



May 14, 2013

Competitive Outreach and Education Grant Program: Reaching people where they live, work, play and pray

GRANT APPLICATION PROCESS

The Outreach and Education Grant Application, released on January 25, 2013, was a competitive process administered by Covered California™. Covered California received 203 proposals, 177 targeting individual consumers and 26 targeting small businesses.

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

GRANT REVIEW AND SELECTION PROCESS

Covered California conducted a rigorous evaluator recruitment effort that targeted professionals with relevant education and professional experience in a variety of sectors. Following extensive interviews, conflict of interest determinations and self-recusals, a final cohort of 37 grant reviewers was selected.

Technical Review

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.

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 using a predefined evaluation rubric. The final numeric score was calculated by averaging both scores.

Proposals were evaluated to determine which mix of organizations had the greatest likelihood of achieving the Grant Program's priorities. Criteria included:

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

Total Award Size	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.
- 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
 - Unions and Uninsured Employed Workers
 - Doctors
 - Faith-Based
 - Demographic/Ethnicity (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 for the organizations reflected above as the proposed final grant recipients, 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.

Ranking and Selection

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. Additional consideration was given to those organizations that proposed to serve the top 100 zip codes where Covered California's target populations reside.

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.

Data visualization software was used to compare proposals on a number of criteria. 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.

A selection committee comprised of representatives from Covered California staff and administrative vendor staff analyzed funding options and generated final award recommendations.

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