



**211 San Diego
CalFresh Outreach:
Connecting the Unconnected**

**Social Services Advisory Board (SSAB)
Meeting**

June 9, 2021

William York
President & CEO

Karla Samayoa
Director of Safety Net Programs

Overview

1. History of CalFresh Outreach in 211 San Diego
2. 211 San Diego's impact
3. How COVID-19 changed the application assistance landscape
4. Medi-Cal Opportunities
5. Lessons Learned



211 History

“Information and Referral (I&R) is the art, science and practice of bringing people and services together.

When individuals and families don’t where to turn, I&R is there for them.”

Alliance of Information and Referral Systems - AIRS is the international voice of Information and Referral (I&R) and source for standards, accreditations and certifications for the community I&R sector.



211 San Diego Today

- Non-profit
- 24/7/365 confidential service
- Live answer
- Available in more than 200 languages
- Database of more than 6,000 services & programs
- Launched in 2005 with 5 additional 211 services in the Southern Region
- CPUC awarded and designated
- AIRS accredited



211 San Diego

By the Numbers



+1 Million
connections
(2020-21)/year



1,200+
service providers



200+
languages offered



92% customer
satisfaction



98% referrals
accuracy



300+ staff

CalFresh History at 211 San Diego

CalFresh Outreach contract with CDSS for 13 years



2009

211's role in CalFresh began in partnership with CAFB



2010

Technology advancements at 211 San Diego and the County of San Diego allowed for telephonic signatures



2014

Expansion of 211 San Diego's CalFresh Outreach Team



2016

Care coordination advancements with CIE for San Diego and Imperial Counties; launched *2EnrollMe*



2018

In partnership with HHSA, launched CalFresh Reschedule Line



2021

Expanded team to 25 FTE; will be adding 2 new subcontractors (211 Humboldt, AAA Ventura)

211 San Diego CalFresh Outreach Network

San Diego County

Imperial County

Orange County (211 OC)

Riverside (211 Riverside)

San Bernardino (211 San Bernardino)

Santa Barbara (Santa Ynez Valley People Helping People + 6 subs)

Ventura (AAA)

San Francisco (211 Ventura)

Sacramento (211 Sacramento)

Humboldt (211 Humboldt)

Kern (Cap Kern)

15 subcontracting agencies across the state

2020 COVID 19 Response contracted partners:

Home Start

The Center

Serving Seniors

St. Paul's PACE



211 San Diego CalFresh Process

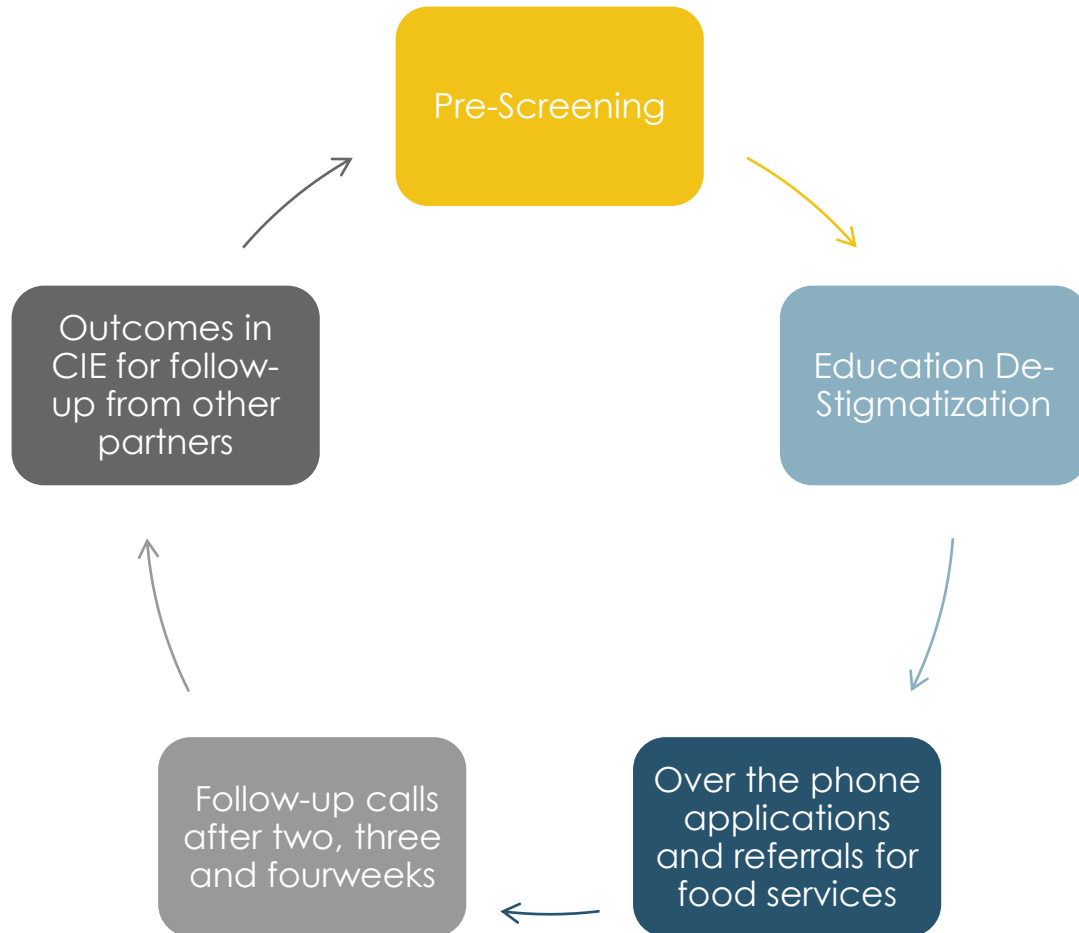
Changing process for innovation and improvement (appointment calendar, tailored follow-ups, SMS, CIE)

More than application assistance:

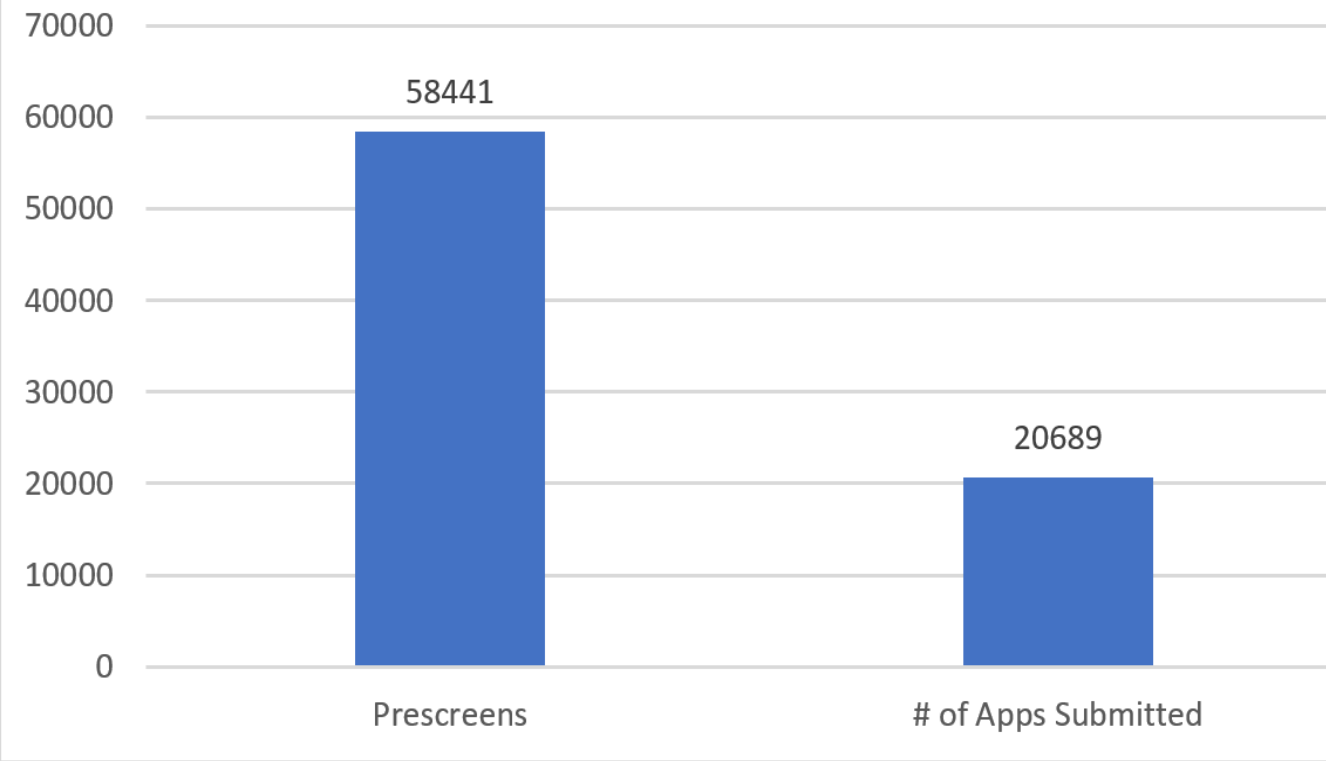
- Clients are guided through the process, educated on expectations and responsibilities
- Multiple connections with clients

Other Examples of Innovation:

- Covered CA phone assistance
- Navigation for document follow up
- Community Information Exchange (CIE)



CY 2020 Prescreen Impact



CalFresh Application Assistance in San Diego



2018 submitted 13,263

Total of **\$1,820,938** in benefits to clients.

59% approval rating



2019 submitted 17,210

SSI expansion in June resulted surge in application assistance. Total of **\$1,931,004** in benefits to clients. 65% approval rating



2020 submitted 20,689

COVID-19 Pandemic. Total of **\$3,501,152** in benefits to clients. 71% approval rating

Assisted 40,558 individual clients

Prescreen Impact

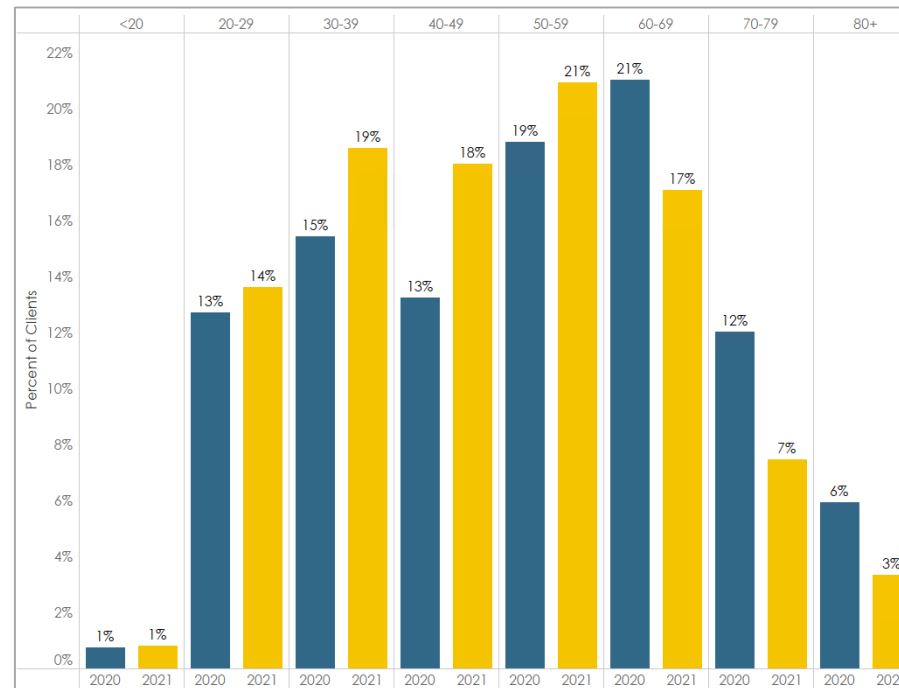
- **42%** of clients, or 2 out of 5 screened, were found to be likely eligible
 - 81% decided to apply with the Enrollment Center; 8% chose to apply another way (online, mail, in-person, etc.)
 - 35% of prescreens became submitted applications
- 1 in 3 people screened already had CalFresh and were educated on how to use benefits, SAR 7, and other reporting requirements
- Since 2018, the Enrollment Center applications have generated **\$7,253,094** in CalFresh benefits for clients

2021 Applicants: More likely to be younger, with children in the household, and unemployed

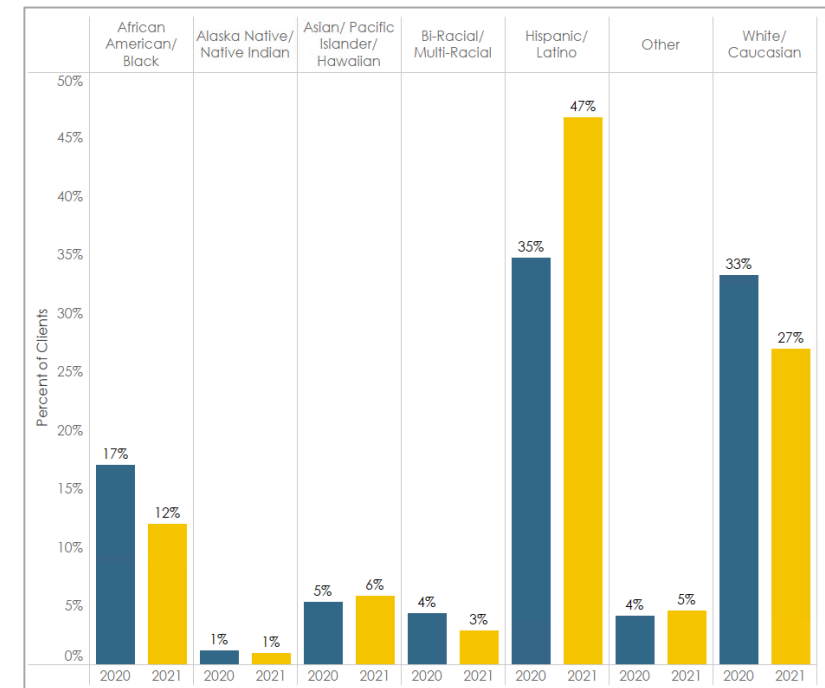
In 2021, CalFresh applicants were:

- 64% women, 36% men
- **Younger than 2020 applicants-- 27% were 60 years old or older, with 37% between 30 and 49, compared to 39% 60+ and 28% between 30 and 49 in the previous year**
- About half were Hispanic/Latino (47%), which was higher than the previous year with only 35% of total applicants
- 52% in single person households
- 34% with children in the household, which was up from 27% with children in the household in 2020
- **47% were unemployed, which is much higher than the previous year with only 31% unemployed**
- 27% homeless (similar to previous year)
- 50% indicated a health concern, which was down from the previous year with 63% indicating a health concern

CalFresh Applicants by Age Group



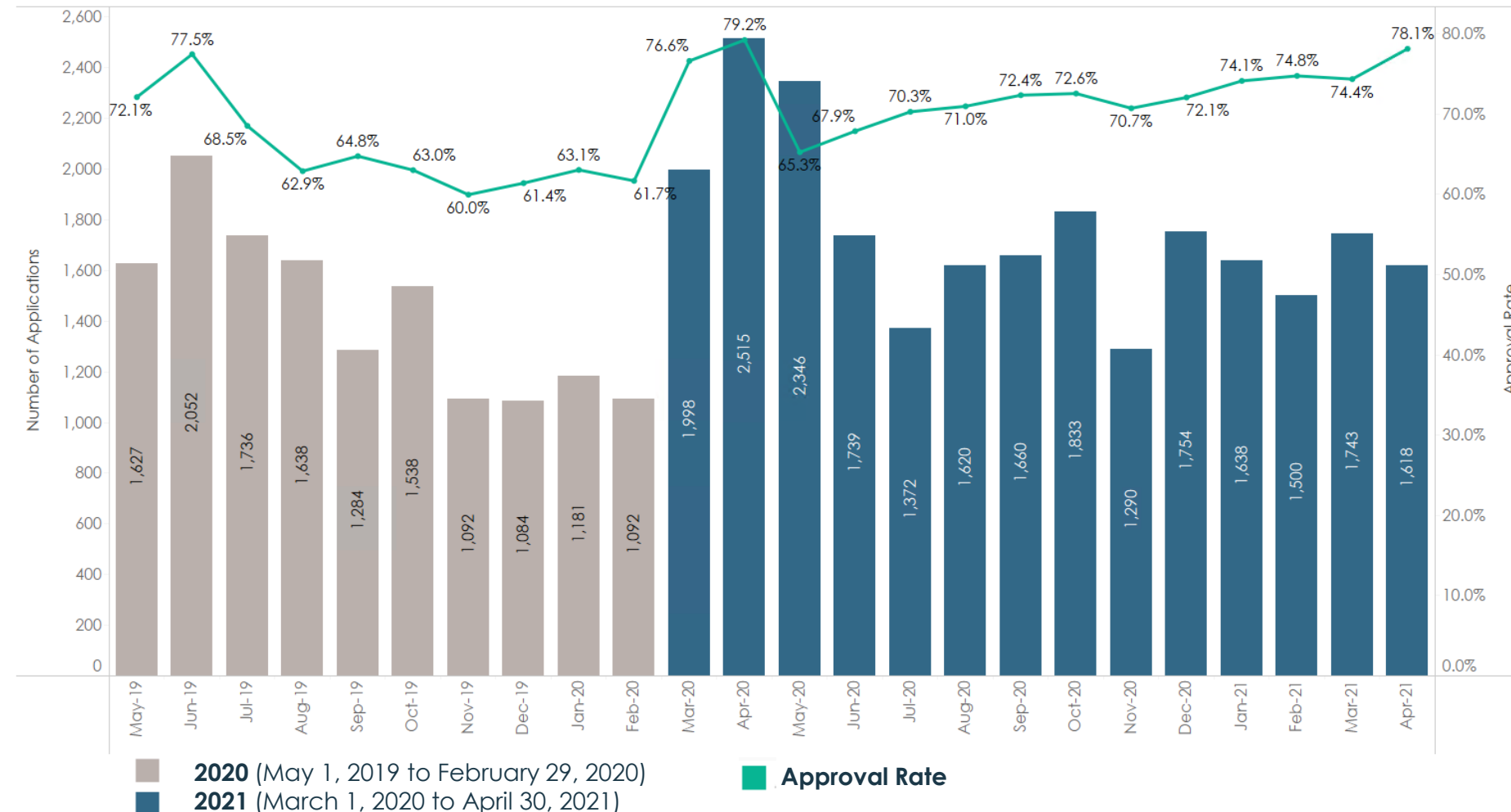
CalFresh Applicants by Race/Ethnicity



23% increase in average monthly applications since the beginning of COVID

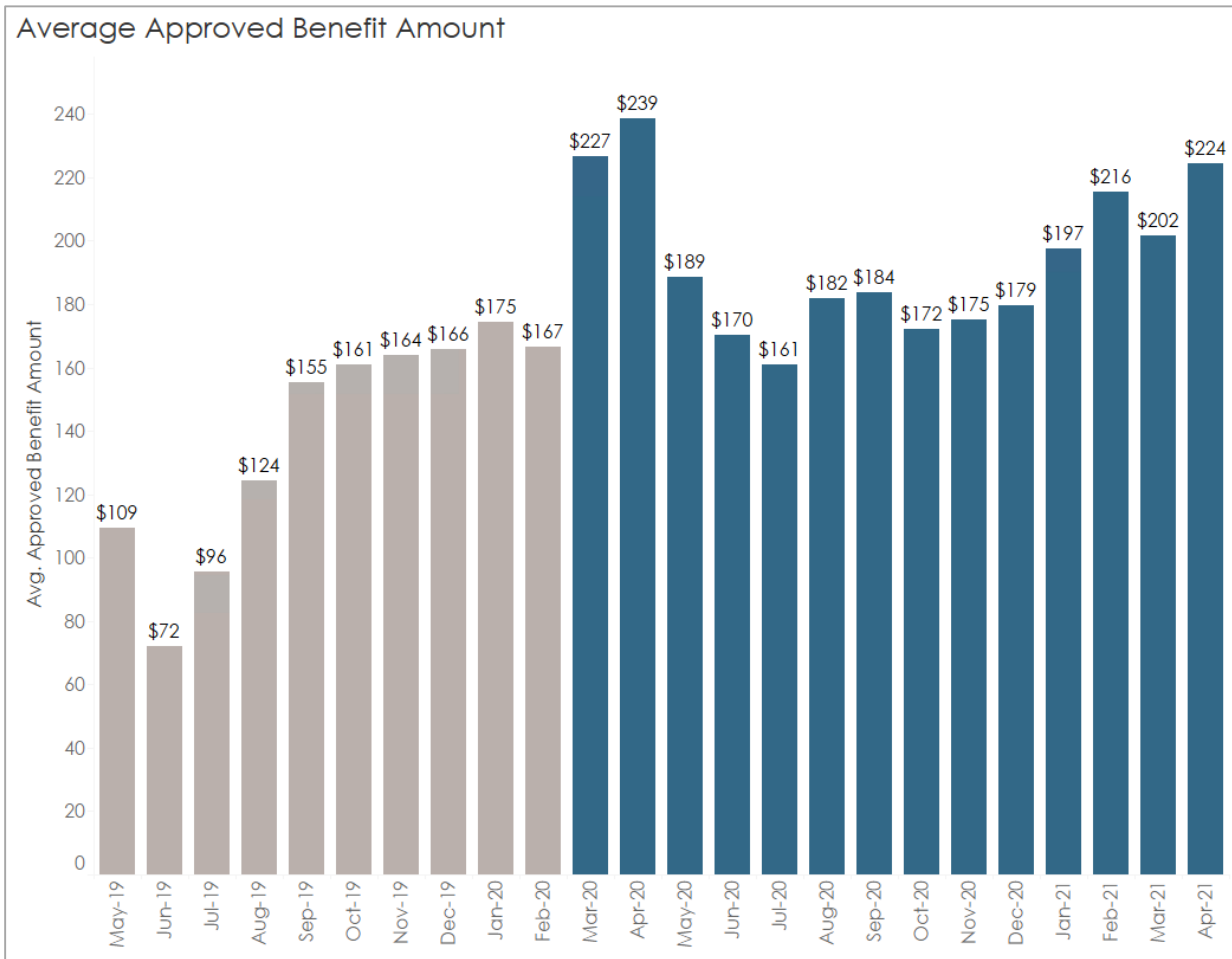
Total Applications Submitted

All applications included



- During the 10 months prior to the start of the COVID-19 pandemic, there were about 1,300 applications submitted per month with a 66% average approval rate.
- **In March 2020, the total applications submitted were 83% greater than the previous month.**
- Between March 2020 and April 2021, there were an average of 1,600 applications submitted, with 2,200 per month in the first three months of the pandemic. On average, 73% of applications were approved during this timeframe.

Average monthly benefits increased to maximum benefits in 2021

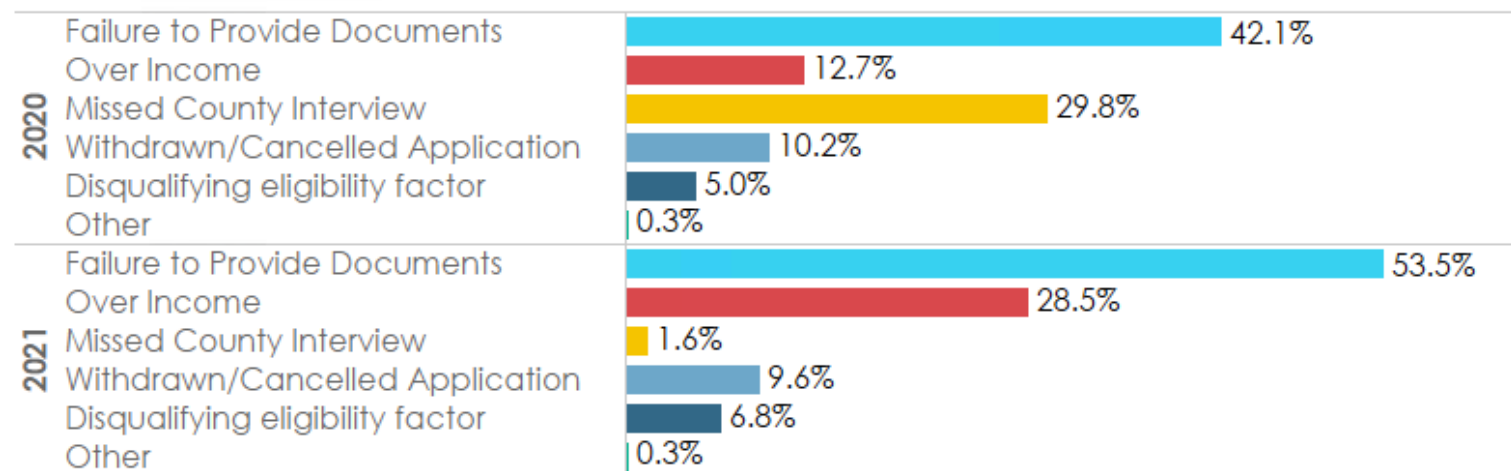


■ 2020 (May 1, 2019 to February 29, 2020)
■ 2021 (March 1, 2020 to April 30, 2021)

- During the 2020 time period, households were receiving \$139 in average monthly benefits.
- During the 2021 time period, this increased to \$194 in average monthly benefits.
- During 2021, households were receiving the maximum benefits to provide more assistance during the pandemic.

Missing county interview, a historically top denial reason, was essentially eliminated in 2021

Summary- Total Apps by Denial Reason



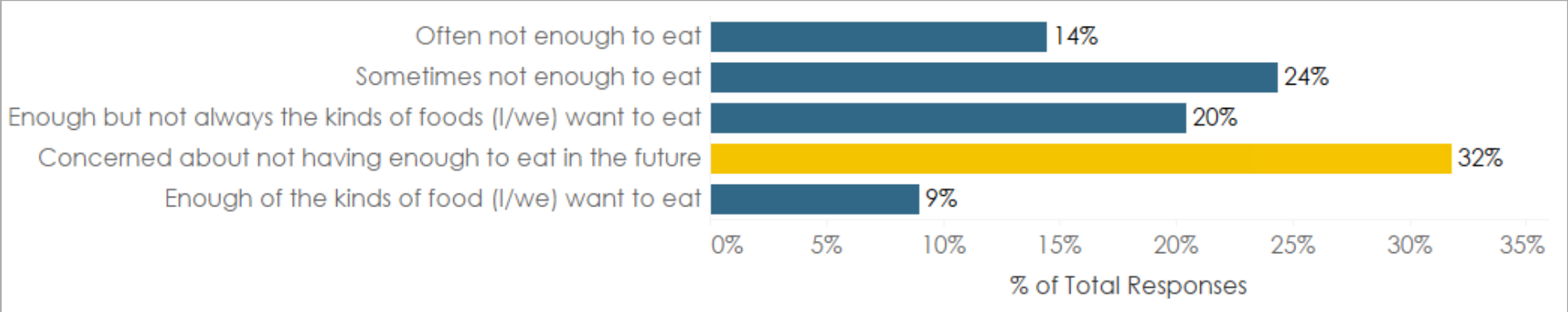
Failure to provide documents and **missing county interview** have consistently been the most common denial reasons, representing about **70% of all denials** in 2020.

- In addition to an increase in applications submitted and higher approval rates, COVID-19 impacted the reasons that applications were denied.
- The most noticeable difference was in the percent of applicants who were denied for missing the county interview. In 2020, 30% of clients were denied because they missed their county interview, compared to only 1.6% in 2021.
- The most common reason across both time frames was failure to provide documents (42% of all denials in 2020 and 54% in 2021).

One in three clients is concerned about not having enough to eat in the future

- When asked about their overall food situation, clients in 2021 were more likely to be concerned about not having enough to eat in the future (32% compared to 26% in 2020)
- 87% of clients reported not having enough money for food as the top barrier, followed by 12% who recently lost employment or an income source
- Compared to 2020, in 2021 clients indicated they were in less severe crisis situations
 - More have access to healthy food (84%)
 - 34% were often worried their food would run out, with 27% often actually running out of food (compared to 44% and 38%, respectively, in 2020)
- Clients also reported being more knowledgeable about food resources, with 38% somewhat knowledgeable in 2021 compared to 31% in 2020.

Description of Overall Situation (2021)



2021 Outreach Efforts

211 San Diego
April 28, 2020

Starting today, CalFresh recipients can use their EBT card to buy groceries online at Amazon and Walmart! Your groceries can be delivered, but your benefits will not cover the delivery fee. Learn more about these options below.

Walmart: <https://bit.ly/2KMF25n>
Amazon.com: <https://amzn.to/2VMhDHL>



CALFRESH BENEFITS CAN NOW BE USED AT SELECT ONLINE RETAILERS



211 San Diego
@211SD

CalFresh can now be used to buy groceries online! You can get home delivery using through Amazon and Walmart. You can also buy groceries online for pick up at participating Albertsons, Safeway, and Vons locations.

#CalFreshAwarenessMonth
cdss.ca.gov/ebt-online



CALFRESH BENEFITS CAN NOW BE USED AT SELECT ONLINE RETAILERS



Reaching Clients Through:

- Social media
- CIE partner referrals
- In-reach strategies
- Prescreen(in) strategies
- Targeted outreach campaigns
- 17,688 Inbounds calls answered; 68,821 outbound calls made
- **97% Client Satisfaction Rate**

Medi-Cal

Medi-Cal Assistance

- 211 addresses client needs through a holistic-level look at other resources they may need including MC
- Limited, over the phone Medi-Cal application assistance available
- Enrollment Center submits Medi-Cal apps in combination with CalFresh
 - CDSS Outreach funding does not allow for ECS to bill time on non-CalFresh related activities
- 7,207 unique clients were given referrals for Medi-Cal general info and application assistance

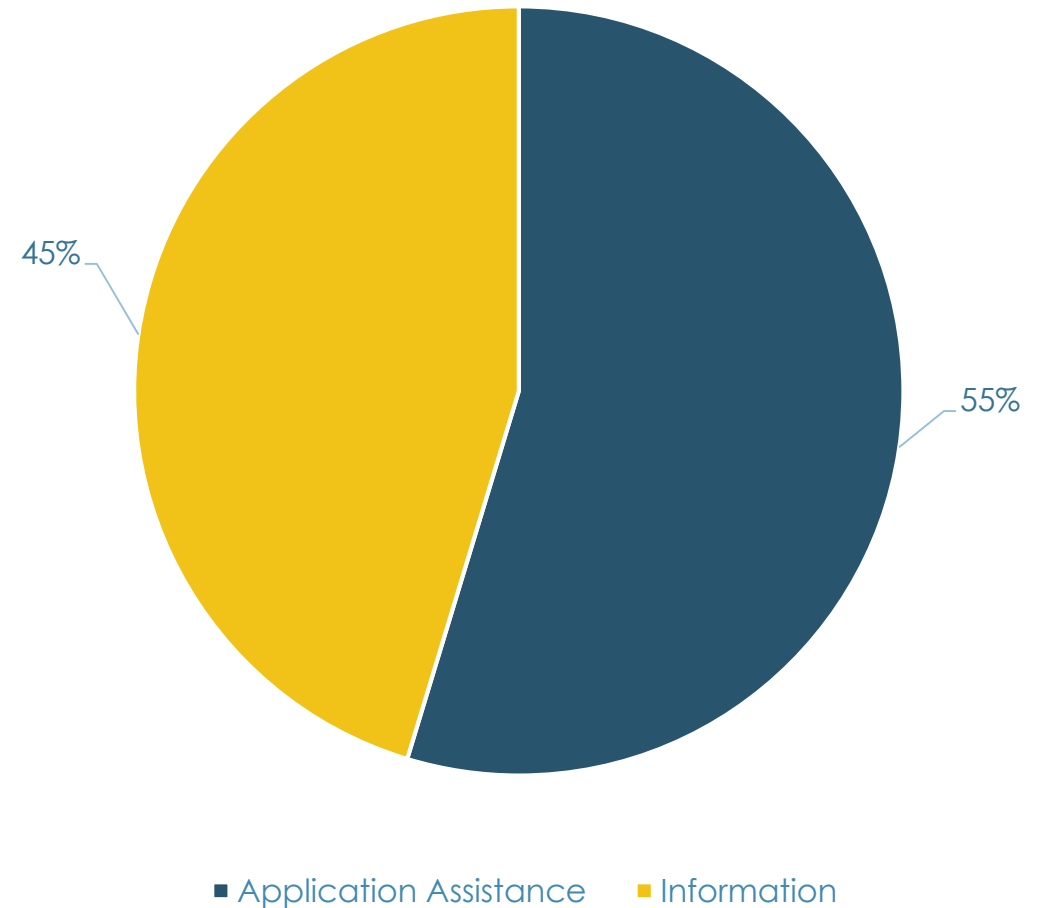


Medi-Cal Assistance: By the Numbers

In the last 12 months, 211 provided
7,207 referrals for Medi-Cal (unique clients)

- 3,500 were for Medi-Cal application assistance information
- 2,900 were for Medi-Cal information

Type of Assistance



Opportunities & Partnership

What is a Community Information Exchange?

“A Community Information Exchange (CIE) is a community-led ecosystem comprised of **multidisciplinary network partners** using a **shared language**, a **resource database**, and **integrated technology platforms** to deliver enhanced **community care planning**. A CIE enables communities to have **multi-level impacts** by shifting away from a reactive approach towards **proactive, holistic, person-centered care**. At its core, CIE centers the community to **support anti-racism and equity**.”



Community Information Exchange Partners



CIE San Diego & Medi-Cal/CalFresh

Referrals, Coordination and Advocacy

- CalFresh and Medi-Cal enrollment services available as direct referrals via CIE
 - Federally Qualified Health Centers-Application Assistance
 - CBO CalFresh Application Assistance
- Increased awareness of benefits enrollment
 - Program Enrollments, including benefits enrollments populates in CIE through data integration allowing follow-up and advocacy (ie. ConnectWell, HMIS)
- Leverage CIE Network and Partners for target outreach and enrollment
 - Example partnership to target older adult populations with partnership with CIE partners

Challenges and Lessons Learned

Challenges

- Client barriers
- Capacity during large surges (SSI, COVID)
 - CDSS funding structure does not allow for pivots
- 2020 challenges are different than other years



Lessons Learned and Opportunities

- State policies made massive impact
- Continuous process improvements
- Tailored follow-up is effective
- Equitable practices help populations with additional barriers
- Screening-in best practices
- Strategic partnerships
 - Not all partners are equipped for application assistance but can refer/schedule
- Technology forward: telephonic signatures, SMS capabilities, over the phone, appointment based



THANK YOU

