

ATTACHMENT A - APPLICANT WORKSHEETS

1.0 - Cover Letter	
Attachment Name	NarrativeSection1_AppID_387.pdf
2.0: Qualifications and References	
Narrative	<p>1. Organizational Description The San Francisco Department of Public Health (SFDPH) is the lead agency submitting this grant application on behalf of the San Francisco Covered California Initiative ("SFCCI"). SFDPH has been a direct provider of health care services since 1872 with the opening of the City's first public hospital. SFDPH's mission is to protect and promote the health of all San Franciscans (both insured and uninsured). One of its vision statements is to "connect every uninsured San Franciscan to a primary care medical home." SFDPH has substantial expertise in serving the uninsured. In January 2002 it worked with a local health plan to develop a health insurance program (Healthy Kids) and in July 2007 launched a health access program (Healthy San Francisco) for the uninsured. SFDPH also acts as an intermediary and service provider in numerous countywide health initiatives. The San Francisco Covered California Initiative ("SFCCI") was formed in early 2013 to leverage the deep roots that community-based and public sector entities have with targeted uninsured populations. SFDPH frequently oversees collaborative work and contracts with community partners. In fiscal year 2011-12, SFDPH contracted with 157 community partners providing a wide variety services and culturally and linguistically competent programs in the community. According to Covered California, an estimated 19,913 San Franciscans will enroll in a qualified health plan in 2014. In order to reach the culturally and linguistically diverse uninsured communities within San Francisco, SFDPH has engaged six subcontractor agencies to provide target population-specific outreach and education services. The agencies were chosen for their connections to the community and their experience in conducting outreach and education efforts.</p> <ul style="list-style-type: none"> • Black Coalition on AIDS-Rafiki Wellness (BCA) - uninsured in the southeast portion of San Francisco: Established in 1986, the mission of BCA is to stop the spread of HIV/AIDS and eliminate health disparities in San Francisco's Black community as well as in other marginalized communities in the City. BCA provides health and wellness services including health education, health case management, transitional housing, advocacy, and other health-promotion activities. BCA has implemented the African American Coalition for Health Improvement and Empowerment program and established the African American Community Health Equity Council. • Horizons Unlimited (Horizons) - uninsured in Latino communities: Horizons is located in the northeast sector of the Mission District and has a 47-year history of serving native, immigrant, and newcomer Latino and other youth of color and their families within the Mission District and the City and County of San Francisco. Culturally competent and linguistically sensitive programs are driven by the needs of Latino families and reflect the diversity of the population served. Horizons has a history of success in providing services that are based on community and evidenced-based best practices and principles that foster inclusiveness. This results in clients becoming stakeholders in their own success. • NICOS Chinese Health Coalition (NICOS) - uninsured in Chinese and broader Asian-American communities: NICOS is a public-private-community partnership of more than 30 health and human service organizations. The mission of NICOS is to enhance the health and well-being of San Francisco's Chinese community. Founded in 1985, NICOS is located in the heart of San Francisco's Chinatown, home to the largest Chinese community outside of Asia. NICOS often partners with its member organizations to conduct outreach to different neighborhoods and other Asian-American communities in the city. To the Chinese and broader Asian-American population, NICOS is a recognized advocate and service provider. • Samoan Community Development Center (SCDC) - uninsured in Samoan and Pacific Islander (PI) communities: SCDC has been serving the Samoan and PI population since 1996. Its mission is "to improve the quality of life and maintain cultural identity for people of Samoan descent while including all other peoples of national origin, cultural and ethnic background." • San Francisco Office of Economic and Workforce Development (OEWD) - uninsured sole proprietors and uninsured workers: OEWD provides a wide array of services to owners and workers of small businesses and microenterprises throughout the City. OEWD funds over 50 different

ATTACHMENT A - APPLICANT WORKSHEETS

community-based organizations working with thousands of residents. OEWD also maintains relationships with key industry trade groups, including the San Francisco Chamber of Commerce, the Golden Gate Restaurant Association, and SFMADE - a trade association of 440 manufacturers. The Office of Small Business (OSB) operates under OEWD's umbrella and is the City's central point of information and referral for entrepreneurs and small businesses. OEWD/OSB's work will be targeted to sole proprietors and uninsured workers in businesses with fewer than 50 employees.

- San Francisco State University (SF State) - uninsured young adults and college students: SF State is an urban university offering four-year undergraduate degrees and postgraduate masters and doctoral programs to a diverse population of 30,000 students and young adults. SF State was founded as a two-year teacher training college in 1899, and since that time it has served the evolving educational needs of the Bay Area and the State of California. SF State's mission is to create and maintain an environment for learning that: (1) promotes respect for and appreciation of scholarship, freedom, human diversity, and the cultural mosaic of the City of San Francisco and the Bay Area; (2) promotes excellence in instruction and intellectual accomplishment; and (3) provides broadly accessible higher education for residents of the region and state, as well as the nation and world.

In addition, SFDPH will partner with the San Francisco Public Health Foundation (SFPHF) which will serve as fiscal agent for the SFCCI. Originally established in 1988 as the Friends of the San Francisco Department of Public Health, SFPHF develops and contributes resources to enhance San Francisco's public health. To date, SFPHF has received and managed more than \$5 million to enable such public health services as immunizations, medical services for underserved populations, tools for child care providers, and more. As fiscal agent, SFPHF will establish a separate accounting fund with grant dollars received from Covered California and distribute grant funds to subcontractors based on grant performance and invoices approved by SFDPH.

2. Outreach and Education Experience

SDFPH has extensive experience conducting and directing outreach and education for uninsured residents. For example, it successfully worked with community partners and the San Francisco Health Plan to implement a local health insurance program for children and youth (Healthy Kids) in 2002, and a health access program for uninsured adults (Healthy San Francisco ["HSF"]) in 2007. SFDPH and its partners have used targeted outreach and education strategies to encourage broad participation in these programs. This was particularly critical for HSF, which is a voluntary program with income eligibility up to 500% of the federal poverty level (FPL) and approximately 50,000 participants. Many uninsured in HSF will be eligible for health insurance options available under Covered California. SFDPH will work to transition this population to those options. Because HSF requires financial participation (e.g., premiums and co-payments) from its participants, SFDPH has significant experience communicating the value of health care coverage and encouraging participation.

Subcontractors:

- BCA's primary focus areas in Southeast San Francisco have residents diverse in ethnicity, age, income, gender, and sexual orientation. Through its health disparities programs, BCA has conducted health education and training classes, and hosted five annual health disparities summits that focus on outreach and education.
- Horizons incorporates Latino-centric cultural and linguistic competence in its outreach to this population, including those who may be limited proficiency in English. Through the participation of staff that are often members of the Latino community, Horizons staff serves as role models, surrogate family members, and cultural brokers to strengthen cultural norms to reduce high-risk behaviors and promote improved health outcomes and health status.
- NICOS provides in-person outreach and education to lower-income Chinese Americans (including those with limited proficiency in English), such as those who will be newly eligible for Covered California. NICOS assisted with citywide outreach and enrollment efforts for Healthy Families and HSF. For the past 15 years, NICOS has continuously provided outreach, education, enrollment, retention, and utilization services pertaining to no- and low-cost health insurance programs through its existing Family-Centered Outreach, Enrollment and Education Project.
- SCDC's primary function is to provide information and resources to the Samoan and other PI communities. Health services and health insurance are

ATTACHMENT A - APPLICANT WORKSHEETS

often lacking in these households. SCDC was recently awarded a Breast Cancer Awareness grant and very effectively conducted outreach and education, reaching Samoan women and working with them to receive breast cancer screening and mammograms.

- OEWD provides over \$1 million of grant funding annually to neighborhood economic development organizations, community-based organizations that provide training, workshops and technical assistance to entrepreneurs and small business owners, and their employees. OEWD also funds staff persons dedicated to the revitalization of neighborhood commercial districts. The Jobs Squad conducts outreach directly to small business owners on a weekly basis to assess and respond to their needs. Finally, OEWD funds over 50 different community-based organizations working with thousands of residents. Their strong presence in the community will facilitate outreach and education to uninsured workers (sole proprietors and those working in small businesses).
- SF State is an active participant in the San Francisco Hep B Free Campaign that provides outreach and education services to the entire SF State campus population, especially Asian/Pacific Islanders regarding the prevalence of Hepatitis B and related treatment opportunities in the San Francisco Bay Area. More than 1,400 students from the Asian/PI community at SF State were provided one-on-one education, preventive care, or referral for specialized monitoring and treatment.

3. Community Presence

One of SDFPH's key functions is to serve as a trusted source of information and convener in its public health role to protect and promote the health of all San Franciscans. SDFPH recently created the San Francisco Health Care Services Master Plan and the San Francisco Community Health Status Assessment. Both required broad-based and diverse community input and focused on access to health care with an emphasis on underserved populations. Subcontractors working with the SFCCI have strong ties to their communities and the uninsured target populations. Community presence is an essential ingredient of a successful outreach and education program.

For SDFPH and members of the SFCCI, services are provided inside and outside the walls of the organizations to ensure strong community connections:

- BCA provides a welcoming, non-judgmental venue for people of all cultures seeking services at BCA. BCA has been a fixture in the southeast portion of San Francisco for over 25 years.
- Horizons' community presence is enhanced by the services it provides: street outreach, violence intervention, academic and court advocacy, translation services, linkages, and educational workshops. Horizons solicits input from stakeholders through focus groups, surveys, evaluation forms, suggestion boxes, and client advisory boards.
- NICOS has a well-established presence and a deep-rooted relationship with the Chinese community, which knows of NICOS through the critical services the organization has provided for the past two decades and through the agency's ongoing media presence. With its 30+ coalition members, NICOS also leverages the relationships these members have built within Asian-American communities. NICOS conducts onsite, in-language outreach and education to their clientele, further establishing its presence and name recognition.
- SCDC is the "gateway" to the Samoan and PI community. SCDC is the only Samoan community-based organization serving this population in San Francisco and has been in existence for 17 years. SCDC has established many collaborations over the years, all of which have been leveraged to meet the evolving needs of SCDC's target population, including the uninsured.
- OEWD funds regular workshops and technical assistance through its non-profit partners to educate individuals on the development of business plans and other topics relevant to small business development. These activities occur throughout the City. OEWD does direct outreach to small businesses, sole proprietors, and workers through the Jobs Squad. The Office of Small Business has become a "go to" point for small business owners looking for culturally competent support and services for owners and their employees.
- SF State's Student Health Services (SHS) has served as the central hub for outreach and education for students. The Department of Preventive Medicine (DPM) was developed over 20 years ago. During that time, the program and its growing number of trained peer educators have provided a wide range of services to students and have provided evidence-based information to help empower students to make informed health decisions. SF State SHS's student peer educators program continues to provide outreach

ATTACHMENT A - APPLICANT WORKSHEETS

and education at campus events throughout the year.

4. Experience Motivating Change

SFDPH has long worked to change attitudes and motivate healthy behaviors. Its Tobacco Free Project is a comprehensive tobacco control plan for San Francisco that includes reducing youth access to tobacco and countering pro-tobacco influences including trans-national tobacco. As a result, from 1999 to 2005, there was a 6% drop in San Francisco adult smokers (19.5% to 13.5%) and youth smoking rates decreased from 8% to 4.3% for middle school youth and from 19% to 10.9% for high school youth.

The Healthy San Francisco (HSF) program has changed the health seeking behavior of uninsured adult residents. There are documented reductions in urgent care and emergency department visits and an increase in primary care visits. SFDPH also worked to change perspectives about participant financial participation. HSF requires monthly payments and fees at the point of service (i.e., premiums and co-payments) for those with incomes above 100% FPL.

The following provides examples of similar work by the SFCCI subcontractors:

- BCA's Rafiki Wellness Passport Project advances the goal of motivating community residents to eat better and increase physical activity through outreach and education. It has worked to reduce social isolation, improve health outcomes, and promote health equity.
- Horizons aligns itself strongly within the Latino cultural value of "Familia Primero" (Family First) and aims to unite and prioritize the health of Latino families, their youth, and other youth of color.
- NICOS oversees the Chinese Community Lay Health Worker Outreach Project, in which they train community members as peer health educators. These trained health educators conduct outreach and education on colon cancer to motivate their peers to undergo screening. Preliminary results have shown dramatic increases in community knowledge and screening rates in peer-reached participants.
- SCDC has worked consistently to break down the barriers within the Samoan and PI community to accessing services. This includes confronting the tendency of community members to not ask for help. SCDC has gained the trust of the community and has changed this mindset, so community members obtain the critical health resources they need.
- OEWD's Office of Small Business outreached, educated and recruited small businesses to participate in "San Francisco Jobs Now!" program which was part of the American Reinvestment and Recovery Act. This program provided a subsidy to businesses to hire unemployed and hard-to-place workers. OEWD's outreach and education resulted in 1,254 small business applying for the program and 569 businesses hiring 1,207 individuals.
- SFSU: During the H1N1 Pandemic Flu outbreak of 2009, SF State's Student Health Services was able, via e-mail communications, campus websites, student newspaper articles, posters, video displays and personal outreach to change students' behavior and mitigate the impact of the outbreak by increasing hand washing, increasing vaccination rates, facilitating isolation, and encouraging appropriate patient self-monitoring and self-care.

5. Cultural, Linguistic, Other Factors Specific to Target Populations

According to the 2010 U.S. Census, an estimated 49% of San Francisco residents are people of color and 51% are Caucasian. As a result, SFDPH consistently works to ensure that its services are culturally and linguistically responsive. It has a diverse workforce to serve an equally diverse population. Over 60% of SFPH's client population is persons of color. SDFPH has staff that speaks over 10 different languages, and it provides written program information in multiple languages.

Approximately 65% of BCA clients are low-income. BCA assesses the needs of its clients and program participants through regular satisfaction surveys and focus groups to ensure that its programs serve target audiences effectively. BCA also has bilingual (English, Spanish) staff. At Horizons, cultural competency principles are integrated into the agency's mission and organizational policies and procedures. This is to ensure that staff includes these essential elements in all services delivered.

NICOS conducts extensive surveys and focus groups to gain insight into the population's use of preventive care, mental health services, quality care, help-seeking behavior, health education and a host of other topics. As a partner in the Community Alliance for CLAS (Culturally and Linguistically Appropriate Services) Project, NICOS conducts statewide cultural competence trainings on working effectively with Asian-American and PI communities. SCDC's staff has a combined 80 years of experience providing culturally and

ATTACHMENT A - APPLICANT WORKSHEETS

linguistically appropriate services to its target population. Many Samoan and PI residents experience language barriers in accessing services, so it is crucial for SCDC staff to know the languages and be able to relate to the needs of the community.

OEWD and its partner organizations are dedicated to meeting the needs of specific cultural groups by providing services in their clients' native languages, and delivering services in a culturally competent manner. Staff at the Office of Small Business is able to conduct client services in English, Spanish, Cantonese, and Mandarin, languages that cover the largest number of small businesses and employees in San Francisco.

SF State as an institution of higher learning has broad social, ethnic, and cultural diversity. By working with the expertise and knowledge of the key stakeholders in the more than 300 campus student groups, the SF State adapts its messaging to maximize effect.

6. Cost-effective Outreach and Education Grant Program
SDFPH has the ability to deliver grant activities cost-effectively and consistently with the goals, objectives, and guiding principles established by Covered California. It has done so in the past in implementing the Healthy San Francisco (HSF) program. HSF is a nationally recognized public/private partnership that offers an affordable, consumer-focused, results-oriented health access program that pre-dated federal health reform. Initiated in July 2007, HSF has served as the launching pad for San Francisco's health reform implementation activities. The mission and vision of SFDPH and Covered California are complementary - both entities are focused on quality, affordability, and comprehensive services.

7. Affordable Care Act, Medicaid, Covered California Knowledge
Because of its role as a health care provider to low-income and moderate income individuals (insured and uninsured), SFDPH has significant knowledge of the Affordable Care Act (ACA), Medi-Cal expansion, and Covered California. For example, soon after the passage of the Affordable Care Act, the Mayor of the City and County of San Francisco asked SFDPH to form and lead a Health Reform Task Force, which developed a series of local, state and federal policy and operational recommendations for ACA implementation. SFDPH also operates SF PATH, San Francisco's low-income health program under California's 1115 Medicaid Demonstration Waiver, which is designed to prepare eligible uninsured residents for enrollment in Medi-Cal or health insurance options under Covered California. SFDPH is very familiar with the State of California's two proposals to implement the optional Medi-Cal expansion. SFDPH understands that under federal health reform, San Francisco's uninsured population can be segmented into three groups: (1) uninsured with incomes 0% - 138% FPL who are Medi-Cal eligible, (2) uninsured with incomes above 138% FPL who will be eligible for health insurance products offered through Covered California (up to 400% FPL with a subsidy; above 400% FPL without a subsidy) and (3) remaining uninsured due to ACA ineligibility, exemption, or opting out of coverage. SFDPH understands that Covered California is not a health insurance product, but a tool that individuals, families, and businesses can use to shop for health insurance. Finally, SFDPH is acutely aware that some uninsured eligible for coverage under Covered California may elect not to purchase it (even those with a subsidy) due to issues of affordability, perception of lack of need, etc. and that intense outreach and education is needed to counter this potential inaction.

8. Successful Grant Administration
From July 1, 2011 to June 30, 2012 (Fiscal Year 2011-12), SFDPH received approximately \$51 million in grant funds, and will surpass that amount in Fiscal Year 2012-13. For each grant award, SFDPH assigns an administrative project manager to oversee day-to-day grant activities and respond to funder requirements in a timely manner. SFDPH complements the project manager's work by assigning a grant accountant to each award to ensure fiscal accountability and grant compliance. The primary contact/project manager for this proposed grant has never had a grant award retracted due to poor performance. As noted previously, the San Francisco Public Health Foundation will serve as the fiscal agent for the SFCCI.

9. Ability to Measure Success
SFDPH provides oversight and evaluation for State and federal funding through its sophisticated data gathering and aggregation tools and its evaluation staff. SDFPH has specific experience measuring outreach and education efforts. For the HSF program, it created a mechanism to track enrollment and make that information publicly available. Monitoring enrollment on a monthly basis helped determine whether the multi-lingual

ATTACHMENT A - APPLICANT WORKSHEETS

	<p>outreach and education activities were effectively communicating the program's existence, program services, eligibility criteria and the enrollment process. In addition, SFDPH operates SF PATH, a program designed to prepare eligible uninsured adults for Medi-Cal. Data indicates that there are an estimated 64,000 uninsured adults between the ages of 18 - 64 in San Francisco. As of February 2013, there were almost 50,000 residents in HSF and 10,000 in SF PATH for a total of 60,000 in these two voluntary health access programs. This represents over 90% of uninsured adults. The HSF re-enrollment rate ranges from 52% - 60% and is a testament to the program's outreach, education, and retention efforts.</p>
Reference1 Attachment Name	Reference1_AppID_387.pdf
Reference2 Attachment Name	Reference2_AppID_387.pdf

3.0 - Project Personnel

Narrative

1. Staffing Plan
 SDFPH's Healthy San Francisco (HSF)/ SF PATH unit will oversee the SFCCI. The Deputy Director and Director of Healthy San Francisco is the primary contact on this grant application. This individual has worked on several initiatives to expand health care coverage including HSF and SF PATH. The Deputy Director and Director of Healthy San Francisco will allocate 0.10 FTE of her time to this project. SFDPH will also allocate 0.25 FTE of a planning position to help coordinate grant activities and work with subcontractors by attending mandatory State trainings, supporting outreach and education activities, staffing regular meetings of the SFCCI, and assisting in monitoring activities.

The six subcontractors will provide outreach and education staff:

- BCA will work with the racially and ethnically diverse communities in San Francisco's Southeast corridor. BCA plans to staff the project with a 0.20 FTE Program Manager/Coordinator and a 0.20 FTE Outreach/Education Specialist. In addition, BCA will hire part-time Outreach/Education consultants who possess desired language and cultural competency skills.
- Horizons will target outreach and education to Latino adults who live, work, and/or frequent the Mission District and other bordering communities with a high concentration of Latino families. Horizons will hire a 0.74 FTE Program Coordinator to conduct outreach and education plus a 0.20 FTE position for management and supervisory oversight.
- NICOS will work with San Francisco's Asian-American community with a primary focus on Chinese Americans. NICOS will employ a project director (0.05 FTE), project coordinators (0.85 FTE), outreach specialist(s) (0.50 FTE), lay health workers, consultants, interns, and volunteers to meet the goals and objectives of the proposed project.
- SCDC will conduct outreach and education targeting the Samoan and PI population who live primarily in the Southeast sector of the City. SCDC will hire a part-time (0.25 FTE) Outreach Worker from within the Samoan and PI community that is culturally and linguistically qualified.
- OEWD will target sole proprietors and the employees of small businesses in the manufacturing, retail, and service industries. OEWD will leverage 2.0 FTE existing staff positions already providing outreach and education to San Francisco's working uninsured. The Office of Small Business will also utilize 2.0 FTE existing staff positions that already provide outreach to new and existing businesses and leverage existing networks, such as industry organization, business and chambers organizations and the 30 merchant associations. OEWD will hire a 1.0 FTE Program Manager to implement educational outreach and coordinate citywide and city partner outreach.
- SF State will target its ethnically and racially diverse population of over 30,000 students. SF State will employ a 0.50 FTE Lead Student Assistant and two 0.25 FTE Student Assistants, who will be supervised by the (leveraged) Lead Health Educator.

2. Cultural and Linguistic Competency
 All services offered by SFPDH must comply with the cultural and linguistic competency policy (Resolution 2-02) adopted by the San Francisco Health Commission, SFDPH's governing body. It recognizes that cultural and linguistic competence are essential requirements in public health. The project's subcontractors reflect the cultural, linguistic and other characteristics of the target populations:

- BCA's staff will include people who have lived or worked in the Southeast

ATTACHMENT A - APPLICANT WORKSHEETS

community and those who are bi-lingual in Spanish or Chinese in addition to English.

- Horizons incorporates Latino-centric cultural and linguistic competence through the participation of bi-cultural and bilingual staff that are community members.
- NICOS' project staff will reflect the characteristics of the target population. Seven staff and a volunteer are anticipated to assist with the project. All are bicultural/ bilingual/ bi-literate in English and Cantonese, Mandarin, Taiwanese, Toishanese, Vietnamese and/or Khmer (Cambodian). Any new staff will be required to be bilingual/ bi-literate in English and at least one relevant Asian language/dialect.
- SCDC staff will be knowledgeable about the Samoan and PI culture and community and speak Samoan and/or another PI language in addition to English; staff will likely be members of these groups.
- OEWD's existing Invest in Neighborhoods' Economic Development Team includes members who are fluent in Cantonese, Mandarin, and Spanish and reflect the varied diversity of San Francisco's communities (e.g., Indian, Latino, Asian/PI, Lesbian-Gay-Bisexual-Transgender, African American, etc.). OSB staff also has the ability to outreach in languages other than English, namely, Spanish, Cantonese, and Mandarin.
- SF State's student assistants will be selected for their knowledge of the campus community and their ability to clearly communicate in English to the diverse and multicultural student body orally, and via social and traditional media.

3. Staff Recruitment

The subcontractors will have primary responsibility for recruitment and reporting progress or modifications to the SFDPH. Subcontractors will draw upon their network of community contacts and through general and ethnic-specific media. For example, SF State will recruit via the SF State Career Center Gator Jobs Process and OEWD will work through its community partners to raise awareness of Covered California as part of its existing activities to publicize employment opportunities.

4. Staff Training

SFDPH will ensure that all outreach and education hires receive grantee training from Covered California prior to implementation of the outreach and education plan. Subcontractor project leads will receive and participate in trainings, forums, and meetings that are offered during the grant term. The subcontractors are already knowledgeable of the ACA and/or are also undertaking their own relevant training to keep abreast of its implementation in California. They have participated in related webinars and received regular updates, information, and training on public health programs and ACA implementation through advocacy e-mail listservs and sources.

5. Staff Management and Monitoring

SFDPH will have a project manager for the SFCCI and will work with the San Francisco Public Health Foundation on fiscal and administrative coordination. The project manager will have regular meetings with subcontractors. The purpose of these meetings will be to monitor the progress and development of each organization's outreach and education work plan and to ensure that appropriate staff resources are allocated to this effort.

4.0 - Approach to Statement of Work

Narrative

4.1 Target Population

1. Target Population Description

Both the 2010 U.S. Census and the 2011 California Health Interview Survey (CHIS) estimate the number of uninsured adults (aged 18 - 64) at 64,000 in San Francisco. As of February 2013, roughly 60,000 uninsured adults were enrolled in one of two San Francisco health access programs - HSF or SF PATH. This means that over 90% of the estimated uninsured adults are known to SFDPH.

SFCCI will target uninsured eligible for Covered California - irrespective of whether they are or are not enrolled in HSF or SF PATH. HSF enrolls individuals up to 500% FPL whereas the maximum income threshold for SF PATH is 200% FPL. A review of demographic information indicates that 27% (over 16,200) of HSF and SF PATH enrollees have incomes above 138% FPL. Among those, 97% have incomes between 138% - 400% FPL and 3% are above 400% FPL.

ATTACHMENT A - APPLICANT WORKSHEETS

The data also reveal that of those with incomes above 138% FPL:

- 51% are Asian/PI,
- 43% reside in the southeastern portion of the City,
- 38% speak an Asian/PI language,
- 36% are between the ages of 18 - 34, and
- 17% are Hispanic/Latino.

The 2011 CHIS indicates that 75% (48,000) of uninsured San Franciscans worked either full- or part-time.

As a result of this data, the SFCCI identified five target populations for outreach and education: (1) Asian/PI, (2) Hispanic/Latinos, (3) residents in the southeastern portion of the City and County, (4) working uninsured and (5) young adults. To reach these populations:

- BCA will target a racially and ethnically diverse population in San Francisco's southeast sector,
- Horizons will target Latino adults,
- NICOS will conduct outreach to Asian-Americans, with a primary focus on Chinese Americans,
- SCDC will target the Samoan and PI communities,
- OEWD will target working uninsured (i.e., sole proprietors and employees of small businesses that do not offer coverage) and
- SF State will target its current students, recent alumni, and other young adults.

2. Need for Education and Outreach

The target populations for this grant, while diverse, all share many of the same barriers, including: (1) lack of knowledge of resources, (2) uncertainty about how to navigate health care systems, (3) language barriers, (4) stigmatization about seeking services, (5) not valuing health insurance/perceived low-risk of illness and (6) concerns about affordability. SFDPH is aware that the NORC (University of Chicago) study conducted for Covered California found that:

- Those not interested in health insurance cite lack of need and cost as reasons;
- Cost (49%) over coverage (33%) is the most important factor when shopping for insurance;
- English-speakers, Chinese, and African-American groups had lowest levels of interest in purchasing health insurance; and
- Groups cite different reasons for likely purchasing health insurance (e.g., peace-of-mind for African Americans, access to care for English-speakers, etc.).

This information will enable the SFCCI to tailor messages to each target population. SFDPH and its partners will use a cultural, familial, and grassroots approach to outreach and education activities that are likely to result in a higher motivation for action.

3. Applicant's Relationship to Target Population

SFDPH has a strong relationship to the target population given that it currently operates two health access programs that provide comprehensive health services to uninsured adults. For example, since the passage of the ACA, SFDPH has provided regular updates on federal health reform implementation to HSF participants through its newsletter HeartBeat. To undertake the proposed outreach and education activities, the subcontractors will leverage their existing relationships and will build on their broad base of established outreach and education activities, including community forums and workshops, street outreach, Covered California media presence, and distribution of flyers and other materials.

4.2 Outreach and Education Plan

1. Approach and Strategy

In keeping with the intent of the Covered California outreach and education program, each subcontractor has tailored an approach for its target population:

- BCA will augment its own on-site outreach and education efforts to program participants with community-based outreach and education that also enlists the support and involvement of the African American Community Health Equity Council, a 50-member body of health advocates and professionals who work to reduce health disparities in the African American community.
- Horizons' approach will embrace best practices in working with Latinos and will bring on current and past consumers to assist in developing outreach strategies. They will combine traditional face-to-face engagement like that used in the Promotores model and non-traditional approaches (e.g.

ATTACHMENT A - APPLICANT WORKSHEETS

social media).

- NICOS will utilize a multi-level approach to outreach and education. To build general awareness and pique interest, it will utilize the local Chinese media to promote Covered California's media strategies and messages, social media (website and Facebook page), community-based agency newsletters and targeted mailings of Covered California materials. This will support in-person outreach and education efforts, such as presentations at community-based organizations, schools, family associations, and religious institutions, in which more in-depth education and information will be provided.
- SCDC will focus outreach and education activities using strategies tailored for the Samoan/PI target population, including door-to-door outreach and education, presentations at health fairs, churches, and other gatherings.
- OEWD/OSB will leverage established OSB/OEWD communications channels to raise awareness of the importance of acquiring health insurance, including merchant associations, small business organizations, small and ethnic Chambers of Commerce, neighborhood economic development organizations, One Stop Career Centers, and workforce training academies.
- SF State's Lead Health Educator will focus on increasing awareness of Covered California. The education will include detailed information regarding the benefits of preventive care, the individual health insurance mandate, and availability of tax credits and cost sharing subsidies, and the differences among the standardized plans.

All members of the SFCCI outreach and education team will be provided with internet enabled tablets to use in the field. This will facilitate a very interactive outreach and education strategy, and will enable team members to provide detailed information by logging onto the Covered California website and guiding individuals through the health plan evaluation process, side-by-side comparison and financial eligibility calculator.

2. Outreach and Education Activities

Consistent with Covered California's recommendation, the SFCCI seeks to allocate 70% of activities toward in-depth education and 30% toward outreach messages. At the same time, the SFCCI realizes that not every outreach encounter will lead to in-depth education. This may occur because the individual is already insured, is not eligible for Covered California, or is not interested. Research indicates that individuals often need more than one outreach encounter before they engage in in-depth education and action.

The SFCCI will reach a total of 70,000 people and/or households under this grant (combined outreach and education). SFDPH will support overall outreach and education efforts through a targeted mailing to HSF and SF PATH clients directing them to informational/educational opportunities available through the partner agencies. Specific activities include: (1) distribution of information directly to clients, students, employees, etc. via newsletters, flyers, posters, community bulletins, student newspapers, e-mail blasts, etc., (2) tabling and in-person outreach and education at community events, (3) education through workshops and speaking engagements at a variety of forums, (4) integrating Covered California information into existing training and education conducted by community partners and other entities, (5) one-on-one engagement using Promotores, (6) social media sites (Facebook, Twitter, websites, etc.), (7) individual phone calls and home visits, (8) coordination with existing outreach programs, such as outreach to businesses through the City/County's Jobs Squad, (9) county-wide electronic communications venues such as the OSB e-bulletin, Mayoral communications, Citywide 3-1-1, (10) on-line/guided webinars with small business employees complemented with an off-site, accessible venue where employees can access information and (11) participating in events identified by Covered California in Appendix E of the grant application and/or at the request of Covered California.

3. Channels and Venues for Outreach and Education

Each of the subcontractors will focus on channels for outreach and education that are most appropriate for their specific target population and will focus on places where consumers, live, work, play and shop.

- BCA's "feet-on-the-streets" approach will include high-traffic businesses (e.g., banks), agencies (e.g., clinics), community college campuses, post offices and shopping plazas. BCA will also target community and neighborhood events (e.g., Sunday Streets, Asthma Walk, Black Barbershop Health Outreach).
- Horizons will adopt a Promotores model to outreach to the Latino

ATTACHMENT A - APPLICANT WORKSHEETS

community in high traffic areas, make presentations at events such as Summer in the City and Carnival, and conduct education through parent and youth programs that serve Latino families. Outreach and education will take place at community-based organizations, faith-based institutions, schools, parks and recreational centers, hospitals, clinics, assistance agencies, grocery stores and local businesses, hiring halls, food banks, and shelters.

- NICOS will focus on neighborhoods in which Asian-Americans make up more than 40% of the residents (e.g., Chinatown, Excelsior, Richmond, Sunset, Visitacion Valley). Specific venues will include: Asian-American community-based agencies, community-based events (e.g., annual Chinatown Community Health Fair, the Asian Heritage Street Festival, Vietnamese Tet Festival, etc.), public schools and local colleges, churches and temples, public libraries, physicians' offices, traditional Chinese medicine shops, Chinese Family Associations and Chinese Language Schools.
- SCDC will conduct outreach and education at churches, in homes, at health fairs, and at other community locations frequented by Samoan and PIs.
- OEWD/OSB will use a variety of methods for outreach, including distribution of outreach materials to employees in contact with the Office of Labor Standards and Enforcement, engagement in resource fairs, services that OSB provides to small businesses daily, direct outreach to businesses by the Jobs Squad, and Small Business Week events. Venues for education activities will include workshops provided by neighborhood economic development organizations, workforce training academies, training sessions and webinars to sole proprietors and small businesses, and briefings presented to various City Commissions.
- SF State will reach students through campus events including events in Student Housing, student organization events in the Campus Plaza, student group meetings, classrooms, social media, and the campus newspaper.

4. Messenger for Outreach and Education

For SFDPH and all subcontractors, messengers for outreach and education activities will reflect their respective target populations demographically, culturally and linguistically. The shared demographic make-up of the messengers will make the target population more receptive to both the messenger and the message. SFCCI members do not underestimate the value of commonalities which may make it easier for messengers to develop a rapport with the target population and to motivate uninsured individuals to act and take an interest in follow-up information from an Assister.

5. Plan for Meeting Goals and Objectives

The proposed SFCCI project will accomplish the goals and objectives of the Outreach and Education Program through the many activities described in Attachment A.8. The partners will undertake this work in accordance with the guiding principle of targeting resources strategically to reach the highest number of subsidy-eligible uninsured individuals. Each subcontractor aligned its work plan with Covered California's six project phases, with specific activities focused on raising awareness (Phase 1), preparing for enrollment (Phases 2 and 5), and delivering information to get consumers to enroll (Phases 3 and 6).

6. Plan for Coordinating with Assisters

The SFCCI will coordinate with Assisters part of SFDPH and the Golden Gate to Health Insurance (GGHI) Network. SFDPH has an eligibility and enrollment unit whose sole focus is to enroll uninsured individuals in the appropriate health program. GGHI is a decade-old project of the San Francisco Health Plan and was created for San Francisco's application assistors, eligibility workers, and health coverage advocates. GGHI members currently enroll into HSF. The GGHI aids over 170 application assistors (including SFDPH staff) and provides its resources to over 400 health coverage advocates, social service agency workers, and community workers. In preparation for health reform, GGHI will launch a Health Coverage Outreach & Enrollment (HCOE) Coalition aimed at coordinating health coverage community outreach, education, and enrollment efforts. Community-based organizations, government agencies, health centers, and others actively involved with health coverage outreach/education efforts, including Covered California outreach and education grantees, will be invited to participate in the HCOE Coalition.

4.3 Approach to Monitoring, Quality Assurance and Reporting

1. Monitoring Plan

SFDPH will ensure that all project staff use only approved program materials and information distributed by Covered California. This will ensure that there is a common message communicated to all eligible target

ATTACHMENT A - APPLICANT WORKSHEETS

populations. Monitoring, quality assurance and reporting activities will include: (1) designating a project manager to oversee various aspect of the project, including contractors, (2) entering into MOUs with the subcontractors - specific work plans that outline project activities, deliverables, and deadlines with routine updating of work plan to progress to date, (3) conducting monthly then bi-monthly project meetings with subcontractors for updates on progress, (4) distributing to all subcontractors any Covered California program updates or revised materials and (5) participating in all required Covered California trainings.

To assist in monitoring, evaluation and reporting for this project, SFDPH took the initiative to work with volunteers from Code for America to develop an easy, web-based tool (via Wufoo) that could be used by the outreach and education team members in the field. The tool enables team members to track all of the activities that are reportable to Covered California. Because it is web-based with a corresponding database, it enables SFDPH to have real time data on the progress of subcontractors and their team members. SFCCI can use this tool and also use any required monitoring tools developed by Covered California.

2. Capacity for Monitoring, Evaluation and Reporting
 SFDPH has extensive capacity and experience in complying with monitoring, evaluation and reporting requirements of funders on similar projects. In the most recently completed fiscal year, SFDPH received and managed approximately \$51 million in grant funds. In all cases, SFDPH conducted required monitoring and complied with the funder's evaluation and reporting requirements. For each grant award, SFDPH assigns an administrative project manager to oversee day-to-day grant activities and respond to all funder requirements in a timely manner.

3. Experience with Addressing Non-Compliance
 If it is determined that a subcontractor is not performing under the grant, SFDPH will have an individual meeting with the subcontractor to explain that non-performance impacts the program's overall success. SFDPH and the subcontractor will determine why project goals are not being met and determine what assistance could be offered to bring subcontractor's performance up to standard. If grant performance does not improve, then the subcontractor could be placed on a corrective action plan. This is the current process used by SFDPH for other service contractors. If performance does not improve, SFDPH may withhold grant funds until performance comes into compliance. If required, SFDPH may identify another organization that can assume the work under this project to ensure that the goals of the grant are met. Any non-compliance matters would be communicated to Covered California.

5.0 - Project Costs

ATTACHMENT A - APPLICANT WORKSHEETS

<p>Narrative</p>	<p>The SFCCI budget is highly appropriate to accomplishing the project's goals and objectives and demonstrates the cost-effectiveness of the proposed plan. Of the \$568,800 requested, more than \$526,000 (92.5%) is for the outreach and education activities of the six subcontractors, primarily for staffing direct outreach positions.</p> <p>All salaries are commensurate with the duties of the positions and reflect prevailing salary levels for these skill sets in the San Francisco Bay area. Benefits costs for the six subcontractors range from 23% to 29% for the non-profit organizations, which is in keeping with standard practice in California. OEWD benefits costs are higher due to the higher cost of benefits for governmental agencies.</p> <p>The subcontractors also budget travel costs for staff to ensure that they can adequately cover their respective areas and outreach supplies and materials to set up stations at street fairs and community events. Each subcontractor is requesting 15% for indirect costs.</p> <p>The budget also includes \$25,000 (4.4% of the budget request) in equipment costs to purchase tablets for the outreach workers and laptop computers for some project leads within the subcontract organizations. These will be used in the field, so staff can easily provide information to consumers and record outreach and education contacts.</p> <p>The budget also includes \$16,548 for the San Francisco Public Health Foundation (SFPHF). As fiscal agent to the SFCCI, the SFPHF will establish a separate accounting fund with grant dollars received from Covered California and distribute grant funds to subcontractors based on payment invoices approved by SFDPH. This represents a very modest fee for these services. Much of the grant administration work, including entering into and overseeing agreements with SFCCI subcontractors, submitting invoices to Covered California, and conducting required Covered California reporting activities, will be performed by SFDPH staff.</p> <p>The majority of the outreach and education positions are budgeted for the first month of the program, to ensure that outreach efforts begin as quickly as possible. The exception to this is SF State, where student assistants are not engaged during the summer months due to the university's semester system. Staff will not begin outreach and education activities until they have completed and passed the required Covered California training.</p> <p>SFDPH will provide in-kind support to the SFCCI project and is not requesting funding for any staff working on this effort. These personnel include the Deputy Director and Director of Healthy San Francisco (0.10 FTE) and health planning staff (0.25 FTE).</p>
-------------------------	--

A.1 - Applicant Background Information

A.1.1 - Organization Information

Organization Full and Legal Name:	San Francisco Department Health of Public Health
Federal Tax ID Number:	946000417
Name of Executive Director, CEO or other person authorized to enter into contractual obligation:	Tangerine Brigham
Title:	Deputy Director and Dir. of Healthy San Francisco
Physical Address of Primary Office:	101 Grove Street, Room 310
City:	San Francisco
State:	CA
Zip:	94102

ATTACHMENT A - APPLICANT WORKSHEETS

Mailing Address of Primary Office:	101 Grove Street, Room 310
City:	San Francisco
State:	CA
Zip:	94102
Phone Number:	(415) 554-2779
Fax:	(415) 554-2811
Email:	tangerine.brigham@sfdph.org
Website:	www.sfdph.org
A.1.2 - Primary Contact	
Outreach Contact Person:	Tangerine Brigham
Title:	Deputy Dir. & Dir. of Healthy San Francisco
Physical Address:	101 Grove Street, #310
City:	San Francisco
State:	CA
Zip:	94102
Phone:	(415) 554-2779
Fax:	(415) 554-2811
Email:	tangerine.brigham@sfdph.org
A.1.3 - Organization Background	
Date the Organization was Founded:	1/1/1900
Number of Full Time Employees:	5800
Number of Part Time Employees:	0
Gross Revenue for the Last Fiscal Year:	1675000000
List addresses of additional sites associated with the proposed project (do not include locations outside of proposed target community or county):	
A.1.4 - Organization Type	
Applicant's Organizational Status	Government
A.1.5 - Organization Entity Type	
Organization Category	City Government Agency or other County Agency
A.1.6 - Previous Applicant Experience	
Example 1	
Project Name	Safe Routes to School

ATTACHMENT A - APPLICANT WORKSHEETS

Contract Grant Amount	216000
Name Of Awarding Entity	California Department of Transportation (State)
Term Of Contract	September 2011 - May 2013
Summary Of Scope Of Work	With the San Francisco Unified School District (SFUSD) as a key partner, SRTS-SF will, through outreach and education, promoted walking and biking to public schools across the City. In each school year, SRTS-SF will work with 15 elementary schools to deliver the "five Es" (evaluation, engineering, education, encouragement, enforcement). SRTS-SF's goal is to increase the percentage of students walking and biking to school by 10 percent and a subsequent decrease in single family vehicle trips by 10 percent in all 15 targeted schools from baseline measurements in September 2011 to post-project measurement in May 2013.

Example 2

Project Name	Refugee Health Assessment Program of Newcomers Health Program
Contract Grant Amount	500000
Name Of Awarding Entity	California Department of Public Health, Refugee Health Program
Term Of Contract	Annual recurring grant since 1980
Summary Of Scope Of Work	The Refugee Health Assessment Program is a program implemented in collaboration with the Family Health Center's Refugee Medical Clinic at San Francisco General Hospital, where newly arriving refugees, asylees, certified victims of trafficking (and others with designated 'refugee' status) receive outreach and education services to help ensure that they obtain health assessments, treatment and referrals can be provided to this vulnerable populations. The Department contracts with International Institute of the Bay Area (IIBA) to provide cultural-linguistic liaisons for the diverse population served - liaisons provide outreach, health education, primary care access and medical interpretation for the newly arriving 'refugees' and other immigrants.

Example 3

Project Name	Health Care Coverage Initiative
Contract Grant Amount	73000000
Name Of Awarding Entity	California Department of Health Care Services
Term Of Contract	September 2007 - August 2010
Summary Of Scope Of Work	Under the Health Care Coverage Initiative, the Department provided comprehensive health care services to low-income uninsured adult residents. This was a voluntary program and as a result, the Department had to develop an communications, outreach and education strategy to not only inform individuals of the new program (Healthy San Francisco), but to also entice them to enroll. The Department worked with a third-party administrator, San Francisco Health plan, to launch a website, develop program materials, work with 3-1-1, translate key documents into Chinese and Spanish, etc. A portion of the contract funds covered these expenses.

A.2 - Applicant Funding Information Worksheets

A.2.1 - Applicant Funding Information

Total Requested Funding Amount	568800
Primary Target Market	Individual consumers eligible for programs through Covered California
Funding Pool Type	Single County

ATTACHMENT A - APPLICANT WORKSHEETS

A.2.2 - Funding by County	
County: San Francisco	County Total: \$568800, Percent of Total: 100% , Funding Total: \$568800
	All County Totals: \$568800, All County Percents: 100%
A.2.3 - Additional Funding	
A.3 - Applicant Experience with the Target Population	
A.3.1 - Target Population to be Reached - Applicants Targeting Individual Consumers Eligible for programs through Covered California	
Funding Pool Type:	Individual consumers eligible for programs through Covered California
Section A3:	County : San Francisco
Target Population Description:	The target populations are: (1) Asian/Pacific Islanders, (2) Latinos/Hispanics, (3) residents of the southeast portion of the City and County, (4) working uninsured, in particular sole proprietors and those working in small businesses, and (5) young adults. The target populations were selected based on the demographics of uninsured adult residents enrolled in the City and County's health access programs (Healthy San Francisco and SF PATH) who have incomes above 138% of the Federal Poverty Level. It also based on data from the California Health Interview Survey for San Francisco and the U.S Census with respect to the estimated number of uninsured and the number of uninsured who are employed.
Number of households currently reached per year:	55000
Number of households projected to reach per year with this grant:	40000
Number of uninsured currently served annually:	60000
Number of Medi-Cal eligible individuals currently served annually:	79617
Number of individuals projected to reach through Outreach:	41000
Number of individuals projected to reach through Education:	29000
Zip Codes expected to be reached:	Zipcode: 94102(San Francisco County) Zipcode: 94103(San Francisco County) Zipcode: 94105(San Francisco County) Zipcode: 94106(San Francisco County) Zipcode: 94107(San Francisco County) Zipcode: 94104(San Francisco County) Zipcode: 94108(San Francisco County) Zipcode: 94109(San Francisco County)

ATTACHMENT A - APPLICANT WORKSHEETS

Zipcode: 94110(San Francisco County)
 Zipcode: 94111(San Francisco County)
 Zipcode: 94112(San Francisco County)
 Zipcode: 94114(San Francisco County)
 Zipcode: 94115(San Francisco County)
 Zipcode: 94116(San Francisco County)
 Zipcode: 94117(San Francisco County)
 Zipcode: 94118(San Francisco County)
 Zipcode: 94119(San Francisco County)
 Zipcode: 94120(San Francisco County)
 Zipcode: 94121(San Francisco County)
 Zipcode: 94122(San Francisco County)
 Zipcode: 94123(San Francisco County)
 Zipcode: 94124(San Francisco County)
 Zipcode: 94125(San Francisco County)
 Zipcode: 94126(San Francisco County)
 Zipcode: 94127(San Francisco County)
 Zipcode: 94128(San Francisco County)
 Zipcode: 94129(San Francisco County)
 Zipcode: 94130(San Francisco County)
 Zipcode: 94131(San Francisco County)
 Zipcode: 94132(San Francisco County)
 Zipcode: 94133(San Francisco County)
 Zipcode: 94134(San Francisco County)

Ethnicity: Chinese	Estimated Percent Reach Planned: 36 %
Ethnicity: Latino	Estimated Percent Reach Planned: 17 %
Ethnicity: Vietnamese	Estimated Percent Reach Planned: 3 %
Ethnicity: African American	Estimated Percent Reach Planned: 2 %
Ethnicity: Caucasian	Estimated Percent Reach Planned: 20 %
Ethnicity: Filipino	Estimated Percent Reach Planned: 4 %
Ethnicity: Japanese	Estimated Percent Reach Planned: 1 %
Ethnicity: Asian	Estimated Percent Reach Planned: 7 %
Ethnicity: Includes Multi-racial	Estimated Percent Reach Planned: 10 %
Ethnicity Total:	100 %
Percent Female:	49 %
Percent Male:	51 %
Gender Total:	100 %

ATTACHMENT A - APPLICANT WORKSHEETS

Language: Cantonese	Estimated Percent Reach Planned: 34 %
Language: Vietnamese	Estimated Percent Reach Planned: 2 %
Language: English	Estimated Percent Reach Planned: 48 %
Language: Spanish	Estimated Percent Reach Planned: 12 %
Language: Mandarin	Estimated Percent Reach Planned: 3 %
Language: Tagalog	Estimated Percent Reach Planned: 1 %
Language: empty	Estimated Percent Reach Planned: 0 %
Language: empty	Estimated Percent Reach Planned: 0 %
Language: empty	Estimated Percent Reach Planned: 0 %
Language: empty	Estimated Percent Reach Planned: 0 %
Language: empty	Estimated Percent Reach Planned: 0 %
Language: empty	Estimated Percent Reach Planned: 0 %
Language Total:	100 %
138.00 - 200.00 % of FPL	Estimated Percent Reach Planned: 55 %
200.00 - 400.00 % of FPL	Estimated Percent Reach Planned: 42 %
400.00 and above % of FPL	Estimated Percent Reach Planned: 3 %
FPL Total:	100 %
18 - 34 Years of Age	Estimated Percent Reach Planned: 26 %
35 - 64 Years of Age	Estimated Percent Reach Planned: 74 %
Age Total:	100 %
Staff Language: Cantonese	Estimated Percent Reach Planned: 32 %
Staff Language: English	Estimated Percent Reach Planned: 51 %
Staff Language: Spanish	Estimated Percent Reach Planned: 10 %
Staff Language: Cambodian	Estimated Percent Reach Planned: 5 %
Staff Language: Samoan	Estimated Percent Reach Planned: 2 %
Staff Language Total:	100 %
A.4 - Subcontractor Information	
Subcontractor Organization	Black Coalition on AIDS/Rafiki Wellness
Subcontractor Name And Title	Perry L. Lang, Executive Director
Street Address	601 Cesar Chavez Street
City	San Francisco
State	California
Zipcode	94124

ATTACHMENT A - APPLICANT WORKSHEETS

Phone Number	(415) 615-9945
Year Collaboration Established	2013
Organization Type	Non-Profit
% of overall funding amount	14
Subcontractor Organization	Horizons Unlimited of San Francisco, Inc.
Subcontractor Name And Title	Nora I. Rios Reddick, Executive Director
Street Address	440 Potrero
City	San Francisco
State	California
Zipcode	94110
Phone Number	(415) 487-6717
Year Collaboration Established	2013
Organization Type	Non-Profit
% of overall funding amount	16
Subcontractor Organization	NICOS Chinese Health Coalition
Subcontractor Name And Title	Kent Woo, Executive Director
Street Address	1208 Mason St.
City	San Francisco
State	California
Zipcode	94108
Phone Number	(415) 788-6426
Year Collaboration Established	2013
Organization Type	Non-Profit
% of overall funding amount	28
Subcontractor Organization	Samoan Community Development Center
Subcontractor Name And Title	Patsy M. Tito, Executive Director
Street Address	2055 Sunnydale Avenue #100
City	San Francisco
State	California
Zipcode	94134
Phone Number	(415) 841-1086
Year Collaboration Established	2013
Organization Type	Non-Profit
% of overall funding amount	3
Subcontractor Organization	San Francisco Office of Economic Workforce Development
Subcontractor Name And Title	Regina Dick-Endrizzi, Executive Director of OSB
Street Address	1 Dr. Carlton B. Goodlett Place, Room 110
City	San Francisco
State	California

ATTACHMENT A - APPLICANT WORKSHEETS

Zipcode	94102
Phone Number	(415) 554-6481
Year Collaboration Established	2013
Organization Type	Government
% of overall funding amount	23
Subcontractor Organization	San Francisco State University
Subcontractor Name And Title	Alastair K. Smith, MD
Street Address	1600 Holloway Avenue
City	San Francisco
State	California
Zipcode	94132
Phone Number	(415) 338-1759
Year Collaboration Established	2013
Organization Type	Government
% of overall funding amount	9
Subcontractor Organization	San Francsico Public Health Foundation
Subcontractor Name And Title	Penny Eardley, Executive Director
Street Address	1450 Sutter Street, #101
City	San Francisco
State	California
Zipcode	94109
Phone Number	(415) 932-6383
Year Collaboration Established	2013
Organization Type	Non-Profit
% of overall funding amount	3
A.5 - Coordination with Assister Program Questionnaire	
Assister Type:	This organization plans to participate as an Assister's Entity enrolling consumers
A.6 - Foundation Matching Questionnaire	
Is the Applicant interested in applying for match funding available through the Foundation Partnership Opportunity Program?	Yes
A.7 - Budget Worksheet	
Attachment Name	BudgetWorksheet_AppID_387.pdf
A.8 - Outreach and Education Method Worksheet	

ATTACHMENT A - APPLICANT WORKSHEETS

Attachment Name	OutreachAndEducationMethodWorksheet_AppID_387.pdf
B.1 - Signed Contractor Certification Clauses (CCC-307)	
Attachment Name	GrantApplicationSectionB1_AppID_387.pdf
B.2 - Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transactions	
Attachment Name	GrantApplicationSectionB2_AppID_387.pdf
B.3 - Darfur-Contracting Act Form	
Attachment Name	GrantApplicationSectionB3_AppID_387.pdf
B.4 - Conflict of Interest Certification	
Attachment Name	GrantApplicationSectionB4_AppID_387.pdf
B.5 - Evidence of Eligibility	
Attachment Name	GrantApplicationSectionB5_AppID_387.pdf