SAN FRANCISCO
HUMAN SERVICES AGENCY

H.R. 1: SFHSA's Action Plan

November 2, 2026

Agenda

1. Overview of Medi-Cal Changes
2. Medi-Cal Enrollment Trends
3. SFHSA's Action Plan: Six Strategies
4. Spotlight: Communications, Outreach, Stakeholder Engagement
5. How Partners Can Help

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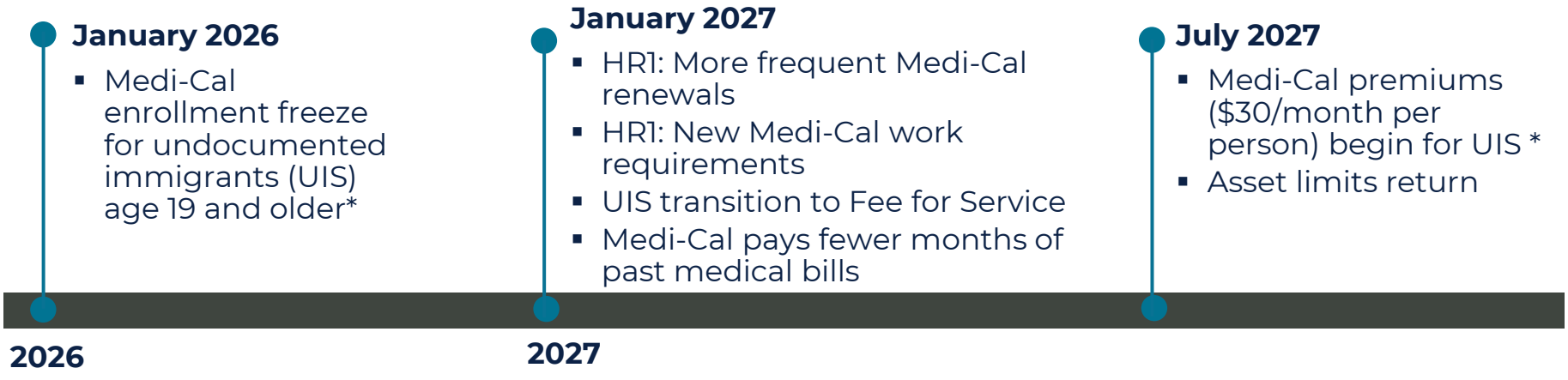
Medi-Cal: State and Federal Policy Changes Updates

Medi-Cal Policy Changes



Original implementation: July 2026

DELAYED to July 2027 (State)

- Some undocumented immigrants ages 19 and older will stop receiving dental benefits as part of their Medi-Cal coverage

Original implementation: October 2026

DELAYED to July 2027 (State)

- Certain immigrants without LPR status transition to Restricted Medi-Cal

- *Current and former foster youth who are undocumented are excluded from the state's enrollment freeze and new premiums until they turn 26. Pregnant people are also excluded.*
- *All changes except the ones listed as "HR1:" are **State** policy changes*

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SFHSA's H.R. 1 Action Plan: What We're Doing and Partnerships

H.R. 1 Action Plan: Guiding Principle and Goals

Principle

- Access to basic needs such as food and health care **should not** be dependent on additional paperwork or work requirements.

Goals

- **Minimize benefit loss:** Help people maintain access to food and health care coverage.
- **Support pathways to employment:** Connect clients with workforce services, training, education, and resources that promote long-term economic stability.

SFHSA's Role: benefit administration (eligibility, renewal, work requirements)

SFDPH's Role: provider and biller of health care services

Six Strategies to Keep San Franciscans Covered

1. **Raise awareness:** Every client hears about changes before they hit.
2. **Maximize exemptions**: Don't ask residents to prove what the City can access on its own.
3. **Expand workforce services:** Give clients who must work a realistic way to comply.
4. **Invest in innovation:** Tools to make it easier for eligibility workers and clients.
5. **Increase staff capacity:** Absorb greater workload without longer waits.
6. **Partner with community:** Meet residents where they are.

Stakeholder, Community, Client Engagement

Ongoing Communication and Outreach

Clients

- Changes to Benefits **Multilingual Outreach Campaigns** – Winter 2025-2026, Summer 2026, with more planned
  - Paid advertising in local newspapers, TV, and radio (mainstream, Chinese, and Spanish media)
  - **Public service announcements** in collaboration with SFGovTV
  - Digital and social media ads (organic and paid)
  - Newsletter features in partnership with City agencies
  - Media engagement (earned media, interviews, special features)

Stakeholder, Community, Client Engagement

Ongoing Communication and Outreach

Clients (continued)

- Bite-sized social media explainer videos covering common questions
- Direct mailing ahead of changes
- Recertification text message campaign, informational texts
- Multilingual flyers
- Website updates
- Multi-modal DHCS notices to clients

Stakeholder, Community, and Client Engagement

Ongoing Communication and Outreach

Community

- Virtual and in-person presentations at community forums and community-based organizations
- On-going training of CBO partners
- Partner newsletters and toolkits
- Outreach events: Mobile Benefits Center, Pop-up Enrollment Events, Outstations

Outreach Activities January – October 2026	Number of Activities	Monthly Goal
Community Presentations	32	4
Event Tabling	53	5
Mobile Benefits Center Events	16	4-6
Pop-up Enrollment Events (*EWs only; no MBC)	9	2
Multidisciplinary Team @ homeless shelters	2	2

Stakeholder, Community, and Client Engagement

Ongoing Communication and Outreach

City Stakeholders and Partners

- Monthly Cross Sector Medi-Cal Retention Meetings
- Monthly Health Systems Executive Roundtable
- Regular coordination with DPH, MCOs, SFCCC on messaging campaigns
- Partnership with City workforce system leaders (CCSF, OEWD)
- Monthly Mayoral “Protect the Safety Net” Pod

Mobile Benefits Center

SFHSA benefits hub on wheels

- Grant-funded program designed to support people less likely to seek services at a government office
- All core benefits available on board: Medi-Cal, CalFresh, CalWORKs, CAAP
- EBT printing and support on site
- Service schedule based on bookings from community partners

SFHSA.org/MobileBenefits

Stakeholder, Community, and Client Engagement

Community Outreach: Ambassadors in 5 Neighborhoods

Get Out the Care: Led by San Francisco Health Plan, this citywide initiative funds community organizations to hire trusted ambassadors who go door to door to help San Franciscans keep Medi-Cal coverage and navigate renewals.

CBO Partner	Neighborhoods Covered
Code Tenderloin, with Rafiki	Tenderloin, Bayview / Hunters Point
Episcopal Community Services (ECS)	Visitacion Valley, Ingleside / Excelsior
Unidos Salidos	Mission

NEXT STEPS

1. Press release going out this week (SFHP and MO)
2. SFHP's CBO hiring complete (to confirm)
3. SFHSA trainings in November
4. Canvassing event with Mayor and Supervisors, early December

Stakeholder, Community, and Client Engagement

Housing Accelerator Fund (HAF) funded benefits pilot to increase benefits uptake in permanent supportive housing (PSH).

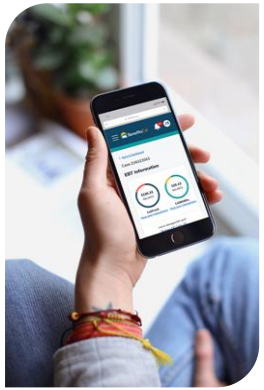
- Goal: Enroll 400-500 per year over 2 years
- Hiring 2 new roving benefits social workers (UCSF Citywide)
- Train the trainer model for PSH case managers
- Informed by SFHSA/HSH data match on benefit enrollment rates
- Starting with DISH, ESC, THC buildings
- Carrot and stick approach

Stakeholder, Community, and Client Engagement

Ongoing Communication and Outreach

BenefitsCal Adoption Campaign (Create Accounts and Link Cases)

- Increase use of Online Benefits portal
- Helps clients maintain access to critical benefits
- Ongoing efforts include:
    - Leverage CBO partnerships
    - Targeted text campaigns
    - Updated step-by-step account creation and linking instructions on SFHSA.org
    - In-person lobby support by Public Service Trainees (PSTs)



How Community Partners Can Help

Help clients stay enrolled and avoid benefit interruptions

1. **Remind clients to keep their contact information updated**
    - Correct address, phone, email help ensure clients receive renewal notices
    - Opt-in to receive text messages to receive notifications on renewals and emergencies
2. **Help clients check notices and submit documents quickly**
    - Responding to requests early can help prevent case closures
3. **Share SFHSA's outreach materials and PSAs**
4. **CBOs can become a Volunteer Host Site**
    - **CalFresh Community Works Site:** via United Way of the Bay Area's **interest form** to become a host organization
    - **Self-Initiated Workfare Site:** help clients directly with volunteering opportunities and signing off on monthly participation

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Questions?

Susie Smith
SFHSA Deputy Director, Policy Planning, and Public Affairs

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