

2018 CalFresh Forum



People, Power, Progress!

Improving service and participation across the state; Ensuring equitable access for all.

Not IF, but WHEN?

How to be Better Prepared for the Next Disaster

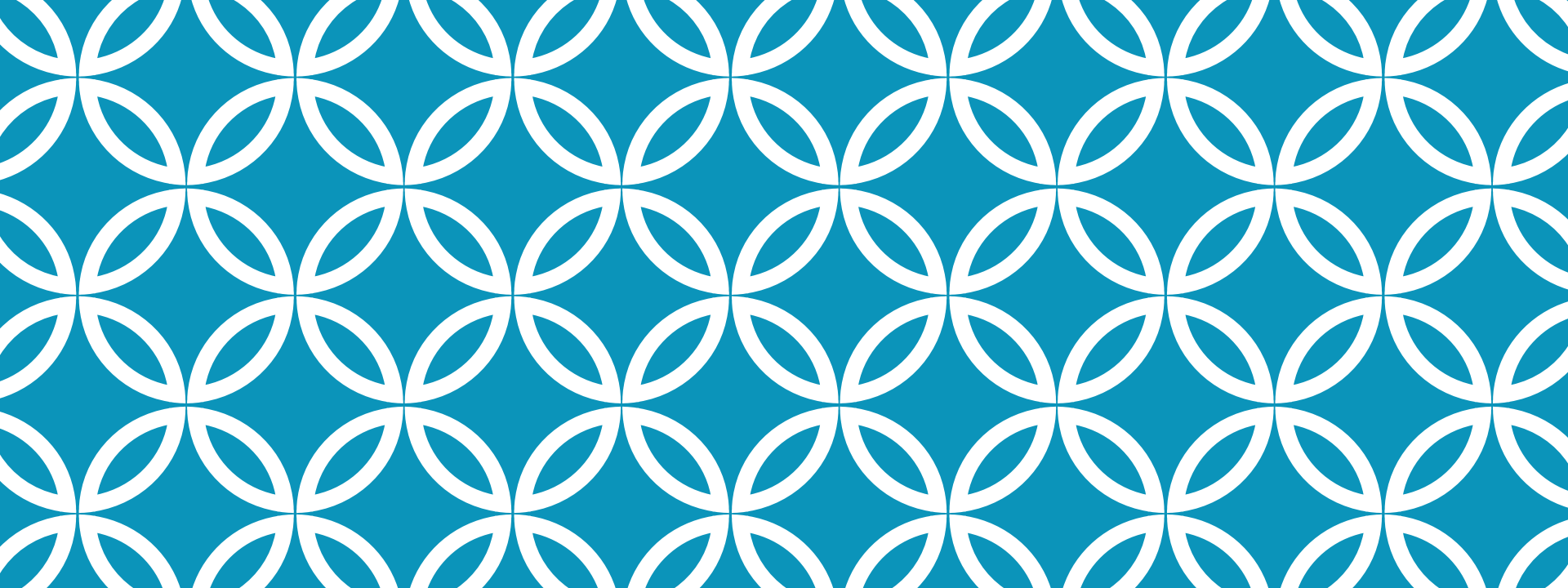
Sarah Palmer, *California Association of Food Banks*

Brian Kaiser, *California Department of Social Services*

Valerie Campbell, *Sonoma County Human Services Dept*

Itzúl Gutierrez, *Redwood Empire Food Bank*

Juan Torres, *Catholic Charities of Santa Rosa*



NOT IF, BUT WHEN, HOW TO BE BETTER PREPARED FOR THE NEXT DISASTER

California Disaster
CalFresh Response
Lessons Learned

COFFEY PARK: APPROXIMATELY 1,000 HOMES LOST



IT WAS PERSONAL



STEPHANIE NISHIO LEADING OUTREACH EFFORTS



CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

Brian Kaiser

Bureau Chief, CalFresh and Nutrition Programs Bureau

Family Engagement and Empowerment Division

California Department of Social Services



SUCCESS! SO MUCH WENT WELL...

- **D-CalFresh:** 1,700+ new HH rec'd benefits totaling \$750,000
- 8,400+ Existing CF recipients rec'd \$1.6M in **supplemental benefits** and **auto replacements** ←HUGE ROI!
- **Statewide collaboration** across county and consortia lines – customers apply anywhere, counties fielding calls and processing apps for other counties ←NEW for CA!
- **Online applications** for D-CalFresh available in all three consortia
- Engaged with **Immigration and Refugees Branch** CBO network to provide add'l language support

COUNTY WE ALSO LEARNED A TON . . .

- **Flyers**, consistent **messaging**, and keeping it all current – TEMPLATES! Also...is this the best way to message?
- Communication and **media** channels – CWDs, CDE, WIC, CDA, EFAP/CSFP, FEMA, radio, print – all need to be coordinated
- Overestimate the amount of **language support** needed, but where to send the team always a challenge
- Make connections with PUC and/or local **utilities** early to secure data on behalf of the counties to free them up to respond
- **Face-to-face interview** was a challenge for many with disabilities or lack of transportation – can't waive it, so what's plan B?
- CWD and CBO **training** – consistent

COUNTY OF SONOMA HUMAN SERVICES DEPARTMENT

Valerie Campbell

CalFresh Program Planning Evaluation Analyst
County of Sonoma Human Services Department

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"Empower. Support. Protect"

Human Services Department
COUNTY OF SONOMA

SUCCESSSES

- Coordinated effort with CBO partners
- Assistance from CDSS
- Mutual aid assistance
- Systems support
- Inter-department help
- Call center backup



COMPETING PRIORITIES

Disaster Worker Responsibilities

- Care and Shelter
- Emergency Operations Center
- 2-1-1
- Local Assistance Center (LAC)

Normal Business Operations

- Previously scheduled appointments
- Staffing shortage
- Disaster applications
- Technical/equipment issues



TIPS AND TRICKS

- Plan for more staff than you need
- Ensure ample language coverage
- Consider a frontline screening process
- Train staff in advance and train them again
- Supervisory review of disaster applications
- Stay on top of regular work as much as possible
- Post disaster consider trauma training



REDWOOD EMPIRE FOOD BANK SANTA ROSA CA

Itzúl Gutierrez

Senior Programs Manager
Redwood Empire Food Bank

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THE REDWOOD EMPIRE FOOD BANK'S EMERGENCY RESPONSE



LESSONS LEARNED



Make things easier—not more difficult!

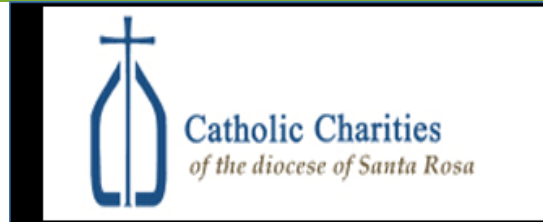


CATHOLIC CHARITIES OF THE DIOCESE OF SANTA ROSA

Juan Torres

Program Manager of Food Access and Operations
Catholic Charities of the Diocese of Santa Rosa

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Catholic Charities of Santa Rosa



Catholic Charities
of the Diocese of Santa Rosa



charities.org Locations

- 1 Kwan Chinn Center
715 Street
407-3833
- 2 Show House
9 Jefferson Street
234-4403
- 3 Administrative Offices
Airway Court
538-8712
- 4 Family Support Center
A Street
- 5 Homeless Services Center
Morgan Street
- 6 Livingdale at Brookwood
14th Center
Sonoma Avenue
- 7 Daniel L. Jones Hall
Finley Avenue
- 8 Agatha Furth's ReStyle Marketplace
W. College Avenue

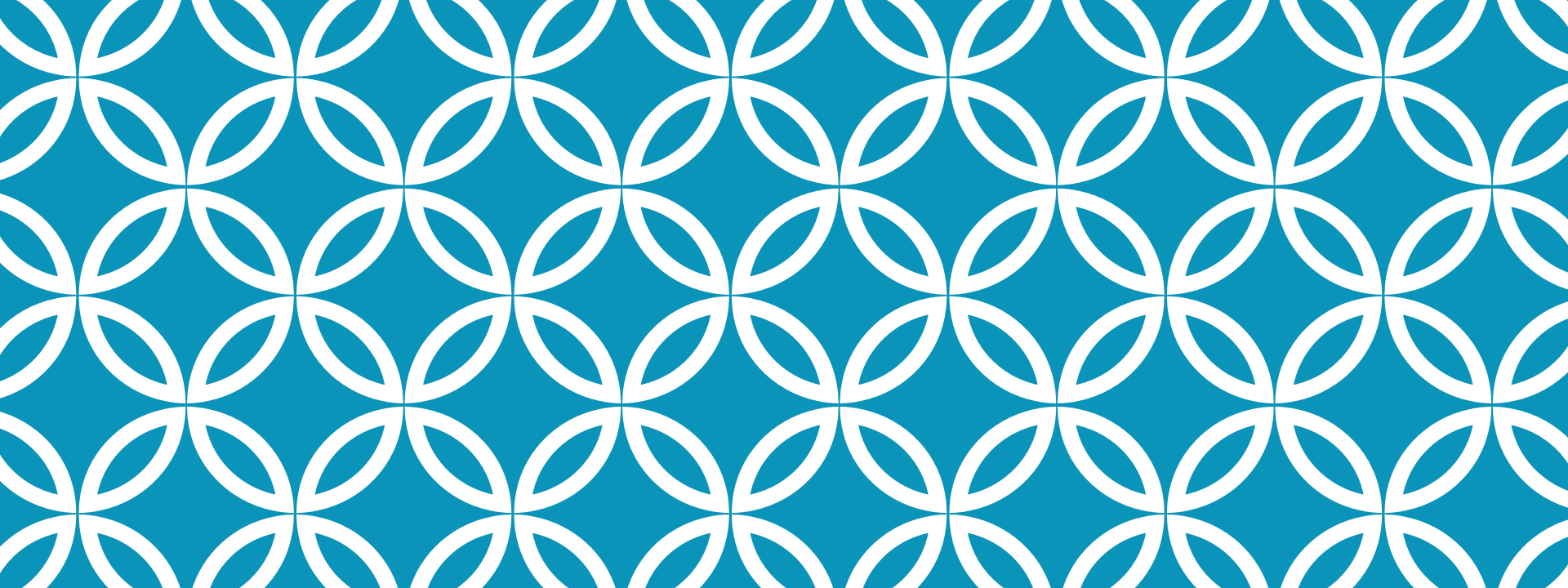
Data from the U.S. Census Bureau.
Highway shield icon by Irene Hofman from the Noun Project.
March 2014



Recommendations

- Immediate Contacts
- School Districts
- Parish Network
- Staffing/Volunteer limitations
- Plan for new Disaster Relief Volunteers
- Connect with Established Relief Agencies

March 14th, 2018



QUESTIONS?