County of Los Angeles
DEPARTMENT OF PUBLIC SOCIAL SERVICES

dpss

calfresh
BETTER FOOD FOR BETTER LIVING

Welcome

Congratulations on becoming a CalFresh outreach partner! First and foremost, thank you for your interest in helping to encourage the County's most vulnerable individuals and families to **#ChooseCalFresh**! Thanks to you, we are now able to create amazing change in the lives of millions of Los Angeles County residents. CalFresh helps individuals and families increase their food purchasing power, and puts healthy and nutritious food on their tables!

CalFresh also helps to improve the economy of Los Angeles County, and the entire state of California! CalFresh, formerly known as Food Stamps in California, and known federally as the Supplemental Nutrition Assistance Program (SNAP), is the cornerstone of the nation's nutrition safety net. Every $5 in CalFresh benefits generates $9 in local economic activity, and can lead to an increase in the number of jobs. Benefits are spent in local grocery stores, and that helps support local retailers throughout Los Angeles County!

Based on 2015 Census data, 1 in every 3 individuals whom are potentially eligible to receive CalFresh benefits in Los Angeles County, are not receiving it. You may be asking "Why aren't they applying for benefits?" A United States Department of Agriculture (USDA) report identified 19 studies that asked eligible households why they did not participate, and the major reasons reported were:

- Being unaware of SNAP or how to apply.
- Thinking they would not be eligible.
- Wanting to avoid dependence on government assistance.
- Thinking the SNAP application or participation requirements are too burdensome.
- Feeling social stigma associated with SNAP participation.
- Believing that receiving government assistance would have a negative effect on their citizenship opportunity.

Please Use this #ChooseCalFresh Toolkit to Help Us Enroll New Customers!

As an outreach partner, you can help to educate Los Angeles County residents about CalFresh, and help those who are eligible to CalFresh apply for it. That is why we have created this toolkit for you! Inside you will find information and practical tools to help you conduct the best and most effective outreach possible. This kit includes:

- *Marketing print materials*, such as posters, flyers, and brochures, which can be shared with your customers.
- *Links to online media files*, such as images, web sliders, and videos, to be shared on your agencies' website and social media accounts.
- A *CalFresh Program Fact Sheet* to quickly reference essential program information such as Expedited CalFresh Service and Income Limits.
- *Geocoded listing and map* that provides CalFresh participation rate information about your servicing area and helps guide your outreach efforts.
- *Social Media Guide* that includes graphics, sample posts and hashtags that can be used on the three most popular platforms: Facebook, Twitter and Instagram, in addition to other platforms you may use.

We want you to become a certified CalFresh Application Assister (CAA)!

CAAs are individuals trained by the Los Angeles County Department of Public Social Services to provide assistance to individuals or families who need help applying for the CalFresh Program. For more information about becoming a CAA, please see page 13 of this toolkit.

To learn more about CalFresh, please contact us at 562-908-6345. We will be glad to provide your agency with additional information and support!

Thank you, and congratulations once again!

#ChooseCalFresh

Posters

Available in 11x17”, these printed posters can be displayed throughout your organization where customers are primarily serviced; to educate them about CalFresh Program in Los Angeles County, and the various social media accounts they can access to obtain more information from DPSS. Poster designs can be chosen based on the targeted outreach population*, and can be accessed by clicking their respective download links below or ordered by completing the Publication Order Form available here.

Poster A (General Population) - Let’s Eat LA!

Download

Poster B (General Population) - Let’s Eat LA!

Download

Poster C (Student) - I Chose CalFresh.

Download

Poster D (Family) - We Chose CalFresh.

Download

#ChooseCalFresh

Posters (cont.)

Poster E (Family) - I Chose CalFresh.

Download

Poster F (Homeless) - I Chose CalFresh.

Download

Poster G (Elderly) - We Chose CalFresh.

Download

Poster H (Veteran) - We Chose CalFresh.

Download

#ChooseCalFresh

Posters (cont.)

Poster J (Millennials) - I Chose CalFresh.

Download

Brochure

This informative brochure provides a brief overview of CalFresh eligibility, rules on how to apply for CalFresh benefits, as well as the various DPSS social media accounts if the customer wishes to learn more about the program. The brochure can be accessed by clicking the download link below or ordered by completing the Publication Order Form available here.

CalFresh - Let's Eat LA! (Side 1) Download

Brochure - Let's Eat LA! (Side 2)

#ChooseCalFresh

Social Media Graphics

These web graphics* can be used to enhance your social media posts and capture the attention of your audiences to inform them about CalFresh Program in Los Angeles County. For additional information about how to effectively market CalFresh on your social media account(s), please click here to access the Social Media Guide.

Graphic A (General Population) - Let's Eat LA!

Download

Graphic B (General Population) - Let's Eat LA!

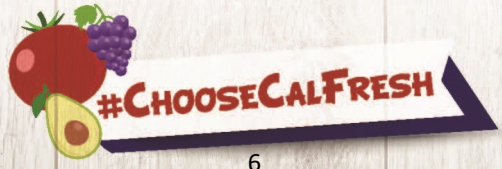
Download

Graphic C (Student) - I Chose CalFresh.

Download

Graphic D (Family) - We Chose CalFresh.

Download



Web Sliders

These CalFresh campaign web sliders can be added to your organization's home page to inform visitors about CalFresh Program in Los Angeles County, and link them directly to the DPSS homepage where they can learn more the program, and obtain the latest news and information. Web sliders are available for download in the sample sizes below, however your organization may request a custom-sized slider by emailing your preferred dimensions to: LianaAkopyan@dpss.lacounty.gov

Web Slider A (General Population) - Let's Eat LA! Download

Web Slider B (Family) - We Chose CalFresh. Download

#ChooseCalFresh

Lobby TV Monitor Graphics

These CalFresh Lobby TV Monitor Graphics can be downloaded and displayed on any TV, especially those found in lobbies or areas where your customers are waiting to be serviced. These graphics inform viewers about CalFresh Program in Los Angeles County, and the various social media site they can access to learn more the program, and obtain the latest news and information.

Web Slider A (General Population) - Let's Eat LA!

Download

Web Slider B (Student) - I Chose CalFresh.

Download

Web Slider C (Family) - We Chose CalFresh.

Download

#ChooseCalFresh

Additional CalFresh Marketing Items

CalFresh Hand Fan (Front)

Click here to order

CalFresh Hand Fan (Back)

CalFresh Factsheet

This 1-page factsheet provides an overview of the CalFresh Program, which includes information about application processing time, income threshold, and resources. Additionally, it informs the customer about the different ways they can apply for benefits, as well as DPSS contact information if they wish to receive more information.

CALFRESH PROGRAM FACT SHEET

WHAT IS THE CALFRESH PROGRAM?

The new name for California's Food Stamp Program is "CalFresh." This name change is a result of a recent State law. The purpose of this program is to promote and safeguard the health and well-being of low-income households by increasing their food purchasing power and raising their levels of nutrition.

In California, the monthly CalFresh benefit is transferred to the household's Electronic Benefits Transfer (EBT) card, known as Golden State Advantage Card, and is issued when the household's CalFresh case is approved.

WHO CAN GET CALFRESH?

Individuals or households whose income is low enough and meet other eligibility factors, can get CalFresh benefits. U.S. citizens, legal residents, and some qualified immigrants may receive CalFresh benefits. In California, beneficiaries of the Supplemental Security Income / Supplemental Payment Program (SSI / SSP) will be potentially eligible to receive CalFresh benefits as of June 1, 2019.

APPLICATION PROCESSING AND EXPEDITED SERVICE

CalFresh applications are processed within 30 days. In emergency situations, a household may receive CalFresh benefits within three days from the date of their CalFresh application. It is DPSS policy to issue expedited CalFresh benefits on the day of application, whenever possible. The household must meet specified conditions which would render the household's situation emergent (e.g., monthly gross income is less than $150 and with less than $100 on hand).

HOW MUCH CALFRESH BENEFITS CAN A HOUSEHOLD RECEIVE?

The amount of CalFresh benefits depends on the household size and income. The less income a household receives, the more CalFresh benefits a household can receive.

If a household has this many members ...	1	2	3	4	5	6	7	8
And makes less than this each month ... (gross income limit)	$2,024	$2,744	$3,464	$4,184	$4,904	$5,624	$6,344	$7,064
The household could receive up to this much in benefits:*	$192	$353	$505	$642	$762	$914	$1,011	$1,155

* Actual amount depends on household's specific case situation (*Amounts Effective October 1, 2018 through September 30, 2019*)

ELDERLY AND DISABLED HOUSEHOLDS

The gross income limit is not used to determine eligibility for households that contain an elderly and/or disabled member. Instead, the net monthly income limit (gross income minus applicable deductions) is used to determine eligibility.

RESOURCES

Effective February 1, 2011, resources such as money and property are no longer counted when determining CalFresh eligibility. If a household is applying for cash aid (CalWORKs, General Relief or Cash Assistance Program for Immigrants [CAPI] or Non-MAGI Medi-Cal) resources will be counted for those programs.

HOW MANY PERSONS ARE RECEIVING CALFRESH IN LOS ANGELES COUNTY?

Currently, the Department of Public Social Services provides CalFresh benefits to over 1.1 million individuals in Los Angeles County.

HOW TO APPLY

- By calling the Customer Service Center 866-613-3777;
- Online at www.dpss.lacounty.gov or www.getcalfresh.org;
- In person at any DPSS Office; or
- By mail. Call the Customer Service Center at 866-613-3777 and ask for a CalFresh application to be mailed to you. Once you have filled out your Calfresh application, mail it to your local DPSS Office.

5/20/19 (CPA)

English

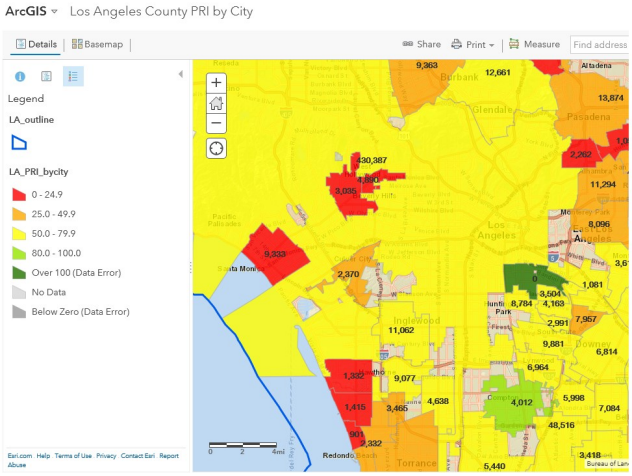
Download

#ChooseCalFresh

Geocoding

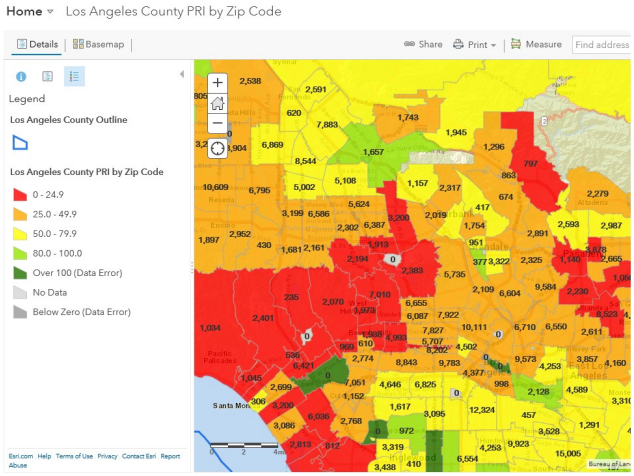
Geocoding technology can help you identify areas local to you that have low participation rates. With this information, you are able to concentrate on the areas where outreach efforts can be most beneficial to your community. Below are various geocoding resources that you can utilize to learn more about CalFresh participation in your area.

The **CalFresh Participation Rate Index (PRI)* Map** allows users to view CalFresh participation rate in their area by a search via exact address, city, or zip-code.



By City

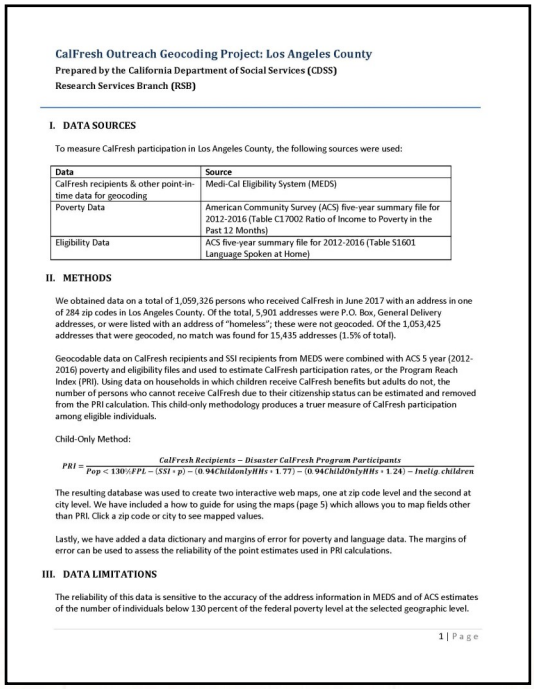
Download



By Zip Code

Download

The **CalFresh PRI* Map Glossary** lists all abbreviations used when viewing the CalFresh PRI Map.



CalFresh Outreach Geocoding Project: Los Angeles County

Prepared by the California Department of Social Services (CDSS)
Research Services Branch (RSB)

I. DATA SOURCES

To measure CalFresh participation in Los Angeles County, the following sources were used:

Data	Source
CalFresh recipients & other point-in-time data for geocoding	Medi-Cal Eligibility System (MEDS)
Poverty Data	American Community Survey (ACS) five-year summary file for 2012-2016 (Table C17002 Ratio of Income to Poverty in the Past 12 Months)
Eligibility Data	ACS five-year summary file for 2012-2016 (Table S1601 Language Spoken at Home)

II. METHODS

We obtained data on a total of 1,059,326 persons who received CalFresh in June 2017 with an address in one of 284 zip codes in Los Angeles County. Of the total, 5,901 addresses were P.O. Box, General Delivery addresses, or were listed with an address of "homeless"; these were not geocoded. Of the 1,053,425 addresses that were geocoded, no match was found for 15,435 addresses (1.5% of total).

Geocodable data on CalFresh recipients and SSI recipients from MEDS were combined with ACS 5 year (2012-2016) poverty and eligibility files and used to estimate CalFresh participation rates, or the Program Reach Index (PRI). Using data on households in which children receive CalFresh benefits but adults do not, the number of persons who cannot receive CalFresh due to their citizenship status can be estimated and removed from the PRI calculation. This child-only methodology produces a truer measure of CalFresh participation among eligible individuals.

Child-Only Method:

$$PRI = \frac{CalFresh\ Recipients - Disaster\ CalFresh\ Program\ Participants}{Pop < 130\%FPL - (SSI * p) - (0.94 Childonly HHs * 1.77) - (0.94 Childonly HHs * 1.24) - Inelig.\ children}$$

The resulting database was used to create two interactive web maps, one at zip code level and the second at city level. We have included a how to guide for using the maps (page 5) which allows you to map fields other than PRI. Click a zip code or city to see mapped values.

Lastly, we have added a data dictionary and margins of error for poverty and language data. The margins of error can be used to assess the reliability of the point estimates used in PRI calculations.

III. DATA LIMITATIONS

The reliability of this data is sensitive to the accuracy of the address information in MEDS and of ACS estimates of the number of individuals below 130 percent of the federal poverty level at the selected geographic level.

1 | Page

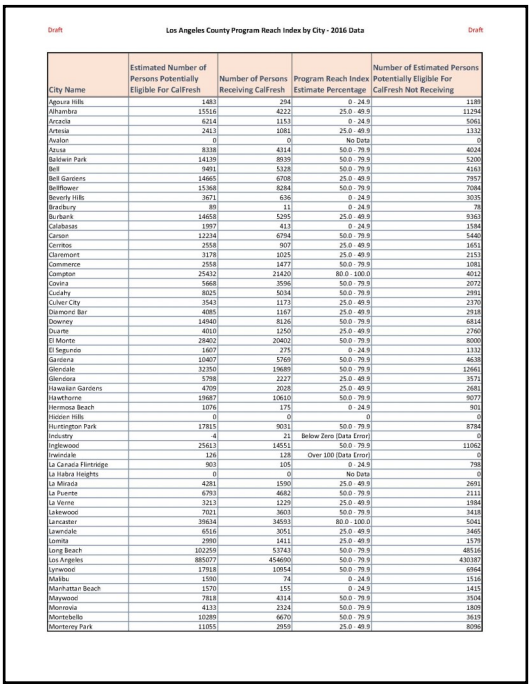
Download

*The CalFresh PRI data is provided by the California Department of Social Services (CDSS) and based on 2016 data, which is the latest information available. PRI data is an estimate, and not a precise indicator of participation rate.

#ChooseCalFresh

Geocoding (cont.)

The **CalFresh PRI* Listing by City** lists CalFresh participation rate information for all cities in Los Angeles County.

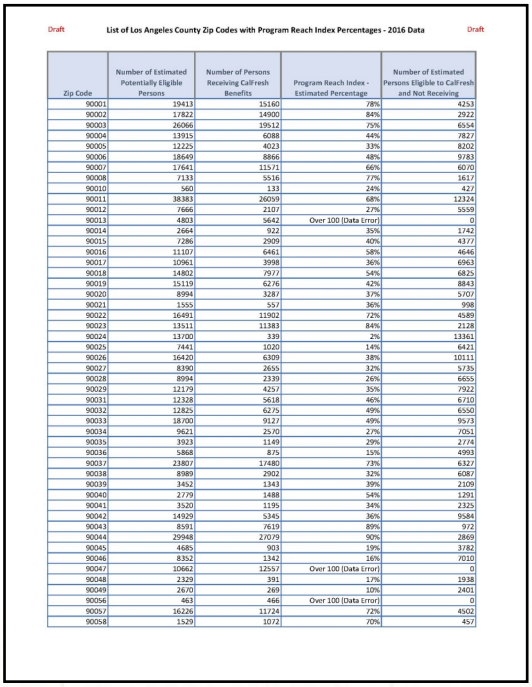


Draft — Los Angeles County Program Reach Index by City - 2016 Data — Draft

City Name	Estimated Number of Persons Potentially Eligible For CalFresh	Number of Persons Receiving CalFresh	Program Reach Index Estimate Percentage	Number of Estimated Persons Potentially Eligible For CalFresh Not Receiving
Agoura Hills	1483	294	0 - 24.9	1189
Alhambra	15516	4222	25.0 - 49.9	11294
Arcadia	6214	1153	0 - 24.9	5061
Artesia	2413	1081	25.0 - 49.9	1332
Avalon	0	0	No Data	0
Azusa	8338	4314	50.0 - 79.9	4024
Baldwin Park	14139	8939	50.0 - 79.9	5200
Bell	9491	5328	50.0 - 79.9	4163
Bell Gardens	14665	6708	25.0 - 49.9	7957
Bellflower	15368	8284	50.0 - 79.9	7084
Beverly Hills	3671	636	0 - 24.9	3035
Bradbury	89	11	0 - 24.9	78
Burbank	14658	5295	25.0 - 49.9	9363
Calabasas	1997	413	0 - 24.9	1584
Carson	12234	6794	50.0 - 79.9	5440
Cerritos	2558	907	25.0 - 49.9	1651
Claremont	3178	1025	25.0 - 49.9	2153
Commerce	2558	1477	50.0 - 79.9	1081
Compton	25432	21420	80.0 - 100.0	4012
Covina	5668	3596	50.0 - 79.9	2072
Cudahy	8025	5034	50.0 - 79.9	2991
Culver City	3543	1173	25.0 - 49.9	2370
Diamond Bar	4085	1167	25.0 - 49.9	2918
Downey	14940	8126	50.0 - 79.9	6814
Duarte	4010	1250	25.0 - 49.9	2760
El Monte	28402	20402	50.0 - 79.9	8000
El Segundo	1607	275	0 - 24.9	1332
Gardena	10407	5769	50.0 - 79.9	4638
Glendale	32350	19689	50.0 - 79.9	12661
Glendora	5798	2227	25.0 - 49.9	3571
Hawaiian Gardens	4709	2028	25.0 - 49.9	2681
Hawthorne	19687	10610	50.0 - 79.9	9077
Hermosa Beach	1076	175	0 - 24.9	901
Hidden Hills	0	0	0	0
Huntington Park	17815	9031	50.0 - 79.9	8784
Industry	4	21	Below Zero (Data Error)	0
Inglewood	25613	14551	50.0 - 79.9	11062
Irwindale	126	128	Over 100 (Data Error)	0
La Canada Flintridge	903	105	0 - 24.9	798
La Habra Heights	0	0	No Data	0
La Mirada	4281	1590	25.0 - 49.9	2691
La Puente	6793	4682	50.0 - 79.9	2111
La Verne	3213	1229	25.0 - 49.9	1984
Lakewood	7021	3603	50.0 - 79.9	3418
Lancaster	39634	34593	80.0 - 100.0	5041
Lawndale	6516	3051	25.0 - 49.9	3465
Lomita	2990	1411	25.0 - 49.9	1579
Long Beach	102259	53743	50.0 - 79.9	48516
Los Angeles	885077	454690	50.0 - 79.9	430387
Lynwood	17918	10954	50.0 - 79.9	6964
Malibu	1590	74	0 - 24.9	1516
Manhattan Beach	1570	155	0 - 24.9	1415
Maywood	7818	4314	50.0 - 79.9	3504
Monrovia	4133	2324	50.0 - 79.9	1809
Montebello	10289	6670	50.0 - 79.9	3619
Monterey Park	11055	2959	25.0 - 49.9	8096

Download

The **CalFresh PRI* Listing by Zip Code** lists CalFresh participation rate information by all zip codes in Los Angeles County. Additionally, the users may filter the list to only display zip codes relevant to their servicing areas.



Draft — List of Los Angeles County Zip Codes with Program Reach Index Percentages - 2016 Data — Draft

Zip Code	Number of Estimated Potentially Eligible Persons	Number of Persons Receiving CalFresh Benefits	Program Reach Index - Estimated Percentage	Number of Estimated Persons Eligible to CalFresh and Not Receiving
90001	19413	15160	78%	4253
90002	17822	14900	84%	2922
90003	26066	19512	75%	6554
90004	13915	6088	44%	7827
90005	12225	4023	33%	8202
90006	18649	8866	48%	9783
90007	17641	11571	66%	6070
90008	7133	5516	77%	1617
90010	560	133	24%	427
90011	38383	26059	68%	12324
90012	7666	2107	27%	5559
90013	4803	5642	Over 100 (Data Error)	0
90014	2664	922	35%	1742
90015	7286	2909	40%	4377
90016	11107	6461	58%	4646
90017	10961	3998	36%	6963
90018	14802	7977	54%	6825
90019	15119	6276	42%	8843
90020	8994	3287	37%	5707
90021	1555	557	36%	998
90022	16491	11902	72%	4589
90023	13511	11383	84%	2128
90024	13700	339	2%	13361
90025	7441	1020	14%	6421
90026	16420	6309	38%	10111
90027	8390	2655	32%	5735
90028	8994	2339	26%	6655
90029	12179	4257	35%	7922
90031	12328	5618	46%	6710
90032	12825	6275	49%	6550
90033	18700	9127	49%	9573
90034	9621	2570	27%	7051
90035	3923	1149	29%	2774
90036	5868	875	15%	4993
90037	23807	17480	73%	6327
90038	8989	2902	32%	6087
90039	3452	1343	39%	2109
90040	2779	1488	54%	1291
90041	3520	1195	34%	2325
90042	14929	5345	36%	9584
90043	8591	7619	89%	972
90044	29948	27079	90%	2869
90045	4685	903	19%	3782
90046	8352	1342	16%	7010
90047	10662	12557	Over 100 (Data Error)	0
90048	2329	391	17%	1938
90049	2670	269	10%	2401
90056	463	466	Over 100 (Data Error)	0
90057	16226	11724	72%	4502
90058	1529	1072	70%	457

Download

*The CalFresh PRI data is provided by the California Department of Social Services (CDSS) and based on 2016 data, which is the latest information available. PRI data is an estimate, and not a precise indicator of participation rate.

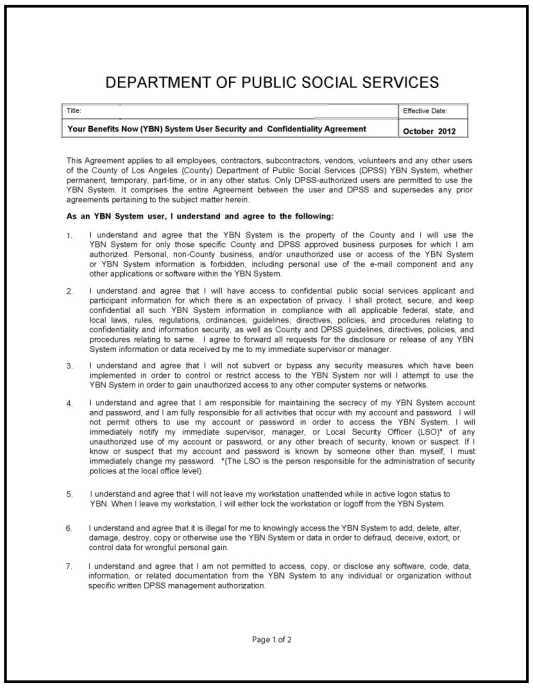
Becoming a CalFresh Application Assister

With excellent customer service in mind, it is crucial to have individuals like you trained to enroll customers who are eligible to the CalFresh program. Not only are CalFresh Application Assister (CAA) trusted members of their communities, but they know the needs of the community. You are the missing link between DPSS and customers who are a.) unaware of the CalFresh program in Los Angeles County, and b.) unaware that they are eligible to the program.

CAAs use YourBenefitsNow! (YBN) to enroll their customers. YBN is a website for Los Angeles County residents to apply for and view their benefits online. In addition to submitting their application electronically, customers can log onto YBN to obtain their current case status, upload verification, send their eligibility worker a secured message or view electronic copies of their notices. For more information about YBN, please access the YBN Fact Sheet by clicking the download link below.

When becoming a CAA, Los Angeles County DPSS will provide you in-depth YBN training, as well as various resources and tools to ensure you are prepared to effectively assist your customers. You will become knowledgeable in navigating YBN, understanding its functionality, and be able to answer any questions your customers may have.

To get started on becoming a CAA, please download the Your Benefits Now (YBN) System User Security and Confidentiality Agreement below. Once you have read and signed it, please email the completed form to CalFreshOutreach@dpss.lacounty.gov to receive further instructions, and information on the next steps to successfully becoming a CAA in your community! Please contact us at 562-908-6345 if you have any questions.



DEPARTMENT OF PUBLIC SOCIAL SERVICES

Title:	Effective Date:
Your Benefits Now (YBN) System User Security and Confidentiality Agreement	**October 2012**

This Agreement applies to all employees, contractors, subcontractors, vendors, volunteers and any other users of the County of Los Angeles (County) Department of Public Social Services (DPSS) YBN System, whether permanent, temporary, part-time, or in any other status. Only DPSS-authorized users are permitted to use the YBN System. It comprises the entire Agreement between the user and DPSS and supersedes any prior agreements pertaining to the subject matter herein.

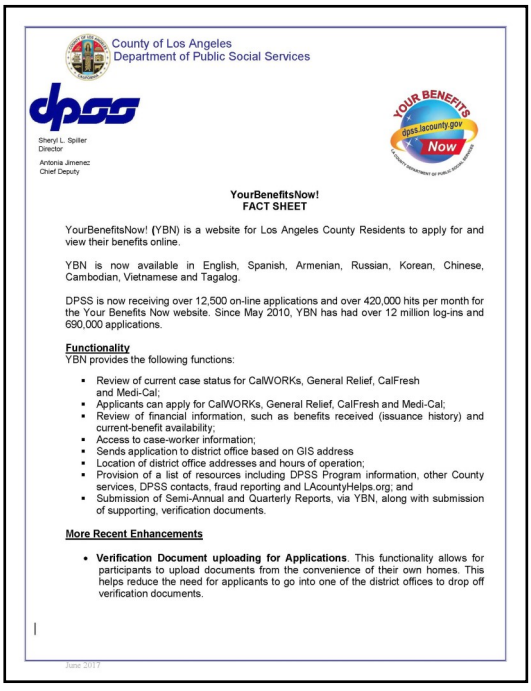
As an YBN System user, I understand and agree to the following:

1. I understand and agree that the YBN System is the property of the County and I will use the YBN System for only those specific County and DPSS approved business purposes for which I am authorized. Personal, non-County business, and/or unauthorized use or access of the YBN System or YBN System information is forbidden, including personal use of the e-mail component and any other applications or software within the YBN System.
2. I understand and agree that I will have access to confidential public social services applicant and participant information for which there is an expectation of privacy. I shall protect, secure, and keep confidential all such YBN System information in compliance with all applicable federal, state, and local laws, rules, regulations, ordinances, guidelines, directives, policies, and procedures relating to confidentiality and information security, as well as County and DPSS guidelines, directives, policies, and procedures relating to same. I agree to forward all requests for the disclosure or release of any YBN System information or data received by me to my immediate supervisor or manager.
3. I understand and agree that I will not subvert or bypass any security measures which have been implemented in order to control or restrict access to the YBN System nor will I attempt to use the YBN System in order to gain unauthorized access to any other computer systems or networks.
4. I understand and agree that I am responsible for maintaining the secrecy of my YBN System account and password, and I am fully responsible for all activities that occur with my account and password. I will not permit others to use my account or password in order to access the YBN System. I will immediately notify my immediate supervisor, manager, or Local Security Officer (LSO)* of any unauthorized use of my account or password, or any other breach of security, known or suspect. If I know or suspect that my account and password is known by someone other than myself, I must immediately change my password. *(The LSO is the person responsible for the administration of security policies at the local office level).
5. I understand and agree that I will not leave my workstation unattended while in active logon status to YBN. When I leave my workstation, I will either lock the workstation or logoff from the YBN System.
6. I understand and agree that it is illegal for me to knowingly access the YBN System to add, delete, alter, damage, destroy, copy or otherwise use the YBN System or data in order to defraud, deceive, extort, or control data for wrongful personal gain.
7. I understand and agree that I am not permitted to access, copy, or disclose any software, code, data, information, or related documentation from the YBN System to any individual or organization without specific written DPSS management authorization.

Page 1 of 2

YBN System User Security and Confidentiality Agreement

Download



County of Los Angeles
Department of Public Social Services

dpss

Sheryl L. Spiller
Director

Antonia Jimenez
Chief Deputy

YOUR BENEFITS dpss.lacounty.gov Now

YourBenefitsNow!
FACT SHEET

YourBenefitsNow! (YBN) is a website for Los Angeles County Residents to apply for and view their benefits online.

YBN is now available in English, Spanish, Armenian, Russian, Korean, Chinese, Cambodian, Vietnamese and Tagalog.

DPSS is now receiving over 12,500 on-line applications and over 420,000 hits per month for the Your Benefits Now website. Since May 2010, YBN has had over 12 million log-ins and 690,000 applications.

Functionality
YBN provides the following functions:

- Review of current case status for CalWORKs, General Relief, CalFresh and Medi-Cal;
- Applicants can apply for CalWORKs, General Relief, CalFresh and Medi-Cal;
- Review of financial information, such as benefits received (issuance history) and current-benefit availability;
- Access to case-worker information;
- Sends application to district office based on GIS address
- Location of district office addresses and hours of operation;
- Provision of a list of resources including DPSS Program information, other County services, DPSS contacts, fraud reporting and LAcountyHelps.org; and
- Submission of Semi-Annual and Quarterly Reports, via YBN, along with submission of supporting, verification documents.

More Recent Enhancements

- **Verification Document uploading for Applications**. This functionality allows for participants to upload documents from the convenience of their own homes. This helps reduce the need for applicants to go into one of the district offices to drop off verification documents.

June 2017

YBN Fact Sheet

Download

#ChooseCalFresh