Expanding CalFresh to SSI Recipients
All Stakeholder Implementation Meeting #8

Tuesday, October 1, 2019
Hosted by the California Department of Social Services,
CalFresh and Nutrition Branch
How to Listen In

This webinar will be held in “listen only” mode.

There are two ways to connect to audio:

1. Via phone
2. Via computer
How to Ask Questions

In-Person
• Write your questions on the notecards provided

On-line
• Type your questions into the question pane on your control panel anytime during the presentation.

We will address as many questions as possible at the end of the presentation. We will follow-up on questions that we cannot get to during the live presentation.

Note: This webinar will be recorded. A link to the recording and all presentation materials will be posted on the Expanding CalFresh to SSI Recipients Webpage.
Agenda

• Welcome: Partnership in Focus
• Policy Overview
• Statewide Volume Updates
• Reports From the Field
• Updates: Implementation Strategies
• Discussion & Questions
Welcome:
Partnership in Focus
Policy Overview

The state budget for FY 18-19 enacted June 2018 allows older adults and people with disabilities receiving SSI/SSP to apply for CalFresh food benefits for the first time since the 1970s beginning June 2019.

**SSI/SSP**
There is NO change or reduction to SSI/SSP benefit.

**Cash Assistance Program for Immigrants (CAPI)**
CAPI recipients will receive a $10 per person grant increase.
Policy Overview

Two new state food programs created to mitigate harm to those households negatively impacted by the change:

• **Supplemental Nutrition Benefit** (SNB) Program will provide supplemental state-funded nutrition benefits to CalFresh households that experience a CalFresh benefit reduction at the time of implementation.

• **Transitional Nutrition Benefit** (TNB) Program will provide transitional state-funded nutrition benefits to CalFresh households that experience a CalFresh eligibility loss at the time of implementation.
Stakeholder Engagement

• All in partnership with CWDA and C4SSI

• Project Webpage (www.cdss.ca.gov/CalFreshSSI): monthly implementation summaries, advisory group meeting summaries, new materials, including data tables, policy guidance, customer experience resources, and outreach materials

• New Stakeholder Engagement 2020
Stakeholder Voice

Kate Creps, Executive Director
Heart of the City Farmers Market
Heart of the City Farmers Market

EXPANDING CALFRESH TO SSI RECIPIENTS: ALL STAKEHOLDER IMPLEMENTATION MEETING #8 | OCTOBER 2019
Statewide Volume Updates

1. CalFresh Statewide Application Volume
2. CalFresh Issuances & CalFresh Dollars
3. Outreach & Social Security Administration (SSA) CalFresh Application Volume
4. CalFresh Information Line (CIL) Call Volume
In Progress: Managing Implementation

Monitoring Volume Indicators - Applications

CalFresh Application Volume (CF 296):
April – August 2019 Comparison

<table>
<thead>
<tr>
<th>Month</th>
<th># of Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr-19</td>
<td>153,825</td>
</tr>
<tr>
<td>May-19</td>
<td>245,357</td>
</tr>
<tr>
<td>Jun-19</td>
<td>276,085</td>
</tr>
<tr>
<td>Jul-19</td>
<td>232,279</td>
</tr>
<tr>
<td>Aug-19</td>
<td>200,635</td>
</tr>
</tbody>
</table>
In Progress: Managing Implementation

Monitoring Volume Indicators – Total EBT Issuances

Total Number of EBT Issuances (Duplicated):
March – August 2019 Comparison

<table>
<thead>
<tr>
<th>Month</th>
<th>Total EBT Issuances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar-19</td>
<td>1,976,215</td>
</tr>
<tr>
<td>Apr-19</td>
<td>1,931,296</td>
</tr>
<tr>
<td>May-19</td>
<td>1,946,540</td>
</tr>
<tr>
<td>Jun-19</td>
<td>2,092,884</td>
</tr>
<tr>
<td>Jul-19</td>
<td>2,210,481</td>
</tr>
<tr>
<td>Aug-19</td>
<td>2,272,978</td>
</tr>
</tbody>
</table>
In Progress: Managing Implementation
Monitoring Volume Indicators – Total CalFresh Dollars ($) Issued

Total CalFresh Dollars ($) Issued: April – August 2019 Comparison

- April-19: $487,704,733
- May-19: $489,455,824
- Jun-19: $498,860,821
- Jul-19: $506,809,031
- Aug-19: $510,698,869
In Progress: Managing Implementation Monitoring Volume Indicators – Outreach

Statewide Outreach & SSA CalFresh Application Volume: April – August 2019 Comparison

*SSA began accepting applications on June 1, 2019
In Progress: Managing Implementation

Monitoring Volume Indicators – Call Volume

Statewide CalFresh Information Line (CIL) Call Volume:
April – August 2019 Comparison

<table>
<thead>
<tr>
<th>Month</th>
<th>Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr-19</td>
<td>18,611</td>
</tr>
<tr>
<td>May-19</td>
<td>86,477</td>
</tr>
<tr>
<td>Jun-19</td>
<td>54,706</td>
</tr>
<tr>
<td>Jul-19</td>
<td>23,760</td>
</tr>
<tr>
<td>Aug-19</td>
<td>21,455</td>
</tr>
</tbody>
</table>

Source: Verizon
**In Progress: Managing Implementation Monitoring Volume Indicators – Call Volume by Language**

* Cantonese, Korean, Russian, and Vietnamese languages were added to the Interactive Voice Response (IVR) on 4/24

**No Selection indicates the caller did not select any language, including English

Source: Verizon
Reports from the Field

1. San Bernardino County
2. Ventura County
3. Los Angeles County
4. Imperial County
5. California Association of Food Banks
6. California Department of Aging
Report from the Field: San Bernardino

One Coordinated Effort Campaign

- 100% Social Worker outreach with Aging and Adult Services
- County Nutrition Action Partnership (CNAP) with Public Health
- Ad Hoc Reports with Research, Outcomes and Quality Support Division
- Transitional Assistance:
  - Community Based Organization Workshops.
  - Reallocation of staff to intake prior to 6/1 implementation.
  - Customer Service Center SSI Add Person Call Queue
Report from the Field:
Ventura County (1 of 2)

Strategies for Maintaining Timeliness

• All intake staff shared in the increased workload.
• Intake staff worked considerable overtime.
• Support staff was prepared and application registration capability was increased prior to implementation.
• CalFresh was a priority.

Staff and supervisors worked hard, and managers did a great job motivating staff.
Outreach Efforts

• Continue to visit the Senior Centers
• New partners
• In-Reach
Report from the Field: Los Angeles County

Strategies Updates
- Active CalFresh households with excluded SSI/SSP members
- In-Home Supportive Services (IHSS) recipients
- New/New - Population not known to our systems

Outreach
- Direct by the Department
- Partnerships

Intake Customer Service Center (CSC)
Report from the Field: Imperial County (1 of 2)

Intake

CBO’s were contacted and informed of what was needed on CF applications for this new population to expedite the process.

E-App’s were centralized in one caseload where ET’s would screen for ES and provide an appropriate appointment.

Universal intake workers were converted to MC/CF workers with more appointments for SSI Expansion.

After intake worker appointments were over 2 weeks out, CalWORKs ongoing workers were assigned applications on a rotation basis.

Ongoing

Since our intake ongoing are located in two different offices, we adopted an “Any Door” approach where we would accept applications through our ongoing office reception in addition to the regular intake process.

Additionally, we worked with our IHSS staff, who asked their customers if they wanted to complete a CF application at the same home visit as their IHSS intake or renewal assessment.

Ongoing case increase: 1,213

Ongoing individual increase: 1,806
Report from the Field: Imperial County (2 of 2)

### CALFRESH APPLICATIONS RECEIVED

<table>
<thead>
<tr>
<th>June through August</th>
<th>Average Applications Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,199</td>
</tr>
<tr>
<td>2019</td>
<td>1,819</td>
</tr>
<tr>
<td>Difference</td>
<td>620</td>
</tr>
<tr>
<td>% Increase</td>
<td>52%</td>
</tr>
</tbody>
</table>

### CALFRESH APPLICATIONS DISPOSED

<table>
<thead>
<tr>
<th>June through August</th>
<th>Public Assistance (PA)</th>
<th>Non-Assistance (NA)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>46</td>
<td>760</td>
<td>807</td>
</tr>
<tr>
<td>2019</td>
<td>428</td>
<td>769</td>
<td>1,197</td>
</tr>
<tr>
<td>Difference</td>
<td>382</td>
<td>9</td>
<td>391</td>
</tr>
<tr>
<td>% Increase</td>
<td>824%</td>
<td>1%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Report from the Field: California Association of Food Banks

- Application Volume Updates
- Outreach Updates
- Challenges
- Success Story: River City Food Bank
Area Agencies on Aging (AAA) provide services targeted to older adults and adults with disabilities in all 58 counties.

Agency-Wide CalFresh Expansion Outreach and Assistance

1. Effective Outreach
   - Info & Assistance (I & A), Nutrition Programs, Case Management, Health Insurance Counseling and Advocacy Program (HICAP), Senior Community Service Employment Program (SCSEP)

2. Reaching older adults where they are
   - Congregate meal sites, in the home, senior housing, health fairs

3. Pre-Screen to Application Assistance
   - I & A staff pre-screen all callers: raise awareness and take action
   - Connect with clients: generate interest and educate, schedule face-to-face appointments
Report from the Field: California Department of Aging (2 of 2)

Best Practices

1. Advocate for the client
   • Prompt for all potential deductions
2. Follow through for success
   • Ensure interview completed and benefits confirmed
3. Reach rural areas
   • Targeted efforts to assist older adults in areas with limited resources

Feedback from AAA clients

• Easy to apply
• Supported in the process
• Empowered by knowledge of the process
Four Implementation Strategies: Recap

1. Engage and empower clients
2. Target outreach for awareness and assistance
3. Streamline customer experience at initial application and beyond
4. Develop policy, automation, and training foundation
1. Engage and Empower Clients

- Client stakeholders
- Client stories
- Client journey mapping
- Client Data Technical Workgroup
2. Target Outreach for Awareness and Assistance

- Outreach kits and campaign
- Comprehensive partner network for outreach/in-reach
- Application assisters serving older adults and people with disabilities
- Application assistance tools expanded and translated: online, in-person, and by phone
Update: Communications Plan

- **Statewide Media Clips** ongoing, including news, letters, op-eds, more

- **Social media samples** in English, Spanish, Chinese, Vietnamese & Russian posted

- **ASL Video Log (Vlog)** posted on CalFreshFood.org
Update: Radio PSA

Radio: August 2019 – September 2019

- :30 – English and :30 – Spanish
- English, Spanish, Cantonese/Mandarin, Russian, Vietnamese, and Korean
- 14 markets in 36 counties
- Success data measures available November 2019 with key indicators: aired spots, reach/frequency, gross impressions
Update: Social Media Campaign

- Launching October 2019
- Audience includes older adults, people with disabilities, and caregivers
Social Media Video Screening

The goal is to drive newly eligible individuals to CalFreshFood.org to increase the number of people who apply for CalFresh Food benefits.

:45 Video – Older Adults
:45 Video – People with Disabilities
:45 Video – Caregivers
3. Streamline Customer Experience

- County “Framework of Solutions” for successful implementation
- County technical assistance, peer trainings, and resource kits
- Statewide service enhancements
Update: Framework of Solutions Resource Tool Kit 4.0

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CalFresh Expansion for SSI Recipients Worker Talking Points

1. **Question:** What is the CalFresh Expansion for SSI Recipients?  
   **Answer:** The caller may refer to the CalFresh Expansion as the "Revolution of Cash Out" or "SSI Cash Out."  
   Note: The caller may refer to the CalFresh Expansion as the "Revolution of Cash Out" or "SSI Cash Out."  

2. **Question:** What do I need to do to get CalFresh benefits for my household?  
   **Answer:** To obtain the benefits, you must call the CalFresh hotline to schedule an appointment or apply online.  
   Note: CalFresh and IHSS recipients must call the EDD telephone line (866-866-5180) to complete the application process.

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**CalFresh**

**How much food could you buy with an extra $15 per month?**

**IHSS SSI RECIPIENTS:** Starting Summer 2019, you could get CalFresh!

**What is CalFresh?**

CalFresh is a program that helps you buy food. Benefits are delivered on an Electronic Benefit Transfer (EBT) card that works like a bank debit card at participating supermarkets, convenience stores, and Pinnacles Markets.

**How much could I get?**

Below are examples of potential CalFresh benefits for a two-person household. Providing proof of medical expenses may yield more food benefits.

**How do I apply?**

It’s easy to apply for CalFresh. You can call, visit, or come in to your nearest Santa Barbara County Department of Social Services office.

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**CalFresh**

**Credit**

www.CalFresh.gov California 1-800-342-0487

**Contact**

TTY (O) \* 711

(800) 342-0487

2013-05-22
4. Develop Policy, Automation, and Training Foundation

- Policy guidance, notices, and forms
- SAWS automation
- USDA, SSA, and Tribal partnerships
- Policy webinar training series
Updates: Data Technical

The CalFresh Data Dashboard “Expanding CalFresh to SSI Recipients” tab is live.

CDSS has posted county-by-county June, July & August Expansion Data.
Expansion Implementation Progress:
Total Newly Eligible SSI Recipients Receiving CalFresh

- SSI Recipients Estimated to be Eligible and Participate in CalFresh:
  - 405,900 (CDSS Estimate)

- Progress as of:
  - June 1, 2019: 100,000
  - June 2019: 134,275
  - July 2019: 226,185
  - August 2019: 278,193
  - December 31, 2019:

Source: CalFresh Data Dashboard
New CalFresh Households with SSI Recipients

New CalFresh Applications Processed in the Month Containing at Least One SSI Recipient Member: June – August 2019 Comparison

Source: CalFresh Data Dashboard
SSI Recipients Receiving CalFresh

Persons Receiving SSI in New CalFresh Applications Processed in the Month:
June – August 2019 Comparison

Source: CalFresh Data Dashboard
Impact of Expansion on Existing CalFresh Households

Outcome of Expansion on Continuing Households by August 2019

- CalFresh (Increase/No Change)
- CalFresh/SNB (Decrease)
- TNB (Loss of Eligibility)

Source: CalFresh Data Dashboard
Next Steps: Data Technical

Additional Updates to Data Dashboard in the Works

SNB/TNB Demographics and Characteristics
- Language, Race/Ethnicity
- Average SNB/TNB Benefit Amount
- Average Household Size
- Receipt of CalWORKs

More details about newly eligible households…
- Average Benefit Amount
- Average Household Size
- Standard Medical Deduction Utilization
- Homeless Shelter Deduction Utilization
- And more!
Stakeholder Engagement Survey

Let us know what you think.
Take the Stakeholder Engagement Survey!
Discussion and Questions