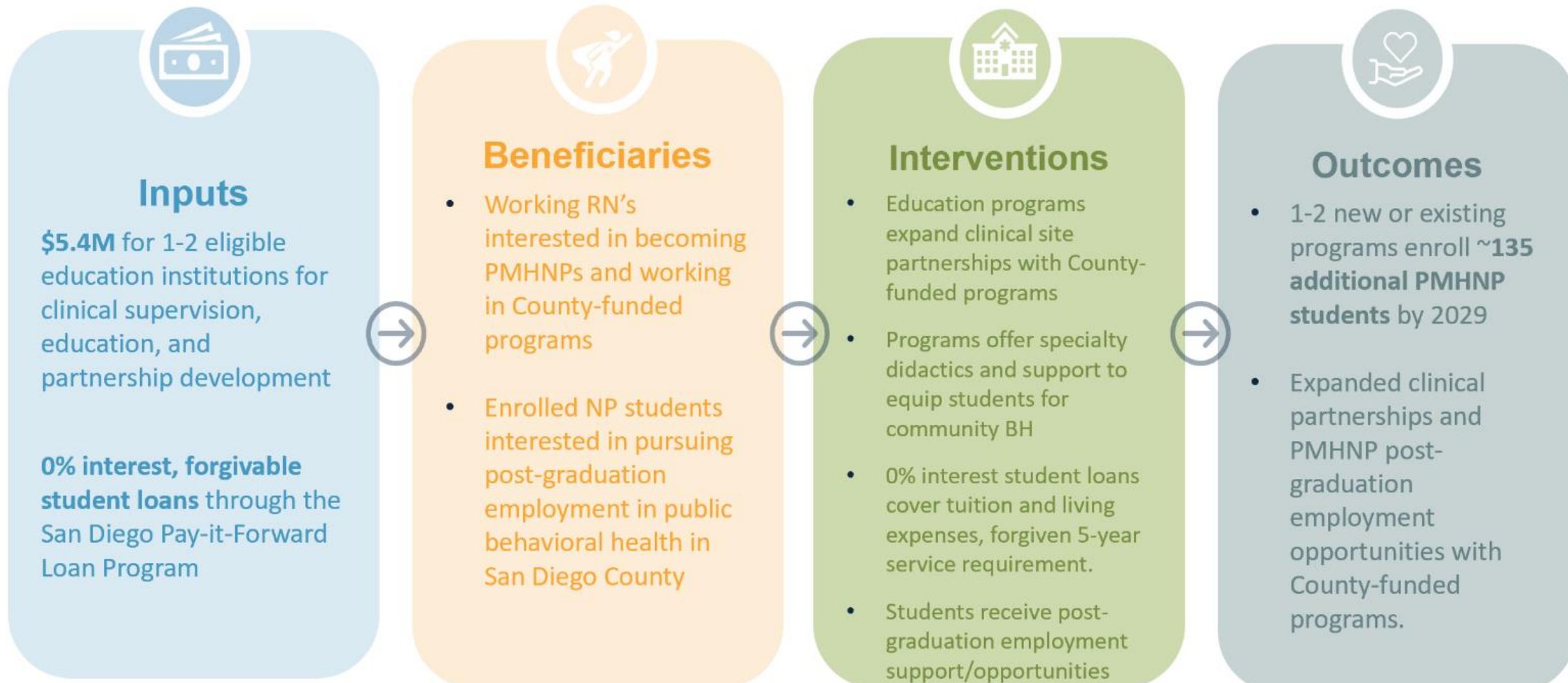
- PIC/Trailhead is issuing this Request for Proposal (RFP) with the intent to select one (1) or two (2) institutions of higher education to serve as leads and develop and/or expand graduate Psychiatric Mental Health Nurse Practitioner (PMHNP) programs, streamline curriculum and enrollment in clinical internships, and to support post-graduate training and employment opportunities for PMHNPs to work in the public behavioral health system in San Diego County.
- The goal of this RFP is to support **a total of 135 individuals** pursuing their PMHNP license through university graduate programs (e.g., Master of Science of Nursing, Doctor of Nursing Practice) and to support their transition into public behavioral health settings in San Diego County by June 30, 2029.
- **Up to \$5,400,000 total** is potentially available for one or two lead agencies.



LOGIC MODEL

Problem Statement

- There is a need for additional Psychiatric Mental Health Nurse Practitioners in San Diego County.
- Graduate program tuition costs, a shortage of clinical sites and supervision opportunities, and a shortage of attractive post-graduate employment opportunities in public behavioral health settings have been cited as barriers to expansion.



Section A: Project Timeline

The project will be implemented in three phases:

- 1. Start-Up Phase — (September – December 31, 2025):** Awarded programs will formalize partnerships, hire and onboard new staff, develop additional programming, work with PIC/Social Finance to set up participation in the San Diego Pay-it-Forward Loan program, expand student outreach and recruitment activities, and implement any other structural changes in preparation for new students.
- 2. Student Enrollment Period — (January 1st, 2026 – June 30th 2029):** Three-and-a-half year period in which awarded educational institution(s) will enroll graduate NP students interested in pursuing a PMHNP licensure. Students who have accepted a spot for the 2029-2030 academic year by June 30, 2029 will be considered “enrolled” for purposes of this grant.
- 3. Post-Enrollment Follow-Up Period — (July 1st, 2029 – June 30th, 2032):** Three year period in which educational institutions will report outcomes for students previously enrolled during the grant period. There may be some arrangements made during this period to provide post-graduate services pending program models, available funds, and contract negotiations between PIC and selected programs.



Section A: Eligible Lead Agency

Lead agencies must be accredited institutions of higher education with a physical campus located in San Diego County, with one or both of the following:

1. Psychiatric Mental Health Nurse Practitioner graduate programs
2. Accredited Psychiatric Mental Health Nurse Practitioner Postgraduate Clinical Training Programs

Proposals will be accepted from a partnership, or consortium, of two or more institutions of higher education, clinical placement sites, fellowship programs, and other supporting organizations, so long as the lead agency meets one of the above criteria.



Section B: Scope of Work – Required Activities

- a. Project Management
- b. Partner with San Diego Pay it Forward Loan Program
- c. Educate Students
- d. Provide Post-Graduate Certification and Employment Support
- e. Reporting and Compliance



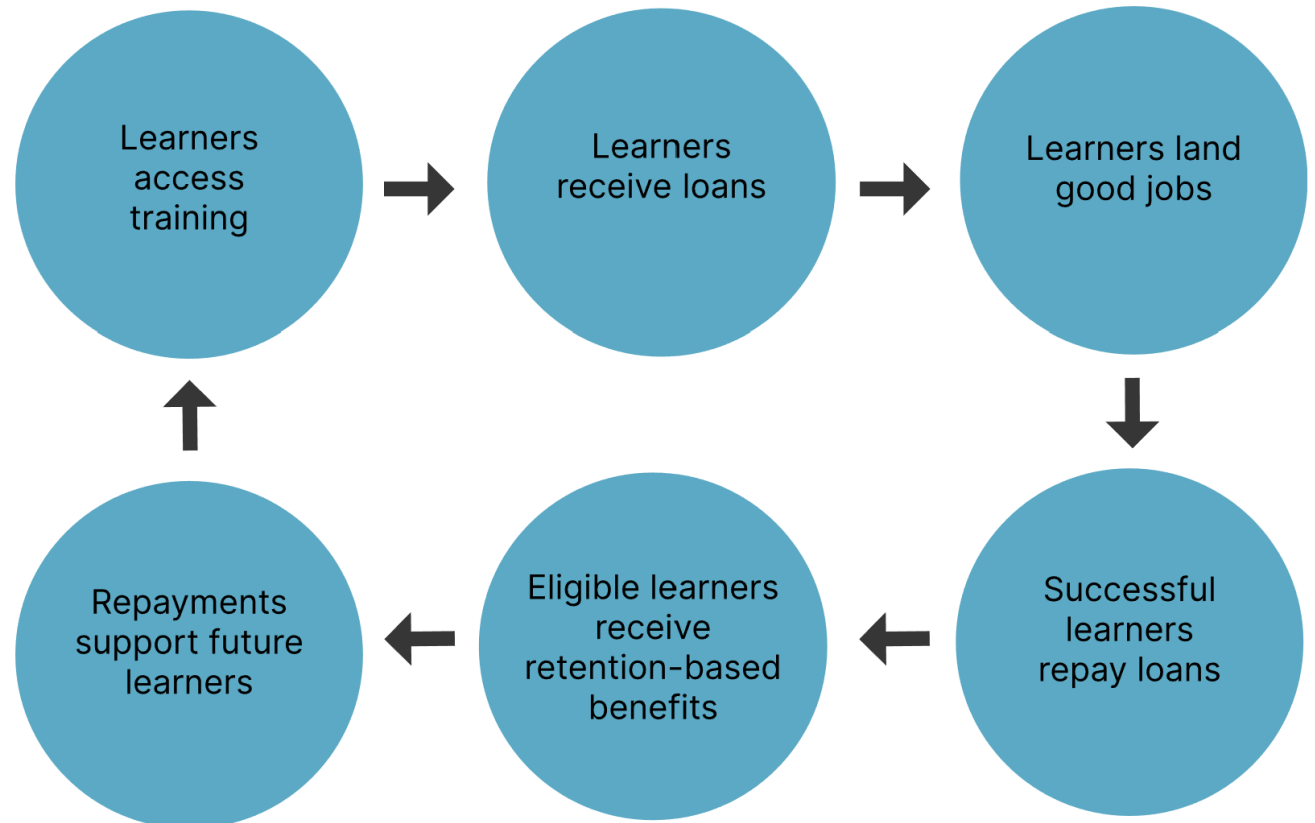
San Diego Pay it Forward Loan Program

The San Diego Pay It Forward Loan Program will support the training and retention of new and incumbent workers via student-friendly loans and will recycle loan repayments to serve additional individuals.

Description

- **0% interest** and no origination fees
- **Income-based deferment** (i.e., \$0 monthly payment amount) for borrowers below income threshold
- **Incumbent workers** are eligible for retention-based reductions of their loan balances
- **Loan forgiveness** after five years of service in public BH
- Borrowers' repayments **“pay it forward”** for future participants

How it Works



Attachment A: ELEVATE BH Fund Eligible Employers

- The Nurse Practitioner Expansion Grant Program seeks to expand clinical partnerships and PMHNP post-graduate employment opportunities with County-funded programs who are on the *ELEVATE Behavioral Health Workforce Fund Eligible Employer List in **Section H: Attachment A***
- PMHNP clinical internships, supervision, training and/ or fellowship placement providers that are not on the *ELEVATE Behavioral Health Workforce Fund Eligible Employer List* will be considered on a case-by-case basis. To be considered, the participant must be placed with an employer that: (1) Provides behavioral health services to residents in San Diego County, (2) is a non-profit community-based organization and/or a FQHC, and/or (3) serves San Diego clients who are enrolled or eligible for Medi-Cal and/or Medicare.*

**All exceptions must be pre-approved by PIC and Trailhead.*



Section C: Allowable Expenditures

Up to \$5,400,000 total is potentially available across up to two (2) lead agencies for individuals enrolled before June 2029.

Budgets should not exceed **\$40,000 per new student enrolled**.

Allowable Expenditures

- Salaries (and Fringe)
- Incentives
- Curriculum
- Outreach
- IT
- Consulting
- Other

Funds are intended to help expand the capacity of systems to train and employ more NP students in community behavioral health settings in San Diego. **These funds do not represent the full cost to educate a student in a graduate PMHNP program and should not be used as a replacement for existing revenue (e.g., tuition).**

Questions



Key Dates

Request for Proposal (RFP) Issued	July 15, 2025
Bidder's Conference	July 24, 2025
Final Day to Submit Questions	July 31, 2025
Questions Posted	August 4, 2025
Proposals Due	August 27, 2025 @ 11:59pm PDT
Finalist Interviews (if necessary)	September 4-5, 2025
Anticipated Award Notification	September 15, 2025
Contract Start	September 30, 2025



Section D: Submission Format

Final submissions must be submitted via email to ELEVATE@Trailheadstrat.com on or before **August 27, 2025, 11:59 PST**. Submissions should include:

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| 1. Transmittal Letter |
| 2. Executive Summary |
| 3. Lead Organization Experience and Project Team |
| 4. Partnerships |
| 5. Approach to Scope of Work |
| 6. Graduate PMHNP Program Information |
| 7. Financial Sustainability |
| 9. Disclosures and Exceptions (If Applicable) |

20 page or fewer PDF (Required)

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|---|
| 8. Budget and Budget Narrative (from Excel file) |
| Resumes of Key Staff - OPTIONAL |
| Signed letters of support, contracts, or executed MOUs or Agreements with employers, education and training partners, and other community partners - OPTIONAL |

Single zip file



Attachment B: Budget Request Table and Narrative

Instructions: Please start by completing cell G3 with the total number of students you are serving over the lifetime of the grant. For the budget component, please fill out cells C12:F23 and C26:F26. Sums should autopopulate, though we highly recommend double-checking totals. For the budget narrative, please complete H12:28					Total Students Served		
Directions:					Total	Budget Narrative Instructions	
Program Year							
Budget Item	Year 1 (7/1/2025 –6/30/2026)	Year 2 (7/1/2026 –6/30/2027)	Year 3 (7/1/2027 –6/30/2028)	Year 4 (7/1/2028 –6/30/2029)			
a. Personnel					\$ -	List all staff positions by title (both current and proposed) of the lead agency. Give the annual salary of each position, the percentage of each position's time devoted to the project, the amount of each position's salary funded by the grant, and the total personnel cost for the period of performance.	
b. Fringe Benefits					\$ -	Provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health insurance, FICA, retirement, etc.	
c. Travel					\$ -	Specify the purpose, mileage, per diem, estimated number of in-state and out-of-state trips, and other costs for each type of travel.	
d. Equipment					\$ -	Identify each item of equipment you expect to purchase which has an estimated acquisition cost of \$5,000 or more per unit (or if your capitalization level is less than \$5,000, use your capitalization level) and a useful lifetime of more than one year (see 2 CFR 200.33 for the definition of Equipment). List the quantity and unit cost per item. Items with a unit cost of less than \$5,000 are supplies, not "equipment".	
e. Supplies					\$ -	Identify categories of supplies (e.g. office supplies, to include laptops and cell phones) in the detailed budget and list the quantity and unit cost per item. Supplies include all tangible personal property other than "equipment" (see 2 CFR 200.94 for the definition of Supplies).	

Section F: Evaluation

Category	Points Possible
Experience and Team	10
Partnerships*	25
Approach to Scope of Work**	25
Graduate PMHNP Program Information	25
Financial Sustainability	5
Budget and Budget Narrative	10
Response Total	100
Finalist Interviews (if necessary)	25

*Optional letters of support will be taken into consideration as part of the partnership scoring category.

** Enrollment of students who meet priority populations outlined in the RFP will be considered in scoring of this category.



Attachment C: Sample Contract

SUBJECT TO CHANGE

SUBCONTRACTOR AGREEMENT

This Subcontractor Agreement (this “Agreement”) is entered into between Policy & Innovation Center, a California nonprofit public benefit corporation d/b/a San Diego Regional Policy and Innovation Center (“PIC”), Trailhead Strategies Inc., a California stock corporation (“Trailhead”), and [INSERT NAME], a [INSERT TYPE OF LEGAL ENTITY AND STATE OF FORMATION] (“[NAME]” or “Subcontractor”), effective as of the date on which it is fully executed by PIC, Trailhead and [NAME] below (the “Effective Date”). PIC, Trailhead and Subcontractor are referred to herein together as the “Parties” and each individually as a “Party.” Any capitalized terms not defined in this Agreement shall have the meaning assigned in the County Agreement (as defined below).

RECITALS

WHEREAS, PIC is a Section 501(c)(3) tax-exempt public charity dedicated to building resilient and inclusive communities that can adapt, persist, and thrive through changing and challenging circumstances;

WHEREAS, Trailhead is a workforce and economic development consulting company dedicated to building a more inclusive, resilient, and competitive American workforce;

WHEREAS, PIC and the County of San Diego, a political subdivision of the State of California (the “County”), are the parties to that certain County Contract Number 572148, Agreement with San Diego Regional Policy and Innovation Center for Public Behavioral Health Workforce Development and Retention Fund Administrator, effective as of October 11, 2024, attached hereto as *Exhibit 1* (such agreement, as now in effect and as may be further amended, the “County Agreement”), pursuant to which PIC agreed to establish and administer the Public Behavioral Health Workforce and Retention Program (the “Program”) for the County of San Diego’s Health and Human Services Agency (“HHSA”) as described in the County Agreement;

WHEREAS, the Program’s purpose is to distribute and monitor the use of funding to support individuals seeking a variety of training, tuition support, upskilling, and incentive opportunities designed to attract and retain workers in the public behavioral health field;

WHEREAS, PIC’s contract award is pursuant to the bid proposal that PIC submitted in response to HHSA RFP 735 on behalf of a collaboration among PIC (as lead offeror), Trailhead and other subcontractors including Social Finance (collectively, the “Coalition”);

WHEREAS, such bid proposal and the County Agreement reflect that PIC will utilize services from various organizations and partners to design and provide certain program management and delivery services for the Upskilling to Meet Professional Needs programs (the “Upskilling Programs”), a series of programs for workers seeking to advance their education, training and/or certification who may not have the income or ability to finance education or certifications, and/or capacity to take on student debt, to be provided by training and educational

Questions



Next Steps:

July 31: Last day to submit questions

August 4: Q&A Posted to ELEVATE website

August 27th @ 11:59 pm PT: Proposal due via email to
ELEVATE@trailheadstrat.com

