



## Background

The Covered California Storefront Program was designed to increase the visibility of free, local, and confidential in-person enrollment assistance for consumers. Certified Insurance Agents and Certified Enrollment Entities (also referred to as Community Partners) can connect to the Covered California brand by electing to open a Storefront in their community. Participation in the program is free.

Consumers looking for local, in-person assistance with their application can use the [Enroller Finder Tool](#) to search for Storefronts by zip code, days/hours of operation, and languages spoken.

In-person enrollment assistance plays an instrumental part of the Covered California mission by helping consumers understand their options and successfully enroll in coverage. Storefronts provide an opportunity to connect with harder-to-reach consumers and current members who want to review their options with certified and licensed professionals.

## What are Storefronts?

Covered California Storefronts assist Californians looking for health insurance by providing free, in-person help with a certified enroller. Our Storefronts are convenient, permanent office locations open to walk-ins. You can find a Storefront using the [Enroller Finder Tool](#).



## Eligibility

To be eligible to apply for a Covered California Storefront, you must meet the following requirements:

1. Only Certified Insurance Agents and Certified Enrollment Entities are accepted into Covered California's Storefront program and made searchable through the [Enroller Finder Tool](#).
2. Provide a commercial location accessible and visible from the street.
3. Display approved Covered California branded signage and conform to the signage requirements as outlined in the next section.
4. Open to walk-in traffic for the duration of participation in the Storefront Program.
5. Provide consumers a clean, safe, and professional environment without clutter or hazards.
6. The interior of the storefront must provide a private area where enrollment assistance is conducted and conforms to Covered California security and privacy policies.
7. Operate during core business hours (i.e., Monday – Friday, 9:00 AM – 5:00 PM) - preferably offering extended weekday and/or weekend availability during Open Enrollment periods.
8. Maintain certification with Covered California and in good standing. This includes completing any annual training.
9. Commit to providing Covered California with updates any time the information on your application changes or you no longer wish to participate in the Storefront Program. Some communications and changes are completed through the Enroller Portal. If changes are can't be made or there are additional questions, email [Storefront@covered.ca.gov](mailto:Storefront@covered.ca.gov).
10. Provide two photos of your Storefront:
  - One photo of the building exterior, which conforms to the signage requirements in the next section.
  - One photo of the interior, which shows a clean, professional, and private space where consumers can be assisted.

## Photo Requirements:

- **Exhibit direct and clear angles that show what a consumer would see from the street and walking into the building.**
- **Do NOT** include any individuals in the photos.
- Capture the signage and exterior of the building from a street view.
- Photos are not allowed to contain Photoshop images.

## Examples of acceptable Storefront photos:



## Signage Requirements

Covered California has created samples of approved storefront signage designs for Certified Insurance Agents and Certified Enrollment Entities that you can download and have printed. These are available in English and Spanish. Check back for more options in the future.

Covered California Storefront signage must meet the following requirements:

1. Must be Covered California branded and follow the [Covered California Branding & Marketing guidelines](#).
2. Must be clearly visible and legible from the street.
3. Display the appropriate sign for your enroller type (for example, if you are a certified agent, use signs that state “Certified Insurance Agent”).
4. Storefronts located in commercial buildings where owners do not allow for exterior signage in front of the building should place signage in the lobby of the building or by the sidewalk.
5. Storefront signage size requirement:



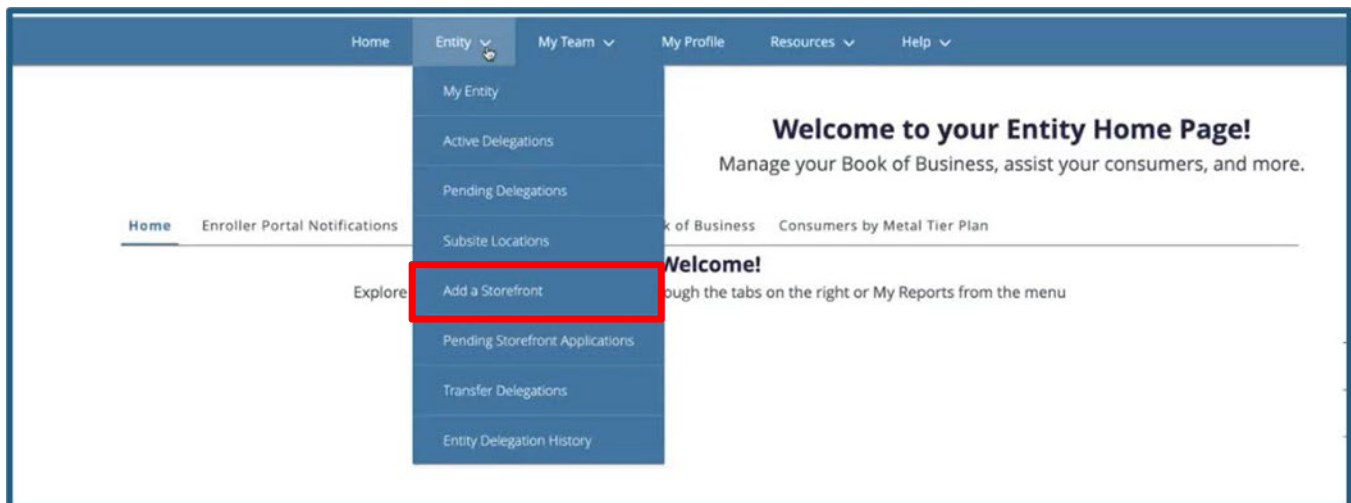
- If the width of the front of your building is 25’ or less, signage should be a minimum of 10 square feet. If the width of the front of your building is 26’ – 50’, signage should be a minimum of 30 square feet
- If the width of the front of your building is 51’ or more, signage should be a minimum of 40 square feet

For Storefront signs please visit the [Covered California Branding & Marketing guidelines](#) page. There you'll find several designs you can use to make signs for you Storefront.

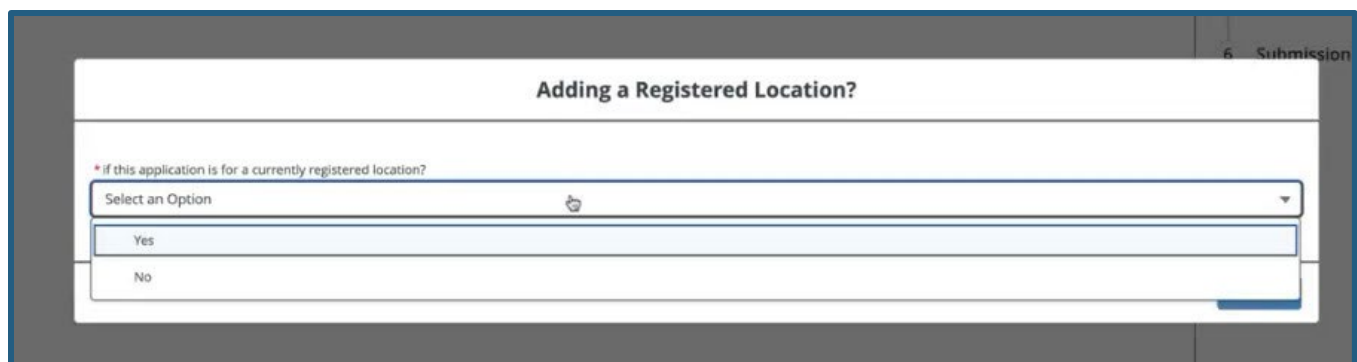


## Apply Now

1. To access the Storefront application, login to the Enroller Portal and select **Add a Storefront** from the *Agency* or *Entity* dropdown.



2. The question must be answered "Is this an application for a currently registered location?"
  - If yes is selected, there is a dropdown of assigned locations to select
    - This will auto-populate the *Storefront Application* for submission
  - If no is selected, a new location record will be created and an application filled out to submit



Adding a Registered Location?

\* if this application is for a currently registered location?

Select an Option

Yes

No



## Storefront Toolkit

3. Complete the following steps of the application:

- Storefront Information
- Storefront Facility and Accessibility Information (note: this step requires photo uploads of the interior and exterior of the Storefront. Please follow the guidelines listed above.)
- Staffing and Training
- Customer Service, Outreach, and Education
- Review Application
- Submission Disclosure Form

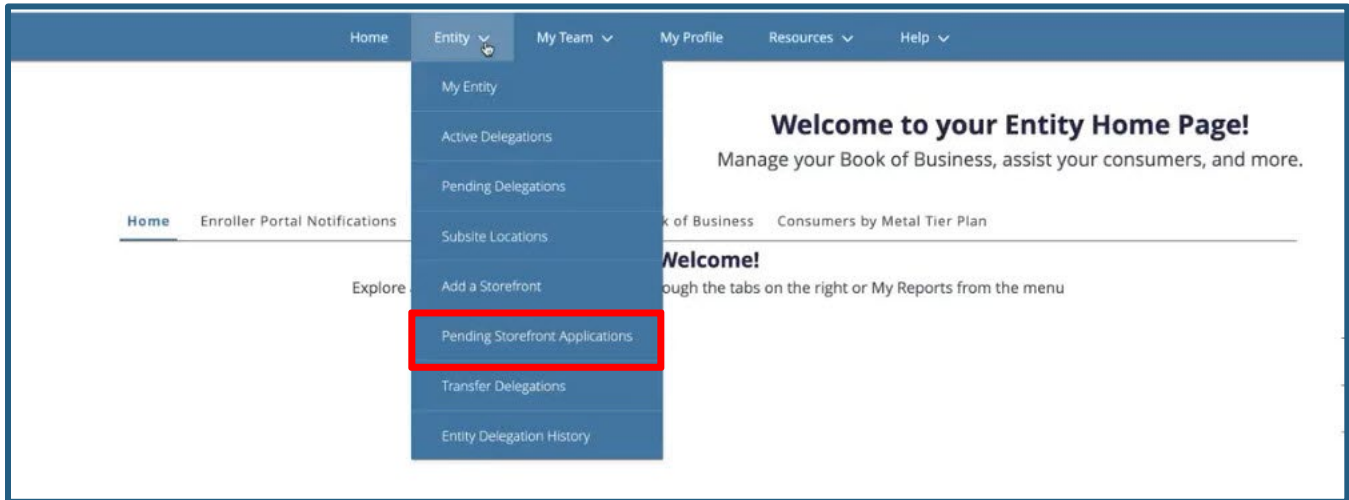
**Note:** green check marks indicate that section of the application is complete.

4. Click **Submit** once the application has been completed and reviewed.

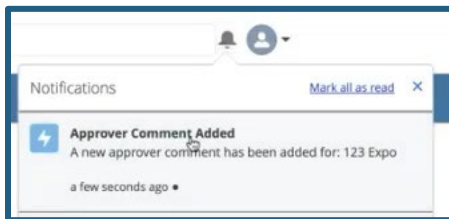
- A confirmation email will be sent that the application has been submitted.

## Pending Applications

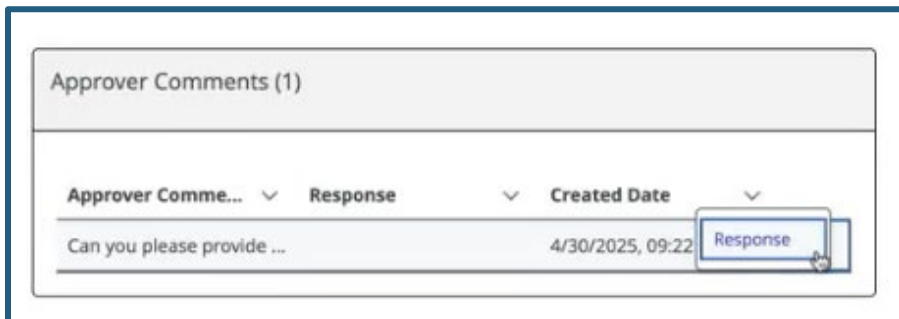
To check the status of a Storefront application, select **Pending Storefront Applications** from the *Agency/Entity* dropdown.



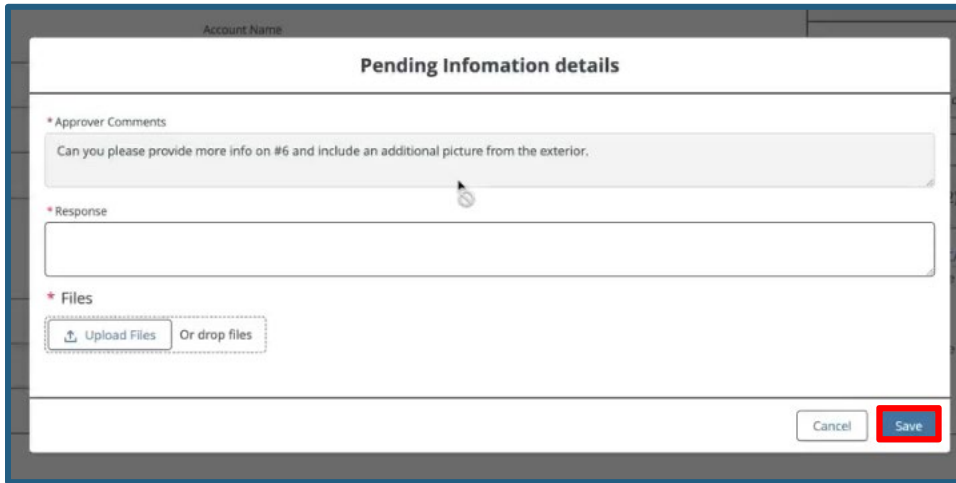
If additional information is needed, Covered California will add approver comments to the application, which will trigger an email to the Enroller submitting the application and a bell notification will populate on the Enroller Portal.



1. To respond to the approver comment, click the bell notification.
2. From the location record, navigate to *Approver Comments* on the upper right-hand side.
3. Select the down arrow and select **Response**.

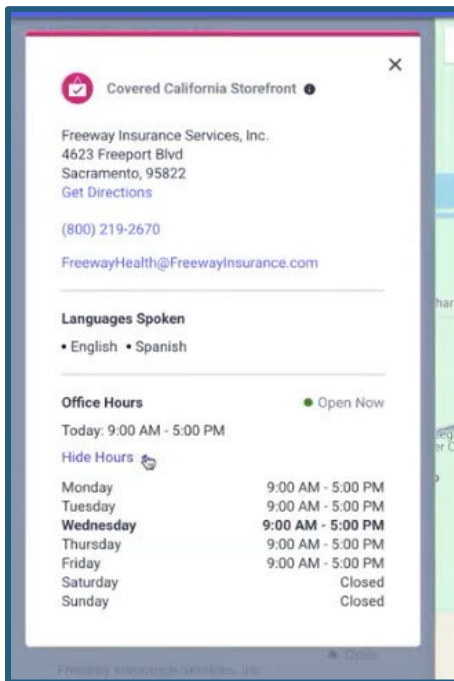


4. Click **Save** to submit the response.



Once the storefront location has been approved, the following information will display on the Final an Enroller tool:

- Address
- Phone number
- Email address
- Languages spoken
- Office hours





## Storefront Toolkit

All applicants will be notified of their selection status within 2-3 business days. By completing the application, you agree that your Storefront will be included in the [Enroller Finder Tool](#).

**Please note:** If the signage size does not conform to the minimum size requirements described above or if you are using signage other than the provided options, Covered California will review on a case-by-case basis.

**Covered California reserves the right to approve or deny Storefronts for any reason.**

### Questions?

Email [Storefront@covered.ca.gov](mailto:Storefront@covered.ca.gov)