



SSI Cash-Out Reversal: Planning for Summer 2019

December 12, 2018

Reduce Hunger in CA

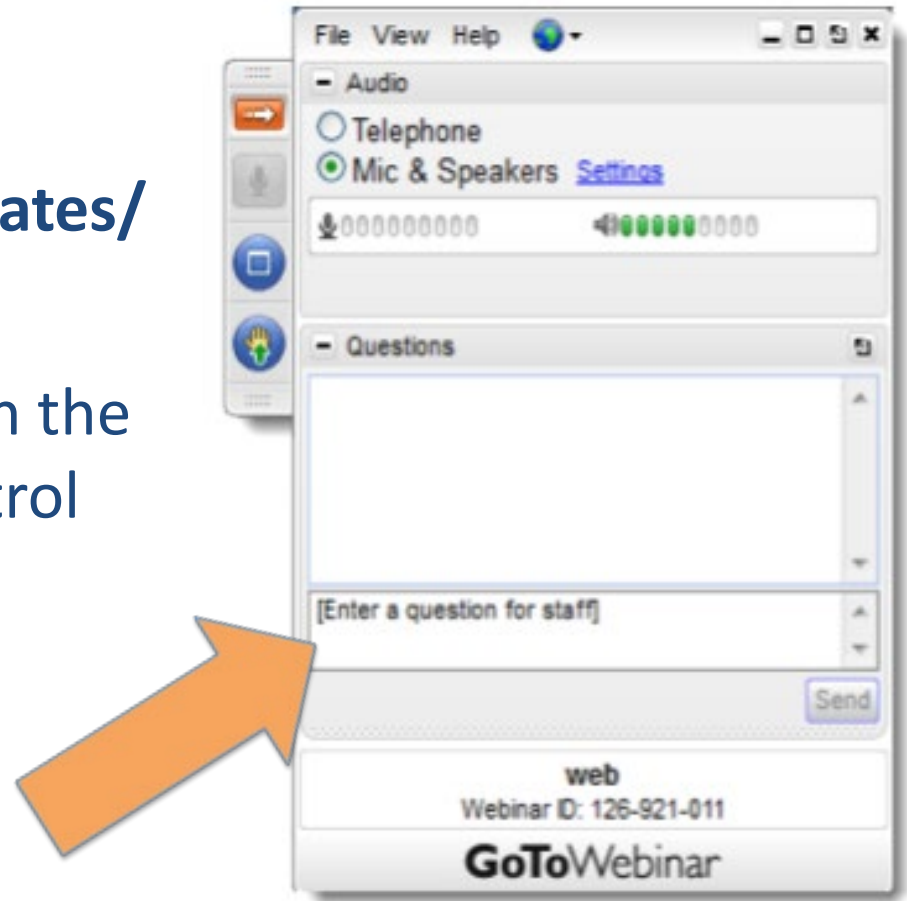
Goal: Raise the CalFresh participation rate to at least 80% statewide by the end of 2019, with no county below 70%.

How? Advance 4 data-driven strategies for customer service that improve participation, in partnership with advocates, counties and the State:

1. Quick: Same Day Service
2. Consistent: Zero Churn
3. Connected: One Stop for Medi-Cal & CalFresh
4. Equitable: CalFresh access for all

Webinar Logistics

- Yes! The webinar will be recorded and posted at transformcalfresh.org/updates/
- Ask questions! Type them in the question pane on your control panel



Agenda & Presenters

1. **Welcome and Introductions** - Jennifer Tracy (ATC)
2. **CDSS Updates** - Kim McCoy Wade (CDSS)
3. **Planning in Los Angeles** – Roobina Gerami (LADHS)
4. **Planning in San Joaquin** – Melissa Mullin (SJCHSA)
5. **Advocacy updates from CA4SSI** - Mike Herald (WCLP)
6. **Advocacy resources from ATC** – Jennifer Tracy (ATC)

Who is with us today?

- ✓ I'm county staff
- ✓ I'm state staff
- ✓ I'm a CalFresh advocate or application assister
- ✓ I'm an SSI recipient or advocate
- ✓ Other

CalFresh & SSI

New Access to Nutrition for Seniors & People with Disabilities



Kim McCoy Wade

Chief, CalFresh and Nutrition Branch
California Department of Social Services

Overview

The **Reversal of SSI Cash-Out** was enacted in the state budget and will allow seniors and people with disabilities receiving SSI/SSP to apply for CalFresh food assistance beginning summer 2019 for the first time since the 1970s.



SSI/SSP

There is NO change or reduction to the SSI/SSP benefit.

CAPI

CAPI recipients will receive a \$10 per person grant increase.

Hold Harmless

Two new state programs will be created to “hold harmless” those households negatively impacted by the change:

Supplemental Nutrition Benefit (SNB) Program

- Program will provide supplemental state-funded nutrition benefits to CalFresh households that experience a CalFresh **benefit reduction** at the time of implementation of the reversal of SSI cash-out.

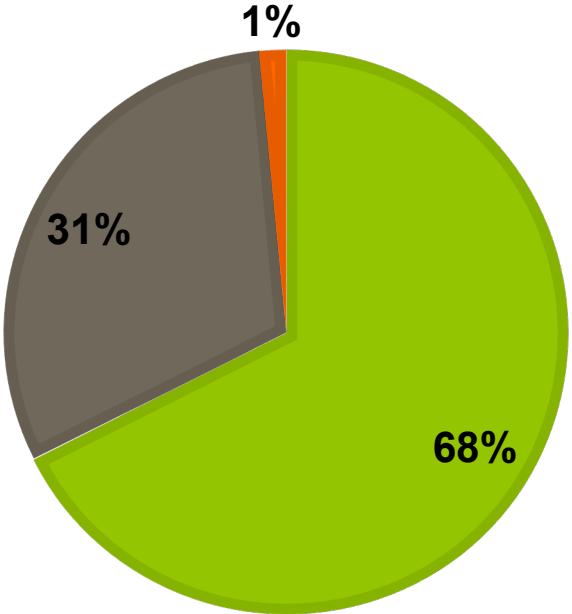
Transitional Nutrition Benefit (TNB) Program

- Program will provide transitional state-funded nutrition benefits to CalFresh households that experience a CalFresh **eligibility loss** at the time of implementation of the reversal of SSI cash-out.

Clients at the Center of Our Work

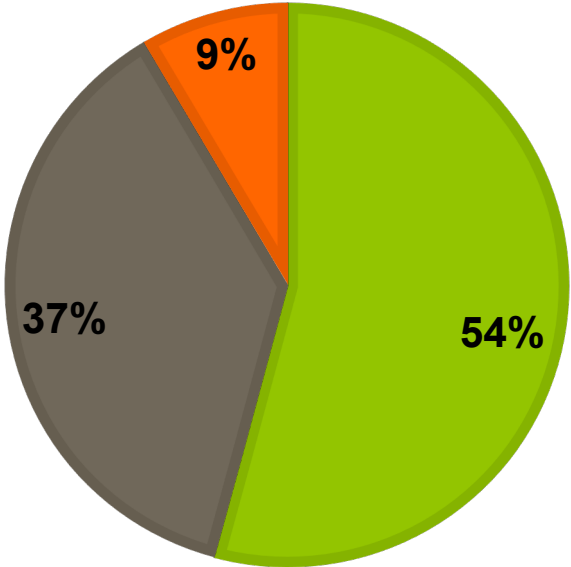
SSI BENEFIT TYPE

■ Disabled ■ Aged ■ Blind



SSI RECIPIENT AGE

■ Senior: 60+ ■ Adult: 18-59 ■ Child: 0-17



Stakeholder Engagement

- All Stakeholder Advisory Group meets bi-monthly: next meeting January 15.
- Four advisory groups (invite only): Outreach, Customer Experience, Data Technical, and Automation Technical.
- All in partnership with CWDA and C4SSI.
- Project Webpage (www.cdss.ca.gov/CalFreshSSI): bi-monthly implementation summaries, advisory group meeting summaries, new materials, including policy guidance.

4

Strategies for Implementation

Engage and Empower Clients

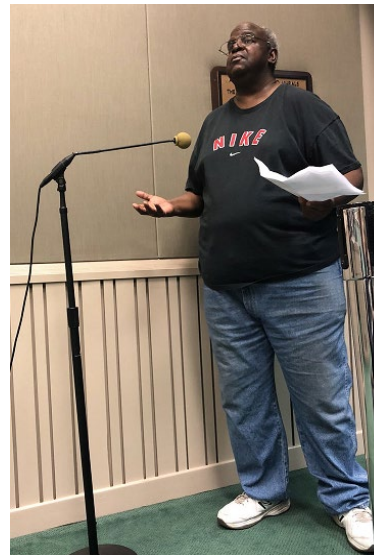
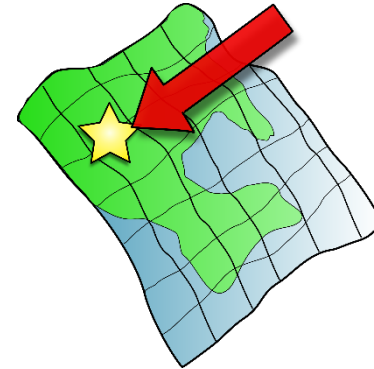
Target Outreach for Awareness & Assistance

Streamline Customer Experience at Initial Application & Beyond

Develop Policy, Automation & Training Foundation

1. Engage and Empower Clients

- Client Stakeholders
- Client Stories
- Client Journey Mapping
- Client Data Technical Group



2. Targeted Outreach for Awareness and Assistance

- Comprehensive partner network for outreach/in-reach
- Key materials and messaging – segmented with nutrition focus
- Application assisters serving seniors and people with disabilities
- Application assistance tools: on-line, in-person, and by telephone





CalFresh Food & the End of SSI Cash-Out

What does this mean?

SSI RECIPIENTS MAY ALSO RECEIVE CALFRESH FOOD BENEFITS ON AN EBT CARD BEGINNING SUMMER 2019!

- SSI benefits will **NOT** be reduced or eliminated because of this change. CAPI benefits will increase \$10 per person per month for equity with SSI/SSP.
- Most SSI recipients will need to apply for CalFresh – either on the phone, on-line, or in person at their county social services office.
- Excluded SSI members of current CalFresh households **DO NOT** need to apply: SSI members will be added to existing CalFresh households at the next semi-annual or annual report after implementation; or the household can make a voluntary request to add the SSI member any time after implementation.

SUMMARY OF CHANGES

 <p>Newly Eligible for CalFresh Food Benefits</p>	<p>Most SSI recipients and couples living on their own, will be newly eligible for CalFresh. If approved, you will receive an EBT card with CalFresh food benefits loaded monthly. Average food benefits for a household of one is <i>estimated</i> to be \$130 per month.</p>	
 <p>Still Eligible for CalFresh, More Food Benefits</p> <p>If adding the SSI recipient increases a household's CalFresh food benefits, they will simply receive more CalFresh food benefits on their existing EBT card.</p>	 <p>Still Eligible for CalFresh, Less Food Benefits</p> <p>If adding the SSI recipient reduces a household's CalFresh food benefits, they will be eligible to receive a state-funded nutrition benefit called the Supplemental Nutrition Benefit (SNB) on their existing EBT card.</p>	 <p>Ineligible for CalFresh Food Benefits</p> <p>If adding the SSI recipient leads to a total loss of CalFresh food benefits, they will be eligible to receive a state-funded nutrition benefit called the Transitional Nutrition Benefit (TNB) on their existing EBT card.</p>




Get updates here: <http://www.cdss.ca.gov/CalFreshSSI>

Need more information? Send questions here: CalFreshSSI@dss.ca.gov

3. Streamline Customer Experience

- “Framework of Solutions” for application, interview, verification, communication, and report/recertification
- County technical assistance, peer trainings, and tools
- Statewide service enhancements

CALFRESH ENDING SSI CASH-OUT SUMMER 2019
Framework of Solutions for Successful Implementation
Mission: Reducing hunger and poverty in California for seniors and people with disabilities.
Vision: Excellent customer service and access for all.

 CALL	<ul style="list-style-type: none"> • Offer electronic signatures over telephone to accept and complete applications by telephone • Offer customers flexible interview times by telephone • Upgrade IVR menu and features: <ul style="list-style-type: none"> ○ Call back, self service
 CLICK	<ul style="list-style-type: none"> • Maximize Consortia's on-line and mobile application features: <ul style="list-style-type: none"> ○ Upload verifications, check application status, create accounts • Promote GetCalFresh.org • Offer same day service when applicants apply on-line, with telephone interview
 COME IN	<ul style="list-style-type: none"> • Welcome with Greeter/Customer Service Liaison to assist clients and actively manage lobby • Upgrade lobby and line management tools <ul style="list-style-type: none"> ○ Signage, messaging, monitors, on-line terminals, telephones, kiosks • Offer same day service when applicants come in to apply, with either an in office or telephone interview

STREAMLINE VERIFICATIONS

- Electronic verifications for identity, residence, and SSI income
- Standardized protocols for deductions for medical, dependent care, and shelter

PROVIDE ACCESS FOR ALL

- Reasonable accommodations in all doors
- Multi-language access in all doors
- Authorized representative processes in all doors

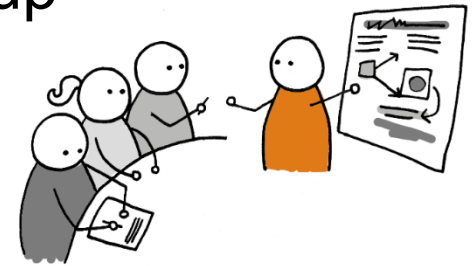
COLLABORATE TO HELP CLIENTS APPLY

- County staff from IHSS, Medi-Cal QMB/SLMB/QI-1 cases, multi-program outreach, and other local programs serving people on SSI
- CalFresh Outreach Application assisters, including food banks, area agencies on aging, independent living centers, and more
- All community partners can educate and refer

Get updates here: <http://www.cdss.ca.gov/CalFreshSSI>
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4. Develop Policy, Automation, and Training Foundation

- Policy guidance, notices, and forms
- SAWS Automation Technical Work Group
- USDA and SSA partnerships
- Policy webinar training series:
 - Policy Change 101, Elderly and/or Disabled Refresher, Group Living Arrangements, Authorized Rep, Reasonable Accommodations Best Practices



Discussion and Questions



Next All Stakeholder Meeting #4:

January 15, 2019, 1:00 pm – 2:30 pm
CDSS Headquarters and Webinar

More info, including meeting materials:

www.cdss.ca.gov/CalFreshSSI

Email: CalFreshSSI@dss.ca.gov



SSI Cash-Out Policy Reversal Implementation Overview



**Los Angeles County- DPSS
CalFresh Nutrition Program**



Overview

- Planning
- Automation
- Policy and Procedures
- Training
- Communications (Outreach to staff and the public)





SSI Cash-Out Policy Reversal: Planning

- Created the CalFresh Advisory Workgroup in collaboration with the DPSS Commission.
- DPSS will work with this Advisory Workgroup to finalize Los Angeles County's Implementation Plan.





SSI Cash-Out Policy Reversal: Planning

The CalFresh Advisory Workgroup is comprised of the following agencies:

LA Department of Public Social Services

Los Angeles Regional Food Bank

Maternal and Child Health Access

St. Louise Resource Services

Women Infant and Children

211 Los Angeles County

Service Employees International Union

Hunger Action Los Angeles

California Community Foundation

Neighborhood Legal Services

California Department of Social Services

California Food Policy Advocates

Department of Public Health

Eisner Health

California State University Chico

California State University, Office of the
Chancellor

Los Angeles County Office of Education

California Association of Food Banks

Legal Aid Foundation of Los Angeles

Homeless Outreach Program Integrated Care System



SSI Cash-Out Policy Reversal: Automation

- Collaborated with CalACES and Accenture to finalize the automation requirements.
- Will perform pre and post testing of the policy and procedures in the LEADER Replacement System (LRS).
- Target date of automation May 20, 2019.





SSI Cash-Out Policy Reversal: Policy and Procedures

- An Administrative Release is in development to inform staff of the policy changes as well as the following new programs:
 - Supplemental Nutrition Benefit Program
 - Transitional Nutrition Benefit Program
- A Factsheet and Frequently Asked Questions document are also being developed for all staff including the Customer Service Centers.





SSI Cash-Out Policy Reversal: Training

- Allline eligibility staff will participate in Instructor-led training.
 - The training will include the SSI Cash-Out Reversal policy and reinforcement of current policies such as Standard Medical Deductions, Uncapped Shelter Deduction, etc.
- Customer Service Center staff, In-Home Supportive Services staff, CalFresh Application Assisters will have a Web-based Training on CalFresh Policy, as well as the SSI Cash Out Reversal policy.





SSI Cash-Out Policy Reversal: Communications

- Internal Communications Plan:
 - Conduct presentations for managers and staff at general staff meetings.
 - Release updates on the policy implementation through the DPSS internal news network “Be Informed, Be Heard Network (BBN).”
 - Release articles in the CalFresh Newsletter, IHSS Newsletter, and the DPSS Newsletter.
 - Add content to the Electronic Bulletin Board (EBB) for staff awareness.
 - Send e-mail blasts to all of our staff.





SSI Cash-Out Policy Reversal: Communications

- External Communications Plan:
 - Provide updates on the policy implementation plan to our Community partners and CalFresh Application Assisters. As well as provide our partners with flyers for distribution.
 - Mail flyers to all of our CalFresh households with an excluded SSI/SSP recipient member at their annual recertification and Semi-Annual Report.





SSI Cash-Out Policy Reversal: Communications

- Implement an Intake Call Center.
- Work with the Community Service Centers and the American Association of Retired Persons.
- In-Home Supportive Services Social Workers will conduct in-reach to IHSS consumers who receive SSI.
- Leverage automation, such email and text messaging.
- Bus Shelter Advertisements (contingent on funding availability).
- Bus and Rail advertisements (contingent on funding availability).





SSI Cash-Out Policy Reversal: Communications

- Lobby Monitor Messaging for the district office visitors.
- Social Media messaging such as Facebook, Twitter, Instagram.
- Tele-town Halls with Personal Assistance Services Council and American Association of Retired Persons members.
- Promotion via the Los Angeles County Channel.
- Public Service Announcements via radio.



SSI Cash Out Reversal Preparedness

Melissa Mullin

Staff Analyst for the CalFresh Program

San Joaquin County



HUMAN SERVICES AGENCY
SAN JOAQUIN COUNTY

Analysis of Timeline

- Planning and Draft of Readiness Plan: November through January
- Planning Summit: February
- Finalization: March
- C-IV Functionality: May 21
- Implementation Date: June 1

Analysis of Population

- We analyzed the data provided by CDSS regarding the SSI population in our county
<https://www.cdss.ca.gov/Portals/9/CalFresh%20SSI%20Cash-Out/Statewide%20Client%20Data%20Table.pdf?ver=2018-11-14-161201-283>
 - Total SSI for our county
 - SSI in an institution (CF ineligible)
 - SSN data match with IHSS/SSI clients
 - QMB/SLMB Cases
 - SSI currently inactive member of an open CF case (potential SNB/TNB population)

Framework for Successful Implementation

CALFRESH ENDING SSI CASH-OUT SUMMER 2019

Framework of Solutions for Successful Implementation

Mission: Reducing hunger and poverty in California for seniors and people with disabilities.

Vision: Excellent customer service and access for all.



- Offer electronic signatures over telephone to accept and complete applications by telephone
- Offer customers flexible interview times by telephone
- Upgrade IVR menu and features:
 - Call back, self service



- Maximize Consortia's on-line and mobile application features:
 - Upload verifications, check application status, create accounts
- Promote GetCalFresh.org
- Offer same day service when applicants apply on-line, with telephone interview



- Welcome with Greeter/Customer Service Liaison to assist clients and actively manage lobby
- Upgrade lobby and line management tools
 - Signage, messaging, monitors, on-line terminals, telephones, kiosks
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COLLABORATE TO HELP CLIENTS APPLY

- County staff from IHSS, Medi-Cal QMB/SLMB/QI-1 cases, multi-program outreach, and other local programs serving people on SSI
- CalFresh Outreach Application assisters, including food banks, area agencies on aging, independent living centers, and more
- All community partners can educate and refer

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Structure on Own Plan

- Currently What do we have?
 - Infrastructure
 - Staff & Training
 - Outreach & In-reach

- Need to Address & Want to Improve
 - Infrastructure
 - Staff & Training
 - Outreach & In-reach

Infrastructure

- How we take CF Phone Applications
- Call-back features or process
- Usage of E-Signatures & Telephone interviews
- Disability Access for Cubicles
- Assist in Verifications
- Lobby Ambassador

Staff & Training

- Trainings for current staff
 - Policy training for Cash Out, SNB, & TNB
 - C-IV Functionality
- Same day service when possible
- Medical Deductions, CF 31
- Working with ARs

Outreach & In-reach

- Currently work with CBOs regarding CF outreach
- EWs posted varying days and times at our Community Centers
- Outreach Staff who attend community events (booths) & participate in Hunger Taskforce

Need to Address & Want to Improve

- Brainstorming meeting where no ideas were off limits, thinking outside the box
- Presentation of ideas to Managers to discuss feasibility, practicality, and associated costs.
 - Prioritize since not all are possible

Brainstorming Ideas

- Infrastructure
 - Phone messaging
 - Adding additional lobby kiosks
 - Posters & Signage in the Lobby
 - Client focused flyers for community centers & CBOs
 - Website Messaging
 - Adding Disability Cubicles & Signage

Brainstorming Ideas

- Staff and Training
 - Hiring new staff
 - Additional Refresher Trainings
 - Medical Deductions (CF 31)
 - Working with Ars
 - Overtime
 - Develop process & procedures for how to handle overflow of call centers and/or intake (paper applications & walk-ins)

Brainstorming Ideas

- Staff and Training (continued)
 - Specialization of TNB caseload & process of how & when to transfer
 - Potential workload shifts for other programs and tasks to allow for EWs to have more time to work with SSI population

Brainstorming Ideas

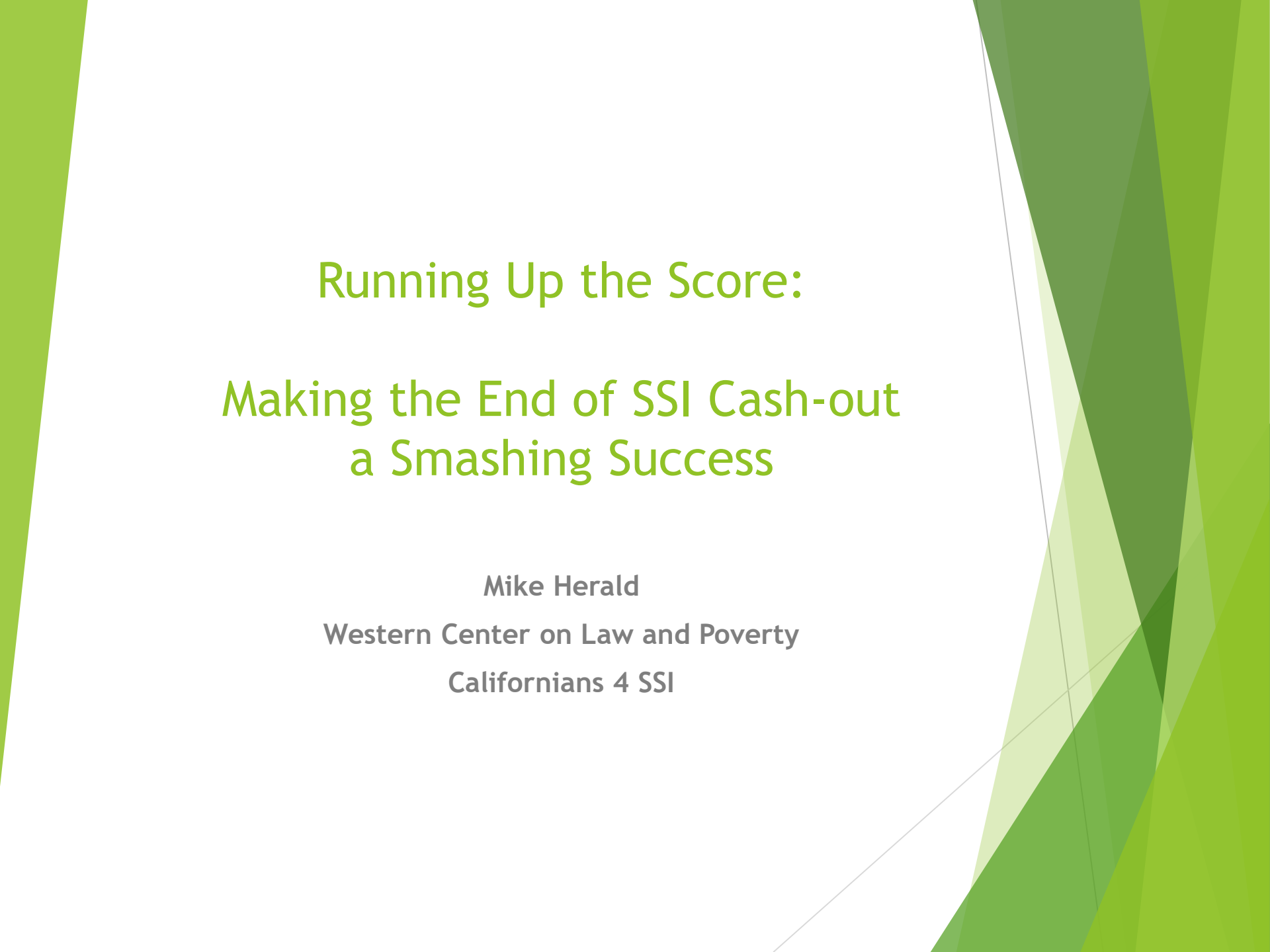
- Outreach
 - Meet with Disability based & other interested CBO
 - Coordinate efforts with Area Agency on Aging (AAA)
 - Information exchange contracts to assist with attaining verifications
 - Expand EW hours at community centers
 - Booths and community events focused on disabled population

Brainstorming Ideas

- **In-Reach**
 - Ad hoc the data of IHSS/SSI from CMIPS
 - Find how many are known in C-IV
 - How to outreach to those unknown to C-IV
 - Presentation to Dept. of Aging & IHSS Staff
 - Send a flyer/application?
 - QMB caseload (already specialized)
 - Develop process & procedures
 - Send a mailer/flyer/application?

Thank You

- Questions?
- Melissa Mullin
Staff Analyst for CalFresh
San Joaquin County
mmullin@sjgov.org

The background features abstract, overlapping green geometric shapes in various shades, creating a modern and dynamic look. The shapes are primarily triangles and polygons, some solid and some semi-transparent, arranged in a way that suggests movement and depth. The colors range from light lime green to dark forest green.

Running Up the Score: Making the End of SSI Cash-out a Smashing Success

Mike Herald
Western Center on Law and Poverty
Californians 4 SSI

Don't Agonize, Organize

- ▶ Connect with other advocates in your county from across the CalFresh, Aging, Religious and Disability communities.
- ▶ Ask them to identify other local groups that Hunger Advocates might not work with like housing groups, immigrant organizations, independent living centers or homeless advocates
- ▶ Check with ca4ssi.org to see who else is working in your area and already involved with SSI advocacy.

Let's Make a Difference!

- ▶ CDSS has produced a “framework” for counties and advocates to consider with ideas for improving the eligibility experience.
- ▶ The framework only includes ideas that can reasonably be done by next summer and with the funding state has provided counties
- ▶ Local advocates should look at the framework and identify local priorities to maximize implementation.
- ▶ Pick the items that make sense for your county, not just for the end of SSI cashout but for all CalFresh applicants.

Get a Date to Collaborate

- ▶ While advocates are developing their options, contact the county and ask to sit down with the staff implementing the end of cashout.
- ▶ Look at the county data CDSS provided - where are the greatest needs?
- ▶ Ask the county about their priorities, share the advocate customer service priorities. Do some active listening and develop a collaborative plan. We are all in this together.
- ▶ Continue dialogue throughout the process to understand timing and opportunities to partner in run up to June 1. Troubleshoot possible problems BEFORE implementation starts. No one wants this to be the next DMV.

Get a Big Megaphone!

- ▶ We need to get the word out to SSI recipients and their friends that CalFresh will be available to SSI recipients in the summer of 2019. This means not just telling people that they can apply but giving them the tools and support they need to apply.
- ▶ Develop a local flyer with information on CalFresh eligibility and ways to enroll that is accessible to people with disabilities and in key local secondary languages.
- ▶ Check the CA4SSI.org website for templates and ideas that you can use locally
- ▶ Use social media platforms to drive the message and encourage your allies to share and retweet those messages.
- ▶ Get the local news media to do stories on CalFresh eligibility.

Alliance

to Transform

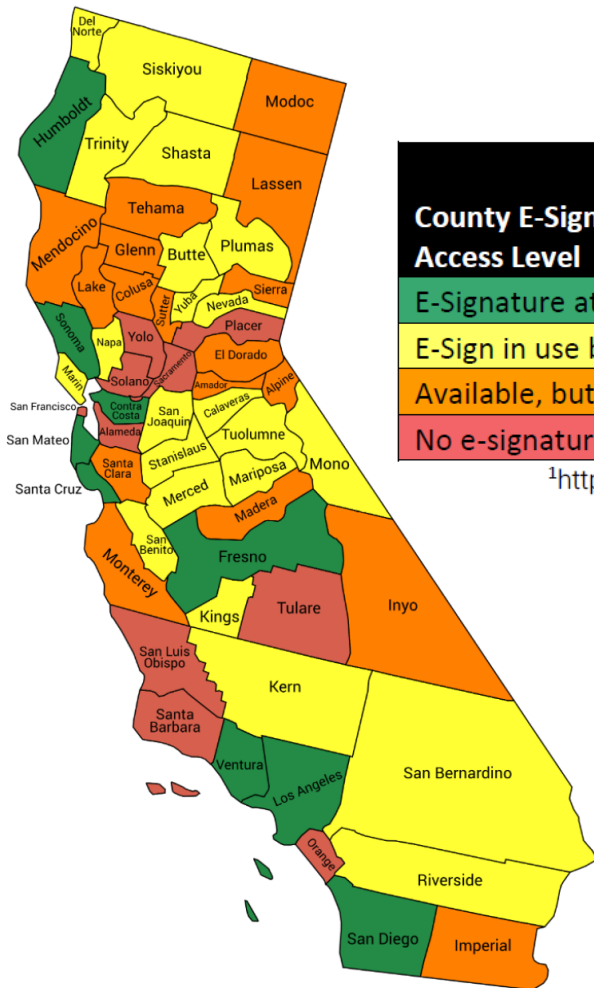
CalFresh



Supporting SSI Recipients applying for CalFresh

Jennifer Tracy, Consultant,
Alliance to Transform CalFresh

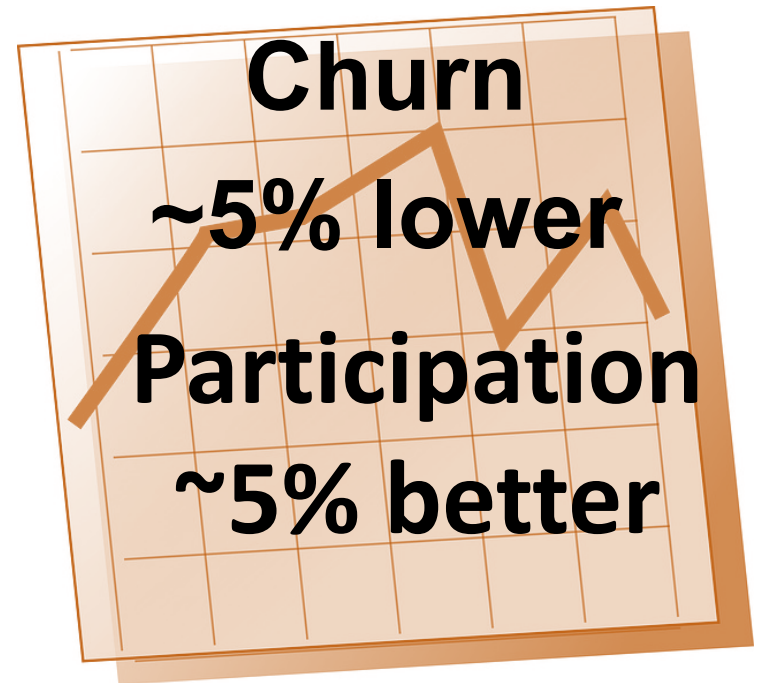
Telephonic Signature



County E-Signature Access Level	Sum of County SSI Populations ¹	Percent of Total SSI
E-Signature at intake	606,030	48%
E-Sign in use but unknown if at intake	275,817	22%
Available, but not implemented	90,688	7%
No e-signature options	288,682	23%

¹https://www.ssa.gov/policy/docs/statcomps/ssi_sc/2017/ca.htm

Innovative Interview Scheduling



Dual Enrollment Strategies

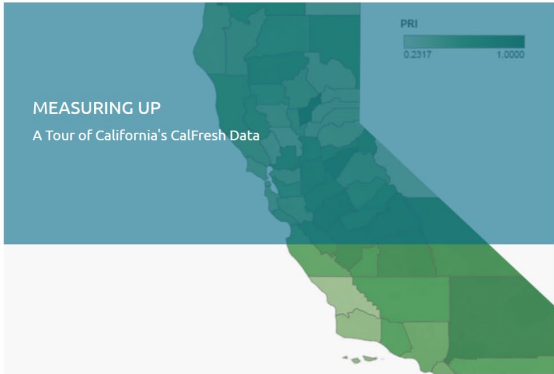


TransformCalFresh.org



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QUICK. CONSISTENT. CONNECTED. EQUITABLE.



STRATEGIES
Data-Driven Statewide policies.
Programmatic Focus.
Modernize operations.

Upcoming Opportunities

UPDATES



ATC College Student Hunger Webinar: Insightful and Inspiring

On November 14th, the Alliance to Transform CalFresh hosted a webinar to highlight the

Thank you!

