Creating An Equitable SNAP System: Access, Operations & Experimentation

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A Focus on Customer Experience

Service should be:

- **Connected**: Ensure families are efficiently connected to all benefits that they are eligible for.
- **Quick**: Applications should be processed quickly and efficiently.
- **Consistent**: Service should be consistent regardless of geographic location. An added focus on retention will ensure eligible Californians keep benefits.

Along with members of the Alliance to Transform CalFresh we have set out a reasonable and achievable goal to **reach 75% participation** by 2016. Ideally, becoming one of the **top ten states** for access.
Connected: Increasing Dual Enrollment

• **Affordable Care Act** continues to present a major opportunity in CA.
• Integrate Medi-Cal and CalFresh to *efficiently reach* Californians who are eligible for both.
• **Leverage** technology, processes and new funds.
• Low-income Californians should only *tell their story once*.

*It’s estimated that 9 in 10 CalFresh recipients qualify for Medi-Cal and 6 in 10 Medi-Cal recipients qualify for CalFresh.*
Quick: Same Day Service

- The term Same Day Service refers to a vision that results in measurably faster processing times: from initial application to receipt of benefits.
- A focus on improving speed of service will inherently involve improving the entire enrollment process for all.
- Capitalize on technology and modernize so that improved timeliness is achievable across application points (e.g. online).
- Revisit current practice at the state and county level, such as procedures for expedited service and verifications.
Consistent: Improving Business Processes

• Create and establish **statewide policies and procedures** so that Californians do not become a victim of their geography.
• Advocate for further **program alignment**.
• Leverage **technology and modernize** the application experience.
• A **focus on retention**, for example by reducing “churn”, will help CA maintain some of the tremendous caseload growth we saw during the recession and, as the economy improves, will increase participation rate.

*It’s estimated that one in five CalFresh applications is from someone who was on CalFresh in the last 90 days.*
Data Driven Advocacy

• Identify **priorities** and set **goals** for improvement: countywide and statewide.
• Set **measurable** outcomes.
• Track **progress**.
• Use data to **inform** future work.
Resources

California Food Policy Advocates: www.cfpa.net
Alliance to Transform CalFresh: www.transformcalfresh.org
Data Dashboard: http://www.cdsscounties.ca.gov/foodstamps/

Questions?
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