

*Before the Board of Supervisors
County of Monterey, State of California*

Resolution No.: 25-397

Adopt a Resolution to:

- a. Receive an update from the County Departments of Health, Social Services, and Natividad on proposed outreach, education, marketing, and application assistance plan to mitigate impacts from State and Federal policy changes on Medi-Cal;
- b. Amend the Health Department's Health Administration Bureau's Fiscal Year (FY) 2025-26 Adopted Budget (001-4000-8600-HEA014) to increase appropriations by \$250,000, financed by a reduction in the contingencies appropriation (001-1050-CAO020-8034) to provide funding for Medi-Cal Outreach and Education to residents (4/5ths vote required); and
- c. Authorize and direct the Auditor-Controller and County Administrative Office to incorporate the changes in the FY 2025-26 Health Administration Bureau's Adopted Budget (001-4000-8600-HEA014) (4/5ths vote required).; and
- d. Staff to return to the Board at the end of the year with a continued proposal on how to keep this work moving forward.

RECITALS:

WHEREAS, on September 30, 2025, the Board of Supervisors received an update on recent State and Federal policy changes to Medi-Cal that impact Monterey County residents, and provided preliminary direction and authorized up to \$250,000 to develop and implement an outreach and media strategy to help residents apply for Medi-Cal through December 31, 2025, before enrollment cap takes effect for Unsatisfactory Immigration Status enrollment on January 1, 2026.

WHEREAS, County staff will work with local community-based organizations and marketing experts to develop strategies, a budget, and a timeline for implementation of activities.

WHEREAS, the proposed approach focuses on three main areas of work: training, outreach and engagement, and media strategies, with \$10,000-\$15,000 allotted for training, \$125,000 - \$150,000 allotted for outreach, and \$75,000-\$100,000 allotted for media strategy.

WHEREAS, the proposed strategies balance immediate outreach and educational needs with longer-term capacity building, ensuring residents are supported through the enrollment process and ongoing access to services.

WHEREAS, unspent funds at year-end will be carried forward into calendar 2026 to continue supporting residents, particularly as new policy changes, such as work requirements and renewal processes, take effect in 2027.

WHEREAS, funding for this project will be supplied from the reserve for contingencies (001-1050-8034-CAO020), which requires appropriation of the funds to the Health Administration

Bureau's FY 2025-26 Adopted Budget. The Department requires an increase in appropriations for these costs, as they are not included in the current Adopted Budget.

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors in and for the County of Monterey as follows:

- a. The County Departments of Health, Social Services, and Natividad on provided an update on the proposed outreach, education, marketing, and application assistance plan to mitigate impacts from State and Federal policy changes on Medi-cal;
- b. The Health Department's Health Administration Bureau's Fiscal Year (FY) 2025-26 Adopted Budget (001-4000-8600-HEA014) is hereby amended increasing appropriations by \$250,000, financed by a reduction in the contingencies appropriation (001-1050-CAO020-8034) to provide funding for Medi-Cal Outreach and Education to residents (4/5ths vote required); and
- c. The Auditor-Controller is authorized and directed to incorporate the approved appropriations increase to the FY 2025-26 Budget, and the County Administrative Office to reflect the approved change in the FY 2025-26 Health Administration Bureau's Adopted Budget (001-4000-8600-HEA014) (4/5ths vote required).

PASSED AND ADOPTED on this 14th day of October 2025, by roll call vote:

AYES: Supervisors Alejo, Church, Lopez, Root Askew and Daniels

NOES: None

ABSENT: None

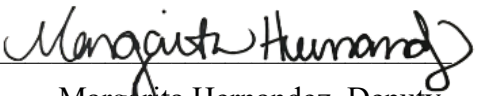
I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 82 for the meeting on October 14, 2025.

Dated: October 17, 2025

File ID: RES 25-148

Agenda Item No.: 14

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California


Margarita Hernandez, Deputy