

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**Contents**

Administration .....	2
Eligibility .....	3
Funding .....	5
Re-Granting .....	7
Assisters .....	7
Navigators .....	9
Agents .....	9
Outreach and Education .....	9
SHOP .....	11
Training .....	11
Evaluation of Grantees .....	12
Partnerships .....	13
Targets .....	13
Medi-Cal and Healthy Families eligible populations.....	16
Collateral .....	16
Scoring of grants .....	17
Privacy .....	18
Coordination with other programs.....	18
Grantee responsibilities .....	18
Data .....	19
Affordable Care Act.....	20
Follow-up to Webinar .....	20

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

#### Administration

##### 1) Timelines

- a. **Will the draft GRANT APPLICATION be released in advance of the final release?**  
No, the final draft of the GRANT APPLICATION will be presented to the CA Health Benefit Exchange Board on January 17, 2013 and made public on or about January 22, 2013.
- b. **Do you expect the GRANT APPLICATION to be available by December 21, 2012?**  
No, the GRANT APPLICATION will be released on January 22, 2013.
- c. **When are applications for Cycle 1 due?**  
March 4, 2013
- d. **When will you start accepting applications?**  
January 22 – March 4, 2013
- e. **Can I apply for a grant right now?**  
The final GRANT APPLICATION will not be available until January 22, 2013.
- f. **When will awards be made?**  
Notice of intent to award will be posted on April 26, 2013, for Cycle 1 grantees.
- g. **When will grantee work begin?**  
May 2013
- h. **How will we be notified about grantee award?**  
Grantees will be notified on April 26, 2013, method of notification to be determined.

##### 2) Where can we access the application?

It will be posted on the HBEX website on January 22, 2013, with a link that will direct applicants to the online application and login, as well as paper submission directions and application.

##### 3) Will you publicize the list of approved grantees?

Yes.

##### 4) Will SHOP have a separate GRANT APPLICATION?

No. SHOP is included in the GRANT APPLICATION.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**5) How will organizations be notified when GRANT APPLICATION is released?**

Notification will be sent out to all individuals who have registered with [info@hbex.ca.gov](mailto:info@hbex.ca.gov).

**Eligibility**

**1) Conflict of Interest**

**a. What constitutes a conflict-of-interest for purposes of eligibility?**

**How do you define conflict-of-interest?**

**Can you give examples of conflict-of-interest situations?**

Direction regarding conflict of interest rendering ineligibility will be provided in the GRANT APPLICATION.

**b. Would a non-profit (such as a Trade Association) that has a relationship with an insurer be barred from the grant and Assistors programs? (Trade associations, for example, might have a relationship with insurers to provide insurance for their members)**

Direction regarding conflict of interest rendering ineligibility will be provided in the GRANT APPLICATION.

**2) Eligible Entities**

**a. Can a non-profit agency apply to do work in different parts of the state?**

Yes, as long as the agency can demonstrate established and trusted relationships with each target population they propose to serve in the grant application.

Please refer to the list of Eligible Entities for answers to the following questions:

**b. If you are an eligible entity for Healthy Families, are you eligible to apply for a grant?**

**c. Are crisis pregnancy centers eligible?**

**d. Can state department or agency apply for a grant?**

**e. Are agents eligible to apply?**

**f. Are for-profit hospitals eligible to apply?**

**g. Are cities able to apply as a grantee?**

**h. Does an agency have to be a Medi-Cal provider in order to apply for the grant?**

**i. Are faith-based organizations eligible to apply?**

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**j. Can a county-wide community foundation be the lead applicant?**

The GRANT APPLICATION will include an inclusive list of eligible entities. Outreach and Educations grants target only Covered California Qualified Health Plan eligible.

Eligible Entities include:

- Community or Consumer-focused non-profit organization; Consumer Advocacy, community-based organization, or faith-based organization
- Trade, industry and professional associations, labor unions, Chambers of Commerce and employment sectors targeting specialty populations (e.g., construction, truckers, hospitality, service, healthcare, etc.);
- Commercial fishing industry organizations, agricultural or lumber organizations;
- Health care providers, such as hospitals, providers, clinics, county health departments;
- Community colleges, universities, schools or school districts
- Federally recognized Indian tribes, tribal organizations, urban Indian organizations;
- City Government Agency
- Other County Agency

**k. Does the lead agency need to have a 501(c)(3) designation?**

No.

**l. Can people who are under the new deferred action federal program qualify to work on the grant?**

Please consult with your legal counsel on lawful legal employment rules.

**m. Are school districts receiving reimbursement for MAA activities related to Medi-Cal eligible to apply?**

For these school districts to be eligible, the target population for the school districts would have to be Covered California Qualified Health Plan eligible consumers. Outreach and Educations grants target only Covered California Qualified Health Plan eligible. Grantees may be in receipt of or may seek other funding, provided they do not supplant funding.

**n. Are there any limitations as to how many outreach projects a single organization may participate in either as a collaborative or lead in different regions of the state?**

An organization may apply as a lead in one application and be included as a sub-agency in a second application. Each application must apply to different funding pools. Organizations must reach different target groups, not overlap activities and clearly detail the approach in the application. Additional monitoring and quality assurance of grantees will be enforced to prevent duplication of efforts.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- o. My organization targets a particular genetic condition, are we limited by geography or can we apply as targeting a particular population regionally or statewide?**  
Your organization may apply in the Targeted or Statewide funding pool. This funding pool is for campaigns to target populations NOT defined by geography.
- p. Is there a limit to the number of sub-agencies considered in a single application?**  
No, and all sub-agencies must be specified in the grant and their roles and scope of work clearly defined.
- q. Can two different coalitions or organizations submit applications for similar or overlapping target populations in the same geographic area?**  
Yes, we anticipate multiple applications from many geographic areas that may propose to serve the same target population(s). This is a competitive process. We will be carefully reviewing the scope of work and proposed number of individuals to be served in each application to avoid duplication of grant dollars. Additional monitoring and quality assurance of grantees will be enforced to prevent duplication of efforts.
- r. Can you release the list of participants on the call so we can reach out to them and form partnerships for purposes of applying for the grant?**  
We will not be releasing this information.
- s. Can a community health center's coalition participate as a lead grantee?**  
Yes.
- t. Can agencies that received state funding also compete locally if a community foundation that received a grant issues a locally-based RFP or Grant APPLICATION?**  
Grantees may be in receipt of or may seek other funding, provided they do not supplant funding.

## **Funding**

- 1) County Allocations:**

  - a. How will funding flow from counties to eligible entities?**
  - b. Will there be a block grant set aside for counties?**
  - c. How will community-based organizations access funding through the county?**  
This is a competitive process and not a county allocation process.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- d. How much will be the minimum and maximum amount be allocated per county?**  
The minimum grant will be \$250,000 and the maximum grant award will be \$1 million for the two-year cycle per grantee. Funding will be allocated to target the uninsured Covered California Qualified Health Plan eligible market.
- e. Will funding be directed to every county?**  
Grant monies will be spread to organizations across the state to ensure that the target populations are being reached.
- 2) Can the grant cover existing staff or do we have to have dedicated staff?**  
Yes, grant monies can be used for existing staff that are performing grant activities through the scope of work. Monitoring and quality assurance of grantees will be enforced to ensure that required duties and responsibilities are performed.
- 3) Is the \$1 million maximum for one year?**  
No, the maximum grant award of \$1M is for a two- year period.
- 4) Will enrollment and retention be funded under this grant?**  
One of the major objectives of the Outreach and Education grants is to promote public awareness and inform consumers and small businesses about their options to obtain affordable health coverage through Covered California. Lead generation to enrollment is a goal. Grant funds may not be used for enrollment or retention purposes.
- 5) Is there an average grant amount expected to be awarded?**  
No, there is no average grant amount.
- 6) Will the \$40 million be equally distributed between Cycle 1 and Cycle 2?**  
No. Most grants will be awarded during Cycle 1. An analysis of grants awarded during Cycle1 will be assessed and if any gaps in funding are identified, a second Cycle of funding will occur.
- 7) Where is the grant funding coming from?**  
Grants will be funded with federal dollars: \$40M will target individual consumers and \$3M will target small businesses through SHOP.
- 8) Will the funding be targeted by regions?**  
Funding will be targeted to populations/regions where the uninsured and Covered California Qualified Health Plan eligible live, work, play and shop.

Funding will be targeted by Single, Multi-County, or Statewide and Target Population Pools.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**9) Can we multi-fund positions with Covered California grant funding and other funding in order to serve Medi-Cal eligible populations?**

No. The funding for the Covered California Grant must be used to target Covered California Qualified Health Plan eligible.

**10) Is there a “per contact” dollar amount for program budgeting purposes?**

No, however organizations will be evaluated based on the cost per contact compared to other organizations that reaching similar target populations in similar geographic areas.

### Re-Granting

**1) Will re-granting happen through statewide organizations, but not through Foundations?**

**2) Which entities are eligible for re-granting?**

**3) Can statewide community-based organizations be allowed to re-grant to smaller local groups.**

**4) If you receive a grant, can you sub-contract activities?**

There is no re-granting administered through Covered California.

Grantees as a lead agency for a collaborative may subcontract with other entities to provide services. The use of any subcontractor must be fully explained and subcontractors must be identified in the Grant application. Any and all subcontracts entered into by the Grantee for the purpose of meeting the requirements of the contract are the responsibility of the Grantee. Covered California will hold the Grantee responsible for assuring that subcontractors meet all of the requirements of the negotiated contract for services.

### Assisters

**1) Can health plans provide application assistance through their own staff?**

Yes.

**2) When will we know next steps for organizations interested in becoming Assisters?**

More information regarding the Assisters Program will be provided in early 2013.

**3) Must an Assister be California Department of Insurance licensed?**

No.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 4) Who is part of the Assisters program?**
- 5) How does the Assisters program differ from the Navigators program?**
- 6) What does the grant program for Navigators look like?**

The In-Person Assister (IPA) and Navigator programs are both part of the Assisters Program. The IPA Program will be paid based on per successful application enrollment in a Covered California Qualified Health Plan. The Navigator Program will award Enrollment Grants based on enrollment goals for the Navigator entity.

- 7) Can grantees also employ Assisters?**

Yes, grantees can employ Assisters. The responsibilities of the employees working under the grant need to be separate and distinct from the duties and responsibilities of Assisters. Grant funds may not be used for enrollment purposes.

- 8) Are community health workers (promotoras) eligible as Assisters?**

An inclusive list of eligible Assister enrollment entities will be provided in 2013. Eligible entities and individual assisters will need to go through the certification process and be trained. Training will be provided by Covered California at no-cost.

- 9) Will there be compensated and uncompensated Assisters?**

- 10) Will hospitals and health insurance agents be compensated by the Exchange as Assisters?**

There will be compensated and uncompensated Assisters.

Navigator and In-Person Assister (IPA) entities are deemed eligible for compensation by the Exchange for successful enrollment into QHP. At minimum, non-profit organizations, community clinics, County Social Service offices employing Eligibility Workers, and labor unions will be eligible to serve as compensated Assister and Navigator enrollment entities for purposes of Covered California Qualified Health Plan enrollment.

Assister enrollment entities not compensated by the Exchange include health insurance agents, hospitals and providers. These types of entities may be compensated by other sources or have a business interest in enrolling consumers by having them covered by insurance.

- 11) When will training for Assisters begin?**

Training for In-Person Assisters will begin in mid-2013. Training for Navigators will begin in Fall 2013.



**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**12) How will Assisters be recruited? Through a GRANT APPLICATION/RFP process?**

There will be an application process for organizations interested in becoming an In-Person Assister Enrollment Entity and a GRANT APPLICATION for organizations interested in becoming Navigator entities. Recruitment will be conducted throughout the state.

**Navigators**

**1) When does training begin for Navigators?**

It is anticipated that training will begin in late 2013.

**Agents**

**1) Can agents partner with grantees?**

Yes, as subcontractors.

**Outreach and Education**

**1) Paid and Earned Media**

- a. How can television stations help in this effort?**
- b. Will media relations activities related to securing and conducting news placements qualify for grants?**
- c. Are PSAs and/or celebrity spokespeople allowed for funding?**
- d. Will paid media be allowed in local publications or newsletters?**

Covered California will coordinate all media interaction. Grantees may not utilize grant funds to engage the media.

**2) Community Outreach Network**

- a. Who is staffing the Community Outreach Network? Where staff for Community Outreach Network selected competitively and based locally? What are they tasked with doing?**

In the short term, our existing vendors are providing staff. In the future, staff will be employees of Covered California.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**b. What is the difference between the Community Outreach Network and the grant program?**

**c. Is the Community Outreach Network funding part of the \$43 million Outreach and Education Program?**

The Community Outreach Network is the grassroots community relations arm of the Exchange's Statewide Marketing, Outreach and Education Program campaign focusing on local and regional efforts to promote Covered California and drive enrollment into qualified health plans.

**Key Role:**

- Fill a gap in the Outreach & Education Grantee network
- Complement but not replace the role of the Outreach & Education Grantee
- Liaison between local leaders and stakeholders and the Outreach & Education Grantees and Assisters
- Local Advocate for Covered California
- Communicate local issues that need to be addressed.

**d. How much funding will be available through the Community Outreach Network? How can organizations apply for that funding?**

**e. Will you be awarding funding through the Community Outreach Network?**

There is no funding available through the Community Outreach Network. The Community Outreach Network is the grassroots public relations arm of the Covered California's Statewide Marketing, Outreach and Education Campaign.

The Community Outreach Network will support and train those groups that want to support expanded enrollment and do not want grants or are not grant recipients.

**3) Will you be releasing an official RFP for the outreach and education efforts (outside of the grant program)?**

No, the grant funding is allocated for Outreach and Education for Covered California.

**4) Is the statewide marketing and media campaign a separate budget?**

Yes.

**5) What is the relationship between the Assister program and the education and outreach program?**

The Outreach and Education Grant Program will complement and feed into the work of Assisters. Outreach and Education grants will focus on public awareness. Assisters Program focuses on facilitating enrollment.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**6) Will you target those that already have insurance?**

The primary target population of Covered California's marketing and outreach efforts are the 5.3 million California residents projected to be uninsured in 2014:

- 2.6 million who qualify for subsidies and are eligible for Covered California qualified health plans; and
- 2.7 million who do not qualify for subsidies, but now benefit from guaranteed coverage and can enroll inside or outside of Covered California.

**7) Will providers and health plans be conducting outreach and education as well?**

Yes, we are actively trying to engage all resources to conduct outreach and education.

**SHOP**

**1) Why such a funding disparity between the individual grant and the SHOP?**

Funding allocation is based on number expected to enroll.

**2) What happens if a grantee for individual outreach starts helping more SHOP folks, will the organization be de-funded?**

The grantee will be expected to conduct outreach as outlined in their scope of work.

**3) Can a small business apply for SHOP funds?**

For-profit entities are eligible to apply as subcontractors to an eligible lead agency.

**4) Do you envision SHOP grants to be statewide or regional, or operated at the county level?**

All proposal ideas and strategies will be considered.

**5) Can we combine an individual and SHOP grant application?**

No, a response must identify either the individual or the SHOP funding pool.

**6) What do you define as a small business for the purposes of SHOP?**

The SHOP is designed specifically for employers with between 2 and 50 employees.

**Training**

**1) When can Agents begin to get trained?**

It is anticipated that training will begin in mid-2013.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 2) What sort of training will be required of the outreach grantees?**  
The training program and curriculum is currently under development, but will be required of grantees and their designated staff.
- 3) In what languages will training material be made available?**  
English and Spanish for the grants program.
- 4) Is there a limit on how many people a grantee can send to training?**  
We want to ensure that all individuals working on behalf of the program receive training. To accommodate all staff needing training, we may need to stagger training sessions based on resources available.
- 5) Will the training be online? All of it? Portions of it?**  
We anticipate that a majority of training will be online for the grants program.
- 6) Who will conduct the training?**  
Covered California will conduct training sessions.
- 7) Where will training be conducted?**  
Training will be offered online and in strategic regional locations.
- 8) Can non-grantees and non-assisters attend training?**  
There will be general information provided.

#### **Evaluation of Grantees**

- 1) What will be required?**  
Reporting will be required monthly, quarterly and annually. Reports will be used as an evaluation tool to measure the success of the grants program.
- 2) What is being considered as a cost-effective outreach campaign?**  
A cost effective outreach campaign is one that will evaluate how many uninsured the grantee proposes to reach vs. amount of money being requested. An applicant who proposes to serve more individuals for the same amount of grant dollars as another organization will be ranked higher because the cost to reach an individual is lower and more cost effective (assuming other factors are also equal).

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 3) How will outreach 'leads' be measured?**  
Through data gathered through reporting.
- 4) How will Covered California measure success? Will that be strictly through the number of enrolled individuals?**  
Success will be measured on a number of factors, a primary one being number of 'leads' generated by grantees.

### **Partnerships**

- 1) How can the California Department of Education participate?**  
Schools and school districts are one of many entities that we will want to collaborate with others or may want to apply to be their own lead agency.
- 2) How can we engage with School Attendance Review Boards?**  
Organizations are encouraged to develop collaborative proposals.
- 3) We are interested in partnering with others to apply for a grant; can Covered California link us up?**  
Organizations are responsible for developing their GRANT APPLICATION responses and related partnerships and are encouraged to apply with organizations with which they have an existing relationship.

### **Targets**

- 1) Define "eligible population"**  
This program is targeting consumers eligible for enrollment in Qualified Health Plans through Covered California and small businesses eligible for enrollment in SHOP. This includes consumers that are between 138% and 400% of the Federal Poverty Level (FPL) and are eligible for federal tax credits and subsidies; and consumers whose income is 400 % and above the FPL without tax credits and subsidies.
- 2) Are youth and students included in the target audience?**  
Yes.
- 3) Are individuals lawfully residing in the U.S eligible for Covered California?**  
Yes.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**4) Will you be reaching out to families with mental health needs?**

Covered California is seeking applications from a range of applicants with access to consumers eligible for coverage. Grant applicants may identify families with mental health needs in their GRANT APPLICATION response.

**5) Will undocumented adults be eligible for Covered California?**

**6) Are undocumented immigrants considered a taxpayer for tax credit purposes for citizen children?**

Individuals must be lawfully residing in the U.S. to be eligible for Covered California.

**7) Will you be targeting undocumented parents of citizen children?**

We understand that there are mixed households and training will include all resources that are available to individuals and how to access to healthcare. Children who are citizens are eligible regardless of whether their parent is documented or undocumented. Grantees should focus on individuals that are eligible for Covered California.

**8) Is this for US Citizens only?**

Eligible individuals must be a US Citizen, US National or lawfully residing in the US to be eligible for Covered California.

**9) Are homeless persons and/or persons with substance use disorders identified as a target population?**

The target population includes consumers that are between 138% and 400% of the Federal Poverty Level (FPL) and are eligible for federal tax credits and subsidies; and consumers whose income is 400 % and above the FPL without tax credits and subsidies.

**10) Your target seems to be more middle income populations, If so, what are the income requirements?**

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 11) What is the annual income for Exchange eligible individuals, families of two, three, etc.**  
 The target population is individuals who fall between 138-400% of the Federal Poverty Level.

2012 Monthly Income by Household Size*		
Household size (number of persons living within)	138% FPL**	400% FPL
1	\$1,300	\$3,723
2	\$1,761	\$5,043
3	\$2,222	\$6,363
4	\$2,682	\$7,683
5	\$3,143	\$9,003
6	\$3,604	\$10,323
7	\$4,065	\$11,643
8	\$4,526	\$12,963

*\*FPLs are updated each year on or around April.*

*\*\*Expanded Medi-Cal Program covers eligible individuals up to 133% FPL; after applying allowable income disregards (5%) the threshold is raised to 138%.*

- 12) Is the outreach grant program specific to Covered California Qualified Health Plan products only or Medi-Cal and Healthy Families as well?**

The primary target populations of Covered California’s grant efforts are uninsured eligible for tax credit subsidies in 2014 through enrollment in a Qualified Health Plan or SHOP.

- 13) To the extent that outreach and education activities target and reach a mix of Medi-Cal eligible and Covered California eligible would outreach to those mixed households be allowed?**

The primary target populations of Covered California’s grant efforts are the 5.3 million California residents projected to be uninsured or eligible for tax credit subsidies in 2014 through enrollment in a Qualified Health Plan or SHOP. We recognize that outreach will reach mixed households.

- 14) Will Managed Care Plans be able to participate in transitioning enrollees into Covered California who are eligible?**

This question is not related to the Outreach and Education Grant Program.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

**Medi-Cal and Healthy Families eligible populations**

- 1) How are grantees going to refer/re-direct potential enrollees who may be eligible for Medi-Cal?**

Grantees will be provided messaging and protocols.

- 2) Will Healthy Way LA be a part of this transition considering they serve Medi-Cal eligible?**

This question is not related to the Outreach and Education Grant Program.

- 3) Please clarify how this program intersects with Medi-Cal and Healthy Families programs.**

The Covered California Qualified Health Plan target population is individuals who fall between 138-400% of the Federal Poverty Level. Medi-Cal will serve those under 138% of the Federal Poverty Level. The Healthy Families Program currently serves children up to 250% of the Federal Poverty Level.

**Collateral**

- 1) What are the languages that collateral materials will be produced in?**

Materials will be provided in the 13 languages. The languages are:

Languages	
Arabic	Korean
Armenian	Lao
Chinese	Russian
English	Spanish
Farsi	Tagalog
Hmong	Vietnamese
Khmer (Cambodian)	

- 2) Will the materials be made available to for-profit organizations willing to distribute?**

Yes.



**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 3) Will Covered California be providing the collateral materials?**  
**4) Have you considered email to consumers as a collateral item?**  
Yes, Covered California will be providing the collateral materials.

Additionally, we are asking Stakeholders to weigh in on what types of materials would reach the most individuals in their community.

- 5) When will collateral materials be available?**  
Materials will be available at the Grantee training.
- 6) Will collateral materials be made available to non-grantees?**  
Yes.
- 7) Who will be producing the collateral?**  
Covered California will be producing the materials.
- 8) Is collateral material free?**  
Yes.
- 9) Will the training include use of collateral material available for use?**  
Yes.

### **Scoring of grants**

- 1) Weighing**
- a. Would more concentrated counties like Los Angeles County be given more “weight”?**  
Grants will be evaluated on their content. Grant dollars will be spread out through all regions, but will be concentrated in areas where the highest percentage of the target population resides. More guidance will be provided in the final GRANT APPLICATION.
- b. Given higher weight to high geographic density areas, how will that affect granting in Northern California where it is more rural?**  
We will offer guidance and a framework for suggested allocations by county and/or region in the final GRANT APPLICATION . We will evaluate where it makes sense to pool counties together to inform groups where they should focus on collaborations.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- c. If you're weighting in favor of high geographic density populations, how do you ensure reaching into rural communities?**  
We will offer guidance and a framework for suggested allocations by county and/or region in the final GRANT APPLICATION. We will evaluate where it makes sense to pool counties together to inform groups where they should focus on collaborations.
  - d. What do you consider less-populated counties?**  
Less populated counties are those counties with lower numbers of eligible uninsured individuals.
- 2) What are "allowable, non-compensated activities?"**  
We will provide guidance in the final GRANT APPLICATION.
  - 3) Who will be evaluating the grant applications?**  
Covered California representatives will review and score grant applications.

#### **Privacy**

- 1) Certain populations served require heightened privacy measures (i.e. victims of domestic violence). How will you make allowances for organizations that are serving these types of populations for purposes of reporting "leads"?**  
Covered California will develop policies surrounding privacy measures.

#### **Coordination with other programs**

- 1) How is this effort coordinated with the Coordinated Care Initiative?**  
This question is not related to the Outreach and Education Grant Program.
- 2) How does the pre-existing condition insurance fit in with Covered California?**  
This question is not related to the Outreach and Education Grant Program.

#### **Grantee responsibilities**

- 1) Is the grant purpose to educate and enroll the target population?**  
The purpose is not to enroll. One of the major objectives of the Outreach and Education grants is to promote public awareness and inform consumers and small businesses about their options to obtain affordable health coverage through Covered California. Grant funds may not be used for enrollment purposes.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 2) Is our main responsibility to attain 'leads' in the form of name and contact information?**  
The grantees will perform outreach and education activities and collect leads. Data elements to be collected are being defined.
- 3) How will the mechanism for collecting 'leads' work? Will we send that information to Covered California? How will we send the information? Via email, form online, etc.?**  
This is currently under development.
- 4) Can grantees begin collecting 'leads' as soon as grants are awarded? How do we keep people interested until Open Enrollment begins in October?**  
When grants are awarded in May, grantees will be able to start collecting leads until the Assistors Program is up and running. Marketing campaign and events will keep people engaged until Open Enrollment begins.
- 5) If applying as a lead agency and a sub agency (under a different pool), how would we differentiate the services provided if we are outreaching to the same population in both applications?**  
Applicants must propose to serve different target populations on each proposal. Services provided under each grant application must be different and clearly defined in the scope of work. Evaluators will review carefully applications to ensure different populations are being outreached to.

#### **Data**

- 1) How were uninsured rates determined for the regions? Did you rely on CHIS data?**  
CalSIM Model 1.8 data was used.
- 2) What data source(s) should applicants use to identify eligible populations? Census data or data provided by Covered California?**  
Applicants should use data provided by Covered California that will be included in the final GRANT APPLICATION.
- 3) Will you be providing detailed demographic information regarding the target population in the GRANT APPLICATION?**  
Yes.
- 4) Will you identify counties with less than 5,000 estimated enrollments?**  
Yes.

**The following answers are NOT intended as final policy. Final rules and policies will be reflected in the Grant Application expected to be released on January 22, 2013. A grant conference will be conducted shortly after the release which will include a formal question and answer process.**

- 5) Will Covered California post estimates of the targets by county?**  
Yes.

#### **Affordable Care Act**

The following questions are not related to the Outreach and Education Grant Program.

- 1) Tax credits**
- a. Do tax credits sunset in 2015?**
  - b. Will Covered California create a tax credit funding pool similar to the one in Arizona?**
- 2) Changes to the health care system**
- a. Is California going to continue the Healthy Families program after the Exchange opens?**
  - b. What efforts are being made to increase the number of health care providers?**

#### **Follow-up to Webinar**

- 1) When are comments due?**  
Comments are due by 5pm on January 4, 2013.
- 2) Will the audio of the webinar be made available online afterwards?**  
Yes, it is posted.
- 3) How do we add our name into the listserv to receive updates from Covered California?**  
Please email [info@hbex.ca.gov](mailto:info@hbex.ca.gov) and ask to be added to the list.