



**COVERED
CALIFORNIA**

Grant Funding Announcement Report

May 23, 2013

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I. EXECUTIVE SUMMARY

This report summarizes Covered California's selection of organizations to receive an Outreach and Education Grant. These grantees responded to the Outreach and Education Grant Program Application released on January 25, 2013. The Outreach and Education Grant Program agreements will span the period of July 2013 through December 2014 with the exception of five grantees that will be conducting activity from July 2013-March 2014. The purpose of the Outreach and Education Grant Program is to engage trusted organizations to conduct public awareness, education and outreach campaigns to consumers and small businesses eligible to purchase Covered California Health Plans. Outreach and education activities include informing consumers and small businesses about the availability and benefits associated with obtaining health care coverage, collecting leads from interested consumers, referring consumers and small businesses to all available enrollment resources and assistance, and ultimately, motivating eligible consumers and small businesses to take the next step to enroll in Covered California programs. Raising awareness of opportunities for affordable coverage will be critical to achieving Covered California's goal of increasing the number of insured Californians.

On June 19, 2012, the California Health Benefit Exchange Board approved \$43 million to distribute in grants to eligible entities through a competitive grant application process. Subsequently, the following three funding pools were established:

- \$25 million was allocated for the Single County Funding Pool for applicants proposing to reach only one county and the Multi-County Funding Pool for applicants proposing to reach more than one county;
- \$15 million was allocated for Targeted or Statewide Funding Pool for applicants proposing to conduct statewide efforts or campaigns to target specific populations not defined by geography; and
- \$3 million was allocated for Small Business Health Options Program (SHOP).

A Notice of Intent to Award was made public on May 14, 2013. Covered California conducted a thorough analysis to identify any gaps in access to target populations likely to enroll in the program. The single gap identified was the area of provider education. Another Outreach and Education Grant Application will be released in July 2013 that will focus on selecting medical professional associations for funding. Covered California will support organizations that are not awarded grants by providing opportunities to apply as an Assister Enrollment Entity and through participation in the Community Outreach Network.

Covered California selected grantees for funding based on their ability to achieve Covered California's priority of reaching 5.3 million consumers who are either subsidy eligible or can benefit from guarantee issue. Grantees selected for funding will be conducting outreach and education to target populations and generating leads that will result in meeting and exceeding Covered California's enrollment goal of 1.4 million people by December 2014. In selecting grantees for funding, Covered California considered the following:

- Award of grants to a variety of organizations, in which the funding allocation collectively reflects and represents the mix and diversity of those eligible for coverage in California.
- Evaluation of applications based on approaches that align with the Grant Program's purpose, goals, objectives and guiding principles.

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- Evaluation of organizations track record and financial solvency.
- Approaches that complement other strategies identified in the Statewide Marketing, Outreach and Education Program and Assistors Program work plan.
- Distinct Outreach and Education Grant Program activities which leverage and align with the Statewide Marketing and Assister Program strategies.
- Only organizations who conduct public awareness, outreach and education activities to populations who are newly eligible for coverage available through Covered California's program were considered for grant funding.
- Statewide strategies were highly considered.

Covered California is selecting 48 grantees for funding (43 grantees to reach individual consumers and 5 grantees to reach small businesses). The grantee network will include over 250 subcontractors. Individual Consumer Grants total \$33,340,000. The Small Business Health Options Program Grants total \$3,000,000. The remaining \$6,660,000 will be used to augment awards to the grantees based on demonstrated efficiency and to fund additional education efforts in the area of provider education (\$2-3 million).

The 48 selected grantees and their large network of over 250 subcontractors will reach an estimated 8,961,731 consumers and 220,984 small businesses through outreach and education activities in all 58 counties in California. The selected grantees will reach consumers in 13 languages which include: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese. Many of the selected grantees have proposed to provide outreach and education to multiple populations. Below are the numbers of grantees that will reach the following targeted populations:

- African American: 32 Grantees
- Asian: 20 Grantees
 - 19 of the 20 grantees targeting Vietnamese
 - 18 of the 20 grantees targeting Chinese
 - 18 of the 20 grantees targeting Filipino
 - 16 of the 20 grantees targeting Korean
 - 11 of the 20 grantees targeting Hmong
 - 9 of the 20 grantees targeting Laotian
 - 8 of the 20 grantees targeting Japanese
 - 8 of the 20 grantees targeting Cambodian
- Caucasian: 24 Grantees
- College Students: 16 Grantees
- Latino: 37 Grantees
- Lesbian, Gay, Bisexual and Transgender: 4 Grantees
- Middle-Eastern: 11 Grantees
- Rural Communities: 19 Grantees
- Consumers who interact with:
 - Faith Based Grantees: 12 Grantees
 - Federally Qualified Health Centers (FQHCs): 2 Grantees
 - Government Entities: 3 Grantees
 - Unions: 3 Grantees

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Covered California is currently negotiating final budgets and scopes of work with each grantee. A supplemental report will be released by the end of June that will identify each grantee and their subcontractors.

Table 1 summarizes the grantees that will provide outreach and education to individual consumers. The following grantees are subcontracting with over 250 organizations.

Table 1 – Individual Marketplace Grantees

Grantee	Requested Amount	Funding Level	Change in Funding
Access California Services	\$1,000,000	\$500,000	(\$500,000)
Anaheim Health Medical Center (AHMC) Health Foundation	\$504,528	\$500,000	(\$4,528)
Asian Pacific American Legal Center	\$1,000,000	\$1,000,000	\$0
Bienestar Human Services, Inc.	\$500,000	\$500,000	\$0
California Black Health Network	\$1,000,000	\$1,000,000	\$0
California Council of Churches	\$750,000	\$750,000	\$0
California Health Collaborative	\$943,487	\$940,000	(\$3,487)
California National Association for the Advancement of Colored People	\$1,000,000	\$600,000	(\$400,000)
California Rural Indian Health Board, Inc.	\$370,000	\$300,000	(\$70,000)
California School Health Centers Association	\$377,500	\$377,000	(\$500)
California State University Los Angeles	\$1,000,000	\$1,250,000	+\$250,000
Catholic Charities of California, Inc.	\$859,135	\$859,000	(\$135)
Central Valley Health Network	\$750,000	\$750,000	\$0
Coalition for Humane Immigrant Rights of Los Angeles	\$944,844	\$940,000	(\$4,844)
Community Health Councils	\$1,000,000	\$1,000,000	\$0
Council of Community Clinics	\$771,426	\$770,000	(\$1,426)
East Bay Agency for Children	\$424,961	\$425,000	\$39
Fresno Healthy Communities Access Partners	\$761,677	\$760,000	(\$1,677)
Infoline of San Diego County dba 2-1-1 San Diego	\$1,000,000	\$1,000,000	\$0
John Wesley Community Health (JWCH Institute), Inc.	\$1,000,000	\$1,000,000	\$0
Loma Linda University Medical Center	\$992,883	\$990,000	(\$2,883)
Los Angeles County Federation of Labor, AFL-CIO	\$1,000,000	\$1,000,000	\$0
Los Angeles Unified School District	\$996,317	\$990,000	(\$6,317)
Planned Parenthood Mar Monte, Inc.	\$694,500	\$694,000	(\$500)
Redwood Community Health Coalition	\$830,798	\$830,000	(\$798)
Sacramento Employment and Training Agency	\$1,000,000	\$1,000,000	\$0

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Grantee	Requested Amount	Funding Level	Change in Funding
San Bernardino Employment and Training Agency	\$875,000	\$750,000	(\$125,000)
Santa Cruz County Human Services Department	\$511,912	\$500,000	(\$11,912)
SEIU Local 521	\$1,000,000	\$1,000,000	\$0
SEIU United Long Term Care Workers	\$1,000,000	\$1,000,000	\$0
Social Advocates for Youth (SAY), San Diego, Inc.	\$500,000	\$500,000	\$0
Solano Coalition for Better Health	\$342,800	\$250,000	(\$92,800)
St. Francis Medical Center of Lynwood Foundation	\$749,291	\$750,000	\$709
The Actors Fund	\$437,939	\$435,000	(\$2,939)
The East Los Angeles Community Union	\$980,255	\$980,000	(\$255)
The Los Angeles Gay and Lesbian Community Services Center	\$1,000,000	\$1,000,000	\$0
The Regents of the University of California	\$1,000,000	\$1,000,000	\$0
UC Davis, Center for Reducing Health Disparities	\$1,000,000	\$1,000,000	\$0
United Ways of California	\$1,000,000	\$1,000,000	\$0
University of Southern California (USC)	\$1,000,000	\$500,000	(\$500,000)
Valley Community Clinic	\$251,400	\$250,000	(\$1,400)
Ventura County Public Health	\$964,800	\$700,000	(\$264,800)
Vision y Compromiso	\$1,000,000	\$1,000,000	\$0
Individual Total	\$35,085,453	\$33,340,000	(\$1,745,453)

Table 2 summarizes the grantees that will provide outreach and education to small businesses.

Table 2 – SHOP Grantees

Grantee	Requested Amount	Funding Level	Change in Funding
California Asian Pacific Chamber of Commerce	\$682,157	\$600,000	(\$82,157)
California Association of Non-Profits	\$299,658	\$300,000	\$342
California Hispanic Chambers of Commerce Foundation	\$515,000	\$600,000	\$85,000
California Small Business Education Foundation	\$750,000	\$500,000	(\$250,000)
Small Business Majority	\$1,000,000	\$1,000,000	\$0
SHOP Total	\$3,246,815	\$3,000,000	(\$246,815)

II. OUTREACH AND EDUCATION RECIPIENT ACTIVITIES

Grant recipients will conduct activities to promote public awareness among eligible consumers and small businesses to:

- Promoting public awareness and inform consumers or small businesses about their options to obtain affordable health coverage through Covered California.
- Communicating the value of purchasing health coverage through Covered California.
- Educating small businesses about available tax credits for purchasing coverage through Covered California.
- Conducting in-depth education that provides consumers or small businesses with detailed information about affordable health care coverage options.
- Collecting leads for Covered California from individuals or small businesses that may be interested in purchasing coverage.
- Motivating Californians to take the action and enroll.

Some of the unique strategies they will use include:

- Co-locating education staff at offices where families currently seek other services.
- Establishing district wide networks through elementary schools to reach parents through already trusted messengers.
- Ensuring that every uninsured consumer admitted to partner hospitals will be offered one-to-one education about Covered California programs during the admitting or discharge process.
- Door-to-door outreach campaign in targeted neighborhoods
- In-person outreach through partner organization's helplines and information and referral services.
- Utilizing unique venues for education such as: LGBT-welcoming congregations, LGBT-frequented businesses and street outreach in neighborhoods with a strong LGBT presence.
- Building on the promotora model and organize teams of three or four individuals each to establish an on-site presence in locations such as local farmers market, partnered clinics and churches.
- Conducting education through mobile unit that will be parked in prominent locations with a concentrated target population.
- Tailoring education to high school seniors enrolled in health science programs through on-campus events such as classroom discussions at high schools events for parents and high school staff and presentations at youth centers.
- Leveraging existing technologies to conduct outreach robo-calls.
- Targeting students at college campuses at orientations, faculty events, and campus forums.

Grantees recipients will be required to:

- Send staff to Covered California approved training prior to the start of outreach and education grant activities.
- Provide a consistent message by using approved Covered California scripts at sponsored events, conferences, community events, public presentations and approved media events/interviews.

- Utilize Covered California messaging, signage and collateral materials and consult with Covered California when displaying the grantee’s information. For example, a community based organization may use 20% of table space at an event to display non-Covered California materials.
- Encourage consumers to visit www.coveredca.com website, sign up for Facebook, Twitter and other Social Media channels established by Covered California and to enroll on-line.
- Participate in, coordinate with and support Covered California-sponsored regional and local marketing efforts to promote the value of purchasing coverage among eligible consumers.
- Place links on grantee’s website to Covered California.

III. GRANT REVIEW AND SELECTION PROCESS

Proposals were evaluated individually to assess the quality and likelihood of each proposal to achieve the stated goals of the program and were assigned a numerical score. Covered California conducted a rigorous evaluator recruitment effort that targeted professionals with relevant education and professional experience in a variety of sectors. Over 115 grant reviewer applications were received from throughout the state. Following extensive interviews, conflict of interest determinations and self-recusals, a final cohort of 37 grant reviewers was selected. This cohort represented the diverse cultural, social and linguistic demographics of California. The evaluators all had extensive professional experience as grant authors, evaluators, and researchers, and included program administrators for large-scale grants, and leaders within health policy institutes at major universities.

A concerted effort was made to ensure that all grants were reviewed by evaluators from within and from outside of the region of the lead agency, and all proposals received a minimum of two evaluations. Third evaluations were initiated when the first and second scores resulted in a differential of greater than ten points. Where a significant differential between the previous scores existed, an in-depth review was conducted by internal staff to inform what would be considered an outlier score, with the final score determined by Covered California. Lastly, Covered California reviewed all proposals and evaluator scores. The grant review and selection process timeline is displayed in Chart 1 below.

Chart 1 – Grant review and selection process



A. Grant Application Process

The Outreach and Education Grant Application, released on January 25, 2013, was a competitive process administered by Covered California. Prior to the release of the grant application, Covered California conducted two webinars, on September 27, 2012 and December 13, 2012, to solicit feedback from stakeholders on preliminary grant application strategies. Stakeholder input was used to inform the final grant application. A Grant Application Conference was conducted on February 6, 2013 to provide an overview of the grant application and a forum for interested entities to ask questions. In addition, there was a process for entities to submit their questions regarding the application and responses were posted on the Covered California website. The final date to submit applications was March 4, 2013. However, due to technical difficulties encountered by some applicants, the application system was re-opened from March 8 through March 12 to allow applicants to finalize the submission of their application.

Applicants had the option to submit a paper application or electronically through the on-line application system. Covered California received 203 proposals, 177 targeting individual consumers and 26 targeting small businesses. As a matter of policy, Covered California does not disclose the individual organizations that applied for the grant program to encourage future participation. Organizations that were not selected for funding are encouraged to apply for future grant opportunities and the fact that they were not selected is not an indication that their proposal was deficient in any manner.

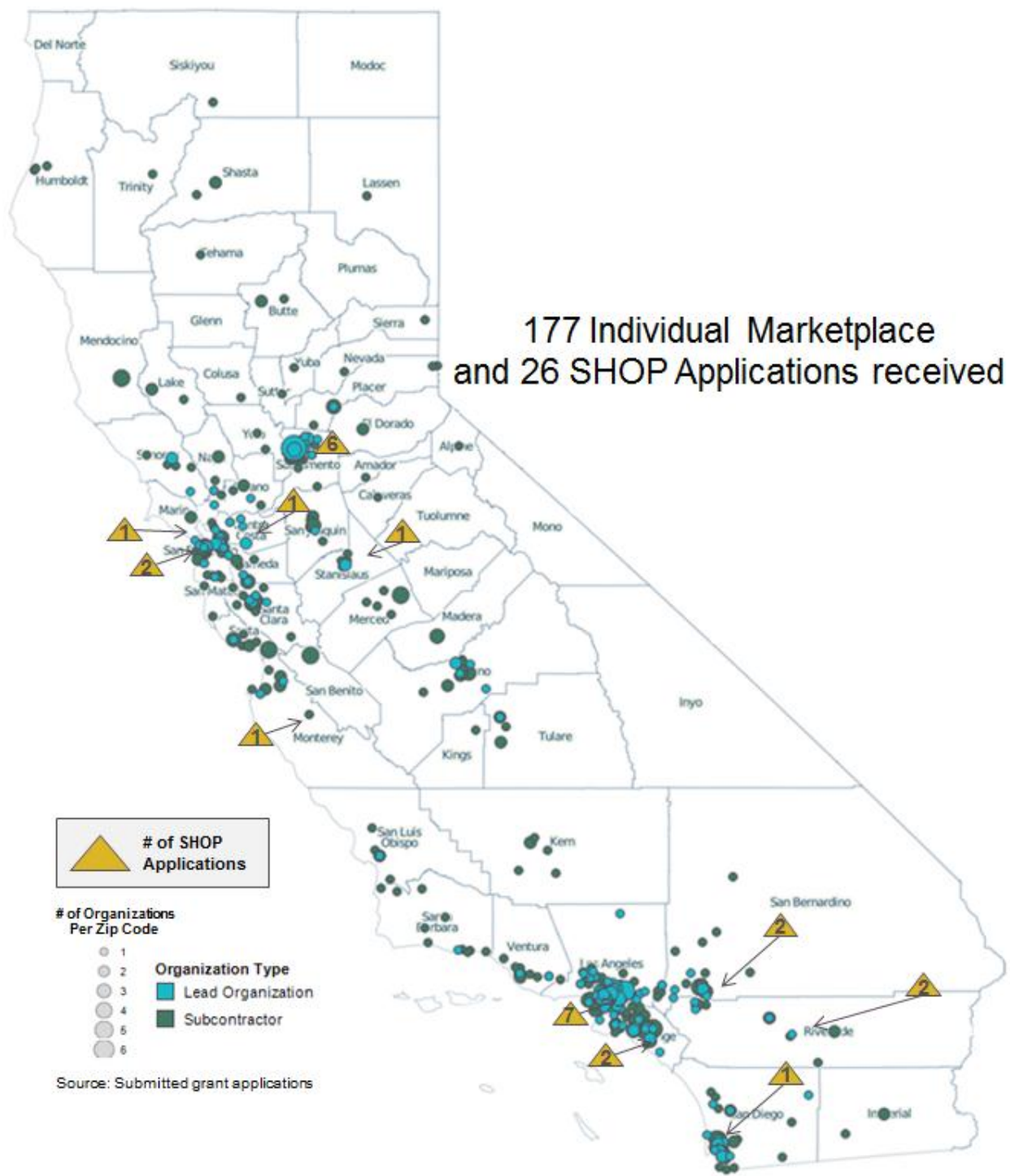
Table 3 provides an overview of the applications received, including subcontractor information and funding pool for both the individual market and SHOP market.

Table 3- Overview of Applications Received

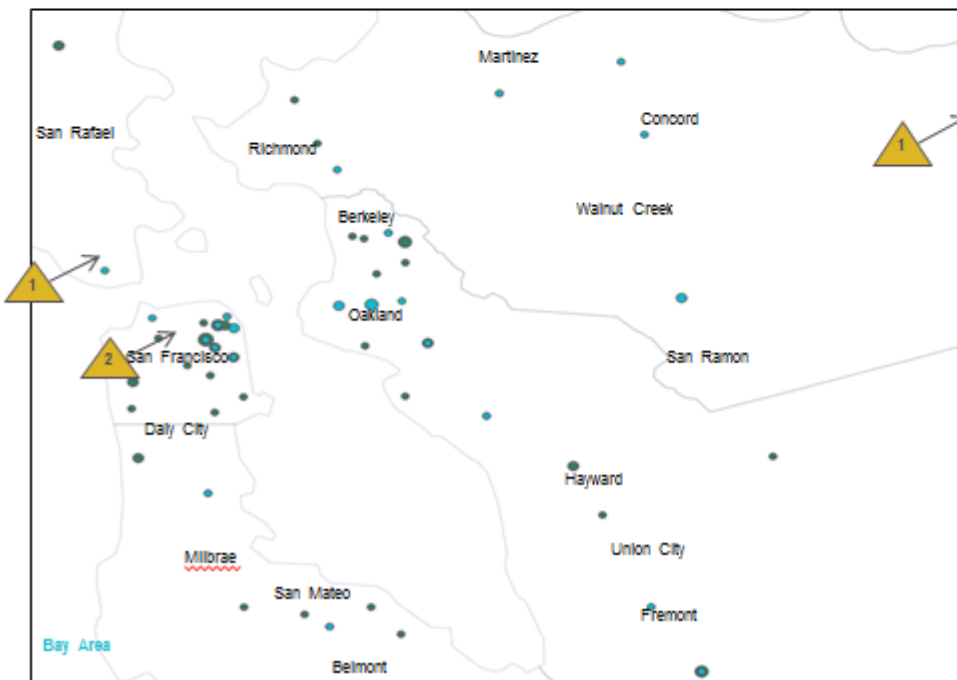
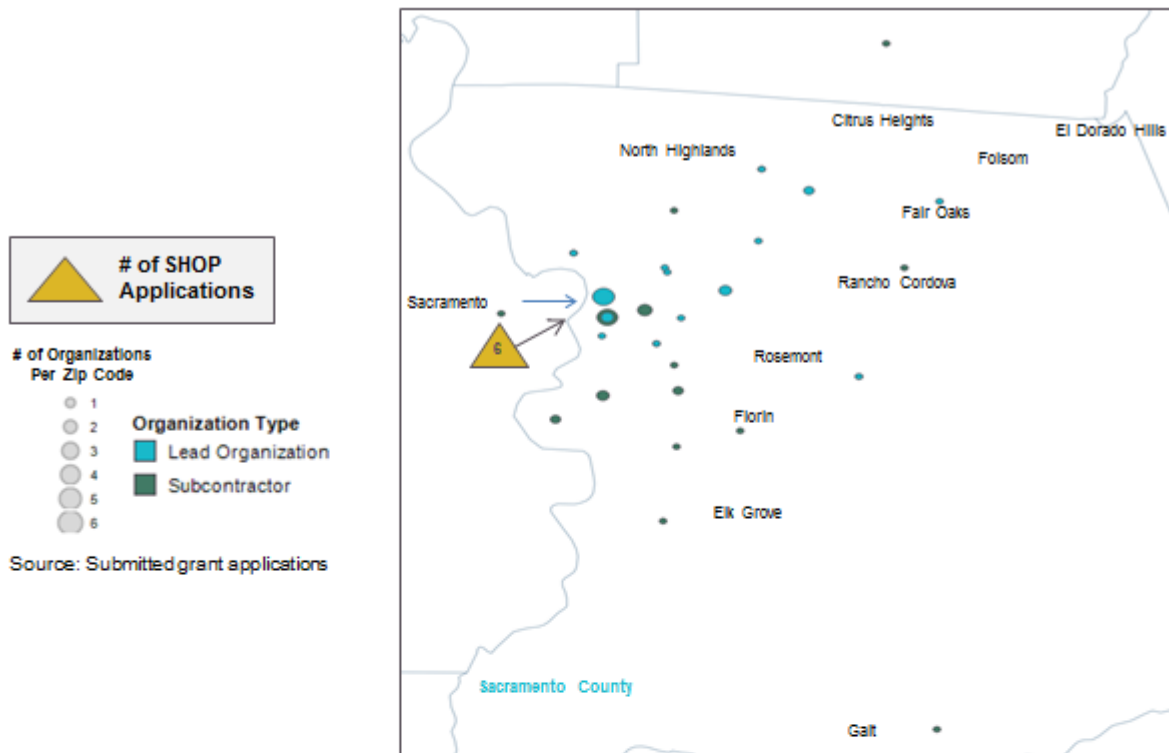
Individual Marketplace		SHOP Marketplace	
Total Applications	177	Total Applications	26
Non-Collaborative Applications	89	Non-Collaborative Applications	17
Collaborative Applications	88	Collaborative Applications	9
Subcontractor Information		Subcontractor Information	
Total Subcontractors	483	Total Subcontractors	36
Average Subs per Collaborative	5.5	Average Sub per Collaborative App	4
Funding Pools		Funding Pools	
Single County (91 Applications)	\$52,594,705	Single County	\$1,668,034
Multi-County (42 Applications)	\$29,103,209	Multi-County (3 Applications)	\$3,843,865
Targeted/Statewide (44 Applications)	\$34,807,930	Targeted/Statewide (12 Applications)	\$6,436,475
Total Funding Requested: \$116,505,844		Total Funding Requested: \$11,948,374	

Proposals were received from across the state indicating broad statewide interest. Chart 2 provides a visual display of the location of all of the organization that submitted a proposal, including both the primary office location of the lead organization and their respective subcontractors.

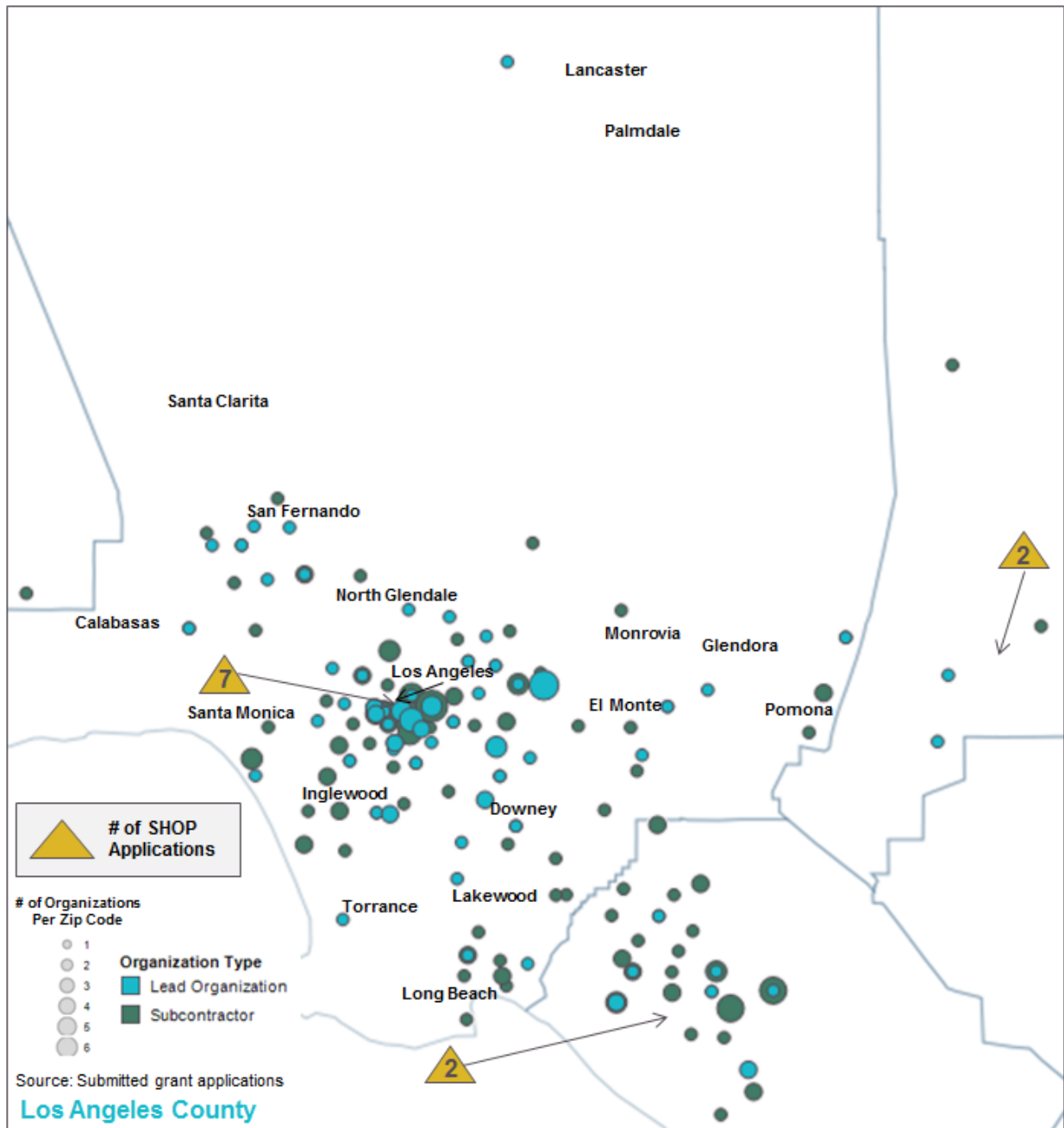
Chart 2 – Locations of Lead Organizations and Subcontractors for All Grant Applications



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B. Technical Review

Following successful submission, each application underwent a technical review to determine whether the application met the format, eligibility and funding request requirements. Organizations that failed to meet these requirements based on their submitted application or additional information requested by Covered California, did not pass technical review and did not proceed to evaluation and scoring. Nine (9) applications did not move on to the evaluation process because the organizations were for-profit. For-profit organizations were allowed to apply as subcontractors, but were not allowed to apply as a lead organization.

C. Evaluation and Scoring

Those meeting the technical review requirements progressed to evaluation and scoring. During this step, each application was scored by two independent evaluators. The final numeric score was calculated by averaging both scores. Criteria included:

- Larger grants that meet the target suggested number of contacts consistent with amount requested, as shown below.

Requested Amount	Suggested Number of Individual Contacts
\$250,000	33,113
\$500,000	66,225
\$750,000	99,338
\$1,000,000	132,450

- Adhered to Covered California’s recommended allocation of 70% towards in-depth education messages and 30% allocated to outreach messages.
- Higher evaluation score based on predefined evaluation rubric.
- Geographic density of target population as informed by top 100 zip codes where Covered California target populations reside.
- Target population with an emphasis on:
 - Uninsured Students
 - Restaurant and Food Service Workers
 - Unions and Uninsured Employed Workers
 - Providers
 - Faith-Based Strategy
 - Demographic/Ethnicity Characteristics (e.g. Hispanic, Asian, African American, Limited English Proficient (LEP) and Lesbian, Gay, Bisexual and Transgender)
- Proposed participation in the Assisters Program.
- SHOP 2014 objective of enrolling 8,000 groups representing 96,000 Californians.

A review of each applicants IRS 990 form was conducted to determine revenue and expenses, number of employees, board of directors, number of volunteers and overall financial viability of the organization. Finally, in order to conduct due diligence, Covered

California conducted phone interviews with reference entities attesting to the quality of the lead applicants.

Covered California exercised its right throughout the process to request additional information from any applicant to determine the quality or scope of their proposal.

D. Ranking and Selection

The purpose of ranking and selection was to determine the mix of grantees that would achieve Covered California's goals and priorities. An analysis was conducted on the uninsured population in California by utilizing CalSIM version 1.8 as the basis for data evaluation. In addition, the 2011 American Community Survey 1-year Estimates Report from the US Census Bureau was used to provide more granular data necessary for segmentation. This analysis provided detailed population information for each county on language, ethnicity, age range, and income levels on the uninsured population that would be eligible for a Covered California Health Plans based on their reported income.

Additional consideration was given to those organizations that proposed to serve the top 100 zip codes where Covered California's target populations reside. The funding priority list is presented in Appendix C.

Data visualization software was used to compare proposals on a number of criteria. Proposals to serve individual consumers were assigned for ranking and selection based on County, Multi-County and Statewide funding pool designation. SHOP proposals were assigned to a separate pool. Refer to Appendix B, which provides a one page summary of the proposal for each of the grantees. This summary includes: number of outreach and education contacts, targeted counties, target population, and summary of approach. Additional demographic data is provided in Appendix A, which provides a visual map of key demographic and funding priority data elements collected from the grant application.

Scored proposals were ranked against each other for applicants proposing to serve the same target population. Some of the factors considered in ranking included: cost-effectiveness, access to target populations (based on ethnicity, income, language, age and other factors), target region, evaluation score, existing networks and infrastructures as well as references submitted by the applicant. Vetting the applicant organizations included conducting phone interviews with organizations that provided a letter of reference for the lead applicant. Staff made a concerted effort to reach the signer of the letter and when they were unavailable a designee provided by that entity was interviewed. The interview questions were uniform for all reference checks. Through these interviews community partners were offered an opportunity to share additional information about their relationship that might not have been conveyed in written form. A complete summary of each questionnaire was provided to the selection group for consideration.

A selection committee comprised of representatives from Covered California staff, administrative vendor and contracted public relations staff analyzed funding options and generated final award selections. Strengths and weaknesses, as well as a funding level recommendations, were made for each proposal.

IV. FUNDING AWARDS

Of the total 203 applications received, 9 applications received were ineligible due to the lead organization's for-profit status and one application voluntarily withdrew to be considered as a subcontractor on a separate application. Of the 193 Applications that advanced to evaluation and ranking, 43 Individual Marketplace proposals and 5 SHOP proposals are recommended for funding.

A. Overview of Grantees

Outreach and Education Grant recipients are expected to utilize inter-personal approaches to conduct public awareness, outreach and education activities, which emphasize personalized and one-on-one interactions. Grantees will be responsible for delivering outreach messages, which are brief messages designed to raise awareness. The majority of effort will be spent on delivering in-depth program information to eligible consumers through education messages. These outreach and education activities will help Covered California meet the goals of the Outreach and Education Grant Program to:

- Generate leads for Assistants, Agents and the Covered California Service Center who will perform application assistance for those consumers or small businesses interested in coverage;
- Increase awareness and understanding of health care options;
- Promote a culture of coverage;
- Communicate the importance of having health coverage;
- Remove barriers to enrollment; and, ultimately,
- Motivate Californians to take the action and enroll.

With the total investment of \$36,340,000, 48 selected grantees, including over 250 subcontractors, will reach a total of 8,961,731 consumers and 220,984 small businesses through outreach and education activities in all 58 counties in California from July 2013 through December 2014. Of the top 100 zip codes of subsidy eligible populations that have been identified, all 100 zip codes will be reached by at least one selected grantee and respective subcontractors. The target populations of selected grantees will reach consumers in 13 languages which include: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese. Grantees were selected that demonstrated their ability to reach the 18-64 age groups, 139%-400% of the Federal Poverty Level, and targeted ethnicities.

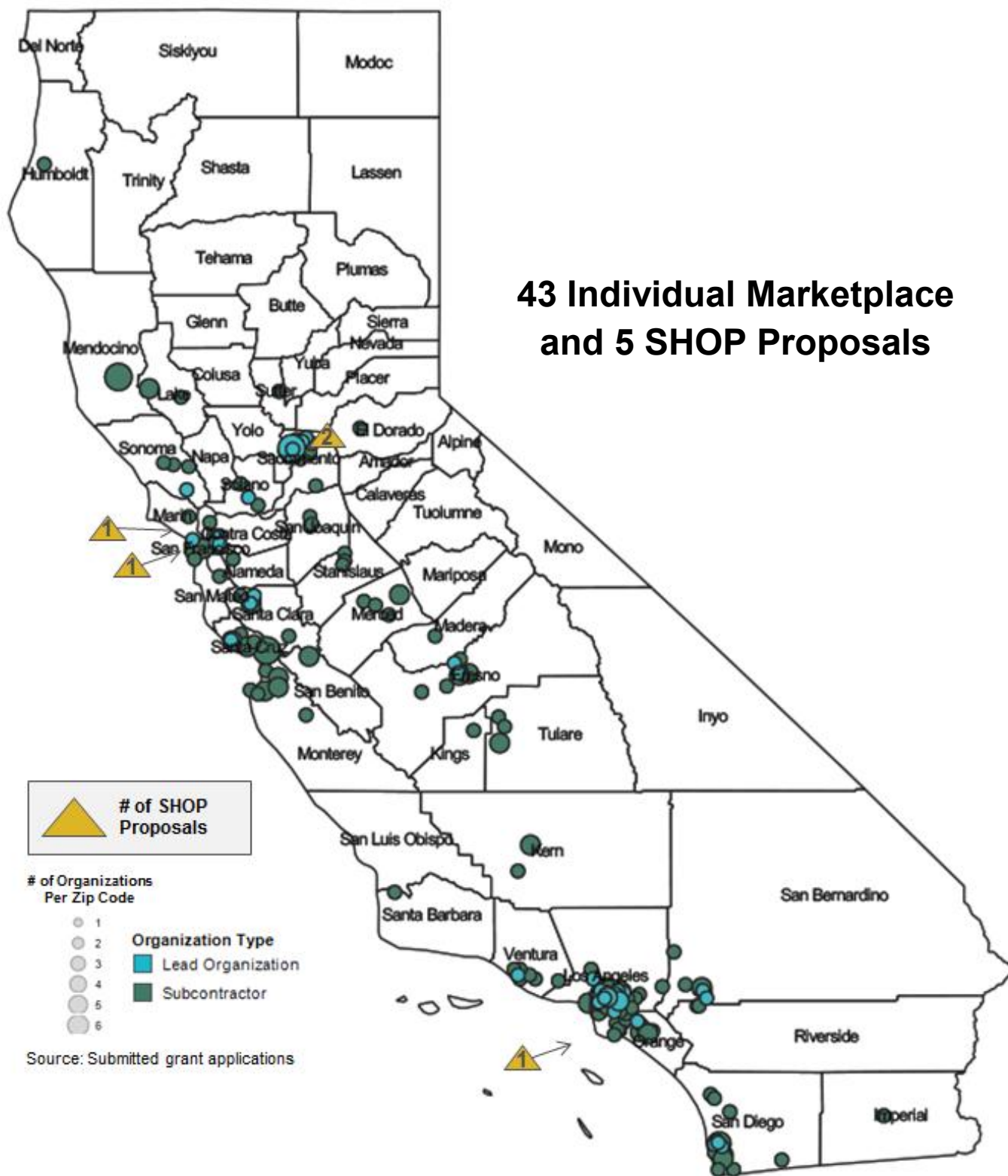
Included in the 48 selected grantees are five entities that were selected from the 26 that applied within the Small Business Health Options Program (SHOP). These groups will target specific geographic areas with a high number of small businesses, including minority business owners, eligible to purchase health insurance for their employees. These partners will specifically target employers with between 1 and 50 employees from varying industries or trades having a higher propensity for uninsured workers will be target populations for

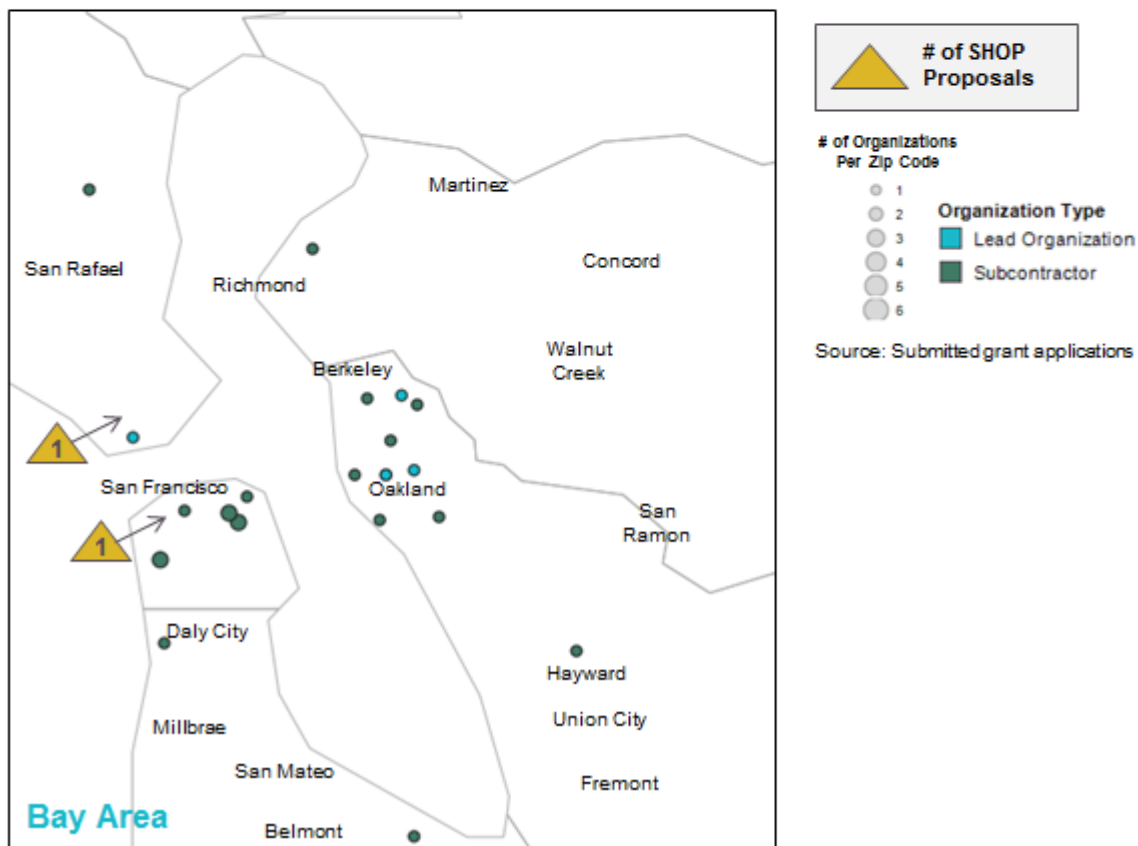
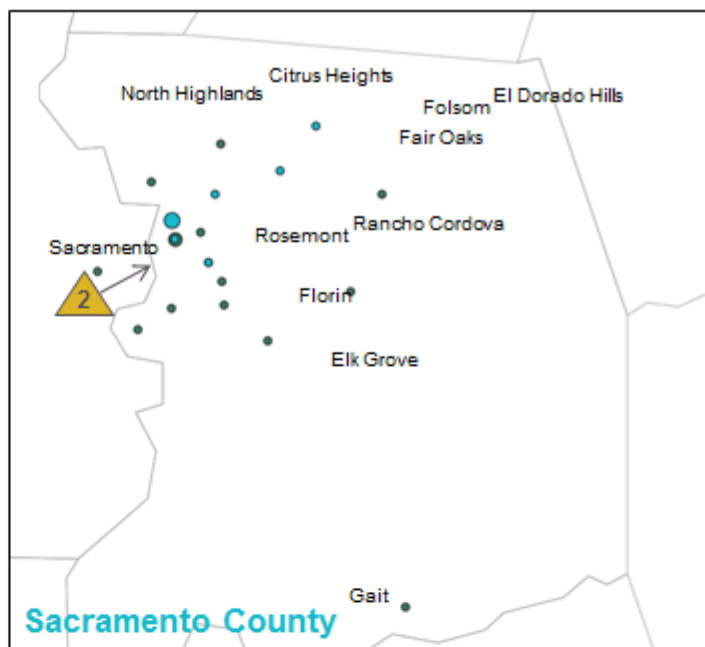
SHOP recipients. These industries would include, but are not limited to, restaurant workers, and those within the construction and building trades.


B. Locations of Grantees

An emphasis was placed on ensuring grantees were selected that demonstrated a wide reach into both high density areas and the top 100 zip codes of subsidy eligible populations where the Covered California eligible population lives, works, goes to school, plays, prays and shops. Chart 3 provides a visual display of the location of the grantees selected for funding, including both the primary office location of the grantee and their respective subcontractors. The grantee will make the final selection of subcontractors and is subject to change.







Chart 3 – Locations of Grantees and Subcontractors







 # of SHOP Proposals

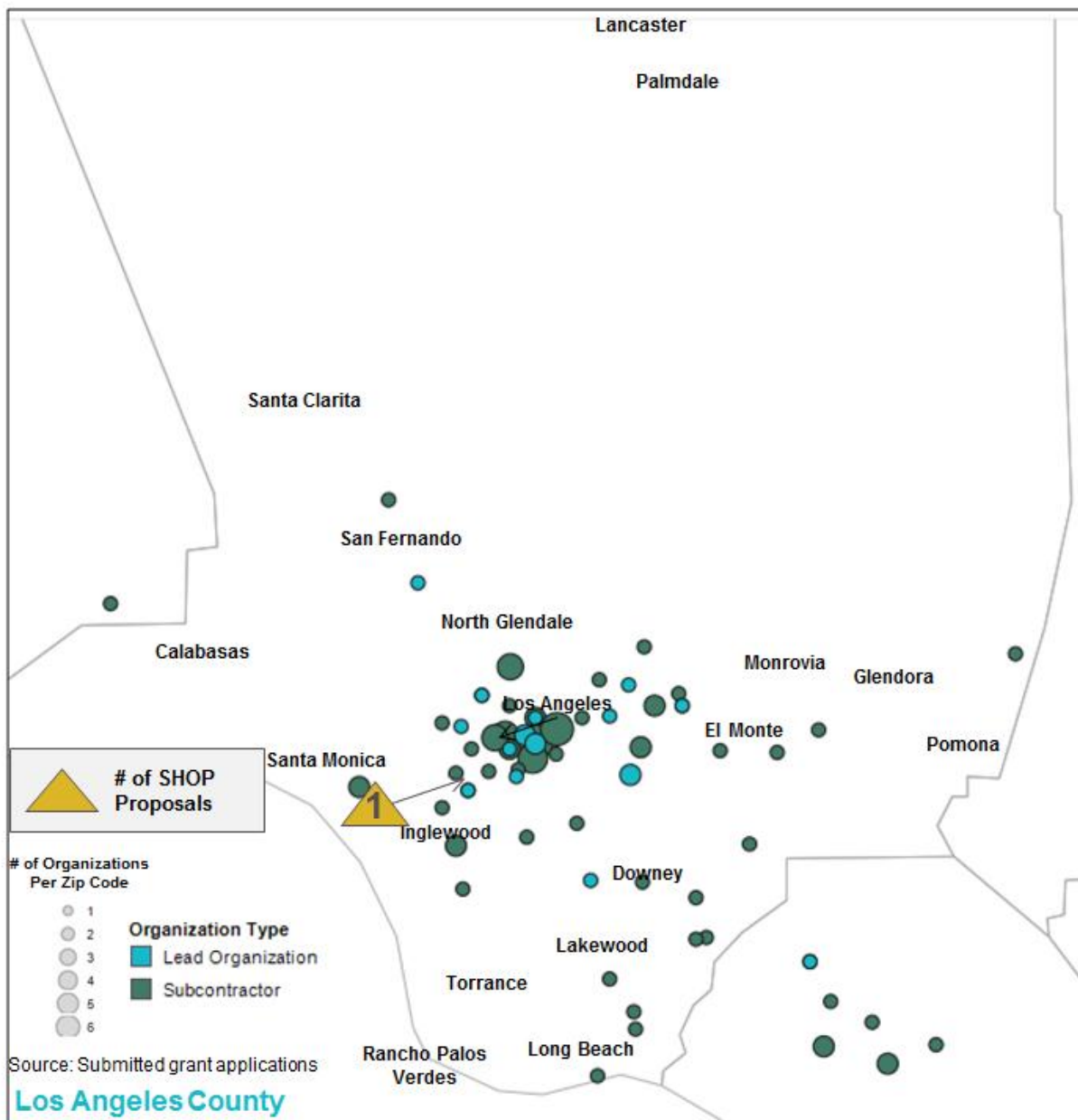
of Organizations Per Zip Code

-  1
-  2
-  3
-  4
-  5
-  6

Organization Type

-  Lead Organization
-  Subcontractor

Source: Submitted grant applications



C. Categories of Grantees

A wide range of organizations submitted applications and the applications selected for funding reflect this diversity. The top three types of grantees that submitted an application were Community Based Organizations (52%), Clinics (10%) and Government Agencies (8%). Table 4 provides an overview of the types of organizations that submitted an application and that were selected for funding. A detailed summary of each grantee is provided in Appendix B and includes, demographics reached (ethnicity, language, age and income) and total reach.

Table 4 – Applications Received and Recommended for Funding by Category Type

Category	Number Received	Number Funded	Requested Amount	Funding Level	Percentage of Requests Funded
Community Based Organization	122	25	\$79,650,078	\$18,896,000	24%
Community-Based Organization	105	20	\$65,378,807	\$14,527,000	22%
Consumer Advocacy Organization	11	3	\$9,562,136	\$2,760,000	29%
Faith-Based Organization	6	2	\$4,709,135	\$1,609,000	34%
Health Care Provider	31	8	\$16,504,475	\$5,654,000	34%
Clinic	21	3	\$10,042,260	\$1,714,000	17%
Hospital	5	3	\$3,023,556	\$2,240,000	74%
County Health Department	3	1	\$2,023,140	\$700,000	35%
Provider	2	1	\$1,415,519	\$1,000,000	71%
Government Agency	16	3	\$9,980,951	\$2,250,000	23%
County Government Agency	13	3	\$7,895,103	\$2,250,000	28%
City Government Agency	3	0	\$2,085,848	\$0	0%
Trade, Union and Business Associations	11	6	\$7,120,280	\$4,500,000	63%
Labor Union	5	3	\$3,873,465	\$3,000,000	77%
Chamber of Commerce	4	2	\$2,697,157	\$1,200,000	44%
Other Trade or Professional Association	2	1	\$549,658	\$300,000	55%
Community College, University, School, or School Districts	11	5	\$8,780,591	\$4,740,000	54%
For Profit Organization	9	0	\$5,030,051	\$0	0%
Indian Tribe	3	1	\$1,387,792	\$300,000	22%
TOTAL	203	48	\$128,454,218	\$36,340,000	28%

D. Non-Funded Organizations

In order to have a strong and robust Outreach and Education Grant Program, it was necessary to have competitive proposals from a large number of organizations. As a result of the competitive nature of the grant program, many well thought out and potentially successful applications were not selected for funding despite a strong evaluation score. As Covered California progressed through the evaluation process it was quickly evident that in many cases a multitude of organizations had submitted strong evidence-based proposals to reach the same target market. Each of these organizations were extremely qualified and more than able to accomplish the goals that Covered California had set for the Outreach and Education Grant Program, but due to the necessity to reach a diverse population throughout California not all organizations could be funded. Covered California will be reaching out to these capable organizations that submitted impressive applications to invite them to participate in the Community Outreach Network. In this capacity non-funded organizations will work alongside Covered California to reach out to consumers as a trusted source of information in their community to provide education about Covered California. The organizations that participate in Covered California's Community Outreach Network will be critical in ensuring that all eligible individuals have the information they need to ensure that they receive the safety and security that health insurance provides.

V. GAP ANALYSIS

After award selections were made a gap analysis was conducted to identify the target approach for the next round of Outreach and Education Grant Applications. There were no gaps in applications received based on geography or targeted populations on a statewide level. Each of California's 58 counties will be reached through efforts by at least one grant recipient and/or their subcontractor. Grant recipient's outreach and education strategies will focus on one or more of Covered California's target populations. Discussions are currently ongoing with a foundation in order to fund targeted populations in Northern California. Approximately \$3 million has been set aside to address any under-reached populations and to enhance successful strategies.

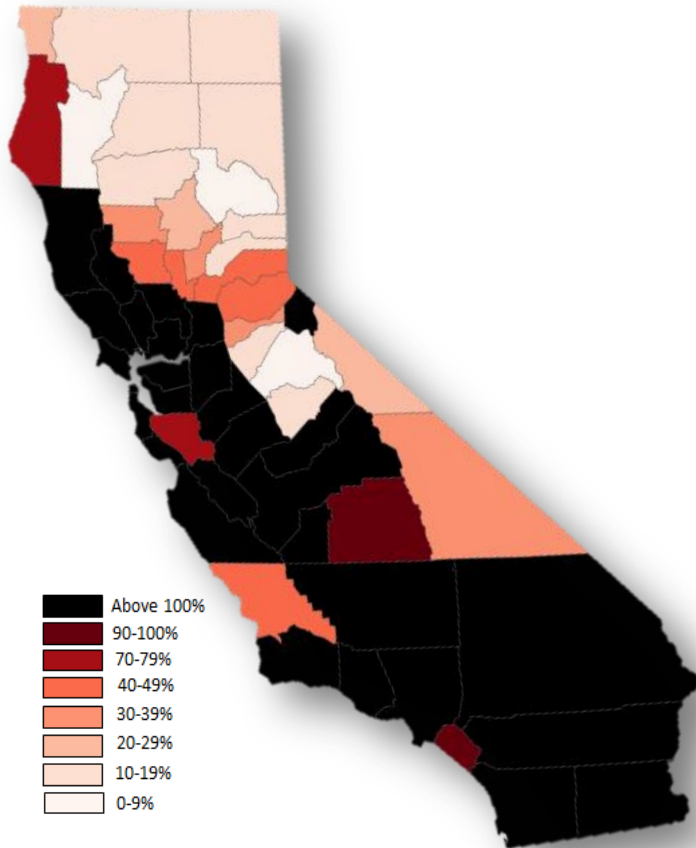
Covered California chose to fund more statewide and multi-county campaigns, which resulted in funding more cost-effective proposals. The projected number of consumers to be reached by Grantees exceed California's target of 5.3 million consumers by 3.6 million. As a result of this strategy, the Outreach and Education Grant program is projected to reach almost 9 million Californians.

A. Provider Education Strategy – Next Steps

\$2 million to \$3 million is being allocated for the next round of Outreach and Education Grant Application funding. The area of provider education has been identified as a funding priority. The target strategy for the next round of Outreach and Education Grant Application funding, will focus on partnering with medical associations, nurse association and/or other allied professions. The intent of this funding will be to raise awareness of Covered California and encourage incorporating consumer education into the provider practice.

We intend to release the Outreach and Education Grant Application for the next round of funding in July 2013.

The information presented on this page represents the number of **Uninsured Reach** estimated by county and the number estimated to be reached through the grant proposals selected for funding. Covered California will leverage selected organizations to extend their reach into areas where there may be a gap.



Source: 2011 American Community Survey 1-year Estimates Report from the US Census Bureau.

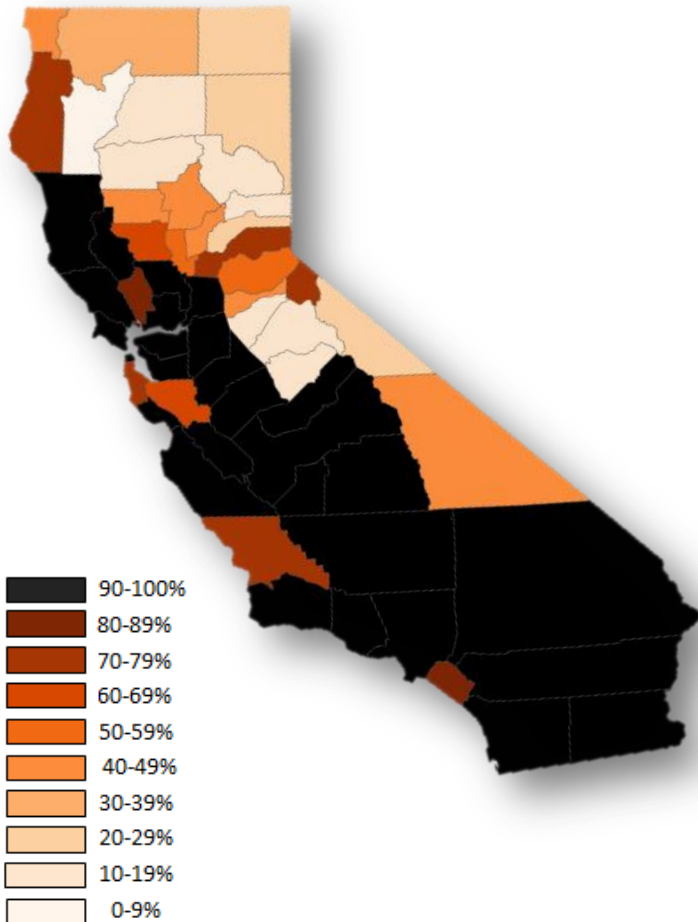
In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible Uninsured Reach in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alameda	155,290	615,617	Riverside	392,730	367,490
Alpine	1	83	Sacramento	186,030	499,406
Contra Costa	100,170	170,055	San Benito	4,770	6,748
Fresno	134,090	378,460	San Bernardino	384,780	1,033,825
Imperial	23,850	38,352	San Diego	426,120	584,172
Kern	129,320	169,833	San Francisco	75,260	130,942
Kings	18,550	36,778	San Joaquin	91,690	222,133
Lake	12,720	15,674	San Mateo	68,900	65,171
Los Angeles	1,616,500	2,813,345	Santa Barbara	51,940	176,517
Madera	16,430	34,553	Santa Cruz	29,150	61,170
Marin	18,550	22,450	Solano	45,580	178,372
Mendocino	16,960	24,098	Sonoma	61,480	99,695
Merced	37,100	93,058	Stanislaus	65,720	148,911
Monterey	34,980	81,898	Tulare	68,900	61,872
Napa	16,960	15,972	Ventura	127,730	192,625
Orange	394,850	341,124	Yolo	19,080	37,179

In the following counties, the proposals selected for funding will not reach the estimated number of eligible Uninsured Reach in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Amador	4,240	1,578	Nevada	15,900	2,160
Butte	38,160	11,286	Placer	34,450	16,892
Calaveras	5,300	987	Plumas	3,180	305
Colusa	4,240	1,991	San Luis Obispo	39,750	16,112
Del Norte	3,180	739	Santa Clara	169,600	133,886
El Dorado	26,500	10,718	Shasta	24,380	3,726
Glenn	5,300	1,938	Sierra	530	85
Humboldt	29,680	23,433	Siskiyou	4,770	688
Inyo	2,120	770	Sutter	19,080	7,808
Lassen	3,710	493	Tehama	12,190	1,694
Mariposa	2,120	384	Trinity	2,650	158
Modoc	1,060	143	Tuolumne	6,360	598
Mono	1,590	361	Yuba	14,310	5,220

The information presented on this page represents the number of **18 to 34** estimated to be uninsured by county and the number estimated to be reached through the grant proposals selected for funding.



Source: 2011 American Community Survey 1-year Estimates
 Report from the US Census Bureau.

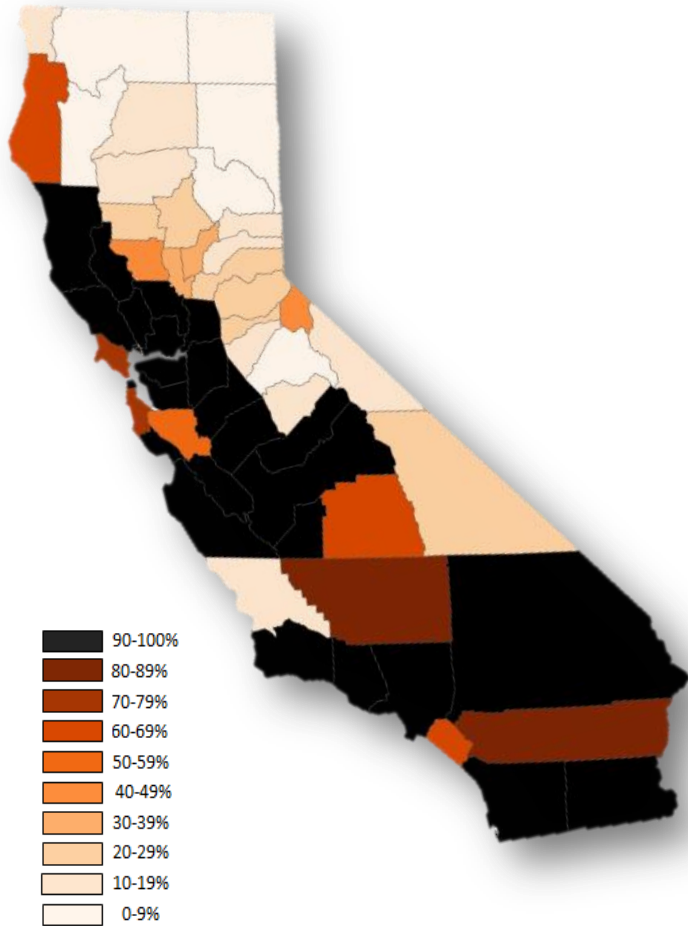
In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible 18 to 34 in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alameda	66,064	185,372	Riverside	158,333	149,404
Contra Costa	41,966	66,879	Sacramento	85,576	278,383
Fresno	64,058	161,524	San Benito	2,431	3,682
Imperial	8,355	14,494	San Bernardino	166,599	339,226
Kern	52,336	86,607	San Diego	181,514	230,116
Kings	9,453	15,992	San Francisco	35,440	41,198
Lake	4,419	6,796	San Joaquin	41,459	118,331
Los Angeles	674,806	1,060,924	Santa Barbara	24,993	102,637
Madera	6,089	18,615	Santa Cruz	13,142	30,037
Marin	4,931	9,846	Solano	19,404	84,664
Mendocino	6,007	9,136	Sonoma	25,134	42,289
Merced	15,315	46,148	Stanislaus	31,183	70,915
Monterey	15,203	36,597	Tulare	26,849	34,391
Napa	6,097	5,043	Ventura	52,166	80,576
Orange	168,461	143,054	Yolo	9,131	22,748

In the following counties, the proposals selected for funding will not reach the estimated number of eligible 18 to 34 in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alpine	42	32	Nevada	4,446	953
Amador	1,366	598	Placer	13,336	10,379
Butte	13,185	5,318	Plumas	912	164
Calaveras	1,636	262	San Luis Obispo	16,921	12,170
Colusa	1,637	990	San Mateo	30,336	23,790
Del Norte	702	343	Santa Clara	71,319	48,157
El Dorado	11,564	6,034	Shasta	10,437	1,653
Glenn	2,154	1,060	Sierra	148	26
Humboldt	14,440	10,626	Siskiyou	1,098	337
Inyo	660	276	Sutter	8,567	4,434
Lassen	860	241	Tehama	4,840	892
Mariposa	653	98	Trinity	1,054	71
Modoc	235	68	Tuolumne	1,991	318
Mono	501	128	Yuba	6,531	2,667

The information presented on this page represents the number of **35 to 64** estimated to be uninsured by county and the number estimated to be reached through the grant proposals selected for funding.



Source: 2011 American Community Survey 1-year Estimates Report from the US Census Bureau.

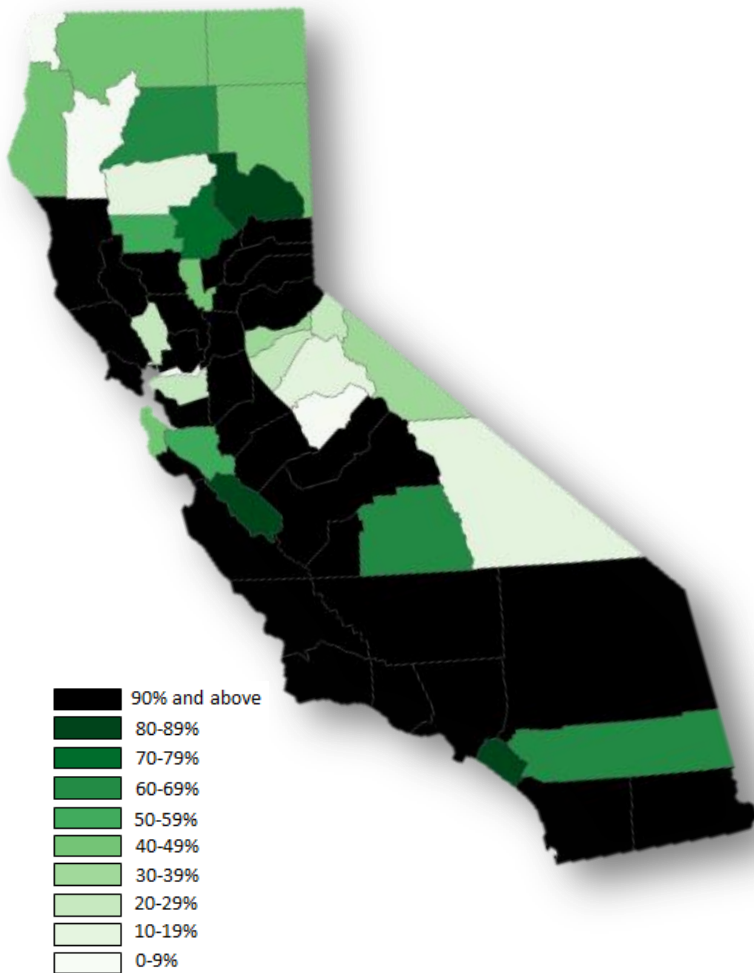
In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible 35 to 64 in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alameda	72,965	286,663	Sacramento	86,368	159,154
Contra Costa	48,030	68,979	San Benito	1,726	2,287
Fresno	57,833	167,064	San Bernardino	168,261	564,070
Imperial	11,880	14,564	San Diego	200,956	270,998
Kern	61,767	51,089	San Francisco	35,144	64,289
Kings	6,095	13,536	San Joaquin	39,056	64,417
Lake	6,861	7,082	Santa Barbara	21,243	52,139
Los Angeles	796,148	1,205,595	Santa Cruz	15,016	26,445
Madera	8,908	9,466	Solano	21,551	74,271
Mendocino	9,326	11,526	Sonoma	29,415	40,972
Merced	18,283	30,643	Stanislaus	27,176	60,022
Monterey	15,379	34,021	Ventura	58,820	86,120
Napa	8,353	8,224	Yolo	6,635	7,851
Riverside	176,879	152,101			

In the following counties, the proposals selected for funding will not reach the estimated number of eligible 35 to 64 in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alpine	85	39	Orange	183,629	115,568
Amador	2,766	604	Placer	16,934	4,119
Butte	18,932	5,069	Plumas	1,856	129
Calaveras	3,312	455	San Luis Obispo	17,963	2,558
Colusa	1,732	852	San Mateo	31,653	23,780
Del Norte	2,132	243	Santa Clara	86,470	46,976
El Dorado	12,368	3,361	Shasta	12,726	1,826
Glenn	2,279	646	Sierra	301	40
Humboldt	12,595	8,043	Siskiyou	3,334	304
Inyo	1,336	339	Sutter	7,628	2,910
Lassen	2,611	220	Tehama	5,120	697
Marin	12,768	9,001	Trinity	1,115	71
Mariposa	1,322	176	Tulare	30,228	19,453
Modoc	715	66	Tuolumne	4,031	252
Mono	1,014	161	Yuba	5,818	2,197
Nevada	9,046	1,016			

The information presented on this page represents the number of **Latinos** estimated to be uninsured by county and the number estimated to be reached through the grant proposals selected for funding.



Source: 2011 American Community Survey 1-year Estimates
 Report from the US Census Bureau.

In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible Latinos in the county:

County	Estimated # of Uninsured	Estimated # of Reach
Alameda	56,033	188,642
Colusa	1,438	1,389
El Dorado	5,218	6,847
Fresno	78,737	211,931
Imperial	22,014	28,594
Kern	80,245	97,873
Kings	13,279	20,176
Lake	2,886	2,744
Los Angeles	1,021,441	1,246,729
Madera	11,171	26,290
Marin	3,464	5,449
Mendocino	3,922	6,306
Merced	24,370	64,890
Monterey	22,438	46,364
Nevada	936	874
Orange	214,522	171,854
Placer	4,042	12,207

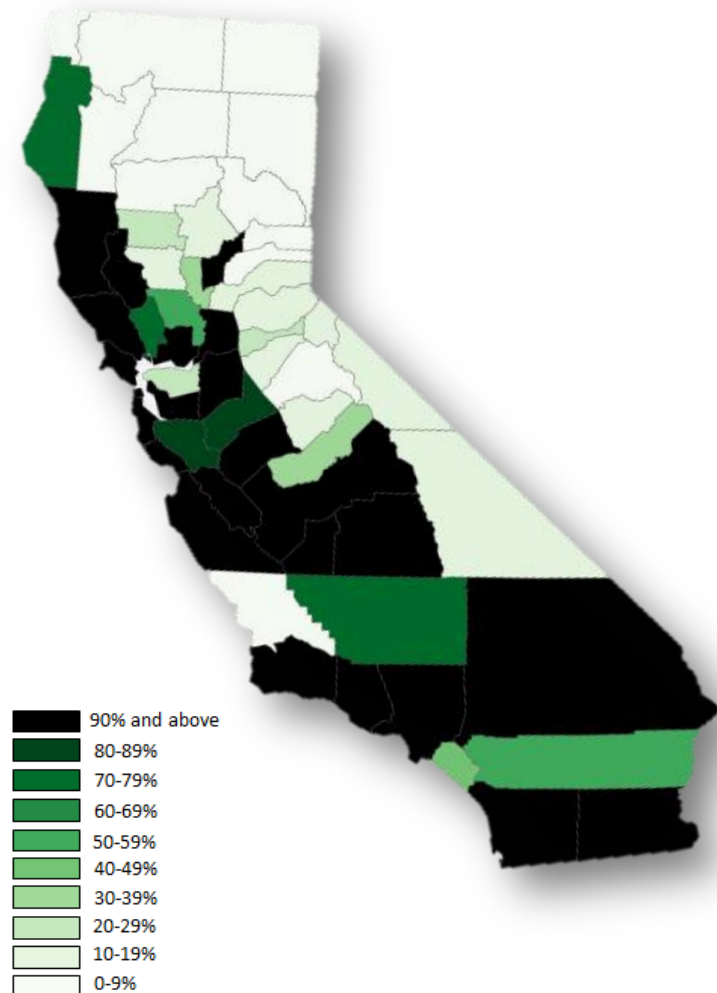
County	Estimated # of Uninsured	Estimated # of Reach
Plumas	192	172
Sacramento	53,852	182,838
San Benito	3,918	3,462
San Bernardino	241,084	425,167
San Diego	219,186	198,464
San Francisco	24,188	19,912
San Joaquin	49,612	127,484
San Luis Obispo	12,573	11,495
Santa Barbara	36,420	105,533
Santa Cruz	15,354	32,180
Sierra	31	33
Solano	15,422	44,033
Sonoma	29,711	32,120
Stanislaus	34,220	102,424
Ventura	81,325	133,320
Yolo	11,525	27,120
Yuba	5	2,252

In the following counties, the proposals selected for funding will not reach the estimated number of eligible Latinos in the county:

County	Estimated # of Uninsured	Estimated # of Reach
Amador	1,244	401
Butte	7,884	5,557
Glenn	1,892	981
Humboldt	3,119	1,274
Lassen	483	197
Modoc	132	54
Riverside	239,433	149,388

County	Estimated # of Uninsured	Estimated # of Reach
San Mateo	35,395	14,691
Santa Clara	73,757	43,761
Shasta	2,349	1,418
Siskiyou	617	252
Sutter	6,880	3,382
Tulare	50,897	35,425

The information presented on this page represents the number of **Caucasians** estimated to be uninsured by county and the number estimated to be reached through the grant proposals selected for funding.



Source: 2011 American Community Survey 1-year Estimates Report from the US Census Bureau.

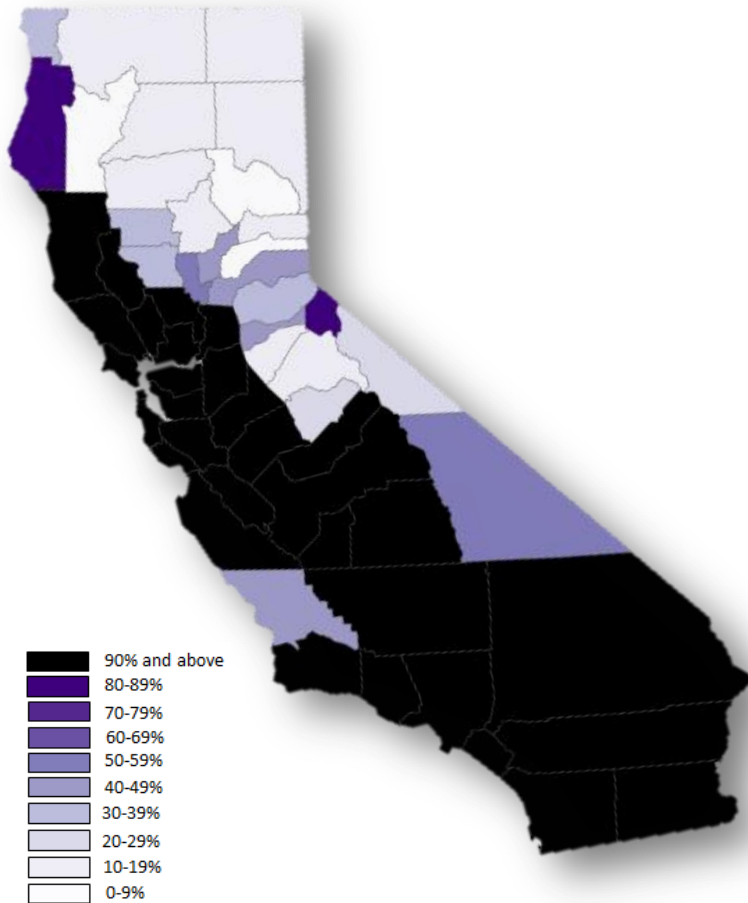
In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible Caucasians in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alameda	39,605	37,535	San Diego	137,595	155,657
Fresno	33,007	56,844	San Francisco	17,635	17,156
Imperial	1,248	7,241	San Joaquin	20,673	22,626
Kings	3,497	11,725	San Mateo	12,995	14,252
Lake	9,222	11,502	Santa Barbara	12,621	65,119
Los Angeles	277,356	441,445	Santa Clara	38,067	33,367
Marin	13,531	13,673	Santa Cruz	12,269	26,212
Mendocino	12,534	15,042	Solano	12,262	34,215
Merced	6,941	11,703	Sonoma	25,403	48,101
Monterey	8,355	22,012	Stanislaus	23,402	20,940
Sacramento	76,359	101,567	Tulare	15,343	17,790
San Benito	544	2,928	Ventura	36,751	38,404
San Bernardino	84,078	168,136	Yuba	5	1,931

In the following counties, the proposals selected for funding will not reach the estimated number of eligible Caucasians in the county:

County	Estimated # of Uninsured	Estimated # of Reach	County	Estimated # of Uninsured	Estimated # of Reach
Alpine	89	13	Mono	1,061	139
Amador	2,895	755	Napa	5,352	3,792
Butte	24,657	3,607	Nevada	13,278	1,004
Calaveras	3,466	540	Orange	104,848	49,148
Colusa	2,584	501	Placer	23,873	3,541
Contra Costa	30,504	7,526	Plumas	2,724	4
Del Norte	2,073	138	Riverside	111,250	66,390
El Dorado	19,976	3,125	San Luis Obispo	26,362	1,770
Glenn	3,400	715	Shasta	19,107	1,008
Humboldt	23,052	17,097	Sierra	441	40
Inyo	1,397	172	Siskiyou	3,244	0
Kern	32,271	23,459	Sutter	7,154	2,768
Lassen	2,541	0	Tehama	7,638	468
Madera	4,302	1,709	Trinity	1,664	0
Mariposa	1,384	214	Tuolumne	4,219	0
Modoc	695	0	Yolo	4,642.00	2,634.00

The information presented on this page represents the number of **English** speakers estimated to be uninsured by county and the number estimated to be reached through the grant proposals selected for funding.



Source: 2011 American Community Survey 1-year Estimates
 Report from the US Census Bureau.

In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible English speakers in the county:

County	Estimated # of Uninsured	Estimated # of Reach
Alameda	68,341	563,833
Alpine	92	74
Contra Costa	45,001	219,683
Fresno	53,897	258,905
Humboldt	26,256	22,713
Imperial	2,494	23,157
Kern	52,255	155,528
Kings	6,543	23,230
Lake	9,734	16,063
Los Angeles	402,559	2,537,578
Madera	6,738	25,214
Marin	11,768	16,803
Mendocino	13,236	23,506
Merced	11,260	53,359
Monterey	10,711	84,104
Napa	6,469	13,322
Orange	128,401	215,697

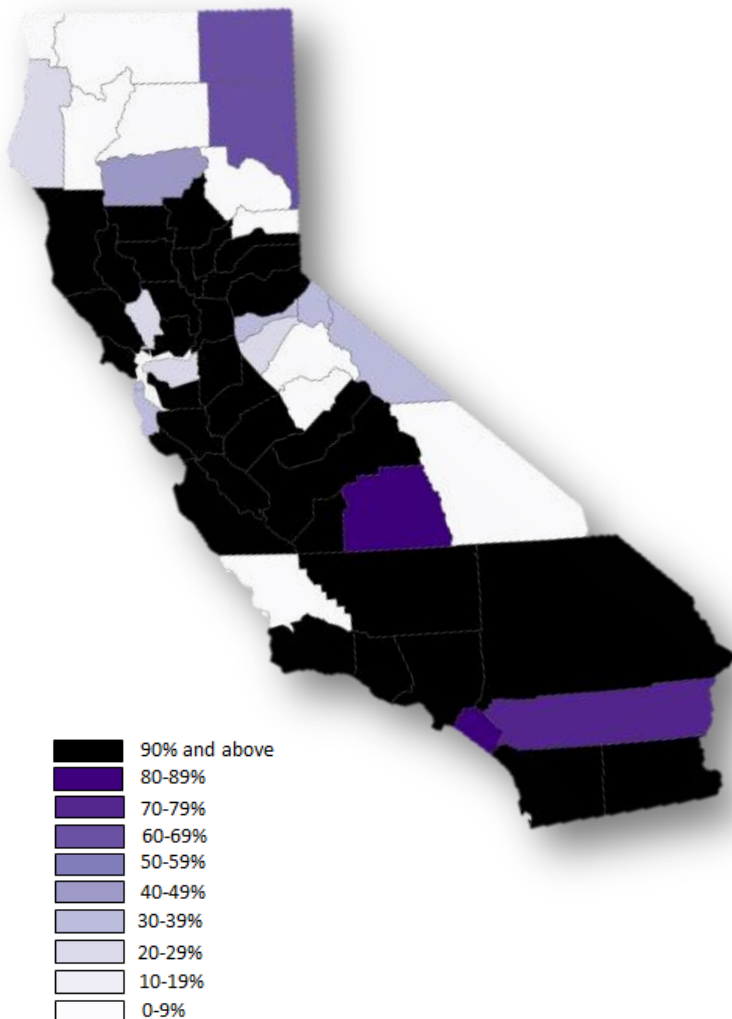
County	Estimated # of Uninsured	Estimated # of Reach
Riverside	176,372	399,746
Sacramento	98,165	521,212
San Benito	754	6,781
San Bernardino	163,171	1,365,881
San Diego	177,491	631,148
San Francisco	28,644	141,729
San Joaquin	36,293	198,902
San Mateo	23,598	63,111
Santa Barbara	15,642	106,141
Santa Clara	55,912	70,341
Santa Cruz	14,804	49,909
Solano	24,607	195,379
Sonoma	35,268	59,813
Stanislaus	23,902	121,776
Tulare	25,679	30,028
Ventura	50,523	124,173
Yolo	6,697	24,464

In the following counties, the proposals selected for funding will not reach the estimated number of eligible English speakers in the county:

County	Estimated # of Uninsured	Estimated # of Reach
Amador	3,003	1,224
Butte	30,707	5,656
Calaveras	3,596	678
Colusa	2,779	938
Del Norte	2,364	739
El Dorado	21,667	6,540
Glenn	3,657	1,116
Inyo	1,449	747
Lassen	2,897	298
Mariposa	1,436	376
Modoc	792	90
Mono	1,101	245

County	Estimated # of Uninsured	Estimated # of Reach
Nevada	15,221	1,276
Placer	26,499	11,362
Plumas	3,123	302
San Luis Obispo	29,452	13,054
Shasta	20,908	3,560
Sierra	505	84
Siskiyou	3,699	685
Sutter	9,498	5,484
Tehama	8,215	1,109
Trinity	1,790	158
Tuolumne	4,377	595
Yuba	7,384	3,636

The information presented on this page represents the number of **Spanish** speakers estimated to be uninsured by county and the number estimated to be reached through the grant proposals selected for funding.



Source: 2011 American Community Survey 1-year Estimates Report from the US Census Bureau.

In the following counties, the proposals selected for funding will reach or exceed the estimated number of eligible Spanish speakers in the county:

County	Estimated # of Uninsured	Estimated # of Reach
Alameda	47,228	141,916
Butte	4,347	10,201
Colusa	1,292	2,723
El Dorado	2,749	12,313
Fresno	59,146	265,418
Glenn	1,699	1,812
Imperial	20,497	34,933
Kern	65,330	121,063
Kings	10,568	17,465
Lake	2,324	12,383
Los Angeles	913,845	1,226,964
Madera	9,076	35,635
Marin	3,346	22,017
Mendocino	3,161	16,979
Merced	20,980	86,278
Monterey	20,881	60,608
Nevada	429	874
Orange	193,224	170,473

County	Estimated # of Uninsured	Estimated # of Reach
Placer	2,263	16,965
Sacramento	43,149	234,363
San Benito	3,640	4,641
San Bernardino	184,730	470,816
San Diego	190,433	202,175
San Joaquin	41,658	168,444
Santa Barbara	33,373	69,059
Santa Clara	61,170	65,468
Santa Cruz	13,700	56,967
Solano	13,485	92,083
Sonoma	22,206	108,035
Stanislaus	29,559	91,172
Sutter	4,862	5,603
Tulare	38,055	33,406
Ventura	66,479	66,494
Yolo	9,200	37,865
Yuba	4,042	3,713

In the following counties, the proposals selected for funding will not reach the estimated number of eligible Spanish speakers in the county:

County	Estimated # of Uninsured	Estimated # of Reach
Alpine	29	9
Amador	945	329
Calaveras	1,132	309
Contra Costa	36,651	10,800
Del Norte	257	0
Humboldt	2,255	675
Inyo	456	23
Lassen	315	195
Mariposa	452	8
Modoc	86	53
Mono	347	116
Napa	8,365	1,776

County	Estimated # of Uninsured	Estimated # of Reach
Plumas	88	4
Riverside	185,792	139,077
San Francisco	18,754	7,254
San Luis Obispo	9,733	465
San Mateo	29,157	11,590
Shasta	1,892	102
Sierra	14	1
Siskiyou	403	3
Tehama	3,817	1,885
Trinity	831	0
Tuolumne	1,378	3

The following pages detail the applications that are recommended for funding that target individual consumers eligible for Covered California Health Plans. The information for each potential grantee details the application's requested funding amount, recommended funding amount, number of Top 100 zip codes reached, proposed outreach and education reach, proposed counties, target populations, and summary of approach.

Access California Services

Amount Requested: \$1,000,000 | Funding Recommendation: \$500,000
 Funding Pool: Targeted Populations

Executive Director:
Nahla Kayali

www.accesscal.org

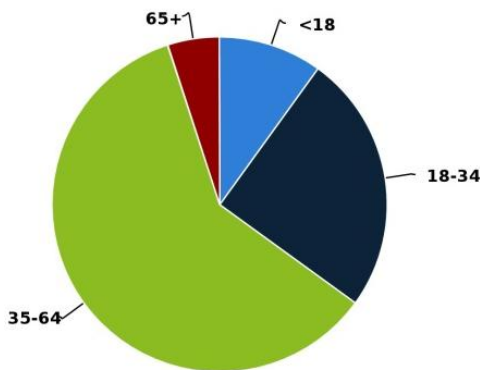
Top 100 Zips 94	Total Reach: 136,000
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Targeted Counties: Statewide, including Alameda, Fresno, Kern, Los Angeles, Madera, Merced, Monterey, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Ventura and Yolo.

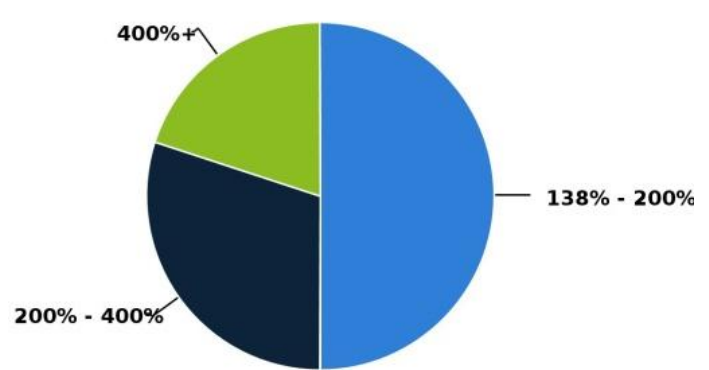
Subcontractors: Two

Target Population: Arab (Christian and Muslim) and Muslim population. Spoken languages include Arabic, Urdu, Farsi, Armenian, Tigrinya, Spanish, English, and Amharic.

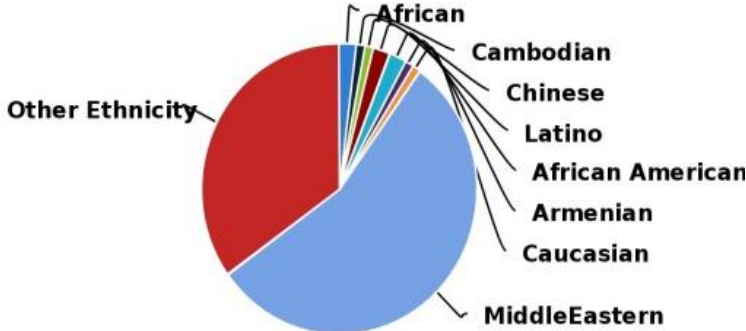
Age Ranges



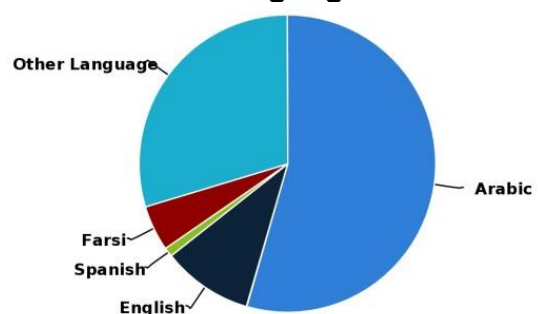
Income Levels



Ethnicities



Languages



Summary of Approach: Access California Services is proposing to conduct statewide efforts to reach the Arab and Muslim populations of all ages who are limited English proficient individual consumers, underserved immigrants and refugees, uninsured and/or eligible for affordable coverage program through Covered California. The languages the Collaborative will target include but not limited to: English, Arabic, Farsi, Tigrinya, Amharic, Armenian, Urdu, Spanish, and Pashto. The Collaborative will provide direct social services that engage individuals and families in activities, including cultural events, educational conferences, health fairs, focus groups, volunteer opportunities, and civic engagement. The Collaborative serves on average 25,000 households annually. In order to increase awareness, the outreach workers and cultural brokers will be disseminating the information through media outlets such as: radio, television, e-newsletters, social media, and will conduct one-on-one and small group sessions.

Anaheim Health Medical Center (AHMC) Health Foundation

Amount Requested: \$504,528 | Funding Recommendation: \$500,000

Funding Pool: Multi-County

President:
Philip A Cohen

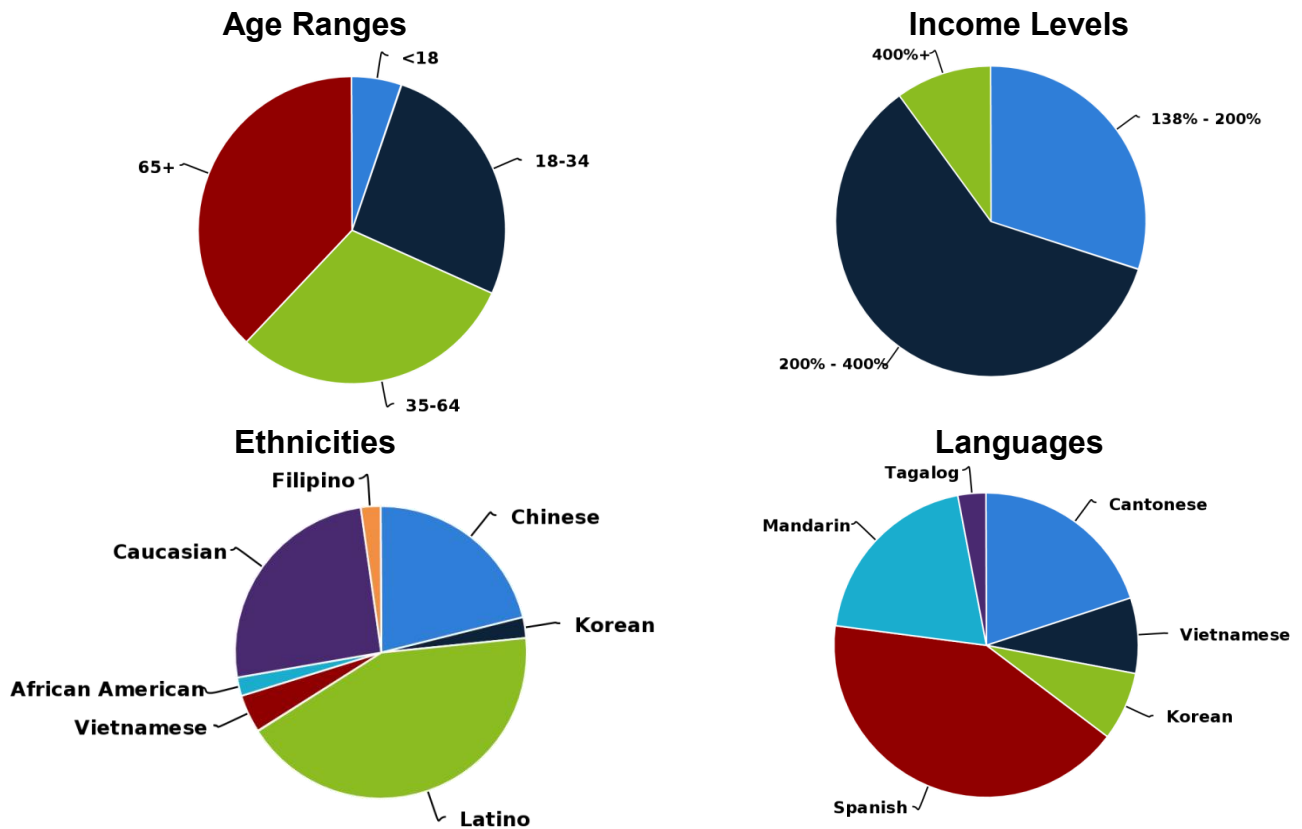
www.ahmchealth.com

Top 100 Zips 21	Total Reach: 67,500
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Targeted Counties: Los Angeles and Orange.

Subcontractors: Seven

Target Population: Uninsured in the Greater San Gabriel Valley and Anaheim, which comprise the service area of the collaborative, including the Foundation and seven Anaheim Health Medical Center hospitals. The target population is heavily Latino and Asian and many consumers speak only Spanish, Mandarin, Cantonese, Vietnamese, Korean, or Tagalog.



Summary of Approach: The target population will be uninsured consumers in the seven partner hospital service areas of the Greater San Gabriel Valley (Los Angeles County) and Anaheim (Orange County), with an emphasis on Asian and Latino consumers, particularly those who are linguistically isolated. Languages targeted will include Mandarin, Cantonese, Spanish, Vietnamese, Tagalog, and Korean. All eligible consumers they come in contact with, will be provided education on available health coverage, including those under 65 and those with incomes are above 138% FPL. Through this project, every uninsured consumer admitted to partner hospitals will be offered one-to-one education during the admitting or discharge process. In addition, the seven hospitals' existing community events will be adapted to incorporate outreach and education efforts and new events will be added. Education and outreach will be provided to community members who are attending health fairs, screenings, lectures and other community events, as well as to targeted consumers who have been identified as uninsured in the past by the hospitals.

Asian Pacific American Legal Center

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Pool: Targeted Populations

*President & Executive Director:
Stewart Kwoh*

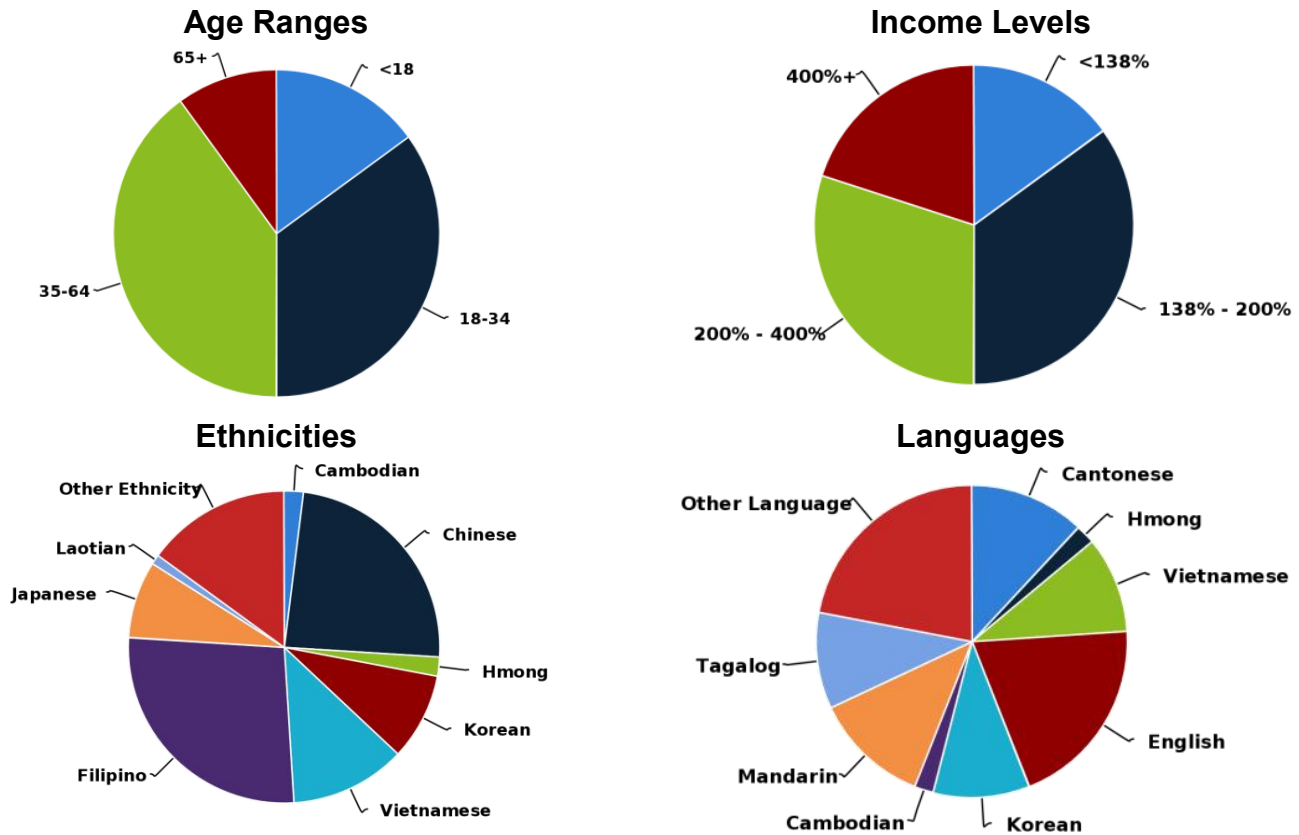
www.apalc.org

Top 100 Zips 23	Total Reach: 135,000
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Targeted Counties: Alameda, Contra Costa, Los Angeles, Orange, Sacramento, San Diego, San Francisco, San Mateo and Santa Clara.

Subcontractors: Twenty-three

Target Population: Asian Americans, Native Hawaiians and Pacific Islanders.



Summary of Approach: Asian Pacific American Legal Center’s (APALC) target population is: Asian Americans, Native Hawaiians and Pacific Islanders of all ages, genders and sexual orientation as well as hard-to-reach and hard-to-move groups, such as those who are limited-English proficient, immigrant, LGBT, or those with disabilities, throughout the major areas where they live, work, play, shop, and pray. APALC will pursue traditional outreach efforts, including: conducting presentations at community fairs, conferences and other community-based events. They will also rely on non-traditional outreach efforts, including intensive one-on-one education efforts on patient navigation in a broad range of settings, such as support groups, interventions, after school programs, mental health programs, employment programs, and numerous activities on a daily basis at their sites and in the community, including temples, worksites, parks and senior centers.

Bienestar Human Services

Amount Requested: \$500,000 | Funding Recommendation: \$500,000

Funding Source: Multi-County

*President and CEO:
Oscar De La O*

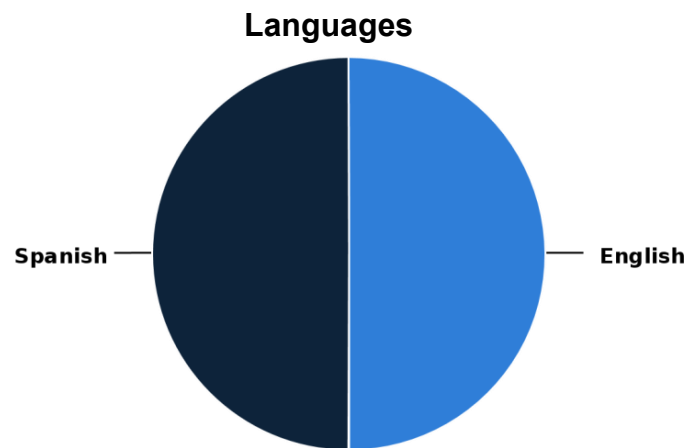
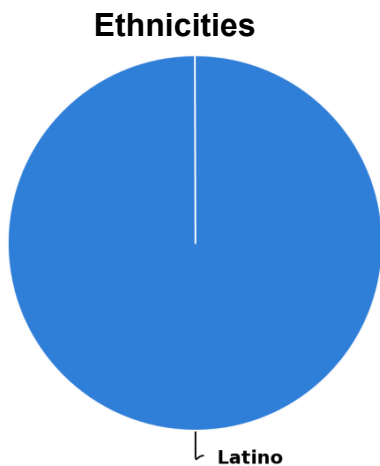
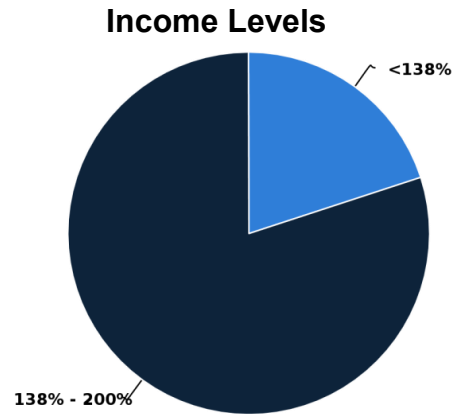
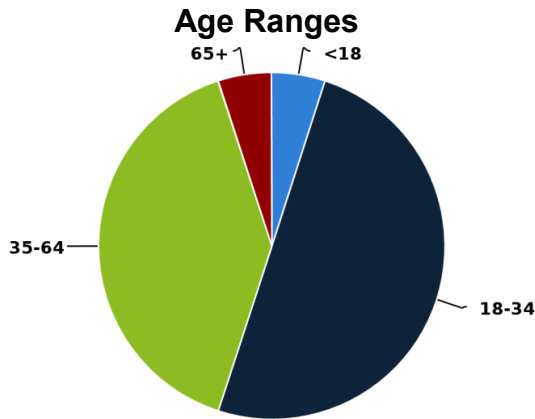
www.bienestar.org

Top 100 Zips 8	Total Reach: 91,893
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Targeted Counties: Los Angeles, Orange, Riverside, and San Bernardino.

Subcontractors: N/A

Target Population: Uninsured English and monolingual Spanish speakers between the ages of 25-64.



Summary of Approach: Bienestar locally and regionally serves the needs of the 472,000 eligible Latino Los Angeles residents and 372,000 Latinos living in Riverside, San Bernardino and Orange County. In particular, the organization’s experience working with the most under-served and under-represented segments of the Latino community such as youth, Spanish-speakers and LGBT are unique assets that will facilitate outreach to these difficult to reach populations. The majority of clients served by Bienestar and of those to be served by this grant, are people 25-64 years of age; are either at or above poverty level (up to 200% FPL) and are uninsured (95%). Outreach will be conducted in a variety of venues where Latinos live, work, shop and play such as colleges and universities, school districts, consulates, soccer leagues, hometown federations, gay straight alliances, parks, libraries, laundromats, grocery stores, community events, and social outreach events sponsored by the organization. Staff will conduct a multi-lingual media and marketing outreach campaign through social network sites, the organization’s web-site, advertisements in gay newspapers or magazines, Spanish-language media, local/regional periodicals, etc. to raise awareness of the opportunities for affordable health insurance and to provide contact information for interested individuals.

California State University Los Angeles

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,250,000
 Funding Pool: Targeted Populations

Executive Director:

Alma P. Sahagun

www.calstatela.edu/univ/uas

Top 100 Zips 61	Total Reach: 250,000
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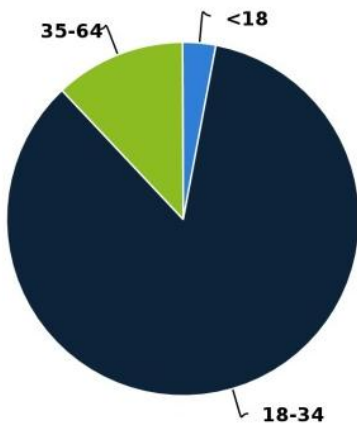
Targeted Counties: Statewide.

Subcontractors: California State University (CSU) Chancellors Office.

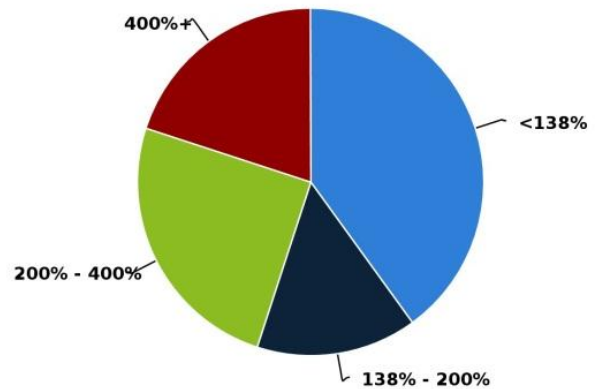
Term of Agreement: July 1, 2013 – March 31, 2014

Target Population: Primary target population is students who will attend CSU universities in California. About 75% are between the ages of 19 and 29. Other populations to be reached include families of the student population.

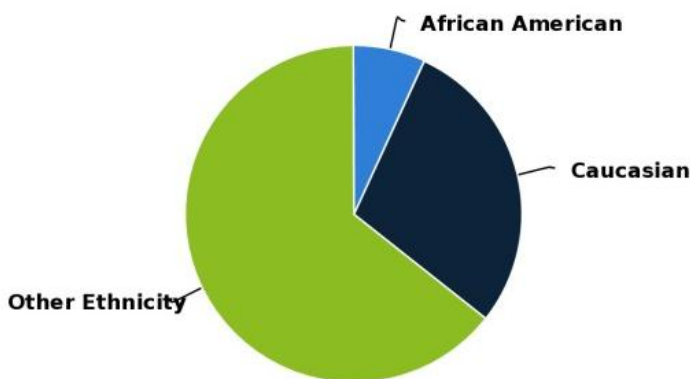
Age Ranges



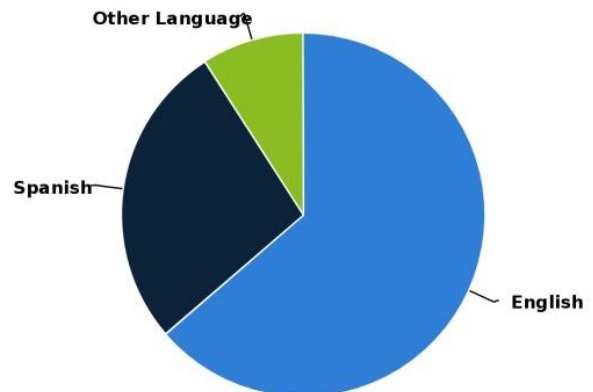
Income Levels



Ethnicities



Languages



Summary of Approach: Cal State LA University Auxiliary Services, Inc.'s primary target population will include the students enrolled at the 23 California State University (CSU) campuses. A secondary population target group will be the families of these students. Activities in the early stages of the grant period will include student polling efforts on the targeted campuses to create a baseline of knowledge and opinion against which outcomes of educational and outreach efforts will be assessed. Project activities include campus forums, articles in campus newspapers, presentations at fall faculty meetings and student orientations, website outreach, leaflet distribution and outdoor events. Additionally, social media options will be explored.

California Black Health Network

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000
 Funding Pool: Targeted Populations

Executive Director:
B. Darcel Lee

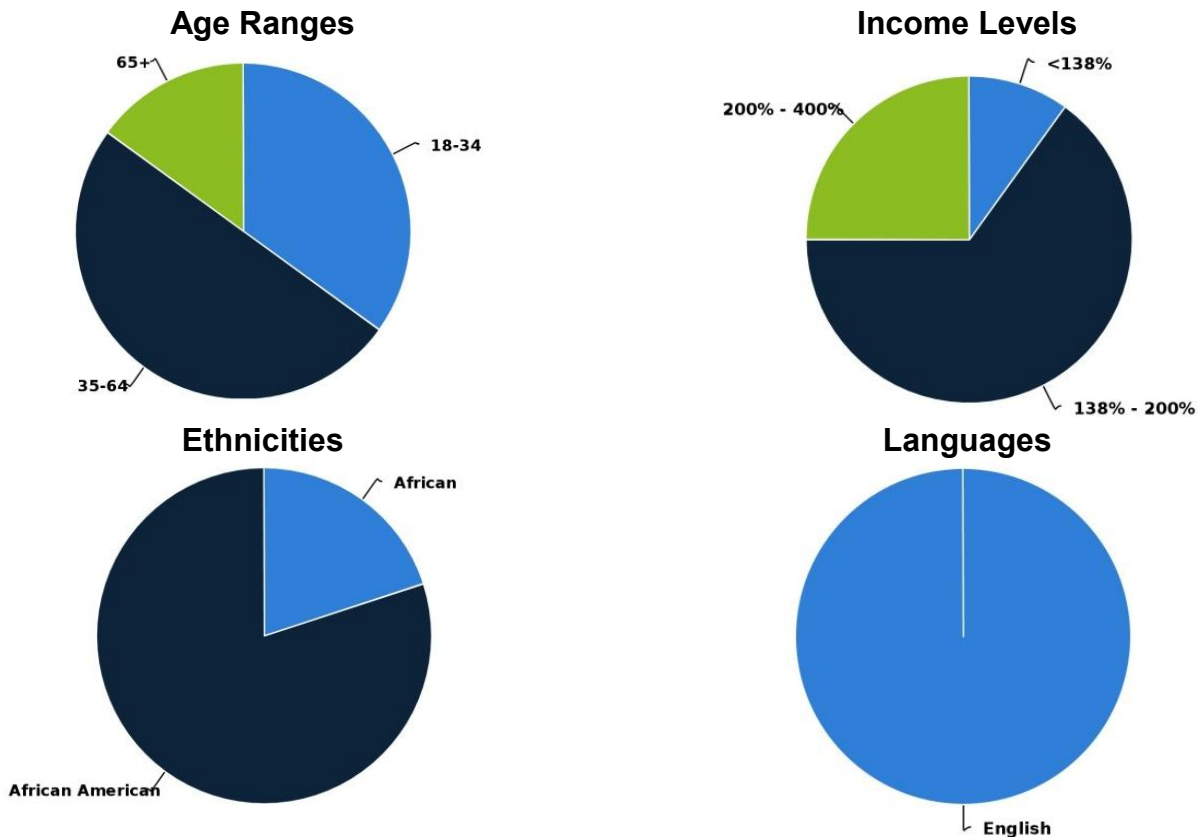
www.cablackhealthnetwork.org

Top 100 Zips 42	Total Reach: 200,000
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Targeted Counties: Alameda, Contra Costa, Fresno, Kern, Los Angeles, Napa, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, Sonoma, Stanislaus and Yolo.

Subcontractors: Sixteen

Target Population: English speakers of African descent including people who identify as African American, West African, Caribbean, and Afro/Latino cultures. Limited income individuals and families whose income range from \$15,000 to \$88,000.



Summary of Approach: California Black Health Network’s (CBHN) primary target audience is English dominant people of African descent including people who identify as African American, West African, Caribbean, and Afro/Latino cultures. CBHN staff will engage in education and outreach by making statewide presentation to a variety of churches, community-based organizations and speaking at special events. The channels and venues in which outreach and education activities will be delivered include: theaters, community centers, neighborhoods, workplaces, grocery stores and malls, special events, beauty salons, barber shops, African American meeting venues, African American festivals and known yearly events, churches, print and electronic media, mobile and web-based technology and face-to-face encounters. Collaborative members have designed their activities to reach people in the places where African Americans live, work, play and shop, with an emphasis on cultural competency and sensitivity.

California Council of Churches

Amount Requested: \$750,000 | Funding Recommendation: \$750,000

Funding Source: Targeted Populations

Executive Director:
Rev. Dr. Rick Schlosser

www.calchurches.org

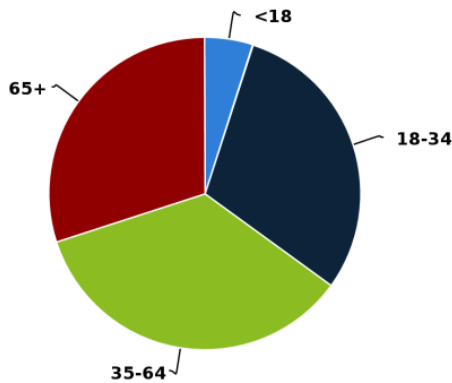
Top 100 Zips 97	Total Reach: 1,100,000
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Targeted Counties: Alameda, Butte, Contra Costa, Fresno, Humboldt, Imperial, Kern, Lake, Los Angeles, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Shasta, Solano, Sonoma, Stanislaus, Sutter, Tulare, Ventura, Yolo and Yuba.

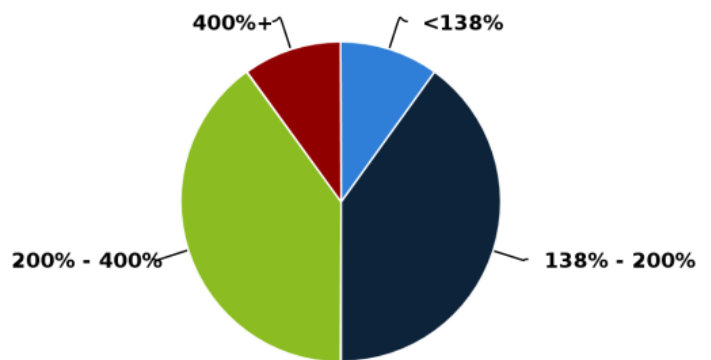
Subcontractors: One

Target Population: Diverse, multi-ethnic, multi-racial faith-based organizations and the people they serve.

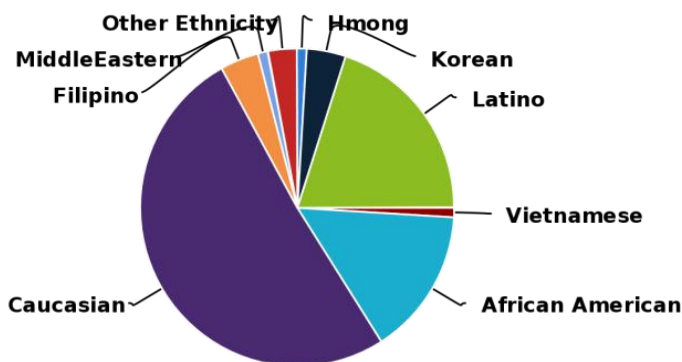
Age Ranges



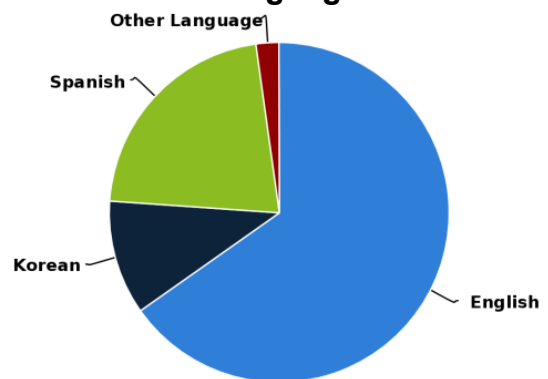
Income Levels



Ethnicities



Languages



Summary of Approach: California Council of Churches (CCC) and their subcontractor will focus on reaching a diverse, multi-ethnic, multi-racial faith population and the people whom they serve. CCC serves 1.5 million members throughout California in 21 denominations with whom the Council maintains contact on a regular weekly to monthly basis. Through email alerts, mailings, visits, presentations, and conferences, this organization transmits critical policy education and outreach to this core constituency. The key venues for outreach and education will be congregations and other faith gatherings. Training will be provided at the grassroots level through their coalition of churches, ministerial associations, meetings of health ministries, organizational meetings of clergy and laity, and other familiar and comfortable environments. Education makes up 91% of CCC’s efforts and includes a cost-effective approach to reach a high number of individuals. CCC’s approach includes attending college campuses and Islamic centers and they are well connected to the community they reach.

California Health Collaborative

Amount Requested: \$943,487 | Funding Recommendation: \$940,000
 Funding Pool: Targeted Populations

Chief Executive Officer:
 Stephen Ramirez, MPH

www.healthcollaborative.org

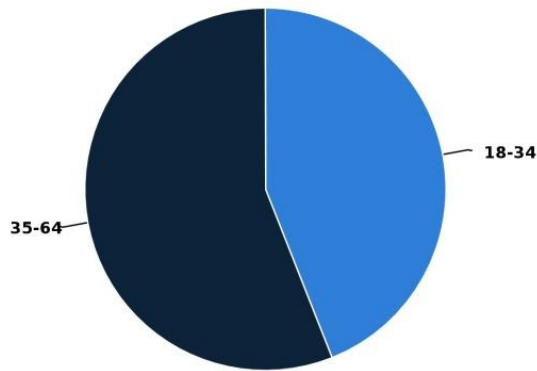
Top 100 Zips 60	Total Reach: 143,100
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Targeted Counties: Alameda, Contra Costa, Fresno, Kern, Los Angeles, San Diego, San Joaquin, San Mateo, Solano, Sonoma, Stanislaus and Tulare.

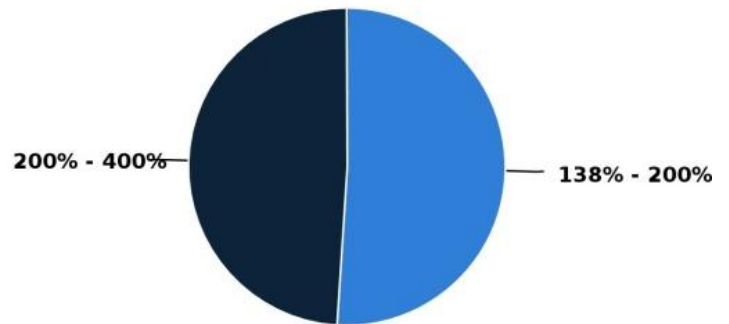
Subcontractors: Two

Target Population: Uninsured and underinsured women, ages 19 - 64 years, who reside in Northern California, Greater Bay Area, Sacramento Area, San Joaquin Valley, Los Angeles, San Diego and Imperial Counties.

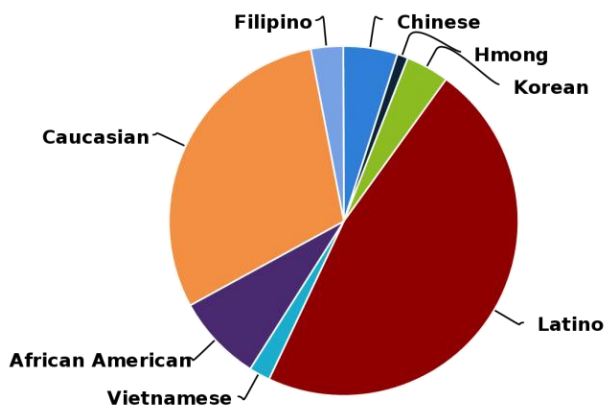
Age Ranges



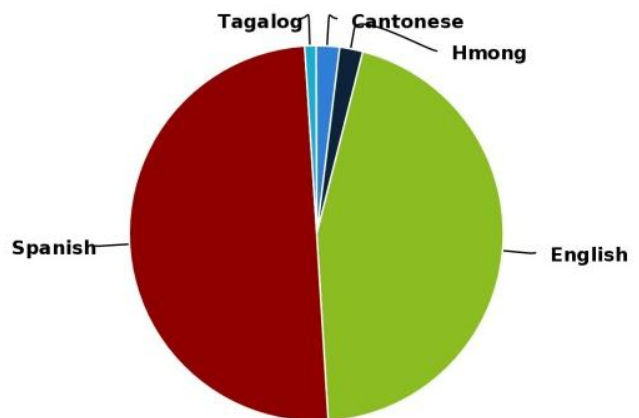
Income Levels



Ethnicities



Languages



Summary of Approach: California Health Collaborative’s (CHC) target population is uninsured and underinsured women, aged 19 – 64 years, who are between 139 – 400% FPL, most notably Latinas. CHC’s proposed project is a nearly statewide approach based on four regions of the State: Greater Bay Area, San Joaquin Valley, Los Angeles County and San Diego County. The Project’s goal is to conduct education and outreach on affordable healthcare coverage options to women throughout these four regions. Broad outreach will be conducted directly through health screening, events and venues that have proven to be successful including WIC clinics, houses of worship, salons, living rooms, and parks and indirectly through provider networks who post Covered California materials in lobbies and waiting rooms. In-depth educational sessions will be conducted through an extensive network of Collaborative alliances and through provider network offices and clinics.

California NAACP

Amount Requested: \$1,000,000 | Funding Recommendation: \$600,000

Funding Source: Multi-County

President:

Alice Huffman

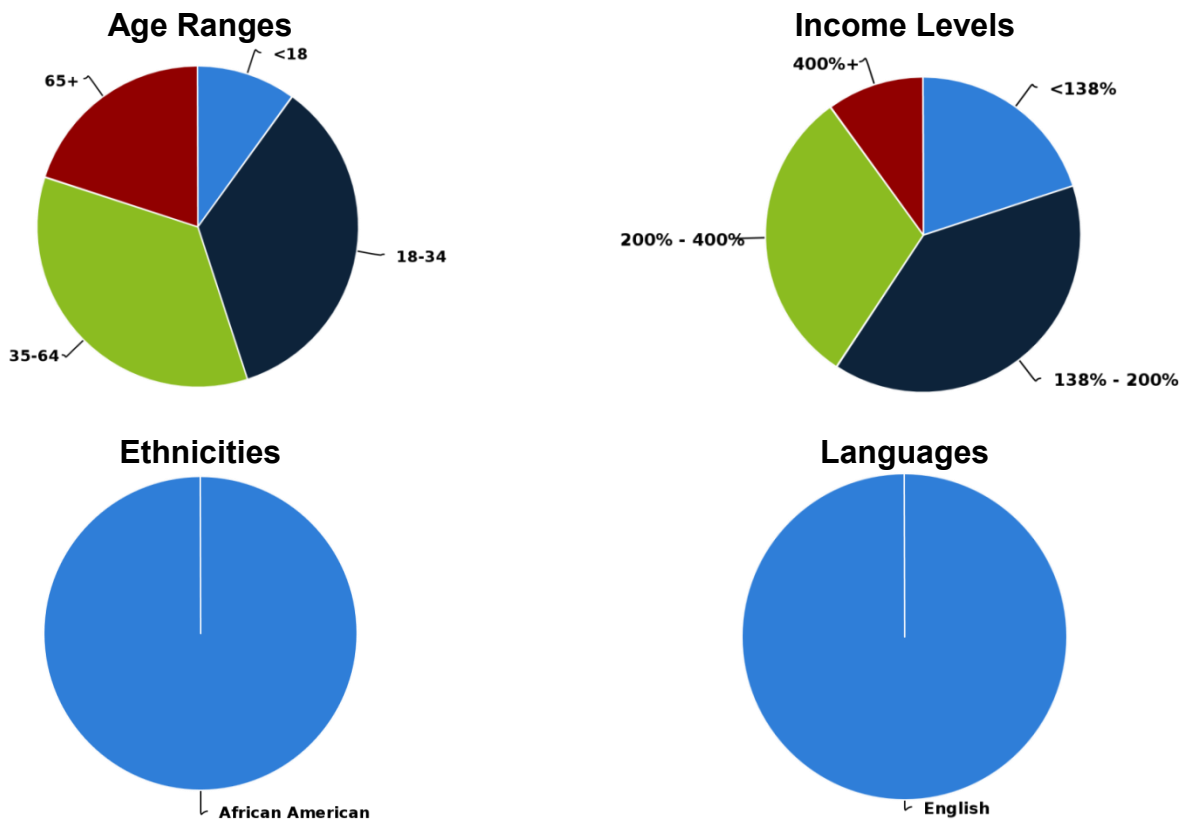
www.ca-naacp.org

Top 100 Zips 49	Total Reach: 1,363,417
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Targeted Counties: Alameda, Contra Costa, Fresno, Kern, Los Angeles, Madera, Merced, Monterey, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Solano, Sonoma, and Stanislaus.

Subcontractors: N/A

Target Population: African-American individuals, including the most difficult individuals to reach and college age individuals.



Summary of Approach: The California NAACP proposes to reach all Covered California eligible African American individuals in all six (6) Covered California designated Regions: Greater Bay Area; Sacramento Area; San Joaquin; Central Coast; Los Angeles; Other Southern California counties. In these areas the potential total number of eligible African American individuals is 88,000. These individuals will include, but are not limited to, the difficult to identify population (transient individuals), college age young adults (young invincibles), mixed immigration status households, and other African American uninsured, eligible individuals between 138% and 400% of the Federal Poverty Guideline. Of those eligible individuals, the California NAACP will reach many of those individuals through a strategically developed outreach campaign including door-to-door campaign and activities at places of worship. Regional branches will focus on youth activities that target young, college aged African Americans, including local special events, health fairs and health care settings. Education sessions will be provided through one-on-one, small group and educational seminars at a variety of community-based locations such as faith based organizations, schools, recreation centers and health care centers.

California Rural Indian Health Board, Inc.

Amount Requested: \$370,000 | Funding Recommendation: \$300,000

Funding Source: Targeted Populations

Executive Director:

James Crouch

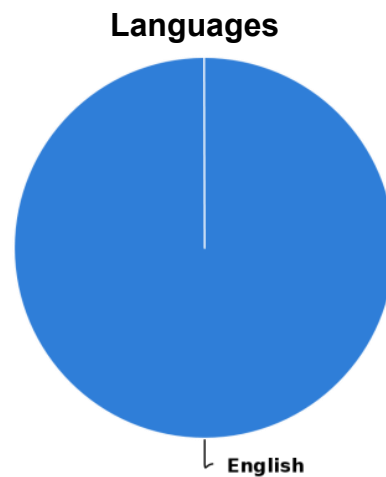
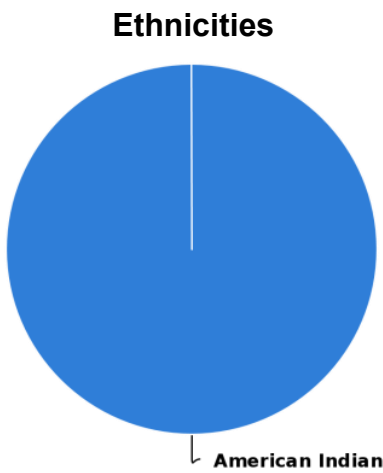
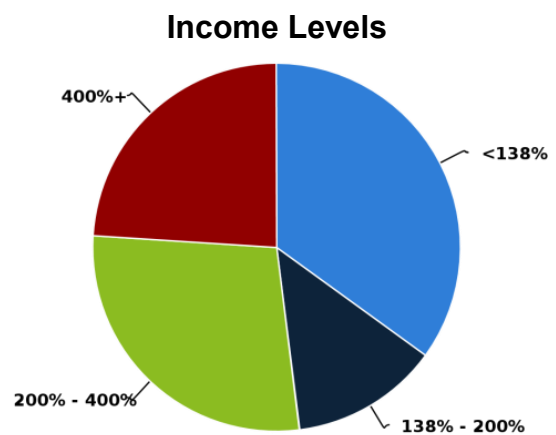
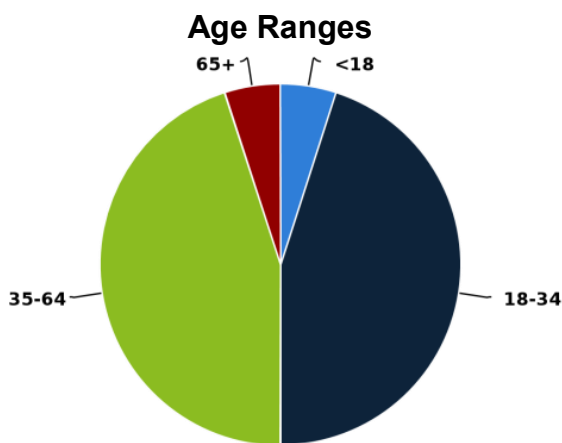
www.crihb.org

Top 100 Zips 1	Total Reach: 40,125
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Targeted Counties: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Fresno, Glenn, Humboldt, Imperial, Inyo, Kings, Lake, Lassen, Madera, Mariposa, Mendocino, Modoc, Mono, Nevada, Placer, Plumas, Riverside, San Bernardino, San Diego, Santa Barbara, Shasta, Sierra, Siskiyou, Sonoma, Sutter, Tehama, Trinity, Tulare, Tuolumne, Yolo and Yuba.

Subcontractors: N/A

Target Population: American Indian’s and Alaskan Natives (AI/AN) living in rural California.



Summary of Approach: California Rural Indian Health Board (CRIHB) will conduct outreach and education activities primarily with American Indian’s and Alaskan Natives (AI/AN) living in rural California. Outreach strategies will include using their primary website as a means of bringing participants to established community sites. The outreach strategies include website, digital media and most importantly trusted community messengers. One-on-one education sessions will be help at community clinics and targeted outreach will occur through health fair booths and patient kiosks. CRIHB will also develop a tailored media campaign (permissible for this target population) that will focus on reaching 40,000 AI/AN in the rural areas and throughout the state.

California School Health Centers Association

Amount Requested: \$377,500 | Funding Recommendation: \$377,000
 Funding Pool: Targeted Populations

Executive Director:
Serena Clayton

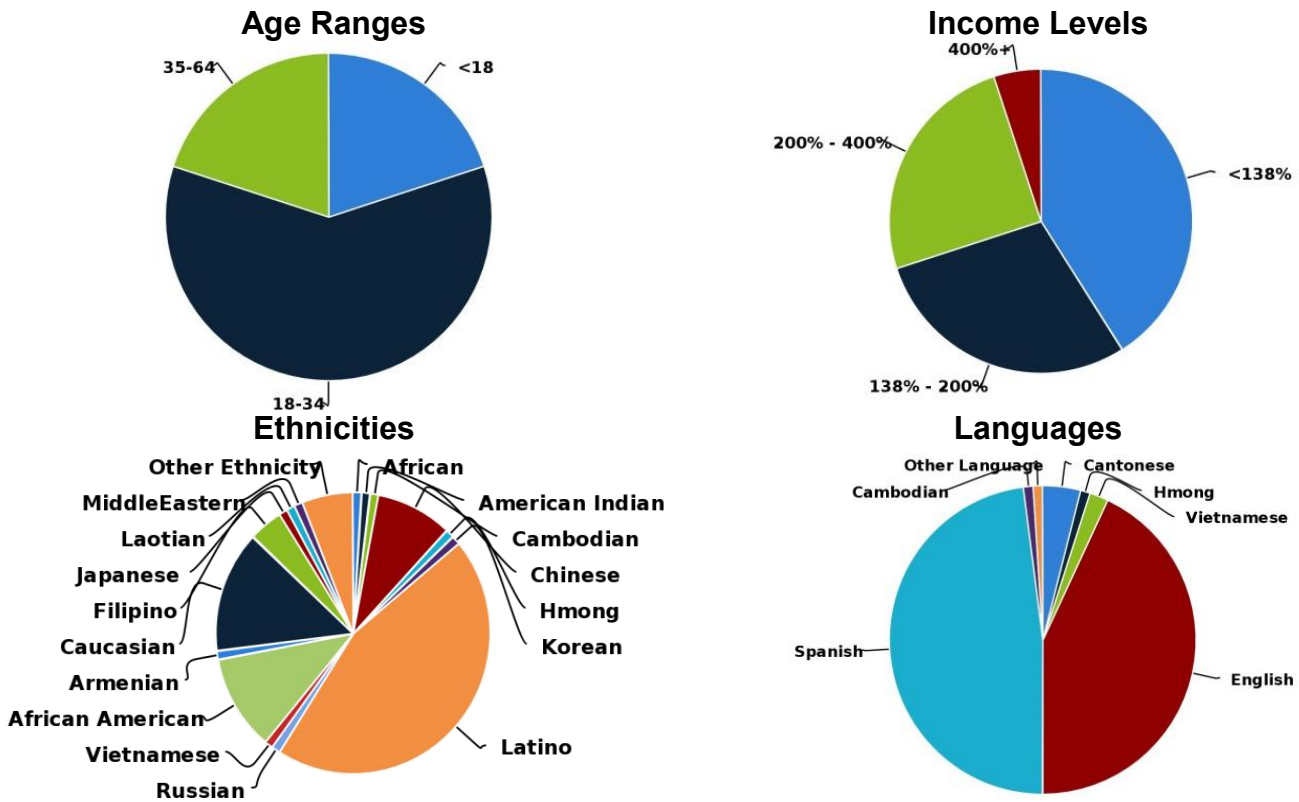
www.schoolhealthcenters.org

Top 100 Zips 12	Total Reach: 58,535
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Targeted Counties: Alameda, Contra Costa, Del Norte, Fresno, Glenn, Humboldt, Los Angeles, Marin, Merced, Napa, San Francisco, San Luis Obispo, Santa Clara, Stanislaus and Tulare.

Subcontractors: Twelve

Target Population: Individual consumers in 84 schools and surrounding areas, uninsured family members, community residents and school employees such as bus drivers, food service workers, after-school providers and crossing guards.



Summary of Approach: California School Health Centers (CSHC) proposes to target individual consumers in 84 schools and surrounding communities. Their outreach and education plan is focused on school-based and youth-focused outreach. Their strategies target high school seniors, uninsured family members and community residents. They will provide classroom discussions at high schools events for parents and high school staff. The venues for their education sessions include: back to school nights, parent-teacher conferences, and presentations at youth centers. They will also target the surrounding community through mobile clinics, community centers and housing developments. They will leverage their existing contacts and networks to reach the goals of this project. A key strategy of this proposal is to partner with strategic partners to implement a statewide school communications campaign to encourage all 10,000 schools to disseminate information about health insurance options.

Catholic Charities of California, Inc.

Amount Requested: \$859,135 | Funding Recommendation: \$859,000
 Funding Pool: Targeted Populations

*Executive Director:
 Shannon Lahey*

www.catholiccharitiesca.org

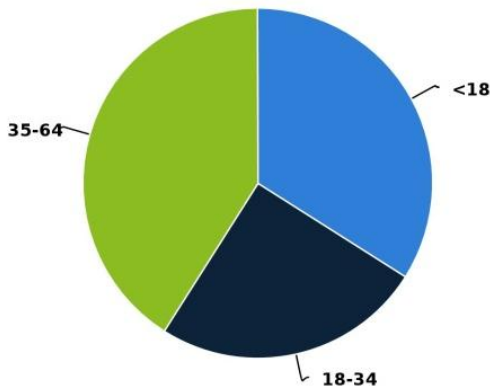
Top 100 Zips 31	Total Reach: 101,824
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Targeted Counties: Fresno, Humboldt, Imperial, Kern, Lake, Mendocino, Merced, Napa, Orange, Riverside, San Bernardino, San Diego and Sonoma.

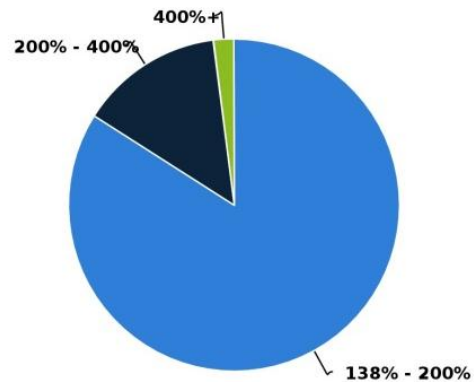
Subcontractors: Five

Target Population: Californians with incomes between 138% and 400% of the Federal Poverty Level (FPL), primarily those with incomes between 138% and 200% of the FPL.

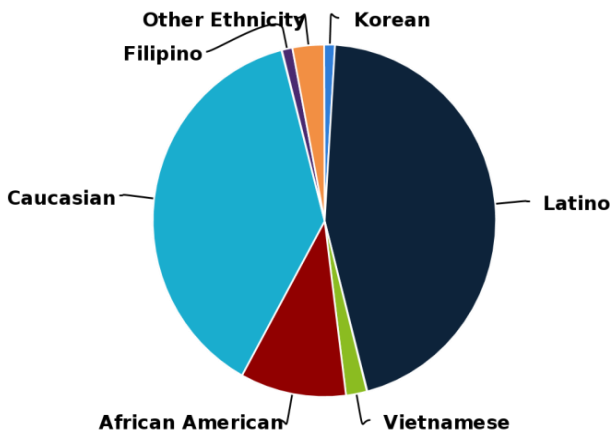
Age Ranges



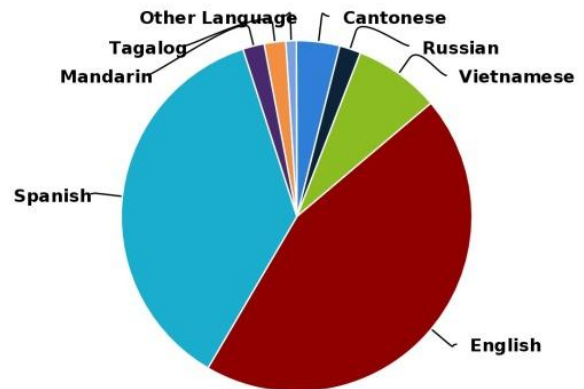
Income Levels



Ethnicities



Languages



Summary of Approach: Catholic Charities of California and five local Catholic Charities agencies propose to provide Covered California Outreach and Education services to individual consumers in 13 counties across California. One-on-one and group education sessions will be conducted at local Catholic Charities sites and food distribution centers. Plan to conduct high reach to target populations and plans to participate in the Assisters Program. Target area could possibly reach farther than the counties that are proposed due to a magnitude of people that request services from the organization.

Central Valley Health Network

Amount Requested: \$750,000 | Funding Recommendation: \$750,000

Funding Source: Multi-County

Chief Executive Officer:

Cathy Frey

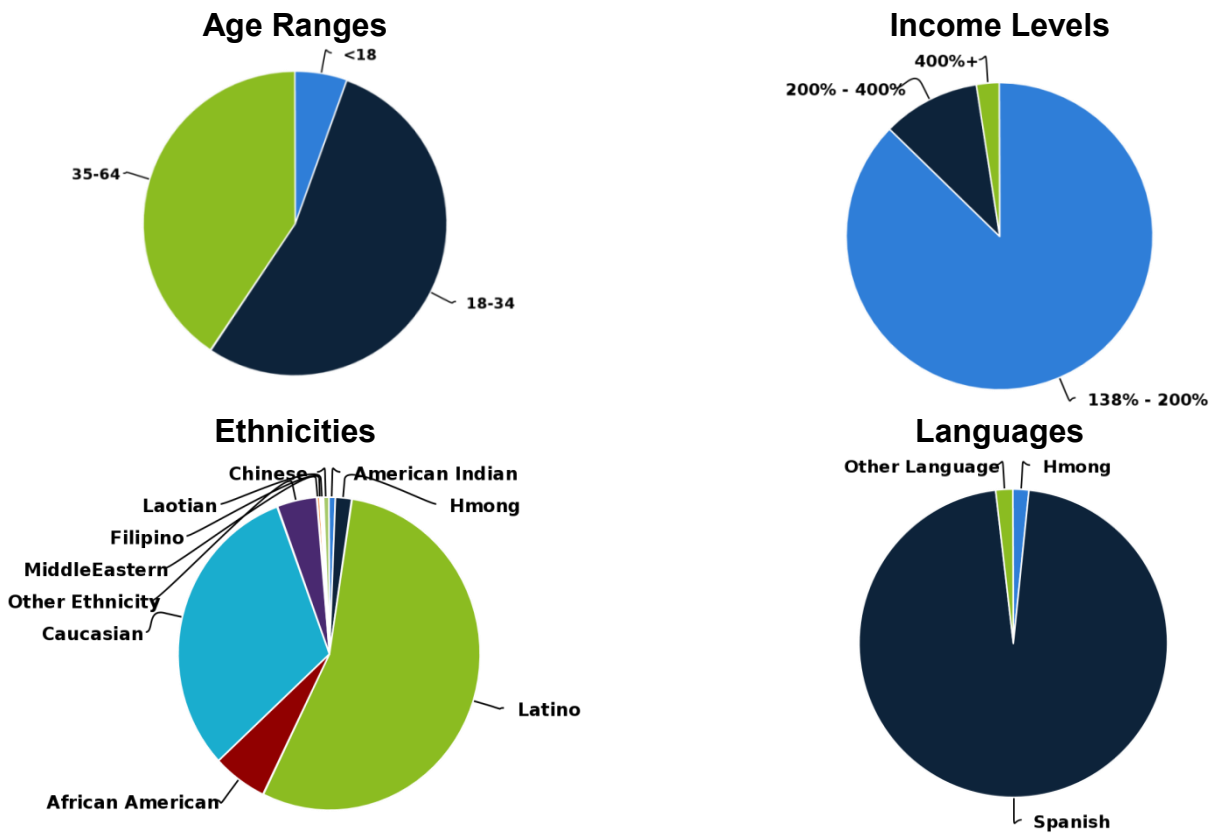
www.cvhnclinics.org

Top 100 Zips 5	Total Reach: 101,270
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Targeted Counties: Butte, Colusa, El Dorado, Fresno, Glenn, Kern, Kings, Madera, Merced, Sacramento, San Bernardino, San Joaquin, Solano, Stanislaus, Sutter, Tehama, Tulare, and Yuba.

Subcontractors: Twelve

Target Population: Uninsured working families and young individuals, including students and their families, working in agriculture, yard care, construction, food service, janitorial and child care services. Many have limited English proficiency.



Summary of Approach: Central Valley Health Network (CVHN) has a multi-faceted approach to outreach and education. Their strategies will include one-on-one sessions with individuals at local health centers and self-help complexes as well as outreach through cultural and other local recreational events and farmer’s markets. Educational presentations will be held at schools, clinics, churches, and community meetings. Among their strategies are small group outreach to schools, colleges, and health centers and door to door canvassing of businesses. They aim to reach a high number of consumers with a partnership of organization in 18 counties. CVHN members have over 120 health center sites in over 20 counties that provide almost 2.5 million encounters to over 500,000 patients annually. Primarily, educators will reach clients and their families in the health centers where all staff will be trained and internal workflows will be designed to navigate potentially eligible clients to on-site educators.

Coalition for Humane Immigrant Rights of Los Angeles

Executive Director:
Angelica Salas

Amount Requested: \$944,844 | Funding Recommendation: \$940,000
Funding Source: Targeted Populations

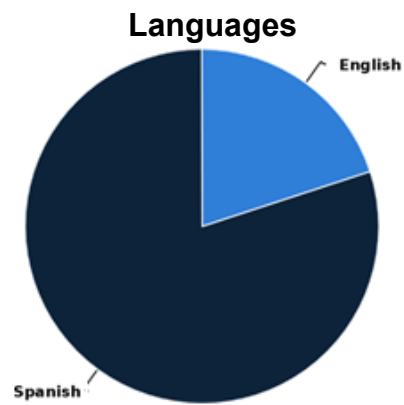
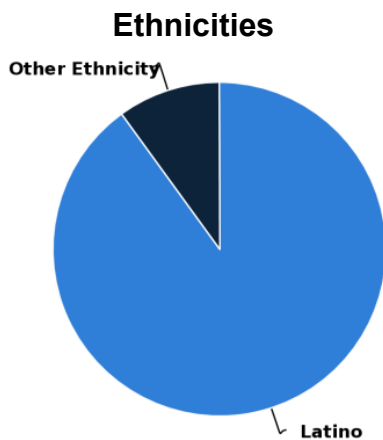
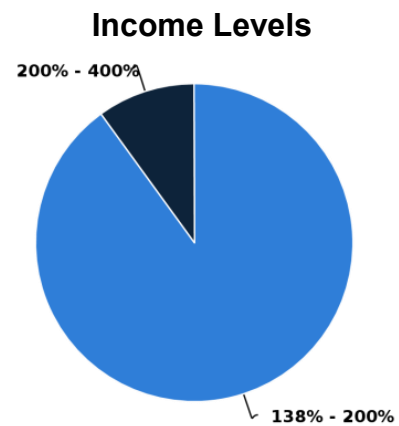
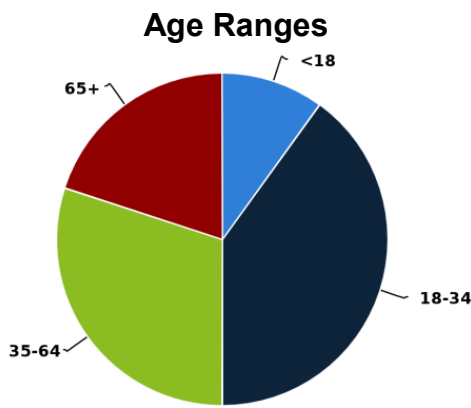
www.chirla.org

Top 100 Zips 58	Total Reach: 133,000
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Targeted Counties: Fresno, Kern, Kings, Los Angeles, Madera, Merced, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, Stanislaus, Tulare and Ventura.

Subcontractors: N/A

Target Population: Latinos and college students.



Summary of Approach: The Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA) will conduct Outreach and education through one-on-one sessions, health fairs/forums, community, cultural and recreational events. They will also target student organizations through their outreach and education efforts by participating in campus specific outreach events. A key strategy for CHIRLA will be to use their regional collaboration with religious institutions, school districts and college campuses to reach their target population. Their outreach and education strategies include hosting booths, presentations and health fairs on campus. Volunteer teams will promote health coverage information through town hall forums. While this organization serves immigrant communities, the reach of their target population extends to eligible immigrants, students and families within their target populations.

Community Health Councils

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Single County

*Executive Director:
Lark Galloway-Gilliam*

www.chc-inc.org

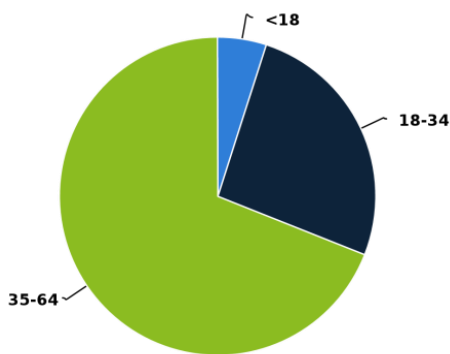
Top 100 Zips 25	Total Reach: 132,450
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Targeted Counties: Los Angeles

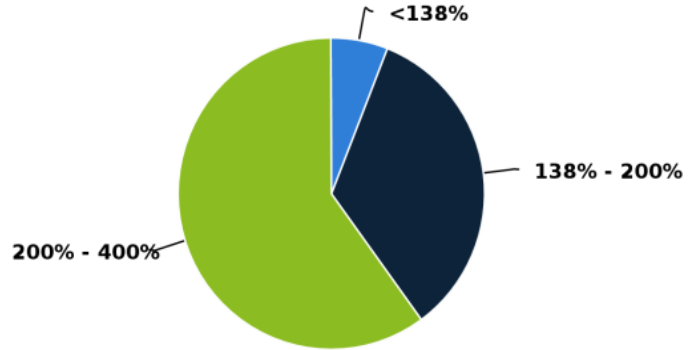
Subcontractors: Eleven

Target Population: Targeting the racially and ethnically diverse primarily adult population in Los Angeles County. This includes a high concentration of uninsured populations with disparities in healthcare and a myriad of socio-economic challenges.

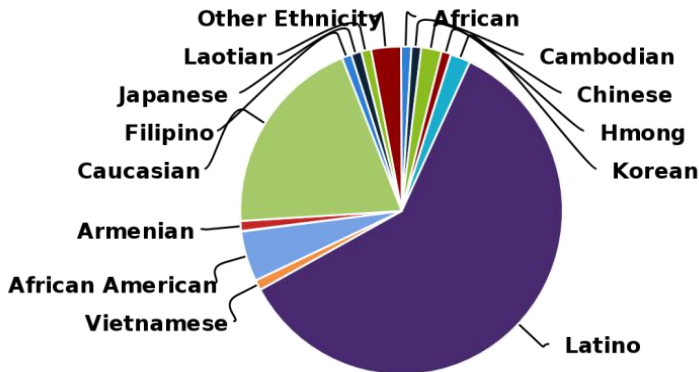
Age Ranges



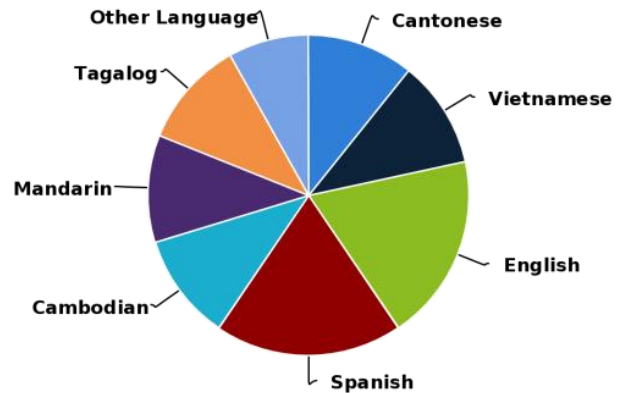
Income Levels



Ethnicities



Languages



Summary of Approach: Building on its established networks and relationships held by the proposed collaborative partners, Community Health Councils (CHC) will ensure the widespread promotion of Covered California in this program’s targeted communities. Specific outreach and education strategies to be employed are presentations at neighborhood and community meetings, workshops and one-on-one sessions at clinics, churches, and community based organizations, schools, community events, and door-to-door outreach in targeted neighborhoods. The CHC collaborative partners will integrate the Covered California education campaign into their existing education and referral programs, appropriate meetings, forums and events throughout the project period. CHC will also conduct trainings with community organizations so they are informed about Covered California and prepared to share information with their constituents.

Council of Community Clinics

Amount Requested: \$771,426 | Funding Recommendation: \$770,000

Funding Source: Multi-County

CEO:
Stephen O’Kane

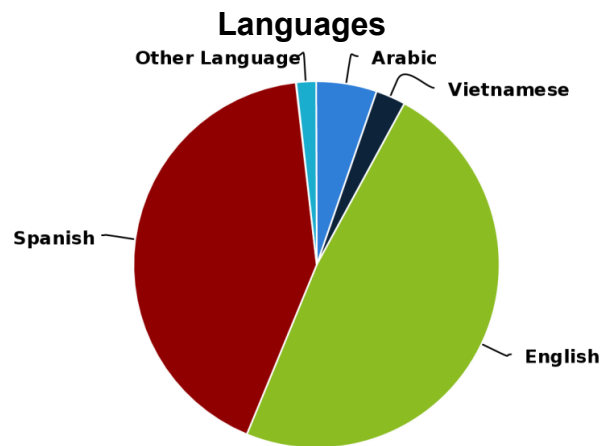
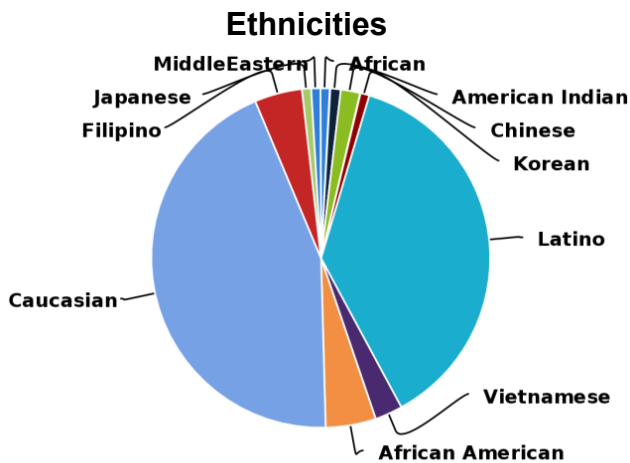
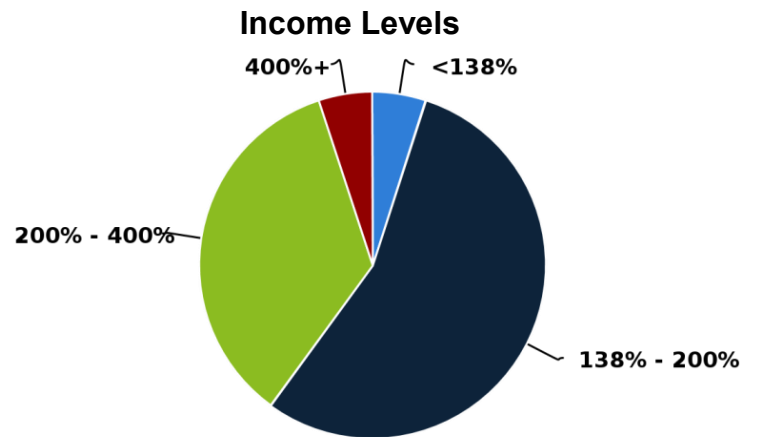
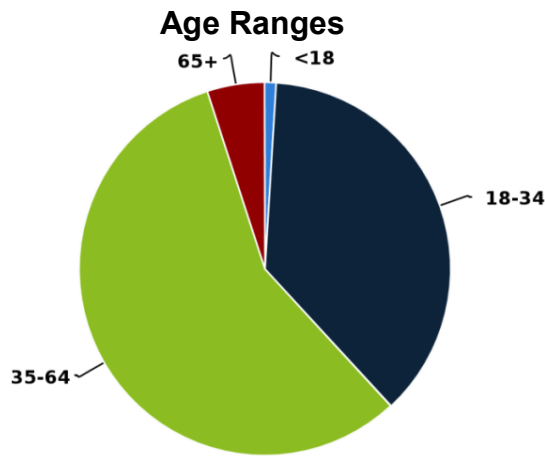
www.ccc-sd.org

Top 100 Zips 8	Total Reach: 88,354
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Targeted Counties: Imperial and San Diego.

Subcontractors: Ten

Target Population: Individuals residing in Imperial and San Diego counties, including refugees, immigrants, and those currently uninsured.



Summary of Approach: Council of Community Clinics aims to perform outreach and education at community events, text blasts, farmer’s markets, medical clinics, public gatherings (super markets, mass transit), churches, schools, county service recipients, medical clinics, recreational events, and employment presentations. The organization will target income levels aligned with the uninsured population. They will also utilize a wide range system of clinics with established relationships in the community for service and message delivery.

East Bay Agency for Children

Amount Requested: \$424,961 | Funding Recommendation: \$425,000
 Funding Pool: Single County

*Interim Executive Director:
 Beth L. Schecter*

www.ebac.org

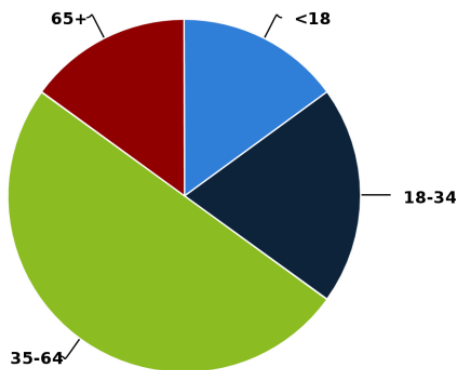
Top 100 Zips 2	Total Reach: 229,799
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Targeted Counties: Alameda County

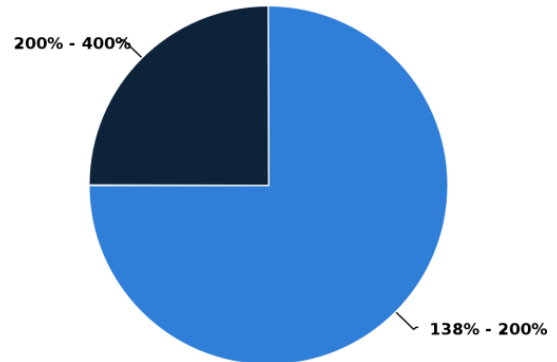
Subcontractors: N/A

Target Population: Communities in Alameda County that speak Farsi, Dari, Pashto, Mandarin, Cantonese, Vietnamese, Spanish, Mam, Korean, Punjabi, Hindi and English.

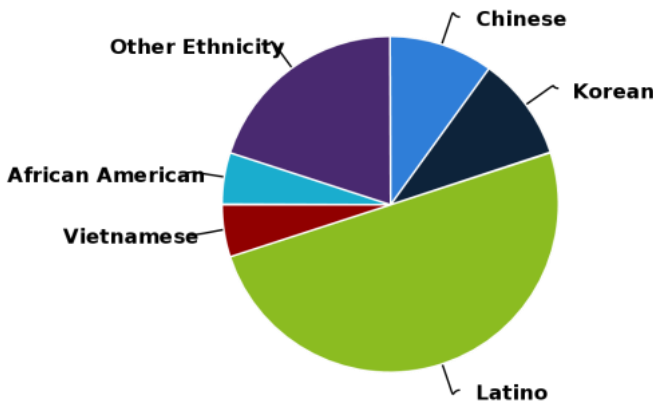
Age Ranges



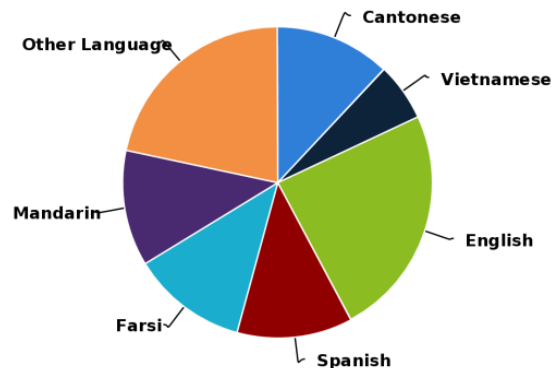
Income Levels



Ethnicities



Languages



Summary of Approach: East Bay Agency for Children (EBAC) will conduct outreach and education at local markets, health fairs, schools, places of worship, service organizations and local businesses. Outreach through radio, presentations to churches and schools, and attend cultural events and neighborhood meetings. EBAC will target two communities that are listed in the top 100 zip codes in Alameda County. The plan is to leverage the existing staff resources to benefit the outreach and education efforts. The applicant is targeting a difficult-to-reach population, mono-lingual (11 different non-English languages) and immigrant population. Trusted relationships with the target population are prevalent as their outreach and education approach is detailed and aligned with the goals and objectives of this program.

Fresno Healthy Communities Access Partners

Amount Requested: \$761,677 | Funding Recommendation: \$760,000
 Funding Pool: Single County

Executive Director:
Norma Forbes

www.fresnohcap.org

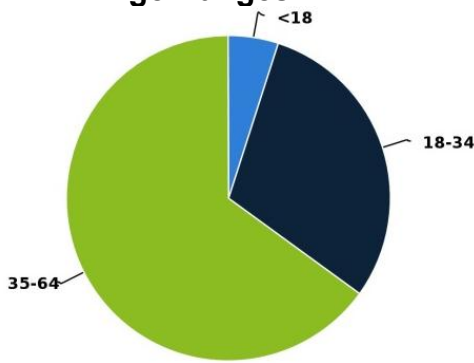
Top 100 Zips 2	Total Reach: 99,280
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Targeted Counties: Fresno.

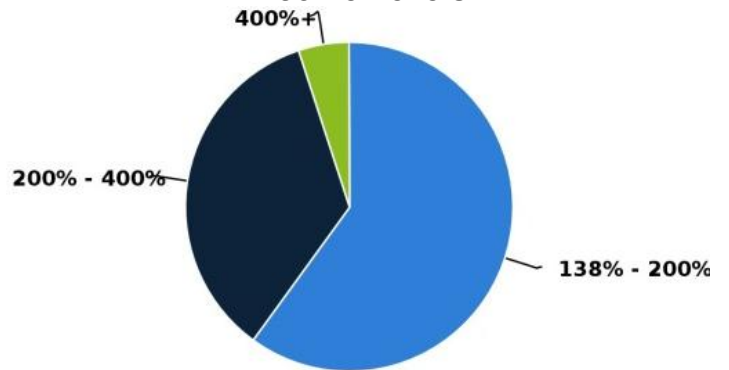
Subcontractors: Five

Target Population: Uninsured individuals in rural and urban Fresno County who are non-elderly, limited English proficient (Hmong, Spanish, Cambodian and Lao speakers), and are culturally diverse (Latino, Southeast Asian, African-American).

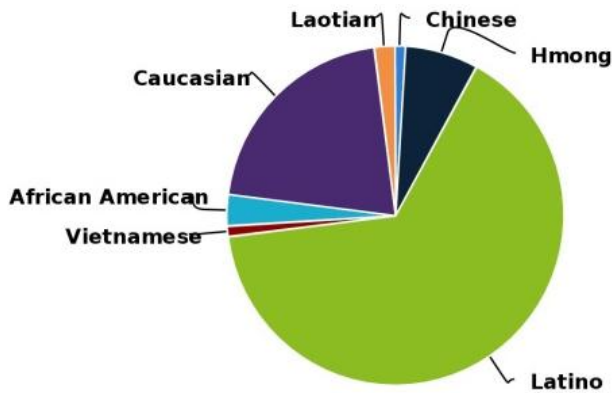
Age Ranges



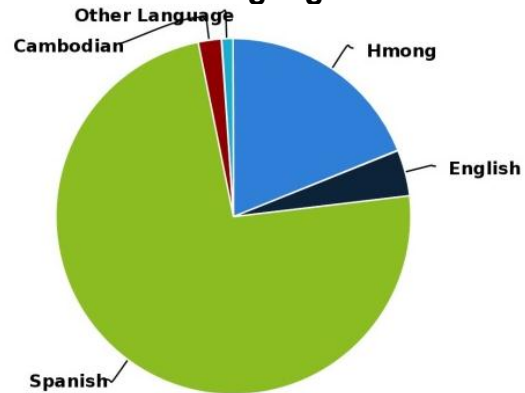
Income Levels



Ethnicities



Languages



Summary of Approach: Fresno Healthy Communities (FHC) will leverage an already strong foundation for outreach and education efforts. They will conduct on site educational meetings, in home presentations, school presentations, community forums, and one-on-one education. The venues they will use for the outreach and education strategy include health fairs, outdoor markets, recreational and cultural events. The organization will target multiple hard to reach populations and with collaborative efforts that engage subcontractors with long-standing relationships in the communities they serve. Their partners include community based organizations and medical centers, existing trusted partners in the community.

Infoline of San Diego County dba 2-1-1 San Diego

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000
 Funding Pool: Multi-County

Chief Executive Officer:
 John Ohanian

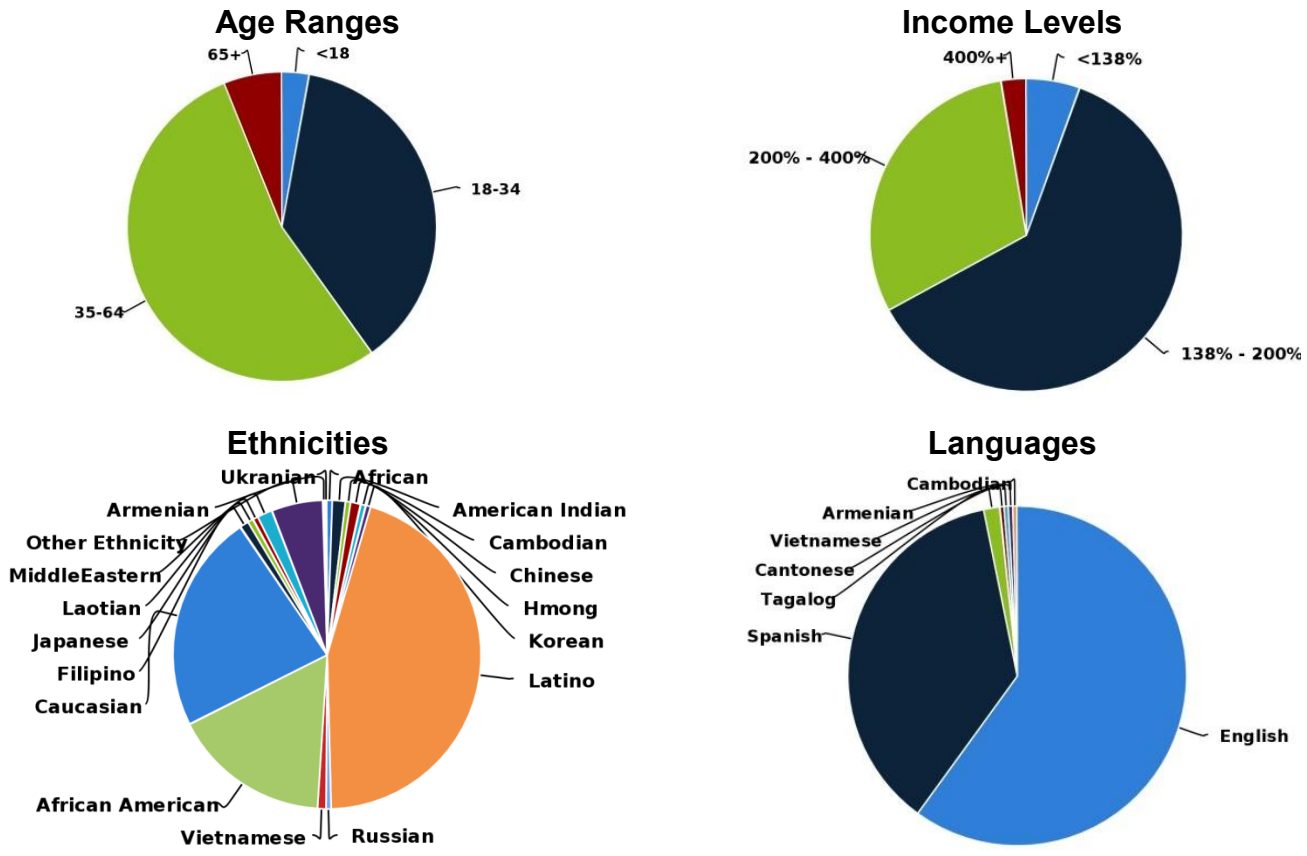
www.211sandiego.org

Top 100 Zips 59	Total Reach: 246,196
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Targeted Counties: Imperial, Los Angeles, Riverside, and San Diego.

Subcontractors: Two

Target Population: Uninsured population and those newly eligible for Covered California programs who are above 138% of the Federal Poverty Level (FPL) and with Limited-English Proficiency.



Summary of Approach: Outreach strategies for Infoline of San Diego County will include outreach and education at community fairs, farmers markets, film festivals, health fairs, rodeos, Pride parades and other cultural events. Their strategy is to provide presentations at Tribal Association meetings, schools, community centers, and colleges. They will build on existing relationships through person to person calls in each of the counties they will reach through this effort. Infoline of San Diego plans to implement best practice strategies through over the phone, in person and through trusted community partners. The volume of points of contact they have with the public - last year 211 San Diego answered 212,510 calls – allows them to effectively introduce information as appropriate to a large population that is already open to receiving information. This multi-faceted approach using innovative venues will allow them to reach the many newly eligible consumers that may not be accustomed to seeking information through more traditional venues.

John Wesley Community Health (JWCH) Institute, Inc.

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Targeted Population

*Chief Executive Officer:
Al Balleteros*

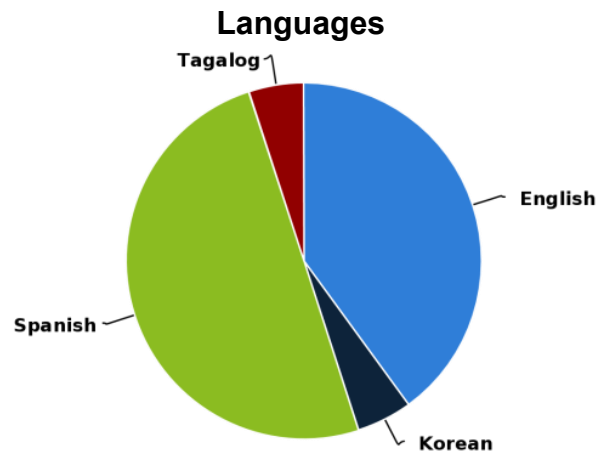
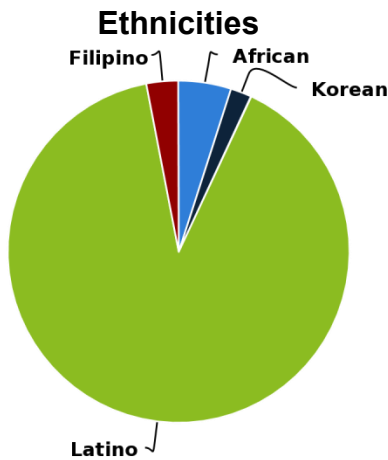
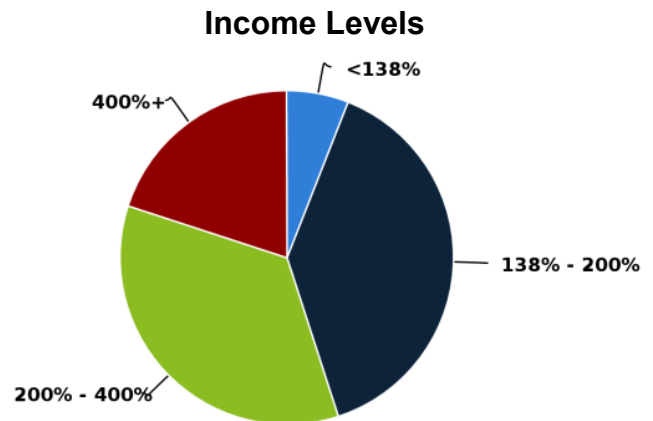
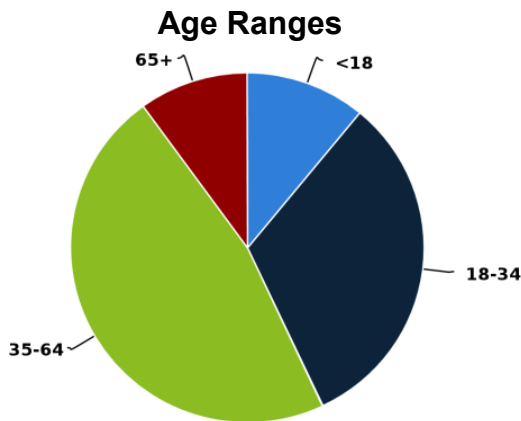
www.jwch institute.org

Top 100 Zips 6	Total Reach: 150,000
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Targeted Counties: Los Angeles

Subcontractors: Two

Target Population: Latino/Hispanic households in Los Angeles County with incomes between 138% - 400% of the Federal Poverty Level (FPL) who experience high rates of uninsurance and are Limited English proficient (LEP).



Summary of Approach: JWCH Institute will establish their connection through outreach and education at health fairs and community events. Outreach and education will occur at schools, shopping centers, recreational events such as races and soccer games, parenting classes, and one-on-one sessions at local hospitals and schools. The service area includes the southeast section of Los Angeles and they propose the use of promotoras, a best practice model, and have multiple program sites to include two clinics and four health centers. The long term goal is to have a detailed work plan with enrollment goals and the ability to participate in Assisters program.

Loma Linda University Medical Center

Amount Requested: \$992,883 | Funding Recommendation: \$990,000
 Funding Pool: Single County

*Director, Institute for Health Policy and Leadership:
 Gerald Winslow PH.D*

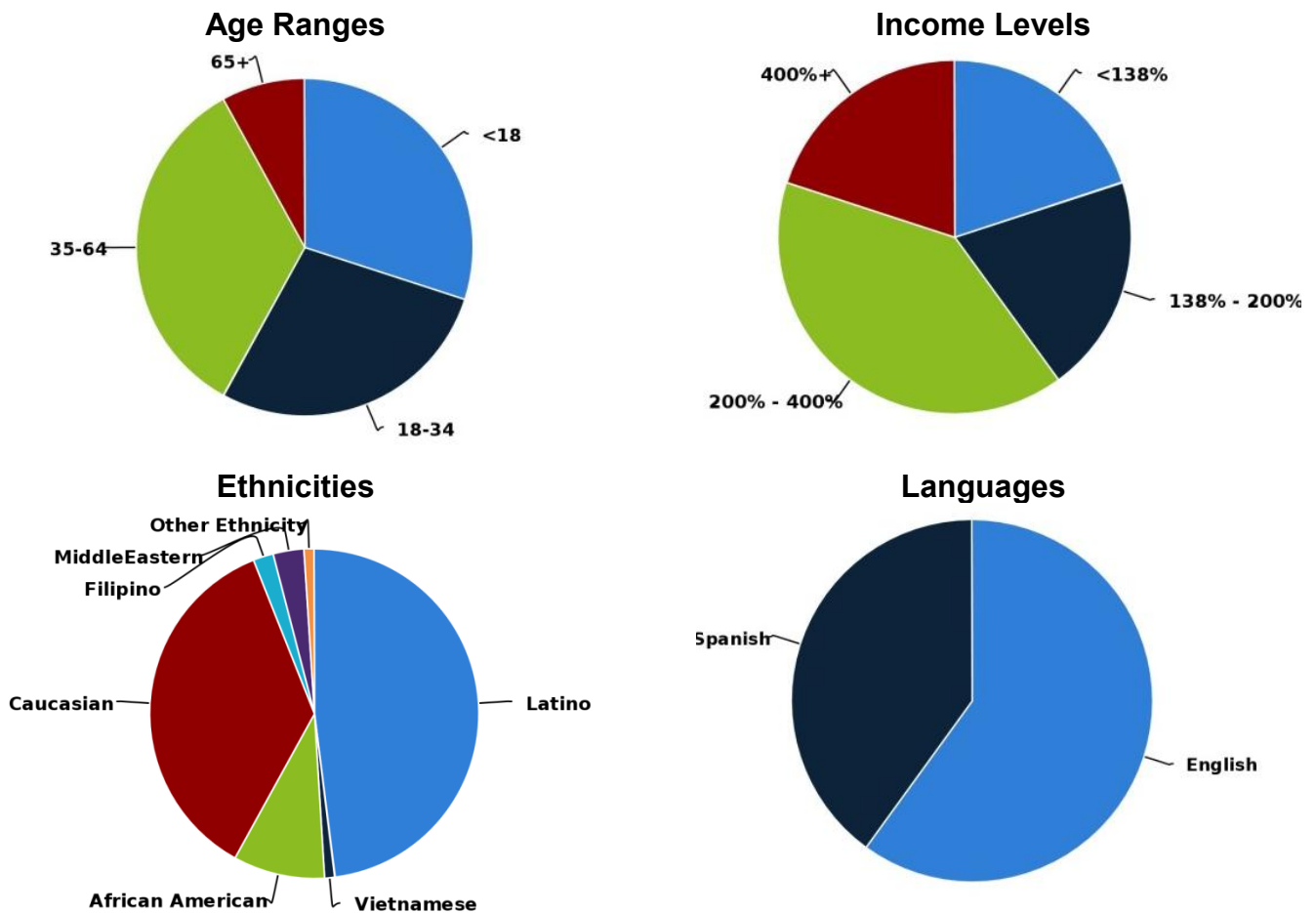
www.lomalindahealth.org

Top 100 Zips 2	Total Reach: 101,000
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Targeted Counties: San Bernardino.

Subcontractors: One

Target Population: San Bernardino County, which has been identified as the second most financially compromised area in the nation. High unemployment rates have led to consistently rising uninsured and underinsured populations.



Summary of Approach: Loma Linda University Health and its subcontractor for this project, the Community Clinic Association of San Bernardino County, will approach outreach and education through a complementary network of CCASBC member clinics providing direct education to providers, including physicians and staff at CCBSBC member clinics, area hospitals, particularly emergency departments, and Healthy Communities organizations located in County communities and neighborhoods. Through an extensive network of community clinics in San Bernardino County, existing workforce and prior contacts with target population, efforts will include direct education to physicians and staff in local health centers, area hospitals, emergency departments, and Healthy Communities organizations. Venues will include community events, health and safety fairs, clinics, retail/product demonstrations, recreational events, and group meetings.

Los Angeles County Federation of Labor, AFL-CIO

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Multi-County

*Executive Secretary-Treasurer:
Maria Elena Durazo*

www.launionaflcio.org

Top 100 Zips 48	Total Reach: 78,250
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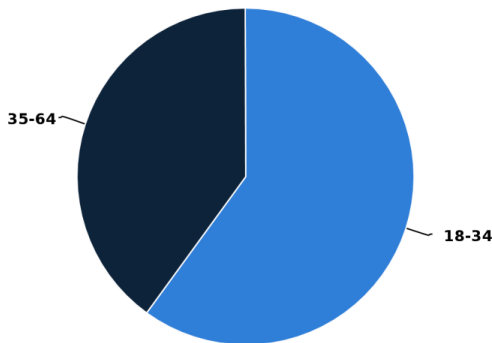
Targeted Counties: Los Angeles, Orange and San Bernardino.

Subcontractors: Seven

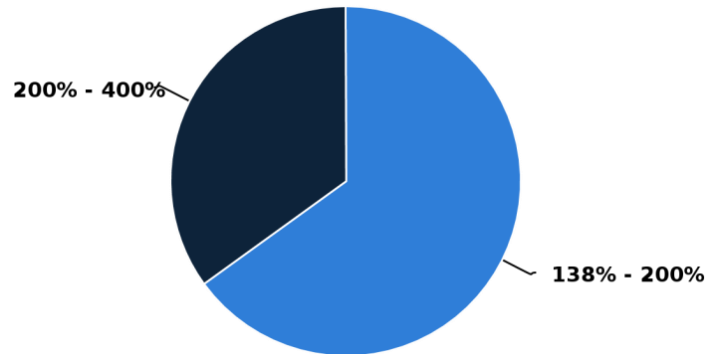
Term of Agreement: July 1, 2013 – March 31, 2014

Target Population: Uninsured individuals working in hotels, restaurants and bars (through temporary agencies), students from low-income families, and unemployed persons.

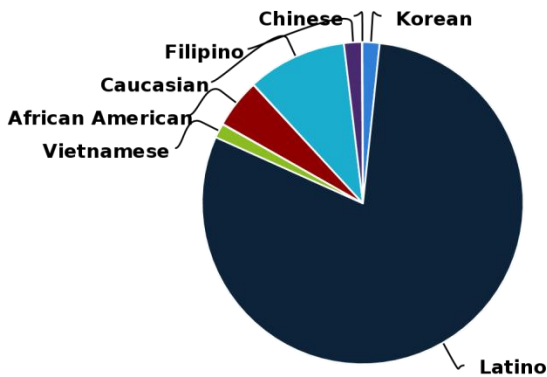
Age Ranges



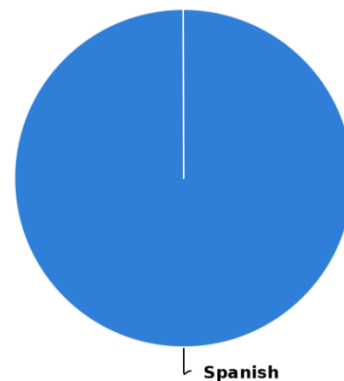
Income Levels



Ethnicities



Languages



Summary of Approach: Using existing relationships and structures within 300 unions to reach hospitality, retail and tech students through door-to-door and one-on-one education, the Federation will conduct a comprehensive outreach and education plan that builds on its partners' relationships with low- and middle-income working people in Los Angeles, Orange and San Bernardino Counties. The project design leverages the volunteer infrastructure of the Local 11 and Local 1428 shop steward systems that are strengthened during each organizing campaign and each political election season with family, clergy, and community volunteers. These volunteer networks, working together with OCCORD, the employment-focused WorkSource agencies and Los Angeles Trade Technical College, will provide the human resources needed to make the deep educational connections required for successful completion of the scope of work. Additional outreach will be conducted to membership at convention site events, recreational and cultural events, on site meetings/workshops, health fairs, social networking, emails, job fairs, and community events.

Los Angeles Unified School District (LAUSD)

Amount Requested: \$996,317 | Funding Recommendation: \$990,000
 Funding Pool: Single County

*Interim Executive Director:
 Debra Duardo*

www.lausd.net

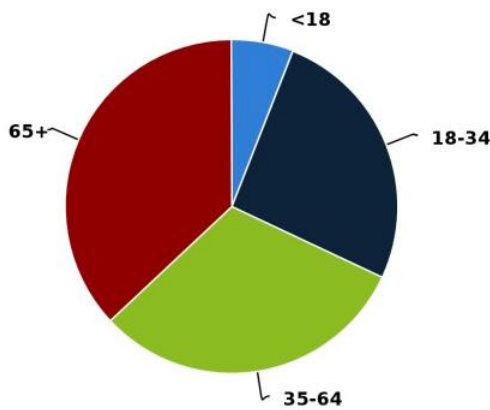
Top 100 Zips 22	Total Reach: 150,000
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Targeted Counties: Los Angeles.

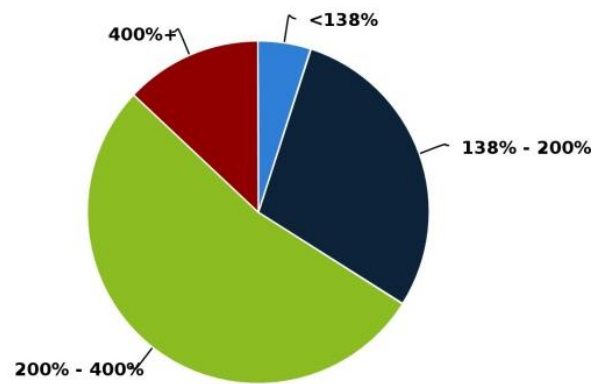
Subcontractors: One

Target Population: Individual consumers within the 710 square miles of the Los Angeles Unified School District, the 256,000 local adult education students, and the school district’s 30,000 uninsured part-time employees and after school contract staff.

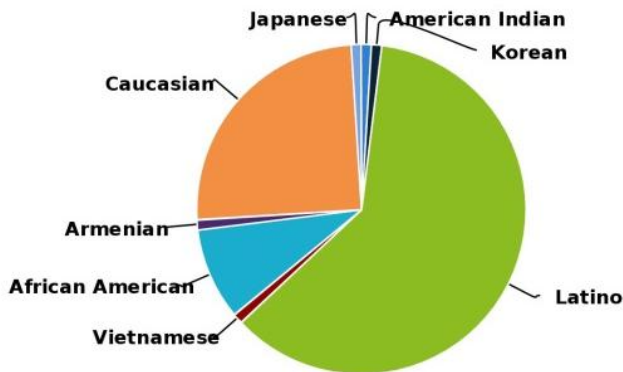
Age Ranges



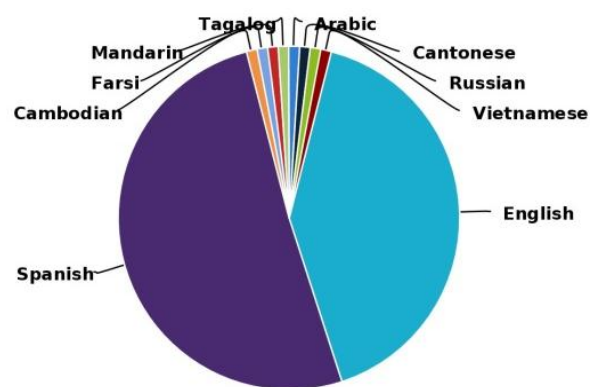
Income Levels



Ethnicities



Languages



Summary of Approach: Covered LAUSD will use approaches and strategies that have proven effective as an education and assister entity and through evidence or best practices locally and nationally. Covered LAUSD will use techniques to target exact communities of highest need and potential eligibility. They have analyzed data and created a three tier structure of high schools and their feeder schools. Using their existing personnel infrastructure and databases which provide contact information for a large portion of the target population, outreach will be conducted at community fairs, health fairs and through outreach calls. Examples of outreach strategies that build on LAUSD’s infrastructure are use of outbound phone messages, annual print material for delivering messages (Student Emergency Cards and Parent Handbook), and in person community events. Education includes parent and school meetings, staff meetings for part time and contract employees, adult student class presentations and one-on-one presentations.

Planned Parenthood Mar Monte, Inc.

Amount Requested: \$694,500 | Funding Recommendation: \$694,000
 Funding Pool: Multi-County

*President & CEO:
 Linda T. Williams*

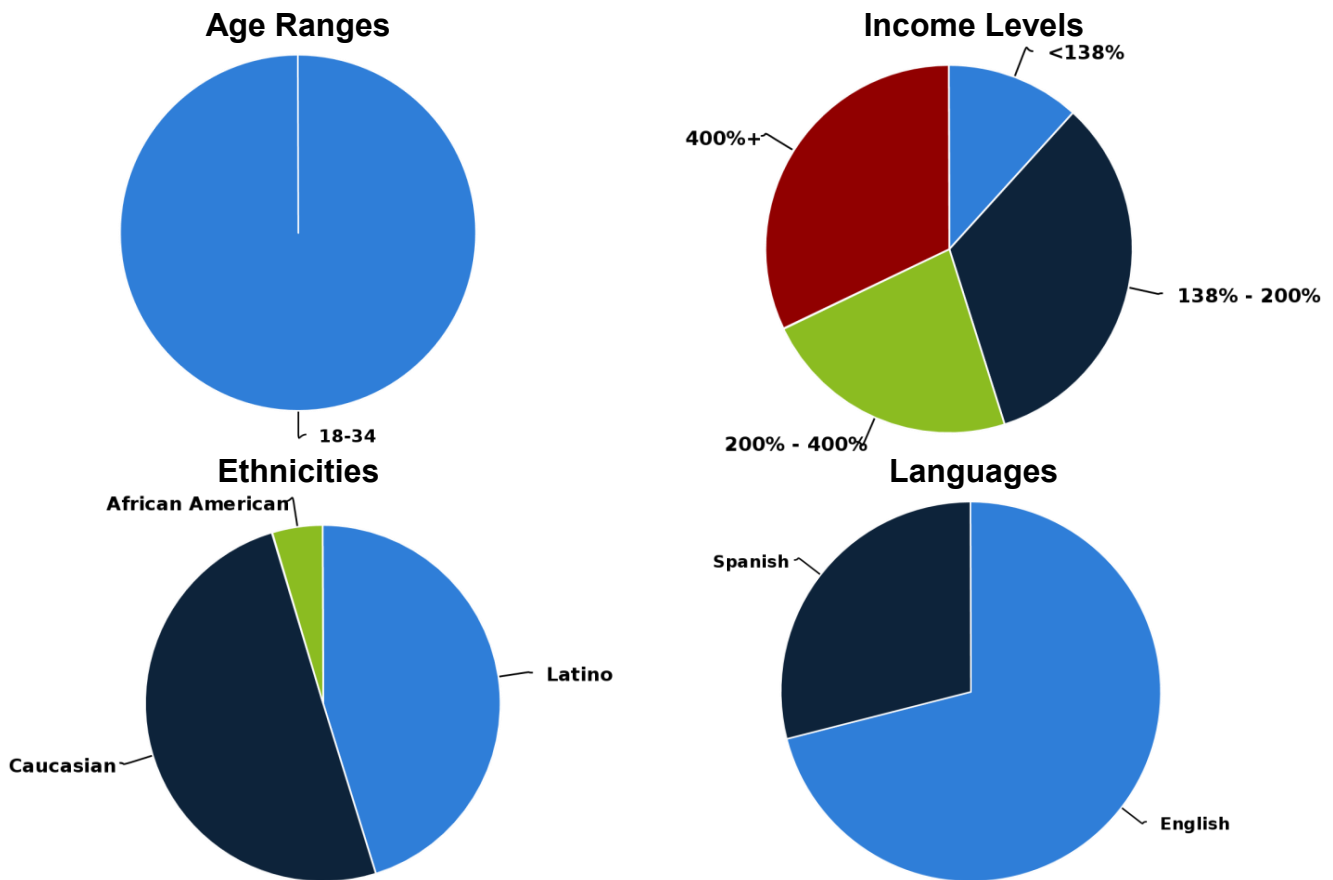
www.plannedparenthood.org/mar-monte

Top 100 Zips 12	Total Reach: 87,224
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Targeted Counties: Alameda, Fresno, Kern, Madera, Merced, Monterey, Placer, Sacramento, San Benito, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Stanislaus, Sutter, and Yolo.

Subcontractors: N/A

Target Population: Students, young adults, young “invincibles”, members of young families and those who work in sectors where there are high numbers of uninsured (e.g., retail, construction, food services, etc.).



Summary of Approach: Planned Parenthood Mar Monte (PPMM) will use an approach similar to that currently used to introduce their services and programs to potential clients. Expanding on a reputation as a trusted source of health care education and outreach, their approach includes workshops and one-on-one sessions at health fairs, youth events, college campuses, and community events with a clear focus to target community college students and young adults, particularly in the smaller counties. Staff will conduct activities at events identified by Covered California and also smaller events such as local health fairs promoted by community-based organizations and schools or weekend swap meets. Activities will include outreach, individual and small group information presentations, and follow-up activities. They will target venues where their populations congregate – schools, colleges, training institutions, music venues, social clubs, churches, and malls.

Redwood Community Health Coalition

Amount Requested: \$830,798 | Funding Recommendation: \$830,000
 Funding Pool: Multi-County

*Chief Executive Officer:
 Dr. Mary Maddux-Gonzalez, MD*

www.rchc.net

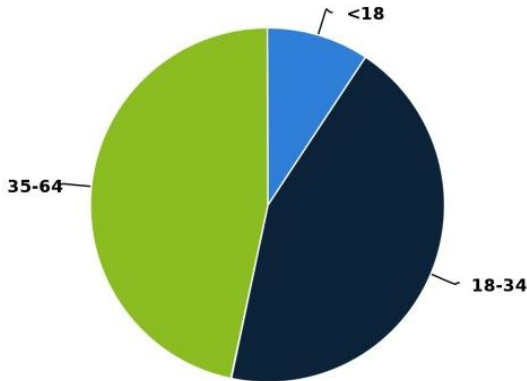
Top 100 Zips 0	Total Reach: 111,230
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Targeted Counties: Lake, Marin, Sonoma, and Mendocino.

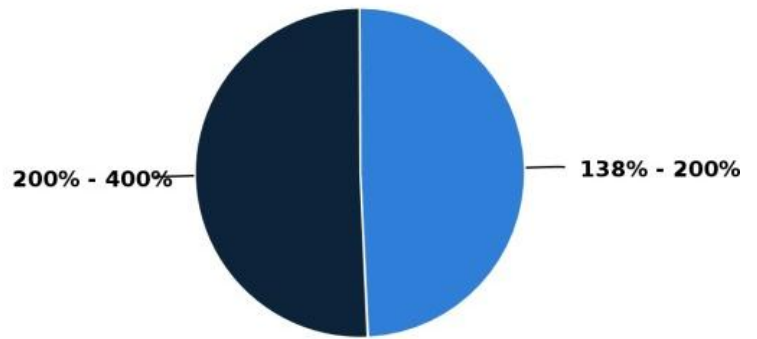
Subcontractors: Nine

Target Population: Largely rural population employed in agriculture, health care, government, hospitality, manufacturing and construction sectors.

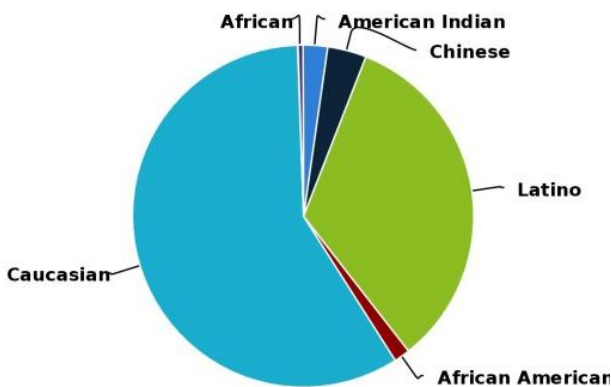
Age Ranges



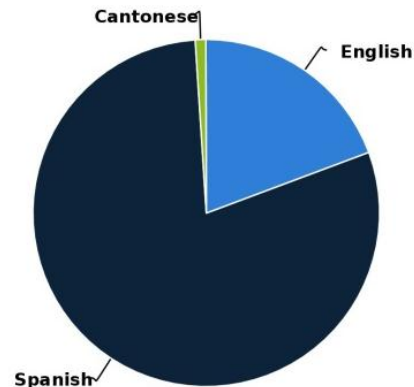
Income Levels



Ethnicities



Languages



Summary of Approach: The four-county outreach and education plan developed by Redwood Community Health Coalition (RCHC) and its collaborative partners integrate Covered California outreach and education activities into current health coverage outreach efforts delivered by trusted community organization in each of the four counties. Some of their strategies include outreach and education to school and community clinics providing services to uninsured patients, one-on-one sessions, health fairs, community, cultural and recreational events, hospital clinics, small groups, mailings, e-mails, newsletters, church events, activity leagues, and farmers markets. While RCHC uses a myriad of strategies to spread awareness about the availability of health coverage programs, such as attending health fairs and community events, their primary approach will be to identify and enroll uninsured children and families who get their care at community health centers and other health care providers.

Sacramento Employment and Training Agency

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000
 Funding Pool: Single County

*Executive Director:
 Kathy Kossick*

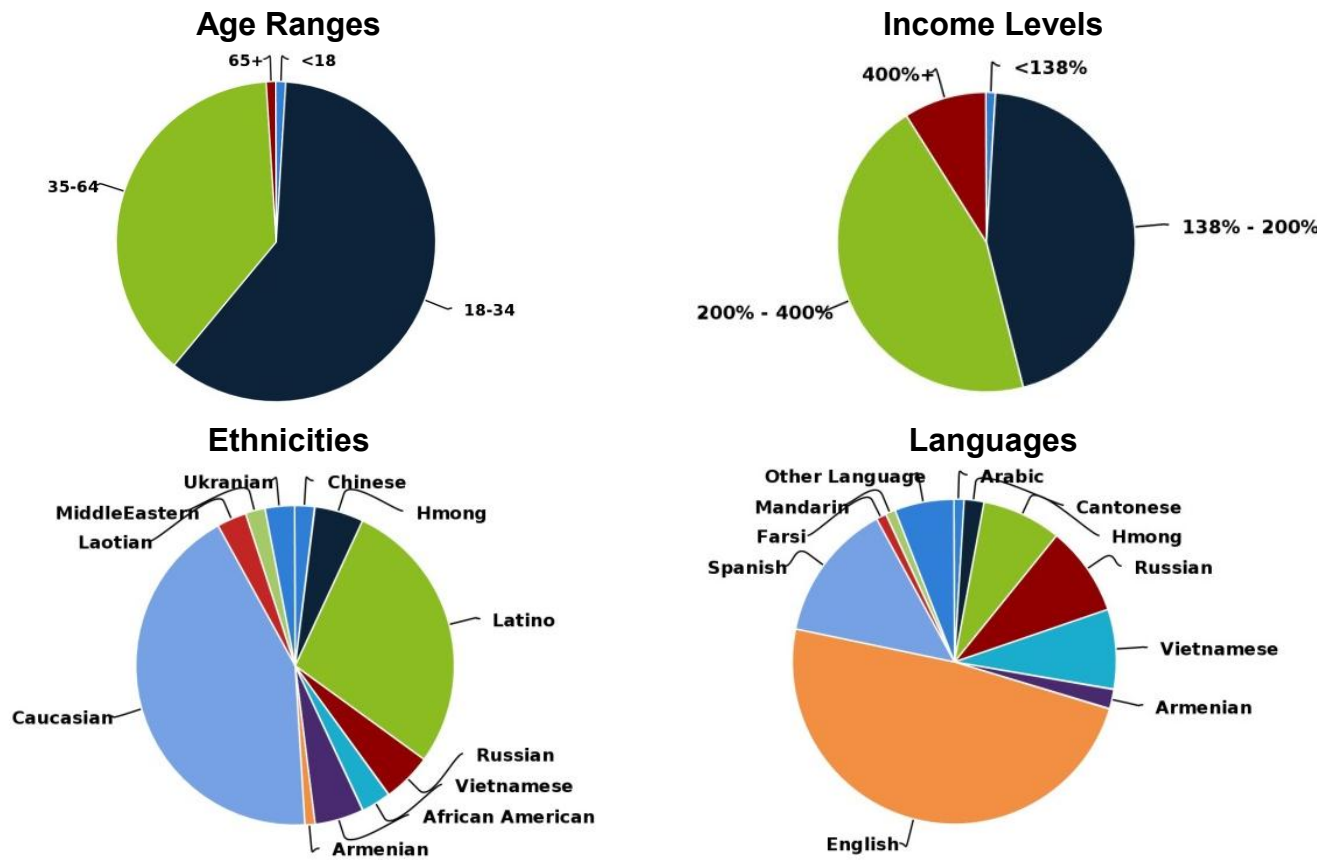
www.seta.net

Top 100 Zips 2	Total Reach: 186,165
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Targeted Counties: Sacramento.

Subcontractors: Five

Target Population: Sacramento County residents without health insurance including LEPs, individuals that are low-wage, part-time workers, self-employed, families transitioning from welfare to work, senior citizens under the age of 65, individuals who lost their jobs or changed jobs and lost their employer-paid benefits, individuals denied health insurance due to pre-existing conditions, and young people under the age of 30, including college students.



Summary of Approach: The Sacramento Employment and Training Agency (SETA) proposes an approach and strategy for conducting Covered California Outreach and Education that will utilize multiple communication formats, 50 staff dedicated to outreach and 25 Covered California certified outreach and education staff to reach out to likely candidates of all cultures and languages at 87 community sites, over 50 community events that celebrate Sacramento’s cultural diversity, college and K-12 campuses, and 5 high-density public sites throughout Sacramento County. Through collaboration with five other agencies, outreach and education activities are planned for recreational and cultural events, on-site, one-on-one sessions, workshops, schools and health fairs in rural communities in Sacramento County to target limited English and monolingual individuals. Strategies will also include community colleges, K-12 campuses and 5 high-density public sites throughout Sacramento County.

San Bernardino Employment and Training Agency

Amount Requested: \$875,000 | Funding Recommendation: \$750,000

Funding Source: Single County

*Board Chair:
Ernest Dowdy*

www.sbeta.com

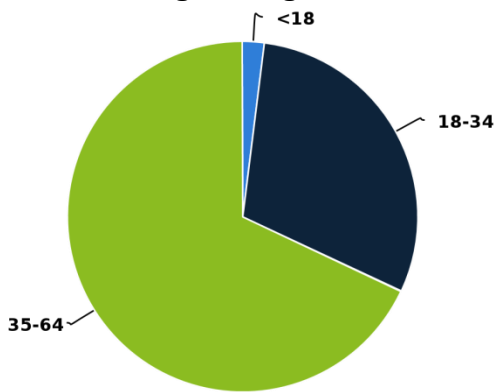
Top 100 Zips 12	Total Reach: 547,750
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Targeted Counties: San Bernardino

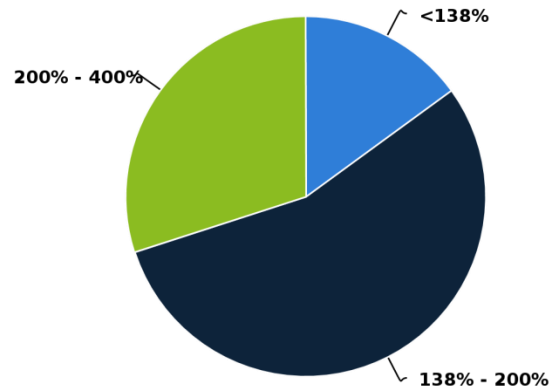
Subcontractors: N/A

Target Population: Part-time and/or underemployed, employees under larger employers (i.e. hospitals,), parents of students in school receiving free and/or reduced lunch, and those transitioning into employment from diverse multi-cultural backgrounds and ethnicities.

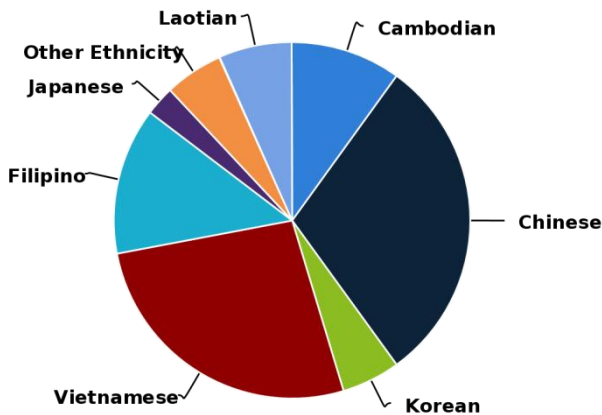
Age Ranges



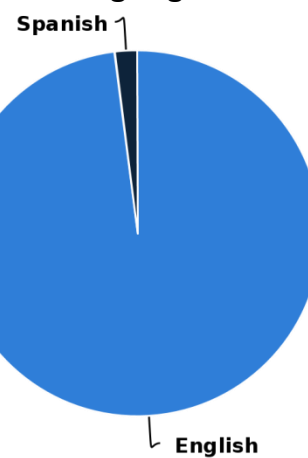
Income Levels



Ethnicities



Languages



Summary of Approach: Through collaboration with school districts, community colleges, labor unions and the Workforce Investment Board, the agency will lead outreach and education within schools, job fairs, informational sessions, educational workshops and phone-based outreach to part-time or underemployed populations. The agency will engage individual consumers in education activities through a variety of strategies that include effective engagement of program targeted subgroups - such as those that exhibit lower than average health coverage rates - helping to bridge health disparity gaps. The will also focus on linking eligible individuals through the use of social media, one-on-one, in person and school-based strategies. A primary venue for their reach will be their existing sites and regular on-line access to the SBETA Assistor Resource Center.

Santa Cruz County Human Services Department

Amount Requested: \$511,912 | Funding Recommendation: \$500,000

Funding Source: Multi-County

Director:
Cecilia Espinola

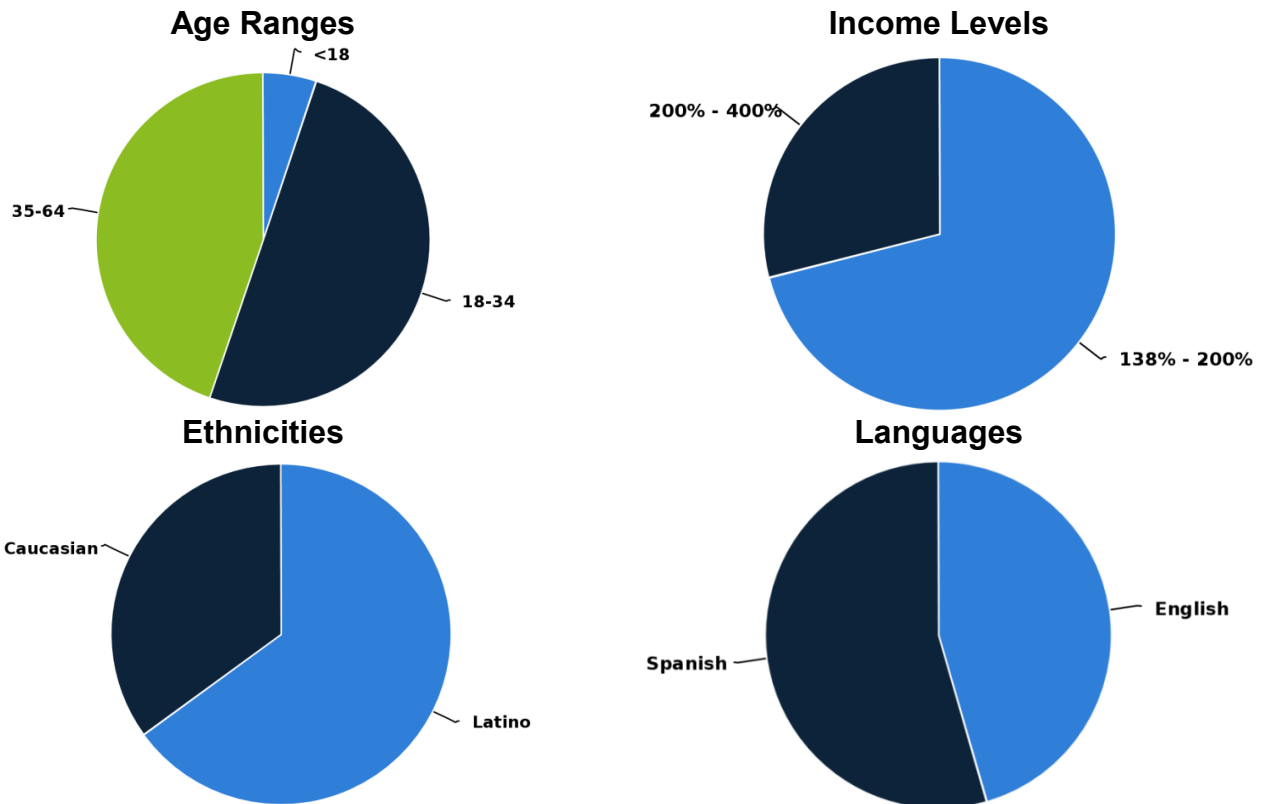
www.santacruzhumanservices.org

Top 100 Zips 1	Total Reach: 96,615
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Targeted Counties: Monterey, San Benito, and Santa Cruz.

Subcontractors: Twenty-three

Target Population: English and Spanish speaking consumers, between 138-400% of the Federal Poverty Level (FPL), with a focus on those least likely to be aware of their eligibility for subsidies.



Summary of Approach: To reach the broader population of uninsured and the micro-populations within it, the Santa Cruz County Human Services Department will saturate the places where targeted income families live, work, learn, and play with a message that promotes a culture of coverage. Their strategies will target key messages to the families they serve - and/or their neighbors, co-workers, and relatives – to make them aware that they could be eligible for health coverage and motivate them to take the next step of talking to an Assister or enrolling online. To decrease barriers, they will match messengers as closely as possible to target populations by relying on a culturally and linguistically diverse staff that is well prepared to identify barriers to coverage.

SEIU Local 521

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000
 Funding Pool: Targeted Populations

Chief Elected Officer:
 Luisa Blue

www.seiu521.org

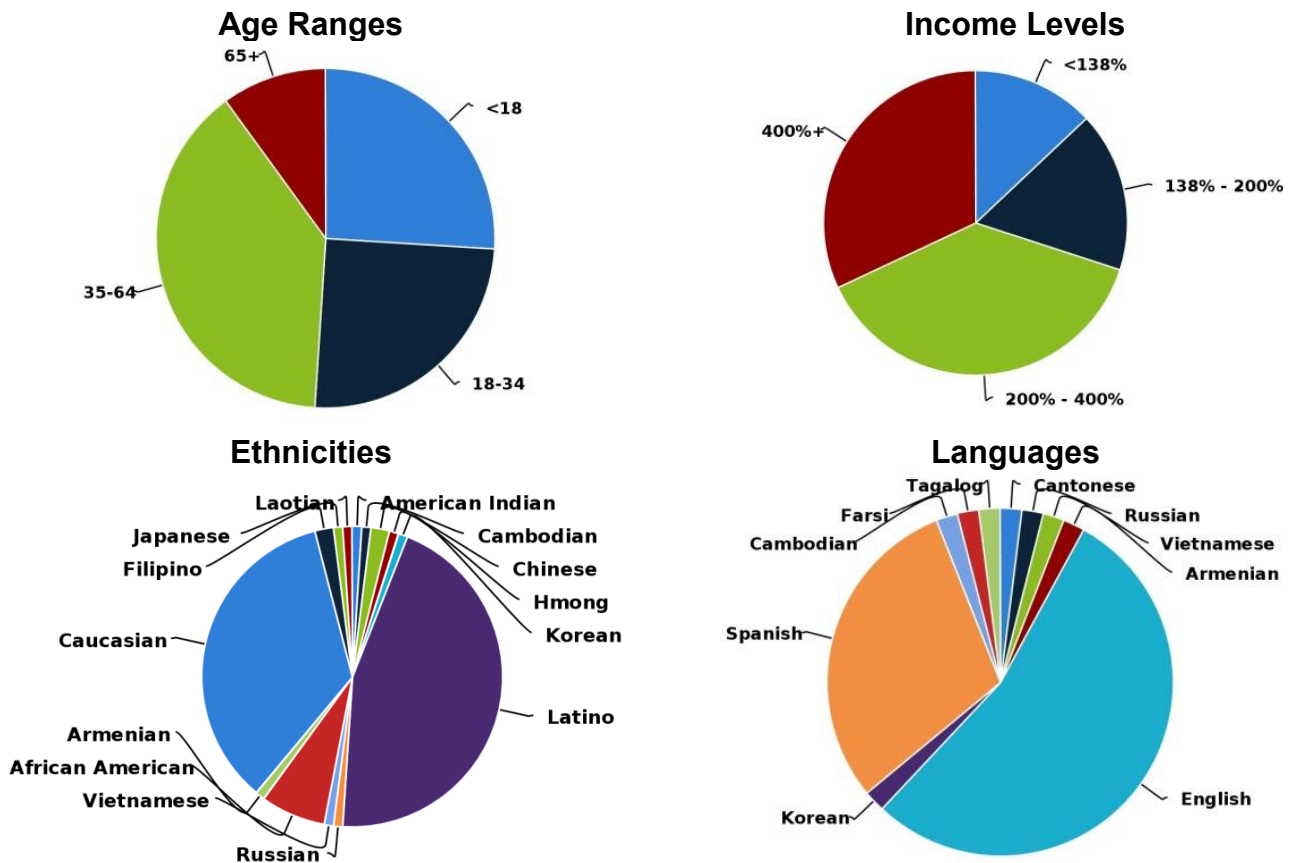
Top 100 Zips 68	Total Reach: 304,440
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Targeted Counties: Alameda, Alpine, Amador, Calaveras, Fresno, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Mono, Monterey, San Benito, San Bernardino, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Sierra, Stanislaus and Tulare.

Subcontractors: Service Employees International Union (SEIU) Local 99.

Term of Agreement: July 1, 2013 – March 31, 2014

Target Population: SEIU members and their families in Central and Southern California, family child care providers and the households they serve, Asian Pacific Islanders and Latinos in the Central Valley, and low wage healthcare professionals.



Summary of Approach: SEIU 521 intends to use a multi-pronged approach which includes conducting broad, initial outreach with key Covered California messages to target populations; conducting focused face-to-face education through a ground campaign by phone and in-person in home, workplaces and community events; and capitalizing on the trusted relationships that childcare workers have with the households they serve. They will layer messages upon each other, deepening the conversation and reinforcing individual understanding. They plan to reach individuals where they work via worksite meetings, bulletins and emails; where they live via phone banking with personal conversations, tele-town halls, and home visits; where they play via community fairs and events, SEIU sponsored events; and where they entrust their children daily, at their family child care provider’s home via provider outreach and small coffee hours.

SEIU United Long Term Care Workers (ULTCW)

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000
 Funding Pool: Targeted Populations

*Policy Director:
 Andrea Edmiston*

www.ultcw.org

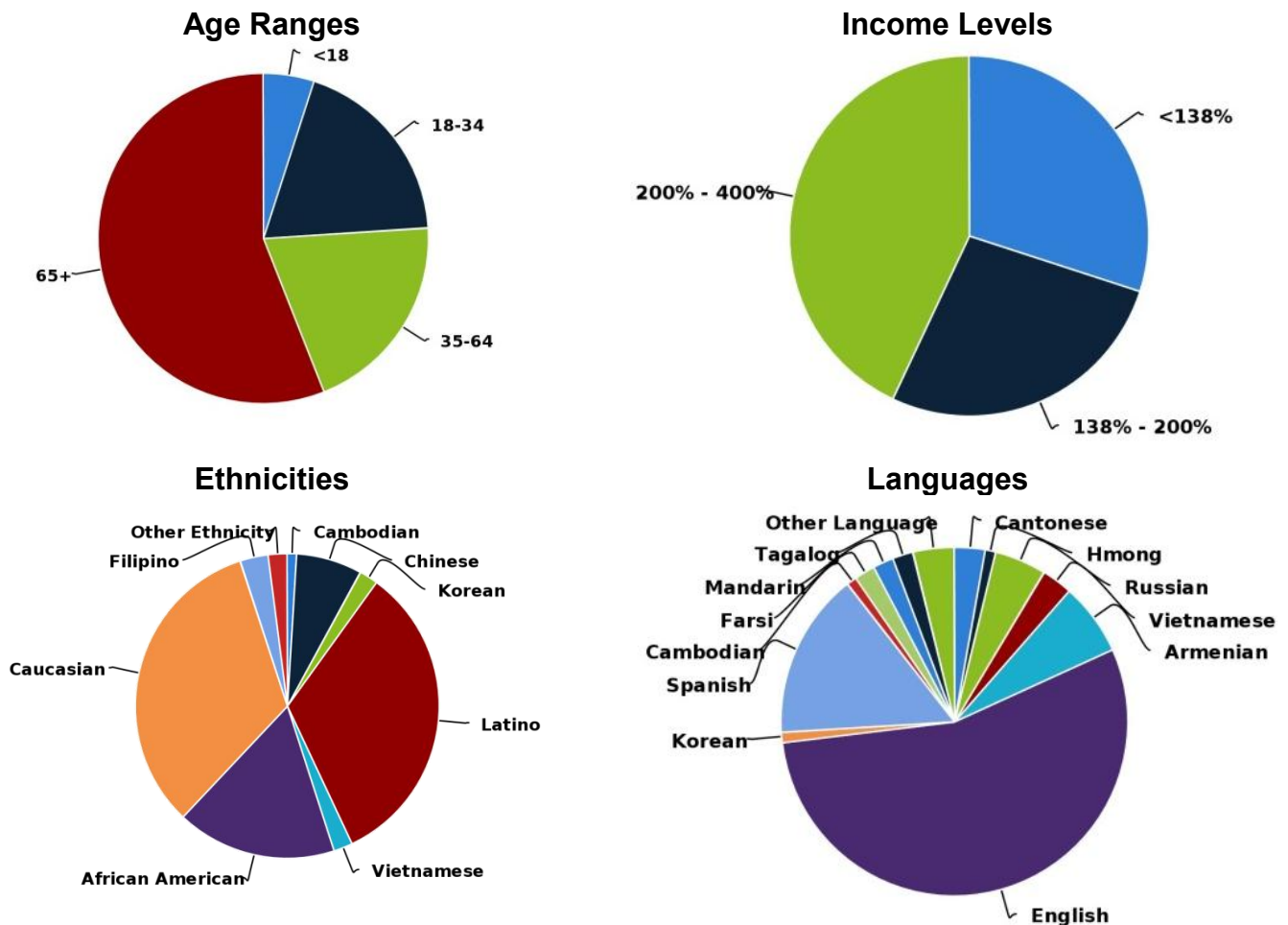
Top 100 Zips 88	Total Reach: 482,811
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Targeted Counties: Alameda, Alpine, Amador, Calaveras, Fresno, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Mono, Monterey, San Benito, San Bernardino, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Sierra, Stanislaus and Tulare.

Subcontractors: N/A

Term of Agreement: July 1, 2013 – March 31, 2014

Target Population: United Long Term Care Workers (ULTCW) member households.



Summary of Approach: Utilizing their existing infrastructure and internal capacity, SEIU ULTCW will provide outreach and education to its current members and their households and the public in the many settings they serve throughout California. They can reach their members through phone banking, tele-townhalls, and small group meetings. A ground campaign will also be developed to ensure individuals have every opportunity to have conversations at a time that is more convenient for them. The ground campaign is responsible for providing the bulk of the education conversations and serves as “boots on the ground” to have face-to-face educational conversations. They will also conduct outreach and education activities to the general public through local community events.

Social Advocates for Youth (SAY), San Diego, Inc.

Amount Requested: \$500,000 | Funding Recommendation: \$500,000

Funding Pool: Single County

*Executive Director:
Michael Carr*

www.saysandiego.org

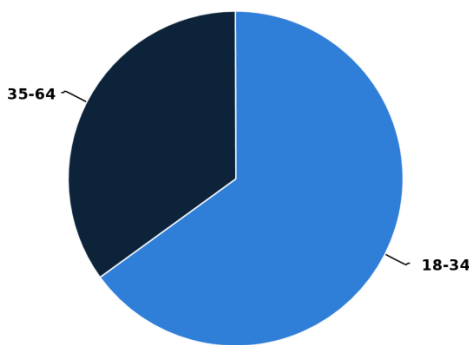
Top 100 Zips 4	Total Reach: 66,226
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Targeted Counties: San Diego.

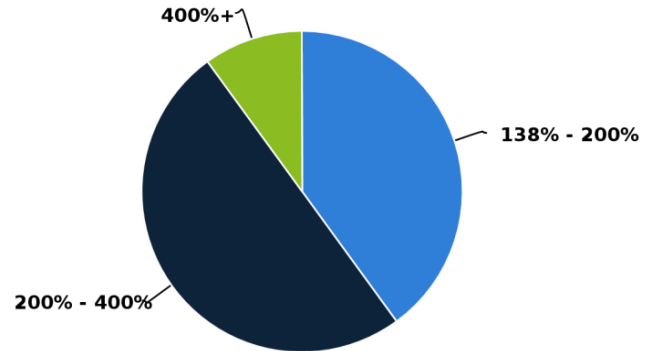
Subcontractors: N/A

Target Population: Latinos in the city of San Diego, with Limited English Proficiency (LEP), primarily Spanish-speaking, young adults ages 19-34, and single adults between the ages of 19-44.

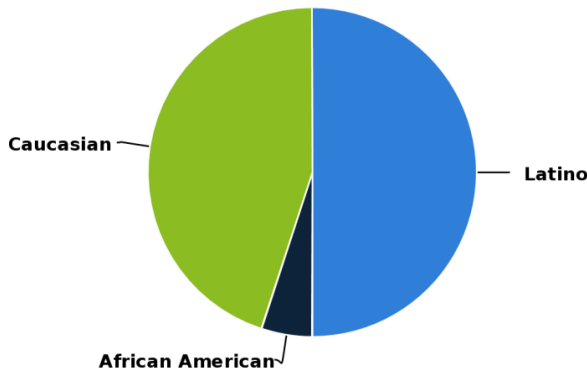
Age Ranges



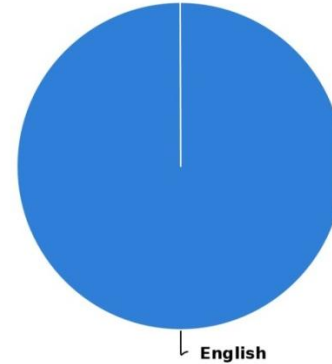
Income Levels



Ethnicities



Languages



Summary of Approach: To effectively reach its target population of young adults ages 19 through 34 who are primarily Spanish-speaking Latinos, Social Advocates for Youth (SAY) will engage constituents through its existing programs, as well as the broader community, at venues and through channels most likely to capture the interest of this demographic. Three full time outreach specialists will lead these efforts, disseminating materials and carrying out outreach and education appropriate to each community. In addition, SAY will leverage its historic partnership with San Diego State University' School of Social Work and a robust organization-wide volunteer infrastructure to incorporate a core group of two interns and 25 volunteers who will be trained to provide outreach in order to expand the project's reach. Specific outreach strategies include targeting Latinos/limited English speakers through events outreach at cultural festivals such as the Latino Film. Young and unmarried adults will be targeted through outreach at events such as Adams Avenue Street Fair and Hillcrest City Fest. A particular focus will be on engaging an audience disinclined to consider health coverage important. One innovative strategy is to focus on topics such as high out-of-pocket costs and the benefits of coverage. SAY will seek to attract attention by creating festival booth displays that profile world-renowned athletes like skateboarder Tony Hawk and snowboarder Shaun White, both of whom are San Diego County residents. Staff and volunteers will highlight the athletes' achievements, and estimated costs of healthcare they needed to sustain their careers.

Solano Coalition for Better Health

Amount Requested: \$342,800 | Funding Recommendation: \$250,000

Funding Source: Single County

*Executive Director:
Carl Thomas*

www.solanocoalition.org

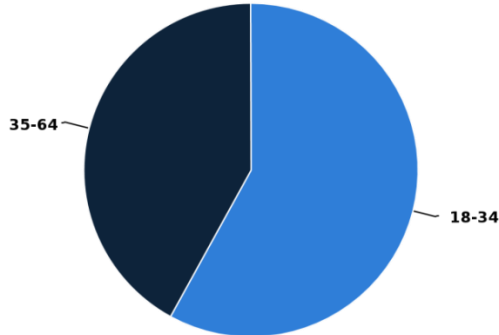
Top 100 Zips 1	Total Reach: 77,557
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Targeted Counties: Solano

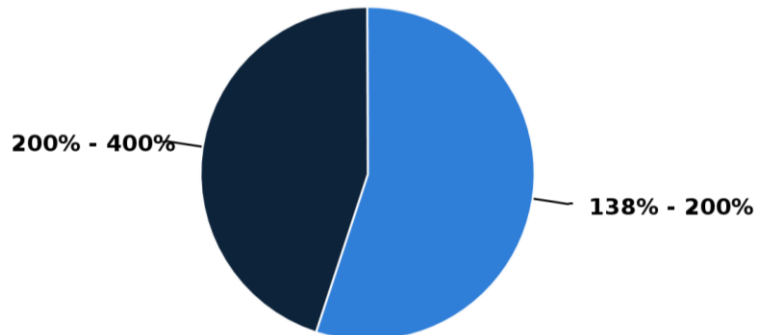
Subcontractors: Two

Target Population: Individuals in Solano County in the 19-64 age group that are between 138% and 400% of the Federal Poverty Level (FPL). Many of the target population work in the service and hospitality industry.

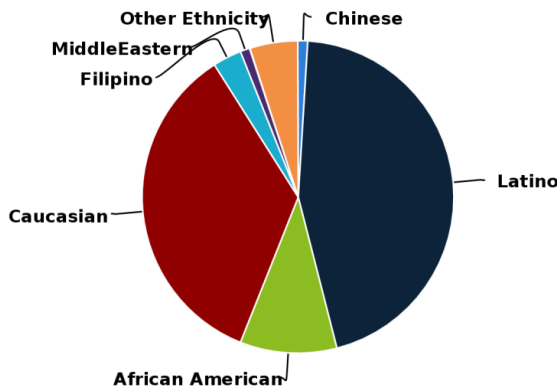
Age Ranges



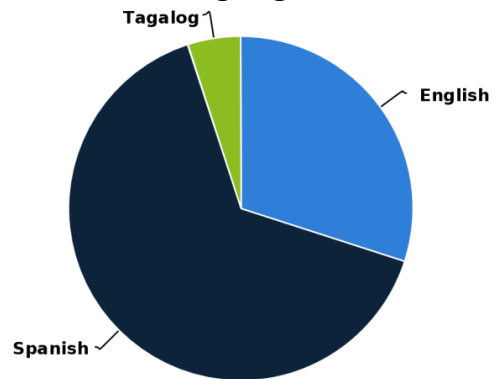
Income Levels



Ethnicities



Languages



Summary of Approach: Solano Coalition for Better Health (SCBH) will build on well-established relationships with hospitals, clinics, childcare providers, the community college and numerous businesses and chambers of commerce to conduct an array of outreach and education activities aimed at the targeted population. SCBH is in a unique position to reach new insurance markets through its own Board membership as the organizations they represent make up a significant portion of the Solano County’s employer base. One strategy will be to leverage the expertise of Spanish-speaking Promoters (volunteers) to provide culturally and linguistically appropriate outreach and education about health coverage costs and options to Solano County Latino and African American community members. Five Health Access Specialists will work with over twenty five partnering agency locations throughout the Solano Count to extend the program’s reach. A minimum of 70 community events/presentations throughout the county will be attended during the grant period. One-on-one education will be provided to compel consumers to take the next step - enrollment into a plan. Examples of venues for outreach activities are Back to School Nights, Fairfield-Suisun Adult School College campuses, School Nurse Presentations, Solano County Fair Solano Employment Connection, small businesses and shopping malls.

St. Francis Medical Center of Lynwood Foundation

Amount Requested: \$749,291 | Funding Recommendation: \$750,000

Funding Source: Multi-County

President and CEO:

Gerald T. Kozai, Pharm.D.

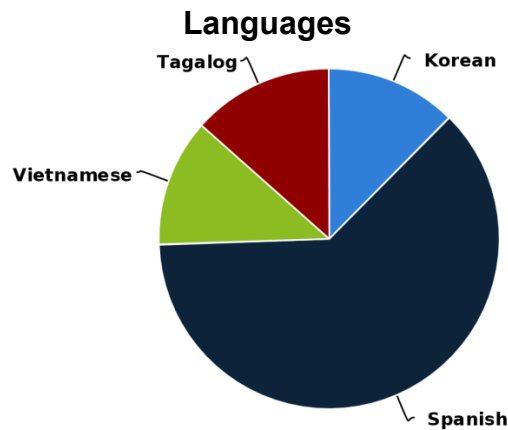
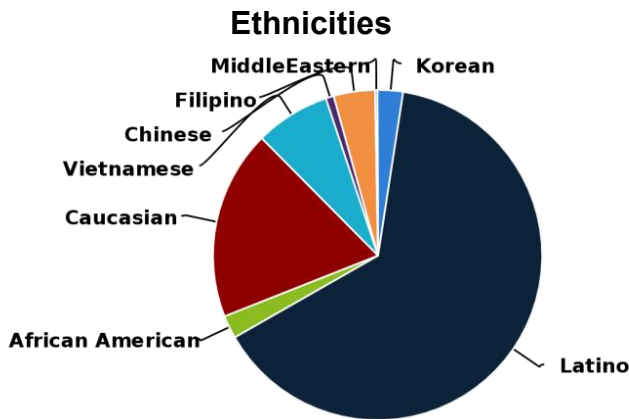
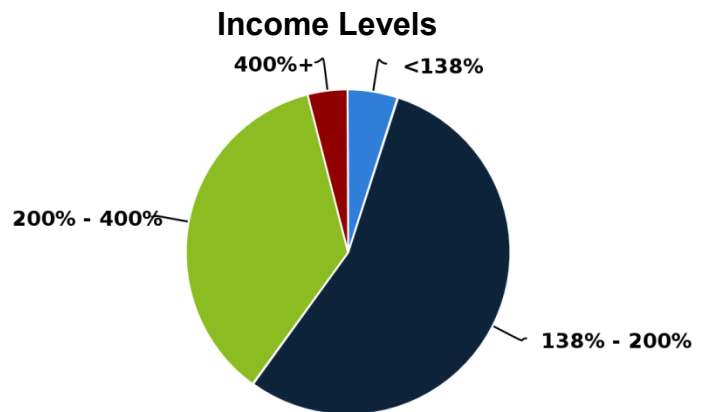
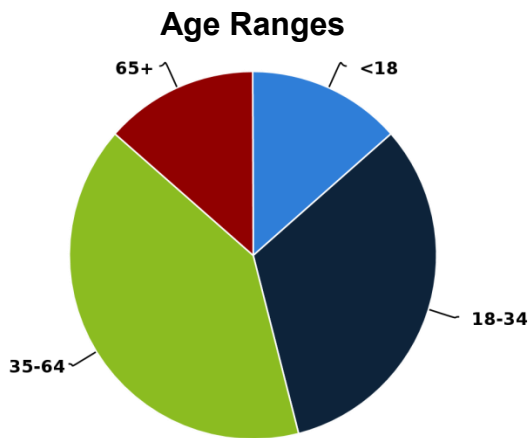
www.stfrancismedicalcenter.org

Top 100 Zips 13	Total Reach: 99,338
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Targeted Counties: Los Angeles, San Mateo, and Santa Clara.

Subcontractors: Four

Target Population: Limited-English Proficiency (LEP) or English as Second Language (ESL) populations, culturally diverse populations including mixed immigration status households, and low to moderate income families.



Summary of Approach: St. Francis Medical Center of Lynwood Foundation will conduct outreach and education activities to schools, colleges, churches, local markets, businesses, community based organizations, and at cultural and recreational events. Outreach and education activities will be conducted through promotoras who perform presentations at town hall meetings, the Mexican consulate, Chambers of Commerce, cultural groups, churches, Parent Teacher Associations (PTAs), unions, senior centers, food banks, local colleges, and employee meetings at each of the five local hospitals. In addition, the promotoras will establish weekly meetings at local community venues in each of the target areas that will enable residents to “drop in” to a convenient community site to receive up-to-date information.

The Actors Fund

Amount Requested: \$437,939 | Funding Recommendation: \$435,000
 Funding Pool: Targeted Populations

*President and CEO:
 Joseph Benincasa*

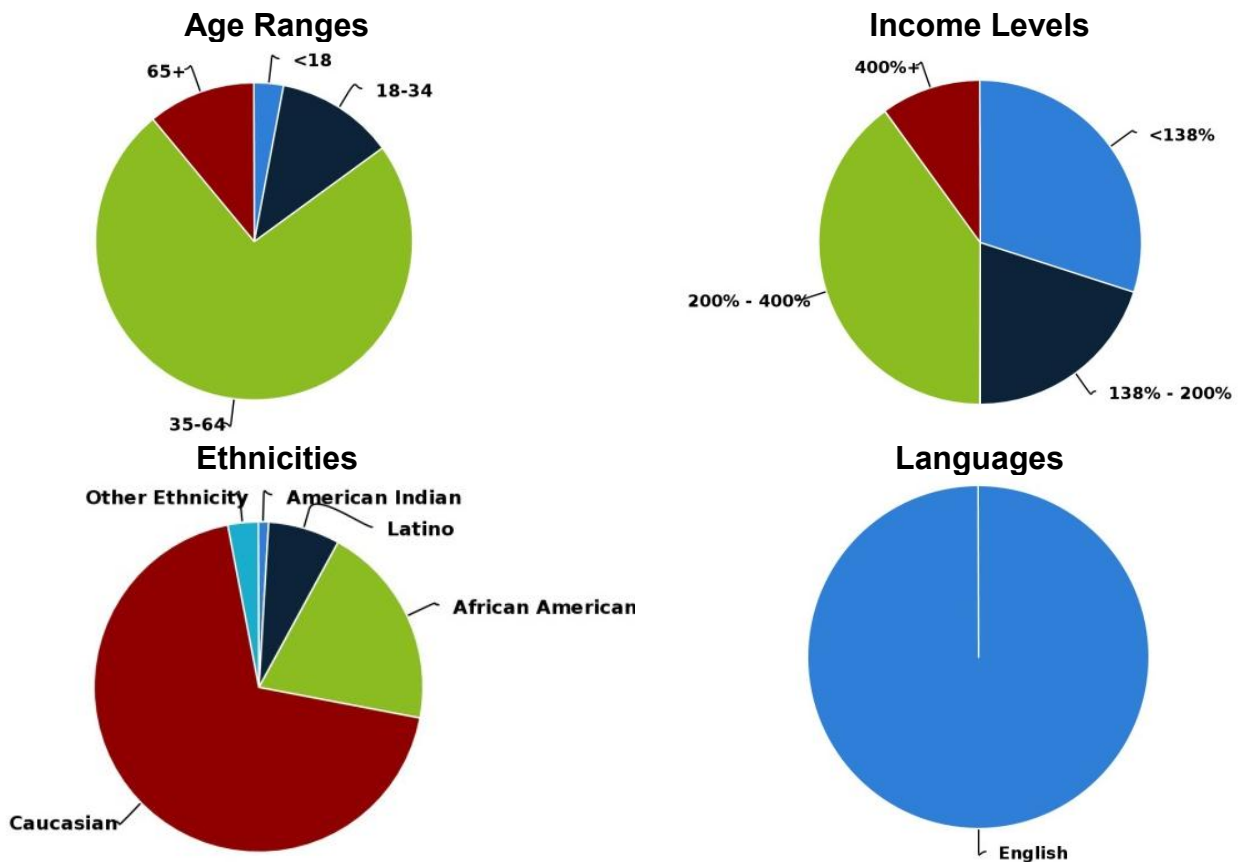
www.actorsfund.org

Top 100 Zips 53	Total Reach: 103,260
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Targeted Counties: Alameda, Los Angeles, Sacramento, San Diego and San Francisco.

Subcontractors: N/A

Target Population: Persons working in the visual and performing arts and the entertainment industry, whose individual and family incomes fall between 138% and 400% of the Federal Poverty Level (FPL). This population includes every age group, but skews toward a younger 19-35 demographic. It is ethnically and culturally diverse although primarily Caucasian, generally proficient in English and has an income derived largely from self-employment, episodic work, and “survival” jobs in the services industries and temporary worker fields.



Summary of Approach: The Actors Fund will conduct outreach and education at on-site guild meetings, union meetings, member orientations, and recording events. They will leverage their vast network of arts and entertainment unions, organizations and venues to alert its community to the new opportunities for health insurance coverage offered by Covered California. A core strategy will be to conduct seminars to unions, artist organizations, dance companies, which will focus on educating constituents about Covered California and assembling leads for the Navigators and Assistors. These seminars will be held in union halls, arts service organizations, theatres, small business meeting rooms, public libraries, arts fairs and wherever artists and entertainment industry members gather. Additionally, phone and e-mail outreach to the members of partnering unions and arts organizations will be conducted by Outreach Associates recruited from within the target population. Additional activities to reach members include placing links on union and arts organization websites to connect users to The Actors Fund’s outreach project and Covered California, as well as placing articles and notices in union and arts publications.

The East Los Angeles Community Union

Amount Requested: \$980,255 | Funding Recommendation: \$980,000

Funding Source: Multi-County

Senior Vice President:

Jose Villalobos

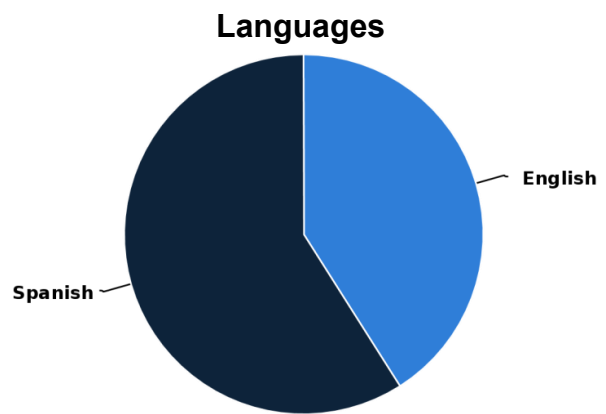
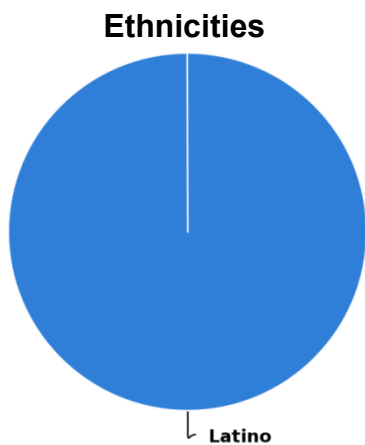
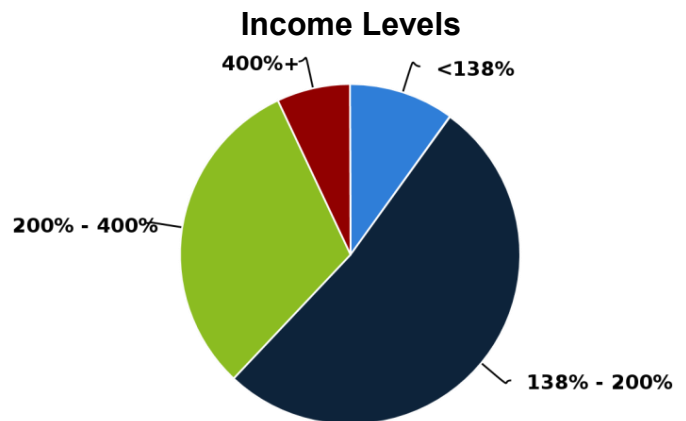
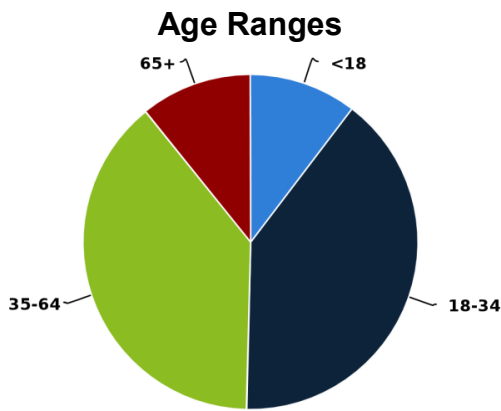
www.telacu.com

Top 100 Zips 26	Total Reach: 155,000
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Targeted Counties: Los Angeles, Orange, Riverside and San Bernardino.

Subcontractors: Five

Target Population: Latinos of all ages, many who are Spanish speaking and may have low-literacy rates.



Summary of Approach: The East Los Angeles Community Union (ELACU) will conduct in-person outreach and education activities at senior housing programs, community events, schools and churches, YMCA student camps and through mailings. Activities include distributing outreach materials in church bulletins, on bulletin boards, and at resource tables. Health Advocates will work with sites to organize a health committee that will help inspire an organizational culture committed to health and promote the importance of purchasing health insurance in compliance with Affordable Care Act’s individual mandate. They will also work with leaders to host a Healthy Sunday at each location. ELACU’s partners are connected to large denominations within their church networks and will participate in their respective denominational conventions. Each subcontractor partner will host local health fairs at a church, neighborhood grocery store, or other culturally relevant locations for a total of 48 local health fairs during the grant funding period. Additionally, subcontractors will also hold outreach and education activities with other community-based organizations with which they have relationships.

The Los Angeles Gay and Lesbian Community Services Center

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Targeted Populations

*Chief of Staff:
Darrel Cummings*

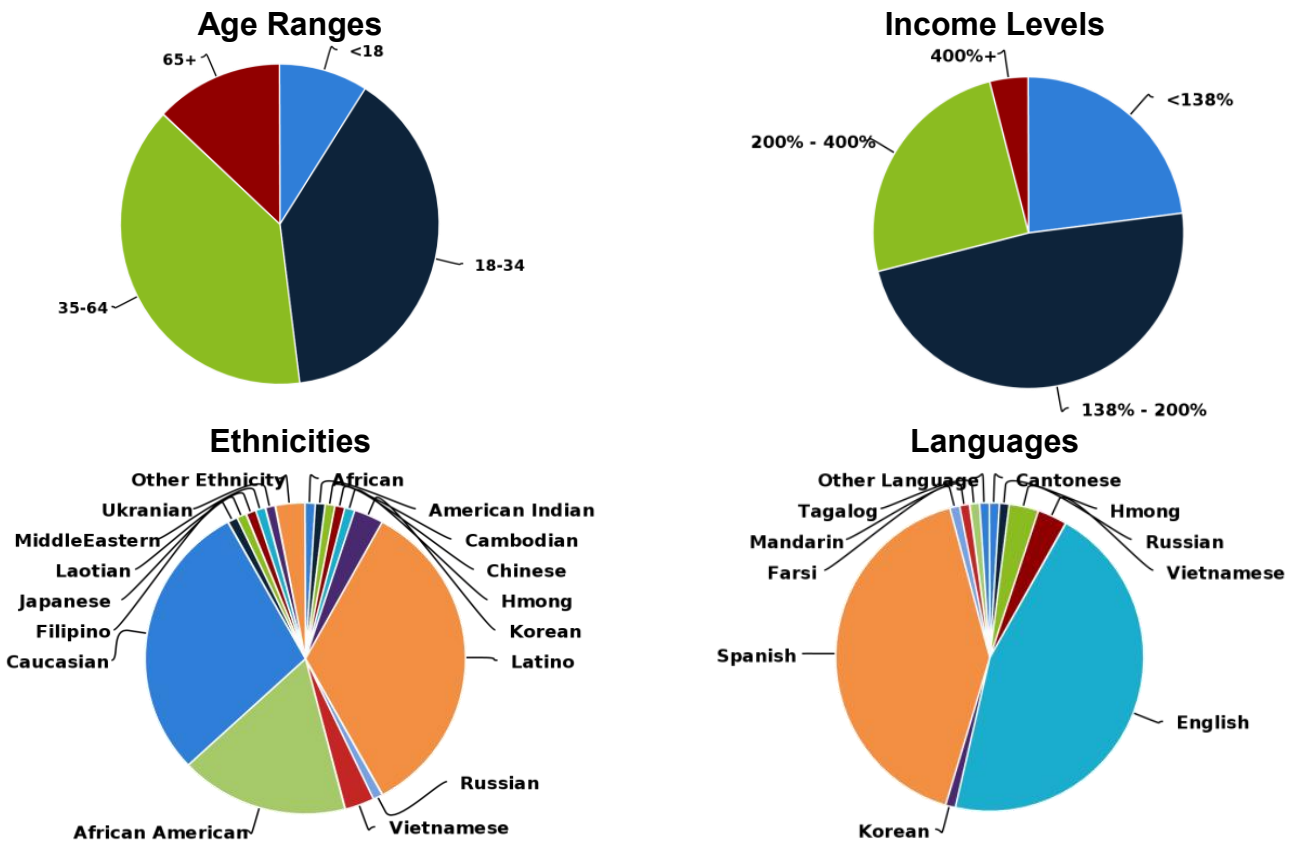
www.laglc.org

Top 100 Zips 97	Total Reach: 225,654
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Targeted Counties: Alameda, Amador, Contra Costa, El Dorado, Fresno, Humboldt, Kern, Los Angeles, Madera, Marin, Merced, Monterey, Napa, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Shasta, Solano, Sonoma, Stanislaus, Sutter, Tulare, Ventura and Yolo.

Subcontractors: Ten

Target Population: Lesbian, gay, bisexual, and transgender (LGBT) communities throughout the state, primarily people of color between 138%-400% of the Federal Poverty Level (FPL).



Summary of Approach: The Los Angeles Gay and Lesbian Community Services Center’s strategies for outreach and education will include: LGBT-specific/friendly community and health events, such as LGBT Pride events, and “gay days” at public venues. Activities will focus on existing support groups, meetings, legal clinics, and other events led by members and partners, in-person outreach in community venues, LGBT welcoming congregations, LGBT social groups, LGBT neighborhoods, and as part of intake or regular follow-up in health and social service programs. Additionally, media outreach will be conducted to prime awareness and interest and to encourage community members to participate in in-person and telephone outreach and education.

The Regents of the University of California

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Targeted Populations

Associate Director:

Jyl Baldwin

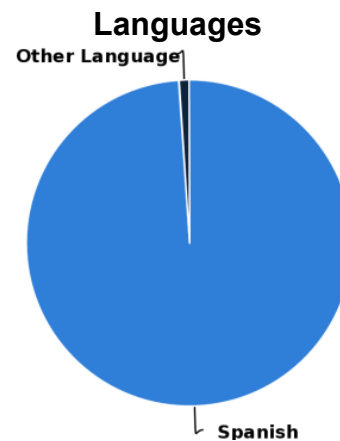
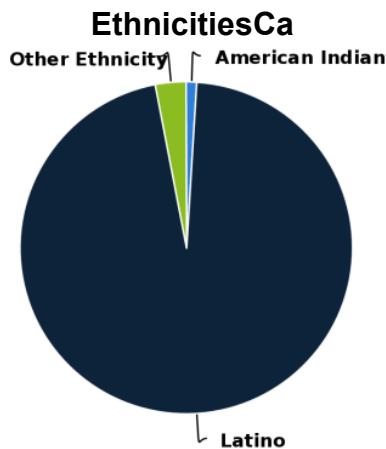
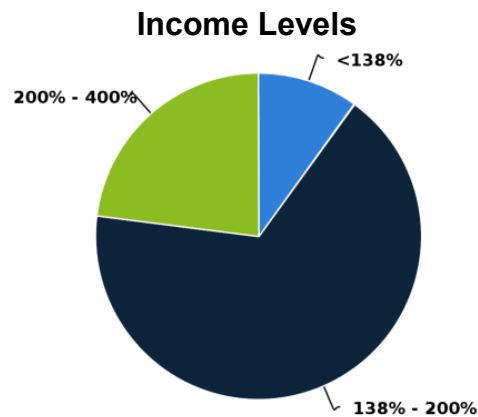
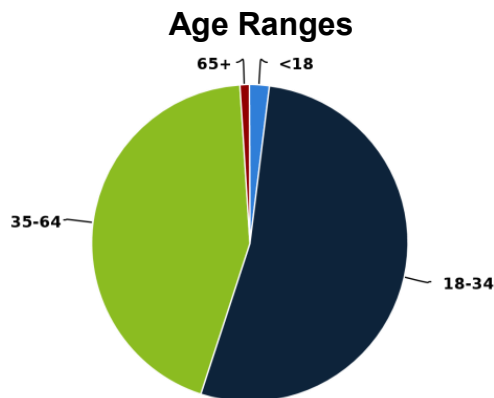
www.berkeley.edu

Top 100 Zips 41	Total Reach: 355,584
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Targeted Counties: Alameda, Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lassen, Los Angeles, Merced, Modoc, Mono, Nevada, Orange, Placer, Plumas, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, Santa Barbara, Shasta, Sierra, Siskiyou, Solano, Stanislaus, Sutter, Tuolumne, Ventura, Yolo and Yuba.

Subcontractors: Thirteen

Target Population: Latinos, ages 18-65, Spanish speakers with Limited English Proficiency (LEP) living in both rural and urban areas, with special emphasis on immigrant/mixed families.



Summary of Approach: The Regents of the University of California will hold specific Covered California-focused events in addition to conducting outreach at partners' existing activities. Outreach activities will include presentations at Spanish radio and TV shows and use of partner's social media. They will also hold presentations for medium size audience groups at community events, health fairs, meetings, conferences, and at Consulates and host information booths at events with significant attendance of Latinos. The use of non-traditional activities is anticipated, like "comadres" gatherings and "Tamalada" insurance parties. A large percentage of outreach and education activities will take the form of daily presentations to small groups and one-on-one education.

UC Davis Center for Reducing Health Disparities

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Multi-County

*Professor of Clinical Internal
Medicine, Director:
Sergio Aguilar-Gaxiola, MD, PhD*

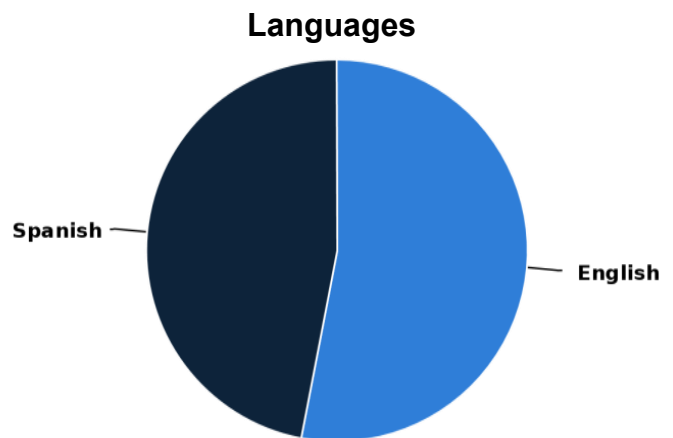
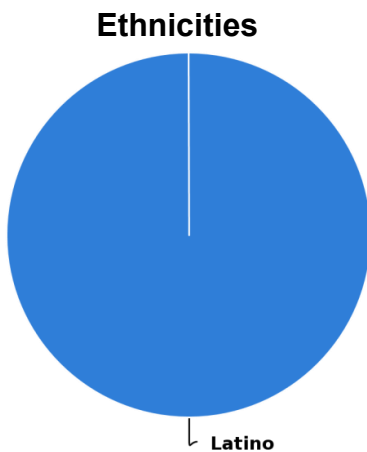
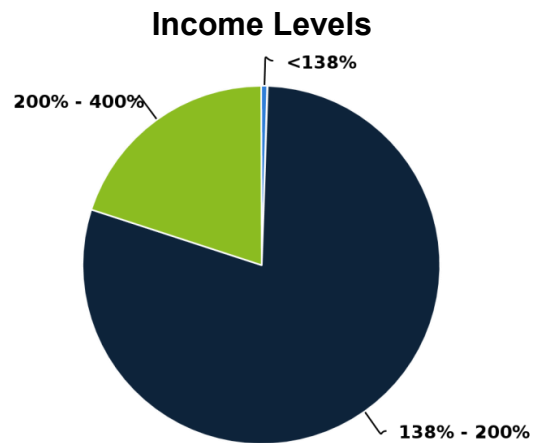
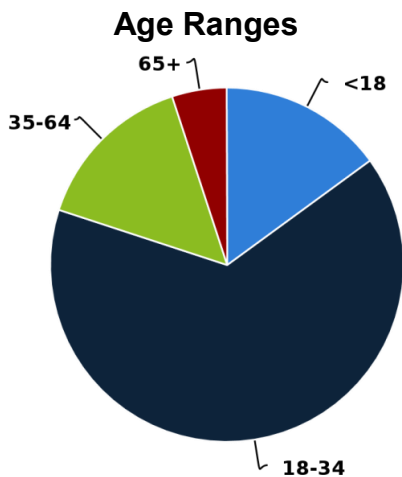
www.ucdmc.ucdavis.edu/crhd

Top 100 Zips 7	Total Reach: 462,345
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Targeted Counties: El Dorado, Fresno, Kern, Madera, Merced, Placer, Sacramento, San Joaquin, Stanislaus, and Yolo.

Subcontractors: One

Target Population: Latinos who are monolingual Spanish speakers, bilingual, and English only speakers.



Summary of Approach: Building on the successful promotora model, UC Davis Center for Reducing Health Disparities will organize teams of three or four individuals each to establish on-site presence in locations such as local farmers market, flea markets, Latino stores, restaurants, partnered clinics, churches, beauty and barber shops, and health fairs. Because Latinos typically work during the day and sometimes Saturdays, they will deliver in-depth education messages in the evenings at local libraries, community centers, churches and in schools during after-hours. This organization will also use town hall meetings to help deliver in-depth presentations and discussions, making it easier to inform the community about the different options they have under Covered California. Additionally, they will also utilize an existing mobile unit to target hard-to-reach communities. A collaborative partner will set up dates and times where the mobile clinic will be open for education and outreach and to collect lead information for the Assisters program.

United Ways of California

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Targeted Populations

President & CEO:
Peter Manzo

www.unitedwaysca.org

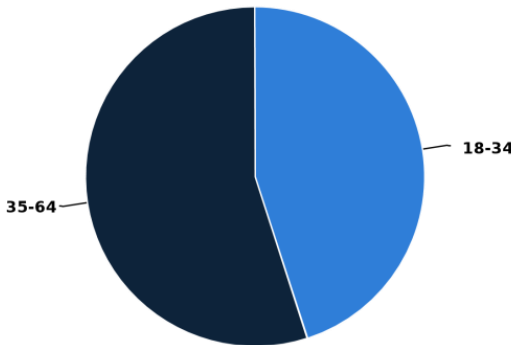
Top 100 Zips 2	Total Reach: 537,074
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Targeted Counties: Fresno, Humboldt, Kern, Kings, Merced, Riverside, San Diego, Santa Barbara, Stanislaus, Tulare, and Ventura.

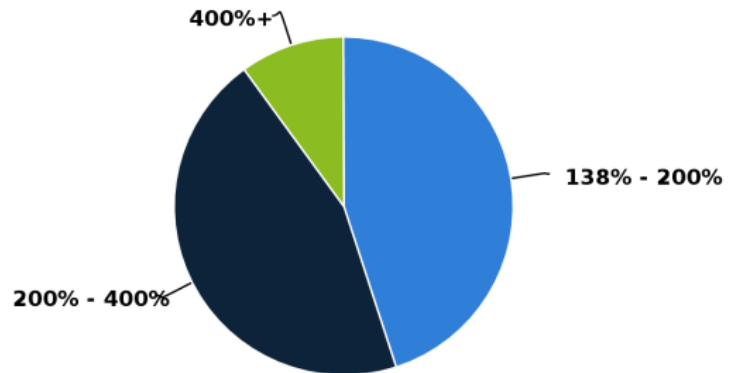
Subcontractors: Eleven

Target Population: Eligible adults over 138% Federal Poverty Level (FPL) primarily in rural areas and who work in agriculture, retail trade, hospitality and food service, and large distribution and fulfillment centers. Includes young invincibles, who are resistant and often hard to move, especially part-time, seasonal and contract employees, and post-secondary students.

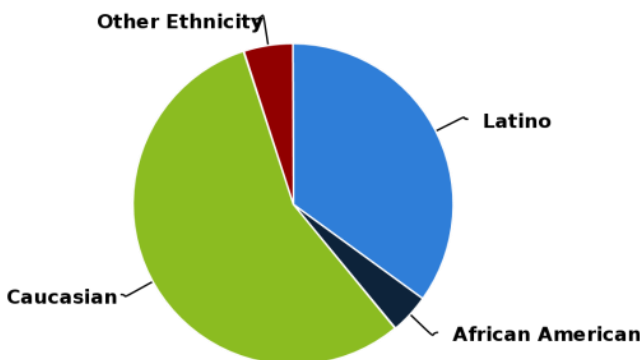
Age Ranges



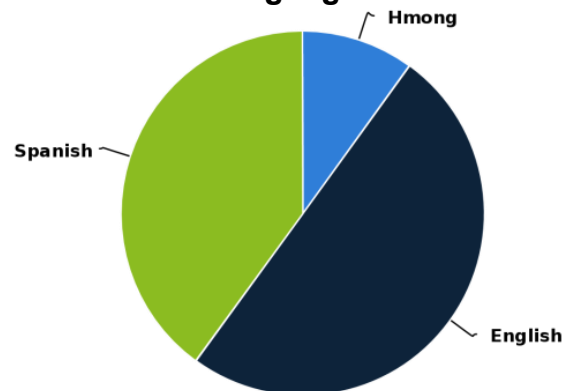
Income Levels



Ethnicities



Languages



Summary of Approach: United Ways of California will establish their outreach and education program by touching the population and connecting through community events, media advertisements, social media advertisements, presentations to county organization employees and service recipients, employment organization presentations, small business fairs, direct-dial and industry workforce connections. United Ways of California proposes to focus on post-secondary students and the “young invincibles.” The majority of outreach and education will be conducted at the workplace, school presentations and community programs as they are most commonly entrenched in the community alongside the target population.

University of Southern California

Amount Requested: \$1,000,000 | Funding Recommendation: \$500,000

Funding Source: Single County

*Principal Contracts & Grants Administrator:
Katie Rountree*

www.usc.edu

Top 100 Zips 42	Total Reach: 176,956
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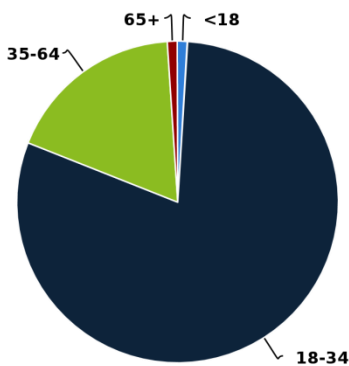
Targeted Counties: Los Angeles.

Subcontractors: One

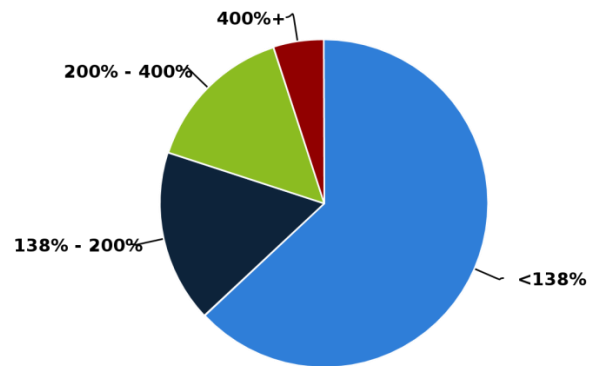
Term of Agreement: July 1, 2013 – March 31, 2014

Target Population: College students in Los Angeles County, focusing on University of California, community colleges, trade schools and select private institutions.

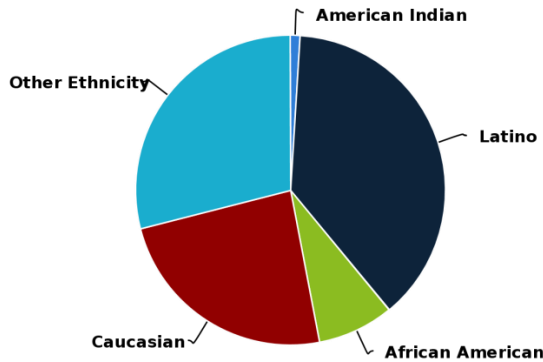
Age Ranges



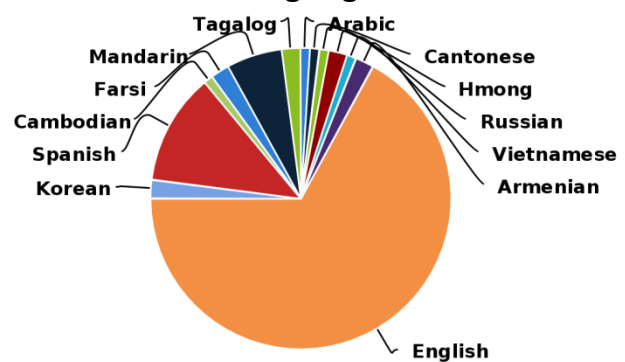
Income Levels



Ethnicities



Languages



Summary of Approach: As the largest private university in California, University of Southern California (USC) is able to provide the state with key insights into the college student population, translating into efficient and cost effective program delivery. USC’s target population is college students in Los Angeles County, focusing on UC, community college, trade schools and select private institutions. Using Fall 2011 enrollment data, approximately 80% of the target population fall between the ages of 18-34, with more females (54%) enrolling in higher education than males (46%). The college student population in LA County is extremely diverse and enrollment statistics 38% are Latino, 24% Caucasian, 14% Asian and 9% Black. USC’s outreach and education solution, H.O.M.E. has four components: Healthcare coverage messages from Covered California; Outreach to LA County college students; Mobile marketing through student messengers and social media; and Education through the Student Teaching Engagement Model (S.T.E.M.).

Valley Community Clinic

Amount Requested: \$251,400 | Funding Recommendation: \$250,000
 Funding Pool: Single County

President and CEO:
 Paula Wilson

www.valleycommunityclinic.org

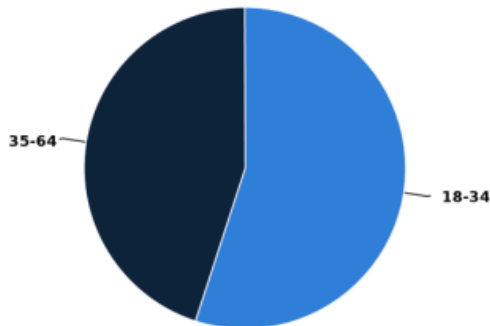
Top 100 Zips 5	Total Reach: 33,112
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Targeted Counties: Los Angeles

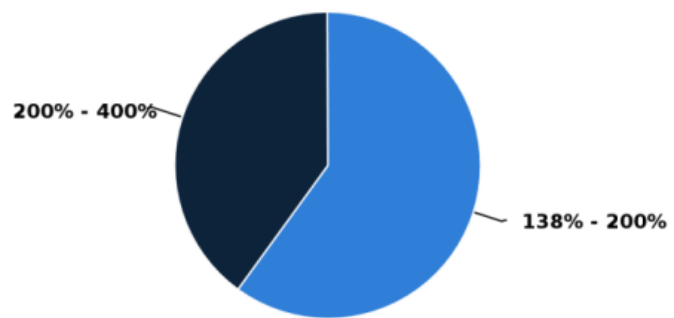
Subcontractors: N/A

Target Population: Latino men and women who are bilingual English/Spanish or monolingual Spanish speaking in the San Fernando Valley in Los Angeles County. Valley Community Clinic (VCC) will focus on the underemployed, part-time, temporary, or seasonal workers who are currently uninsured and within 138% - 400% of FPL. VCC will provide outreach and education to entertainment industry workers (non-union writers, musicians, singers, dancers, independent film staff) as well as fast food workers, movie theater employees, food truck workers, day care workers and providers, independent contractors in nail/hair salons, and individuals at health clubs, YMCAs, and soccer and baseball fields.

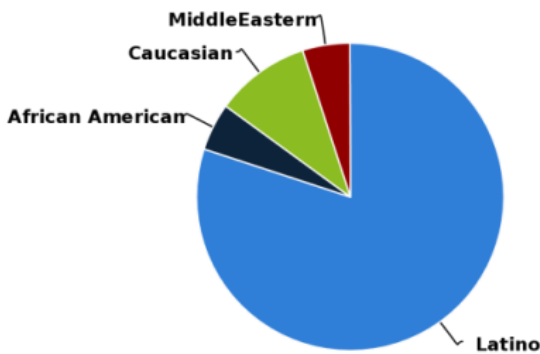
Age Ranges



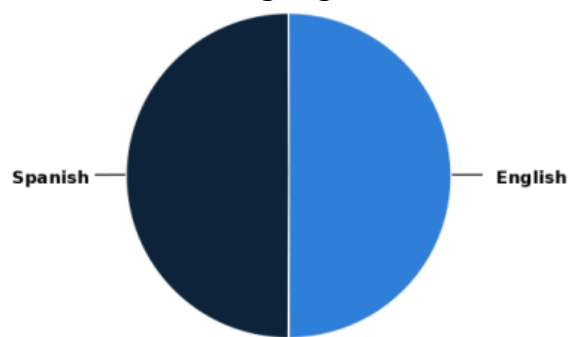
Income Levels



Ethnicities



Languages



Summary of Approach: Throughout Valley Community Clinic’s 42 years of experience, they have forged strong relations with the target population by providing care, education, outreach and a wide range of social services in a culturally and linguistically proficient manner. Community members recruited from the target community will convey the message. Group presentations, referred to as charlas (discussions), will be held in trusted locations where people go for services, pray, shop, play or work. To address language barriers, they will offer bilingual/bicultural services, with the message adapted to fit the cultural and linguistic characteristics of the target population. VCC has long-standing collaborations with social service programs that will be used as a resource in message delivery. They will target the most trusted venues including elementary, middle, continuation and high schools along with the established sites they have in their community. The reach of their strategies extends beyond the 60,000 people that visit them in an average calendar year and touches the communities around them.

Ventura County Public Health

Amount Requested: \$964,800 | Funding Recommendation: \$700,000
 Funding Pool: Single County

*Acting Public Health Director:
 Rigoberto Vargas*

www.vchca.org

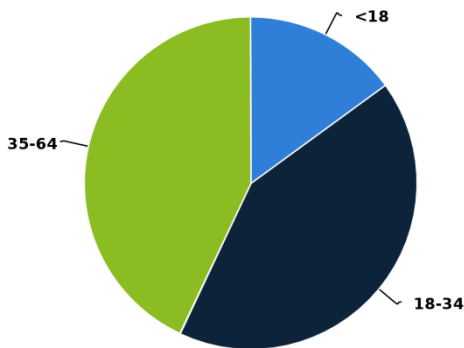
Top 100 Zips 2	Total Reach: 130,000
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Targeted Counties: Ventura

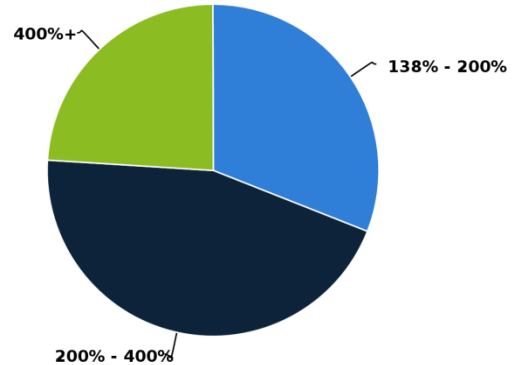
Subcontractors: Five

Target Population: Targeting various ethnicities and languages, uninsured, foreign born populations.

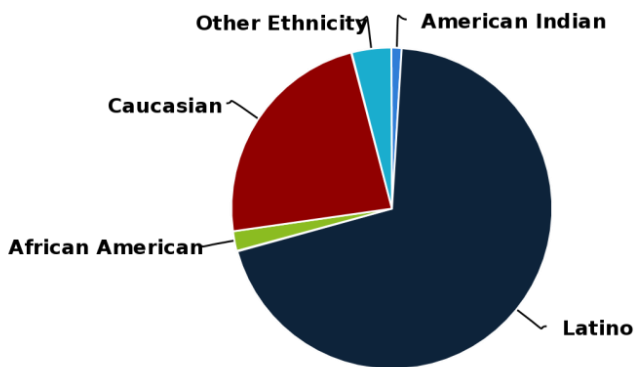
Age Ranges



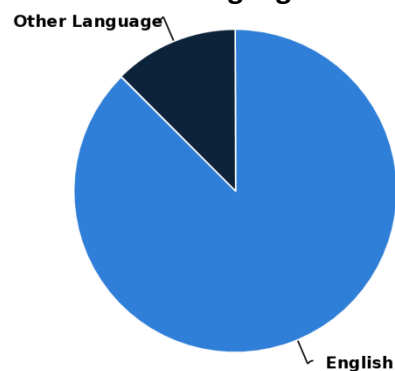
Income Levels



Ethnicities



Languages



Summary of Approach: Ventura County Public Health (VCPH), Health Care Agency (HCA) is the county's health care safety net, serving the same low-income residents as the target population with culturally competent services. HCA staff will be trained on health exchange opportunities and project goals/objectives. HCA staff from clinics, VCPH community-based programs, hospitals, etc. will refer clients to project staff for follow-up. Community Health Outreach Workers will be using HCA venues for some outreach/education activities. Venues include health fairs/clinics outreach workshops, mobile clinics, recreational/cultural events, one-on-ones, and small group meetings. Their outreach and education strategies include having a linguistically and ethnically diverse staff that is seen as a trusted messenger and is able to reach their target population in their primary language. VCPH and their subcontractors have a longstanding history of working with the community and propose to target various parts of the uninsured population throughout Ventura County.

Vision y Compromiso

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Source: Targeted Populations

Executive Director:

Maria Lemus

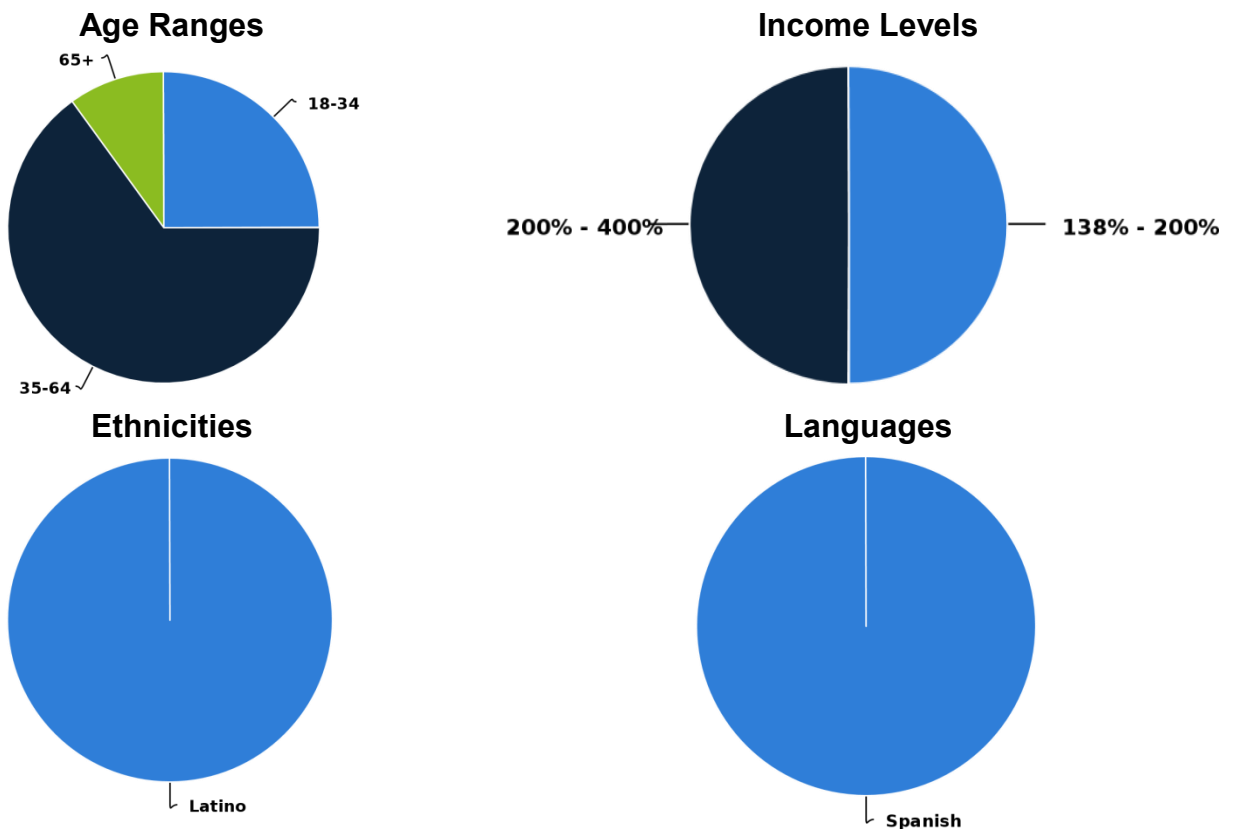
www.visionycompromiso.org

Top 100 Zips 43	Total Reach: 173,860
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Targeted Counties: Alameda, Contra Costa, Los Angeles, Marin, Napa, Orange, Riverside, San Bernardino, San Diego, San Francisco, San Mateo, Santa Barbara, Santa Clara, and Ventura.

Subcontractors: N/A

Target Population: English and Spanish-speaking Latino consumers and their families, who are 138%-400% of the Federal Poverty Level (FPL). Employment sectors will include restaurant, construction, hotel and service workers, educators, and truck drivers.



Summary of Approach: Vision y Compromiso (VyC) will use inter-personal approaches to conduct public awareness, education and outreach activities that rely on trusted messengers such as promotoras to deliver personalized, culturally responsive and in-language messages (without jargon) to the target audience. Promotoras will make presentations in Spanish at ESL and GED classes, at adult schools, during church services, and in clinic waiting rooms. VyC will have a table at health fairs, flea markets and large-scale cultural events and holiday celebrations such as Cinco de Mayo, Las Posadas, Christmas Eve, Mother’s Day, and Dia de los Muertos. Information will be distributed at ethnic supermarkets, music festivals, soccer games and other sporting events. Promotoras will work with unions to distribute materials to their members and gain approval to meet with factory workers, restaurant workers, and healthcare and childcare providers.

The following pages detail the applications that are recommended for funding that target small businesses eligible for SHOP. The information for each potential grantee details the Application's requested funding amount, recommended funding amount, number of Top 100 zip codes reached, proposed outreach and education activities, proposed counties, target populations, and summary of approach.

California Asian Pacific Chamber of Commerce

Amount Requested: \$682,157 | Funding Recommendation: \$600,000

Funding Pool: Targeted Populations

President and CEO:

Pat Fong Kushida

www.calasiancc.org

Top 100 Zips N/A	Total Reach: 50,000
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Targeted Counties: Statewide

Subcontractors: Four

Target Population (ethnicity): Bangladesh, Cambodian, Chinese, Filipino, Hmong, India, Japanese, Korean, Laos, Malaysia, Pakistan, Samoa, Singapore, Taiwanese, Thai and Vietnamese.

Target Population (language): Cambodian, Cantonese, Hindu, Hmong, Japanese, Korean, Lao, Mandarin, Punjabi, Tagalog, Urdu and Vietnamese.

Target Population (Employment and Industry Sectors): Small business owners (retail, manufacturing, service, consulting), construction, trucking, restaurant owners, and farming/agriculture businesses.)



Summary of Approach: The California Asian Pacific Chamber of Commerce (CAPCC) is intricately connected to the network of Asian Pacific Islander (API) small business owners across California. These connections are bolstered through the sub-contracting agencies. CAPCC has an established communications team that is highly effective at delivering outreach and education activities across a broad range of channels and venues. CAPCC will utilize a combination of in-person workshops, business networking and promotion events, language-specific webinars and a social media campaign utilizing the extensive networks of all subcontractors. They will utilize various strategies that recognize that in many diverse and underserved communities, in-person communication is critical. In response to the needs of target population, which includes many small businesses, CAPCC’s outreach and education plan combines in-person and web-based approaches.

California Association of Non-Profits

Amount Requested: \$299,658 | Funding Recommendation: \$300,000

Funding Pool: Targeted Populations

*Chief Executive Officer:
Jan Masaoka*

www.calnonprofits.org

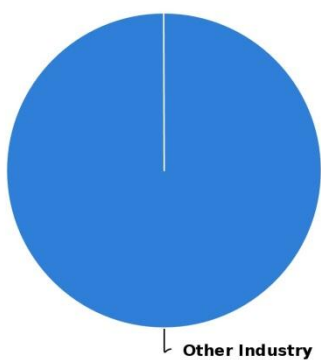
Top 100 Zips N/A	Total Reach: 71,640
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Targeted Counties: Statewide

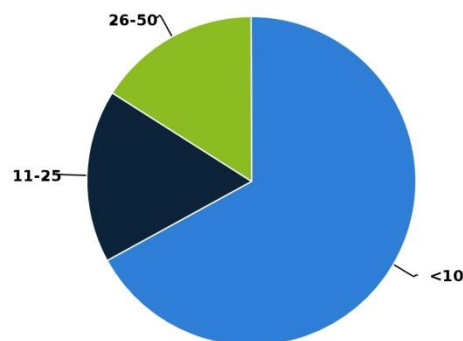
Subcontractors: Fifteen

Target Population: The estimated 51,000 non-profit organizations in California with 1-50 paid staff members, including social service providers, theaters, advocacy groups, legal aid groups, health clinics, and ethnic community centers.

Industries



Business Sizes



Summary of Approach: Outreach and education strategies include workshops, e-mail outreach, conferences, philanthropic events, newsletters, one-on-one meetings, networking, health forums, and community events. They have formed a collaborative with 15 other organizations, primarily membership organizations or coalitions that serve a specific geographic region in the state, type of service, or ethnic community. CalNonprofits and its subcontractors will use the existing partnerships in the communities they serve to provide trusted venues for their education activities. The infrastructure they will rely on includes non-profit membership associations, coalitions, and support centers. They will leverage these relationships with targeted small nonprofits by sending them information about SHOP and encouraging them to attend an education workshop. By holding many of the education sessions at regularly scheduled events, they will increase the likelihood that small nonprofits will take the time to attend and receive the information from trusted messengers.

California Hispanic Chamber of Commerce Foundation

Amount Requested: \$515,000 | Funding Recommendation: \$600,000

Funding Pool: Targeted Populations

*President and CEO:
Mark Martinez*

www.cahcc.com

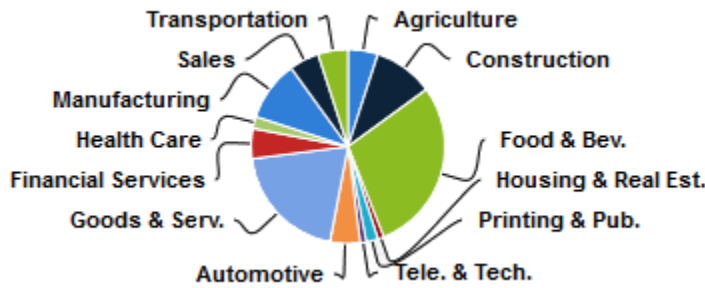
Top 100 Zips N/A	Total Reach: 70,000
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Targeted Counties: Statewide

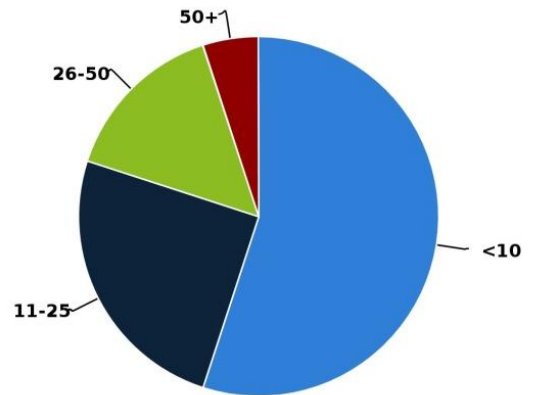
Subcontractors: N/A

Target Population: Hispanic-owned businesses. Membership is primarily comprised of micro-businesses with five or fewer employees. Those employed by the membership are largely between 138% - 400% of the federal poverty level (FPL). Includes the following employment sectors: service, construction, restaurant, automotive, transportation, retail, and professional services.

Industries



Business Sizes



Summary of Approach: This organization’s outreach and education plan will be modeled after their proven program development and implementation strategies. Their outreach and education strategies will include: website portal, live and on-demand webinars, social media campaigns, local chamber workshops and conferences, regional trainings, and presentations at annual major business events. This multi-tiered approach will be duplicated simultaneously through their network of local chambers throughout California as well as their state office headquartered in Sacramento. They will also collaborate for this outreach program with their existing community partners such as their multi- ethnic chambers, local Small Business Development Centers, trade organizations, Latina and women owned business networks, and elected officials.

California Small Business Education Foundation

Amount Requested: \$750,000 | Funding Recommendation: \$500,000

Funding Pool: Targeted Populations

*CEO/Chair:
Betty Jo Toccoli*

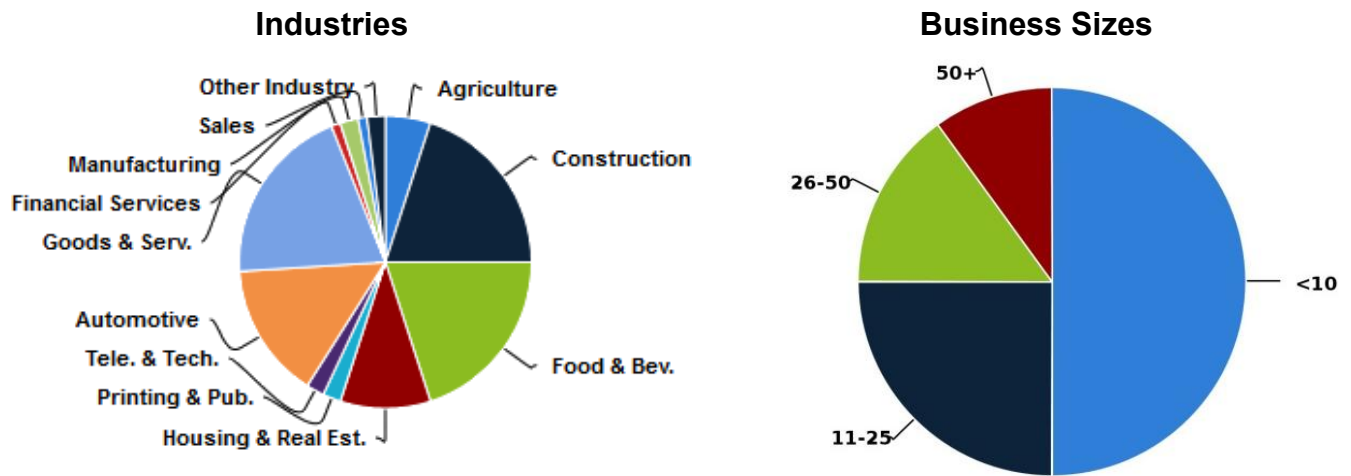
<http://www.csba.com/programs/california-small-business-education-foundation/>

Top 100 Zips N/A	Total Reach: 28,000
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Targeted Counties: Statewide

Subcontractors: Three

Target Population: Small business owners and their employees throughout the State of California, with an emphasis on Latinos, Asians, African-Americans, Native-Americans, women, and veteran business owners. Target industries are automotive, restaurant, construction, small businesses with under 50 employees, and disadvantaged small business owners and veterans.



Summary of Approach: Outreach and education strategies include workshops/classes, on-site meetings, and chamber events. They are targeting key subsections of the business community through their outreach and education efforts. The reach of their proposal is critical and can be largely supported by their existing infrastructure to maximize the reach of their grant. The California Small Business Education Foundation (CSBEF) has developed a strong community network that they will work with to reach their target population that includes small firms. Their outreach and education strategies include targeted outreach to community, ethnic and women's business associations and networks. CSBEF will build on their established track record of assisting small businesses statewide to learn about health insurance options and obtain health insurance coverage.

Small Business Majority

Amount Requested: \$1,000,000 | Funding Recommendation: \$1,000,000

Funding Pool: Targeted Populations

Founder and CEO:

John Arensmeyer

www.smallbusinessmajority.org

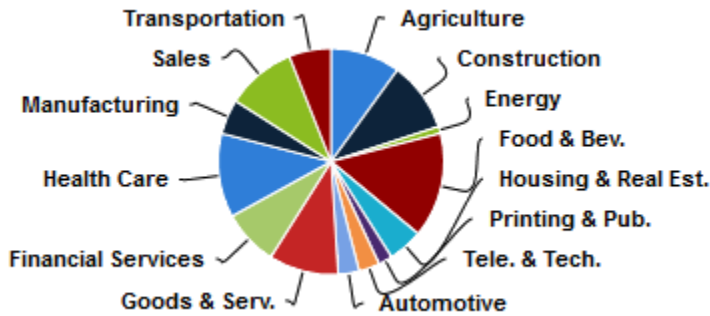
Top 100 Zips N/A	Total Reach: 100,000
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Targeted Counties: Statewide

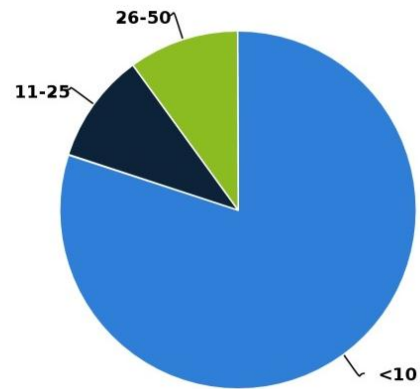
Subcontractors: N/A

Target Population: Approximately 700,000 small business owners who collectively employ 7.2 million Californians. Specifically target firms with fewer than 25 full-time equivalent employees and Asian, Black, Latino and other ethnic small business owners.

Industries



Business Sizes



Summary of Approach: Outreach and education strategies include in-person events, e-mail blasts, networking events, handouts, and webinars. With offices throughout California (Los Angeles, Sacramento and San Francisco), the Small Business Majority will provide statewide outreach to 100,000 small business owners, including 15,000 Spanish speaking. Eighty percent of estimated employers to be reached will be in the 0 -10 employee count range. The strategy includes a “dual track” of outreach to include those small businesses that currently offer insurance and those that do not. The events they are holding will vary from 30-100 small business owners and include question and answer periods where employers will receive personalized answers to their questions. Outreach and education events will be held in diverse regions including large metropolitan areas and small, rural communities.

Estimated Funding by County			
County	CC Uninsured Population (% of State total)	Anticipated 2014 CC Plan Enrollment*	Estimated Grant Funds
Alameda	2.93%	40,969	\$1,170,400
Alpine	0.00%	36	\$1,200
Amador	0.08%	1,183	\$33,600
Butte	0.72%	10,118	\$289,200
Calaveras	0.10%	1,416	\$40,400
Colusa	0.08%	1,089	\$31,200
Contra Costa	1.89%	26,493	\$756,800
Del Norte	0.06%	796	\$22,800
El Dorado	0.50%	7,029	\$200,800
Fresno	2.53%	35,466	\$1,013,200
Glenn	0.10%	1,434	\$40,800
Humboldt	0.56%	7,824	\$223,600
Imperial	0.45%	6,246	\$178,400
Inyo	0.04%	571	\$16,400
Kern	2.44%	34,151	\$975,600
Kings	0.35%	4,940	\$141,200
Lake	0.24%	3,338	\$95,200
Lassen	0.07%	975	\$28,000
Los Angeles	30.50%	426,948	\$12,198,400
Madera	0.31%	4,281	\$122,400
Marin	0.35%	4,908	\$140,400
Mariposa	0.04%	566	\$16,000
Mendocino	0.32%	4,537	\$129,600
Merced	0.70%	9,796	\$280,000
Modoc	0.02%	267	\$7,600
Mono	0.03%	434	\$12,400
Monterey	0.66%	9,188	\$262,400
Napa	0.32%	4,412	\$126,000
Nevada	0.30%	4,231	\$120,800
Orange	7.45%	104,325	\$2,980,800
Placer	0.65%	9,081	\$259,600
Plumas	0.06%	868	\$24,800
Riverside	7.41%	103,762	\$2,964,800
Sacramento	3.51%	49,144	\$1,404,000
San Benito	0.09%	1,195	\$34,000
San Bernardino	7.26%	101,609	\$2,903,200
San Diego	8.04%	112,501	\$3,214,400

Estimated Funding by County			
County	CC Uninsured Population (% of State total)	Anticipated 2014 CC Plan Enrollment*	Estimated Grant Funds
San Francisco	1.42%	19,913	\$568,800
San Joaquin	1.73%	24,262	\$693,200
San Luis Obispo	0.75%	10,563	\$301,600
San Mateo	1.30%	18,127	\$518,000
Santa Barbara	0.98%	13,766	\$393,200
Santa Clara	3.20%	44,809	\$1,280,400
Santa Cruz	0.55%	7,640	\$218,400
Shasta	0.46%	6,449	\$184,400
Sierra	0.01%	141	\$4,000
Siskiyou	0.09%	1,245	\$35,600
Solano	0.86%	11,994	\$342,800
Sonoma	1.16%	16,290	\$465,600
Stanislaus	1.24%	17,368	\$496,400
Sutter	0.36%	4,971	\$142,000
Tehama	0.23%	3,221	\$92,000
Trinity	0.05%	702	\$20,000
Tulare	1.30%	18,147	\$518,400
Tuolumne	0.12%	1,724	\$49,200
Ventura	2.41%	33,762	\$964,800
Yolo	0.36%	4,987	\$142,400
Yuba	0.27%	3,790	\$108,400
Total:	100%	1,400,000	\$40,000,000

Methodology:

Utilizing the 2011 American Community Survey data provided by the US Census Bureau, the population of those that are uninsured and eligible for a Covered California Health Plan (CCHP) are reflected as a percent of state total above. In essence, Alameda County has 2.93% of the total statewide population that is uninsured and eligible for a CCHP. The total number of anticipated enrollments (1.4 Million) from CalSIM v1.8 was applied to each county's % of uninsured CCHP-eligible population; thereby estimating enrollments by county.