Los Angeles County
Department of Public Social Services

Geocoding Pilot Participation
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.
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

Jan-2010: 873,906
Jan-2011: 983,972
Jan-2012: 1,061,099
Jan-2013: 1,136,598
Jan-2014: 1,179,471
Jan-2015: 1,186,689
The LA County Experience

From anecdotal to data-based outreach approach
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

<table>
<thead>
<tr>
<th>City Name</th>
<th>Adjusted Eligible</th>
<th>Program Reach Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverly Hills</td>
<td>3550</td>
<td>Very Low</td>
</tr>
<tr>
<td>Cerritos</td>
<td>3590</td>
<td>Very Low</td>
</tr>
<tr>
<td>Arcadia</td>
<td>6030</td>
<td>Very Low</td>
</tr>
<tr>
<td>West Hollywood</td>
<td>6270</td>
<td>Very Low</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>11690</td>
<td>Very Low</td>
</tr>
</tbody>
</table>
## Use of Geocoded Data

<table>
<thead>
<tr>
<th>NAME</th>
<th>Number of tracts</th>
<th>Receiving Calfresh</th>
<th>Eligible 130% FPL</th>
<th>Average percent Eng.</th>
<th>APRI denominator</th>
<th>Average APRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alhambra</td>
<td>20</td>
<td>5,814</td>
<td>16,976</td>
<td>25.07</td>
<td>13,782</td>
<td>0.42</td>
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<tr>
<td>Arcadia</td>
<td>16</td>
<td>2,678</td>
<td>9,783</td>
<td>40.32</td>
<td>8,045</td>
<td>0.33</td>
</tr>
<tr>
<td>Monterey Park</td>
<td>16</td>
<td>4,786</td>
<td>13,603</td>
<td>22.83</td>
<td>10,791</td>
<td>0.44</td>
</tr>
<tr>
<td>Pasadena</td>
<td>40</td>
<td>12,502</td>
<td>31,463</td>
<td>58.73</td>
<td>25,253</td>
<td>0.50</td>
</tr>
<tr>
<td>Santa Clarita</td>
<td>49</td>
<td>8,197</td>
<td>24,143</td>
<td>69.87</td>
<td>12,935</td>
<td>0.41</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>19</td>
<td>2,797</td>
<td>13,437</td>
<td>72.64</td>
<td>11,582</td>
<td>0.24</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>160</strong></td>
<td><strong>36,774</strong></td>
<td><strong>109,400</strong></td>
<td><strong>89,393</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The map illustrates the distribution of geocoded data across the specified areas, with tables showing the number of tracts, receiving Calfresh, eligible 130% FPL, average percentage engaged, APRI denominator, and average APRI for each location.
USE OF GEOCODED DATA

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

✓ New partnership was established with city staff

✓ Seeking other opportunities with the CBO/FBOs to participate in community events
Los Angeles City:

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<tr>
<td>Los Angeles</td>
<td>885,800</td>
<td>Moderate</td>
</tr>
</tbody>
</table>
CalFresh Awareness Month Campaign Outcome:

☑ Our primary outcome measure was 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, increasing from 47,898 in the first five months 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.
LA County will benefit by improving:

- Outreach Planning
- Prioritize Use of Resources
- Seek New Partnering Opportunities
Thank you!

QUESTIONS?