BenePhilly SNAP Demonstration Overview

- The BenePhilly Enrollment Center is a one-stop shop for older Philadelphians to receive applications assistance.

- Since 2008, BenePhilly has assisted older Philadelphians to submit more than 17,500 benefit applications

- BenePhilly's latest initiative is a collaboration with USDA FNS, DPW, and community partners to assist Philadelphians apply for SNAP

Who we are

- **Benefits Data Trust (BDT)**
  - ☐ BDT operates the BenePhilly Enrollment Center

  - ☐ BDT is a mission driven not-for-profit organization committed to helping low-income people access benefits

  - ☐ We work with diverse public and private organizations to identify individuals that are eligible but not receiving other valuable benefits

  - ☐ To date, BDT has submitted over 225,000 benefit applications on behalf of low-income people across the country

Who we are

- **Greater Philadelphia Coalition Against Hunger (GPCAH)**

  - ☐ Works with diverse partners to fight hunger through outreach, education and advocacy.

  - ☐ Provides referrals and ongoing technical assistance to BenePhilly.

  - ☐ Has provided SNAP screenings and application assistance to 45,000 households to date.

  - ☐ Coordinates and supports regional networks of emergency feeding programs.

Population Served

- **Philadelphia county residents**

- **Age 60 or older**

- **At or below 200% of FPIG**

- **Identified through state lists or community referrals**
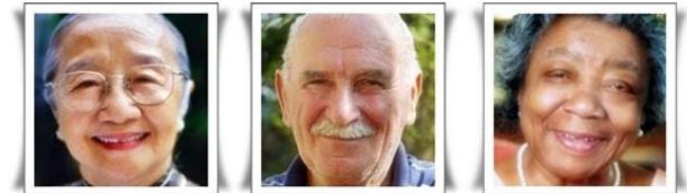
SNAP Pilot Goals

- **SIMPLIFY** the SNAP application process!
  - ☐ Reduce barriers to SNAP application

- **OUTREACH** to likely eligible seniors (60 and over) to encourage them to apply for SNAP

- **INCREASE SNAP** participation by reducing or eliminating the documentation requirements by using verified data, and making it easier to apply

Common Barriers to Successful Enrollment

- **Awareness**

- **Difficulty of application**

- **Challenging documentation requirements**

- **Travel limitations**

- **Stigma**

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Overcoming Barriers

- **Targeted outreach & education**

- **Using verified data to streamline application**

- **Self-declaration of expenses**

- **Telephonic signatures & interviews**

- **Application support**

- **Partnerships & coordination**

Targeted Outreach & Education

- **Targeting Lists**
  - ☐ State Lists
    - Medicaid enrollees
    - Liheap enrollees
    - SPAP enrollees
  - ☐ Remove current SNAP enrollees

- **Outreach & Education**
  - ☐ Multiple direct mail & phone campaigns

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Using Verified Data

- **Express lane eligibility**
  - ☐ State agency has verified applicants' income within the past 6 months
  - ☐ Income, residency and legal status are considered verified

- **SSA electronic data**
  - ☐ Applicants have income from Social Security
  - ☐ State agency verifies income, residency and legal status using SSA data

Self-Declaration of Expenses

- **Shelter Expenses**
  - ☐ Federal law does not require verification
  - ☐ State agency waived its usual verification requirements for this pilot

- **Medical Expenses**
  - ☐ Federal law requires verification
  - ☐ FNS approved first-ever waiver of verification for this pilot

Signatures & Interviews

- **Telephonic Signature**
  - ☐ Authorized in 2008 Farm Bill
  - ☐ Conversations recorded, secured and archived

- **Interview**
  - ☐ FNS waived requirement for interview by state worker
  - ☐ State worker conducts interview if applicants' information is suspect

Application Support

- **Application Assistance**
  - ☐ Fill out application over the phone
  - ☐ Send a copy to the applicant

- **Documentation Follow-up**
  - ☐ Send letter with the personalized list of documents required
  - ☐ Follow-up by mail and phone

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Partnerships & Coordination

- **Partnerships are critical**
  - ☐ Developing robust data share & confidentiality agreements
  - ☐ Engaging leadership
  - ☐ Developing trust with partners

- **Coordination**
  - ☐ Training for all partners
  - ☐ Communication plan around potential application issues
  - ☐ Regular check-in meetings between partners

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Challenges

- **Data sharing across agencies**

- **Protecting privacy**

- **Integrating diverse technology and data systems**

- **Developing trust**

Success to Date

- **Contacts = 7,180**

- **Applications Initiated = 3,028**

- **Applications Submitted = 2,703**

- **Estimated Enrollments = 2,243**
  - State enrollment rate = 65%
  - Pilot enrollment rate = 83%

Policy Implications

- **BenePhilly aims to reduce barriers and increase participation rates by:**
  - ☐ Eliminating unnecessary office visits
  - ☐ Reducing verification requirements
    - Via internal data sources
    - Via self-declaration

- **Making the benefit "worth it" to seniors**

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Questions????