



Marketing, Outreach, and Enrollment Assistance (MOEA) Advisory Group

Meeting Agenda

Tuesday, August 25, 2026, 1:00 PM – 4:00 PM PDT

Primary Physical Location:

Covered California, Tahoe Auditorium: 1601 Exposition Blvd. Sacramento, CA 95815

Virtual Platform using GoToWebinar:

<https://attendee.gotowebinar.com/register/5069978313569585244>

***MOEA Advisory Members Attending Virtually: Kelly Johnson, Doreena Wong, Jagdeep Singh, Ariella Cuellar,**

Item	Estimated Time
I. Call to Order and Agenda Overview	2 MIN
II. Administrative	18 MIN
A. Welcome 2024-2026 MOEA Advisory Members	5 MIN
B. MOEA Member Recognition	10 MIN
<i>MOEA member and public comments will be made after each section</i>	3 MIN
III. Covered California	45 MIN
A. Federal Policy Updates	10 MIN
B. State Legislation and Budget Highlights	10 MIN
C. State Subsidy Program for 2027 Plan Year	10 MIN
D. United for San Diego Program	10 MIN
<i>MOEA member and public comments will be made after each section</i>	5 MIN
IV. MOEA Advisory Member Feedback Discussion	55 MIN
A. Reaching LPI Populations – Outreach Strategies	25 MIN
B. Open Enrollment 2027 – Marketing & Outreach Campaigns	25 MIN
<i>MOEA member and public comments will be made after each section</i>	5 MIN

BREAK		10 MIN
V. Covered California Division Updates		45 MIN
A.	Marketing Updates	TBD
B.	Communications Updates	TBD
C.	External Affairs and Community Engagement Updates	TBD
D.	Outreach and Sales Updates	TBD
<i>MOEA member and public comments will be made after each section</i>		5 MIN
VI.	MOEA Member Open Discussion	5 MIN
VII.	Adjourn	

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ADVISORY GROUP MEETING INFORMATION

***WEBINAR INFORMATION:**

The order in which agenda items are considered may be subject to change. Committee member comments and public comments are taken on each agenda item.

The MOEA meeting can be viewed via a live webinar. Participants can register for the webinar by clicking on this registration [link](#). Upon registration, participants will receive an email with a webinar information and link to join the meeting.

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR--

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Attendee Access Code: 197-457-709

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Webinar ID: 333-742-731

For in-person or webinar comments: Prior to making your comments, you are encouraged to please state your name for the record and identify any group or organization you represent.

For phone comments: Please wait until the Chair opens the dialogue for comments from phone attendees, starting with the advisory group members and then to the public participants. Each person will be limited to two minutes per agenda item.

Materials available for this meeting are posted on the Exchange website at:

<https://hbex.coveredca.com/stakeholders/Marketing-Outreach-Enrollment/>.

Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven calendar days prior to the meeting date to MOEAgroup@covered.ca.gov.

If you would like to submit comments to the MOEA Group, please send them to MOEAgroup@covered.ca.gov. If you are a member of the news media and wish to cover this event, please contact (916) 206-7777.