Boulder County SNAP Outreach

February 5, 2018
Agenda

• Share our journey
• Outcomes of outreach efforts
• Lessons learned
• 2018 Focus
Our Journey: Outreach Plan

• Three Major Components:
  1. Understand barriers to enrollment
     • Compilation of other agencies findings
     • BC Survey

  2. Decrease number of food insecure individuals
     • Increasing our tactics to reach eligible but not enrolled
       – Education/Training
       – Direct Assistance
       – Data Drive Outreach
       – Targeted Outreach
       – Client Education

  3. Reduce Churn
Healthy Kids Team Locations
## Survey: Themes / Barriers Identified

<table>
<thead>
<tr>
<th>Technical</th>
<th>County Ability to Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of finding out whether you qualify</td>
<td>Maybe, dependent on technology</td>
</tr>
<tr>
<td>Too little benefit</td>
<td>No, but message value of $20 in SNAP (need policy help as well)</td>
</tr>
<tr>
<td>Understanding application process, timing, next steps</td>
<td>Maybe, dependent on ability to reach residents and coordinate with partners</td>
</tr>
<tr>
<td>Difficult application and renewal process</td>
<td>For the most part, no (need policy help)</td>
</tr>
<tr>
<td>PEAK website issues</td>
<td>Not directly, but feedback to state</td>
</tr>
<tr>
<td>Fluctuations in income</td>
<td>No, but message we’re here to help</td>
</tr>
<tr>
<td>Compliance with work requirements</td>
<td>No, but message we’re here to help</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personal</th>
<th>County Ability to Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncomfortable applying for / receiving public benefits</td>
<td>Maybe, with de-stigmatizing messaging</td>
</tr>
<tr>
<td>Think others need it more or don’t want to rely on government assistance</td>
<td>Maybe, with message of importance of utilizing supports for you and your family, responsibility, taxes paid already, community economic benefits</td>
</tr>
<tr>
<td>Believe they are not eligible</td>
<td>Require state and community wide effort and education</td>
</tr>
</tbody>
</table>
Survey responses

• “This program is designed for people with consistent income that is the same every month, which I would imagine is rare for low income people... Applying for Food Assistance kicks me off of Medicaid, or Connect for Health Colorado plans, and makes me have to keep on applying for each thing, as my income changes month to month. It is a nightmare and a full time job.”
• “If I understood how it worked better & knew I wasn’t taking assistance from someone who needed it more.”
• “The employment first requirement feels punitive... I cannot afford to miss my Monday-Friday 9 to 5 class to go fulfill the employment first criteria.”
• “I was a little nervous I might not qualify at first. But this is mostly connected to not qualifying for assistance as a single parent in a different state and always struggling. Mostly, my fear was rooted in fear of the ‘system.’”
• “It takes a tremendous amount of effort to meet the requirements for renewal even though my situation is pretty simple.”
• “The only thing I do not understand is the income guidelines. I work a full time job and having five kids it is still hard to buy groceries. Sometimes I feel like I should work less just to be able to get SNAP.”
• “After I had a stroke, Boulder County contacted me to tell me I was entitled for help in buying our food.”
• “We are in a rough place right now it’s good to know that we can get this help to get back on our feet.”
• “Reapplying is complicated. I wish it included my previous info so I could focus only on what has changed.”
• “I very much appreciated the fact that they told me that I would qualify for this benefit because I had no idea.”
Training and Education

• Promotion of Boulder County Connect (BCC)—Client and Partner!
  – Community Partners are linked in
  – Referrals through BCC

• CS101
  – Basic eligibility, PEAK, BCC training for community partners
  – Contracts updated to include training yearly

• Push 2 PEAK (PEAK Assistance)
  – Strength and focus during open enrollment
  – Continued business process improvement and customer experience
Evaluation Measures

• Cumulative unduplicated individuals per calendar year
• Number of individuals in a month that received a payment
• Churn – reapplying within 6 months
• GOAL = Eligible, but unenrolled measure
Colorado SNAP Enrollment

**Supplemental Nutrition Assistance Program (SNAP) Program Access Index (PAI) Calculation: 2015**

<table>
<thead>
<tr>
<th>State</th>
<th>Annual SNAP Participants</th>
<th>Annual FDPIR Participants</th>
<th>Adjusted Annual SNAP Participants</th>
<th>Adjusted Monthly SNAP Participants</th>
<th>ACS 125% Poverty Count</th>
<th>CASSI Adjustment</th>
<th>Monthly FDPIR Participants</th>
<th>Adjusted Poverty Count</th>
<th>2015 PAI</th>
<th>2015 PAI Rank</th>
<th>2014 PAI</th>
<th>Improvement Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>10,604,330</td>
<td>-</td>
<td>-</td>
<td>10,604,330</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>24</td>
<td>-</td>
<td>0.0119</td>
</tr>
<tr>
<td>Alaska</td>
<td>976,674</td>
<td>6,003</td>
<td>-</td>
<td>976,674</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>17</td>
<td>-</td>
<td>0.0263</td>
</tr>
<tr>
<td>Arizona</td>
<td>11,844,737</td>
<td>143,371</td>
<td>-</td>
<td>11,844,737</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>37</td>
<td>-</td>
<td>0.0015</td>
</tr>
<tr>
<td>Arkansas</td>
<td>5,540,590</td>
<td>-</td>
<td>-</td>
<td>5,540,590</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>30</td>
<td>-</td>
<td>-0.0423</td>
</tr>
<tr>
<td>California</td>
<td>53,069,469</td>
<td>60,970</td>
<td>-</td>
<td>53,069,469</td>
<td>2,679</td>
<td>-</td>
<td>53,069,469</td>
<td>4,422,233</td>
<td>91,866</td>
<td>45</td>
<td>-</td>
<td>0.0372</td>
</tr>
<tr>
<td>Colorado</td>
<td>5,878,866</td>
<td>4,949</td>
<td>-</td>
<td>5,878,866</td>
<td>-</td>
<td>-</td>
<td>5,878,866</td>
<td>-</td>
<td>-</td>
<td>44</td>
<td>-</td>
<td>-0.0127</td>
</tr>
</tbody>
</table>

**How many were eligible in 2015? What percentage participated?**

<table>
<thead>
<tr>
<th>State</th>
<th>Eligible (Thousands)</th>
<th>Participation Rate (%)</th>
<th>2015</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>10,604,330</td>
<td>-</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td>Alaska</td>
<td>976,674</td>
<td>-</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Arizona</td>
<td>11,844,737</td>
<td>-</td>
<td>37</td>
<td>30</td>
</tr>
<tr>
<td>Arkansas</td>
<td>5,540,590</td>
<td>-</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>California</td>
<td>53,069,469</td>
<td>80.2%</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Colorado</td>
<td>5,878,866</td>
<td>80.2%</td>
<td>44</td>
<td>44</td>
</tr>
</tbody>
</table>

**PAI = SNAP Participants**
Residents at 125% FPL

For FFY 2015

489,906

812,553 = 60.3% enrollment

**Participation Rate = SNAP Participants**
Residents *eligible* for SNAP

For FFY 2015

489,906

611,000 = 80.2% enrollment
Increase Enrollments

- Targeted outreach-City of Boulder housing units-894 total units
- Data sharing agreements and co-branded materials with:
  - EFAA, Community Food Share, Sister Carmen, OUR Center, Clinica

- Goal:
  - 20,000 households receiving a postcard
  - 600 - 1,400 new enrollments
    - Drive will include individuals currently on Medicaid and not on SNAP
    - Support community partners in enrolling food bank participants in SNAP
    - Help drive partner participation
Data Driven outreach Drive

- 30,551 postcards sent
- 2,517 emails sent

Goal: 1,400 enrollments

Total 3,148
SNAP Applications received: 2014-2017
Boulder County SNAP Clients and Cases: 2014-2017
SNAP Participation projections

SNAP Participants as Share of Population Rose During Recession but Expected to Continue Falling

SNAP participants as share of population

Note: dotted line indicates CBO projection.
Sources: USDA (SNAP program data), U.S. Census Bureau (resident population estimates and projections), and Congressional Budget Office January 2016 baseline
Unemployment Rate
SNAP Churn: Applications
2017 denial reasons

- Excess gross income, 34%
- Attend a scheduled interview, 28%
- Provide required verification, 15%
- No eligible members, 12%
- Excess net income, 8%
- Other, 3%
## Summary of Outcomes

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
<th>Goal Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing our understanding of barriers</td>
<td>Top three barriers:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Stigma</td>
<td>❑</td>
</tr>
<tr>
<td></td>
<td>• Lot of work/Complicated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Believe they are not eligible</td>
<td>❑</td>
</tr>
<tr>
<td>Increase participation of unduplicated clients in a calendar year by 5%</td>
<td>2015- 27,949</td>
<td>❑</td>
</tr>
<tr>
<td></td>
<td>2016- 27,195</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2017- 26,3987</td>
<td>❑</td>
</tr>
<tr>
<td>Reduce program churn in a calendar year by 5%</td>
<td>2015- 3,280</td>
<td>❑</td>
</tr>
<tr>
<td></td>
<td>2016- 2,982</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2017- 2,780</td>
<td>❑</td>
</tr>
<tr>
<td>Achieve 1,400 enrollments through data partnership drive</td>
<td>3,148 enrollments achieved</td>
<td>❑</td>
</tr>
</tbody>
</table>
2018 Focus

• Food insecurity
  – Colorado Health Foundation is leading Hunger Blueprint

• SNAP Outreach
  – Churn/Attrition analysis
  – Justice involved population focus

• Advocate for leading indicators
  – PAI is not a true picture of EBNE
  – Meeting with Mathematica

• Use Behavioral Economics principles in everyday practices
Other Recommendations

Policy:
• Waivers (example Jail Inmate SNAP waiver)
• Simplified Reporting – Report address/email/phone changes
• Burden with System and not client – Align to Medicaid
• Implement BBCE

Outreach and Enrollment:
• Outreach funding
• State messaging to compliment counties
• Develop videos on what to expect at intake; how to recertify
• Application assistance

Technology:
• Integrate FNS SNAP Pre-Screening Eligibility Tool into PEAK
• Create more avenues for technology - texting

Other:
• Use of Behavioral Economics principles-nudge people, give them slack in recertifying (make it as simple as possible), implement alerts to clients
• Doctors-use Rx pad for SNAP
• Identify leading indicators of SNAP enrollment other than PAI
Thank You!

Questions?