

# Application: Boulder County

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Partner Application

## Summary

**ID:** FY25-26-00000000421

**Last submitted:** Jul 1 2024 07:52 AM (MDT)

## FY26 AS Contract Extension Task

**In Progress** - Last edited: Apr 14 2025

## FY26 AS Contract Extension

## **Steps for completing your Assistance Network Services contract extension:**

1. Complete the questions on each application page. ***Hint: You can save your answers at anytime by selecting the green button at the bottom of the page. You can also enter placeholder information on a mandatory question to advance to the next page.***
2. Review the [Budget Instructions](#) for allowable costs.
3. Click the green 'Mark as Complete' button after answering all questions.
4. Look to the left and click on any additional tasks.
5. When all tasks are completed, click the green 'Submit' button. ***Hint: You will be able to review and download your forms before and after submitting.***

***You can review the announcement about the contract extension [here](#).***

Please send questions about the application to [AssistanceNetwork@c4hco.com](mailto:AssistanceNetwork@c4hco.com).

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## Contracting Information

*Please provide the below details for contracting.*

First and Last Name of person authorized to sign contracts	Susan Caskey
Title	Director of Human Services
Legal Organization Name (from W9)	Boulder County
Email address for signatory	<a href="mailto:scaskey@bouldercounty.gov">scaskey@bouldercounty.gov</a>

## FY26 Appointments, Enrollments and Events

*Please enter estimates for the number of completed appointments and health coverage enrollments (**Marketplace and Colorado Connect**) during FY26 (July 1, 2025 - June 30, 2026). Base your estimates on Scheduler data from previous timeframes and your estimates of changes in community need.*

***For Reference, here is what your application for FY25 included.***

# of Health Coverage appointments during OE: 500

# of Health Coverage appointments outside OE: 500

# of Marketplace enrollments during OE: 200

# of Marketplace enrollment outside OE: 200

# of Colorado Connect enrollments during OE: 375

# of Colorado Connect enrollments outside OE: 10

# of events during OE: 4

# of events Outside OE: 8

	During OE	Outside OE
# of Health Coverage Appointments	450	500
# of Marketplace Enrollments	175	175
# of Colorado Connect Enrollments	300	5
# of Events/Tabling	4	10

## FY26 Staffing Plan

*Please fill in the grid with your staffing plans during FY26 (July 1, 2025 - June 30, 2026).*

For Assister FTE, enter the full-time equivalency of hours staff will spend as an Assister at your Assistance Site.

Examples:

Assister working 40 hours a week only on Assistance Site Services = 1 FTE

Assister working 20 hours a week on Assistance Site Services = 0.5 FTE

Assister working 4 hours a week on Assistance Site Services = - 0.1 FTE

	During OE	Outside OE
Assister FTE	3	3
Support Staff FTE	0	0

## Additional Context

*Use this space to explain significant changes from FY25 in your estimates for appointments, enrollments, events and staffing.*

The HCEC's current structure is 1 bilingual FT Term Manager who also serves as Health Coverage Guide and 2 bilingual FT Term Health Coverage Guides. Our ability to hire a PT time hourly HCG will be contingent on if we receive supplemental funding. The reduction in OE Appts and Enrollments reflects the estimated number of fewer appointments and enrollments we expect to have if we are not able to hire a PT HCG for Open Enrollment. If we could hire a PT HCG again at 20 hours a week I estimate our appointments would increase by 100 and enrollments by 25. The original contract for FY25 combined projections for appointment numbers and enrollments with the supplemental, and this cycle we are separating the two.

## FY26 Work Plan

### **FY26 Instructions:**

*Describe the work that will be completed July 1, 2025 - June 30, 2026 in the expected results column. Then provide any risks or dependencies that you anticipate.*

- 1. Review the Activities and Expected Results you included in your FY25 Application.***
  - 2. Concisely enter only the expected results that you will complete for FY26, making adjustments to FY25 results that reflect your successes and lessons learned. These results will be used to measure your progress during FY26 reporting.***
  - 3. Use the Additional Context box to provide rationale for changes.***
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## Objective 1: Enrollment and Post-Enrollment Assistance

*For Reference, here are the activities and expected results you included in your FY25 application for Health Insurance Literacy Appointments:*

***HIL Activities in appointment setting:*** The core subject areas we cover are health plan terminology and definitions, APTC & CSR (if applicable), the 10 essential health benefits, preventative benefits, how to find or confirm if a provider is in-network, how to find or confirm a prescription is in a plan's formulary, and how to compare and shop for plans based on a customer's budget, medical needs, provider preference(s), and financial risk level. We provide every customer with verbal next steps based on the status of their application and/or enrollment with Connect for Health. We also provide every customer with a post appointment email with "next steps", tips for using coverage (many of these recap HIL we discuss during the appointment), and contact numbers for insurance companies, Connect for Health, and our site based on the reason for their call.

The resources we use are:

- Connect for Health's Appointment Checklist
- The Quick Cost and Plan Finder Tool
- Insurance companies' website for provider network lists and formulary lists.
- We use the website for the family glitch calculator <https://www.hafamerica.org/family-glitch-calculator/>
- We use CoveredU Health Insurance Terms to Know handout
- We use short videos on our website related to HIL
- We use the Medicaid and CHP+ income chart
- Roadmap to Better Care
- Preventative Care, "What's Covered" handout from healthcare.gov
- TransHealth Guide from ONE Colorado
- CKF Immigration Guide
- C4's Immigration Guide

***HIL Expected Results:*** Well informed customers empowered to effectively choose and use health insurance.

	Expected Results FY26	Dependencies and Risks
Assisters providing direct health insurance literacy in an appointment setting.	By August 1, 2025 have provided 2 post enrollment Health Insurance Literacy sessions to both Connect	There may be a need to switch our HIL sessions from in-person to virtual sessions due to reluctance

	<p>for Health and OmniSalud book of business.</p> <p>-By November 1, 2025 have provided 1 Open Enrollment Health Insurance Literacy session for OmniSalud.</p> <p>-By March 1, 2026 have provided a Post Enrollment Health Insurance Literacy session to OmniSalud book of business.</p> <p>-By end of FY26 have provided 100% of our appointments with post appointment health insurance literacy content in a follow up email.</p> <p>-By November 1, 2025 post to HCEC website Health Insurance Literacy PowerPoints/presentations from HIL sessions.</p> <p>-Continue to offer and provide HIL when applicable during an appointment utilizing the resources listed above.</p>	<p>and fear for some customers to attend in-person sessions. It is unclear how this could impact session registration numbers.</p>
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## Additional Context

*Provide additional context for adjustments made from FY25 activities and results for Health Insurance Literacy in an appointment setting.*

During FY25 we expanded our HIL work to provide HIL beyond just the individual appointment setting. We created and recorded PowerPoint videos that we posted to Boulder County's Youtube channels and our website. We created an enrollment center informational video, and we piloted new "get ready to enroll" Health Insurance Literacy sessions to our Colorado Connect customers in FY25 that was successful. We plan to continue doing these sessions and expand them to offer our Connect for Health Book of Business a HIL session in English and Spanish. We expect to provide HIL to 80 customers through these sessions.

## Objective 2: Targeted Customer Outreach

*For Reference, here are the activities and expected results entered on the FY25 application. Event numbers were collected on previous page. Only enter the activities and expected results for **Marketing Activities** here, for instance the frequency and timeline for campaigns and expected impressions.*

*Targeted Outreach Activities: Medicaid Unwind Referrals: Reach out to 100% of referrals for those losing Medicaid due to over-income or eligible for Family Services*

*BOB Communication: Implement 2-3 customized text and email outreach to book of business (BOB), informed by Enrollment Outcomes reports.*

*Community Outreach: By November 1, 2024, identify and staff 14 community events where attendees are likely to face barriers to health coverage enrollment (language, rural, LGBTQ)*

*HIL Class: By October 1, 2024, provide an in-person Health Insurance literacy class to OmniSalud clients.*

*Newsletter: By September 1, 2024, develop quarterly bilingual Assistant Site communication (Health Insurance Literacy, information about our services) to BOB & to community organizations*

*Expected Results Targeted Outreach: Medicaid Unwind Referrals: We estimate reaching out to an average of 50 people a month/600 per year during FY25. We pull a monthly report from an internal system that gives us the number of referrals sent to us per month from our Medicaid department.*

*BoB Communication: We will contact our BoB throughout FY25 during SEP and OE. Our current book of business is 1327 Marketplace customers and 655 OmniSalud/CoCo customers.*

*Community Outreach: Attend 8 events during SEP and 4 during OE (14 in total during SEP and 6 during OE when including plan in Supplemental funding Part).*

*HIL Class: We expect to reach 40 customers.*

*Newsletter: We estimate reaching 500 customers and community partners through this quarterly outreach. We will track it using Constant Contact.*

*Maintain our Connect for Health Customer base and provide 1000 appointments during FY25. 5% increase in # of Boulder County Colorado Connect enrollments (not attributed to Enrollment Center.) Our focus will be empowering enrollment vs directing to appointments.*

	Expected Results FY26	Dependencies and Risks
Marketing Efforts	<ul style="list-style-type: none"><li>-Reach out to 100% of referrals received for those losing Medicaid due to over-income or eligible for Family Services.</li><li>-By November 1, 2025 send out 3 tailored bilingual newsletters with Open Enrollment info, updates, Health Insurance Literacy, information about our services to our Community Partners and Connect for Health and Colorado Connect customers (about 4,000 people).</li><li>-By April 1, 2026 send out 3 tailored bilingual newsletters with Special Enrollment Info, updates, Health Insurance Literacy, information about our services to our Community Partners and Connect for Health and Colorado Connect customers (about 4,000 people).</li><li>-During FY26 identify and staff 12 community events where attendees are likely to face barriers to health coverage enrollment (language, rural, LGBTQ)</li></ul>	Communications team bandwidth to support content and collateral production in a timely manner.

	<ul style="list-style-type: none"><li>- In FY26 send 2-3 customized texts and emails to BOB, informed by Enrollment Outcomes reports.</li><li>-By November 1, 2025 produce new OE flyers and collateral</li><li>-During OE contract with marketing firm to assist with marketing campaign, digital ads and social media in order to increase the visibility of our enrollment center. We expect this to result in 1,000 additional video ad views in English and Spanish, 5% increase in website visits, a 5% increase in impressions, and 10,000 combined clicks from Facebook and Google.</li></ul>	
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## Additional Context

*Provide additional context for adjustments made from FY25 activities and results for Targeted Customer Outreach.*

We have succeeded in accomplishing our grant goals for Targeted Customer Outreach for FY25. We piloted a new newsletter during FY25 that was sent to 4,000 recipients and we will continue to use this channel to build community partner channels and ongoing contact with our book of business. We will continue to evaluate the effectiveness of our return on investments of these channels, our messaging, and refine our campaign/branding.

### Objective 3: Community Outreach and Education

*For reference, here are the activities and expected results included in your FY25 application for Relationship and Local Resource Assessment and Increasing Visibility in Rural Areas.*

*Activities Relationship and local resource assessment: • Maintain regular collaboration and communication with established networks including:*

- o Mental Health Partners Community Navigators*
- o Boulder County Health Improvement Collaborative (BCHIC)*
- o Family Resource Network (FRN: 13 local area agencies that provide supportive services)*
- o Boulder County Area Agency on Aging*
- o Front Range Community College*
- o Boulder Valley School District Medicaid Advisory Committee*
- o El Comité De Longmont*
- o El Centro Amistad*
- o Latino Chamber of Commerce*
- o Boulder County HHS*
- By October 1, 2024, institute quarterly posts to internal Boulder County Teams' channel to strengthen staff health insurance literacy, the resources available on our website, the use of our website to schedule appointments for clients or refer them to do so on their own and health coverage data for Boulder County.*
- By August 1, 2024, reach out to "Out Boulder" to re-establish awareness of what they do, and how best to support referrals to / from them, and explore ways to collaborate to support Boulder County's LGBTQ community.*

*Expected Results Relationship and Local Resource Assessment: Continued strengthening of collaboration and communication across these networks.*

*Activities Increasing Visibility in Rural Areas:*

- *Present annually to the Peak 2 Peak alliance and table at the Nederland health fair.*
- *Reach out to explore collaboration opportunities with the Lyons Emergency Assistance Fund (LEAF).*

*Expected Results Increasing Visibility in Rural Areas: Strengthened relationships with these organizations wherever that may lead.*

	Expected Results FY26	Dependencies and risks
Relationship and local resource assessment and structuring to develop and maintain referral networks	<ul style="list-style-type: none"> <li>-Maintain regular collaboration and communication with established networks including by providing them with HCEC newsletters 2x a year and collateral.</li> <li>-Continue to collaborate and strengthen our relationship with El Comité by providing co-location enrollment hours there 2x a month</li> <li>-During OE provide monthly (and during SEP provide periodic) updates to 400 staff members at HHS through Monday Morning Coffee, teams posts, and newsletters.</li> </ul>	n/a
Increasing the visibility of health coverage options and collaboration for getting help in rural areas. Metro area organizations should consider the fringes of their region.	<ul style="list-style-type: none"> <li>-By November 1, 2025 provide HCEC information and flyers to 3 organizations in rural Boulder County.</li> <li>-Identify 3 new or existing organizations to connect with and strengthen/build a referral partnership.</li> </ul>	Historically customer turnout at our rural events has been low.

## Additional Context

*Provide additional context for adjustments made from FY25 activities and results for Community Outreach and Education.*

During FY25 we continued our goal of strengthening of collaboration and communication across these networks. We maintained strong partnerships with organizations while reaching out and connecting with new ones, like Rocky Mountain Equality (formerly "Out Boulder"). We increased our visibility in rural areas by attending the Lyons Library Enrollment Event, the Nederland Human Services fair, and through presentations to Peak to Peak. We will continue to work to increase our visibility in the rural communities with the goal of connecting and building referral partnerships with rural organizations.

# FY26 Proposed Budget

Please review the [Budget Instructions](#).

Descriptions should be simple and informative. **There is a scroll bar at the bottom of the grid to make all columns visible.**

*Description Examples:*

- *Personnel: 0.5 FTE Program Manager and 2.6 FTE Assister*
- *Travel: mileage reimbursement for outreach*
- *Supplies: general office supplies*
- *Other Expenses: cell phone service, marketing/social media campaigns, computer devices*
- *Administrative costs: general overhead*
- *Contractual: deliverable-based contract with partner for 0.5 FTE Assister*

**Amounts requested from C4HCO must be divisible by 100.**

For reference, here is the budget approved on your FY25 application. Your FY26 budget should be based on these amounts with modest cost-of-living increases represented, if appropriate.

Personnel and Fringe:

**1 PM, 2 FTE HCGs, 1 2 mo. PT HCG; event security**

235000

Travel:

Supplies and Materials:

Other:

Marketing (printing, media, texting, translation)

8500

Administrative Costs:

Cell phones

Org overhead @ 10%

2100

Contractual Agreements:

na

0

**Complete the budget grid.**

Budget time frame: July 1, 2025 - June 30, 2026

	Description/narrative	Amount Requested from C4HCO	Internal Funds of Org	Other Funds/In-kind	Total Program Budget
Personnel and Fringe	1 PM, 2 FTE HCGS, event security	\$257,542	\$40,209	\$36,100	\$333,851
Travel	Events and Meetings	\$720	\$0	\$0	\$720
Supplies and Materials	Schwag	\$800	\$0	\$0	\$800
Other Expenses	Marketing (printing, translation, media, texting)	\$10,000	\$3,680	\$0	\$13,680
Administrative Costs	Cell phones and org overhead	\$2,160	\$37,885	\$0	\$40,045
Contractual Agreements		\$0	\$0	\$0	\$0

**FY26 Total requested from C4HCO:**

\$271,222.0

**Total Program Budget for Assistance Site program including all funding sources:**

\$389,096.0

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### **Additional Context**

Use this space to give us any additional context about your FY26 budget. For instance, why a budget change has occurred.

The budget has changed due to an increase in personnel costs at Boulder County due to salary market adjustments, COLA and merit increases.

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**Thank You for completing your FY26 Extension Tasks. After reviewing your answers, click MARK AS COMPLETE. Look for any additional tasks and click submit.**