



PLACER COUNTY
NAVIGATORS PROJECT WORK PLAN

Program Planning and Startup Plan

Section 1: Identify specific Navigators Project's planning and start-up activities and the anticipated completion dates for the activities identified.

PROGRAM PLANNING AND START-UP ACTIVITIES	ANTICIPATED COMPLETION DATE	ACTUAL COMPLETION DATE
Recruit staff and establish roles for the duration of funding	10/1/2022	N/A
Establish 2 separate framework of expectations for 2 separate CBO groups. One will be contracted to be application assisters and retention only. The second one will provide outreach, application assisting, retention and special projects such as Volunteer Income Tax Assistance (VITA)	11/1/2022	N/A
Establish RFP for both groups of CBOs	11/1/2022	N/A
Award funds to CBOs	10/15/2022	N/A
Collaborate with Gainwell to establish PHE combined with BenefitsCal campaign	11/1/2022	N/A
Develop and provide training for the CBOs	11/1/2022	N/A
Establish contract with 2-1-1 to provide application assistance and outreach	11/1/2022	N/A



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Normal Operations

Section 2: Identify specific outreach, application assistance, enrollment, access & utilization to health care, troubleshooting, and retention strategies and activities that meet the core objectives of AB 74 you will conduct to implement this approach. Identify specific target population(s) and the responsible entity who will implement these activities. Please list an activity(ies) for each task. For reference, a short list of examples of activities undeach task is on Tab 6.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
Retention	Partner with organizations such as family resource centers to provide retention through BenefitsCal and 1/1 assistance.	1,2,3,4,5,6,7,8,9,10	Placer County, CBO's & Subcontracted Entity
Retention	Educate staff to encourage customers to enroll in BenefitsCal for renewals, keeping account updated and submitting documentations.	1,2,3,4,5,6,7,8,9,10	Placer County
Outreach	Partner with organizations such as family resource centers to provide outreach at events, in their offices, and to assist with flyer distribution. Partnering with various organizations to target multiple populations. For example partnering with Latino Leadership to assist with focusing on area 8.	1,2,3,4,5,6,7,8,9,10	Placer County & CBO's
Outreach	Contract with Gainwell to assist with direct calls for targeted Outreach campaigns throughout the duration of the funding starting with BenefitsCal combined with PHE.	1,2,3,4,5,6,7,8,9,10	Placer County & Subcontracted Entity
Outreach	Utilize staff with mobile van to attend community events, food giveaways, back to school nights, and special events in target areas of Placer County.	1,2,3,4,5,6,7,8,9,10	Placer County
Outreach	Contract with Placer Collaborative Network, Health Education Council, and Placer County Public Health to host an event in Hunger Action Month for the next 3 years. This community event will focus on Medi-Cal renewals and applications.	6, 7, 8, 9, 10	Placer County & Subcontracted Entity
Outreach	Contribute in community meetings such as the Placer Food Security Coalition, Tahoe-Truckee Collaborative, Latino Leadership, First 5, Placer Consortium on Homelessness.	1,2,3,4,5,6,7,8,9,10	Placer County



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Media Outreach	Utilize County PIO to assist with ongoing Outreach through our multiple webpages, social media, and news blasts.	1,2,3,4,5,6,7,8,9,10	Placer County
Media Outreach	Partner with organizations such as family resource centers to provide through their social media outlets.	1,2,3,4,5,6,7,8,9,10	Placer County & CBO's
Application Assistance	Partner with organizations such as churches, food closets, and advocacy groups and hospitals to be application assisters.	1,2,3,4,5,6,7,8,9,10	Placer County & Subcontracted Entity
Application Assistance	Partner with organizations such as family resource centers to be applications assisters and redetermination packages.	1,2,3,4,5,6,7,8,9,10	Placer County & Subcontracted Entity
Application Assistance	Contract with 2-1-1 to be application assisters, increasing coverage through VITA season when they take appointments.	1,2,3,4,5,6,7,8,9,10	Placer County & Subcontracted Entity
Application Assistance	Establish a contact at the colleges to educate and utilize BenefitsCal.	6, 8, 9	Placer County
Application Assistance	Utilize an existing eligibility staff part time to assist with MCIEP program.	11	Placer County
Access & Utilization	Utilize auto dialer to provide information about how to use Medi-Cal and access to care.	1,2,3,4,5,6,7,8,9,10	Placer County
Access & Utilization	Utilize pre-recorded on hold messages to provide information about how to use Medi-Cal and access to care.	1,2,3,4,5,6,7,8,9,10	Placer County
Access & Utilization	Utilize web-page and social media to provide information about how to use Medi-Cal and access to care.	1,2,3,4,5,6,7,8,9,10	Placer County
Troubleshooting	Utilize established Outreach liaison to collaborate with organizations and county entities to provide assistance with troubleshooting.	1,2,3,4,5,6,7,8,9,10	Placer County & CBO's
Troubleshooting	Contract with CBO's to assist with troubleshooting and act as liaison between customers and Placer County staff.	1,2,3,4,5,6,7,8,9,10	Placer County & CBO's



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Troubleshooting	Assist customers with troubleshooting and navigating BenefitsCal.	1,2,3,4,5,6,7,8,9,10	Placer County & CBO's
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Public Health Emergency (PHE) Plan

Section 3: On this tab, partners should list additional activities that go above and beyond the core AB74 activities as for the following phases of PHE. 1) Identify activities relating to outreach focus during PHE to encourage beneficiaries to provide their local county social services agency with any updated contact information such as: name, address, phone number, and email so the county can contact beneficiaries with important information about keeping their Medi-Cal coverage. Identify specific target population(s) and the responsible entity who will implement these activities. 2) Identify activities relating to outreach and retention during the 60 days prior to PHE termination. Identify specific target population(s) and the responsible entity who will implement these activities. 3) Identify activities relating to the PHE unwind which focuses on retention. Identify specific target population(s) and the responsible entity who will implement these activities.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
During PHE			
Outreach	Utilize contracted CBO's, 2-1-1 and schools to outreach the message to update contact information with the County.	1,2,3,4,5,6,7,8,9,10	Placer County, CBO & Subcontracted Entity
Outreach	Increase events attending to hand out flyers to outreach the message to update contact information with the County.	1,2,3,4,5,6,7,8,9,10	Placer County
Media Outreach	Utilize all media resources to include County PIO, webpages, social media.	1,2,3,4,5,6,7,8,9,10	Placer County
Media Outreach	Utilize auto dialer to send messages to current Medi-Cal recipients.	1,2,3,4,5,6,7,8,9,10	Placer County
60 Days Prior to PHE Termination			
Retention	Utilize contracted CBO's, 2-1-1 and schools to Outreach the message to update contact information with the County.	1,2,3,4,5,6,7,8,9,10	Placer County, CBO & Subcontracted Entity
Retention	Utilize staff to update contact information any time they come in contact with a Medi-Cal recipient.	1,2,3,4,5,6,7,8,9,10	Placer County
Outreach	Placerize DHCS provided materials for distribution with CBO's, at events, doctors offices, schools, etc.	1,2,3,4,5,6,7,8,9,10	Placer County
12 Month PHE Unwinding Period			



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Redetermination Assistance	Utilize new staff to assist with sending out informational packets for the renewals after PHE. Staff will work with Public Health to make sure CCS children have no loss in healthcare after PHE ends.	1,2,3,4,5,6,7,8,9,10	Placer County
Retention	Contract with Gainwell to assist with calls to customers. Gainwell, a marketing firm, will provide one large campaign each year depending on the need and area we most need to address. The first year would be a PHE/BenefitsCal outreach effort. Gainwell utilizes their own call center, staff, has knowledge of CalWIN, CalSAWS, and both CalFresh and Medi-Cal program knowledge.	1,2,3,4,5,6,7,8,9,10	Placer County & Subcontracted Entity
Retention	Utilize staff to update contact information any time they come in contact with a Medi-Cal recipient.	1,2,3,4,5,6,7,8,9,10	Placer County