

SNAP In California: The CalFresh Program

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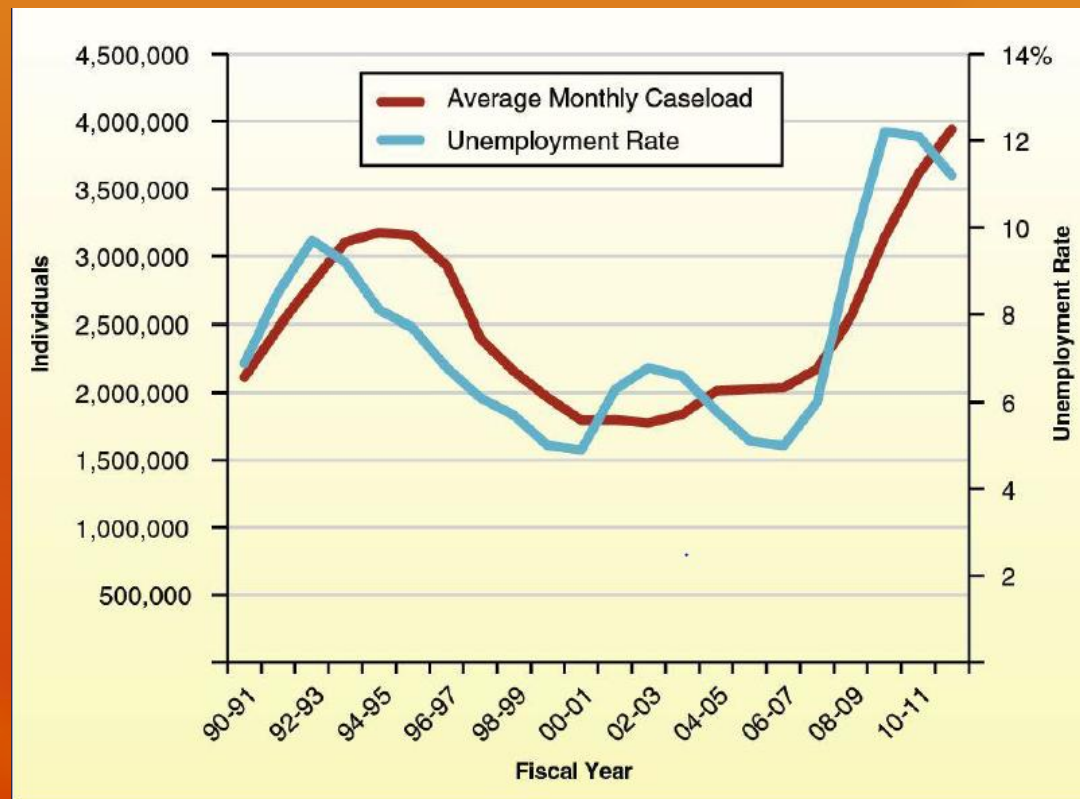
County Welfare Directors Association of California

SNAP-shot of California's CalFresh Program

- Currently In CalFresh:
 - Over 4 million Californians benefit from the program
 - Or, 1 in 9
 - 11% of the state population
 - \$149.05 average monthly benefit per person
- CalFresh growth:
 - Last five fiscal years = 84% growth in the program
 - Average annual growth rate = 16.8%

SNAP-shot of California's CalFresh Program

- California's SNAP enrollment has kept pace with unemployment



SNAP-shot of California's CalFresh Program

- Participation Rate estimated to be 55%
 - National average = 75%
- But, this doesn't tell the whole story:
 - SSI "cash out"
 - Large immigrant population
 - Fingerprinting requirement (repealed by AB 6 in 2011)
 - Frequency of reporting (changed by AB 6 in 2011)

Innovative Projects in California



CalFresh Projects – Golden Advantage Nutrition Program

- Pilot program launched in Spring 2012
- Concept: allow low-income seniors to use CalFresh (SNAP) benefits for voluntary donations at congregate meal sites or Meals on Wheels (funded through the Older Americans Act).
- Goals:
 - Provide additional resources for nutrition for low-income seniors,
 - Decrease stigma associated with “food stamps” among the elderly,
 - Increase participation in CalFresh among seniors.

CalFresh Projects – Golden Advantage Nutrition Program

- Partners include:
 - California Department of Social Services
 - California Department of Aging
 - California Department of Public Health
 - County Welfare Directors Association of California
- Pilot Counties:
 - San Diego County
 - Los Angeles County
 - San Francisco County
 - Sonoma County
 - Riverside County
 - Humboldt County
 - Lake County
 - Fresno County
- Catholic Charities of California
- California Association of Food Banks
- Area Agencies on Aging



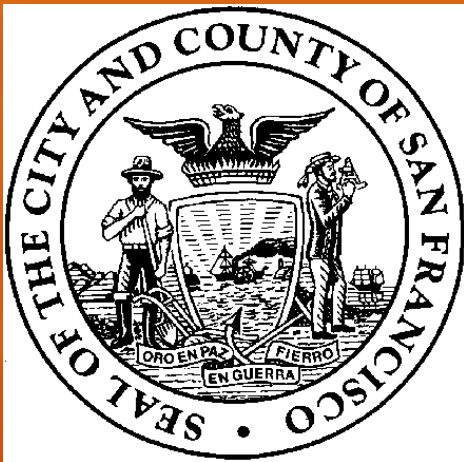
CalFresh Projects - Heat & Eat

- Implemented across California on January 1, 2013
- Nominal annual LIHEAP benefit for all households
- Full Standard Utility Allowance (SUA)
 - No verification of utility expenses required
- CalFresh households still eligible to apply for traditional Low Income Home Energy Assistance Program (LIHEAP)



CalFresh Projects - SnapFresh

- Developed by San Francisco county, in partnership with Code for America and Applications for Good
- A simple way for individuals to find the closest certified SNAP retailers *anywhere in the nation.*



CalFresh Projects - SnapFresh

- A national database of certified SNAP retailers, with:
 - Links to Google Maps for directions (walking, public transportation, driving)*
 - Information on the type of establishment so that users can determine the best option for their needs*

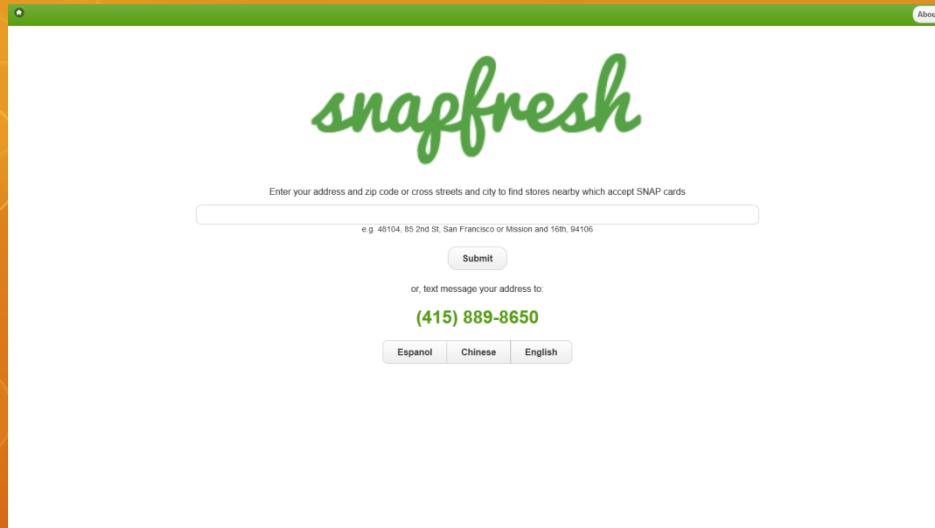
Website www.snapfresh.org	Mobile App** SnapFresh	SMS Text 415-889-8650
		

*website and mobile app only **iPad and iPhone only

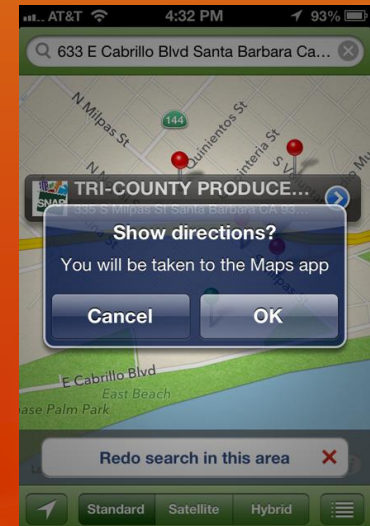
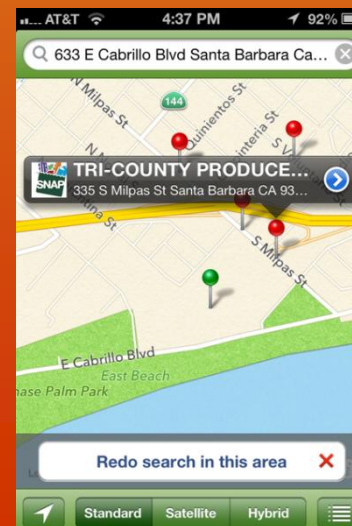
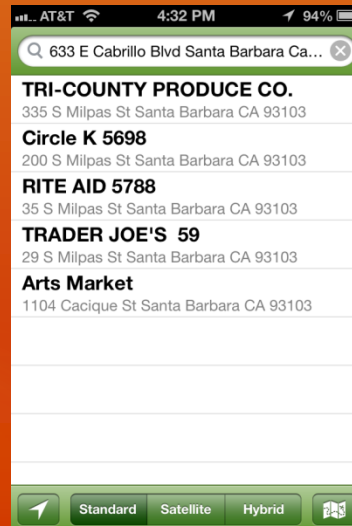
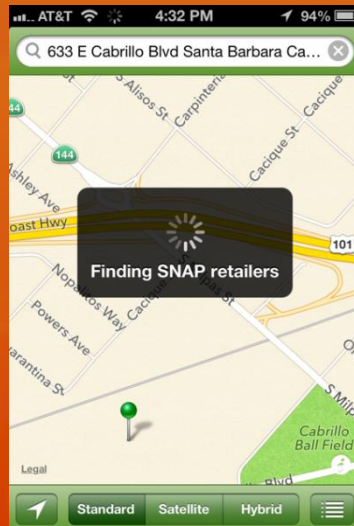
CalFresh Projects - SnapFresh

- Existing options include:
 - USDA SNAP retailer locator:
<http://www.snapretailerlocator.com/>
 - CA EBT Project Client website:
<https://www.ebt.ca.gov/caebtclient/cashlocationSearch.recip>
 - Signage at retailers
- SnapFresh combines the best of each option:
 - Multiple platforms available
 - Location-targeted searches
 - Results displayed in map and list format (website and mobile app only)
 - Filtering for Restaurant Meals Program and Farmer's Markets
 - Directions for walking, driving, and public transportation

CalFresh Projects – SnapFresh



The SnapFresh website interface features a green header with the "snapfresh" logo in a green script font. Below the logo is a text input field for an address and zip code, with a "Submit" button underneath. A secondary option to "or, text message your address to:" is followed by the phone number "(415) 889-8650" and three language selection buttons: "Espanol", "Chinese", and "English".



CalFresh Projects - Outreach

- Network for a Healthy California
 - Statewide movement of local, state, and national partners
 - Mission is to create innovative partnerships that promote the health of low-income Californians through increased fruit and vegetable consumption, physical activity, and food security
 - Contractors work with over 3000 CBOs to promote participation in CalFresh
 - Education
 - Application assistance
 - Prescreening
 - Follow-up to help ensure retention of benefits



CalFresh Projects - Outreach

- Los Angeles County's "Health & Nutrition Mobile Office"
 - Provides ADA- compliant mobile office space for screening and interviews
 - Monthly:
 - Average of 12 events
 - ~150 CalFresh applications and ~25 Medi-Cal (Medicaid) applications
 - Venues include
 - Farmer's Markets/Grocery Stores
 - Community Events
 - Other public and private non-profit events



CalFresh Projects - Outreach

- San Francisco County's monthly "CalFresh In A Day"
 - Partnership between San Francisco's Human Services Agency and San Francisco Food Bank
 - Monthly outreach events held at local food banks
 - Application assistors, CalFresh staff and supervisors
 - Applications taken and processed on the spot
- San Bernardino County's "CBO CalFresh Consortium"
 - Partnership with community and faith based organizations
 - Training, marketing materials, development of a CBO-portal for CalFresh applications

CalFresh Projects - Outreach

- Many counties have ongoing outreach projects:
 - Staff who are co-located at various sites – mental health clinics, senior centers, rural health centers, etc.
 - Partnerships with community-based organizations, faith-based-organizations,
 - Provision of training for community-based and faith-based organizations
 - Regular outreach at:
 - School events, health fairs, farmer's markets, employment events, migrant labor camps, local media interviews, churches, senior centers, grocery stores , homeless centers, work source centers.

Modernization Efforts

- California Department of Social Services' effort to modernize CalFresh – “CalFresh Refresh”
 - Elimination of fingerprinting requirement
 - Waiving face-to-face interviews
 - Screening all applications for Expedited Service
 - Telephonic signatures
 - Simplified reporting: semi-annual reporting
 - Email notifications
 - Other efforts

Horizontal Integration

- The Affordable Care Act has implications for CalFresh and other programs: horizontal integration is required
 - Streamlined, simple application and enrollment systems – integrated eligibility for health and human services
 - Interoperability between systems expected: the Health Benefit Exchange and the County SAWS systems
 - Goals: efficiency, cost-effectiveness, and comprehensively addressing families' needs
- But... federal regulations and guidance have not yet been issued
 - Definitions of horizontal integration and its implications are still loose and primarily focused on health programs

Horizontal Integration



- “Don’t Wait”
 - California is the first state to create and implement a health benefit exchange as envisioned in the ACA: Covered California
 - Enrollment through the web portal begins on October 1, 2013
 - Coverage begins in 2014
- “Choose Integration”
 - Interested parties strongly encouraging decisions that lead to greater integration
 - CWDA, SEIU, CDSS, the Alliance to Transform CalFresh, the Horizontal Integration Coalition

Horizontal Integration & CalFresh

- Nearly everyone eligible for CalFresh will be eligible for Medi-Cal (Medicaid)
- Most newly eligible for MAGI (Modified Adjusted Gross Income)-based Medi-Cal will be eligible for CalFresh
- But...
 - There are differences in the rules between the programs
 - Example: CalFresh households based on who purchases and prepares food together whereas MAGI Medi-Cal is based on who is claimed on taxes
 - Counties are the best repository knowledge regarding eligibility and program rules – we do this work every day

Questions & Comments