

CODE *for*
AMERICA



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



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*

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

Apply for Food Stamps Online - CalFresh - getcalfresh.org

www.getcalfresh.org/

Get help putting food on the table. Apply today in just 10 minutes!

Apply in 10 minutes · Free non-profit service · Mobile friendly · Live chat support
Eligibility Requirements · Call San Francisco County



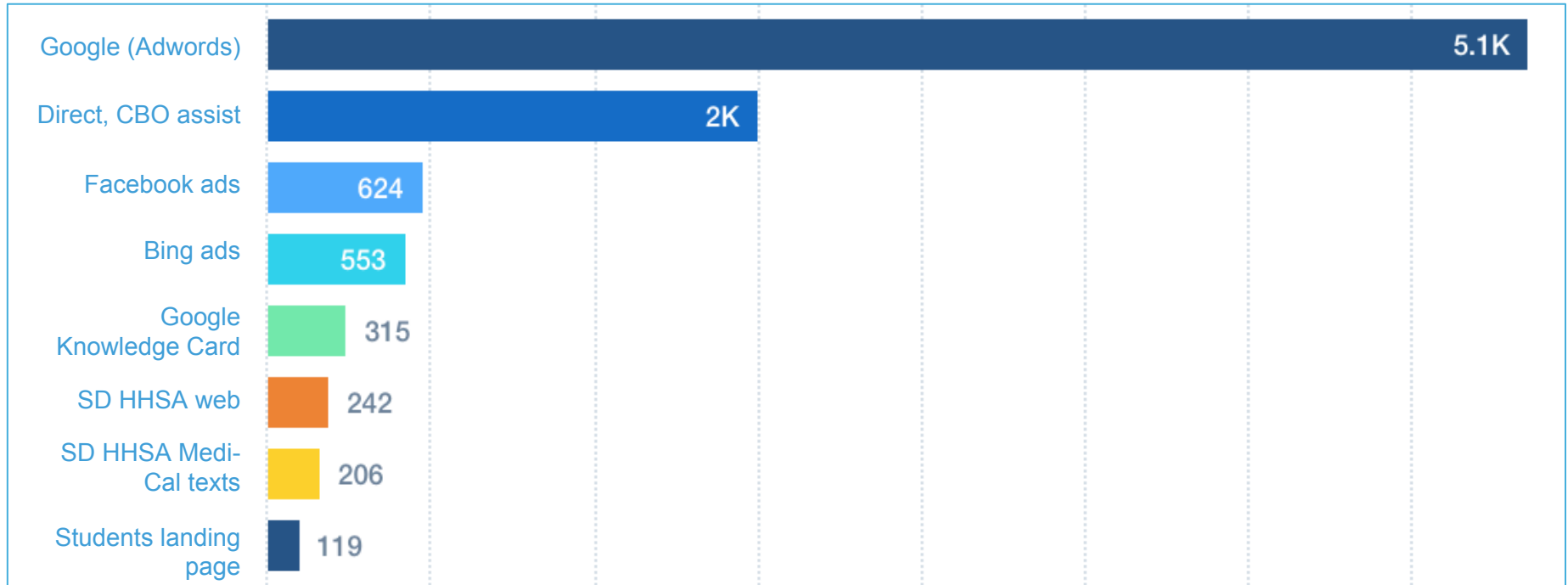
Getcalfresh.org
Written by Neil Khare (?) · July 21 · 🌐

This California program provides extra money to families for groceries. Check eligibility and apply in less than 10 minutes!

Get Extra Grocery Money
GetCalFresh is a free, non-profit service and can help you and your family get up to \$150 a month to help with groceries.

GETCALFRESH.ORG [Apply Now](#)

How we drive online applications



Elevating the county as a trusted source

The screenshot shows the San Mateo County Human Services website. At the top left is the County of San Mateo logo. To its right is the text "COUNTY OF SAN MATEO HUMAN SERVICES". Further right are links for "VIEW ALL DEPARTMENTS" and a "SEARCH" bar. Below the search bar is a "Translate" button. A navigation menu contains links for "Public Assistance Programs", "Children & Family Services", "Employment Services", "Community Resources", and "About Us". The main content area features a "Home" link and a "CalFresh" heading. On the left, there are three buttons: "Participants Click Here", "Nutrition Corner Click Here", and "Resources & Forms Click Here". Below these is a "MyPlate.gov" graphic. The main text includes "What is CalFresh?", "CalFresh can help." with a bulleted list, "How Do I know if I'm potentially Eligible?", and a table of income limits. To the right, there is a "What do I need to apply?" section with a "Social Security Number" field and an "Apply Now!" button, followed by "Ways to Apply:" with links for "In Person", "Download Application PDF", "Request Application by Mail", and "Online".

VIEW ALL DEPARTMENTS

SEARCH

Translate

Public Assistance Programs ▾ Children & Family Services ▾ Employment Services ▾ Community Resources ▾ About Us ▾

Home

CalFresh

Food Assistance Home

Participants
Click Here

Nutrition Corner
Click Here

Resources & Forms
Click Here

What is CalFresh?

CalFresh provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. If approved a monthly dollar amount is placed on a debit like card to help you add to your monthly food budget.

CalFresh can help.

- Individuals and families may be eligible for the program.
- If you work full time, you and your family may still be eligible.
- Buy food at any grocery store or farmer's market that accepts EBT.

How Do I know if I'm potentially Eligible?

Answer a few questions using the **CalFresh Pre-Screening Eligibility Tool** to see if you qualify!

If you meet the income limits below*, you may qualify to receive monthly CalFresh benefits:

HOUSEHOLD SIZE	MAXIMUM GROSS MONTHLY INCOME	MAXIMUM MONTHLY BENEFIT AMOUNT
1	\$1,980	\$194
2	\$2,670	\$357
3	\$3,360	\$511
4	\$4,050	\$649

What do I need to apply?

Social Security Number

Apply Now!

Ways to Apply:

- In Person
- Download Application PDF
- Request Application by Mail: (800) 223-8383
- Online

Choose **MyPlate.gov**

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

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

GCF by the numbers...

25

CA Counties

15,700

Applications in
January

32,970+

People helped in
January

55%

Approval rate

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

GetCalFresh.org

Get help putting food on the table

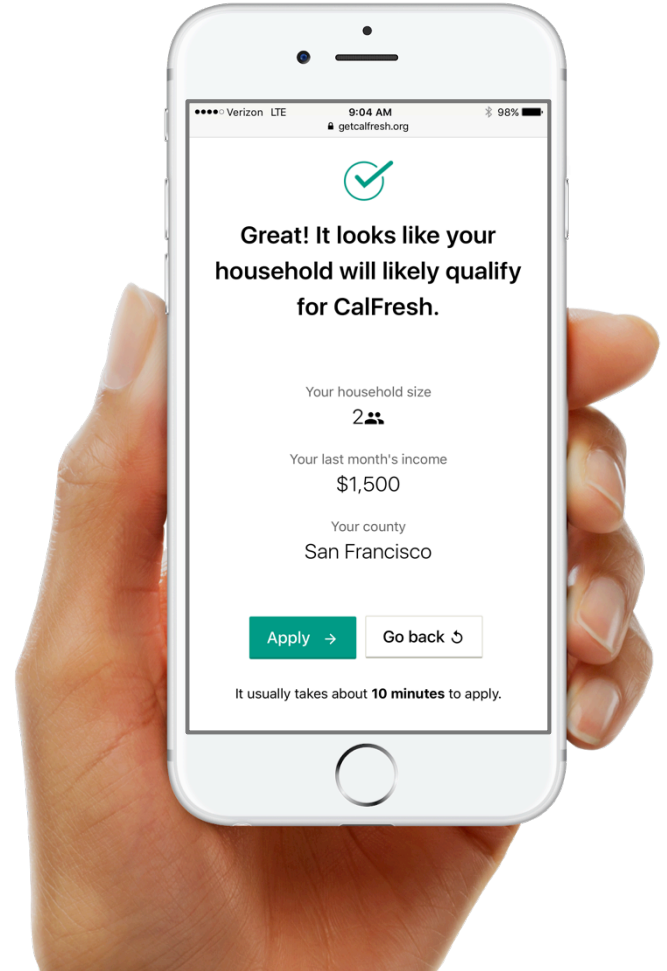
Apply for food stamps in 10 minutes

Apply now →



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





Collect feedback
about what works
and what doesn't

Learn



observe people using
what you made



User-Centered Design

Build



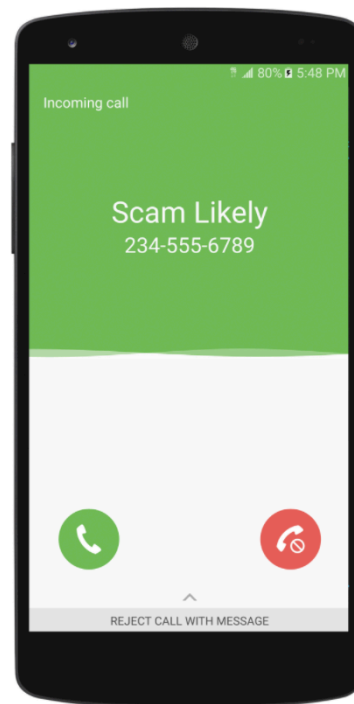
Make something
small to meet
people's needs

Measure

Outbound county calls: “scam likely”

38% of GetCalFresh clients affected

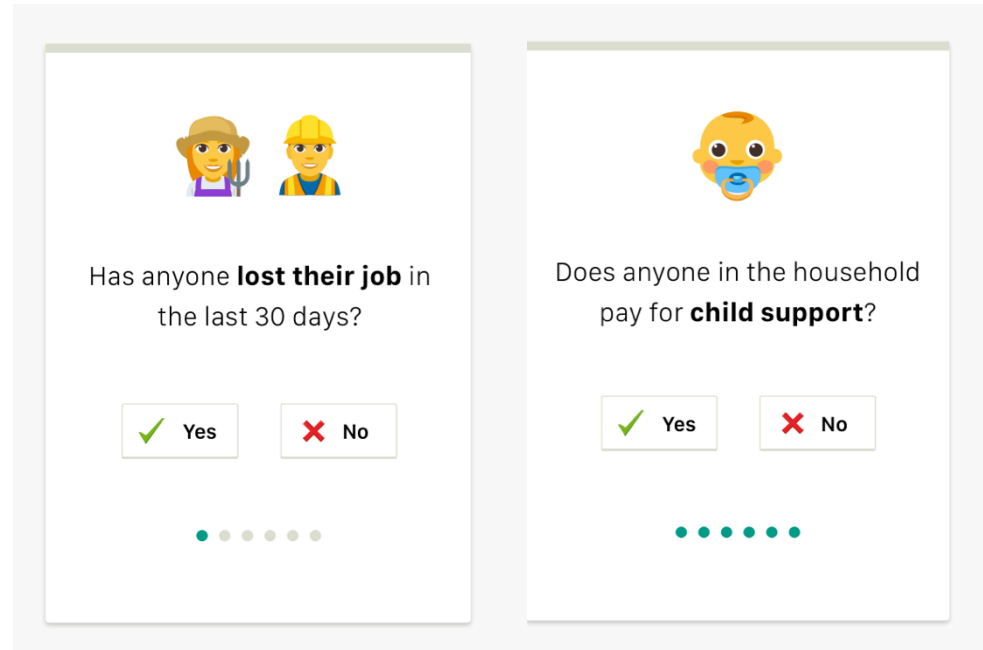
- **Carriers:** T-Mobile and MetroPCS
- **Action:** Requesting outbound interview numbers from our county partners
- **Impact:** Determining how many numbers have this tag and how many clients were affected



17% of applications denied due to missing verification documents.

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.



The image displays two side-by-side screenshots of a verification interface. The left screenshot features two emojis (a farmer and a construction worker) at the top, followed by the question: "Has anyone **lost their job** in the last 30 days?". Below the question are two buttons: "Yes" with a green checkmark and "No" with a red X. At the bottom, there are five dots, with the first one filled in green. The right screenshot features a baby emoji at the top, followed by the question: "Does anyone in the household pay for **child support**?". Below the question are two buttons: "Yes" with a green checkmark and "No" with a red X. At the bottom, there are five dots, with the first four filled in green.

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

**Ensuring clients don't
churn for admin reasons**

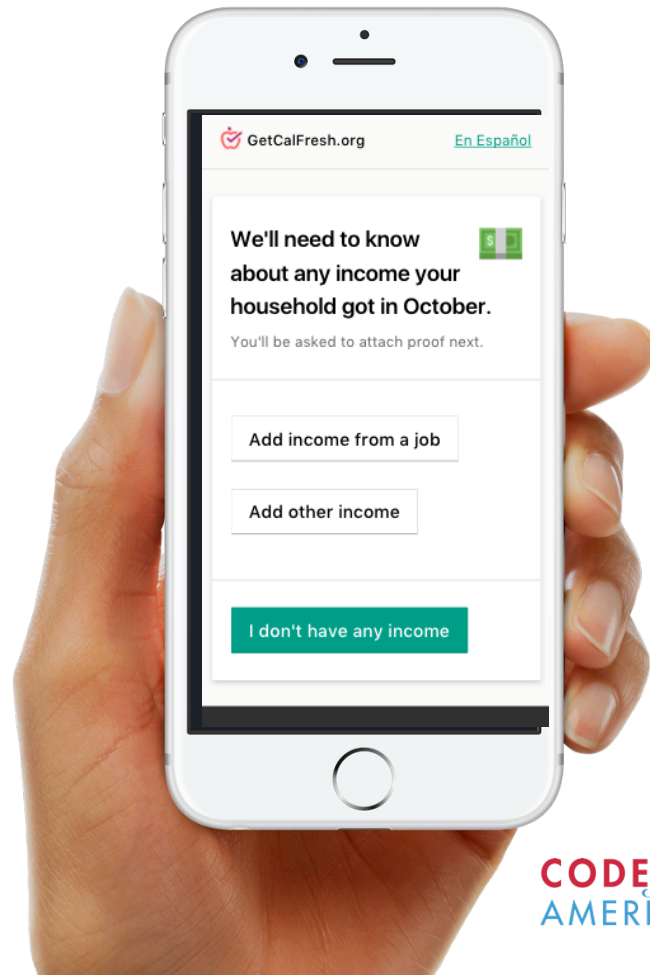
Why do clients churn at SAR-7?

- **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**.

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>



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

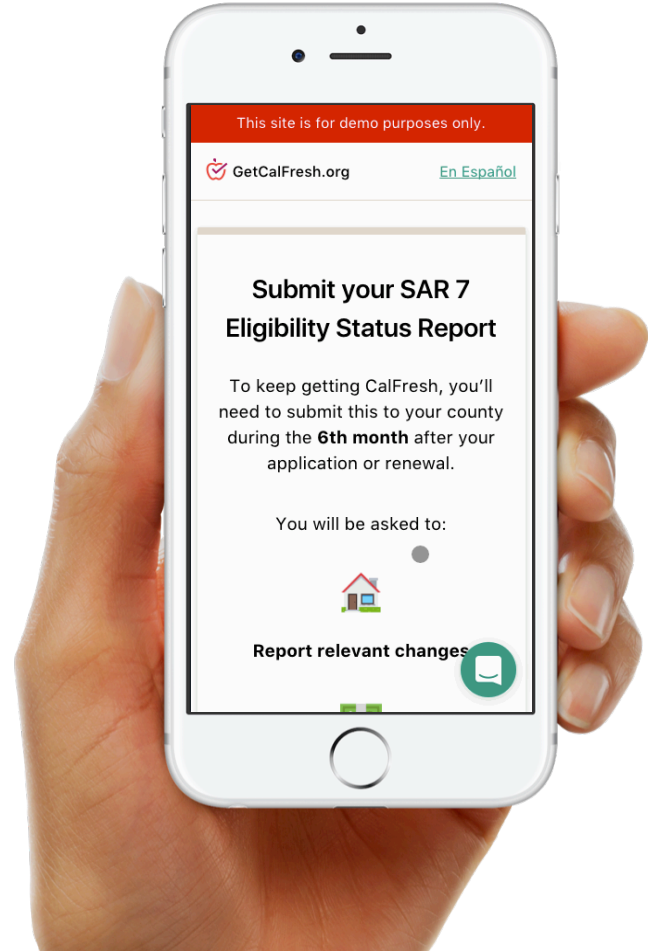


“This was a great way to recertify! I received the papers in the mail this evening, but I was going to have to go find a place to print my proof of other income tomorrow.

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

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.



Questions? Email us

Dave Guarino, dave@codeforamerica.org

Caitlin Docker, caitlin@codeforamerica.org