



# CalFresh Awareness Month

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

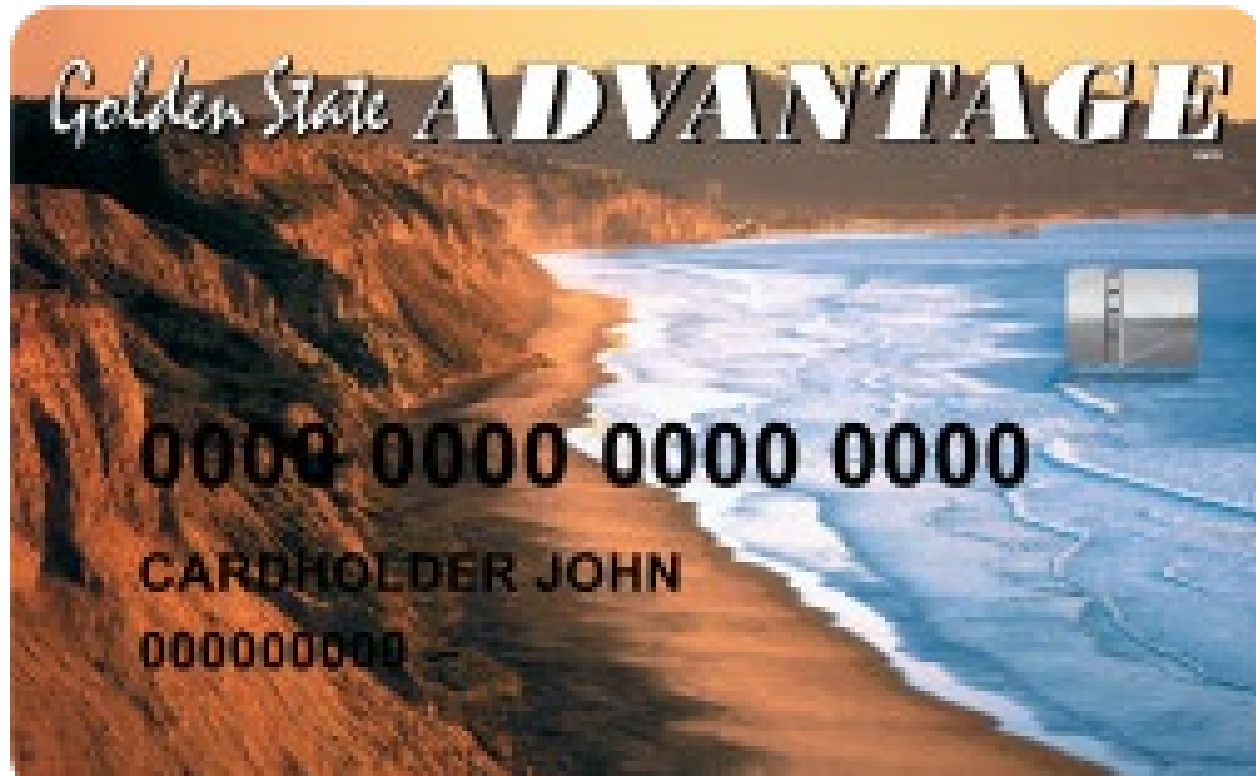


# Background

- 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

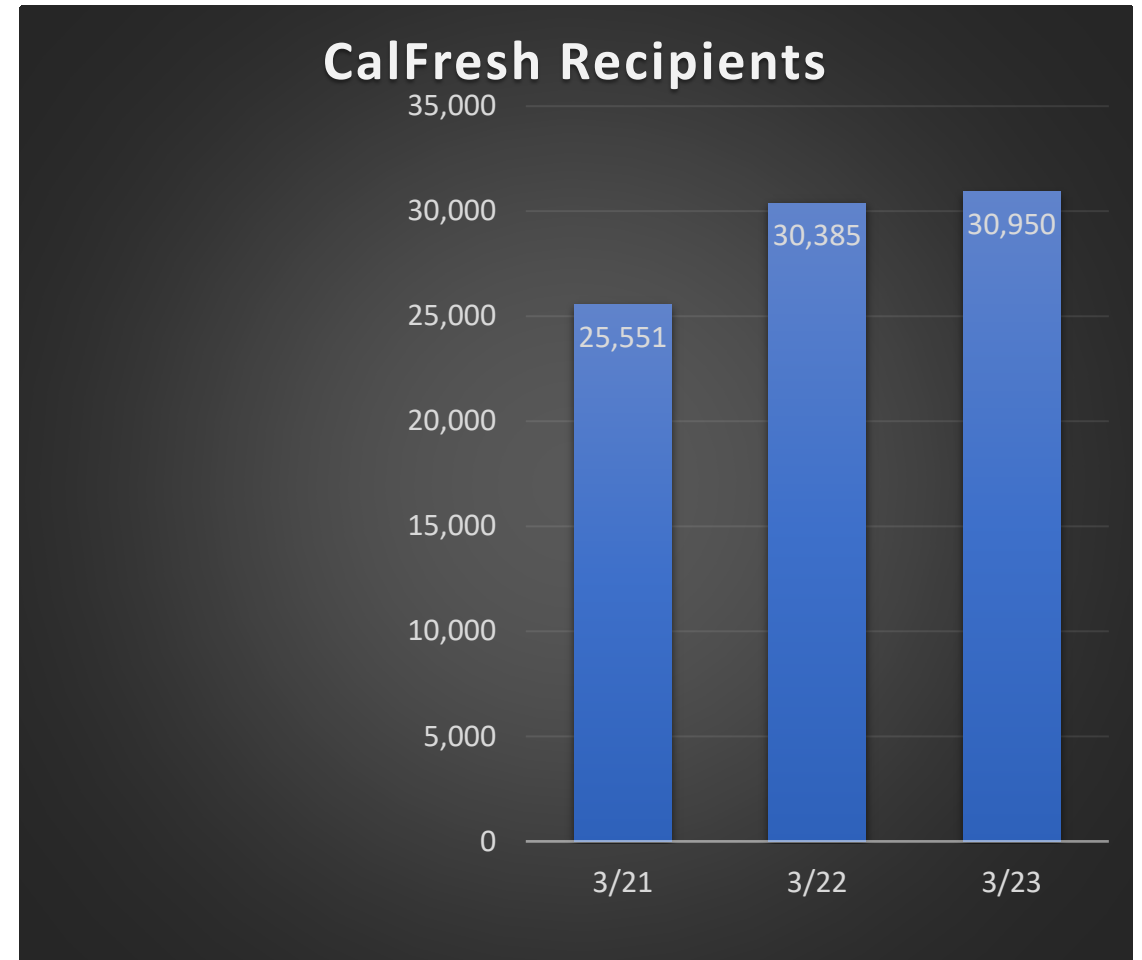
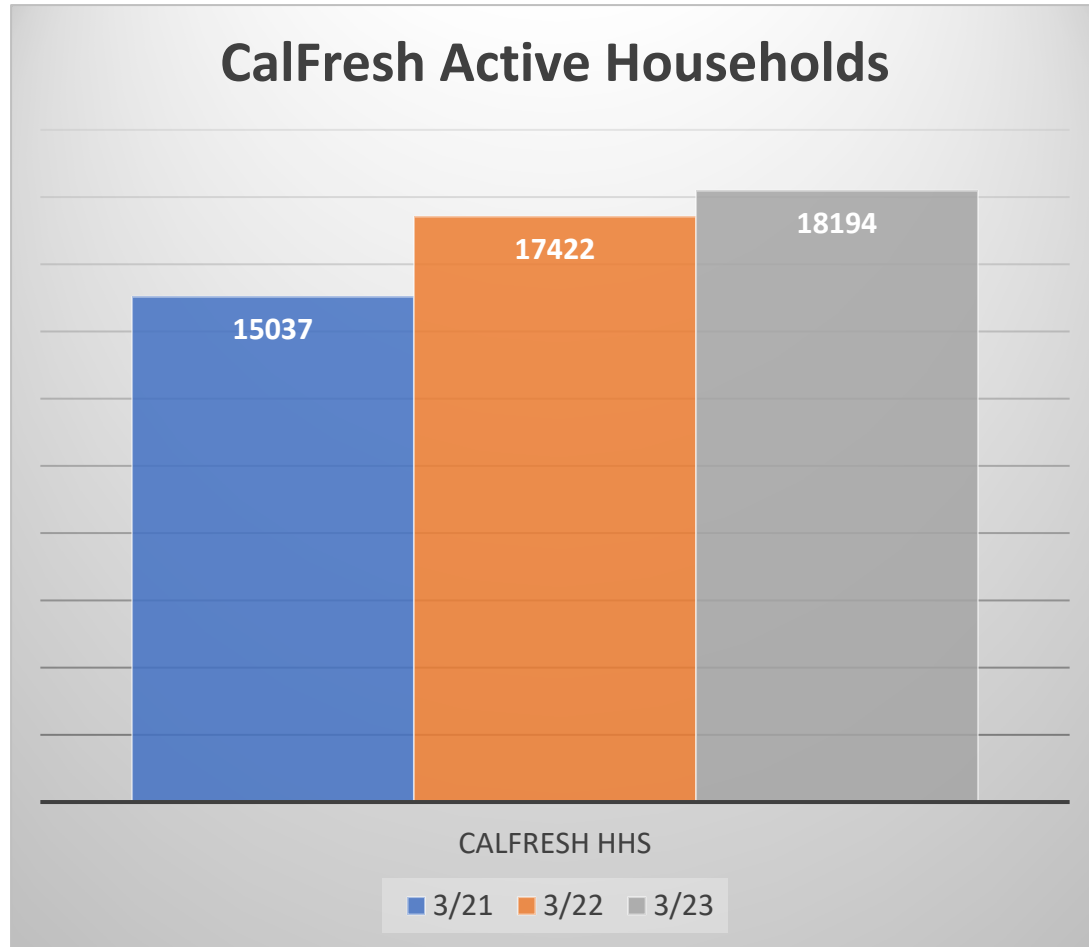


# Background cont.



- 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

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- 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

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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!

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Questions?

Human Services Agency

Service Center

M-F, 8:00 – 5:00 p.m.

1-800-223-8383

