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GetCalFresh.org

Code for America is a state outreach contractor
that focuses on digital community outreach

What is GetCalFresh?

- A service provided by Code for America that acts as a **digital assister**, available at: https://www.getcalfresh.org (demo here)
- It allows anyone to apply for CalFresh **using a mobile phone**, and guides them through the eligibility process using **email, text, and live chat support**
- Like an assister, it works **on top of existing systems**, translating required questions to plain language**,** and submitting them to CalWIN or C4Yourself

calfresh
BETTER FOOD FOR BETTER LIVING

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Where we work

Current County Partners (32)

- Alameda
- Butte
- Colusa
- Contra Costa
- Del Norte
- El Dorado
- Fresno
- Glenn
- Humboldt
- Lassen
- Marin
- Modoc
- Monterey
- Nevada
- Placer
- Plumas
- Orange
- Sacramento
- Santa Cruz
- San Diego
- San Francisco
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Sierra
- Sonoma
- Solano
- Tehama
- Trinity
- Ventura
- Yolo

Just like other CBOs, we focus on

1. Getting more people through the door
2. Supporting clients through the eligibility process
3. Ensuring clients don't churn for administrative reasons*

**currently offering an easier SAR-7 in three counties*

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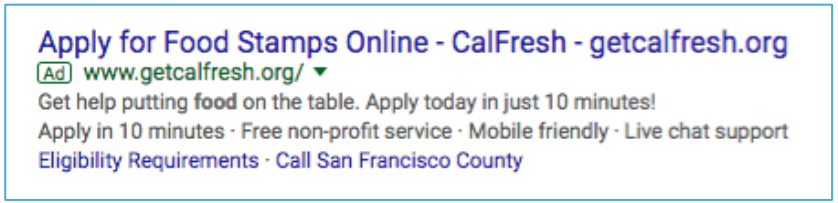
How we conduct outreach

- **Reach residents on their mobile phones:** 40% of Google searches for food assistance occurs on a mobile device
- **Use new outreach channels:** geo-targeted online ads used to reach specific, underrepresented population
- **Support existing outreach:** field use for CBO partners
- **Enable county partners:** provide mobile links to texting campaigns and free collateral for lobbies or events



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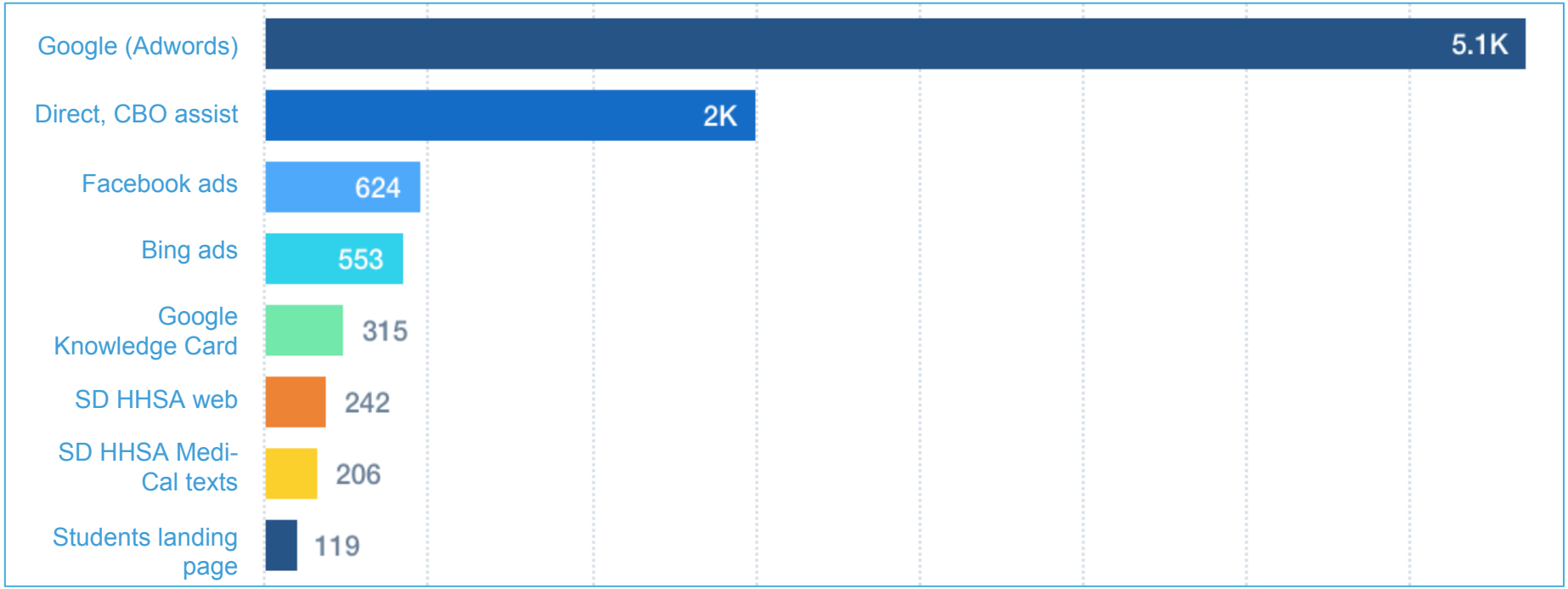
How we drive online applications



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Elevating the county as a trusted source

San Mateo County Website
http://hsa.smcgov.org/calfresh

Apply now links to an online app
https://www.getcalfresh.org/?source=sanmateoweb

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GCF by the numbers...

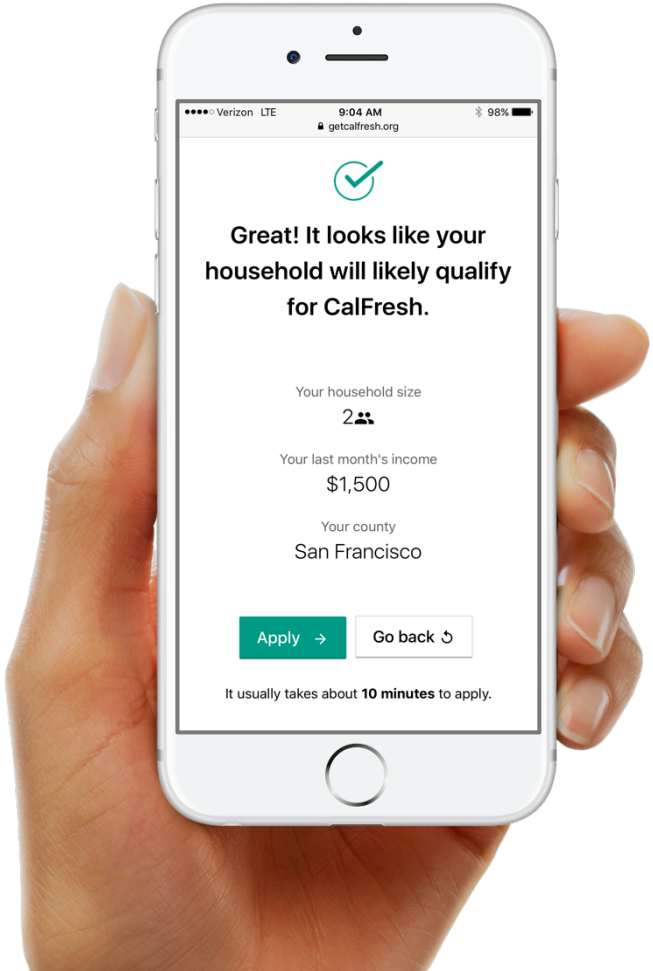
25	15,700	32,970+	55%
CA Counties	Applications in January	People helped in January	Approval rate

...and growing as we add more counties and channels

GetCalFresh.org
Get help putting food on the table
Apply for food stamps in 10 minutes
Apply now →
1

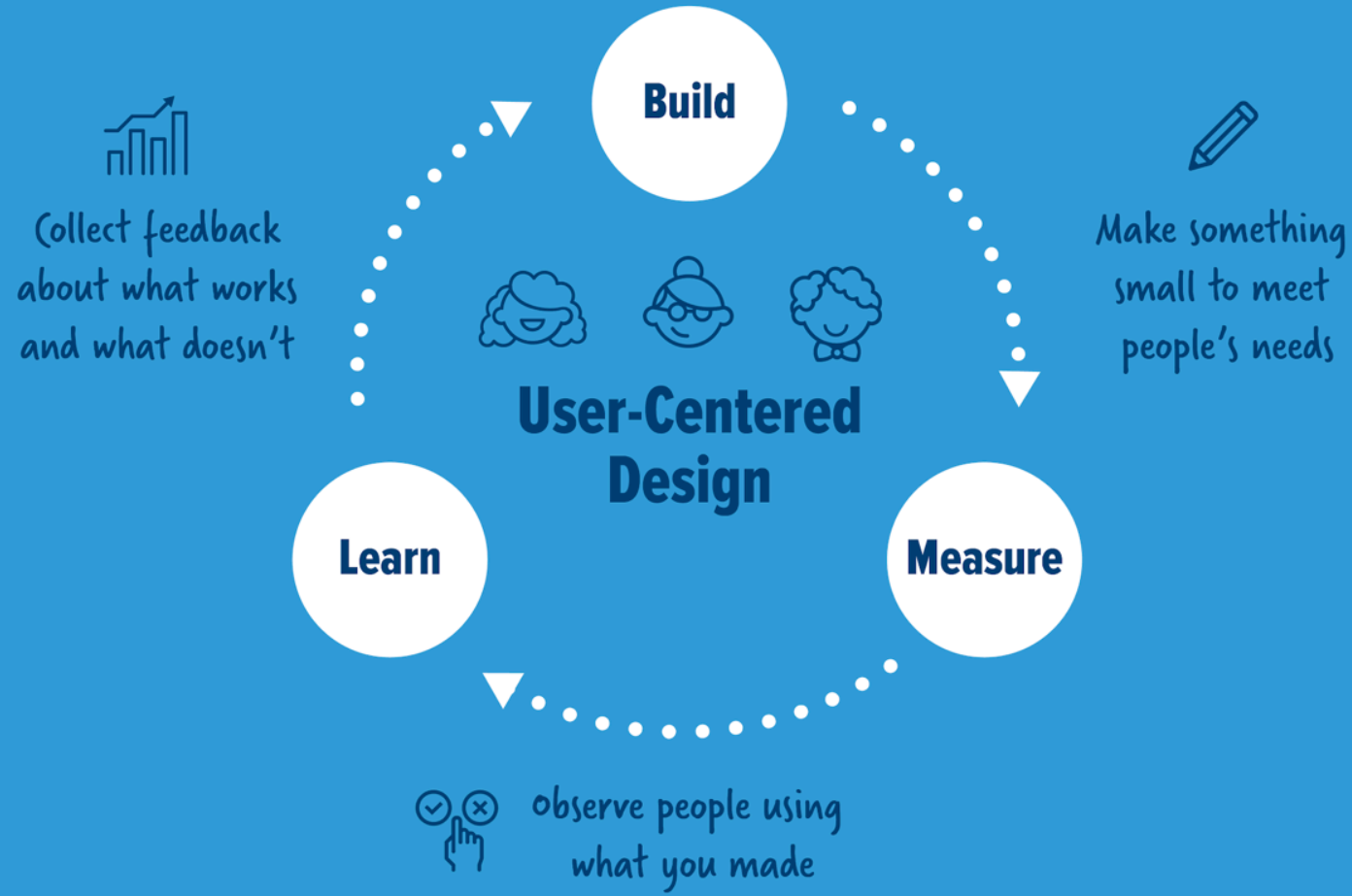
We make sure users have what they need

- 8 minutes to complete
- Works on any device, no download (50%+ of clients use mobile)
- Considerate of limited data plans
- Written in plain English & Spanish
- Customized user flows for specific populations / exemptions



GetCalFresh nudges users to complete the process

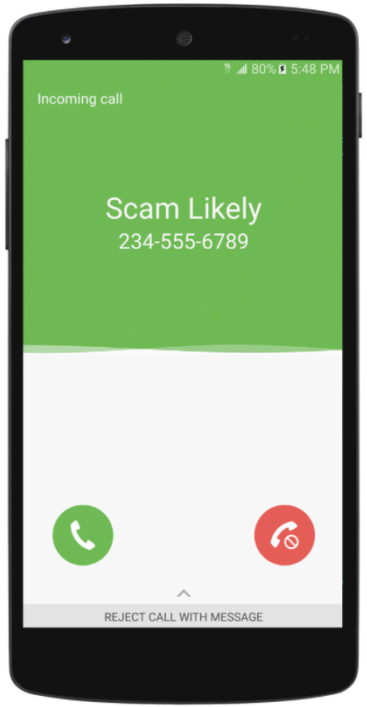
- 90% of applicants opt-in to receive text or email reminders
- Send reminders about interviews and document submission
- Dedicated, live chat support to answer eligibility questions


Build
Make something small to meet people's needs
Measure
observe people using what you made
Learn
Collect feedback about what works and what doesn't
User-Centered Design

Outbound county calls: “scam likely”

38% of GetCalFresh clients affected

- **Carriers:** T-Mobile and MetroPCS
- **Action:** Requesting outbound interview numbers from our county partners
- **Impact:** Determining how many numbers have this tag and how many clients were affected



17% of applications denied due to missing verification documents.

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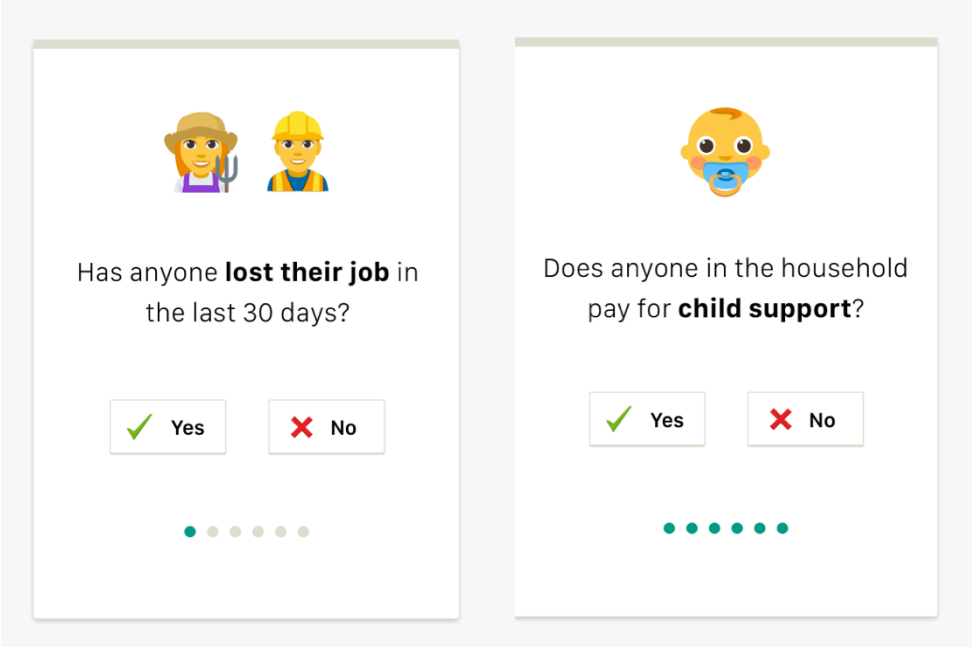
Personalized verification guidance

- Asked applicants a series of yes/no questions.
- Provided custom guidance on the verifications to submit.
- **Resulted in a 29% increase** in the average number of verifications submitted with applications.



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Next day verification reminders

- 90% of applicants opt-in to receive text or email reminders from GetCalFresh
- 23% submitted documents within 48 hours after new reminder

Document reminder message

Remember, your CalFresh app is not done until you submit proof to your county.

Easily submit proof with your phone or computer at: www.getcalfresh.org/docs

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Ensuring clients don’t churn for admin reasons

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Why do clients churn at SAR-7?

- **Clients never received paper form** in the mail (particularly clients experiencing homelessness or without stable mailing access).
- **The form can be confusing and overwhelming**, when most of the form doesn't apply to a client.
- Clients **forget to sign and date** the application.
- There's a very **short window of time** to submit.
- It's **hard to attached proof**.

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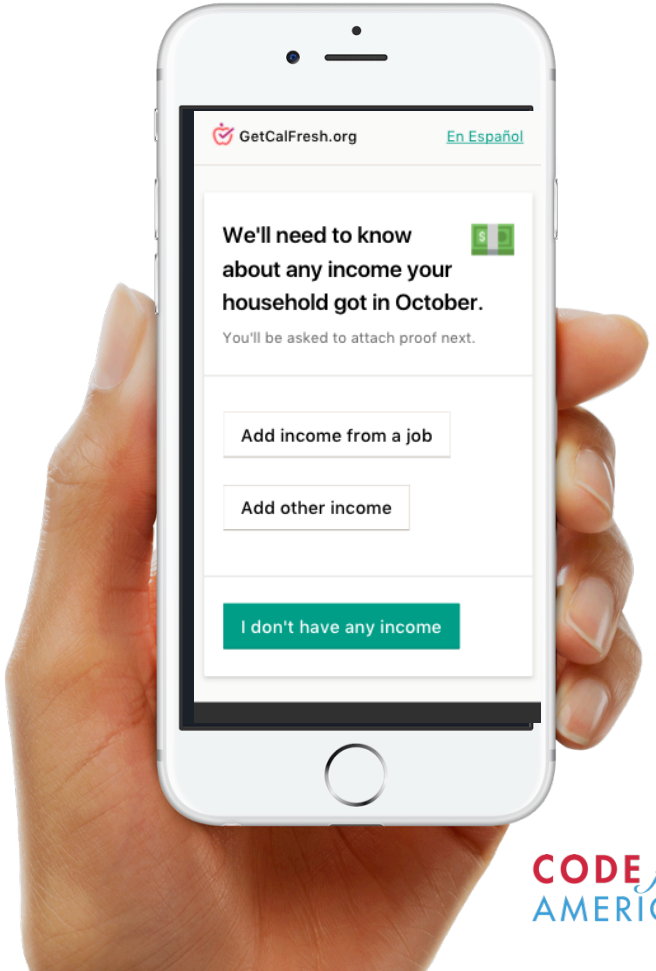
An easier SAR-7

- **Starting small:** CalFresh-only and “no change” reporting
- **Text or email GetCalFresh** clients from six months ago a link to the SAR-7
- **Rollout in three counties:** San Diego, San Francisco, Santa Cruz

https://demo.getcalfresh.org/sar7/county



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Make it simple to fill out on a phone and attach proof

“This was a great way to recertify! I received the papers in the mail this evening, but I was going to have to go find a place to print my proof of other income tomorrow.

I've had difficulty with the traditional mail system on occasion - thank you for making this service available online!”

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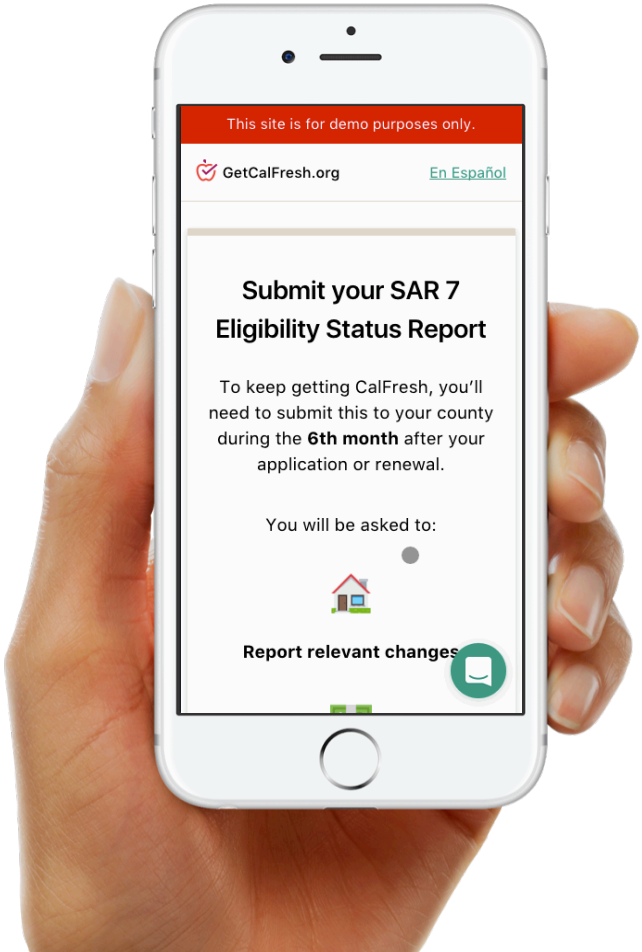
SAR-7: March results

- **296 GCF clients** submitted a “no change” SAR-7
- **Every clients:** signed and dated the form; attached proof
- **Next steps:** including changes like address, income, etc.



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