



**COVERED
CALIFORNIA**

Grant Funding Announcement Report

May 23, 2013

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I. EXECUTIVE SUMMARY

This report summarizes Covered California's selection of organizations to receive an Outreach and Education Grant. These grantees responded to the Outreach and Education Grant Program Application released on January 25, 2013. The Outreach and Education Grant Program agreements will span the period of July 2013 through December 2014 with the exception of five grantees that will be conducting activity from July 2013-March 2014. The purpose of the Outreach and Education Grant Program is to engage trusted organizations to conduct public awareness, education and outreach campaigns to consumers and small businesses eligible to purchase Covered California Health Plans. Outreach and education activities include informing consumers and small businesses about the availability and benefits associated with obtaining health care coverage, collecting leads from interested consumers, referring consumers and small businesses to all available enrollment resources and assistance, and ultimately, motivating eligible consumers and small businesses to take the next step to enroll in Covered California programs. Raising awareness of opportunities for affordable coverage will be critical to achieving Covered California's goal of increasing the number of insured Californians.

On June 19, 2012, the California Health Benefit Exchange Board approved \$43 million to distribute in grants to eligible entities through a competitive grant application process. Subsequently, the following three funding pools were established:

- \$25 million was allocated for the Single County Funding Pool for applicants proposing to reach only one county and the Multi-County Funding Pool for applicants proposing to reach more than one county;
- \$15 million was allocated for Targeted or Statewide Funding Pool for applicants proposing to conduct statewide efforts or campaigns to target specific populations not defined by geography; and
- \$3 million was allocated for Small Business Health Options Program (SHOP).

A Notice of Intent to Award was made public on May 14, 2013. Covered California conducted a thorough analysis to identify any gaps in access to target populations likely to enroll in the program. The single gap identified was the area of provider education. Another Outreach and Education Grant Application will be released in July 2013 that will focus on selecting medical professional associations for funding. Covered California will support organizations that are not awarded grants by providing opportunities to apply as an Assister Enrollment Entity and through participation in the Community Outreach Network.

Covered California selected grantees for funding based on their ability to achieve Covered California's priority of reaching 5.3 million consumers who are either subsidy eligible or can benefit from guarantee issue. Grantees selected for funding will be conducting outreach and education to target populations and generating leads that will result in meeting and exceeding Covered California's enrollment goal of 1.4 million people by December 2014. In selecting grantees for funding, Covered California considered the following:

- Award of grants to a variety of organizations, in which the funding allocation collectively reflects and represents the mix and diversity of those eligible for coverage in California.
- Evaluation of applications based on approaches that align with the Grant Program's purpose, goals, objectives and guiding principles.

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- Evaluation of organizations track record and financial solvency.
- Approaches that complement other strategies identified in the Statewide Marketing, Outreach and Education Program and Assistors Program work plan.
- Distinct Outreach and Education Grant Program activities which leverage and align with the Statewide Marketing and Assister Program strategies.
- Only organizations who conduct public awareness, outreach and education activities to populations who are newly eligible for coverage available through Covered California's program were considered for grant funding.
- Statewide strategies were highly considered.

Covered California is selecting 48 grantees for funding (43 grantees to reach individual consumers and 5 grantees to reach small businesses). The grantee network will include over 250 subcontractors. Individual Consumer Grants total \$33,340,000. The Small Business Health Options Program Grants total \$3,000,000. The remaining \$6,660,000 will be used to augment awards to the grantees based on demonstrated efficiency and to fund additional education efforts in the area of provider education (\$2-3 million).

The 48 selected grantees and their large network of over 250 subcontractors will reach an estimated 8,961,731 consumers and 220,984 small businesses through outreach and education activities in all 58 counties in California. The selected grantees will reach consumers in 13 languages which include: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese. Many of the selected grantees have proposed to provide outreach and education to multiple populations. Below are the numbers of grantees that will reach the following targeted populations:

- African American: 32 Grantees
- Asian: 20 Grantees
 - 19 of the 20 grantees targeting Vietnamese
 - 18 of the 20 grantees targeting Chinese
 - 18 of the 20 grantees targeting Filipino
 - 16 of the 20 grantees targeting Korean
 - 11 of the 20 grantees targeting Hmong
 - 9 of the 20 grantees targeting Laotian
 - 8 of the 20 grantees targeting Japanese
 - 8 of the 20 grantees targeting Cambodian
- Caucasian: 24 Grantees
- College Students: 16 Grantees
- Latino: 37 Grantees
- Lesbian, Gay, Bisexual and Transgender: 4 Grantees
- Middle-Eastern: 11 Grantees
- Rural Communities: 19 Grantees
- Consumers who interact with:
 - Faith Based Grantees: 12 Grantees
 - Federally Qualified Health Centers (FQHCs): 2 Grantees
 - Government Entities: 3 Grantees
 - Unions: 3 Grantees

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Covered California is currently negotiating final budgets and scopes of work with each grantee. A supplemental report will be released by the end of June that will identify each grantee and their subcontractors.

Table 1 summarizes the grantees that will provide outreach and education to individual consumers. The following grantees are subcontracting with over 250 organizations.

Table 1 – Individual Marketplace Grantees

Grantee	Requested Amount	Funding Level	Change in Funding
Access California Services	\$1,000,000	\$500,000	(\$500,000)
Anaheim Health Medical Center (AHMC) Health Foundation	\$504,528	\$500,000	(\$4,528)
Asian Pacific American Legal Center	\$1,000,000	\$1,000,000	\$0
Bienestar Human Services, Inc.	\$500,000	\$500,000	\$0
California Black Health Network	\$1,000,000	\$1,000,000	\$0
California Council of Churches	\$750,000	\$750,000	\$0
California Health Collaborative	\$943,487	\$940,000	(\$3,487)
California National Association for the Advancement of Colored People	\$1,000,000	\$600,000	(\$400,000)
California Rural Indian Health Board, Inc.	\$370,000	\$300,000	(\$70,000)
California School Health Centers Association	\$377,500	\$377,000	(\$500)
California State University Los Angeles	\$1,000,000	\$1,250,000	+\$250,000
Catholic Charities of California, Inc.	\$859,135	\$859,000	(\$135)
Central Valley Health Network	\$750,000	\$750,000	\$0
Coalition for Humane Immigrant Rights of Los Angeles	\$944,844	\$940,000	(\$4,844)
Community Health Councils	\$1,000,000	\$1,000,000	\$0
Council of Community Clinics	\$771,426	\$770,000	(\$1,426)
East Bay Agency for Children	\$424,961	\$425,000	\$39
Fresno Healthy Communities Access Partners	\$761,677	\$760,000	(\$1,677)
Infoline of San Diego County dba 2-1-1 San Diego	\$1,000,000	\$1,000,000	\$0
John Wesley Community Health (JWCH Institute), Inc.	\$1,000,000	\$1,000,000	\$0
Loma Linda University Medical Center	\$992,883	\$990,000	(\$2,883)
Los Angeles County Federation of Labor, AFL-CIO	\$1,000,000	\$1,000,000	\$0
Los Angeles Unified School District	\$996,317	\$990,000	(\$6,317)
Planned Parenthood Mar Monte, Inc.	\$694,500	\$694,000	(\$500)
Redwood Community Health Coalition	\$830,798	\$830,000	(\$798)
Sacramento Employment and Training Agency	\$1,000,000	\$1,000,000	\$0

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Grantee	Requested Amount	Funding Level	Change in Funding
San Bernardino Employment and Training Agency	\$875,000	\$750,000	(\$125,000)
Santa Cruz County Human Services Department	\$511,912	\$500,000	(\$11,912)
SEIU Local 521	\$1,000,000	\$1,000,000	\$0
SEIU United Long Term Care Workers	\$1,000,000	\$1,000,000	\$0
Social Advocates for Youth (SAY), San Diego, Inc.	\$500,000	\$500,000	\$0
Solano Coalition for Better Health	\$342,800	\$250,000	(\$92,800)
St. Francis Medical Center of Lynwood Foundation	\$749,291	\$750,000	\$709
The Actors Fund	\$437,939	\$435,000	(\$2,939)
The East Los Angeles Community Union	\$980,255	\$980,000	(\$255)
The Los Angeles Gay and Lesbian Community Services Center	\$1,000,000	\$1,000,000	\$0
The Regents of the University of California	\$1,000,000	\$1,000,000	\$0
UC Davis, Center for Reducing Health Disparities	\$1,000,000	\$1,000,000	\$0
United Ways of California	\$1,000,000	\$1,000,000	\$0
University of Southern California (USC)	\$1,000,000	\$500,000	(\$500,000)
Valley Community Clinic	\$251,400	\$250,000	(\$1,400)
Ventura County Public Health	\$964,800	\$700,000	(\$264,800)
Vision y Compromiso	\$1,000,000	\$1,000,000	\$0
Individual Total	\$35,085,453	\$33,340,000	(\$1,745,453)

Table 2 summarizes the grantees that will provide outreach and education to small businesses.

Table 2 – SHOP Grantees

Grantee	Requested Amount	Funding Level	Change in Funding
California Asian Pacific Chamber of Commerce	\$682,157	\$600,000	(\$82,157)
California Association of Non-Profits	\$299,658	\$300,000	\$342
California Hispanic Chambers of Commerce Foundation	\$515,000	\$600,000	\$85,000
California Small Business Education Foundation	\$750,000	\$500,000	(\$250,000)
Small Business Majority	\$1,000,000	\$1,000,000	\$0
SHOP Total	\$3,246,815	\$3,000,000	(\$246,815)

II. OUTREACH AND EDUCATION RECIPIENT ACTIVITIES

Grant recipients will conduct activities to promote public awareness among eligible consumers and small businesses to:

- Promoting public awareness and inform consumers or small businesses about their options to obtain affordable health coverage through Covered California.
- Communicating the value of purchasing health coverage through Covered California.
- Educating small businesses about available tax credits for purchasing coverage through Covered California.
- Conducting in-depth education that provides consumers or small businesses with detailed information about affordable health care coverage options.
- Collecting leads for Covered California from individuals or small businesses that may be interested in purchasing coverage.
- Motivating Californians to take the action and enroll.

Some of the unique strategies they will use include:

- Co-locating education staff at offices where families currently seek other services.
- Establishing district wide networks through elementary schools to reach parents through already trusted messengers.
- Ensuring that every uninsured consumer admitted to partner hospitals will be offered one-to-one education about Covered California programs during the admitting or discharge process.
- Door-to-door outreach campaign in targeted neighborhoods
- In-person outreach through partner organization's helplines and information and referral services.
- Utilizing unique venues for education such as: LGBT-welcoming congregations, LGBT-frequented businesses and street outreach in neighborhoods with a strong LGBT presence.
- Building on the promotora model and organize teams of three or four individuals each to establish an on-site presence in locations such as local farmers market, partnered clinics and churches.
- Conducting education through mobile unit that will be parked in prominent locations with a concentrated target population.
- Tailoring education to high school seniors enrolled in health science programs through on-campus events such as classroom discussions at high schools events for parents and high school staff and presentations at youth centers.
- Leveraging existing technologies to conduct outreach robo-calls.
- Targeting students at college campuses at orientations, faculty events, and campus forums.

Grantees recipients will be required to:

- Send staff to Covered California approved training prior to the start of outreach and education grant activities.
- Provide a consistent message by using approved Covered California scripts at sponsored events, conferences, community events, public presentations and approved media events/interviews.

- Utilize Covered California messaging, signage and collateral materials and consult with Covered California when displaying the grantee’s information. For example, a community based organization may use 20% of table space at an event to display non-Covered California materials.
- Encourage consumers to visit www.coveredca.com website, sign up for Facebook, Twitter and other Social Media channels established by Covered California and to enroll on-line.
- Participate in, coordinate with and support Covered California-sponsored regional and local marketing efforts to promote the value of purchasing coverage among eligible consumers.
- Place links on grantee’s website to Covered California.

III. GRANT REVIEW AND SELECTION PROCESS

Proposals were evaluated individually to assess the quality and likelihood of each proposal to achieve the stated goals of the program and were assigned a numerical score. Covered California conducted a rigorous evaluator recruitment effort that targeted professionals with relevant education and professional experience in a variety of sectors. Over 115 grant reviewer applications were received from throughout the state. Following extensive interviews, conflict of interest determinations and self-recusals, a final cohort of 37 grant reviewers was selected. This cohort represented the diverse cultural, social and linguistic demographics of California. The evaluators all had extensive professional experience as grant authors, evaluators, and researchers, and included program administrators for large-scale grants, and leaders within health policy institutes at major universities.

A concerted effort was made to ensure that all grants were reviewed by evaluators from within and from outside of the region of the lead agency, and all proposals received a minimum of two evaluations. Third evaluations were initiated when the first and second scores resulted in a differential of greater than ten points. Where a significant differential between the previous scores existed, an in-depth review was conducted by internal staff to inform what would be considered an outlier score, with the final score determined by Covered California. Lastly, Covered California reviewed all proposals and evaluator scores. The grant review and selection process timeline is displayed in Chart 1 below.

Chart 1 – Grant review and selection process



A. Grant Application Process

The Outreach and Education Grant Application, released on January 25, 2013, was a competitive process administered by Covered California. Prior to the release of the grant application, Covered California conducted two webinars, on September 27, 2012 and December 13, 2012, to solicit feedback from stakeholders on preliminary grant application strategies. Stakeholder input was used to inform the final grant application. A Grant Application Conference was conducted on February 6, 2013 to provide an overview of the grant application and a forum for interested entities to ask questions. In addition, there was a process for entities to submit their questions regarding the application and responses were posted on the Covered California website. The final date to submit applications was March 4, 2013. However, due to technical difficulties encountered by some applicants, the application system was re-opened from March 8 through March 12 to allow applicants to finalize the submission of their application.

Applicants had the option to submit a paper application or electronically through the on-line application system. Covered California received 203 proposals, 177 targeting individual consumers and 26 targeting small businesses. As a matter of policy, Covered California does not disclose the individual organizations that applied for the grant program to encourage future participation. Organizations that were not selected for funding are encouraged to apply for future grant opportunities and the fact that they were not selected is not an indication that their proposal was deficient in any manner.

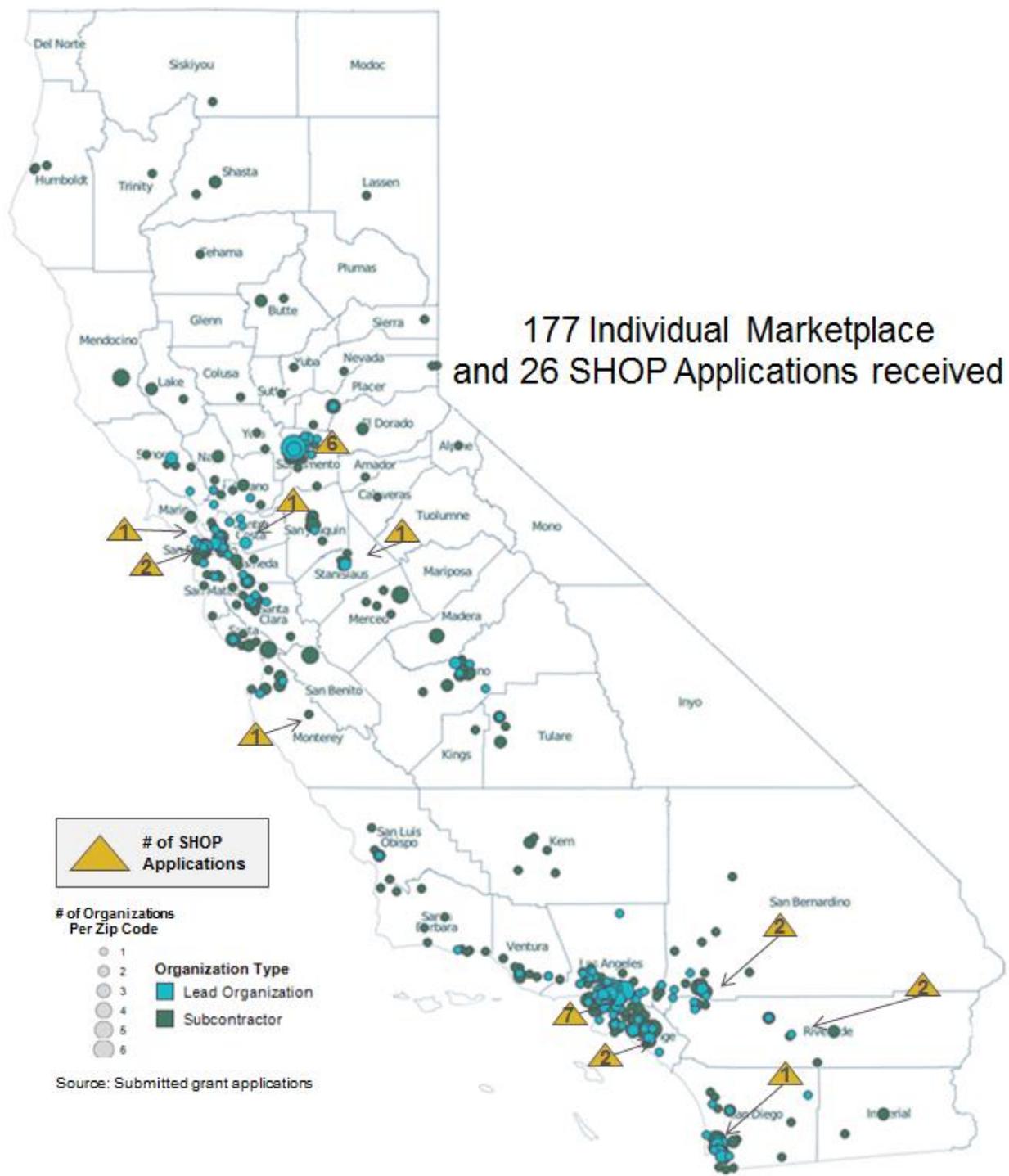
Table 3 provides an overview of the applications received, including subcontractor information and funding pool for both the individual market and SHOP market.

Table 3- Overview of Applications Received

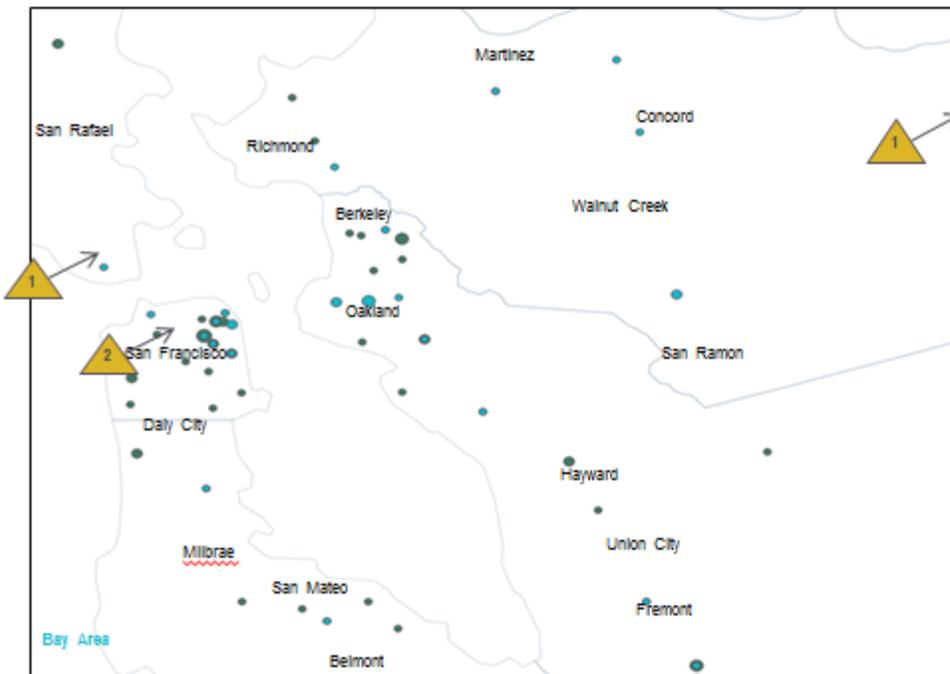
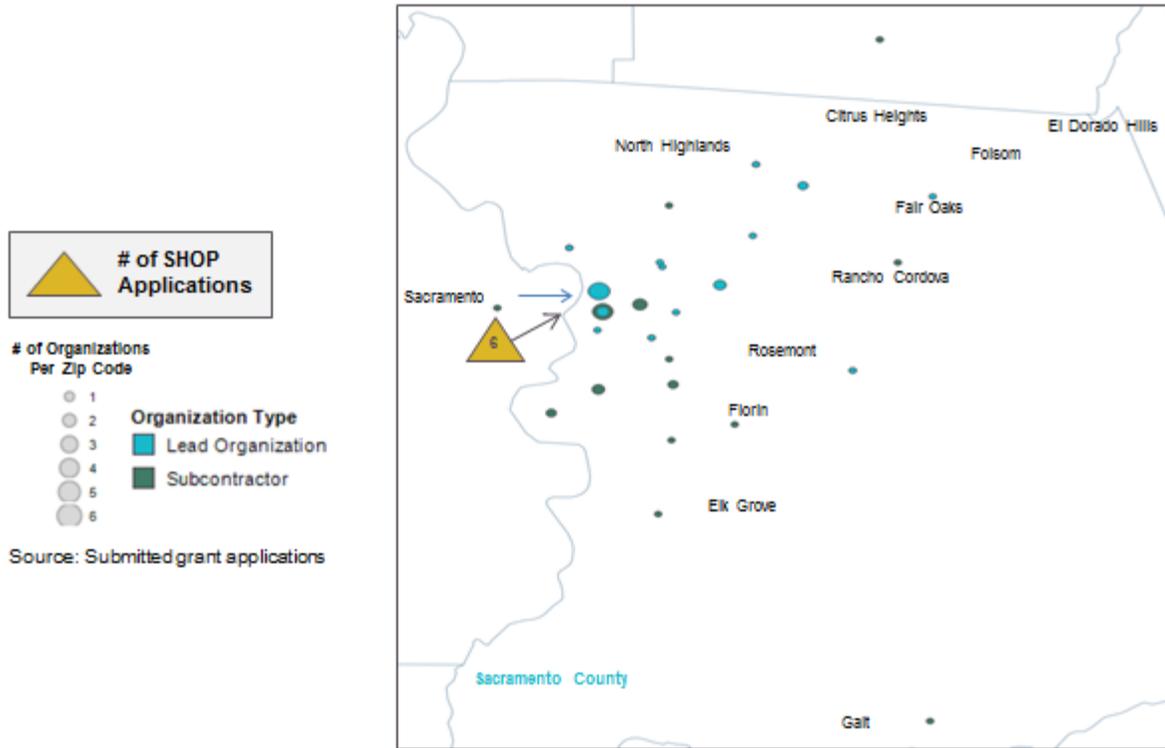
Individual Marketplace		SHOP Marketplace	
Total Applications	177	Total Applications	26
Non-Collaborative Applications	89	Non-Collaborative Applications	17
Collaborative Applications	88	Collaborative Applications	9
Subcontractor Information		Subcontractor Information	
Total Subcontractors	483	Total Subcontractors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

Proposals were received from across the state indicating broad statewide interest. Chart 2 provides a visual display of the location of all of the organization that submitted a proposal, including both the primary office location of the lead organization and their respective subcontractors.

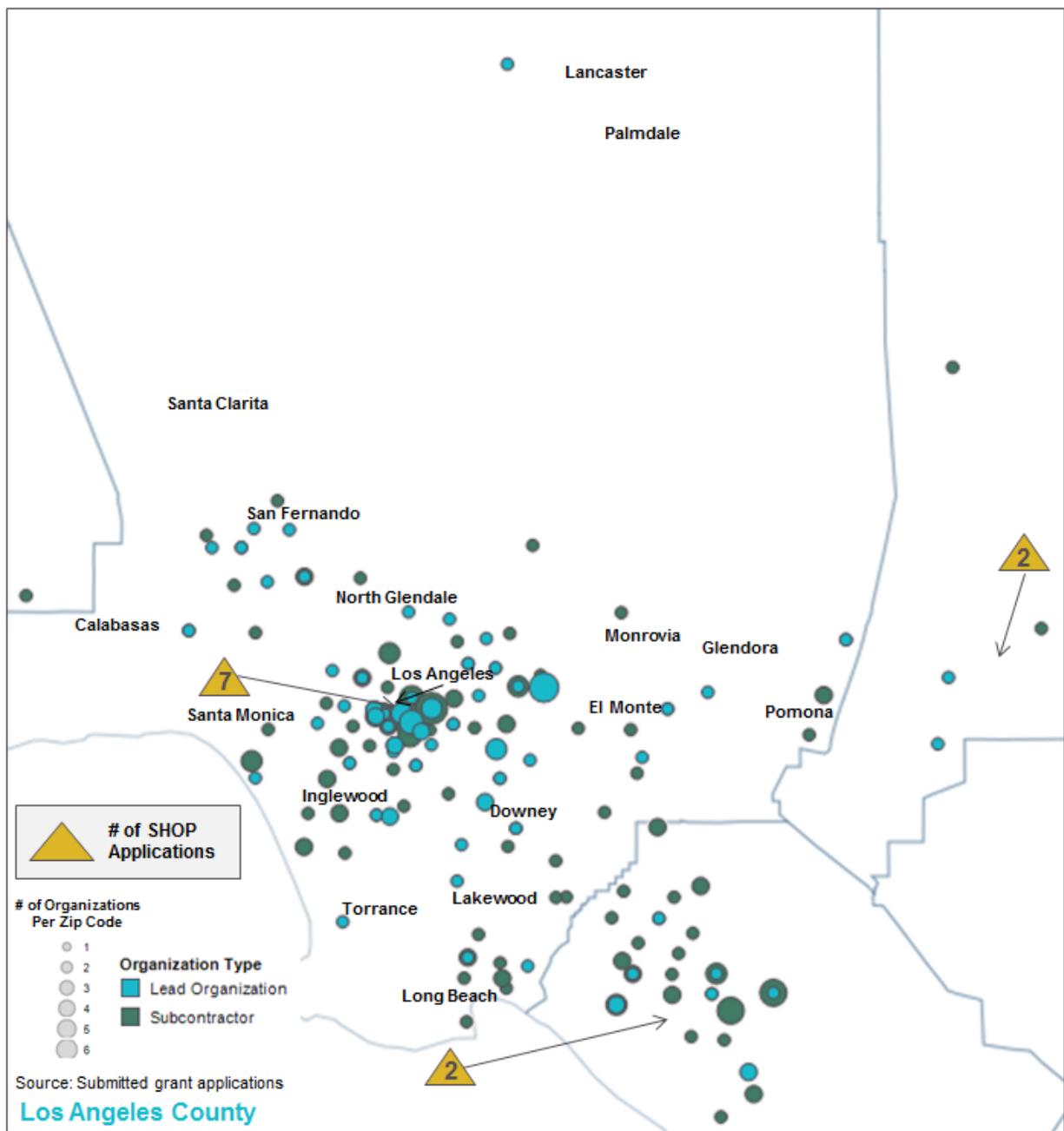
Chart 2 – Locations of Lead Organizations and Subcontractors for All Grant Applications



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B. Technical Review

Following successful submission, 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. For-profit organizations were allowed to apply as subcontractors, but were not allowed to apply as a lead organization.

C. 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. The final numeric score was calculated by averaging both scores. Criteria included:

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

Requested Amount	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.
- Higher evaluation score based on predefined evaluation rubric.
- 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 Workers
 - Unions and Uninsured Employed Workers
 - Providers
 - Faith-Based Strategy
 - Demographic/Ethnicity Characteristics (e.g. Hispanic, Asian, African American, Limited English Proficient (LEP) and Lesbian, Gay, Bisexual and Transgender)
- Proposed participation in the Assistors 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, 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.

D. Ranking and Selection

The purpose of ranking and selection was to determine the mix of grantees that would achieve Covered California's goals and priorities. 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. This analysis provided detailed population information for each county on language, ethnicity, age range, and income levels on the uninsured population that would be eligible for a Covered California Health Plans based on their reported income.

Additional consideration was given to those organizations that proposed to serve the top 100 zip codes where Covered California's target populations reside. The funding priority list is presented in Appendix C.

Data visualization software was used to compare proposals on a number of criteria. 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. Refer to Appendix B, which provides a one page summary of the proposal for each of the grantees. This summary includes: number of outreach and education contacts, targeted counties, target population, and summary of approach. Additional demographic data is provided in Appendix A, which provides a visual map of key demographic and funding priority data elements collected from the grant application.

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. Vetting the applicant organizations included conducting phone interviews with organizations that provided a letter of reference for the lead applicant. Staff made a concerted effort to reach the signer of the letter and when they were unavailable a designee provided by that entity was interviewed. The interview questions were uniform for all reference checks. Through these interviews community partners were offered an opportunity to share additional information about their relationship that might not have been conveyed in written form. A complete summary of each questionnaire was provided to the selection group for consideration.

A selection committee comprised of representatives from Covered California staff, administrative vendor and contracted public relations staff analyzed funding options and

generated final award selections. Strengths and weaknesses, as well as a funding level recommendations, were made for each proposal.

IV. FUNDING AWARDS

Of the total 203 applications received, 9 applications received were ineligible due to the lead organization's for-profit status and one application voluntarily withdrew to be considered as a subcontractor on a separate application. Of the 193 Applications that advanced to evaluation and ranking, 43 Individual Marketplace proposals and 5 SHOP proposals are recommended for funding.

A. Overview of Grantees

Outreach and Education Grant recipients are expected to utilize inter-personal approaches to conduct public awareness, outreach and education activities, which emphasize personalized and one-on-one interactions. Grantees will be responsible for delivering outreach messages, which are brief messages designed to raise awareness. The majority of effort will be spent on delivering in-depth program information to eligible consumers through education messages. These outreach and education activities will help Covered California meet the goals of the Outreach and Education Grant Program to:

- Generate leads for Assistors, Agents and the Covered California Service Center who will perform application assistance for those consumers or small businesses interested in coverage;
- Increase awareness and understanding of health care options;
- Promote a culture of coverage;
- Communicate the importance of having health coverage;
- Remove barriers to enrollment; and, ultimately,
- Motivate Californians to take the action and enroll.

With the total investment of \$36,340,000, 48 selected grantees, including over 250 subcontractors, will reach a total of 8,961,731 consumers and 220,984 small businesses through outreach and education activities in all 58 counties in California from July 2013 through December 2014. Of the top 100 zip codes of subsidy eligible populations that have been identified, all 100 zip codes will be reached by at least one selected grantee and respective subcontractors. The target populations of selected grantees will reach consumers in 13 languages which include: Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese. Grantees were selected that demonstrated their ability to reach the 18-64 age groups, 139%-400% of the Federal Poverty Level, and targeted ethnicities.

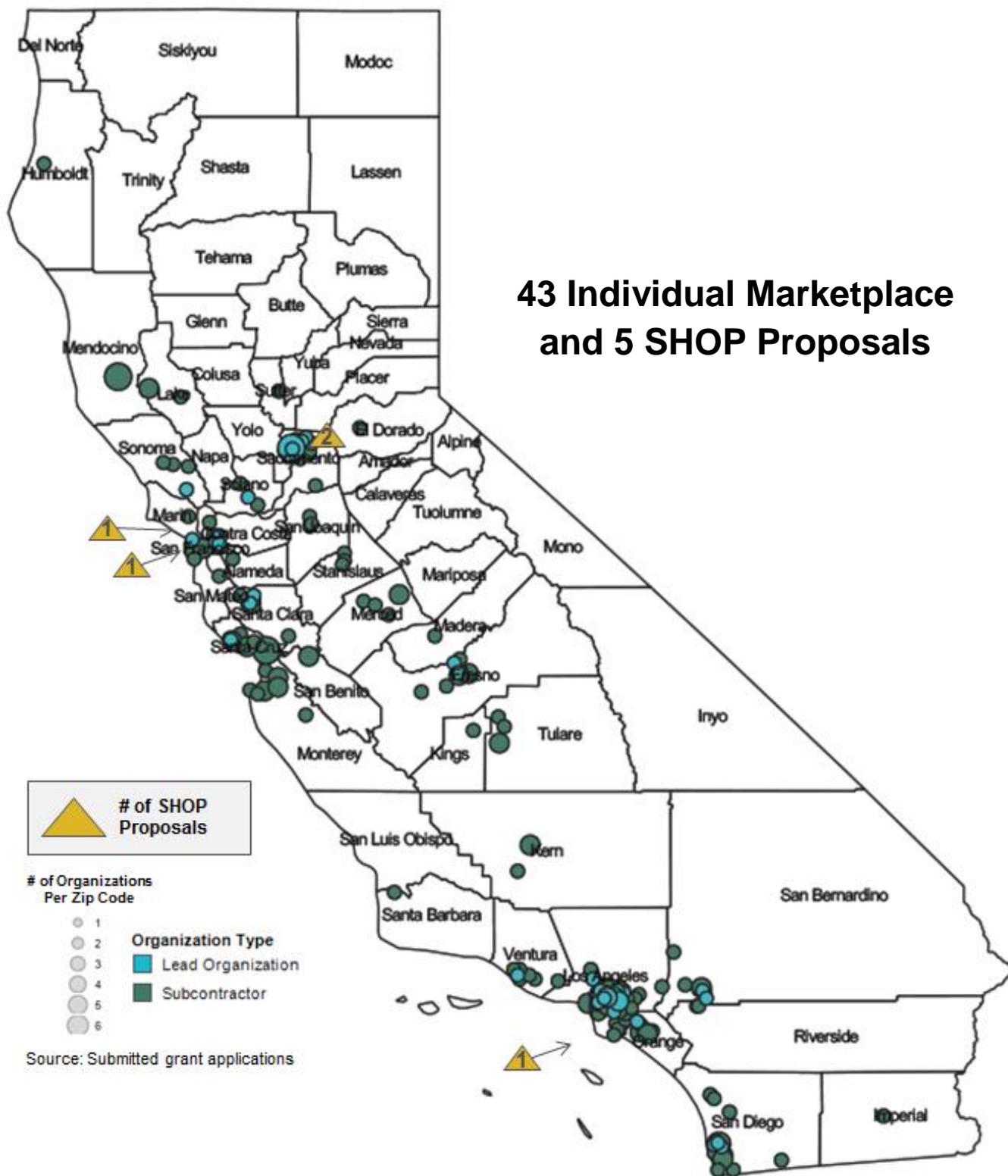
Included in the 48 selected grantees are five entities that were selected from the 26 that applied within the Small Business Health Options Program (SHOP). These groups will target specific geographic areas with a high number of small businesses, including minority business owners, eligible to purchase health insurance for their employees. These partners

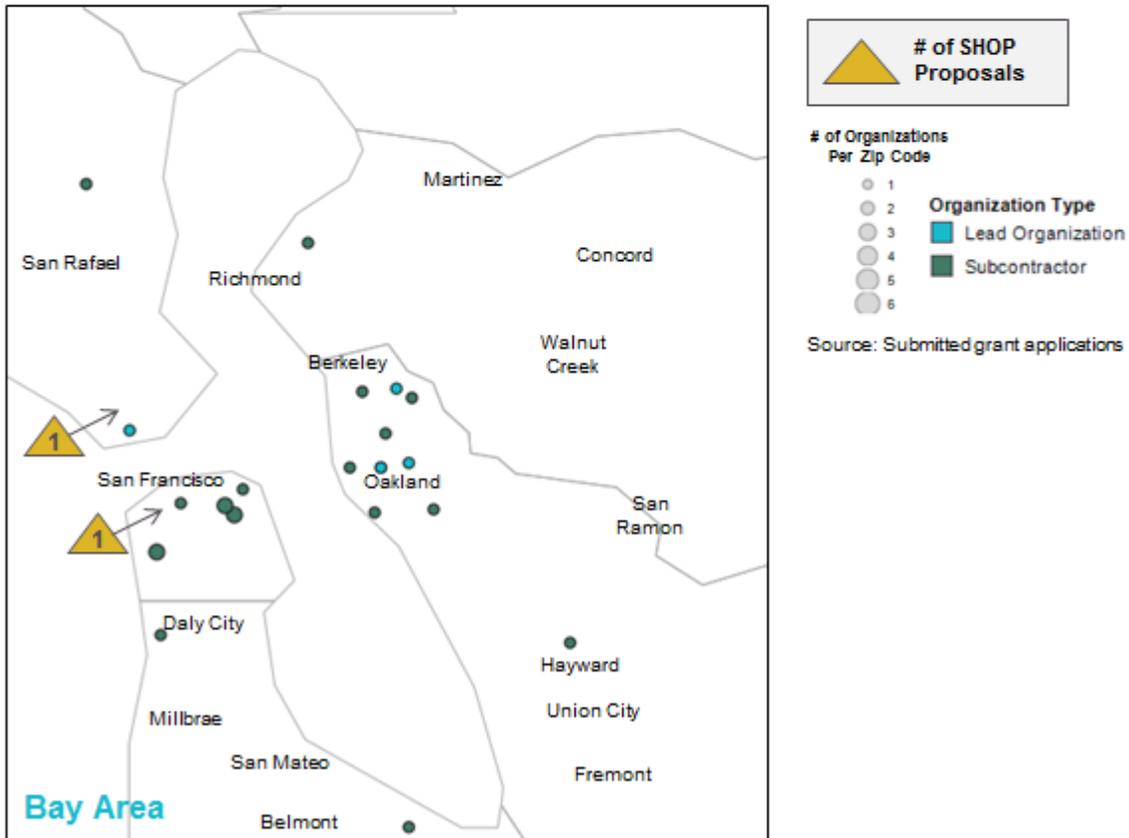
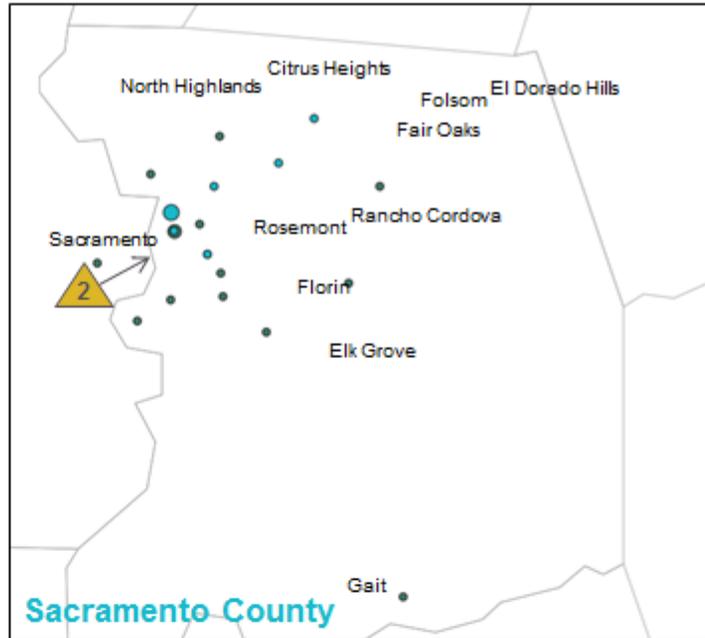
will specifically target employers with between 1 and 50 employees from varying industries or trades having a higher propensity for uninsured workers will be target populations for SHOP recipients. These industries would include, but are not limited to, restaurant workers, and those within the construction and building trades.

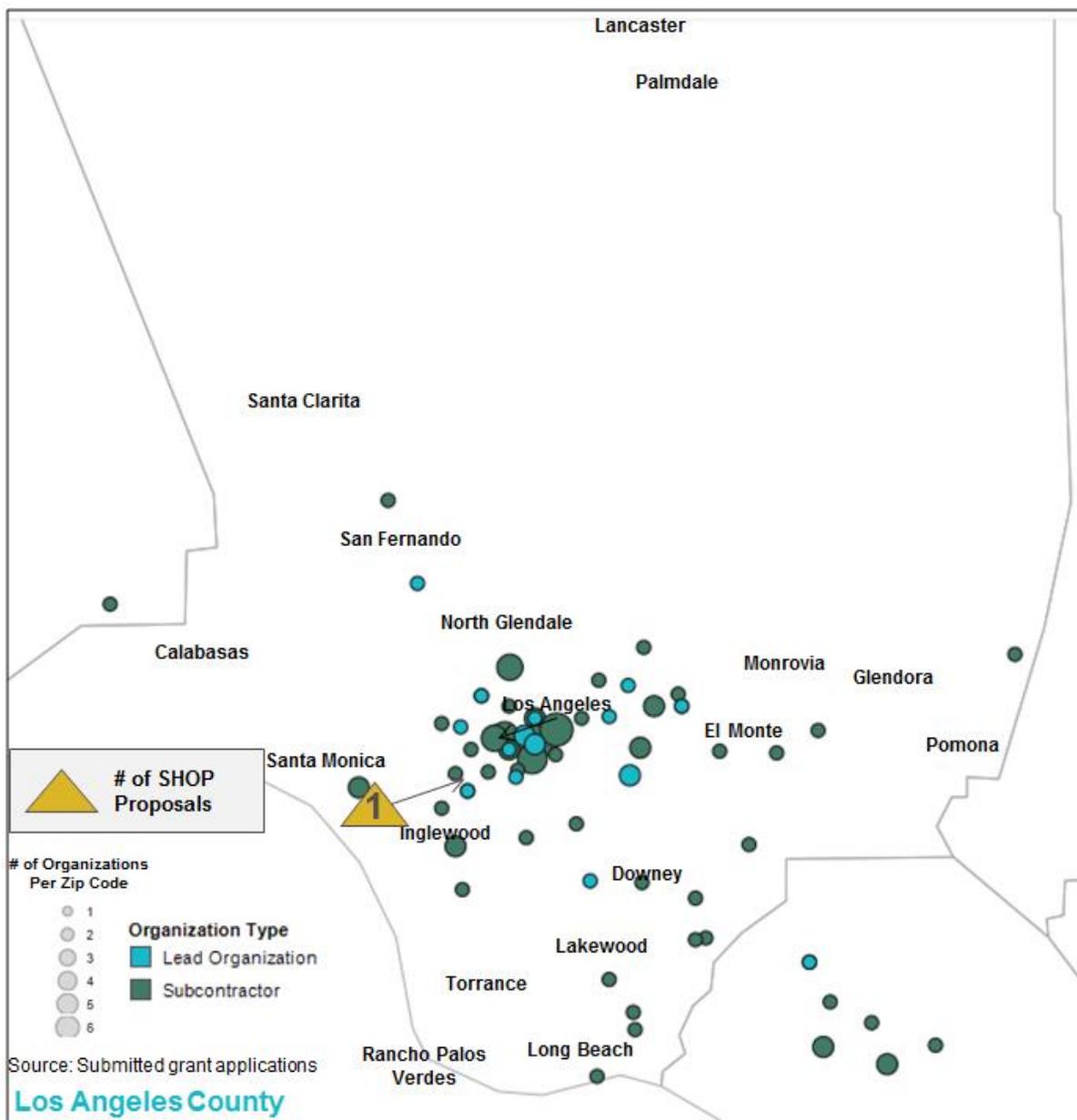
B. Locations of Grantees

An emphasis was placed on ensuring grantees were selected that demonstrated a wide reach into both high density areas and the top 100 zip codes of subsidy eligible populations where the Covered California eligible population lives, works, goes to school, plays, prays and shops. Chart 3 provides a visual display of the location of the grantees selected for funding, including both the primary office location of the grantee and their respective subcontractors. The grantee will make the final selection of subcontractors and is subject to change.

Chart 3 – Locations of Grantees and Subcontractors







C. Categories of Grantees

A wide range of organizations submitted applications and the applications selected for funding reflect this diversity. The top three types of grantees that submitted an application were Community Based Organizations (52%), Clinics (10%) and Government Agencies (8%). Table 4 provides an overview of the types of organizations that submitted an application and that were selected for funding. A detailed summary of each grantee is provided in Appendix B and includes, demographics reached (ethnicity, language, age and income) and total reach.

Table 4 – Applications Received and Recommended for Funding by Category Type

Category	Number Received	Number Funded	Requested Amount	Funding Level	Percentage of Requests Funded
Community Based Organization	122	25	\$79,650,078	\$18,896,000	24%
Community-Based Organization	105	20	\$65,378,807	\$14,527,000	22%
Consumer Advocacy Organization	11	3	\$9,562,136	\$2,760,000	29%
Faith-Based Organization	6	2	\$4,709,135	\$1,609,000	34%
Health Care Provider	31	8	\$16,504,475	\$5,654,000	34%
Clinic	21	3	\$10,042,260	\$1,714,000	17%
Hospital	5	3	\$3,023,556	\$2,240,000	74%
County Health Department	3	1	\$2,023,140	\$700,000	35%
Provider	2	1	\$1,415,519	\$1,000,000	71%
Government Agency	16	3	\$9,980,951	\$2,250,000	23%
County Government Agency	13	3	\$7,895,103	\$2,250,000	28%
City Government Agency	3	0	\$2,085,848	\$0	0%
Trade, Union and Business Associations	11	6	\$7,120,280	\$4,500,000	63%
Labor Union	5	3	\$3,873,465	\$3,000,000	77%
Chamber of Commerce	4	2	\$2,697,157	\$1,200,000	44%
Other Trade or Professional Association	2	1	\$549,658	\$300,000	55%
Community College, University, School, or School Districts	11	5	\$8,780,591	\$4,740,000	54%
For Profit Organization	9	0	\$5,030,051	\$0	0%
Indian Tribe	3	1	\$1,387,792	\$300,000	22%
TOTAL	203	48	\$128,454,218	\$36,340,000	28%

D. Non-Funded Organizations

In order to have a strong and robust Outreach and Education Grant Program, it was necessary to have competitive proposals from a large number of organizations. As a result of the competitive nature of the grant program, many well thought out and potentially successful applications were not selected for funding despite a strong evaluation score. As Covered California progressed through the evaluation process it was quickly evident that in many cases a multitude of organizations had submitted strong evidence-based proposals to reach the same target market. Each of these organizations were extremely qualified and more than able to accomplish the goals that Covered California had set for the Outreach and Education Grant Program, but due to the necessity to reach a diverse population throughout California not all organizations could be funded. Covered California will be reaching out to these capable organizations that submitted impressive applications to invite them to participate in the Community Outreach Network. In this capacity non-funded organizations will work alongside Covered California to reach out to consumers as a trusted source of information in their community to provide education about Covered California. The organizations that participate in Covered California's Community Outreach Network will be critical in ensuring that all eligible individuals have the information they need to ensure that they receive the safety and security that health insurance provides.

V. GAP ANALYSIS

After award selections were made a gap analysis was conducted to identify the target approach for the next round of Outreach and Education Grant Applications. There were no gaps in applications received based on geography or targeted populations on a statewide level. Each of California's 58 counties will be reached through efforts by at least one grant recipient and/or their subcontractor. Grant recipient's outreach and education strategies will focus on one or more of Covered California's target populations. Discussions are currently ongoing with a foundation in order to fund targeted populations in Northern California. Approximately \$3 million has been set aside to address any under-reached populations and to enhance successful strategies.

Covered California chose to fund more statewide and multi-county campaigns, which resulted in funding more cost-effective proposals. The projected number of consumers to be reached by Grantees exceed California's target of 5.3 million consumers by 3.6 million. As a result of this strategy, the Outreach and Education Grant program is projected to reach almost 9 million Californians.

A. Provider Education Strategy – Next Steps

\$2 million to \$3 million is being allocated for the next round of Outreach and Education Grant Application funding. The area of provider education has been identified as a funding priority. The target strategy for the next round of Outreach and Education Grant Application funding, will focus on partnering with medical associations, nurse association and/or other allied professions. The intent of this funding will be to raise awareness of Covered California and encourage incorporating consumer education into the provider practice.

We intend to release the Outreach and Education Grant Application for the next round of funding in July 2013.

