

SLO County CalFresh Alliance
Work Plan



Goal: To reduce hunger and improve health in SLO County by reaching an 85% CalFresh participation rate.

Outcome		Activity	Status
1	Increase ease of CalFresh enrollment at DSS offices.	a) Create a same-visit CalFresh enrollment option at every DSS office.	Pilot in progress at 3 sites. DSS to share numbers to see if Timeliness numbers have decreased
		b) Explore partnerships for ERS workers at non-DSS locations.	Because cards can't be issued at non-DSS locations, partners can fulfill this role via MBCW*.
		c) Seek new technologies - text and email notifications, telephonic signature, updated smart phone applications, etc.	DSS investigating
2	Expand CBO outreach to eligible populations.	a) Create and maintain a DSS training for CBOs.	DSS created the training, running each month Oct '16-April '17. CBOs marketing.
		b) Designate DSS funds for CBO outreach.	RFP should be released in Feb '17
		c) Create outreach materials to dispel myths, educate about verification documentation, and target specific populations.	DSS created verification flyer, revising and will send to Alliance to disseminate.
		d) Increase CBO coordination with DSS Outreach Team.	
		e) DSS will create CalFresh information and outreach materials to help CBO promote on their websites.	DSS will develop content. Food Bank and CBOs will add to their sites when finalized.
		f) Map census tracts with high food needs and low CalFresh utilization to identify missing populations.	Ellen Burke from Cal Poly waiting for data from DSS.
		f) Review MBCW* data on approvals and denials to troubleshoot online application process.	
g) Coordinate with CSU CalFresh Outreach grant to increase campus enrollment.	Cal Poly to hold training for student enrollment and will include Cuesta staff		
3	Expand pathways to CalFresh enrollment.	a) Add CalFresh enrollment option to school district free/reduced lunch enrollment forms.	Jessica (SLOCOE) and Kat (DSS) collaborating on this.

The SLO County CalFresh Alliance is a group of local individuals representing multiple CBOs and agencies who work with residents living in poverty. The CalFresh Alliance works together to advocate for the increase in CalFresh (formerly Food Stamps) participation rate and the elimination of barriers to CalFresh for low-income residents, including seniors, students, and children.



*MBCW = My Benefits CalWin