

# State of CalFresh 2018



*Kim McCoy Wade*

**Chief, CDSS CalFresh and Nutrition Branch**

**March 14, 2018**



Participation  
Going UP

2015

• USDA: 70%

2016

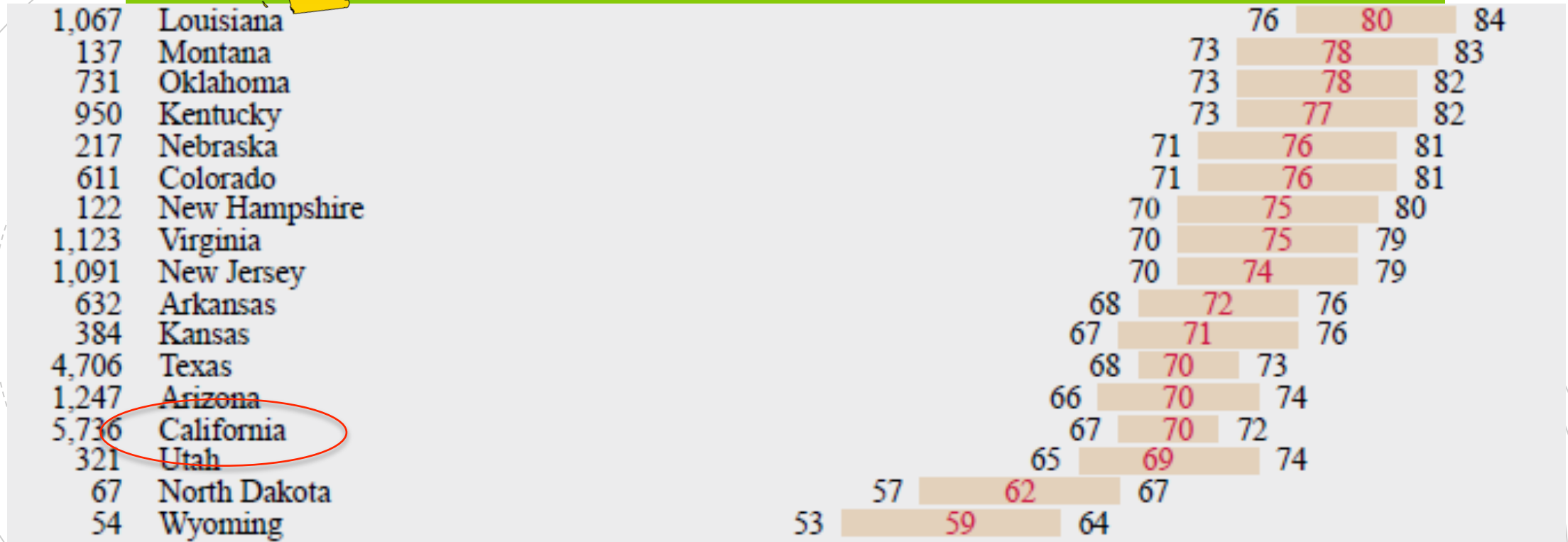
• CDSS: 72%

Source: *CDSS CalFresh Data Dashboard*

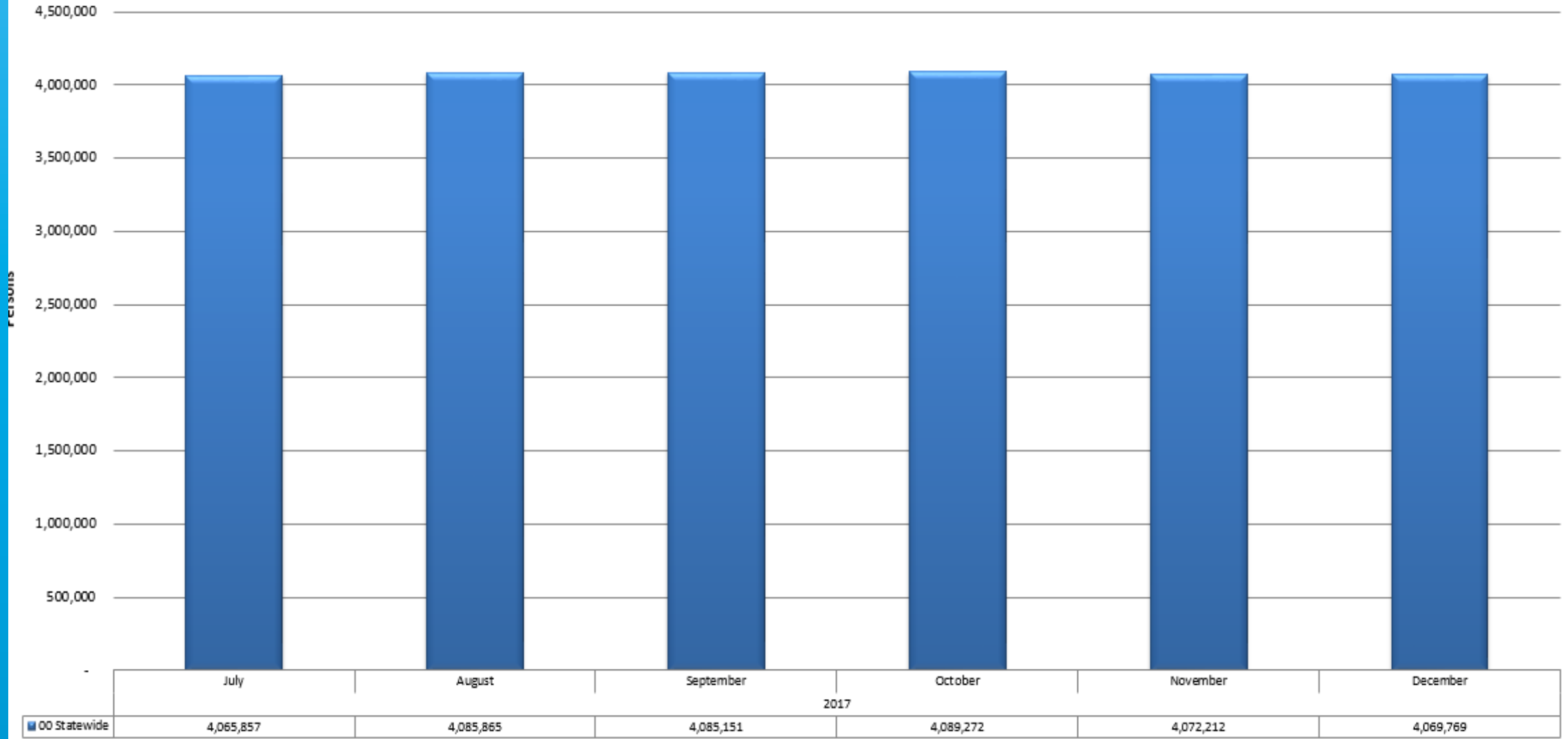
<http://www.cdss.ca.gov/inforesources/Data-Portal/Research-and-Data/CalFresh-Data-Dashboard>



# California: 45<sup>th</sup> out of 50



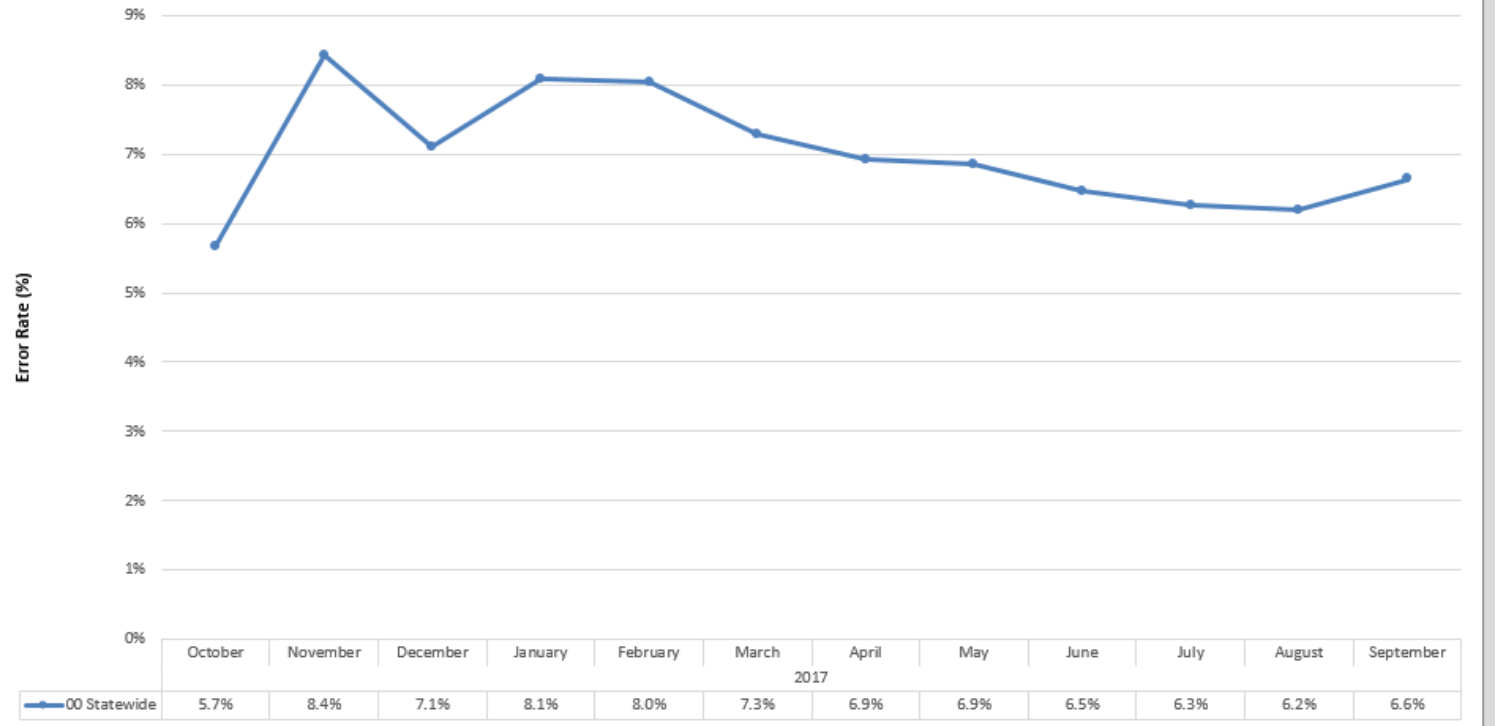
CalFresh Persons (Monthly), 2017



Errors Going  
DOWN\*



Active Error Rate (Monthly Cumulative %), FFY 2017





# Timeliness on TRACK

## Timeliness – 30 & 3 day

- Consistently over 90%

## Churn

- New Report in Production

## SAR 7

- Redesign in User Testing

1  
Timely  
Customer  
Service

2  
Accuracy

3  
Participation



# GOALS

7  
Strong Staff  
and Branch

4  
Nutrition  
Education

6  
Food  
Distribution

5  
Job  
Opportunities

# Goal 1: Fast & Easy Access to Benefits



**CALL**

Monday to Friday – 8:00am to 5:00pm  
for immediate help over the phone!  
**(916) 874-3100**



**CLICK**

Anytime, 24/7  
Apply, renew, upload documents and more!  
**[www.mybenefitscalwin.org](http://www.mybenefitscalwin.org)**



**COME IN**

Only when necessary.  
Most issues can be resolved faster by phone!

Learning Collaborative on Call Centers for 29 counties – June 2017  
Call Center Tours in San Bernardino (June), Sacramento (August), Santa Barbara (October)



Month/Year		Percentage of Online Application
September 2017	↑	33%

GetCalFresh.org

Get help putting food on the table

Apply for food stamps in 10 minutes

Apply now →

Expanding On Line Access

*The Department of Finance welcomes you to the*

# California Budget 2018-19

Edmund G. Brown Jr. Governor  
State of California





## Goal 2: Accuracy



Accuracy Summit in San Diego – September 2018



# Goal 3: Access for All

Children

College  
Students

Seniors

ABAWDs

Disaster



CDSS CalFresh Resource Center

<http://www.cdss.ca.gov/inforesources/CalFresh-Resource-Center>

# Goal 4: Nutrition Education

The screenshot shows the homepage of eatFresh.org. At the top left is the logo "eatFresh.org" with a green leaf icon and the tagline "Tasty Recipes On Your Budget". To the right are language options: "English | Español | 繁體中文". A search bar contains the text "Search for a recipe, ingredient or healthy tip..." and a magnifying glass icon. Below the search bar is a navigation menu with links: "Recipes", "Meal Plans", "Discover Foods", "Ask a Dietitian", "Lifestyle", "My Local Resources", and a "+ MY RECIPES" button. The main content area is divided into two columns. The left column is titled "Find Recipes" and lists several categories: "Most Popular Recipes", "Very Quick Recipes", "Low Added Sugar Recipes", "Kid-Friendly Recipes", "Vegetarian Recipes", and "Slow Cooker/Crockpot Recipes". The right column is titled "Recipe of the Month" and features a large image of "BBQ Baked Beans and..." with a thumbs-up icon and the number "94". At the bottom of the page are three promotional banners: an orange banner for "Apply for cal fresh" with the tagline "BETTER FOOD FOR BETTER LIVING"; a pink banner for "Take the FREE EatFresh.org MiniCourse" with a green leaf icon and a right-pointing arrow; and a video banner for "VIDEO: How to Use EatFresh.org" with a play button icon and a right-pointing arrow.



## Goal 5: Employment & Training

### Expansion

- 36 counties
- 60 providers
- 1 state contract  
(Community College Foundation)
- More than 100,000 clients

### Outcomes

- First ever employment and wage outcomes

# Expansion!



## Goal 6: Food Distribution

EFAP

CSFP

CalFood

Disaster/Drought





# What's New 2018

State Hub Roadmap

Reducing Overissuance/  
Overpayment Initiative

Language Access & Government  
Action on Race & Equity

SNAC's *Get More at the  
Farmer's Market* Campaign

E&T Online Resource Center

# INTRODUCING





# CURRENT LANDSCAPE

CalFresh

SNAP-Ed

E & T

Outreach

Disaster Response

# CURRENT CHALLENGES

Californians still feel the stigma of being “food stamp” recipients.

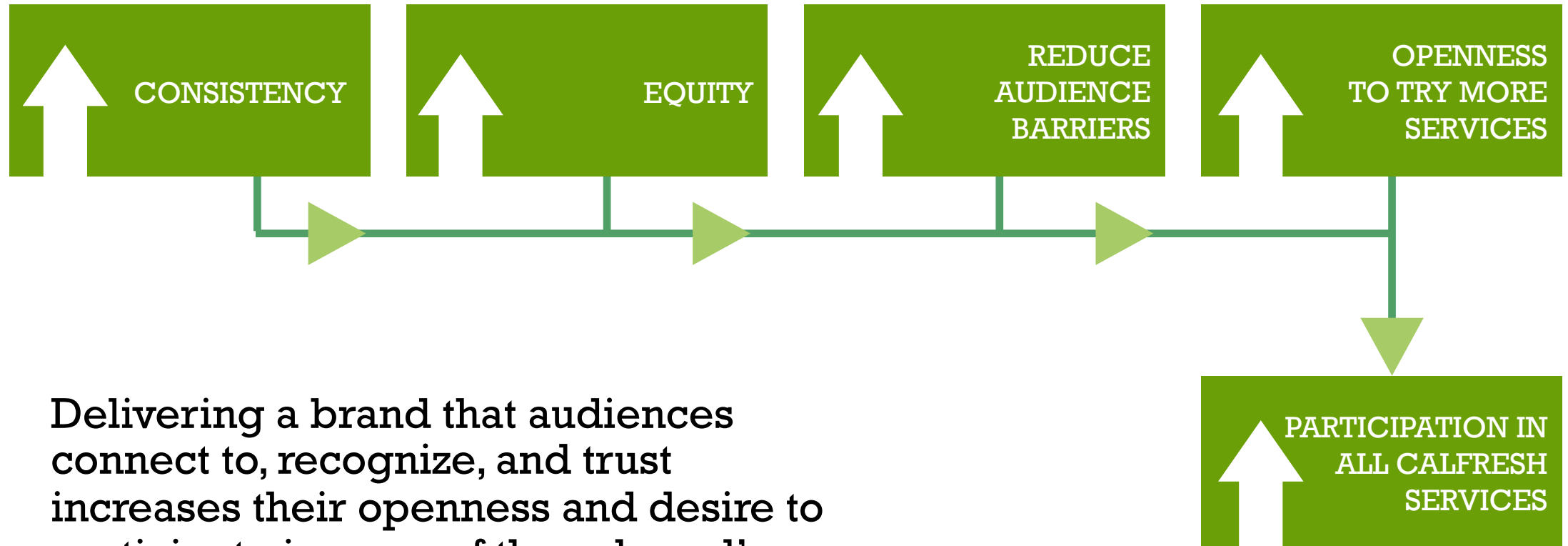
Disconnect between CalFresh (SNAP) and SNAP-Ed

Confusions at retail: EBT, SNAP, Golden State Advantage

# CURRENT BRAND LANDSCAPE



# WHY IT MATTERS



Delivering a brand that audiences connect to, recognize, and trust increases their openness and desire to participate in more of those brand's activities.

TRUST

CONNECTION

REFERRAL

WORD-OF-MOUTH

*THE WHOLE IS  
GREATER  
THAN THE SUM  
OF ITS PARTS*

REPETITION

RECOGNITION

DEFERENCE

MOMENTUM



**Thank You!**