



# Regional Perinatal Programs of California (RPPC)

Informational Webinar

Request for Applications (RFA) #25-10089

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# Purpose of this webinar

To provide an overview of the California Department of Public Health, Maternal, Child and Adolescent Health Division's (CDPH/MCAH) 2025-2028 Regional Perinatal Programs of California (RPPC) Request for Applications (RFA) .

# Informational, not participatory

- We are not accepting questions at this webinar but will answer emailed questions and post them on the RFA website as an addendum to the RFA on April 11, 2025.
- This is a competitive process. CDPH/MCAH is unable to provide advice, opinions or personalized answers.
- Everything discussed during this webinar, including these slides and a recording of this presentation, can be found on the website.

# Check the website frequently

- The website is where CDPH/MCAH will post communication about the RFA to Applicants.
  - Changes to key action dates
  - Updates, corrections, modifications and addenda
  - Answers to submitted RFA Questions
  - Public notice of intent to award



*It is the Applicant's responsibility to learn about changes and updates.*

# Key Action Dates

Event	Date	Time
RFA Release	March 26, 2025	No specific time
<a href="#">Deadline to submit RFA Questions</a>	April 4, 2025	4:00 PM
<a href="#">Voluntary Letter of Intent Form</a> Due	April 4, 2025	4:00 PM
<a href="#">Q&amp;A Responses Published</a>	April 11, 2025	4:00 PM
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# Program History





# Overview

Established in 1979 by  
the legislature

**History**

Reduce perinatal  
mortality

**Purpose**

Create integrated, risk-  
appropriate,  
regionalized systems

**Goal**

# Program requirements

Scope of Work

# Goal 1 is the funding base

Goals 2-4 are optional

## Goal 1 Regionalization is required

- Awardees must administer a base regional perinatal program as described in Goal 1.
- There are nine regions to be awarded.
- Applicants can apply for more than one region.

## Goals 2-4 are supplemental and optional

- Only Applicants awarded for Goal 1 can receive funding for Goals 2-4. They are not standalone.
- Applicants can apply for more than one supplemental Goal.

# Regionalization

## Goal 1

Coordinate the planning, collaboration, and promotion of an integrated regional perinatal system that supports equitable, high quality, risk-appropriate health care and social support for pregnant people and their newborns.

# Regionalization

## Goal 1 Major Objectives and Activities

- Strengthen regional, cross-regional, and/or statewide communication and collaboration to support maternal and perinatal services through collaboration with local and state organizations, MCAH local health jurisdictions, and other State programs.
- Conduct site visits to birthing facilities in their region to support their QI efforts guided by their outcomes data, as well as state and national Perinatal Quality Collaborative-identified opportunities.

# Regionalization

## Goal 1 Major Objectives and Activities Continued

- Support facilities in establishing standardized risk screening and response and coordinated transfer/transport to risk-appropriate facilities.
- Improve regionalized awareness and capacity of health care, public health, and social services providers to address pregnant, birthing, postpartum and lactating individuals and their newborns during public health emergencies.

# Regionalization

## Goal 1 Major Objectives and Activities Continued

- Increase the proportion of facilities implementing and maintaining practices during the postpartum period that advance equity in breastfeeding and comply with applicable laws.
- Reduce preventable mortality and morbidity disparities by increasing the proportion of facilities that evaluate the quality of their care using both patient experience and clinical measures.
- Help facilities improve birth certificate data accuracy and completeness.

# California Perinatal Transport System (CPeTS)

Goal 2 Major Objectives

- Track and evaluate neonatal care during transport by maintaining the Northern or Southern California CPeTS.
- Organize and maintain an expert panel to review and analyze data and consider new data elements to add to the current data collection system to address current and potential neonatal transport issues.



# CPeTS Additional Awards

Goal 2 Additional Functions and  
Activities

Applicants applying for Goal 2 may also apply to provide the maintenance of one or both of the following activities:

- A web-based locator system to facilitate the transport of critically ill infants and high-risk obstetric patients to tertiary hospitals, and/or
- A web-based data entry system to allow timely entry and analysis of CPeTS neonatal transport data



# Maternal Risk- Appropriate Care and Transport

Goal 3

Minimize the risk of preventable maternal morbidity and mortality by identifying and promoting strategies to ensure systems of care provide the right care at the right time and place with the right team.

# Maternal Risk-Appropriate Care and Transport

Goal 3 Major Objectives and Activities

- Equip RPPC Regional Directors to support facilities to establish standardized risk screening and response and coordinated transfer/transport to risk-appropriate facilities.
- Strengthen the evidence base for implementing risk-appropriate care strategies and build data capacity around maternal transports and transfers of care.
- Make statewide recommendations to advance regionalized systems of risk-appropriate care for high-risk pregnant individuals.

# Perinatal Quality Collaborative (PQC)

Goal 4 and Major Objectives

Support and sustain a statewide collaborative of public and private entities whose goal is to achieve clinical- and population-level culture change by providing opportunities for collaborative learning, rapid response data and quality improvement via the following:

- Provide administrative support to a PQC whose goal is to lead perinatal quality improvement.
- Provide an infrastructure that advances safety and quality care improvements through research, statewide collaboratives, and the dissemination and implementation of quality improvement toolkits.

# Funding

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# Funding Purpose

The purpose of this Request for Application is to solicit competitive applications from eligible organizations for funding from MCAH/RPPC to administer the RPPC.

# Cooperative Agreements

- CDPH/MCAH expects to award Cooperative Agreements to eligible and qualified Applicants that demonstrate the greatest capacity to achieve the program requirements and goals as outlined in the RFA and Scope of Work.
- The expected term of the resulting cooperative agreements is 36 months and the effective duration of the term of the Agreements is from July 1, 2025, through June 30, 2028.
- The agreement term may change if CDPH/MCAH cannot execute the agreement in a timely manner due to unforeseen delays.
- This estimated total is contingent on future federal Title V Block Grant funding levels.

# Funding Allocation

## Funding amount

- The estimated total funding amount to be allocated through this RFA is \$5,265,000 for three years.

## Funding sources

- The funds awarded through this RFA are from California's Title V Block Grant, as well as special funds whose specific purpose is RPPC implementation.
- The funds may only be used for program activities that advance the RPPC Scope of Work.



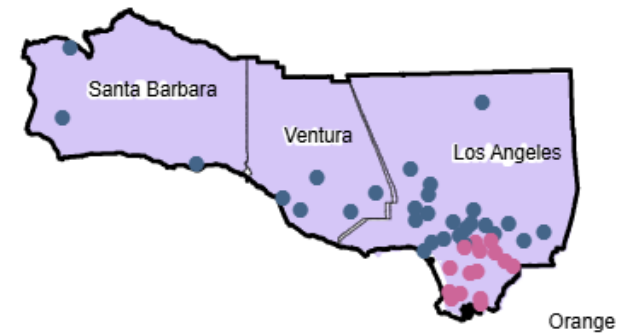
# Nine RPPC Regions



## RPPC Regions

- North Coast - East Bay (28 facilities including 2 birth centers)
- Northeastern (32 facilities including 3 birth centers)
- Mid-Coastal (18 Hospitals)
- Central San Joaquin Valley - Sierra Nevada (24 facilities including 1 birth center)
- Southern Inland Counties (31 facilities including 2 birth centers)
- San Diego and Imperial Counties (18 facilities including 2 birth centers)
- Orange County (14 facilities including 1 birth center)
- This area consists of two regions. See detailed map below.

## Two RPPC Regions (shown by hospital designations)



- Central - North Los Angeles - Coastal Valley (37 facilities including 2 birth centers)
- South Coastal and East Los Angeles (14 Hospitals)

# Base Funding Per Region Goal 1

## Northern California

North Coast - East Bay	\$157,000
Northeastern	\$157,000
Mid-Coastal	\$137,000
Central San Joaquin Valley – Sierra Nevada	\$142,000

# Base Funding Per Region Goal 1

## Southern California

Orange County	\$137,000
Central – North LA and Coastal Valley	\$207,000
South Coastal - East Los Angeles	\$137,000
Southern Inland Counties	\$142,000
San Diego - Imperial Counties	\$137,000

# Base Annual Funding Supplemental Goals

Goal 2	CPeTS Northern California	\$75,000
Goal 2	CPeTS Southern California	\$75,000
Goal 2	CPeTS Bed Locator System one award to Northern or Southern contractor	\$10,000
Goal 2	CPeTS Data Collection Website one award to Northern or Southern contractor	\$10,000
Goal 3	Maternal Risk-Appropriate Care and Transport	\$82,000
Goal 4	Perinatal Quality Collaborative (PQC)	\$150,000

# Eligibility criteria

# Who May Apply

- Entities and organizations with a minimum of five (5) years of experience in promoting QI activities with an emphasis on equitable maternal and perinatal care and care collaboration, such as:
  - Units of local government
  - State/public colleges or universities
  - Public and/or private non-profit organizations classified as 501(c)(3)

# Application submission

# Required Application Documents

All documents can be downloaded from the RPPC RFA website:

- Application Cover Page
- Table of Contents
- Program Summary
- Experience and organizational capacity narrative, including organizational chart
- Implementation plan
- Program personnel
- Budget detail and justification



# Additional Required Documents

- Appendices page 22
  - Proof of corporate or non-profit status, if applicable
  - Audited financial statements for the last two years
  - Letter of support from the Board of Directors
  - Letter of support from a collaborative organization
  - Proof of insurance
  - Application Checklist
  - Agency Information Form

# Application Submission

- Applicant applications must follow all the RFA instructions for assemblage and delivery.
- The completed application package must be submitted in PDF format to [RPPC.RFA@cdph.ca.gov](mailto:RPPC.RFA@cdph.ca.gov) no later than 4 PM on April 7, 2025.
- Incomplete submissions will not be considered.

# Evaluation and selection

Review and scoring

# Application Review

## 1<sup>st</sup> Stage: Completeness (Yes/No)

- Met the eligibility criteria
- All required content was submitted
- Followed all instructions for assemblage and delivery

## 2<sup>nd</sup> Stage: Substance

- The quality of the responses
- The adequacy, thoroughness and degree to which applications:
  - comply with the RFA requirements
  - meet program needs
  - demonstrate capacity to implement the SOW

# Application Scoring

- CDPH will organize a team of staff, including select subject matter experts to evaluate all applications.
- Award of funding will be determined by review team members who shall have no financial connection to any organizations applying for contracts.
- The review team's members will review each application thoroughly and score applications.
- The value of each Goal, including the breakdown of points per section of the application, is detailed in the RFA (Part VI. Evaluation and Selection).
- The applications will be ranked by total score from highest to lowest.
- The applications receiving the highest scores will be awarded the contracts.

# Award administration

Awards and disputes

# Notice of Awards

- CDPH/MCAH will post a Notice of Intent to Award funds on the RPPC website after the review and scoring process is complete.
- All documents submitted in response to the RFA, including those used in the selection process, become the property of CDPH/MCAH and, as such, are subject to the Public Records Act after awards.

# Disputes

- The deadline to file disputes is May 21, 2025, by 4:00 PM.
- Only Applicants who were not selected may file a dispute. Applicants may not dispute solely based on the funding amount.
- Disputes are limited to the grounds that CDPH/MCAH failed to correctly apply review standards. Disagreements with the content of the review committee's evaluation are not grounds for dispute.
- CDPH/MCAH will only consider timely and complete disputes that comply with the process detailed in the RFA.



# Changes and Amendments

- CDPH/MCAH will not make any content changes to this RFA aside from corrections during the contracting period.
- Except where the language of this Agreement explicitly specifies that changes may be incorporated without amendment, all changes to this executed Cooperative Agreement made after contracts have been awarded require amendment of the Agreement, in writing and signed by all parties.

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**Next steps**

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# Questions

Questions may include, but are not limited to:

- proposed service provision accompanying materials
- instructions
- requirements

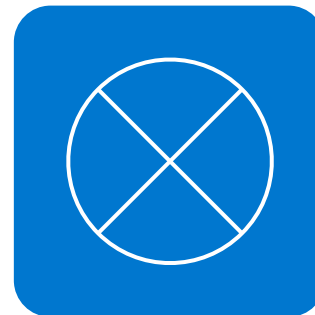
Submit all questions or errors by 4:00 p.m., April 4, 2025, to [RPPC.RFA@cdph.ca.gov](mailto:RPPC.RFA@cdph.ca.gov)

# Letter of Intent

- Prospective applicants are highly encouraged to voluntarily indicate their intention to submit an application to assist CDPH/MCAH in scheduling staff for the review process.
- The Letter of Intent is not binding.

# Check the RFA Website!

This **website** is where CDPH/MCAH communicate about the RFA.





# CDPH

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California Department of  
Public Health