

Senate Bill 81 Funding Request – Remainder of FY2024

Jan 8, 2023



SB81 – October 2023 Spending Plan

Fiscal Year 2, Round 1 Funding Proposals	Funding Amount	Intended Outcomes
Increase Bilingual Ad buy	\$100,000	Stretches our English/Spanish ad buy to more mediums and increases ad frequency.
Assister-Led Education & Enrollment	\$325,000	Exploring new ways to support rural Colorado. This includes money for additional organizations and a new Mobile Assister idea.
Additional Medicaid Unwind PSA's	\$100,000	Continue our PSA campaign, still exploring other ideas with HCPF
Retainer	\$1,255,768	Retain some funding for future needs, to be determined in Spring 2024
Total	\$1,780,768	

SB81 – FY2024 Spending Plan

Fiscal Year 2, Round 1 Funding Proposals	Funding Amount	Intended Outcomes
Continuation funds for already approved projects	\$514,500	English/Spanish ad buy; Assister funds; Medicaid Unwind PSA Campaign.
Marketing	\$55,000	Medicaid Unwind outreach; Evaluating ways to discuss new Cost Sharing Reduction benefits
Outreach	\$35,000	Educational activities (Small Businesses, Medicaid Unwind, Family Glitch)
Ongoing Medicaid Unwind Efforts	\$255,000	Outreach to individuals losing Medicaid through methods including calls, texts, cobranded letters
Funds intended for FY2025	\$921,268	Continuation of Assistance Network led outreach, support for Medicaid Unwind outreach after July 1, 2024
Total	\$1,780,768	SB-81 funds awarded in Fall 2023