Introduction

CalFresh Outreach (CFO) for Federal Fiscal Year (FFY) 2019 (October 1, 2018 – September 30, 2019) was conducted by eight prime contracting agencies. Three of these were new prime contracting agencies and their local implementing community-based organization (CBO) networks, contracted to conduct outreach and application assistance as a result of the Expansion of CalFresh to recipients of Supplemental Security Income (SSI), referred to as the ‘CalFresh Expansion’ throughout this report. These eight prime contracting agencies include the California Association of Food Banks (CAFB), Catholic Charities of California (CCC), California State University, Chico Center for Healthy Communities (CHC), INFO LINE of San Diego County (211SD), Redwood Community Health Coalition (RCHC), the California Department of Aging (CDA), the California Department of Rehabilitation (DOR), and the California Department of Developmental Services (DDS). Under the guidance of these eight prime contractors, 221 subcontractors operated to provide CalFresh application assistance and outreach.

CDSS continued its local assistance contract with Code for America (CfA). The contract with CfA is directly funded through the California Department of Social Services (CDSS) with state general fund resources, as well as special funding provided for the CalFresh Expansion. As a CDSS contractor, CfA’s scope of work (SOW) efforts are included in the overall CFO SOW efforts for FFY 2019.

Major Accomplishments

CFO has been conducted in California since 2002. In FFY 2019, CFO continued to focus on increasing access to food assistance through outreach, application assistance, and reduction of program churn (eligible clients cycling on and off CalFresh food benefits). This year, CFO contractors conducted allowable outreach activities in all 58 counties across California. The FFY 2019 CFO Plan generated an estimated $28.48 million in total spending. Of this total estimated spending, $12.8 million is State Share
and $10.8 million is Federal Share for CalFresh Outreach activities\(^1\). Included in this total spending is an estimated $2 million in expenditures for the CalFresh Expansion as well as almost $2.9 million for CfA’s contract to provide online application assistance via GetCalFresh.org.

**CalFresh Expansion Outreach Implementation**

CFO provided application assistance, program development, trainings, and technical assistance to ensure the successful state-wide implementation of the CalFresh Expansion to individuals who receive SSI. To effectively reach and serve this newly eligible population, CDSS broadened its relationships with CfA and 211SD to increase outreach and provide application assistance in multiple languages in additional counties. CDSS entered into new interagency agreement partnerships with CDA, DOR, and DDS to provide outreach and application assistance though each of these state agencies’ local implementing CBO networks, which focus on serving older adults and people with disabilities. These are key demographics that were not previously covered by existing CFO partners and are considered key to a successful CalFresh Expansion campaign. CDSS also partnered with the California Association of Food Banks to provide onboarding and CalFresh outreach and application assistance trainings for the three new state partners and their local implementing CBO networks.

CDSS also hosted and facilitated the CalFresh Expansion Outreach Advisory Group, which was an invitation-only stakeholder workgroup that was comprised of the CalFresh Outreach prime contractors including CDA, DOR, and DDS, the County Welfare Directors Association, County Welfare Departments, the Californians for SSI Organization, and other advocates for public service programs. The CalFresh Expansion Outreach Advisory Workgroup meetings were held monthly at first, for pre-implementation strategizing for this significant policy change, then bi-monthly from August 2018 to August 2019 to advise on all CalFresh Outreach related items associated with the CalFresh Expansion, both pre-implementation and post-implementation.

**California State University, Chico Center for Healthy Communities Subcontractor Expansion**

California State University, Chico Center for Healthy Communities (CHC) has increased their CFO reach by providing oversight and support to 5 CBOs in the Far North and 36 college campuses throughout California, in partnership with the California State

\(^1\) State and Federal Share totals are based on invoices received through 1/28/2019 (not including invoices for CalFresh Expansion Outreach).
University (CSU) and California Community College (CCC) Offices of the Chancellor. This has led to a total increase in their CBO partnership in FFY 2019 of 30 CBOs, compared to 11 CBOs in FFY 2018.

To assist with building capacity, CHC has identified phases to assist subcontractors in contract implementation. This is to ensure subcontractors have a strong foundation for providing direct services, which will in turn help meet or exceed program deliverables. To further their reach, CHC continues to work with the CCC and CSU Offices of the Chancellor to provide system-level outreach activities and statewide communications through existing state meetings and conferences with topics on CFO. Lastly, CHC has partnered with CDSS to create a statewide student handbook that will provide a comprehensive student-focused guide for campuses that are starting or have an already established CalFresh Outreach program. The handbook will clearly define and outline the application process from start to finish and share best practices that have been collected from college campuses across the state.

**Scope of Work Highlights:**

The FFY 2019 CFO Plan included six measurable Scope of Work objectives:

1. CalFresh pre-screens
2. CalFresh applications submitted
3. CalFresh applications approved
4. Semi-Annual reports submitted
5. Annual recertification applications submitted
6. Partnerships.

CFO expanded the measures for the FFY 2019-2021 contract cycle to include pre-screens and partnerships. CalFresh pre-screens are the number of all persons who were asked a set of targeted questions about CalFresh eligibility prior to application assistance. CalFresh Partnerships are the number of trainings and collaborative meetings with other non-CalFresh Outreach agencies serving the targeted populations to expand best practices and facilitate program access.

Here are some CalFresh Outreach SOW highlights from FFY 2019:

- 1,281,234 clients were pre-screened for CalFresh.
- 531,385 households submitted CalFresh applications with assistance from CFO contractors, resulting in 250,630 new households approved for benefits.
• 4,985 households were assisted with the CalFresh recertification process, resulting in an estimated 4,736 households keeping their food benefits.

• 36,025 clients received assistance with Semi Annual Reporting (SAR-7 form) to continue receiving food benefits.

• 3,857 partnerships were formed to strengthen CalFresh outreach and application assistance efforts.

• This investment in California’s CFO Plan yielded an estimated $847.7 million in CalFresh benefits that were brought into the state by new and retained recipients.

• CFO contractors worked closely in their communities to educate potentially eligible people about CalFresh, including the following target populations:
  o Households with children, age under 18
  o Households with older adults, age 60 and above
  o Households receiving SSI/SSP
  o Households who speak languages other than English
  o College students
  o Working low-income households
  o Veterans and military families

• CFO contractors worked with CalFresh-eligible clients to provide program information, answer client questions, and assist with the application process through a variety of activities, including tabling at events and partnering with other agencies and non-profits.

• CFO contractors registered with the three online eligibility consortia portals (YourBenefitsNow [YBN], C4Yourself, and MyBenefits CalWIN [MyBCW]) to submit electronic applications. Contractors with subcontracting agencies worked with their subcontractors to ensure each knew how to use the online consortia portals. Additionally, Contractors registered and submitted applications through the online application assistance tool GetCalFresh.org.

• Contractors continued to strengthen and build relationships with county partners to benefit clients and facilitate the application submission process.

• Contractors met regularly with CDSS to discuss program challenges and share best practices and other program observations.
Technical Assistance and Training

- CDSS continued to provide ongoing training and technical support to all contractors in person, via webinar, conference call, and telephone.

- In identifying individual technical assistance needs, CDSS was able to offer specific support in areas such as onboarding and programmatic training tools, streamlining the invoicing processes, streamlining methods for extracting relevant data for the use of improved service, understanding and implementing telephonic signatures, and expanding outreach content and materials to multiple languages to address language access barriers.

- CDSS held two biannual in-person “Connect” meetings in December 2018 and July 2019 and two quarterly “Connect” calls in March and October of 2019. These Connect calls and meetings brought together the CalFresh Outreach Prime Contractors to learn from each other and to share updates and lessons learned on hot topics like CalFresh Expansion, revised and updated CalFresh materials and toolkits, and major program policy changes that affect our CalFresh Outreach network. During these meetings, contractors lead discussions and activities based on sharing best practices, including how to support local subcontracting networks, tangible tools for outreach and application assistance, discovering challenges and solutions, experiences and lessons learned, and brainstorming ideas on how to improve their various targeted outreach strategies.

- CDSS, in collaboration with CAFB, conducted and delivered a series of CalFresh outreach and application assistance webinars and in-person trainings for our three newly contracted state partners and their local implementing CBO networks. These webinars and trainings focused on the CalFresh Outreach program, onboarding, CalFresh eligibility, outreach, and application assistance.

- CDSS conducted two fiscal desk and site reviews with CAFB, and CHC, along with subcontractor, California State University, East Bay. CDSS offered feedback and technical assistance throughout and following each fiscal desk review and site visit.
Code for America

CfA provides clients with a simplified, user-friendly, mobile application solution via GetCalFresh.org. In FFY 2019, CfA expanded their CalFresh Outreach and application assistance with GetCalFresh.org to all 58 counties beginning May 28, 2019. To achieve statewide availability of the tool, CfA onboarded 24 counties to GetCalFresh.org and provided intensive training and support to all county operations teams. This was to ensure they were ready to handle the influx of online applications associated with the CalFresh eligibility change affecting SSI recipients in California. GetCalFresh.org was the statewide “Click” option in the “Click, Call, Come-In” campaign for the CalFresh Expansion that was implemented as of June 1, 2019, and was instrumental in providing the program with a single, statewide point of entry online.

CDSS continued its partnership with CfA to provide technical assistance and statistical reports to provide data driven outcomes for the GetCalFresh.org online application assistance tool. This data provided valuable insights to help maximize and target application and outreach strategies. The CfA team:

- Developed the first-ever CalFresh online application assistance tool for Social Security Administration workers to submit CalFresh applications directly to county eligibility workers on behalf of SSA clients, which provided real-time data on these efforts. This is a manual, paper process in every other state.

- Focused on language access by enhancing the multi-lingual support of GetCalFresh.org. In addition to the existing English and Spanish versions, Traditional Chinese went live on the site on July 15, 2019.

- Assisted three state agencies (CDA, DOR and CDA) and their partner networks with GetCalFresh.org CBO accounts to allow new partners to be able to submit CalFresh applications via the portal.

- Helped existing CalFresh recipients keep their benefits and navigate the program recertification process with an online SAR-7 feature, available in 12 counties.

- Worked with third-party experts to assess GetCalFresh.org accessibility and implemented recommendations to ensure the widest range of people can interact with the tool.
- Partnered with Los Angeles Department of Social Services in October 2018 and recommended a “Later Doc” feature to the YBN/LRS CBO portal in November 2018 to allow applicants to upload verification documents to the portal.

- Analyzed metrics to identify patterns or potential barriers that prevent clients from applying or being approved for benefits and addressed those barriers in GetCalFresh.org by modifying the interface or adding more clarification to various sections.

- Improved questions on GetCalFresh.org and measured the effects of the change through user research and analysis of data.

- Brought human-centered design practices and concepts into counties to improve client outcomes.

- Expanded two-way communication to respond to client feedback or barriers.

**CalFresh Information Line**

The CalFresh Information Line (CIL) continued its operation in FFY 2019 and was the statewide “Call” option in the “Click, Call, Come-In” campaign for the CalFresh Expansion. The total call volume was 309,241 in FFY 2019, which was an increase of 133.9% compared to FFY 2018, likely due to the “Click, Call, Come-In” campaign to enroll newly eligible SSI recipients. Starting April 24, 2019, the CIL was updated to include Cantonese, Vietnamese, Russian, and Korean to the existing English and Spanish options. Clients continued using the CIL primarily during business hours on weekdays. CDSS is exploring ways to make the CIL more useful to Californians seeking program information or assistance from their county office in FFY 2020.

**Statewide Collaboration, Partnership and Events**

CDSS continued to explore ways to work with other state agencies, counties, and our federal partners to improve program effectiveness. Some of those efforts included:

- Partnership with the California Department of Education to create a co-branded CalFresh food benefits back-to-school informational flyer.

- Partnership with California’s Health and Human Services Agency and their Census 2020 efforts to create a cross-promotional, information page. This information page was used as a template and resource for existing CalFresh
Outreach networks to bring much-needed awareness of the importance of the 2020 Census.

- Partnership with the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) to create a “New Moms” toolkit to increase dual enrollment participation in both CalFresh and WIC.

- Partnership with the Office of State Printing at the Department of General Services to print and ship revised and rebranded CalFresh Outreach materials to CFO contractors

Direct Service Accomplishments

Outreach contractors worked diligently to improve awareness of and participation in CalFresh, especially among working households with low-income with children, older adults, people with disabilities, students, supplemental security income recipients, veterans and military families. CFO contractors distributed materials to inform potentially eligible households about CalFresh and participated in local, collaborative meetings to promote CalFresh, while providing training and technical assistance to other agencies that serve the targeted populations. Contractors also worked with existing CalFresh participants to assist and provide information on necessary forms and reporting requirements to ensure they remain eligible for the program.

The following are highlights for FFY 2019 from each of the prime CFO contractors:

- **2-1-1 San Diego (211SD)** provided telephonic application assistance during the CalFresh Expansion with a special focus on SSI/SSP recipients with language access barriers. Their outreach efforts resulted in over 6,000 additional inbound calls and almost 4,000 new CalFresh applications submitted from SSI recipients, which resulted in over 3,000 approved applications from this population. 211SD and their network of CBOs utilized technology and data to improve the client experience, as well as to improve their outreach strategies.

2-1-1 Orange County implemented telephonic signature to accept applications completely over the phone starting August 1, 2019, which increased applications submitted and decreased the client-no show rate compared to pre-implementation of telephonic signature.

211SD and their network of CBOs emphasized partnerships with outside organizations that had a positive impact in the communities they served, including
various County Welfare Departments. 211SD partnered with Kaiser Permanente to develop several campaigns to educate and enroll Kaiser Permanente members into CalFresh.

In addition, 211SD’s Outreach in the community significantly increased with an average of 10 events per month, including monthly participation at Farm to Family community events and events that support people experiencing homelessness.

- The California Association of Food Banks (CAFB) placed a strong focus on partnerships and trainings over the past year. CAFB hosted quarterly regional meetings for managers at subcontracting organizations as well as their annual Peer to Peer meeting, bringing together all their subcontracting application assisters. CAFB also partnered with CDSS to provide CalFresh eligibility training to CDA, DOR, and DDS, and their local implementing agency networks. These trainings were conducted both via webinar recordings and through regional, in-person training events. CAFB partnered with several of their subcontracting application assisters to assist in these trainings, further strengthening their own network’s ability to provide CalFresh outreach and application assistance with potentially eligible clientele.

With the CalFresh Expansion in 2019, CAFB’s application assistance network also began targeting their efforts at older adults and people with disabilities at resource fairs, senior centers, senior apartment complexes, farmers markets, and more, with much success. Several of CAFB’s subcontracting application assisters had exceeded their annual target application assistance goals prior to the end of summer and continued to sustain these strong numbers through the end of the year.

- Catholic Charities of California (CCC) continued to emphasize the importance of their strategic partnerships by providing ongoing support and training for their subcontractors. They utilized subcontractor and application assistor trainings such as eligibility assessments, training scenarios, CalFresh Expansion information, and more. They worked directly with their subcontractors to ensure they had the resources they needed to provide excellent service. CCC also hosted an annual peer to peer event where they engaged directly with each subcontractor in person.

The Catholic Charities Diocese of Fresno has had great success staffing and offering enrollment assistance at local food distribution sites in Kern, Fresno, and Merced counties. Staff are located at the food pantry in Fresno and Bakersfield five-days a week. Both the Fresno and Bakersfield food pantry hold United State Department of Agriculture (USDA) Commodity Distributions during the month; hold neighborhood markets; and in partnership with the Community Action Partnership of
Kern (CAPK) Food Bank, hold farmers’ markets where fresh produce is distributed to the community during specified days of the month. The Catholic Charities Diocese of Fresno offers both CalFresh outreach and application assistance at each of these events.

- **CSU, Chico, Center for Healthy Communities (CHC)** partnered with five CBOs in the far northern part of the state to provide outreach to community members primarily comprised of older adults and/or people living with disabilities with low-income. Since transportation is an ongoing barrier for this population, CHC has been most successful at its outreach by meeting clients where they are (apartment complexes, assisted living facilities, etc.), and by providing one-on-one assistance with the GetCalFresh.org application assistance tool.

Through partnerships with other local organizations, CHC helped to support the acquisition of broadband services and improve technological literacy among this population. In addition to transportation and technological literacy barriers, CHC has worked to reduce the stigma surrounding CalFresh benefits by creating and using appropriate messaging to encourage high-need residents in the far north to apply.

In the far north, Siskiyou County Office of Education worked in conjunction with Shasta Community College to assist with the submission of CalFresh applications. Of the total applications submitted by this subcontractor, 55% were college students. As a result, CHC will continue to build relationships, with other sister community colleges to increase program deliverables as a best practice.

CHC not only provided support to the far northern areas of California, but to colleges throughout California. Each college system (UC, CSU, CCC, and the Association of Independent California Colleges and Universities) is unique with different levels of administrative support and programmatic experience.

- **Redwood Community Health Coalition (RCHC)** application assistors conducted an over-the-phone pre-screening, for all available programs (CalFresh, Medi-Cal and Covered California) as an established best-practice. During this process, clients were provided with a list of applicable programs or benefits. Clients were given instructions on the verifications needed to maximize the time of their scheduled appointment. This resulted in an increase in enrollments and initiated client access to benefits in a timely manner.

Additionally, both the Alameda Health Clinic (AHC) and the health centers helped member populations understand the Able-Bodied Adults Without Dependents
(ABAWD) time limit by facilitating communication with the county, helping identify work activities that would satisfy the work requirement, as well as exemptions to the time limit. AHC planned and prepared trainings regarding the rule changes impacting ABAWDs in California. AHC conducted presentations about CalFresh 101 and ABAWD rule changes, as well as discussed in detail with clinic representatives about the types of work requirements and numerous exemptions their patients might qualify for. In addition, AHC provided materials such as handouts, fact sheets, and brochures describing ABAWD implementation and how it could impact CalFresh food benefits.

- The California Department of Aging (CDA) worked with their local implementing network, the Area Agencies on Aging (AAA), to implement CalFresh outreach and application assistance for older adults at various worksites and through various methods, including in-person, via telephone, and on-line. The AAAs partnered with nutrition program sites through the Health Insurance Counseling & Advocacy Program (HICAP), the Senior Community Service Employment Program (SCSEP), various farmers markets statewide, and other partners to target CalFresh messaging to older adults outside of the actual AAA centers.

CDA, in partnership with the CDSS CalFresh Outreach team, created a pre-screening tool that allowed for the AAAs to effectively pre-screen potential CalFresh clientele and schedule appointments to follow through with the application process. During the application assistance process, the AAAs’ best practice is to provide the client with a list of documentation that the county will request, including proof of medical expenses, during the interview to determine eligibility and benefit amount. The AAAs provided high-level application assistance by following up with clients weekly to ensure the county contacted them for their interview, and to document the outcome.

- The California Department of Rehabilitation (DOR) partnered with their local implementing agency network, the Independent Living Centers (ILC), throughout California to provide CalFresh outreach and application assistance to people with disabilities and their caregivers. Many ILCs attended CalFresh eligibility trainings to gain more in-depth information on CalFresh and how-to better assist consumers with the application process. ILCs work in their local communities to inform consumers about the CalFresh Expansion through the distribution of outreach materials at community events and through other local community partnerships.

- The California Department of Developmental Services (DDS) worked with their local implementing agency network, the Regional Centers (RC) to provide CalFresh
outreach and application assistance to people with disabilities and their caregivers. The RCs have trained their service coordinators to prescreen for eligibility and provide application assistance to their RC clientele. DDS and the RCs attended partnership trainings on CalFresh that included CalFresh eligibility training, which has been critical for administering CalFresh at their administrative and local levels. The RCs have established relationships with local food banks as subcontractors to target a wider clientele base.

**Major Challenges and Solutions Developed**

CDSS’ contractors faced data reporting challenges with electronic applications in FFY 2019. Specifically, there were challenges with the creation of individual CBO accounts that receive application data, as well as gaps in program outcome data. CDSS provided technical assistance to the three newly contracted state departments (CDA, DOR, DDS), as well as their network of CBOs by providing a resource guide and communications on CBO account creation. CDSS also provided a list of contacts at County Welfare Departments for assistance with CBO Account creation.

In addition, CDSS partnered with CfA to assist the new state departments and their networks with GetCalFresh.org CBO account creation by providing their own resource guide and communications on the topic. The CfA team assisted CBOs with linking their own GetCalFresh.org CBO account to their own MyBenefits CalWIN account in order to receive program outcomes from the CalWIN eligibility consortia. CDSS addressed all data reporting issues raised by CFO contractors and mitigated the gaps in program outcomes with estimates based on existing program outcomes from the custom reports in CalWIN and C-IV consortia.

CDSS continued to work with the LEADER Replacement System (LRS) consortium to develop custom reports detailing CFO activities in Los Angeles County. The lack of custom reports from Los Angeles County continued to be a barrier to reporting on program outcomes.

CDSS has continued encouraging the use of electronic application submission including the use of CfA’s GetCalFresh.org online application tool (though contractors are permitted to use paper applications if the client prefers). CDSS has worked with contracted agencies to accurately track electronic and paper application submissions. One of the most effective and efficient methods for increasing the number of submitted applications has been the use of CfA’s GetCalFresh.org online application assistance tool. CDSS partnered with CfA and C-IV to receive program outcomes for C-IV applications submitted through GetCalFresh.org, because there has been a delay in
retrieving application outcomes submitted in this manner. We are hopeful that sometime in FFY 2020, the CDSS partnership with CfA and C-IV will allow for program outcome data in FFY 2020.

CHC experienced an overall delay in contract execution, which contributed to a delay in hiring staff and the implementation of contract activities, which greatly impacted the Scope of Work deliverables. As a result, CHC identified different phases of contract implementation, which included the importance of establishing a strong foundation prior to direct services and elevating direct services in order to meet or exceed program deliverables. CHC outreach efforts were captured through prescreening, but the methods for obtaining prescreening numbers vary site by site and have proven to be inconsistent and underreported. CHC hopes to collaborate with other contractors to work on a tracking system for prescreens.

In order to mitigate the challenges experienced by CHC, CDSS worked to provide a technical assistance strategy that included weekly calls that segmented each issue. This helped identify root causes for the gaps in SOW ad worked on finding solutions so CHC could provide more targeted outreach and meet their programmatic goals in their next contract year. Furthermore, CDSS plans to address prescreening criteria moving forward in the next contract cycle.

CDSS faced challenges executing agreements with the three new state departments on a short timeline in advance of the CalFresh Expansion in 2019. Because these three new partners had very little to no prior experience with CFO, CDSS had to provide significant technical assistance and staff time for onboarding. This increased workload for CDSS, including training and orientation to CFO fiscal and data reporting processes. Furthermore, the network of CBOs under the new state agency partners that would be providing the on-the-ground CalFresh outreach and application assistance had very little to no experience with CalFresh, both from a policy standpoint and in terms of providing application assistance. Both partnership challenges hindered the actual processes of outreach and application assistance and delayed initial implementation.

To mitigate these challenges and help onboard the three new state partners, the CDSS CalFresh Outreach team created a series of level-setting webinar trainings: the Access for All series, which expanded on providing program access and customer service to these newly eligible populations, basic CalFresh policy webinars (noted as the CalFresh Policy series), and CalFresh Outreach specific webinars on the reporting and fiscal processes required of all CFO program partners.
The CDSS CalFresh Outreach team also implemented a communication strategy which involved sending weekly communications that led up to the *CalFresh & SSI Outreach Campaign Kick-off* in April 2019 and the *CalFresh New Prime Outreach Contractor Onboarding*. These communications, which the state agencies would then share out to their CBO networks, addressed key past, current, and future items in relation to the CalFresh Expansion.

CDSS leveraged its partnership with the CAFB’s expertise in training and understanding of the fundamentals of CalFresh outreach and application assistance to co-facilitate a prime contractor onboarding training to the three new state department partners. CAFB also helped facilitate four regional trainings to the three new state partners and their CBO networks on the fundamentals of CalFresh policy and application assistance. CAFB also produced a walk-through CalFresh policy webinar and a fiscal webinar, to be used in a real-time, ongoing basis, and as needed for both current and new contractors to the CalFresh Outreach network. Participants provided positive feedback about the trainings. They were a valuable resource for a successfully implementing CalFresh outreach and application assistance to the Supplemental Security Income population at local levels.

**Results**

CalFresh Outreach contractors and their CBO networks continued to work with hard-to-reach populations by complementing county efforts and providing improved program access through assistance with electronic and paper applications. Overall, more eligible people received CalFresh benefits through CFO application assistance and recertifications than in previous years.

Although the CFO program increased spending by 41% in FFY 2019 compared to FFY 2018, the results for FFY 2019 show that the numbers of applications submitted, applications approved, and SAR 7s more than doubled in comparison. The decrease in the number of Recertification assistance in FFY 2019 compared to FFY 2018 was likely due to the significant efforts of CFO application assistors to help newly CalFresh eligible SSI recipients apply for CalFresh food benefits.

Table 1 compares key SOW outcomes from the work accomplished in FFY 2019 to the work accomplished in FFY 2018. The number of applications submitted increased 145% and the number of applications approved increased 186% in FFY 2019. Significant efforts by contractors to provide SAR 7 assistance contributed to improved retention of eligible clients, ensuring people who need CalFresh benefits were able to retain them. Total program spending, including the CDSS CfA contract, was approximately $28,478,000 in FFY 2019.
Table 1: Comparison of FFY 2018 to FFY 2019 CFO Results

<table>
<thead>
<tr>
<th></th>
<th>Applications Submitted</th>
<th>Applications Approved</th>
<th>SAR 7s</th>
<th>Recertifications</th>
<th>Total Spending</th>
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<tr>
<td>2018</td>
<td>216,475</td>
<td>87,584</td>
<td>14,488</td>
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<tr>
<td>2019</td>
<td>531,385</td>
<td>250,630</td>
<td>36,025</td>
<td>4,985</td>
<td>$28.48 M</td>
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<tr>
<td>Difference</td>
<td>+145%</td>
<td>+186%</td>
<td>+149%</td>
<td>-50%</td>
<td>+41%</td>
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Tables 2-a and 2-b compare key SOW estimated outcomes and actual work accomplished by Prime contracting agencies and CfA in FFY 2019 in summary (Table 2-a) and in detail (Table 2-b).

Table 2-a: Summary FFY 2019 Agency Outreach Activities and Results

<table>
<thead>
<tr>
<th></th>
<th>CalFresh Pre-Screens</th>
<th>Submitted Applications</th>
<th>Approved Applications</th>
<th>SAR 7 Assistance</th>
<th>Recertification Assistance</th>
<th>Partnerships</th>
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<td>CFO Program Target</td>
<td>957,026</td>
<td>533,848</td>
<td>311,489</td>
<td>37,957</td>
<td>8,150</td>
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<td>CFO Program Actual</td>
<td>1,281,234</td>
<td>531,385</td>
<td>250,630</td>
<td>36,025</td>
<td>4,985</td>
<td>3,857</td>
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<tr>
<td>% Target Reached</td>
<td>134%</td>
<td>100%</td>
<td>80%</td>
<td>95%</td>
<td>61%</td>
<td>147%</td>
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Table 2-b: Detailed FFY 2019 Agency Outreach Activities and Results

<table>
<thead>
<tr>
<th></th>
<th>211SD</th>
<th>CAFB</th>
<th>CCC</th>
<th>CHC</th>
<th>RCHC</th>
<th>CDA</th>
<th>DOR</th>
<th>DDS</th>
<th>CFA</th>
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<tr>
<td>CalFresh Pre-Screens (Target)</td>
<td>225,509</td>
<td>80,873</td>
<td>11,360</td>
<td>72,855</td>
<td>7,931</td>
<td>10,237</td>
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<td>22,958</td>
<td>522,900</td>
<td>957,026</td>
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<td>CalFresh Pre-Screens (Actual)</td>
<td>417,775</td>
<td>149,709</td>
<td>69,501</td>
<td>35,605</td>
<td>10,979</td>
<td>1,199</td>
<td>519</td>
<td>1,542</td>
<td>594,405</td>
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<td>Submitted Applications (Target)</td>
<td>35,539</td>
<td>30,682</td>
<td>3,895</td>
<td>39,834</td>
<td>6,495</td>
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<td>2,000</td>
<td>8,608</td>
<td>402,700</td>
<td>533,848</td>
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<td>Submitted Applications (Actual)</td>
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<td>35,410</td>
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<td>11,261</td>
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<td>498</td>
<td>1,277</td>
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<td>Approved Applications (Target)</td>
<td>22,367</td>
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<td>22,788</td>
<td>4,037</td>
<td>2,250</td>
<td>1,000</td>
<td>5,583</td>
<td>229,300</td>
<td>311,489</td>
</tr>
<tr>
<td>Approved Applications (Actual)</td>
<td>11,533</td>
<td>18,461</td>
<td>3,067</td>
<td>5,856</td>
<td>1,280</td>
<td>595</td>
<td>159</td>
<td>835</td>
<td>208,844</td>
<td>250,630</td>
</tr>
<tr>
<td>SAR 7 Assistance (Target)</td>
<td>236</td>
<td>5,979</td>
<td>323</td>
<td>841</td>
<td>1,378</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>29,200</td>
<td>37,957</td>
</tr>
<tr>
<td>SAR 7 Assistance (Actual)</td>
<td>285</td>
<td>4,021</td>
<td>239</td>
<td>288</td>
<td>436</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>30,756</td>
<td>36,025</td>
</tr>
<tr>
<td>Recertification Assistance (Target)</td>
<td>223</td>
<td>4,803</td>
<td>317</td>
<td>546</td>
<td>2,261</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>8,150</td>
</tr>
<tr>
<td>Recertification Assistance (Actual)</td>
<td>65</td>
<td>3,901</td>
<td>122</td>
<td>63</td>
<td>834</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>4,985</td>
</tr>
<tr>
<td>Partnerships (Target)</td>
<td>882</td>
<td>1,032</td>
<td>90</td>
<td>212</td>
<td>363</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>50</td>
<td>2,629</td>
</tr>
<tr>
<td>Partnerships (Actual)</td>
<td>791</td>
<td>1,822</td>
<td>307</td>
<td>452</td>
<td>333</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>152</td>
<td>3,857</td>
</tr>
</tbody>
</table>

2 The original target numbers for submitted and approved applications were based on an October 1, 2018 start date. However, due to the delay in contract execution, staff hiring and Disaster CalFresh surrounding the Camp Fire, CHC subcontractors were only able to implement activities for 64% of the FFY 19 contract. The approval rate according to internal CHC data was 66% or 7,948 approved applications; however, due to the limitations of program outcomes statewide, an estimated 52% approval rate using a small sample of CHC subcontractor data from consortia reports was applied to actual applications submitted to produce an estimated 5,856 applications approved.

3 Due to contract delays, CFO outcomes were reported for July-September 2019 only.

4 Due to contract delays, CFO outcomes were reported for July-September 2019 only.

5 Due to contract delays, CFO outcomes were reported for July-September 2019 only.
Table 3 summarizes the overall impact of the CFO Plan on increasing CalFresh participation and program retention. Approximately 250,630 households were new to CalFresh in FFY 2019. It is estimated that CFO efforts resulted in the retention of 4,736 households with recertification assistance. Collectively, CFO activity in California brought an additional $847.7M worth of CalFresh food benefits to California’s most vulnerable population in the last year.

Table 3: FFY 2019 Estimated New CalFresh Participants and Fiscal Impact

<table>
<thead>
<tr>
<th>Source</th>
<th>New Households</th>
<th>Retained Households</th>
<th>Estimated Additional Annual SNAP Benefits&lt;sup&gt;7&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved Applications Submitted by Contractors and Reported SAR 7 and Recertification Submissions</td>
<td>250,630</td>
<td>4,736</td>
<td>$ 847,656,180</td>
</tr>
</tbody>
</table>

<sup>6</sup> Based on statewide average over FFY 2019, around 95 percent of all submitted Recertifications are approved for continuation of benefits per DFA 296 reports. [http://www.cdss.ca.gov/inforesources/Research-and-Data/CalFresh-Data-Tables/CF296](http://www.cdss.ca.gov/inforesources/Research-and-Data/CalFresh-Data-Tables/CF296)

<sup>7</sup> Applies to California’s FFY 2019 average monthly SNAP benefit of $141.13 per person (times 12 months) for annual benefit, and an average of 1.96 persons per household adjustment. Source: USDA Food and Nutrition Service: National and/or State Level Monthly and/or Annual Data. *Persons, Households, Benefits, and Average Monthly Benefit per Person & Household*. FY69 through FY20. [https://www.fns.usda.gov/pd/supplemental-nutrition-assistance-program-snap](https://www.fns.usda.gov/pd/supplemental-nutrition-assistance-program-snap)