

# CALFRESH DATA DASHBOARD

Linda Patterson  
CalFresh Branch Chief  
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# The Problem: SNAP Participation

- Although generally doing well on most performance measures, California was not doing well on program participation. Based on Federal Fiscal Year (FFY) 2011 federal data (the latest available), California is behind most of the country in terms of the percentage of eligible people actually enrolled in the SNAP program.
- Enrollment of potentially eligible persons is at approximately 57 percent. This is below the national participation rate of 79 percent.
- Although there has been continued improvement, last place is not an option!
- Official numbers do not yet reflect recent policy changes in California.

# Goal: Increase CalFresh Participation

- CDSS, in collaboration with counties, requested that counties undertake a three-year goal-setting process to help achieve increased CalFresh participation within their county.
- There are many factors that contribute to individual county program participation, both demographically and economically. The majority of the county plans focused on:
  - in-reach to current Medi-Cal recipients;
  - increasing program outreach to seniors;
  - addressing churning and retention of cases; and
  - the use of technology

# Using Data to Improve Performance

- In support of the county efforts to increase participation using a data-driven approach, the CDSS developed a County Data Dashboard (located at <http://www.cdsscounties.ca.gov/foodstamps/> ).
- This public dashboard provides tools and information for counties to evaluate existing participation improvement efforts and make decisions about future ones.
- Although our goal was to increase participation, the dashboard would also be a good tool to increase performance in other program priorities or Federal performance measures.

Browser window showing the CalFresh Extranet Home page. The address bar displays <http://www.cdsscounties.ca.gov/foodstamps/>. The page header includes the **CA.GOV** logo, **Department of Social Services**, and **CDSS**.

## CalFresh Program

This page provides an access point to CalFresh Program Data, Quality Control Error Rates, Timeliness of Application Processing data, QC Handbook, Training Materials, Conference Presentations, ACL's and ACIN's

- [FAAC Meeting Agendas and Summaries](#)
- [Related Links](#)
- [Related Publications](#)
- [CalFresh Feedback](#)
- [Questions and Answers](#)
- [Quarterly Reporting Questions and Answers](#)
- [Special Notices](#)

### COUNTY DATA

- **Data Dashboard**
  - [How to Use the Data Dashboard](#)
  - [FFY 2014 data](#)
  - [FFY 2013 data](#)
- **Error Rates**
  - [Actives](#)
  - [Case and Procedural Error Rate \(CAPER\)](#)
- [Timeliness of Application Processing](#)
- [Caseload information](#)
- [County Caseload Growth](#)
- **Churn Rates**
  - [Churn Data FFY 2014](#)
  - [Churn Data FFY 2013](#)
  - [Churn Data FFY 2012](#)
- **Medi-Cal In-Reach**
  - [FFY 2014 data](#)
  - [FFY 2013 data](#)

### PROGRAM ACCESS & PARTICIPATION

- [State Efforts to Increase Participation February 2013](#)
- [County Plans to Improve CalFresh Participation](#)

### BEST PRACTICES

- [Effective Corrective Action Planning](#)
- [Tips For Managers on Achieving Quality Performance](#)
- [Participation](#)
- [Negative Action Campaign - Los Angeles County](#)
- [Negative Processes and Tools - San Bernardino County \(filesize: 4MB\)](#)
- [Placer County Service Center](#)

Taskbar shows open applications: Windows Explorer, Word, Outlook (Inbox - Linda.Patt...), Adobe Reader, and CalFresh Extranet ... The system clock indicates 9:23 AM on 8/12/2014.

# Using Data to Improve Performance

- When putting together the dashboard, we wanted to focus on a few key measures: maintaining case accuracy, timeliness and efforts to increase participation. Specifically to improve participation by reducing churn, increasing dual participation between CalFresh and Medi-Cal and senior participation.
- “Where attention goes, energy flows and results show.”
- The items you put on your dashboard should be your top few issues as what you put there indicates your program priorities. Too many can overwhelm staff so make sure you don't scatter your staff's efforts.

# Data on the Dashboard

- The County Data Dashboard includes data in the following areas:
  - Enrollment growth in CalFresh. (Rather than participation “rates” since the state and counties have little control over the increase or decline in the eligible population on which rates are based)
  - CalFresh cases receiving Medi-Cal (to measure in-reach)
  - Medi-Cal cases receiving CalFresh(to measure Express Lane Eligibility);
  - Churn rates for recertifications and for all reapplications (churn is defined as returning within 90 days although 30 days is also included)
  - Active error rates
  - Timeliness for both Expedited Service cases and for 30-day processing



# Data on the Dashboard

County/State Socioeconomic, Demographic and CalFresh Participation Data  
July - September 2013

## Quarterly Statistics

Data Element		Statewide <sup>****</sup>					San Bernardino				
		<i>Same Qtr Previous Year</i>	<i>Previous Qtr</i>	<i>Current Qtr</i>	<i>% Change from Previous Qtr</i>	<i>% Change from Previous Yr</i>	<i>Same Qtr Previous Year</i>	<i>Previous Qtr</i>	<i>Current Qtr</i>	<i>% Change from Previous Qtr</i>	<i>% Change from Previous Yr</i>
		Jul-Sep 12	Apr-Jun 13	Jul-Sep 13			Jul-Sep 12	Apr-Jun 13	Jul-Sep 13		
CalFresh Caseload	CalFresh Households (1)	1,865,844	1,930,773	1,954,575	1.2%	4.8%	154,161	158,275	161,732	2.2%	4.9%
	CalFresh Persons (1)	4,114,954	4,206,669	4,240,897	0.8%	3.1%	366,371	370,855	377,412	1.8%	3.0%
	% Medi-Cal Receiving CalFresh (2)	64.3%	66.1%	66.0%			72.5%	74.2%	73.9%		
	CalFresh Persons Receiving Medi-Cal (2)	3,209,142	3,264,350	3,139,384	-3.8%	-2.2%	258,259	262,261	255,219	-2.7%	-1.2%
	CalFresh Persons Receiving Medi-Cal (2)	78.0%	77.6%	74.0%			70.5%	70.7%	67.6%		
	Timeliness - 30 Day (3)	97.8%	97.4%	97.4%			99.9%	99.9%	99.8%		
	Timeliness - Expedited (4)	94.2%	94.3%	93.2%			93.2%	93.2%	90.0%		
	Active Error Rate (5)	3.6%	3.19%	2.96%			1.7%	1.35%	1.42%		
Total Churn	Day Total Churn - % of Reapplications (6)	10.5%	13.0%	12.0%			NA****	21.1%	19.2%		
	Day Total Churn - % of Reapplications (6)	18.9%	21.8%	20.6%			NA****	28.5%	26.1%		
Recertification Churn	0 Day - % of Scheduled Recertifications (6)	8.6%	8.0%	7.9%			21.9%	19.1%	18.6%		
	0 Day - % of Scheduled Recertifications (6)	10.9%	10.4%	10.1%			23.4%	21.1%	20.2%		



# Demographic Data

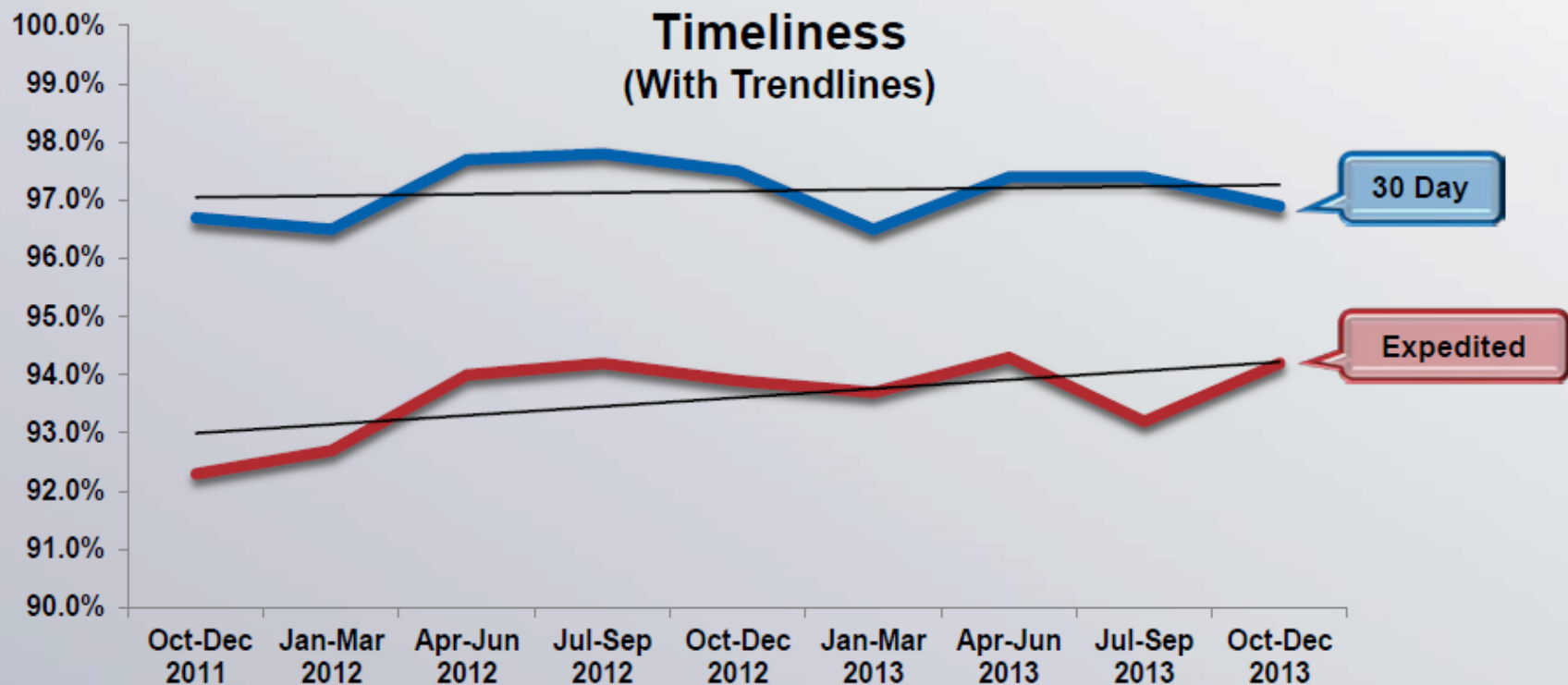
- Demographic data for the County (to help pinpoint areas to target) with a comparison to state demographics in the following areas:
  - Population;
  - Elderly;
  - Children;
  - Language other than English spoken in the home;
  - Receiving Medi-Cal;
  - SSI recipients;
  - Unemployment rate; and
  - Poverty measures.
- Demographic data is updated annually; the other data items quarterly.

# Demographic Data

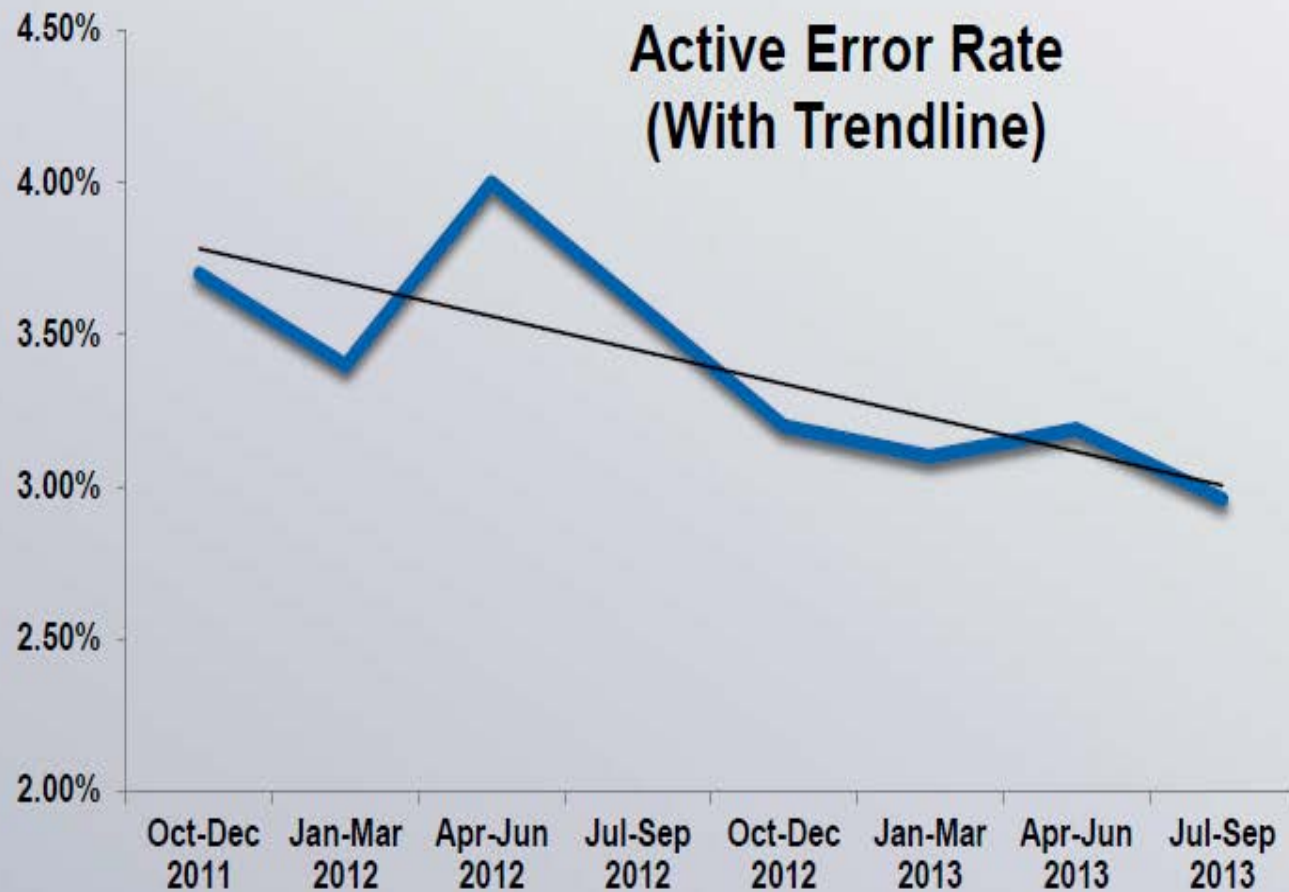
## Annual Demographics

		Statewide****						San Bernardino					
Data Element		2011	2012	2013	% Change 2012-2013	% Change 2011-2013	County % of State	2011	2012	2013	% Change 2012-2013	Change 2011-2013	County % of State
CalFresh Caseload Demographic s	Households (7)	1,684,027	1,843,348	1,942,841	5.4%	15.4%	100.00%	134,618	151,637	159,737	5.3%	18.7%	8.22%
	Persons (7)	3,813,817	4,074,650	4,221,057	3.6%	10.7%	100.00%	332,778	361,404	373,620	3.4%	12.3%	8.85%
	Elderly (60+) (8)	115,078	141,407	176,557	24.9%	53.4%	100.00%	8,049	10,026	12,685	26.5%	57.6%	7.18%
	Children (under 18) (8)	2,138,572	2,184,693	2,272,684	4.0%	6.3%	100.00%	179,558	187,444	194,878	4.0%	8.5%	8.57%
	Child-Only Households (8)	356,627	372,370	341,378	-8.3%	-4.3%	100.00%	21,870	22,712	21,323	-6.1%	-2.5%	6.25%
	ESL (8)	1,226,258	1,268,115	1,314,549	3.7%	7.2%	100.00%	64,816	67,830	70,335	3.7%	8.5%	5.35%
County/State Demographic s	Total Population (9)	37,570,307	37,826,160	38,118,386	0.8%	1.5%	100.00%	2,053,348	2,065,016	2,087,441	1.1%	1.7%	5.48%
	Elderly (60+) (9)	6,313,717	6,506,534	6,719,390	3.3%	6.4%	100.00%	281,997	293,471	306,956	4.6%	8.9%	4.57%
	Children (under 18) (9)	9,214,425	9,170,526	9,150,549	-0.2%	-0.7%	100.00%	587,130	579,792	576,858	-0.5%	-1.7%	6.30%
	Language Other than English Spoken at Home, 5 years of age and over (9a)	3,841,701	3,775,905	NA***	NA***	NA***	NA***	158,999	172,415	NA***	NA***	NA***	NA***
	Receiving Medi-Cal (10)	7,594,872	7,619,341	NA***	NA***	NA***	NA***	479,967	486,650	NA***	NA***	NA***	NA***
	SSI Recipients (11)	1,165,670	1,176,286	1,186,638	0.9%	1.8%	100.00%	63,945	65,325	66,895	2.4%	4.6%	5.64%
	Unemployment Rate (12)	11.8%	10.5%	8.8%				13.4%	12.0%	10.0%			
Potential CalFresh Eligibles	Potential CalFresh Eligibles (under 125% of FPL) (9a)	8,104,539	8,324,036	NA***	NA***	NA***	NA***	490,800	542,064	NA***	NA***	NA***	NA***
	Adjusted CalFresh Eligibles (excluded SSI recipients and estimated undocumented persons) (13)	5,560,898	5,768,013	NA***	NA***	NA***	NA***	356,139	406,524	NA***	NA***	NA***	NA***

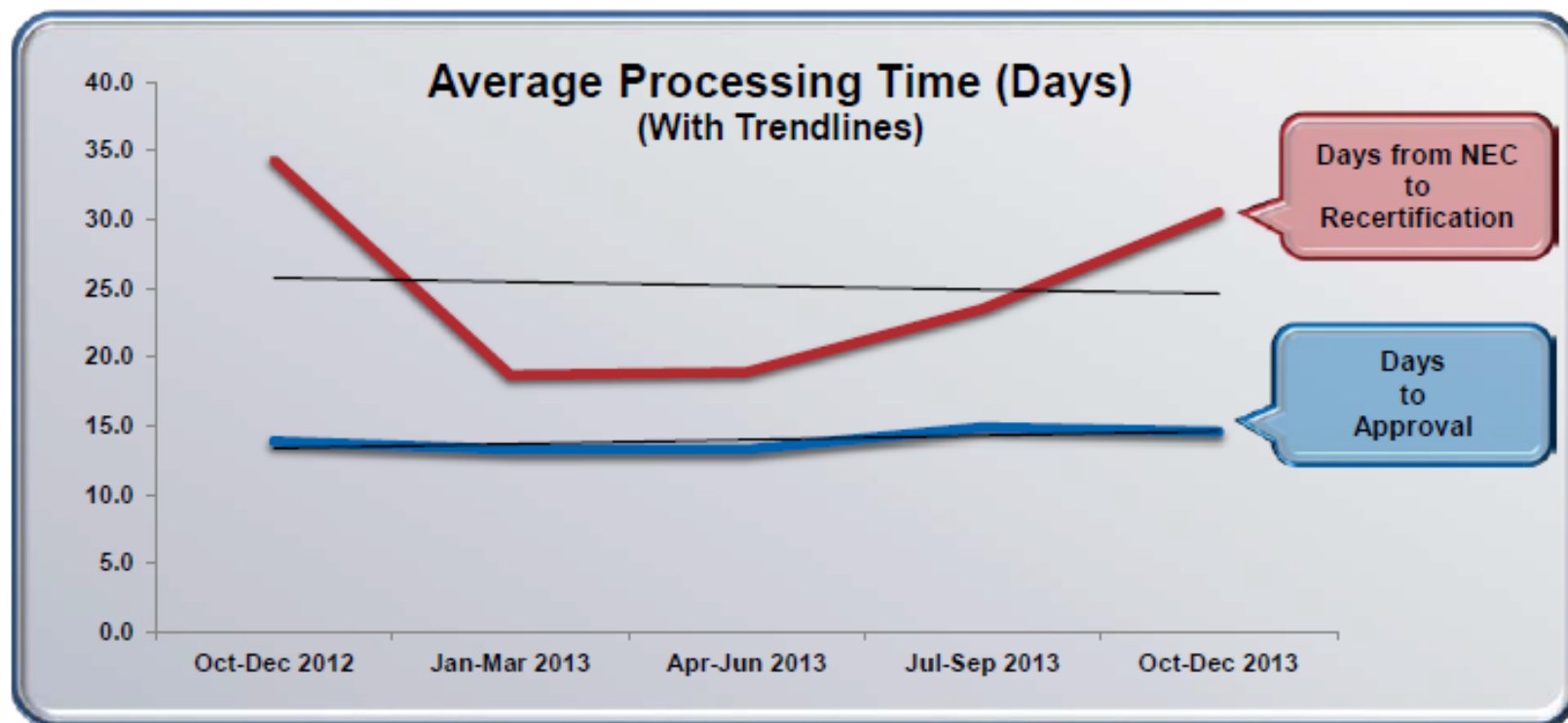
Key Performance Indicators	Oct-Dec 2011	Jan-Mar 2012	Apr-Jun 2012	Jul-Sep 2012	Oct-Dec 2012	Jan-Mar 2013	Apr-Jun 2013	Jul-Sep 2013	Oct-Dec 2013
Timeliness - 30 Day	96.7%	96.5%	97.7%	97.8%	97.5%	96.5%	97.4%	97.4%	96.9%
Timeliness - Expedited	92.3%	92.7%	94.0%	94.2%	93.9%	93.7%	94.3%	93.2%	94.2%
Active Error Rate	3.70%	3.40%	4.00%	3.60%	3.20%	3.10%	3.19%	2.96%	N/A
30 Day Total Churn - % of Reapplications	10.0%	13.2%	12.1%	10.5%	8.9%	13.5%	13.0%	12.0%	13.9%
90 day Total Churn - % of Reapplications	19.2%	22.7%	21.1%	18.9%	18.3%	22.2%	21.8%	20.6%	22.4%
30 Day - % of Scheduled Recertifications	6.5%	7.4%	7.8%	8.6%	9.1%	7.2%	8.0%	7.9%	11.6%
90 Day - % of Scheduled Recertifications	8.5%	9.5%	10.1%	10.9%	11.6%	9.4%	10.4%	10.1%	14.5%
Average Days to Approval					13.9	13.3	13.3	14.9	14.6
Average Days from NEC to Recertification					34.3	18.7	18.9	23.5	30.5



## Active Error Rate (With Trendline)



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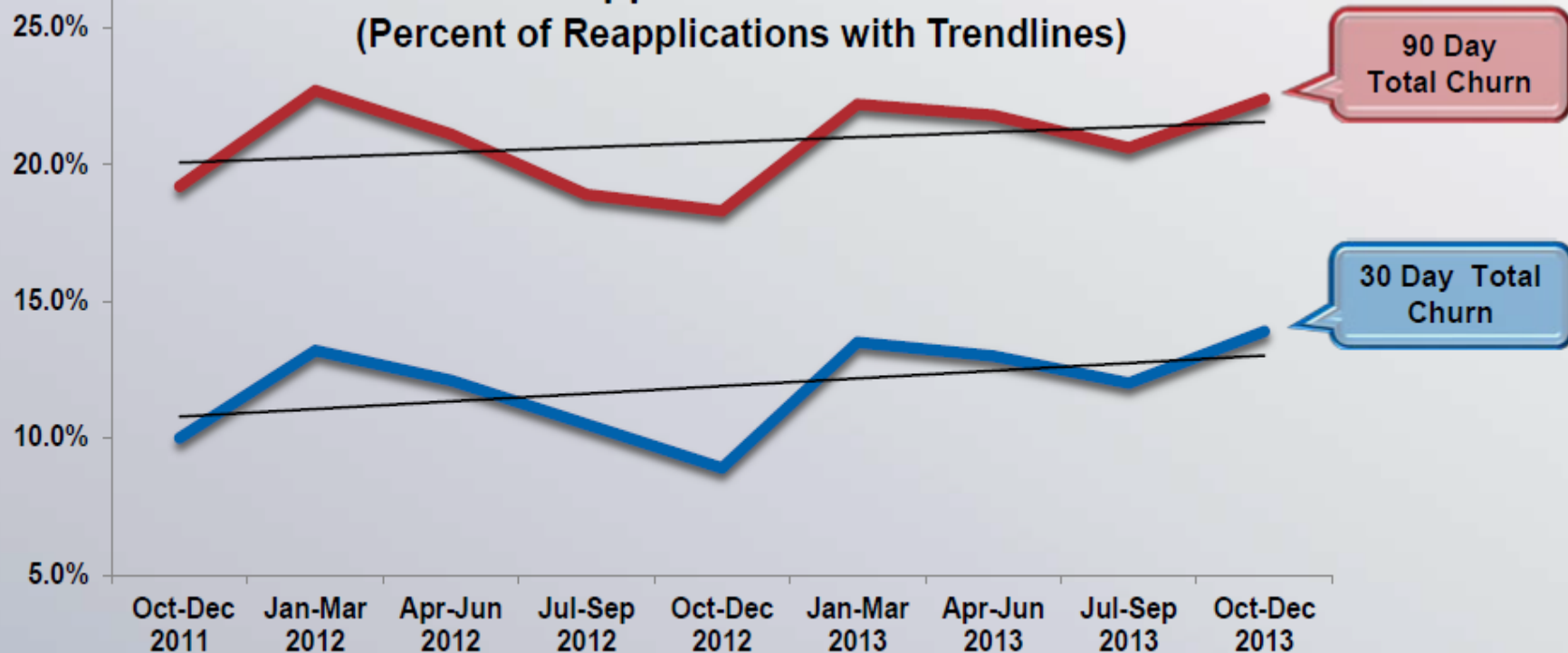
# How to Use the Dashboard

- For almost any social service program, reducing churn saves time for staff and clients.
- Churn rate for reapplications is: the CalFresh applications that received benefits in the previous 30 - 90 days divided by the total applications received.
- Churn rate for recertifications is: the CalFresh cases who had recertifications due who didn't complete them who reapplied within 30 -90 days divided by the total applications received. It is a subset of reapplication churn. Measuring this component allows us to identify where we need to make changes like streamlining the recertification process.



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Timeliness - 30 Day	96.7%	96.5%	97.7%	97.8%	97.5%	96.5%	97.4%	97.4%	96.9%
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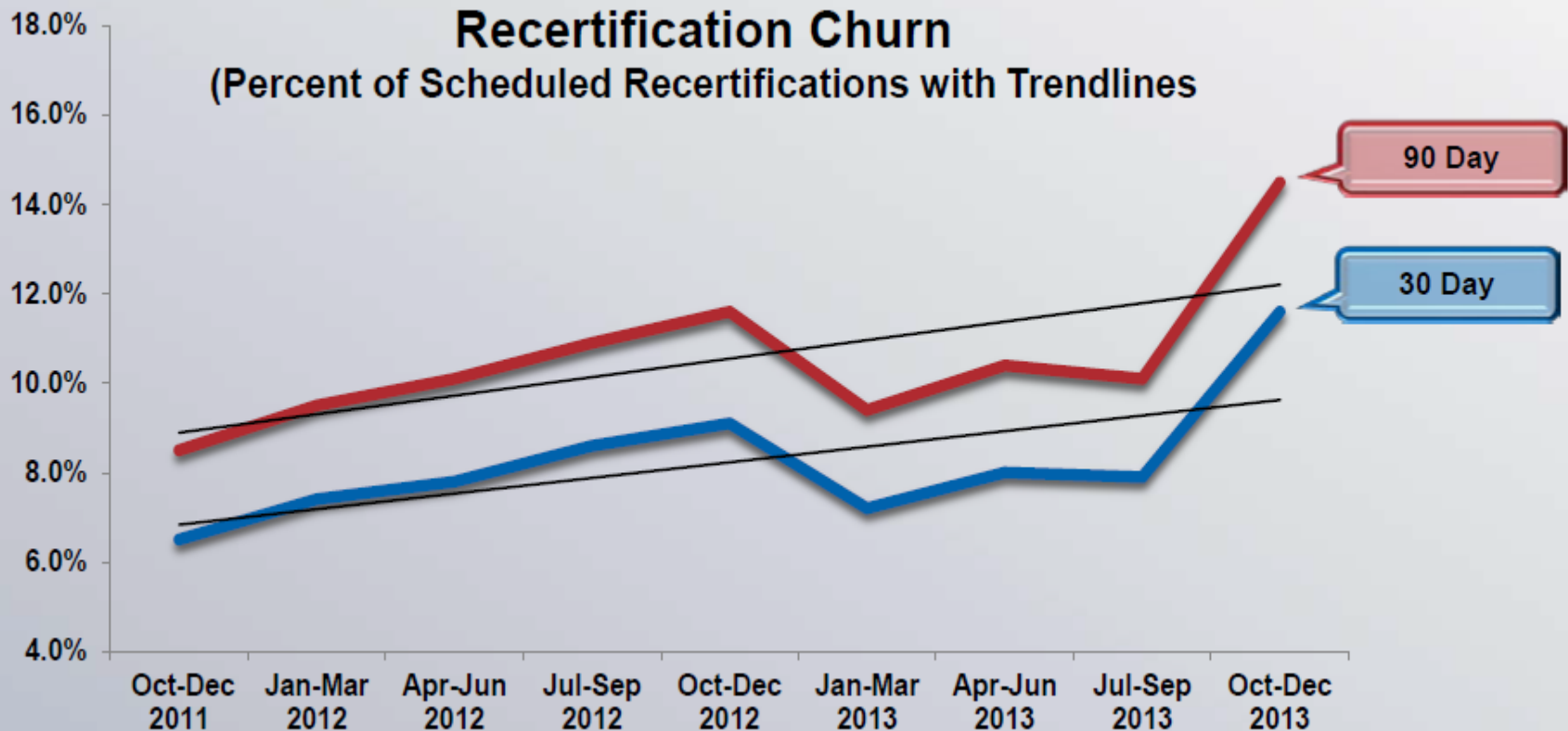
### Reapplication Churn (Percent of Reapplications with Trendlines)





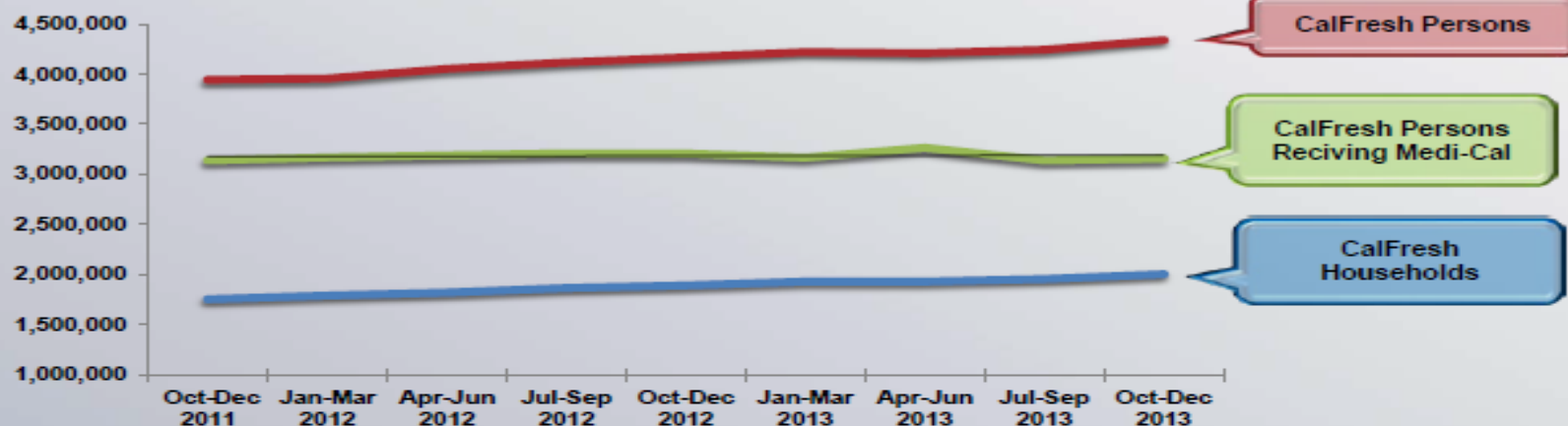
## Recertification Churn

(Percent of Scheduled Recertifications with Trendlines)

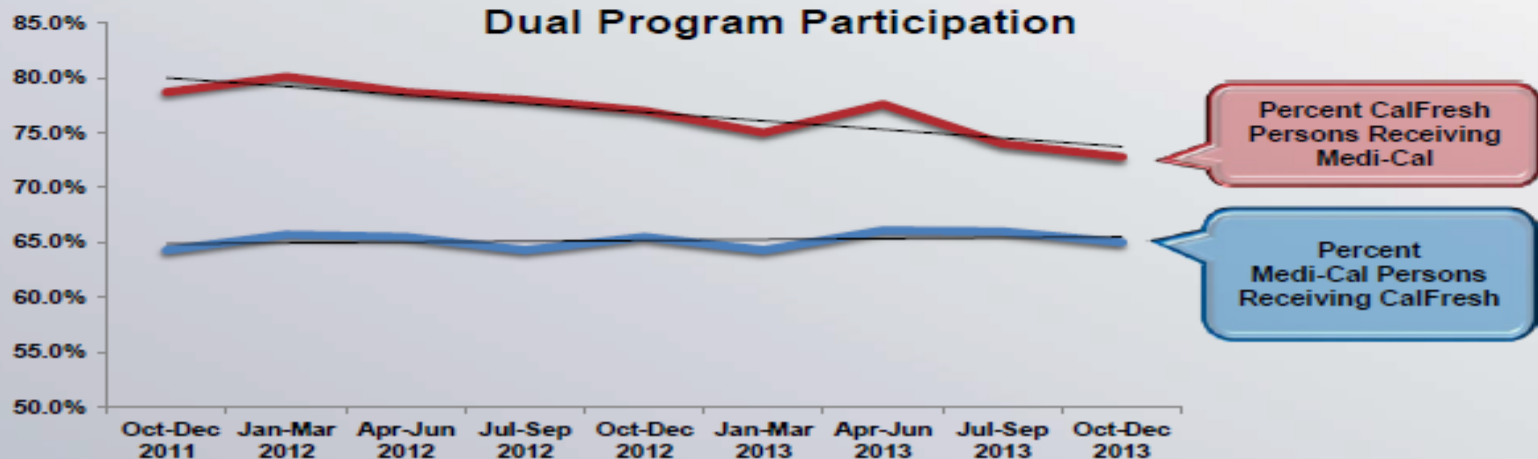


CalFresh Caseload	Oct-Dec 2011	Jan-Mar 2012	Apr-Jun 2012	Jul-Sep 2012	Oct-Dec 2012	Jan-Mar 2013	Apr-Jun 2013	Jul-Sep 2013	Oct-Dec 2013
CalFresh Households	1,754,303	1,790,716	1,820,349	1,865,844	1,892,630	1,930,552	1,930,773	1,954,575	2,002,608
CalFresh Persons	3,942,632	3,956,654	4,052,056	4,114,954	4,167,237	4,219,912	4,206,669	4,240,897	4,337,508
% Medi-Cal Receiving CalFresh	64.3%	65.7%	65.5%	64.3%	65.5%	64.3%	66.1%	66.0%	65.0%
CalFresh Persons Receiving Medi-Cal	3,140,215	3,168,684	3,188,219	3,209,142	3,207,311	3,166,950	3,264,350	3,139,384	3,157,018
% CalFresh Persons Receiving Medi-Cal	78.7%	80.1%	78.7%	78.0%	77.0%	75.0%	77.6%	74.0%	72.8%

### CalFresh Caseload Growth (2 Years)



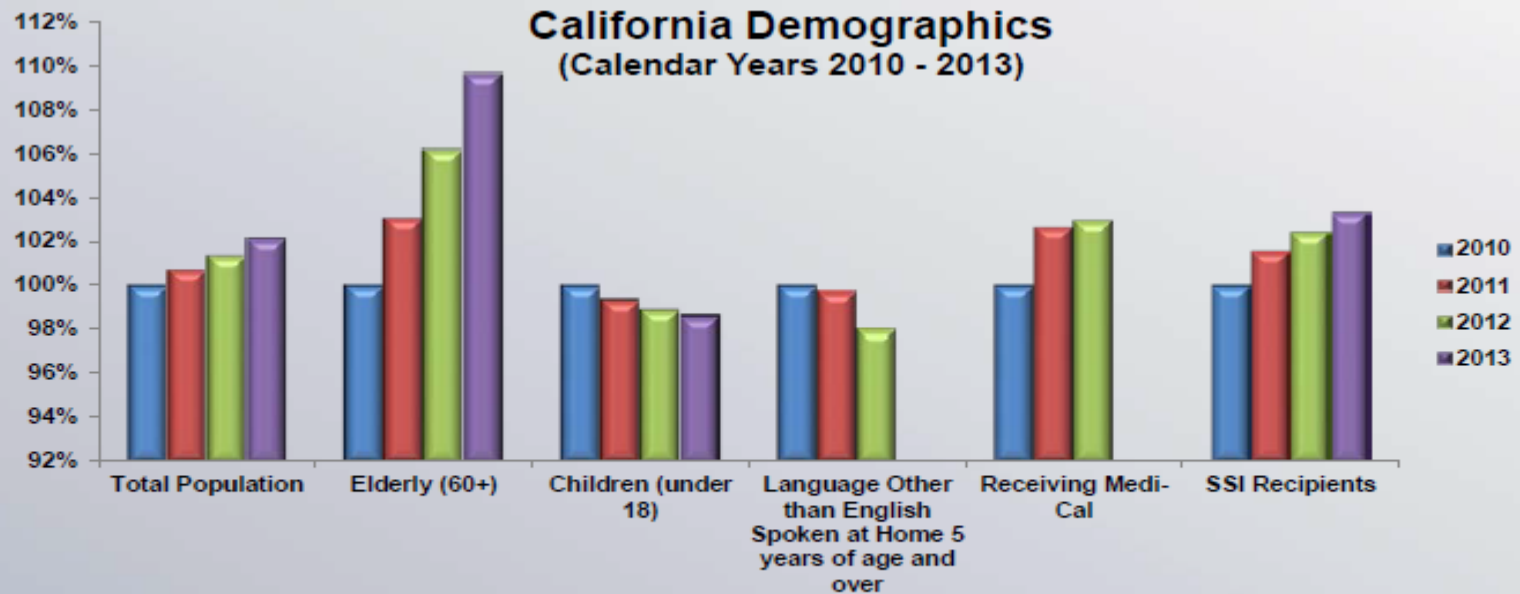
### Dual Program Participation



# How to Use the Dashboard

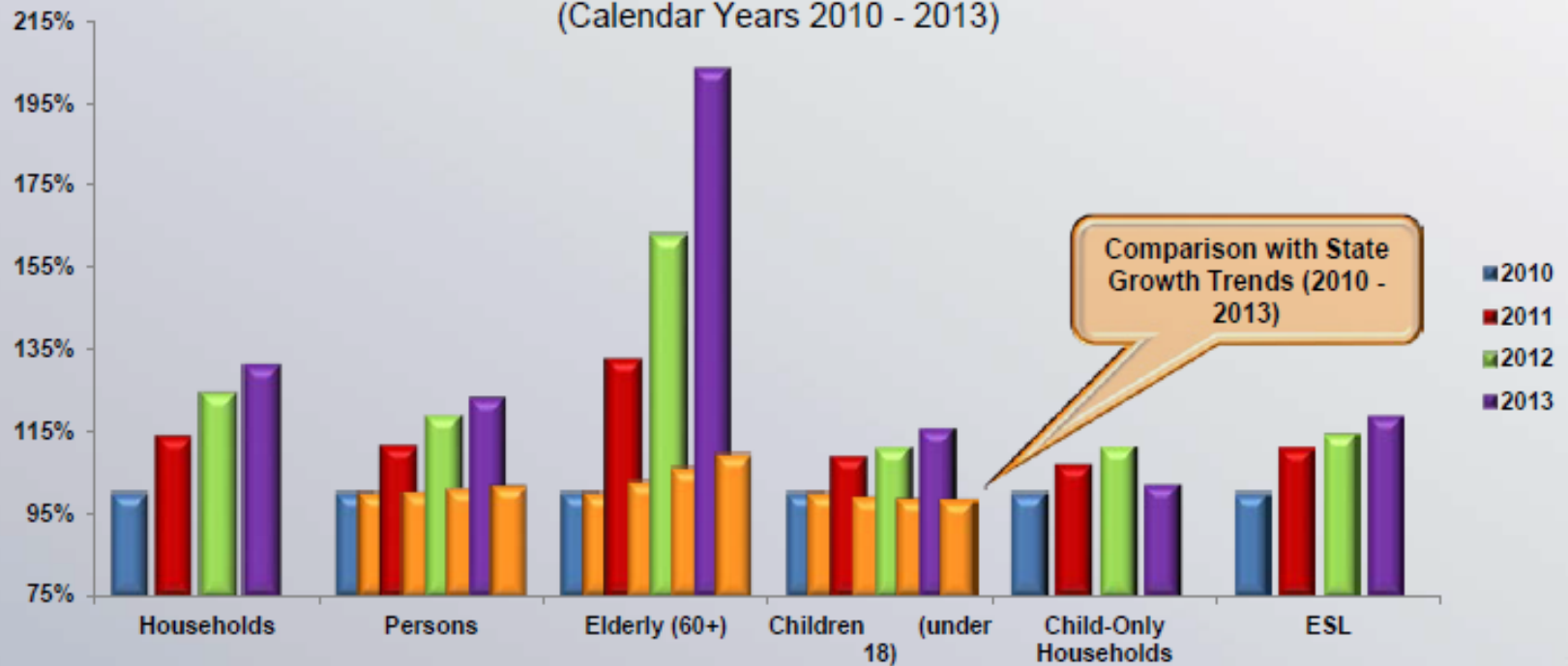
- To understand the demographics of your caseload:
- Use county's percentage of state population as an item to compare to other county demographics.
  - For example, if county has 5% of state population, but 8% of the elderly population, you may want to put greater emphasis on outreach to the elderly, unless the CalFresh demographics indicate you have 8% of the elderly in your caseload.
  - Compare growth to population growth for county and to change in poverty level. If caseload growth is higher, it would indicate increased participation.
  - If the county's unemployment rate is higher than the state's or other similar counties, it may indicate greater need/poverty.

California State Demographics	2010	2011	2012	2013
Total Population	37,309,382	37,570,307	37,826,160	38,118,386
Elderly (60+)	6,126,283	6,313,717	6,506,534	6,719,390
Children (under 18)	9,270,132	9,214,425	9,170,526	9,150,549
Language Other than English Spoken at Home 5 years of age and over	3,849,542	3,841,701	3,775,905	N/A
Receiving Medi-Cal	7,397,966	7,594,872	7,619,341	N/A
SSI Recipients	1,148,055	1,165,670	1,176,286	1,186,638
Unemployment Rate	12.4%	11.8%	10.5%	8.8%
Potential CF Eligibles (Under 125% of FPL)	7716043	8104539	8324036	N/A
Adjusted CF Eligibles (excluded SSI recipients and estimated undocumented persons)	5372118	5565356	5772912	N/A



CalFresh Demographics	2010	2011	2012	2013
Households	1,476,323	1,684,027	1,843,348	1,942,841
Persons	3,413,636	3,813,817	4,074,650	4,221,057
Elderly (60+)	86,703	115,078	141,407	176,577
Children (under 18)	1,957,593	2,138,572	2,184,693	2,272,684
Child-Only Households	332,977	356,627	372,370	341,378
ESL	1,103,257	1,226,258	1,268,115	1,314,549

Percentage Growth of CalFresh Participants  
(Calendar Years 2010 - 2013)



## How to Use the Dashboard

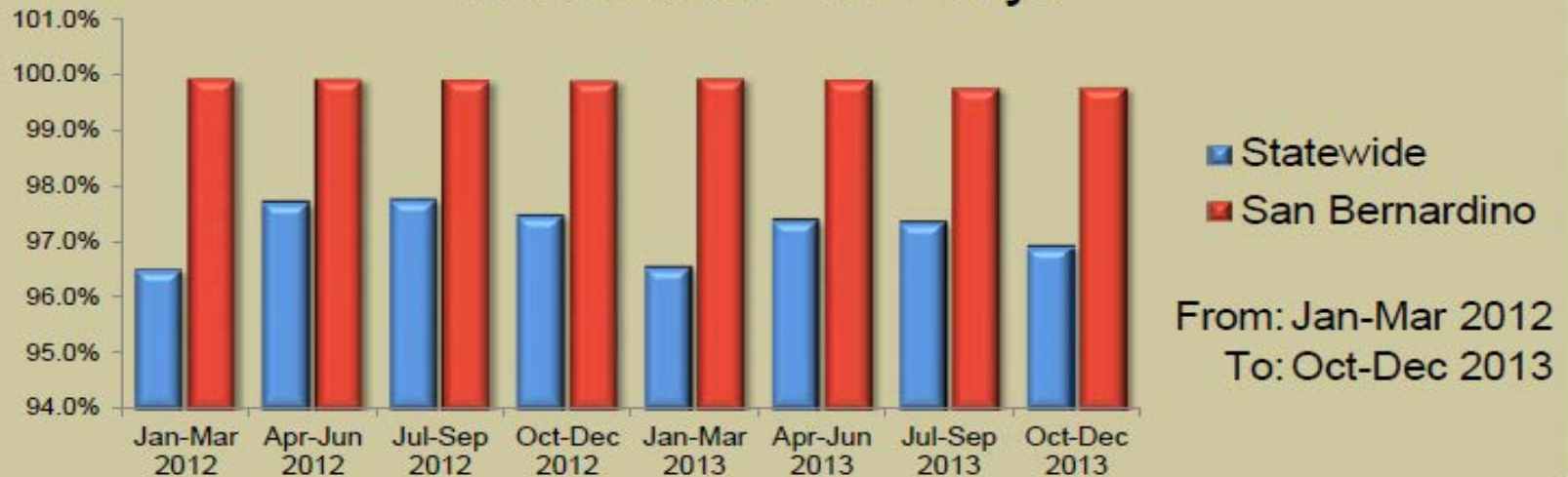
For performance measures:

- Compare county performance to previous county performance to measure improvement. Compare to statewide numbers and/or similar counties.
- If improvement is needed, look to counties with good performance.

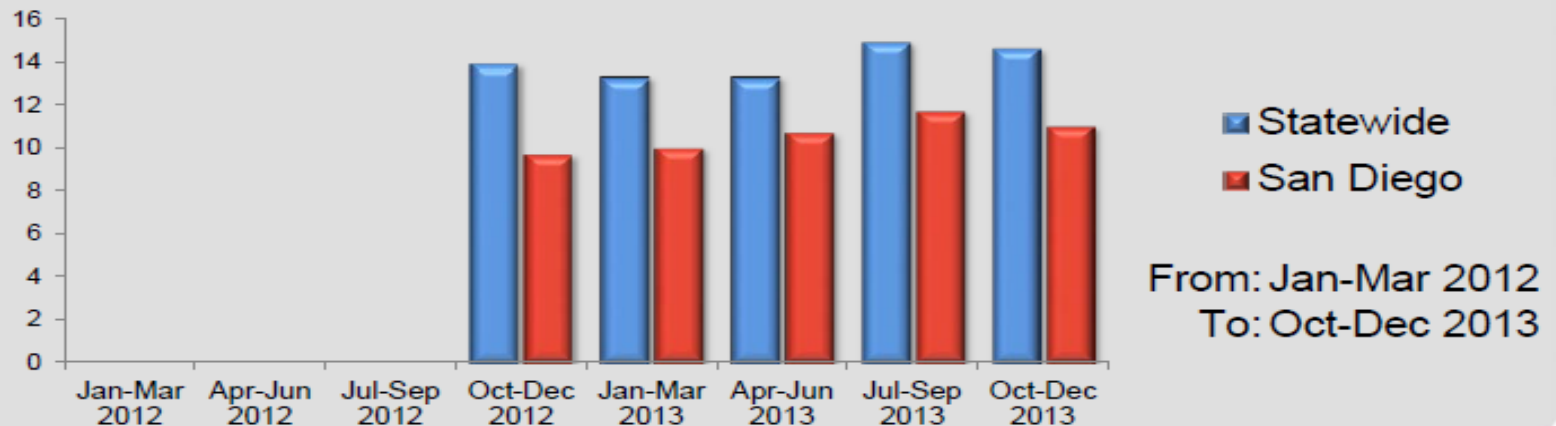


## Two-Year Trends for CalFresh Key Performance Indicators

### Timeliness - 30 Days



### Average Days to Approval

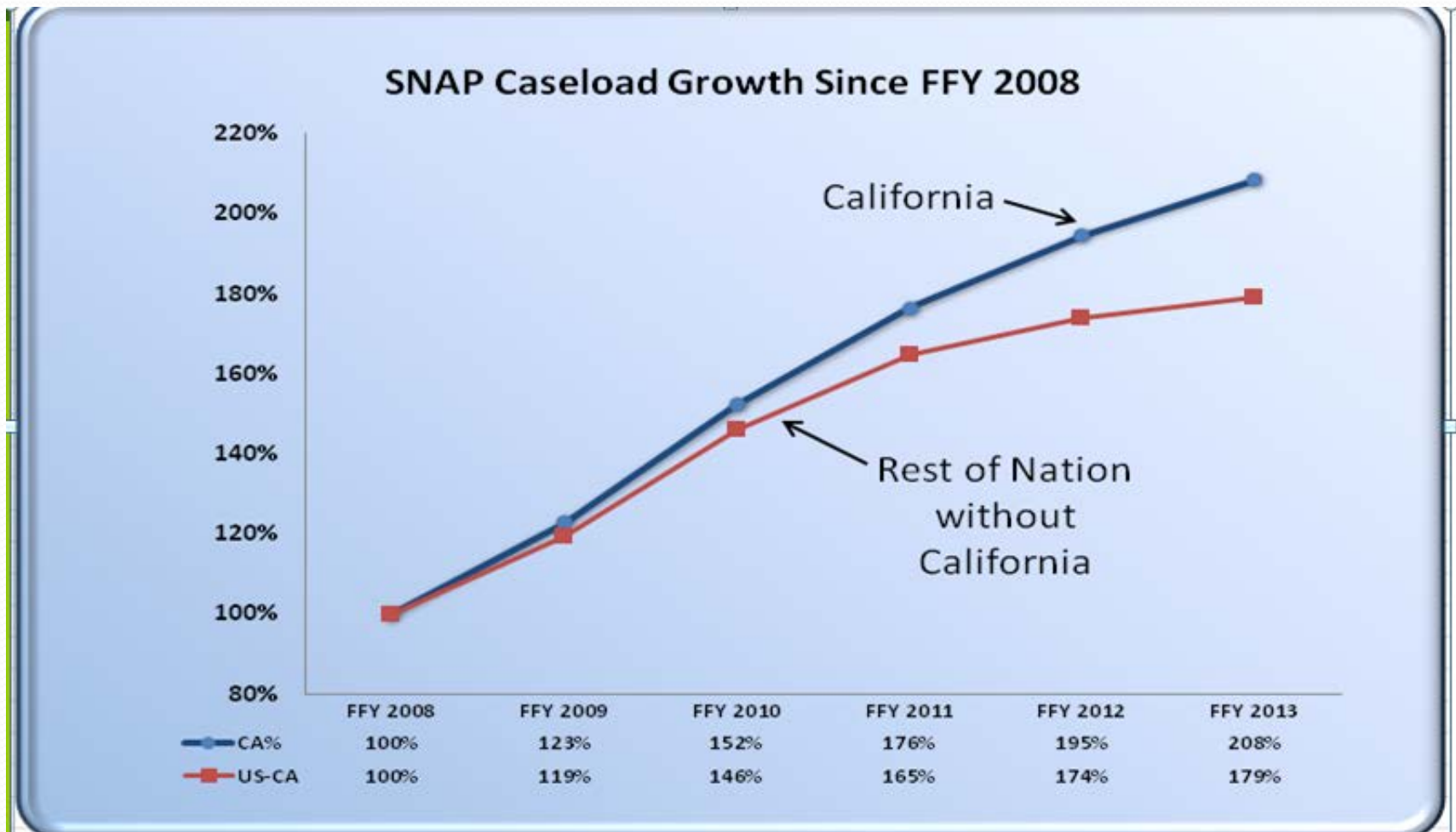




# Inspiring Improvement

- CDSS posts best practices to improve performance that counties are willing to share.
- CDSS monitors county performance in key areas and provides technical assistance, as needed, to improve performance.
- The model of focusing attention on key performance measures and encouraging natural competition between counties in areas like the active error rate has been very successful in improving performance.
- It provides a good opportunity to acknowledge successes and provide resources to those counties that need it.
- The increased transparency was appreciated by our advocates and other stakeholders.

# SNAP Caseload Growth



# In Closing

- I am very encouraged at the continued efforts of the our counties and all the dedicated staff who work in social services programs who endeavor to do the best job possible. Hopefully the dashboard can be a tool to monitor the success of our joint efforts.
- I am always happy to hear of ideas for program improvement. Please feel free to share your ideas. My email address is: [linda.patterson@dss.ca.gov](mailto:linda.patterson@dss.ca.gov)
- Questions?