San Diego County Access & Enrollment Project

Enrollment Task Force Meeting – Tuesday, January 11, 2022

koné
consulting

| July | August | September | October | November | December | January | February | March |

2021 / 2022

Task 0:
Management

Task A:
Comprehensive Assessment
8/06-12/01

Survey
8/24-10/15

Site Visits
9/13-9/30

Focus Groups
10/18-11/13

Data Walks
11/1-11/24

Task B:
Preliminary Findings Report
7/30-12/07

Task C:
Final Report
Final Report 03/01
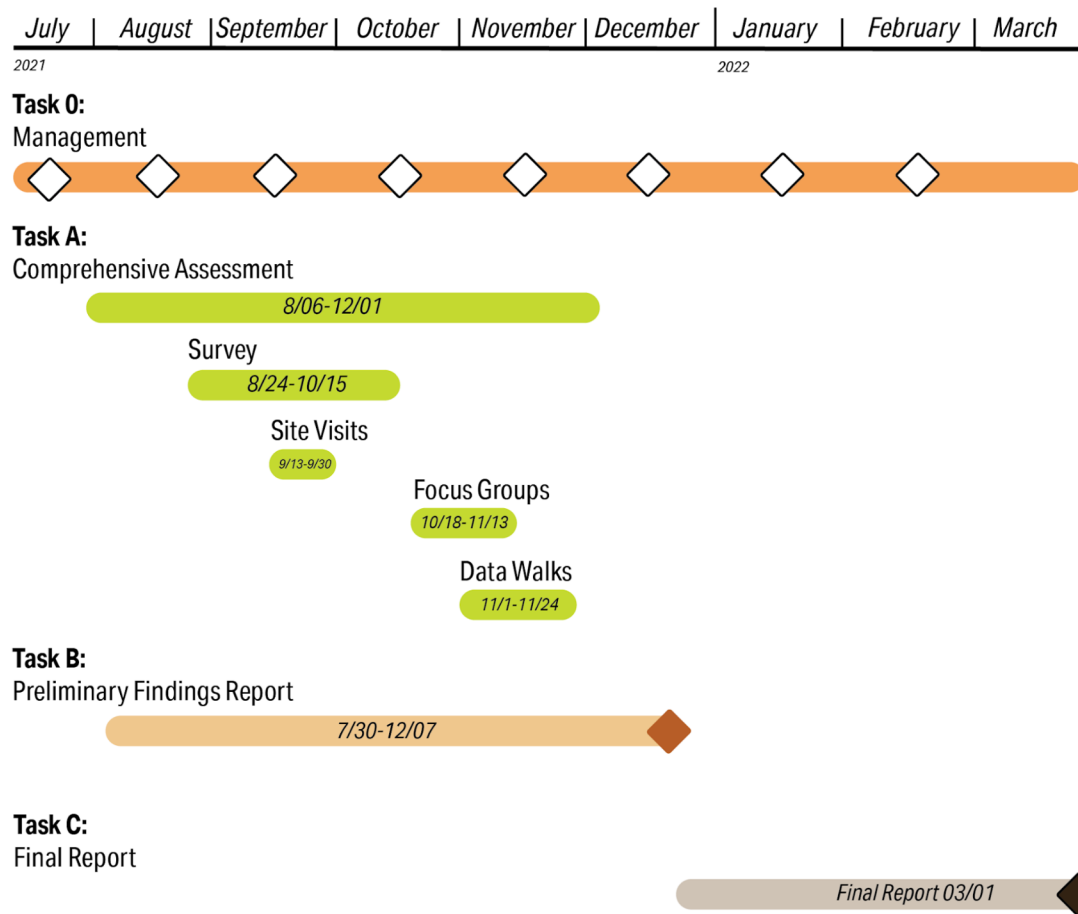
Timeline

Meetings

- **Jan 11th** ETF meeting –2 hours with facilitator

- **Jan 25th** ETF meeting –2 hours with facilitator

- **Feb 08th** ETF meeting (with members and guests) –2 hours with facilitator, discuss/determine ETF recommendations for SSAB review

- **Feb 16th** SSAB meeting – review recommendations

- **Feb 22nd** ETF meeting with members and guests - 2 hours

- **March 15th** Board of Supervisors Meeting

Deliverables

- **January TBD** – Social Media Challenge

- **Jan 31st** - Report submitted to ETF (ETF will disseminate to full SSAB)

- **Feb 25th** – SSAB/ ETF Final report/ recommendations due

- **March 7th** – BOS letter docket date

Agenda

- Update on Social Media Challenge

- Discussion of key findings and draft recommendations by report topic

Group Agreements

- Listen, believe, and reflect
- Accept non-closure for the moment
- Speak your own truth with compassion
- Listen to understand; don't listen to respond
- Value and celebrate each other's experiences
- Use "I" statements; not you, we or they statements
- Open hearts + open minds = Exploration of possibilities
- Make space, then take space; be concise
- Bring your best being into the room
- Attack the problem, not the person

Data Walks – Social Media Challenge

- Update on approach to simplify/ minimize the ask of organizations
- Community Organizations
  - Housing Federation /HEAL (formerly homeless)
  - San Diego 211

Overview of report topics

To be covered today

- Program Outreach
- Application & Eligibility Processing
- Renewals, Recertifications, and Change Reporting

For Jan 25th meeting

- Program Access
- County Staffing and Workload Levels
- Cross-Cutting Themes

Program Outreach
Key Findings

- Community partnerships are key to reaching eligible San Diegans. HHSA and CBO partnerships are strong and CBOs play an important role in outreach.
- There are discrepancies between most common County and CBO outreach approaches and client preferences.
  - Flyers/brochures vs email, texting and social media
- The communities identified to prioritize outreach include:
  - unhoused
  - seniors
  - people with disabilities
  - mixed-immigrant status households
  - students

Program Outreach Draft Recommendations

Align County and CBO approaches to outreach with customer preferences

County should consider cross-program outreach using digital communication channels

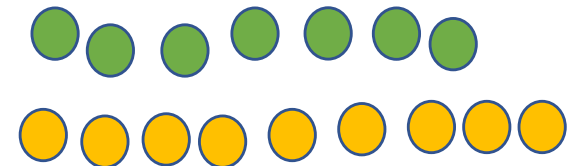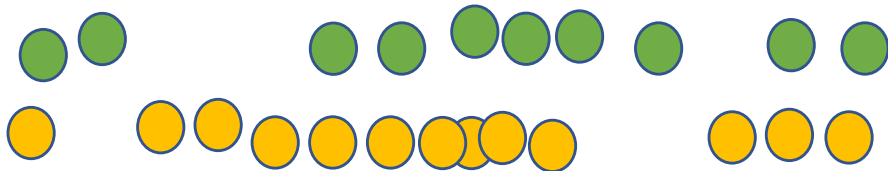**County should create digestible fact sheets and ensure availability in all threshold languages**

Leverage and expand mobile outreach unit and interdisciplinary street outreach

Leverage and expand partnerships with CBOs trusted by prioritized subgroups

**Which would have the greatest impact?
1 vote in each color,
green = short term, yellow/gold = longer term**

Applications & Eligibility Processing Key Findings

- HHSA is a big operation and was heavily impacted by COVID (pivoting to virtual services within a few days). Federal waivers have helped keep operations running relatively smoothly.

- The majority of applications are submitted online, which staff and CBOs also believe is the best mode, but in-person services are still being provided at FRCs and CBOs- with modifications- especially adapted for serving higher-needs clients like the unhoused and those with medical or mental health needs.

- Single-program apps may have eroded program integration based on low joint applications (30%).

- Most clients get help with their application from either a County worker or a CBO.

- Approval rates are relatively low (55-62%), and lowest for applications from CBOs (55%).

- The most common reason applications are denied is for failure to provide required verifications.

Applications & Eligibility Processing Draft Recommendations

Pursue a demonstration of a simplified universal application packet - plain talk, multiple languages, clear instructions, and mobile-friendly (skip logic)

Expand availability of County application assistance by increasing outstationed eligibility workers and mobile outreach units

Streamline phone applications by replicating 211's abbreviated rights and responsibilities approach

Establish County and CBO initiative to reduce denied applications (emphasize FTP)

Create two-way communication channels and clear language so clients can easily ask follow-up questions and check status

Give CBO assisters and outreach workers access to a universalized case management dashboard

Explore options for OCR and systems integration to avoid need for duplicate data entry for some modes of application

Which would have the greatest impact?
1 vote in each color, green = short term, yellow/gold = longer term
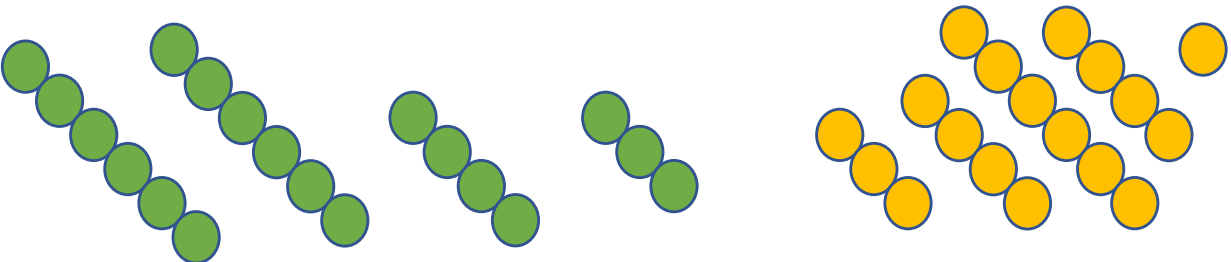
Renewals, Recertifications, and Change Reporting - Key Findings

- Requirements to periodically review and renew benefits, and report changes, exist in all programs.

- Challenges in the application and eligibility processing impact renewals, too (income verification, etc.).

- One unique issue is program churn- or clients losing eligibility because they didn't complete a requirement- and then subsequently reapplying after benefits close.

  - 30 percent of client survey respondents experienced program churn (higher than management data).

Renewals, Recertifications, and Change Reporting - Draft Recommendations

Create an HHSA welcome packet with client renewal education

Simplify renewal paperwork and forms

Conduct refresher training on alternatives to paper verification and create more desk guides to clarify existing guidelines

Focused renewal strategy for General Relief

Leverage best practices using behavioral economics principles for renewal reminders like HHSA's text reminders and robocalls

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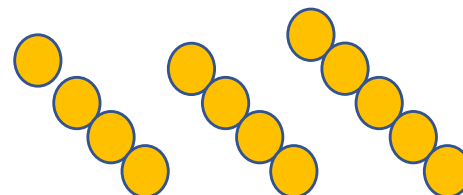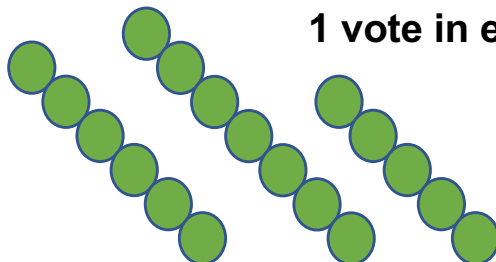
Next Steps

- Social Media Challenge
- Next ETF meeting (with Koné team) Tuesday, January 25th
- Does ETF need an extra Feb meeting?