



CalFresh Awareness Month

Board of Supervisors Presentation
San Mateo County Human Services Agency
May 9, 2023

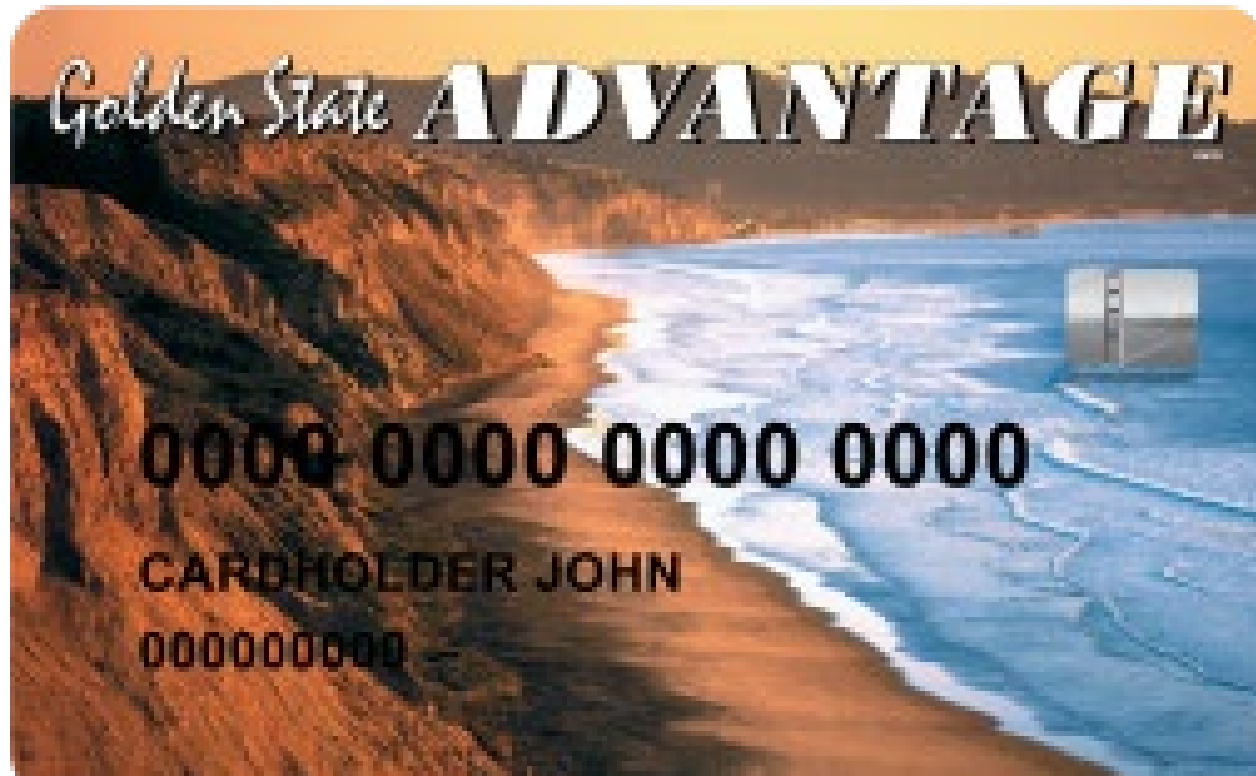


Background

- CalFresh, formerly known as Food Stamps, has been around since the 1930s
- Program was established by the government to alleviate hunger amongst the low-income households
- Today, the program still operates with the intent to provide food assistance to families under the 200% federal poverty level

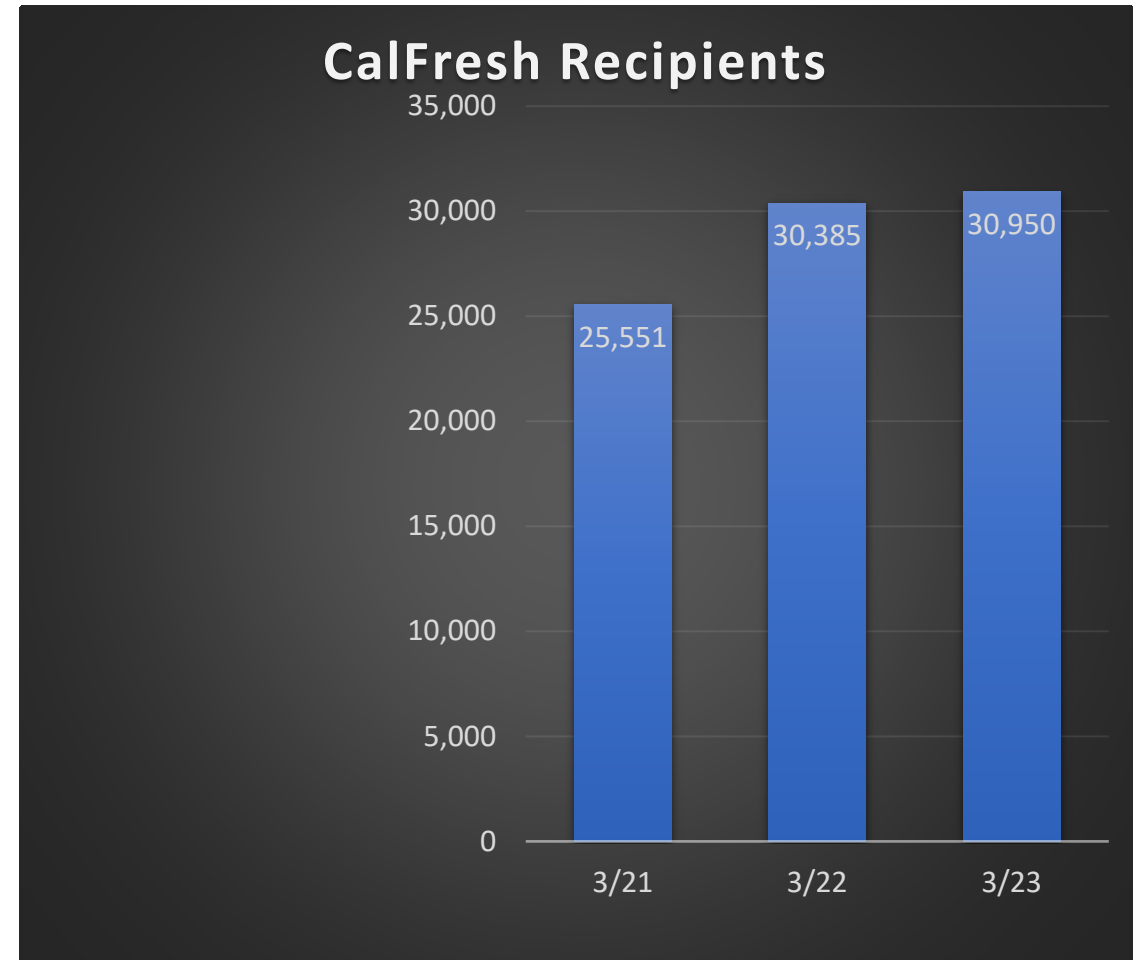
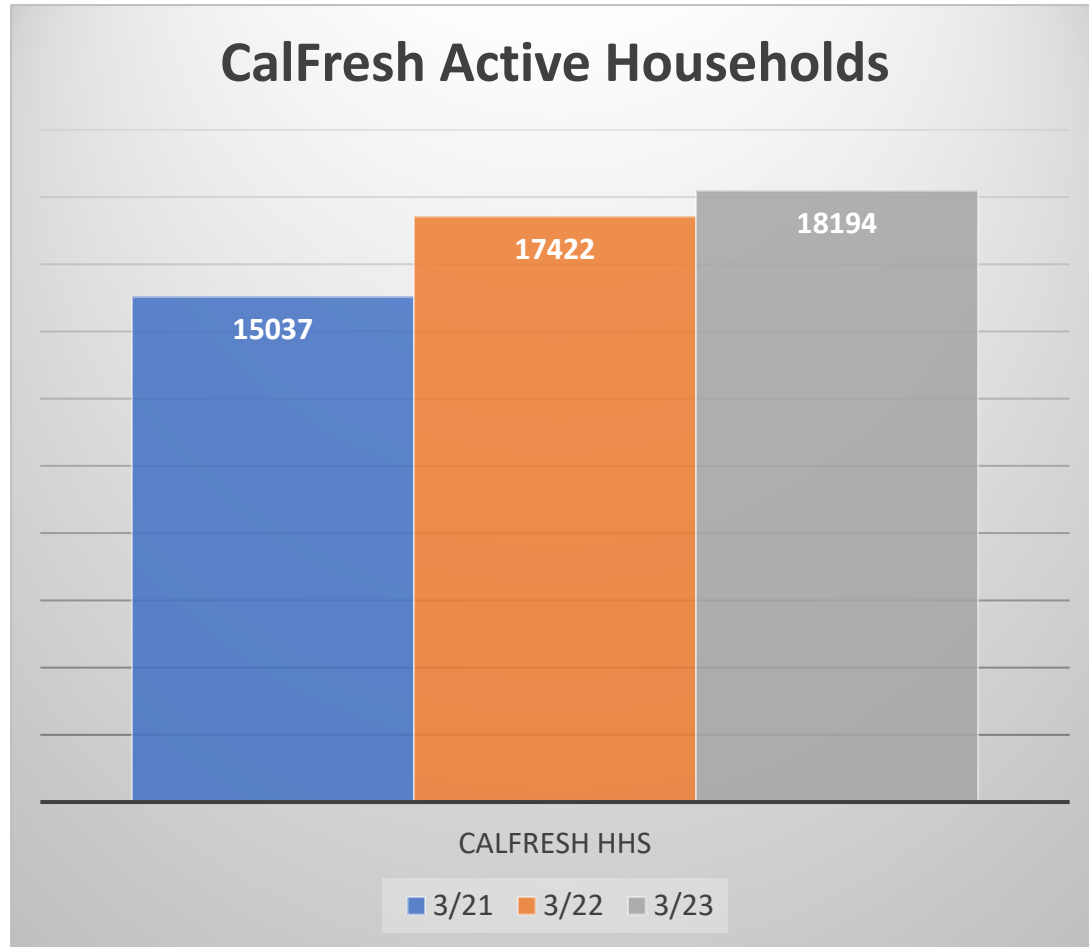


Background cont.



- According to the California , Department of Social Services (CDSS), as of February 2023, there were 3,014,135 CalFresh approved households
 - In San Mateo, as of March 2023, we had 18,194 approved households
- CalFresh is accepted in most of the chain and local supermarkets along with Farmers Markets
- CalFresh can be utilized to purchase online and get food items delivered with selected vendors

Current Trends



CalFresh Perks

- CalFresh stimulates the economy
 - USDA has shown that every dollar in CalFresh/SNAP expenditures generates \$1.79 in economic activity
- Eligibility for Special Programs
 - National School Lunch Program (NSLP)
 - Mariposa Program
 - Low Cost internet service
 - Double CalFresh dollars at local participating Farmers Markets
 - Amazon Prime discounted rate
 - PG&E discounted rate
 - Free/reduced museum admission



Client Story

Larry, resident of Redwood City, is a Medi-Cal & CalFresh recipient. He is glad to be able to count on the Economic Self-Sufficiency programs.

- Medi-Cal recently covered his heart surgery
- CalFresh benefits provide him with the opportunity to purchase items for his special diet needs.

"I am very happy that you were able to deliver my EBT card because I just had a heart attack and am unable to do much for myself anymore. My doctor said I am supposed to take it easy now. Not having to go to the office or to wait to have this card delivered is very helpful. Having Medi-Cal help when I had my heart issue has been great, especially because I was able to receive the care I have worked for all these years. It's unfortunate that I can no longer do things for myself but good to know that I can be taken care of when I have needed it the most."



Outreach

- Human Services Agency has a dedicated team that provides CalFresh support in the following areas:
 - Application Completion/Submission
 - Program retention strategies
 - Program questions regarding county programs and/or resources
 - EBT Card Delivery for the vulnerable population
- Outreach Team also prides themselves with virtual and in-person program presentations to increase CalFresh awareness



Community Partners

- Our Outreach Team continuously works hand in hand with local community partners to enhance contact with the hard-to-reach populations.
- San Mateo's increase in applications is due to the collaborative efforts of our team and the efforts of the following:
 - Second Harvest of Silicon Valley
 - LIBRE Project
 - San Mateo Department of Education
 - San Mateo Core Agencies
 - Local libraries
 - Fresh Approach



Thank you!

Questions?

Human Services Agency

Service Center

M-F, 8:00 – 5:00 p.m.

1-800-223-8383

