



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

Meeting Agenda

Thursday, March 5, 2026, 1:00 PM – 4:00 PM PST

Primary Physical Location:

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

Virtual Platform using GoToWebinar:

<https://attendee.gotowebinar.com/register/9351798983629663>

***MOEA Advisory Members Attending Virtually:** Alicia Emanuel, Angela Chang, Ariella Cuellar, Betty Ho, Bianca Blomquist, Connie Lo, Dawn McFarland, Doreena Wong, Kristen Bray, Helen Magpayo, Jagdeep Singh, Jezabel Urbina, Kelly Johnson, Liwen Tsai, Marshawn Harris, Patricia Yeager, Sylvia Jackson, Victoriano Diaz

Item	Estimated Time
I. Call to Order and Agenda Overview	2 MIN
II. Administrative	8 MIN
A. Welcome from MOEA Advisory Chair, Maribel Montanez	5 MIN
<i>MOEA member and public comments will be made after each section</i>	3 MIN
III. Covered California	45 MIN
A. Welcome from Executive Director, Jessica Altman	5 MIN
B. Open Enrollment 2026 Highlights	10 MIN
C. State Legislative Updates	5 MIN
D. CMS Marketplace Integrity and Affordability Final Rule: Shortened Open Enrollment Period (OEP), Effective Plan Year 2027	10 MIN
E. H.R.1: Eligibility Changes for Lawfully Present Immigrants, Effective Plan Year 2027	10 MIN
<i>MOEA member and public comments will be made after each section</i>	5 MIN
IV. MOEA Advisory Member Feedback Discussion	60 MIN
A. Open Enrollment 2026 Best Practices	25 MIN
B. CMS Final Rule and H.R.1 Updates	25 MIN
<i>MOEA member and public comments will be made after each section</i>	10 MIN

*****BREAK*****

10 MIN

V. Covered California Division Updates

55 MIN

A. Marketing Updates

10 MIN

B. Communications Updates

10 MIN

C. External Affairs and Community Engagement Updates

10 MIN

D. Outreach and Sales Updates

10 MIN

MOEA member and public comments will be made after each section

15 MIN

VI. 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: 135-454-592

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Webinar ID: 471-615-171

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.