

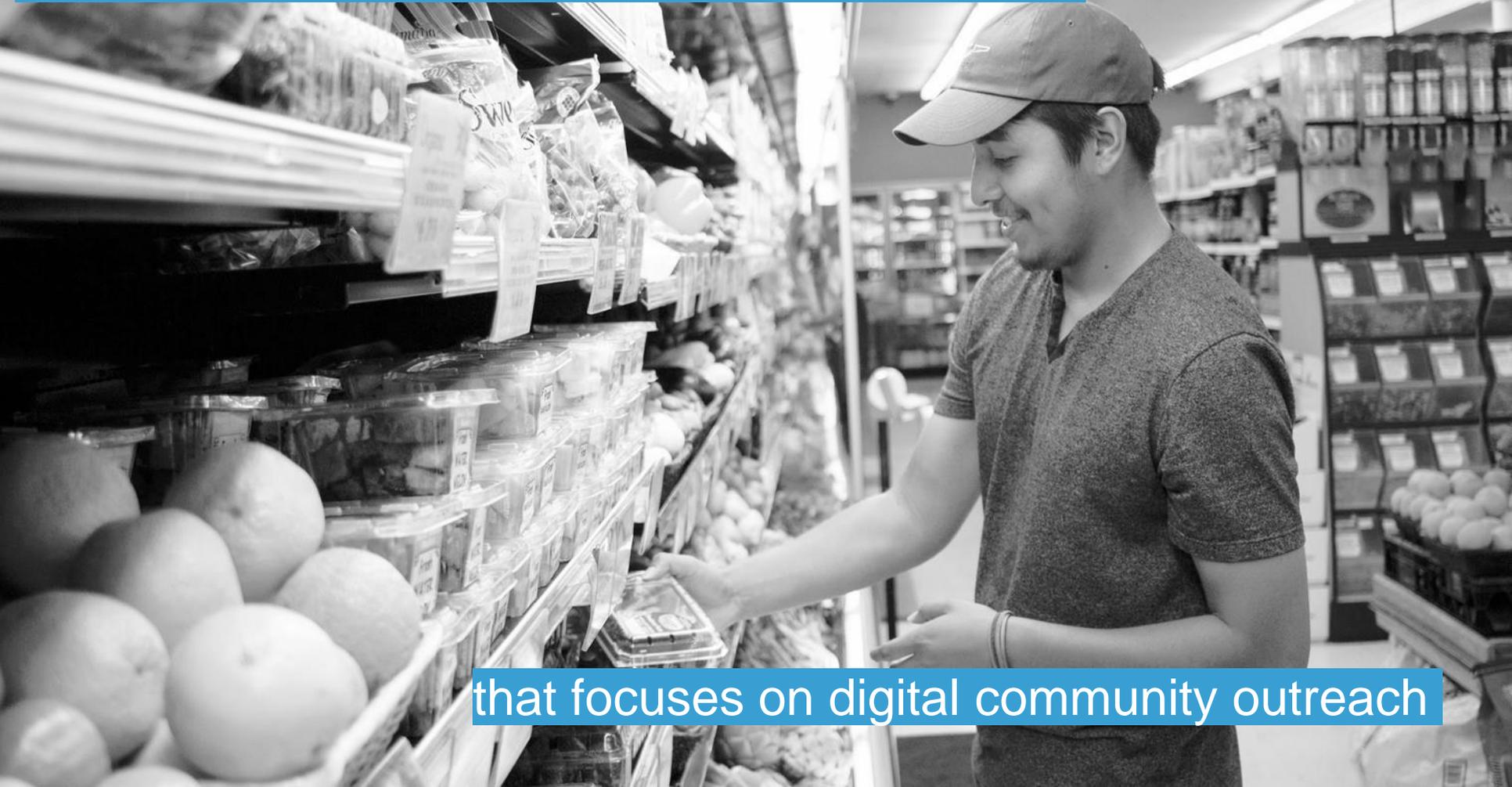


CODE *for*
AMERICA



GetCalFresh.org

Code for America is a state outreach contractor



that focuses on digital community outreach

What is GetCalFresh?

- A service provided by Code for America that acts as a **digital assister**, available at: <https://www.getcalfresh.org> ([demo here](#))
- It allows anyone to apply for CalFresh **using a mobile phone**, and guides them through the eligibility process using **email, text, and livechat support**
- Like an assister, it works **on top of existing systems**, translating required questions to plain language, and submitting them to MBCW



Just like other CBOs, we focus on

- 1** Getting more people through the door
- 2** Supporting clients through the eligibility process
- 3** Ensuring clients don't churn for administrative reasons*

**Currently piloting in three counties*

GCF by the numbers...

17

CA Counties

3,800+

Applications last
week

7,980+

People helped last
week

50 - 55%

Approval Rate

...and growing as we add more counties and channels

GetCalFresh.org

Get help putting food on the table

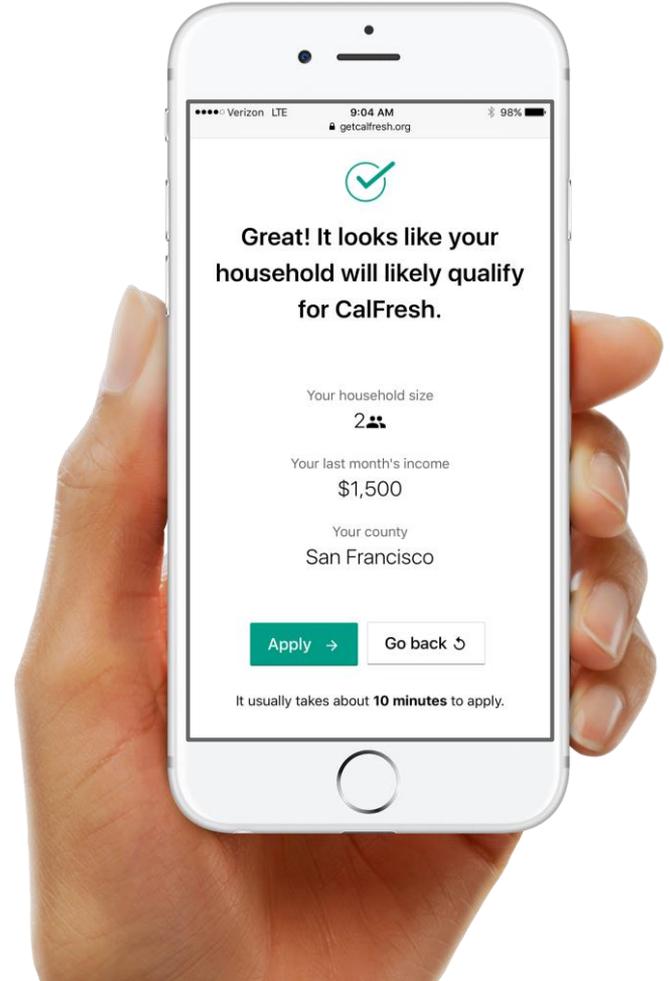
Apply for food stamps in 10 minutes

Apply now →



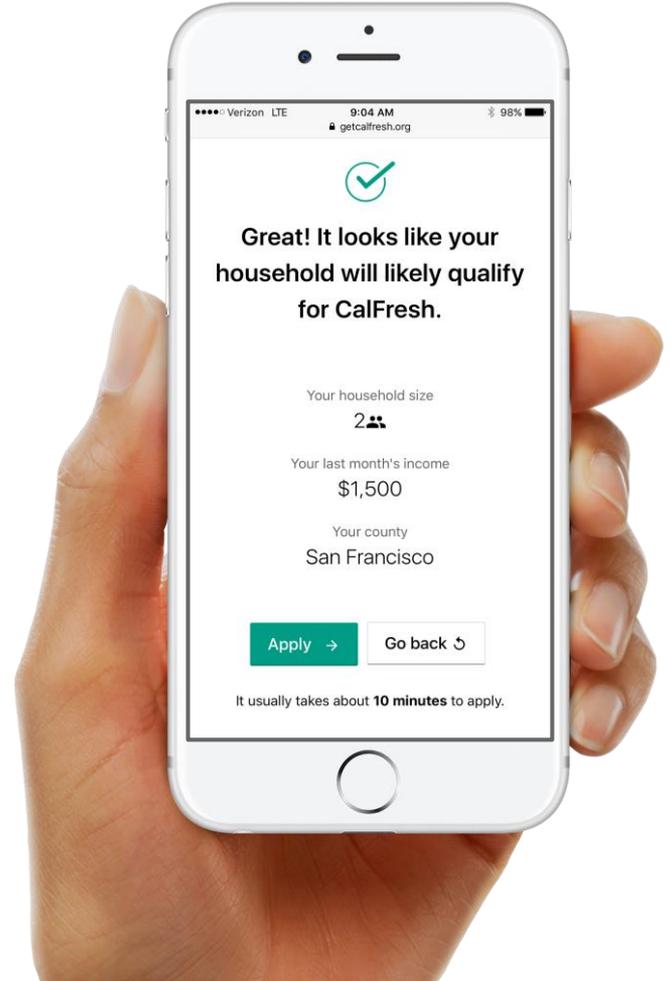
The GCF tool simplifies the application for residents

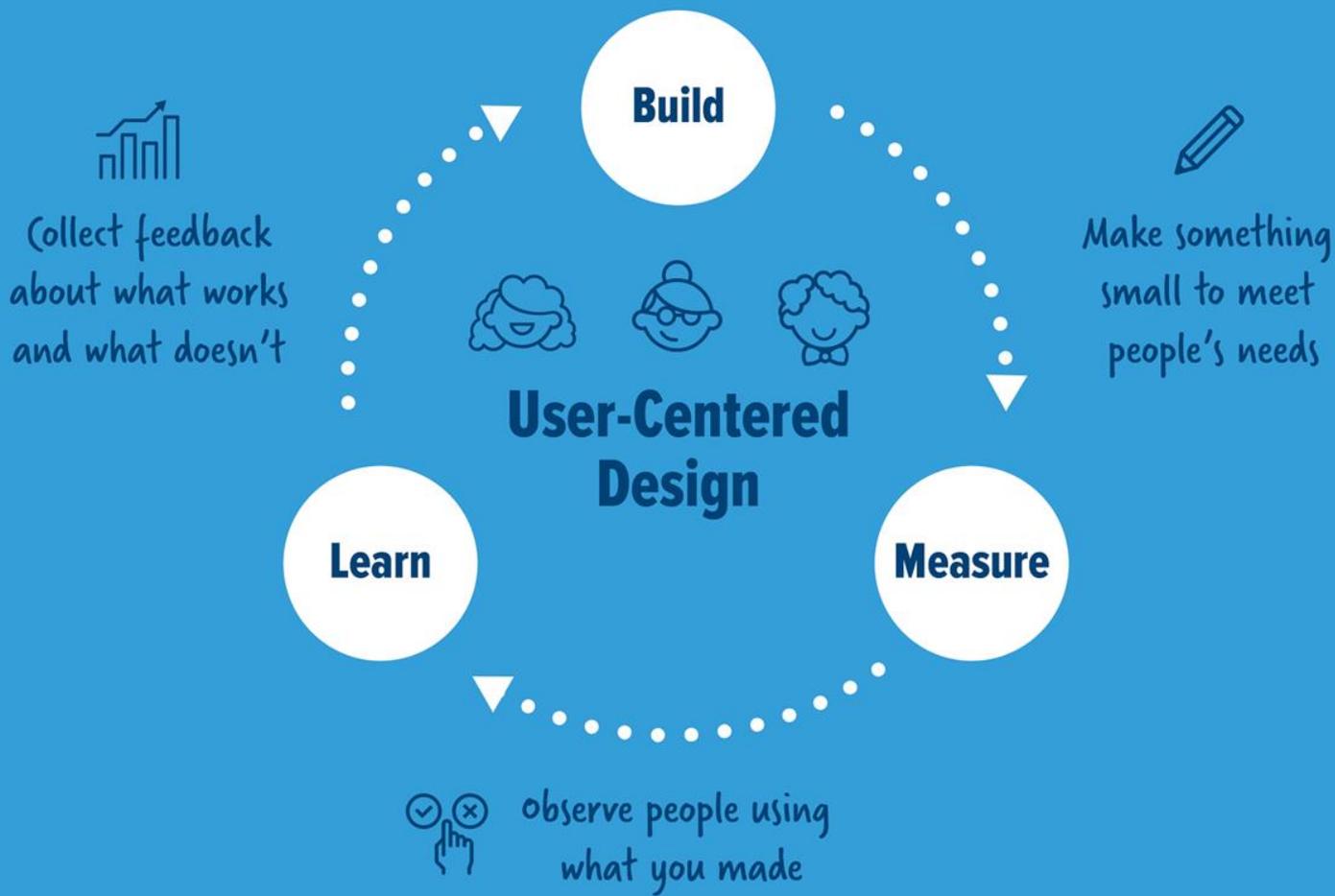
- 8 minutes to complete
- Works on any device, no download (50%+ of clients use mobile)
- Considerate of limited data plans
- Written in plain English & Spanish



We make sure users have what they need

- Eligibility check to manage expectations*
- Live chat for questions
- Customized user flows for specific populations / exemptions
- Consistently refined application questions and prompts based off user surveys & feedback
- Over 75% of applicants who start the application submit it





And allow residents to **easily upload verification** documents, with the application or afterwards



How we conduct outreach

- **Reaching residents on their mobile phones:** 40% of Google searches for food assistance occurs on a mobile device
- **Augmenting existing outreach:** field use for CBO partners and aligning with county priorities
- **Enabling county partners:** provide mobile links to texting campaigns and free collateral for lobbies or events
- **Using new outreach channels:** geo-targeted online ads used to reach specific, under-represented populations

Apply for Food Stamps Online - CalFresh - getcalfresh.org

 www.getcalfresh.org/

Get help putting food on the table. Apply today in just 10 minutes!

Apply in 10 minutes · Free non-profit service · Mobile friendly · Live chat support

[Eligibility Requirements](#) · [Call San Francisco County](#)



The image shows a Facebook advertisement for GetCalFresh. At the top left is the GetCalFresh logo. To its right, it says 'Written by Neil Khare (7) · July 21 · 6'. Below this is the text: 'This California program provides extra money to families for groceries. Check eligibility and apply in less than 10 minutes!'. The main visual is a photograph of a smiling woman with dark hair, wearing a white shirt, holding a grocery bag filled with fresh produce like lettuce, tomatoes, and a bell pepper. Below the photo, the text reads: 'Get Extra Grocery Money', 'GetCalFresh is a free, non-profit service and can help you and your family get up to \$150 a month to help with groceries.', and 'GETCALFRESH.ORG'. At the bottom right is a button that says 'Apply Now'.

GetCalFresh for college students

<https://students.getcalfresh.org>



 *this one goes out to* 

ANYONE EATING RAMEN FOR THE FOURTH NIGHT IN A ROW

 CalFresh is a state program that awards you up to \$190 a month to feed yo' self.

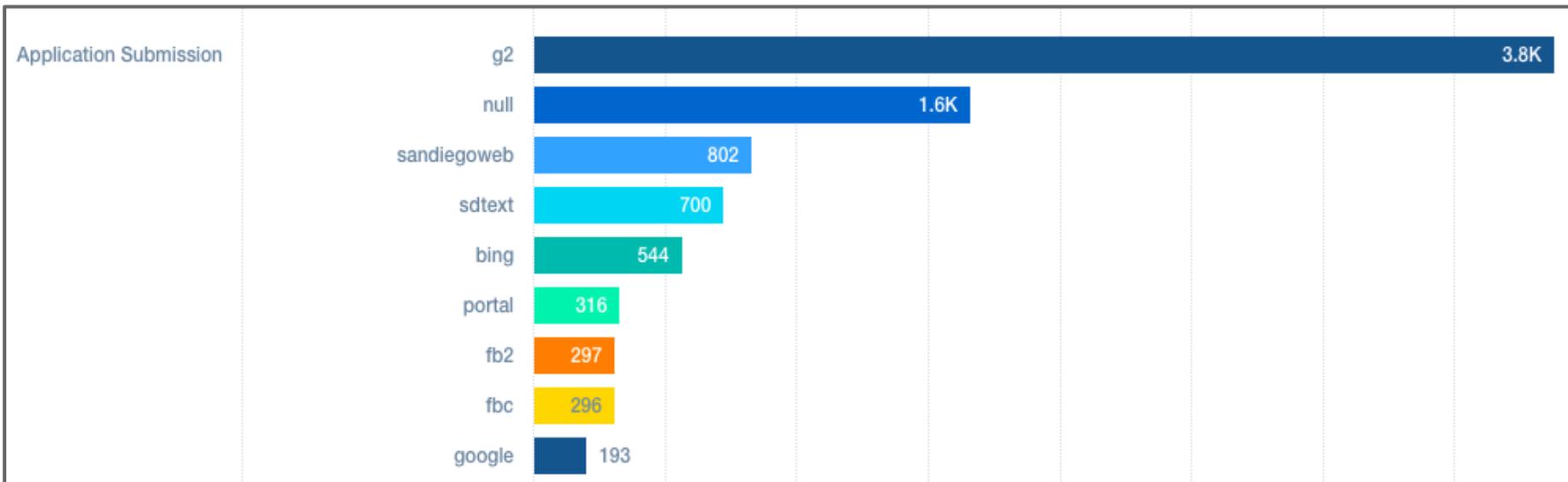
[Check your eligibility](#) 

in less time than it takes to post to instagram 

Basically, a free debit card for groceries from California.

CalFresh is a California financial aid program that helps students buy food and eat healthier. 

Sample of our outreach channels



- google and g2 = Google AdWords
- portal = Google Knowledge Card (see next slide)
- null = organic search, direct to getcalfresh.org, including CBO assisted

- sandiegoweb = referral from SD HHSA website
- bing = Adwords
- FB = Facebook ads
- sdtex = MediCal in reach campaign

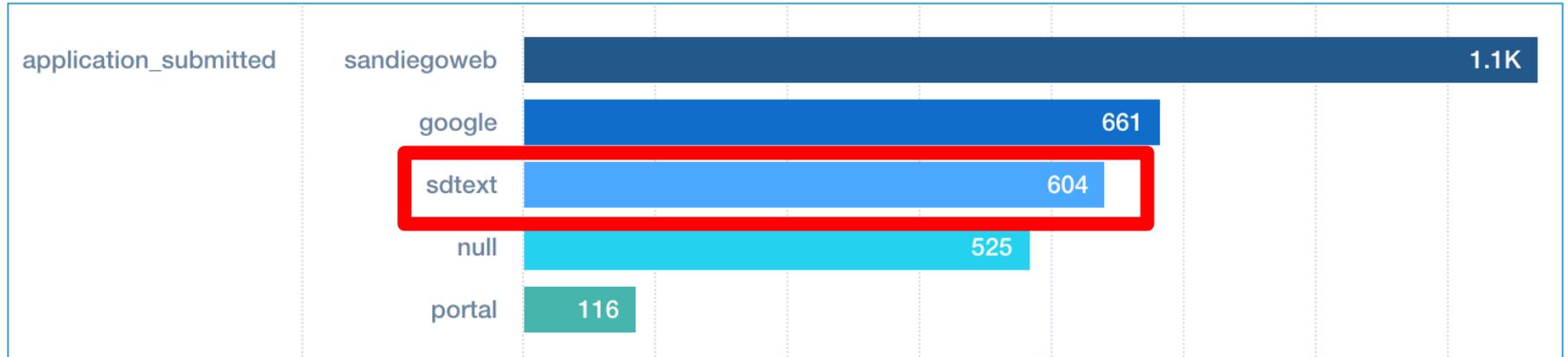
Medi-Cal: high impact, low cost

- **Run a daily report:** review Medi-Cal applications received
- **Filter applications through CalWin:** identify those who don't have an active CalFresh case
- **Send text message to those without an active case:** send text with custom URL to GetCalFresh.org within a week of Medi-Cal application

This is the County of San Diego. You recently applied for healthcare. You may be eligible to get extra money for groceries with CaFresh! Click: <https://getcalfresh.org/s/sdtext>

Este es el Condado de San Diego. Usted solicitó cobertura médica. Podría recibir dinero extra para su despensa con CalFresh! Haga click: <https://getcalfresh.org/s/sdtext>

Medi-Cal inreach accounts for 20%+ of submitted applications



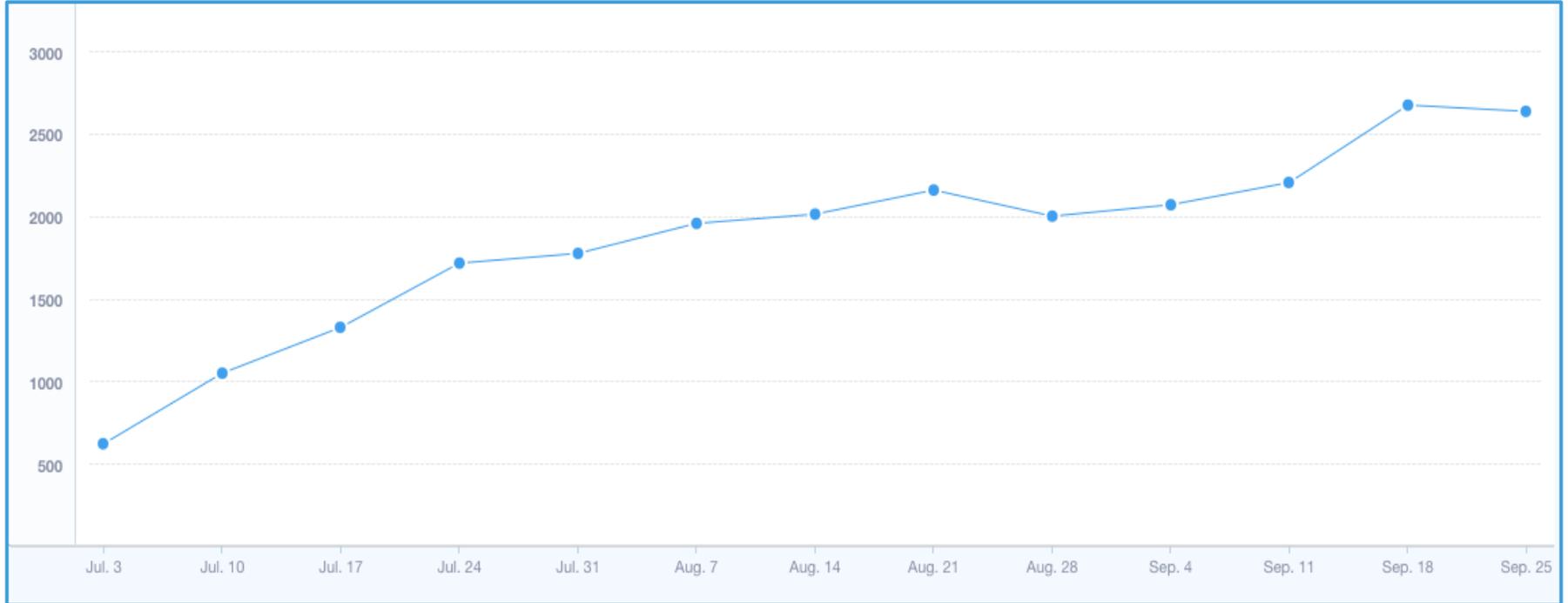
- sandiegoweb = referral from www.sandiegocounty.gov
- google = Google AdWords
- sdtex = HHSa texting MediCal clients
- null = organic search, direct to getcalfresh.org, including CBO assisted
- portal = Google Knowledge card

Data & Insights

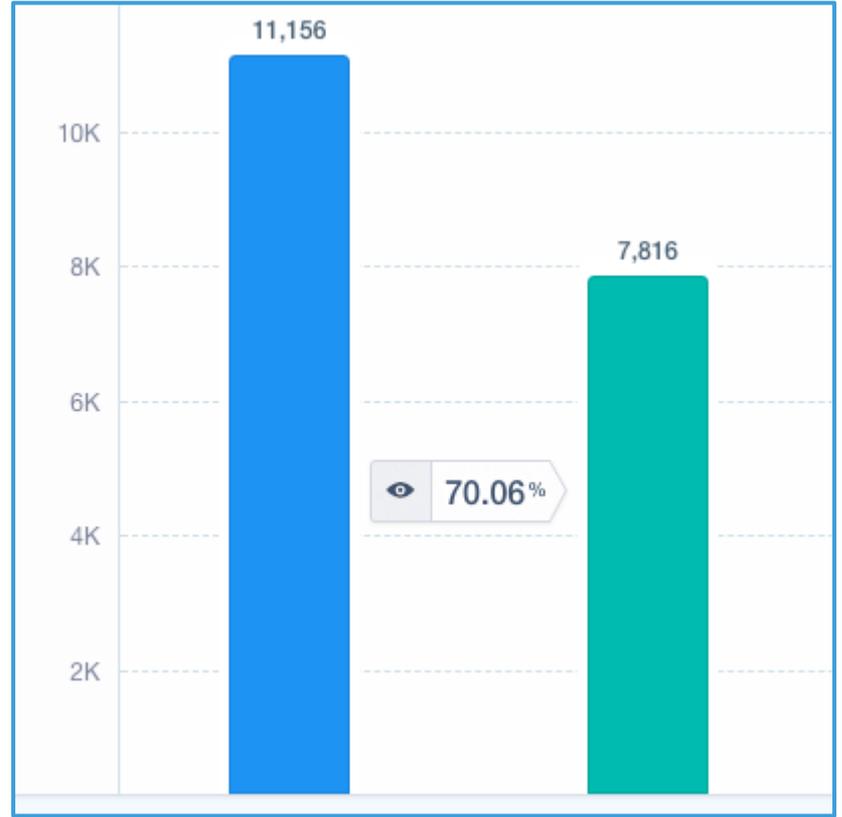
San Diego Q3 report

Trends for applications submitted June 19 - Aug 31, 2017

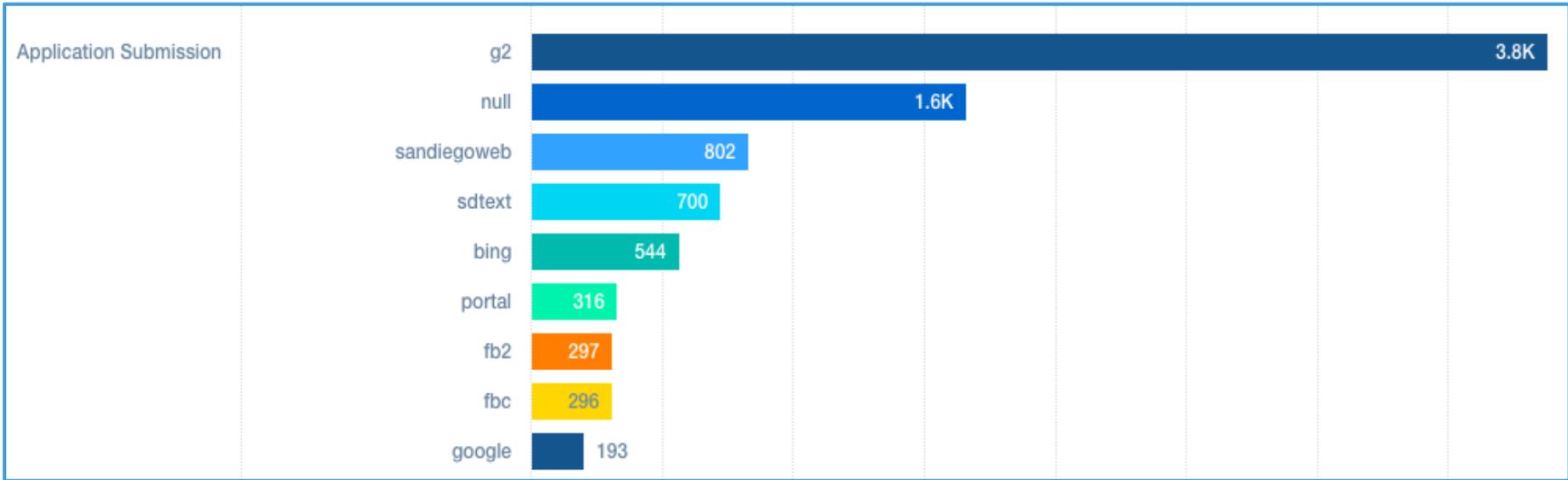
Applications submitted: 8,770



Applications started vs. submitted (conversion rate)



Applications by source



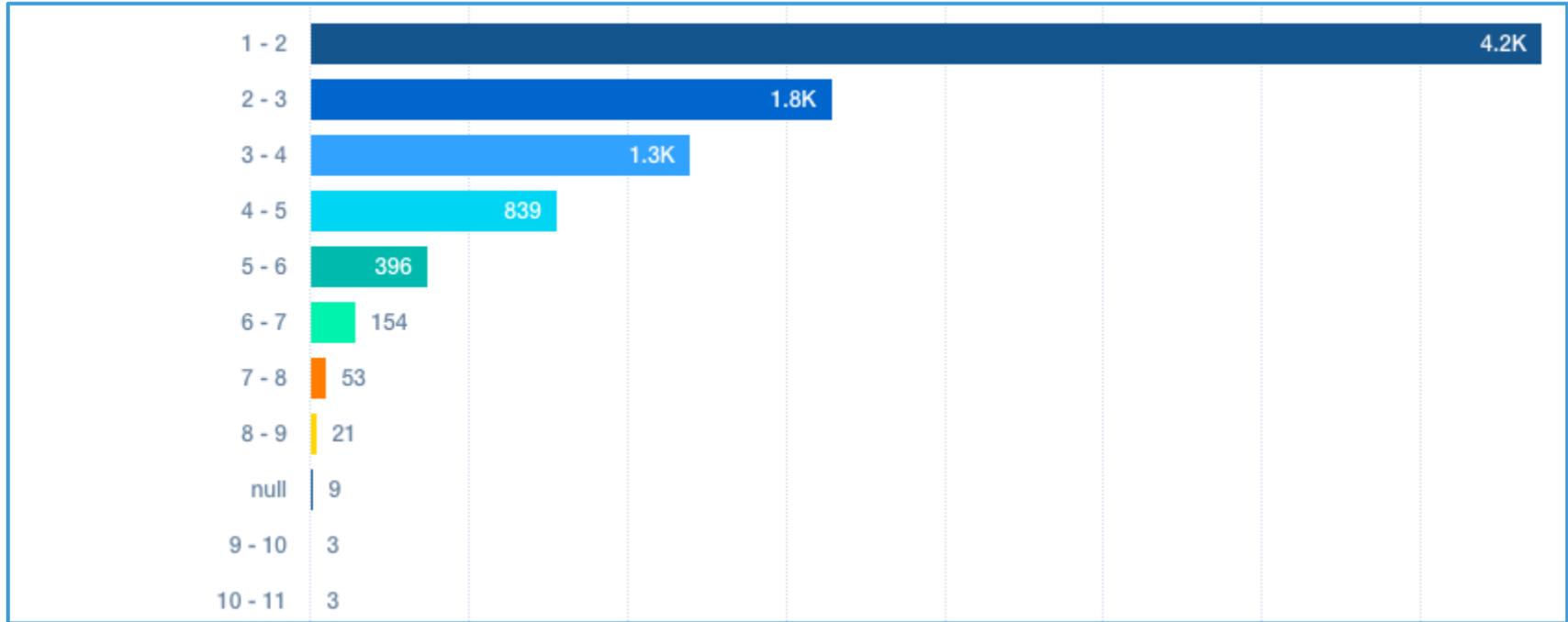
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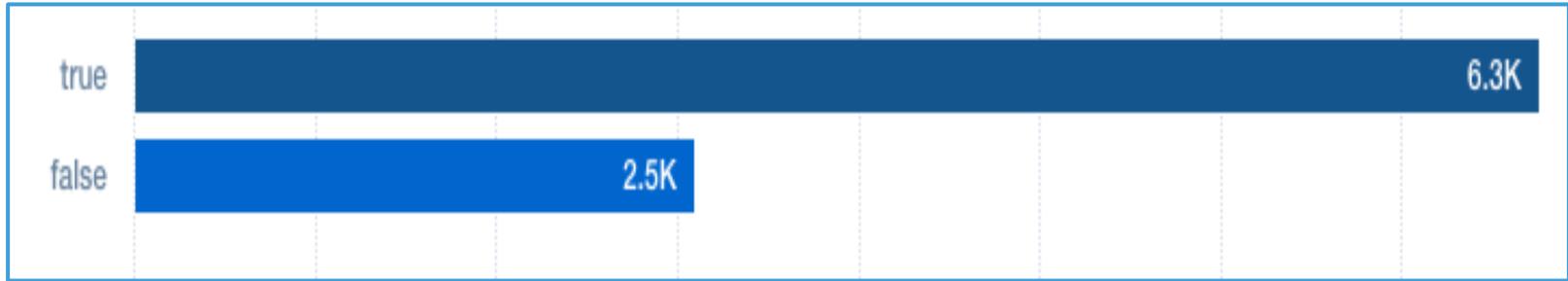
Applications submitted by language



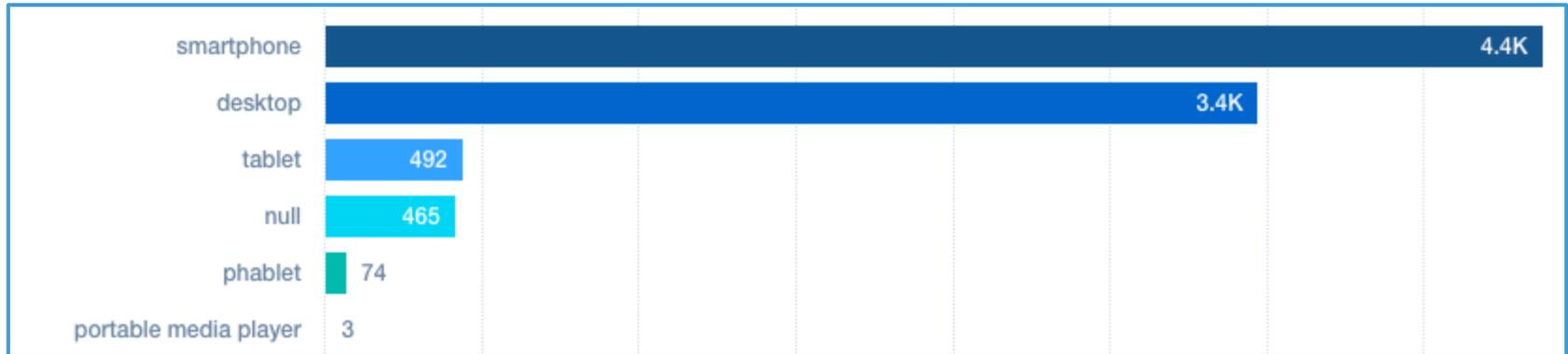
Applications submitted by household size



25% of submitted applications do not have stable housing



Nearly 45% of submitted applications are done on mobile or tablet



- smartphone = known smartphone device
- desktop = known desktop device
- tablet and phablet = tablets
- Null or undefined = low-end smartphones

95% of clients opt-in to receive text or emails

