



October 23, 2013

Dear Mayor:

As Covered California continues to implement the Affordable Care Act, California cities can play a leadership role for their communities. On behalf of Covered California, I am asking for your help to ensure that everyone in your city has access to affordable, quality healthcare.

On January 1, Californians will be able to obtain affordable healthcare coverage through Covered California, and they can start shopping for it now. It's important news for people who can't afford coverage today or who have been denied because of a pre-existing medical condition. This is an historic opportunity to enroll millions of Californians in healthcare coverage - but we need your help to be successful.

On November 16, Covered California hopes to launch "Covering Every City," a statewide partnership with dozens, if not hundreds of cities to inform Californians about their health insurance options, determine if they are eligible for financial assistance and help them enroll in affordable health insurance. We recognize that every community is different. While there is no "one-size fits all" approach, there is a universal need to help your community learn about this historic change to their health care options and affordability.

I would like ask your city to consider joining the effort and participate in "Covering Every City." If November 16 does not work for your city, I hope you will consider a "Cover Your City" effort prior to March 31, 2014, when the open enrollment period for Covered California closes. By joining this effort, you are joining other cities across the state who have stepped up. On November 16th, participating cities will include Cover Sacramento, Cover Modesto, Cover San Francisco, Cover Oakland, Cover Long Beach and Cover Los Angeles. You can be a part of this important effort by doing the following:

- Pass a resolution declaring a Cover (your city name) Day (or Week or Month);
- Author a Covered California op-ed for publication in your newspaper;
- Include an announcement about Covering Every City Day in your newsletter, on your website or through social media channels;
- Send postcards and mailings about Covered California to city residents;
- Partner with your library;

- Partner with your local Covered California certified outreach and education grantees and community outreach member outwork;
- Partner with your local Covered California certified enrollment counselors; certified licensed insurance agents, and local social services department;
- Host informational and enrollment events in public spaces throughout the city, such as City Hall, city library branches and public health offices;
- Provide information and assistance to help your city's uninsured part-time workers enroll in coverage;
- Make Covered California materials available in city offices.

I hope you will be able to participate in "Covering Every City." Your effort will help ensure the Californians who live your city understand and continue to have access to the affordable and quality health insurance options available to them through Covered California.

Please contact Diane Stanton at Diane.Stanton@covered.ca.gov to confirm your interest and we will match you with groups who are currently doing education and an enrollment event in your city. In addition, we will be preparing a toolkit to help facilitate this effort.

Again, thank you for taking the time to consider spreading the word about Covered California throughout your city.

Sincerely,



Peter V. Lee
Executive Director