



Notice of Funding Opportunity: Community Enrollers for Medi-Cal — Round 3

Application Deadline — April 3, 2026 (5 p.m. PST)

Background

CalOptima Health's mission is to serve member health with excellence and dignity, respecting the value and needs of each person. With a strategic goal of reducing health inequities, CalOptima Health is implementing programs and expanding partnerships to better serve members at greater risk of poor health outcomes.

In July 2025, H.R. 1 was signed into law and enacted changes to Medicaid (known as Medi-Cal in California) enrollment that will impact Orange County residents beginning in January 2027. Some of those changes include six-month eligibility verification periods and community engagement requirements for the Medi-Cal expansion population. Additional state eligibility changes for undocumented individuals go into effect in 2026 and 2027. With these changes to the Medi-Cal enrollment process, CalOptima Health is offering this funding opportunity to organizations and community collaboratives that support our neighbors through outreach, education, and enrollment assistance.

For this Notice of Funding Opportunity (NOFO), CalOptima Health seeks to collaborate with single community-based organizations or collaborations of community partners (as further defined below) to support Medi-Cal enrollment, Medi-Cal renewals, and ongoing community outreach and education. Past efforts have shown that the most successful enrollers are those who have a community partnership approach. Organizations that can neutralize local fears — known as trusted messengers — can deliver a consistent, clear message and drive successful enrollment outcomes. Organizations that understand where neighbors naturally spend their time and can frequently and consistently be present at those community sites (e.g., farmers markets, faith-based institutions, corner stores and food banks) are especially effective.

Actual Medi-Cal enrollment and renewal support is provided to individuals and families by trained enrollment entities. More information about becoming trained and the work these entities conduct can be found here: bit.ly/3UGR6tQ.

Additional support is provided by the County of Orange Social Services Agency (SSA).

Community Investment Strategy

CalOptima Health is committed to the following:

- Developing equitable systems that distribute resources among a variety of community service providers across all three service planning areas.
- Increasing the number of outreach, engagement and service providers and the capacity of these providers to add to the overall continuum of care infrastructure throughout Orange County.
- Establishing and/or using best practices in providing care by meeting members where they are and increasing access to that care.
- Delivering culturally competent services to traditionally underrepresented populations (e.g., families, seniors, LGBTQIA+ and people of color).

Funding Opportunities

CalOptima Health has committed a total of \$3.57 million for this funding opportunity and will fund a minimum of five applicants in Round 3 to conduct this work.

Applicants may apply as a **single organization** or as a **collaborative**. To qualify as a collaborative, there must be a lead applicant organization and partner organizations from at least two other sectors (e.g. nonprofit/community-based organizations/social service; health care providers such as hospitals, community clinics and medical groups, school/educational entities, city/county government, business community, faith-based institutions, family resource centers or food purveyors [farmers markets, corner stores, grocers, food banks]).

Grant requests must be for a **24-month period** and within the range of \$200,000 (minimum) to \$500,000 (maximum request) for an individual applicant or up to \$625,000 (maximum) for a collaborative application. The proposal and objectives must be commensurate with the requested funding level.

This funding opportunity is designed to engage both organizations with a history of community enrollment support and those newer to the space, but with a strong connection to their community and effective outreach and engagement strategies.

To facilitate the submission of competitive proposals, CalOptima Health will open a grant application portal for eligible applicant organizations from **March 2, 2026, at 9 a.m. through April 3, 2026, at 5 p.m. PST**. The link to the portal is: <https://webportalapp.com/sp/communityenrollers3>.

Requirements for Community Enrollers Grants

Measurable Outreach and Engagement Objectives

Single organizations and collaboratives applying for these funds must provide a program implementation plan outlining how they will use grant funds to engage target populations and meet the minimum service thresholds listed below.

Applicants must average, at a minimum, the following metrics across a 24-month period:

1. Be physically present in the community at least **four times per month** at existing gatherings and events already being hosted within the community. CalOptima Health encourages being available in places where community members naturally gather rather than designing and hosting new, large promotional events. These could be events occurring at collaborative partners' locations (e.g., faith-based weekly services, farmers markets, mobile clinic pop-up sites), excluding locations where enrollment services are already being provided.
2. Complete a minimum of **25 Medi-Cal applications and renewals (combined) per month**. Enhanced Care Management (ECM) providers who apply for and receive these funds cannot include any ECM recipients who are reenrolled during this grant period, as this service is already billable as an ECM provider.
3. Provide face-to-face enrollment and renewal education and/or outreach to **1,000 unduplicated individuals on an annual basis (approximately 84 individuals per month)**.

If applicants need time for planning and ramp-up, they must still **average** the above metrics across the full 24-month period.

Regional Approach

This funding opportunity embraces a place-based approach to community enrollment work. Applicants must be able to fully describe the specific regions or communities of Orange County in which they are proposing to work. Applicants must genuinely describe the cultural influences, trusted institutions/influencers, common modes of communication and neighborhoods within that region and how their experience, strategies and partnerships are well matched to those regions and will produce the intended results.

CalOptima Health will support grantees by sharing information with community enrollers on Medi-Cal members who are due for renewal and are at risk of losing their coverage. Awarded applicants must be prepared to sign a Business Associate Agreement for Health Insurance Portability and Accountability Act (HIPAA) compliance.

Grant Budgets, Amounts, Duration and Allowable Expenses

CalOptima Health has committed a total of \$3.57 million for this funding opportunity and will fund a minimum of five applicants to conduct this work.

Grant requests must be for a **24-month period** and must be within the requested range of \$200,000 (minimum) to \$500,000 (maximum) for an individual applicant or up to \$625,000 (maximum) for a collaborative application. Proposed budgets should adequately reflect the scope and depth of program objectives/deliverables.

Grant Request Limits	Total Amount Available	Minimum No. of Awards
Single Organization: \$500,000 over two years Collaborative Applications: \$625,000 over two years All applications must be a minimum of \$200,000 over two years.	\$3.57 million	Five

Allowable Expenses

Examples of allowable expenses for grant funds include hiring and onboarding staff, technology purchases, and the creation and distribution of additional educational outreach materials (toolkits in CalOptima Health’s threshold languages will be provided to all grantees).

Unallowable Expenses

Grant funds cannot be used to pay for lobbying activities or staff time that is already funded through claims payments for the provision of other Medi-Cal services.

Entities Eligible to Apply

This funding opportunity is designed to support applicants who meet the following criteria:

1. Single applicants or the lead applicant of a collaborative must **not** have an existing, active grant with CalOptima Health that supports community enrollment work.
2. Single applicants or the lead applicant of a collaborative must be a 501(c)(3) or equivalent in good standing with the IRS. Equivalent organizations include tribes, public schools, universities and local, state or federal government agencies and programs. Organizations that do not meet this criterion may still apply as a part of a collaborative, but not as the lead entity.
3. Single applicants or the lead applicant of a collaborative must employ or have a plan to employ trained community enrollers.
4. Any grantee who will be doing the actual enrollment work must sign a Business Associate Agreement to be in HIPAA compliance to receive data from CalOptima Health.
5. Applicants who previously received funding from CalOptima Health must be/have been in good standing with the terms of that grant agreement to be eligible for new funding.
6. Organizations may only submit one proposal for this Round 3 funding opportunity.

Proposal Evaluation Criteria

Criterion	Points	Description
CalOptima Health Value Alignment	5	The program is trauma-informed, inclusive, person-centered and reflects a commitment to health equity.
Program Description	10	The program description is clear, concise and reflects best practices that support the approach taken.
Community Connectedness	15	The description of the communities is thorough, including cultural influences and trusted sources, and there are documented partnerships in the neighborhoods.
Program Implementation	15	The plan is complete and includes specific objectives, logical and feasible activities, and clearly defined measures of success.
Sustainability	5	The program or project is sustainable beyond this funding opportunity if funding is awarded, or is time-bound and does not require continuous funding.
Readiness	10	A program that can launch soon after the grant award will receive more points.
Experience	15	Expertise in providing proposed services and/or implementation of similar projects in the past. Must be clearly articulated in the application.
Capacity of Applicant	15	Able to demonstrate financial and management capacity to carry out the project, as evidenced by the submission of required materials in the application portal.
Evaluation Plan	10	The applicant clearly articulates a feasible, well-thought-out plan for evaluating project success.
	100	Total Points

Application Steps

Beginning March 2, 2026, organizations interested in applying for Community Enroller Round 3 grant funds can begin their applications at the following link: <https://webportalapp.com/sp/communityenrollers2>.

Application Timeline

Action	Date
Application Released/Portal Opens	March 2, 2026
Round 3 NOFO – Bidders Conference	March 10, 2026
Application Deadline	March 31, 2026
Internal Review	April 2026
Decisions Presented to CalOptima Health Board of Directors for Approval	May 7, 2026
Announcement of Approved Grants	May 8, 2026
Execute Grant Agreements	June 1, 2026

Questions?

Join our **Bidder's Conference** for this funding opportunity on Tuesday, March 10, 2026, at 11 a.m. Register at the link below:

https://us02web.zoom.us/webinar/register/WN_K0GRjCzVQ7OqzIAapp415Q

Questions about the funding opportunity or the application? Contact the Grant Management Department at CommunityGrants@CalOptima.org.