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Obama Administration Director of Personnel Management Katherine Archuleta Joins Mayor Fulop in Promoting Latino Access to Affordable Healthcare Coverage During Final ACA Enrollment Push of 2015

Visit Marks Fourth Time Senior Obama Administration Official Visits Jersey City as Part of ACA Outreach; Jersey City Leads the State in Enrolling Residents in Healthcare Coverage

JERSEY CITY – With national studies showing that one in four Latinos still lacks health insurance, the federal government and Jersey City teamed up to reach this community during a special **Affordable Care Act enrollment event** today as part of **Mayor Steven M. Fulop’s** commitment to ensure all Jersey City residents have access to quality healthcare coverage.

Attending the event with Mayor Fulop were **Katherine Archuleta, Director of the U.S. Office of Personnel Management, Jackie Cornell-Bechelli, Regional Director of the U.S. Department of Health and Human Services, Region II**, and representatives of the Jersey City Department of Health and Human Services.

During this final push ahead of the Feb. 15, 2015 enrollment deadline, Jersey City counselors who speak Spanish, as well as Tagalog and Creole, educated and enrolled residents in affordable healthcare plans through the federal exchange. Leaders of the Latino community also attended the event to help spread the word through their networks about the importance of enrolling for healthcare coverage.

“We have gone door-to-door throughout to community to reach people where they work, where they live and where the worship,” said **Mayor Fulop**. “We have partnered with community leaders and local non-profits to find the hardest to reach members of our community, as everyone deserves access to affordable healthcare coverage.”

At the kickoff of the Affordable Care Act in October of 2013, approximately 55,000 Jersey City residents, nearly 20 percent, were without healthcare coverage. Through the City’s **aggressive outreach with our network of certified application counselors**, Jersey City has **assisted 16,000 residents** in receiving healthcare coverage, which is more than any other city in New Jersey.

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Outreach has included partnering on a mobile navigator program through a **\$400,000 federal grant** that hired four bilingual counselors to visit businesses, community groups, and local non-profits to enroll residents using tablets. Only six federal grants were allocated in New Jersey, and Jersey City is the only municipality with a bilingual, mobile model.

“Thanks to the great work of Mayor Fulop and hundreds of community members statewide, over 211,788 Americans in New Jersey have signed up or re-enrolled in a health plan through the Federal marketplace. But our work is not done,” said **Director Archuleta, the highest-ranking Latina in the Obama Administration**. “When the ACA enrollment first began, an estimated 277,000 Latinos in New Jersey lacked coverage. That’s why I am here today representing the Obama Administration. With only two weeks left until the deadline, we must get the word out to as many people as possible.”

Due to Mayor Fulop’s aggressive outreach plan, Jersey City has been recognized as a national leader in registering residents for the Affordable Care Act, with four senior Obama Administration officials visiting Jersey City since the program began in 2013.

In December of 2013, U.S. Transportation Secretary Anthony Foxx visited the Jersey City Medical Center with Mayor Fulop for an enrollment event and to receive community feedback on the exchange. In January, U.S. Labor Secretary Thomas Perez also visited Jersey City to meet with Mayor Fulop, residents and community leaders regarding the Affordable Care Act. And last February, former U.S. Health and Human Services Secretary Kathleen Sebelius spoke at City Hall, using Jersey City as a model for local governments to encourage more residents to register for healthcare coverage through the Affordable Care Act.

“Mayor Fulop’s leadership is helping thousands of Jersey City residents get quality, affordable healthcare coverage under the Affordable Care Act,” said **Jackie Cornell-Bechelli, US Department of Health and Human Services Regional Director, Region II**. “Commitment from local leadership is the best way to ensure that the word gets out that February 15th is the deadline for Open Enrollment so that no one is left behind, and we’re grateful for this strong coalition.”

All media inquiries should be directed to Jennifer Morrill, Press Secretary for Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////