



Increasing CalFresh Participation

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CalFresh Participation

- 2010: CalFresh participation rates persistently among the worst in the nation, per USDA annual SNAP data – **around half of eligible people**
- 2011: Seven anti-hunger advocates came together and formed ATC, convened by CAFB – **new goal of 75% participation by 2016**
- 2014: From 2011-14, total numbers up 13% to 4.4 million people participating in June 2014, while unemployment down 2% -- **new rate TBD**, *but CA starting to catch up with rest of US...*

Alliance Approach to CalFresh Advocacy

- Consumer focused – excellent access and service for all consumers in all counties
- Data driven – goals, metrics, accountability
- Key strategies tied to outcomes – e.g. dual enrollment in health; zero churn; same day service
- “Statewideness” – leadership and partnership needed from both state and counties to achieve excellence in CalFresh for all consumers statewide

ATC Resources for County CalFresh Advocacy

1. Statewide goal: **75% by 2016**
2. County model plan to transform participation
3. NEW: County by county data, updated quarterly, on CDSS Data Dashboard for CalFresh
4. NEW: ATC webinars on using 3 key strategies to transform participation – 9/30 on zero churn
5. NEW: More support for county advocates

www.transformcalfresh.org

Teri Olle

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County CalFresh Advocacy

SF Food Security Task Force

About the Task Force

- 15 appointees from City agencies & nonprofit providers
- Public body, advises Board of Supervisors

Goal

- Elevate food security among decision-makers
 - *Make it a campaign*

Strategies

- Present compelling data coherently
 - *City agencies' participation = credibility*
- Prioritize policy and program solutions
 - *Roadmap – what will it take?*
 - *CalFresh is **Top Priority***



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DISTRICT 6




DEMOGRAPHIC INFORMATION

Income and Poverty (Estimates)	
All residents below 200% of poverty level*	46.4% (highest)
Residents below 100% of poverty level**	22% (highest)
Homeless	
Total sheltered and unsheltered	3,257 (highest)
Total unsheltered	1,364 (highest)
Seniors (65+) below 200% of poverty level ⁹	71% (highest)
Housing (Estimates)	
# of Housing Units	42,600
Units lacking complete kitchens***	6,482 (2nd highest)

DISTRICT 6

PROGRAMS AND SERVICE COVERAGE

Food Resources	
CalFresh - All individuals receiving	7,002 (16% of cases Citywide), 2nd highest
Food Access	
On-site Lunch (City funded)	
# of meals/day; 5 days/week	
For Seniors	887 (highest)
For Young Disabled Adults (18-59)	33 (highest)
Home-delivered Meals (City funded)	
# of meals/day; 6 days/week	
For Seniors	1,203 (highest)
For Young Disabled Adults (18-59)	175 (highest)
Food Pantries	
Weekly food pantries	54
Residents served	10,332 (14.6% of residents), 4th highest
Free Dining Rooms	7
Average number of free meals per day	5,387 (highest)
Shelter Meals funded by HSA (approximately 2 meals/day; 7 days/week)	1,993

	RESOURCES 	ACCESS 	CONSUMPTION 
LEVERAGE	CalFresh Participation	Nonprofit Network Service Capacity <hr/> Summer and Afterschool Meal Sites <hr/> CalFresh Retail + Restaurants and WIC Vendors	Nutrition Education Including through Urban Agriculture
INNOVATE	Healthy Food Purchasing Supplement	SFUSD School Meals <hr/> Healthy Retail	Kitchens in SROs

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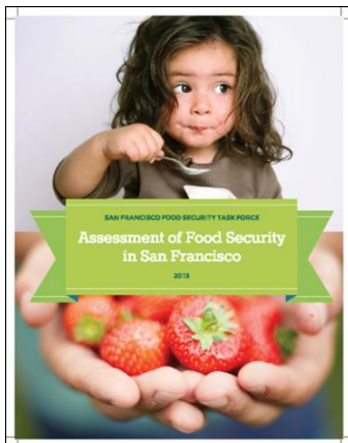
Outcomes

▪ Food Security Assessment

- Data: needs and services
- Citywide and by district
- Sub-populations (children & families, seniors & adults with disabilities, homeless/sheltered)
- “Three pillars” of resources, access and use/consumption

▪ SF BOS Hearings

- November 2013: Landscape of Need
Board Resolution:
 - **“End food insecurity by 2020”**
 - Eleven specific items for further action and accountability
- April 2014: The Opportunity
 - Presentations on select priorities & requests for support/funding
 - CalFresh: Top Priority



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CalFresh Generates Economic Activity

- San Francisco's investment of \$3.6 million generates **\$173 million of economic activity**.
 - 1.79 economic multiplier effect*
 - \$5 CalFresh benefit = \$9 economic activity
- An increase **25%** CalFresh participation would generate an additional **\$43 million** of economic activity San Francisco per year.

*Economic Research Service of the US Dept of Agriculture

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The Feds/State pay for almost all of the CalFresh

- The City's General Fund pays:
 - \$0 of the CalFresh benefit itself
 - \$3.6M, 15% of administrative costs.
- The Feds pay:
 - \$97M in CalFresh benefits
 - \$21M (Feds/State), 85% of administration costs.
- TOTAL CF budget is:
 - \$121M = (\$3.6M + \$97M + \$21M)

SAN FRANCISCO FOOD SECURITY TASK FORCE and TENDERLOIN HUNGER TASK FORCE

New Strategy:

Outbound recruitment of targeted individuals

Reach out to individual people instead of waiting for them to come to us.

Target:

- Medi-Cal
 - 9,000 clients under 130% FPL and not on CalFresh
- Free School Meals:
 - 11,000 students on Free School Meals are not enrolled in CalFresh but are categorically eligible



Resources

Keeping Clients on CalFresh: Close the back door

Churn: Approximately 25% of cases that are discontinued reapply within 3 months (1,125+ cases). A majority of these clients are discontinued due to noncompliance with paperwork.

SOLUTIONS:

- Reduced required paperwork:** Recent State legislation reduced reporting requirements by half.
- Launched Text Reminders-** So far, we've sent 168 texts, 51% called to remedy before discontinued.



Resources

SAN FRANCISCO FOOD SECURITY TASK FORCE and TENDERLOIN HUNGER TASK FORCE

14

Top Priority The Case for CalFresh

- Low participation
- High leverage for City
- Priority Solutions
 - Target Medi-Cal & school meals
 - Reduce churn
- Budget request



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Food Security Funding for FY 2014-15

Funding CalFresh

- Mayor's budget included **\$2.1 million** in additional funds for CalFresh
- Board of Supervisors added **\$195,000** for CalFresh CBO outreach & support

Funding Home-Delivered and Site-Based Food Programs

- Mayor's budget included an additional **\$750,000** for home-delivered meals and groceries
- BOS added **\$1.705 million** for HDMs, HDGs and site-based meals for FY14-15

= \$4.85 million additional dollars for Food Security

Addressing Food Insecurity

Despite an improving economy, hunger remains a critical problem in San Francisco: as many as 36,000 eligible San Franciscans are not receiving CalFresh benefits. HSA is committed to reaching these communities with campaigns in multiple languages and in neighborhoods throughout the City, as well as through targeted outreach to clients receiving other HSA benefits that appear likely to be eligible for CalFresh benefits. CalFresh will add \$2.1 million in new staff to support these outreach efforts and the accompanying caseload growth as well as to fund the new marketing initiatives."

-- Mayor's Budget Narrative, June 2014



Meeting the Goal County by County

Challenge:

Raise participation in your county

Resources:

- ATC website – webinars and fact sheets
- CAFB – staff support and working group