

**Los Angeles County**

**Department of Public Social Services**

**Geocoding Pilot Participation**



**Carlos Portillo, Human Services Administrator I**



# Los Angeles County CalFresh Outreach Efforts



# HEALTH AND NUTRITION MOBILE OFFICE OUTREACH TEAM



- Average 99 community events per month
- Mobile Unit Team is equipped with laptops, ipads, copiers, printer, scanner and wi-fi
- Outreach Team provides CalFresh Program information and the options available to apply such as:
  - ✓ Online through “[YourBenefitsNow](#)” website;
  - ✓ Mobile App;
  - ✓ The [Customer Service Centers](#) where they can request to be mailed a paper CalFresh application; and
  - ✓ At a local Department of Public Social Services CalFresh office.

# CALFRESH PARTNERS

- Over 50 agencies are partnering with LA DPSS
- The collaborative is comprised of CBOs, FBOs, Food Banks, schools, farmers markets, grocers stores and local, state and federal government entities
- Provide the following support
  - ✓ Planning CalFresh Awareness Month activities
  - ✓ Discuss new strategies for Outreach
  - ✓ Distribute CalFresh flyers and brochures, posting flyers/posters at their sites
  - ✓ Hosting the CalFresh Mobile Unit or DPSS Outreach staff at community events
  - ✓ Assist applicants to complete CalFresh applications on-line.



# January 2015 CalFresh Statistics



**1,186,689**

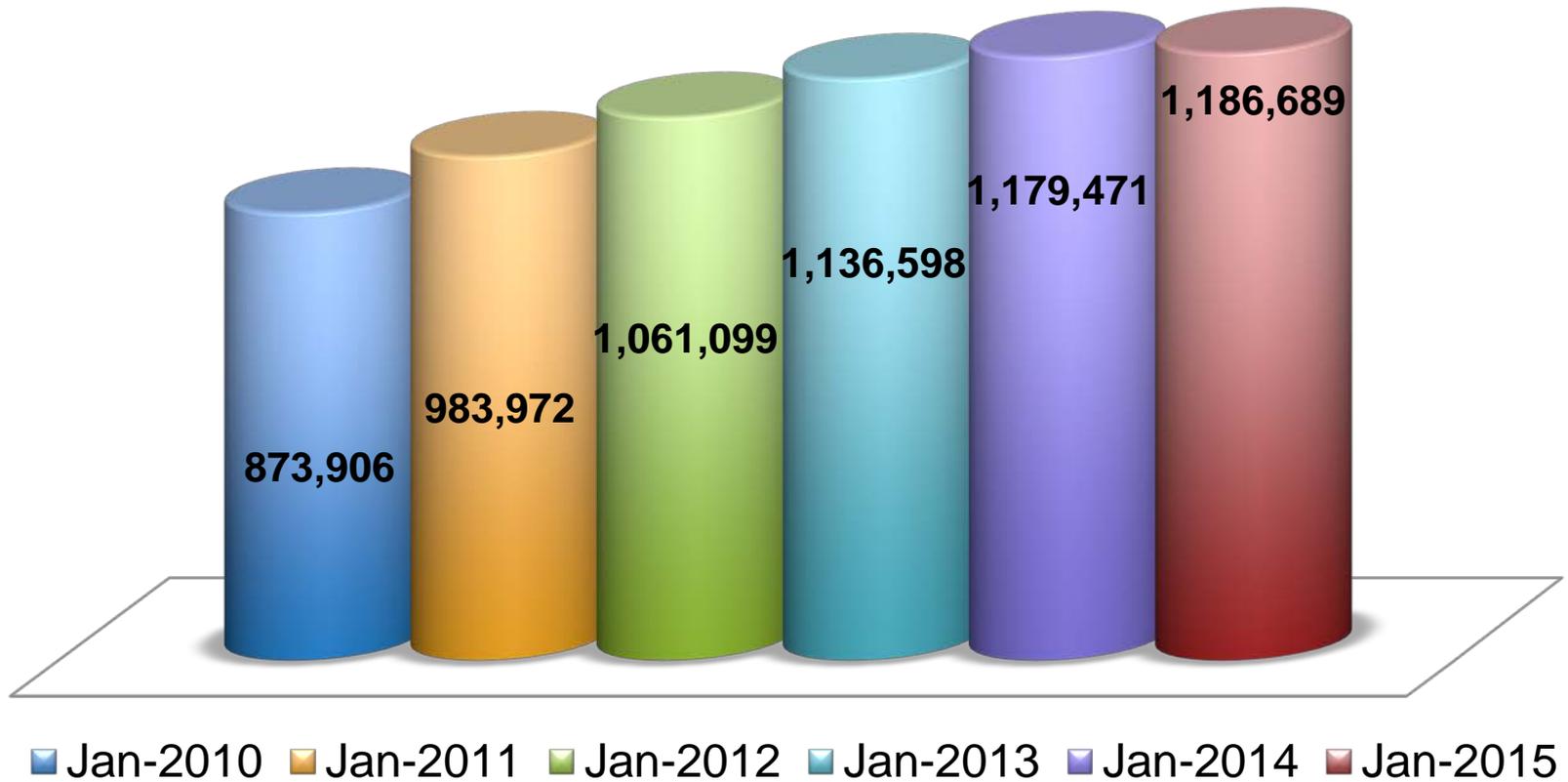
Individuals participating in CalFresh



**586,716**

Approved cases in CalFresh

## Los Angeles County CalFresh Participants



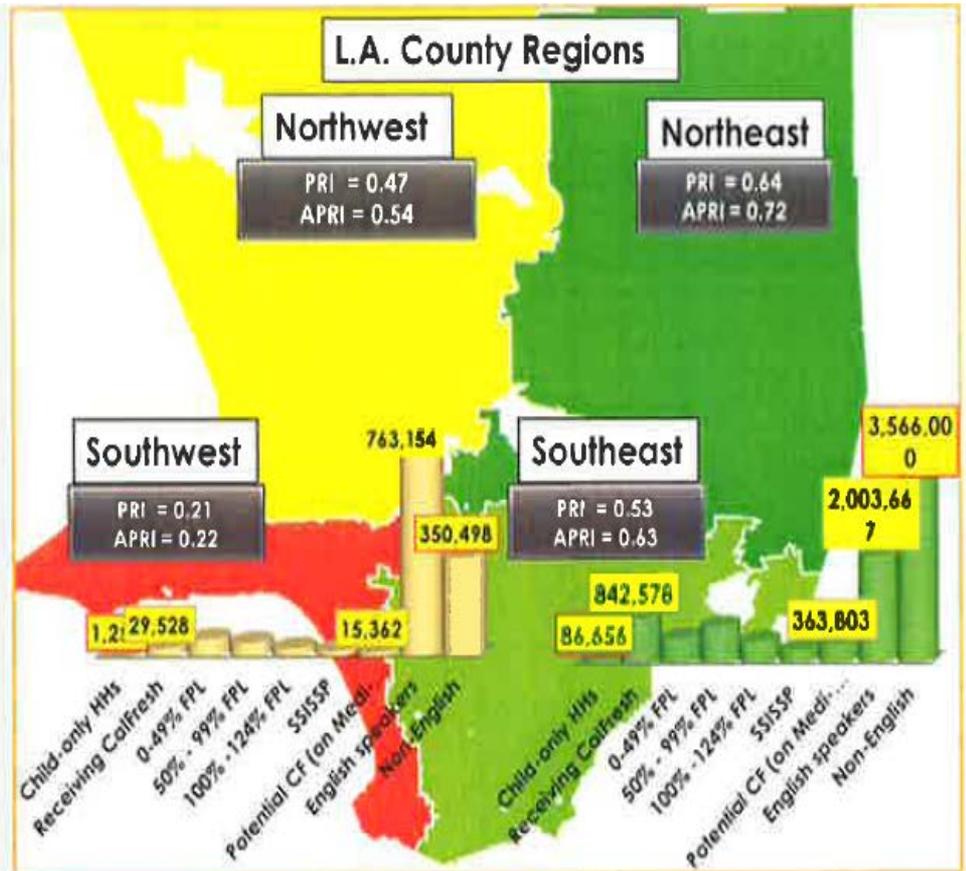
# The LA County Experience

From anecdotal to data-based  
outreach approach





# USE OF GEOCODED DATA





## USE OF GEOCODED DATA

LA County Cities with their approximate number of CalFresh eligible participants and their approximate CalFresh participation rate.

Very Low = APRI <0.25

Low = APRI 0.25-0.49

Moderate = APRI 0.50-0.74

High = APRI >0.74



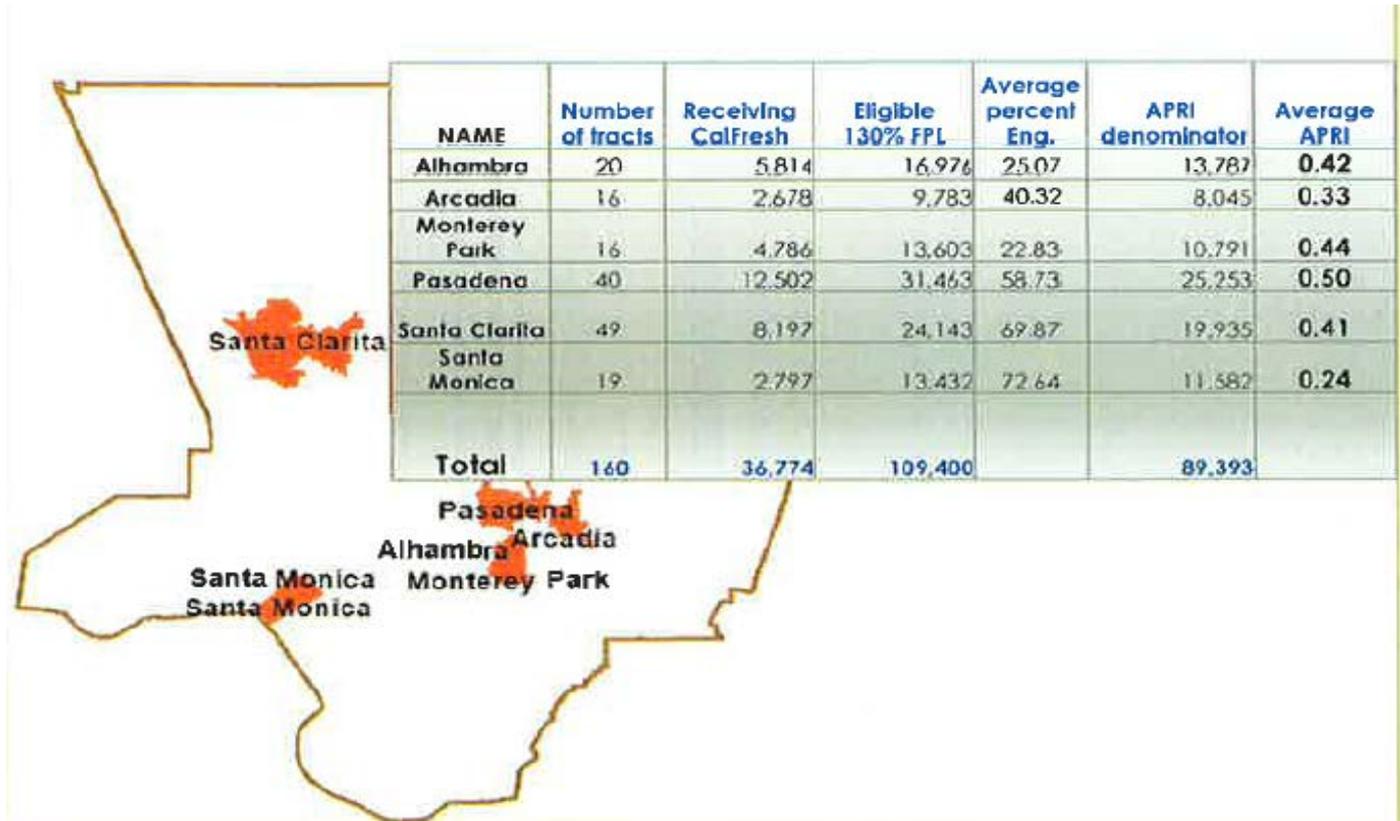
## USE OF GEOCODED DATA

### Cities with Low PRI

City Name	Adjusted Eligible	Program Reach Index
Beverly Hills	3550	Very Low
Cerritos	3590	Very Low
Arcadia	6030	Very Low
West Hollywood	6270	Very Low
Santa Monica	11690	Very Low



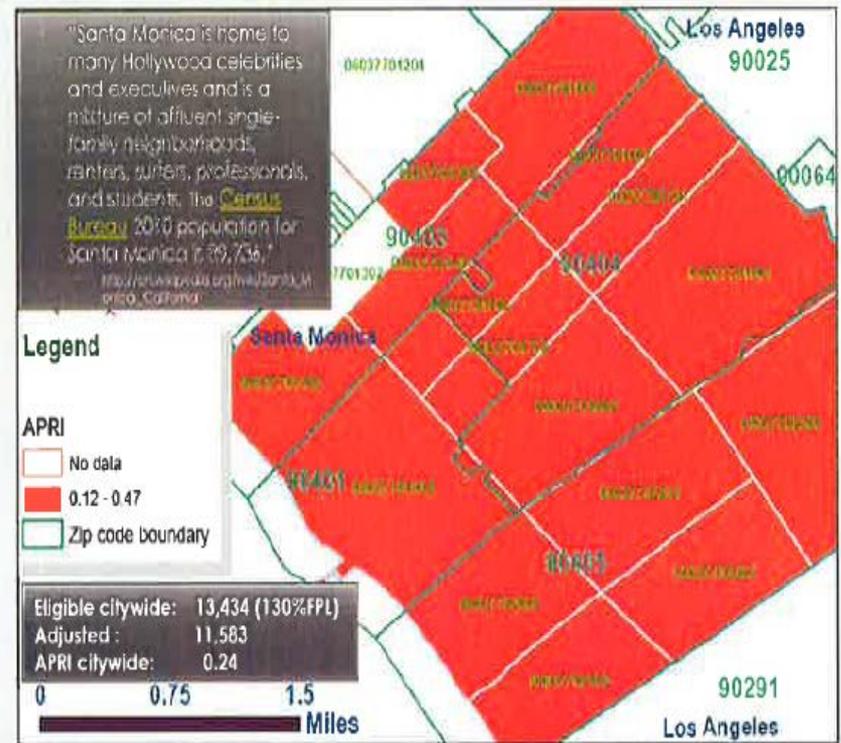
## USE OF GEOCODED DATA





## USE OF GEOCODED DATA

### City of Santa Monica Area of Very Low CalFresh Access:





## USE OF GEOCODED DATA

### City of Santa Monica:

- ✓ New partnership was established with city staff
- ✓ Seeking other opportunities with the CBO/FBOs to participate in community events



## USE OF GEOCODED DATA

### Los Angeles City:

City Name	Adjusted Eligible	Program Reach Index
Los Angeles	885,800	Moderate



## USE OF GEOCODED DATA

# CalFresh Awareness Month Campaign Outcome:

- ✓ Our primary outcome measure CalFresh applications.
- ✓ Comparing the first five months of the year against June 2015, the month after our awareness campaign ended, we saw a 14% increase in the number of CalFresh applications received from 47,898 to June's 51,899 CalFresh applications.
- ✓ This 14% percent increase is significantly higher than last year's 5% increase for the same time period.



## USE OF GEOCODED DATA

### **LA County will benefit by improving:**

- ✓ Outreach Planning
- ✓ Prioritize Use of Resources
- ✓ Seek New Partnering Opportunities

Thank you!

**QUESTIONS?**