

**CODE** *for*  
**AMERICA**



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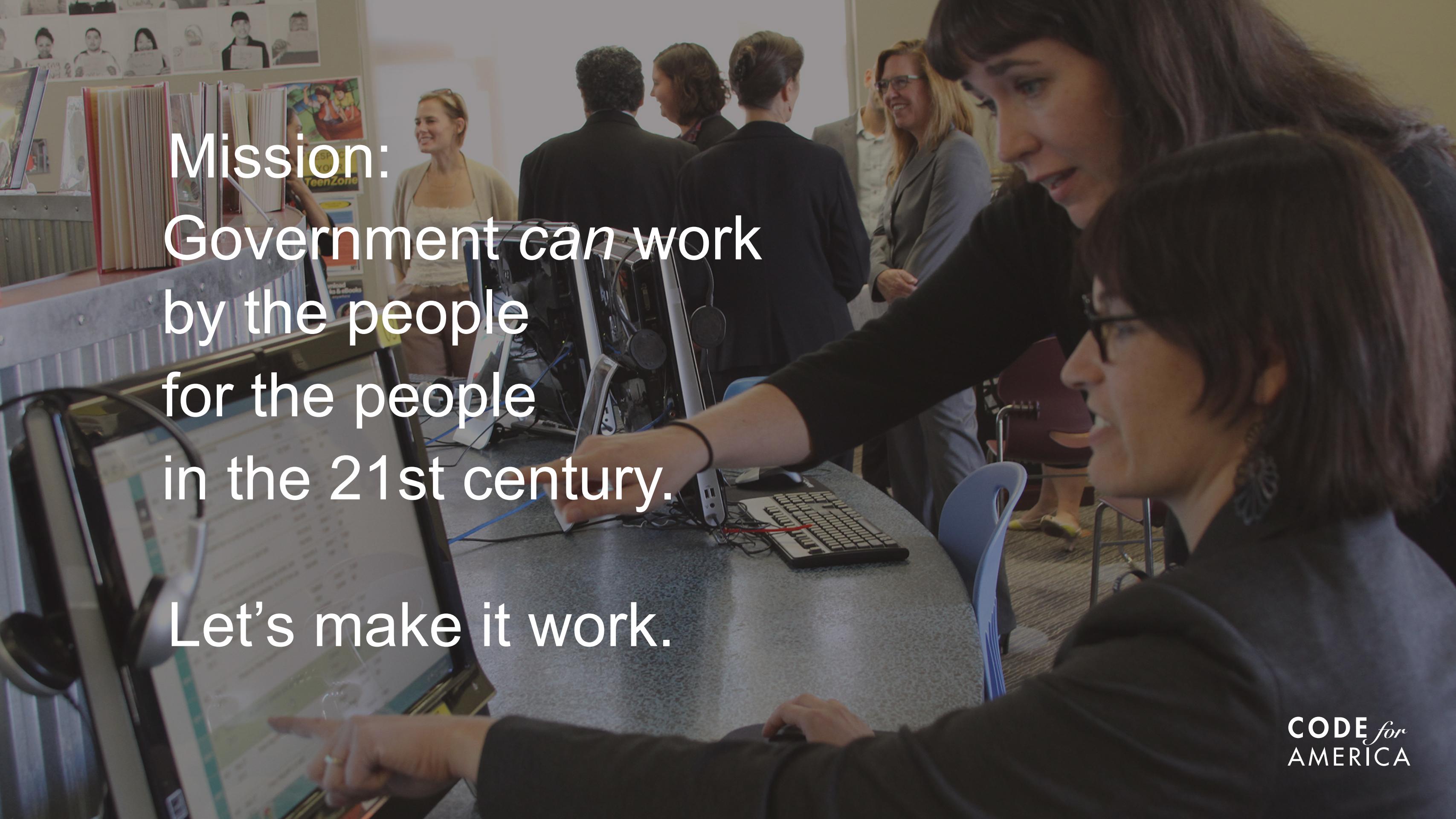


91% of Americans own a cellphone  
67% use Facebook, 33% have a tablet...

Why is this how we engage with government?

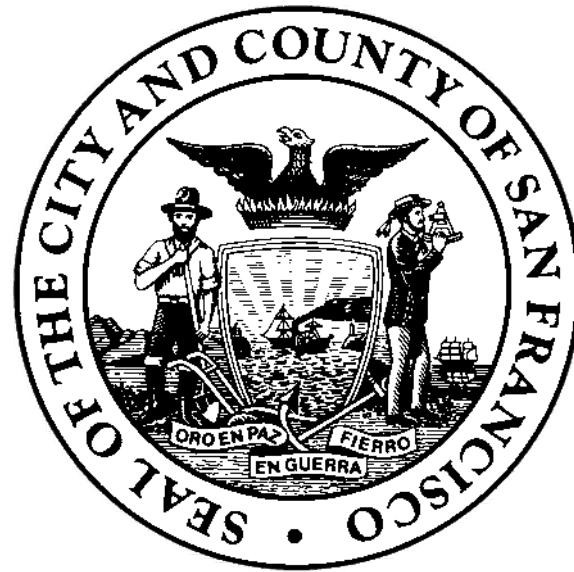
“...What good governance and the good society look like is now inextricably linked to an understanding of the digital.”

— Tom Steinberg

A photograph showing several people in an office environment. In the foreground, a woman with glasses and dark hair is smiling and looking towards the camera. Behind her, another woman is working on a computer. In the background, there are more people standing and talking. A bookshelf filled with books is visible on the left. A sign on the wall reads "TeenZone".

Mission:  
Government *can* work  
by the people  
for the people  
in the 21st century.

Let's make it work.



## Human Services Agency of San Francisco

Department of Aging & Adult Services \* Department of Human Services  
HSA Home > Food Assistance

EXPLORE ▾

[HSA Home](#)

[Office of Early Care and Education - Child Care](#)

[Employer Services](#)

[Employment & Job Training](#)

[Family & Children Services \(Child Welfare\)](#)

[Financial Assistance](#)

[Food Assistance](#)

[Health Care Coverage](#)

[Housing & Homeless Services](#)

[Seniors & Adults with Disabilities](#)

[Contracting with HSA](#)

[Commission & Committee Meetings](#)

[Data, Reports and Publications](#)

[Useful Links](#)

[About Us](#)

## CalFresh (Food Stamps)

### [How to Apply for CalFresh \(Food Stamps\) in San Francisco](#)

Applying is easy - You can call the Food Assistance Service Center at (415) 558-1001 or toll-free (877) 366-3076, come by our office at 1235 Mission Street, or visit our website at <https://www.mybenefitscalwin.org>.

### **What Is CalFresh (Food Stamps)?**

CalFresh is a benefit that helps low-income people and families buy food. CalFresh is a federally mandated, state-supervised, and county-operated government program designed to eliminate hunger in the United States.

### [Am I Eligible for CalFresh \(Food Stamps\)?](#)

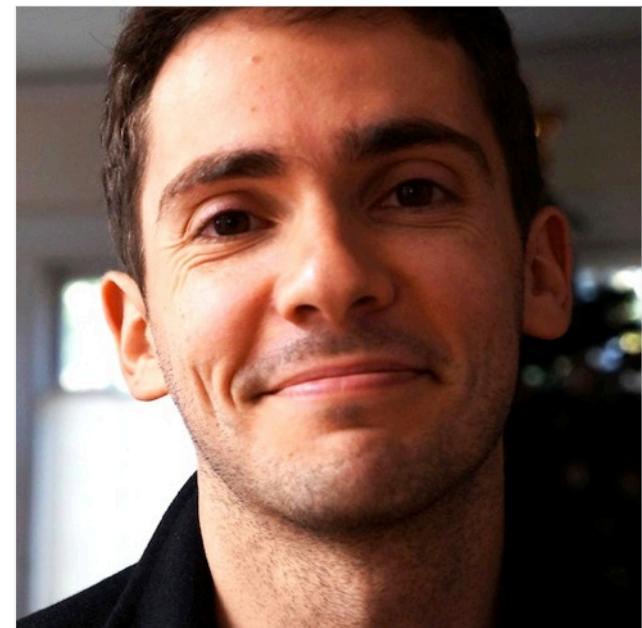
Your eligibility is determined by your income and other non-financial eligibility rules. Most people who are enrolled in [CalWORKs](#) or the [County Adult Assistance Program \(CAAP\)](#) are eligible, but so are other low-income San Francisco residents.

### [Where Can I Use CalFresh \(Food Stamps\)?](#)

In San Francisco, CalFresh benefits are distributed via the [Electronic Benefit Transfer \(EBT\)](#) debit cards, also known as the Golden State Advantage card. The EBT card is like any other debit card, it offers users privacy when making purchases. CalFresh EBT cards can be used to purchase food at many San Francisco grocery stores. In addition, elderly, disabled or homeless CalFresh customers may purchase meals at various San

**52,000** CalFresh clients  
**2x** Growth  
**30%** Churn

# CODE *for* AMERICA



## NOTICE OF ACTION

Food Stamps Termination

### COUNTY OF SAN FRANCISCO



P.O. Box 7988  
San Francisco, California 94120-7988  
*San Francisco County*

STATE OF CALIFORNIA  
HEALTH AND HUMAN SERVICES AGENCY  
CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

Notice Date : 06/12/2013  
 Case Name : Rebecca Ackerman  
 Case Number : 1373241  
 Worker Name : Food Assistance  
 Worker Number : VENG  
 Telephone : (415) 558-1001  
 Worker Hours : 8:00 AM- 12:00 PM, 12:00 PM - 5:00 PM  
 24Hour Information :  
 Address : 1235 Mission ST  
 San Francisco CA 94103-2705

2835 123627/8-3525/LETTER1.47 20

VENG

Rebecca Ackerman  
53 Potomac ST  
San Francisco CA 94117-3356



As of 06/30/2013, the County is stopping your cash aid and/or Food Stamps.

Here's why:

As of the 11th of this month, the County has not received your quarterly report (QR 7) due this month.

**TO STOP THIS ACTION, the County must RECEIVE your COMPLETE report no later than the FIRST WORKING DAY OF NEXT MONTH.**

The information you give us may change or stop your cash aid and/or Food Stamps.

If you turn in a complete QR 7 anytime next month that shows you are eligible for cash aid and/or CalFresh benefits, your benefits will start from the day you turn in the form.

**Medi-Cal:** This notice DOES NOT change or stop Medi-Cal benefits. If there is a change in your Medi-Cal Benefits, you will receive another notice. Keep using your plastic Benefits Identification Card(s).

Food Stamps Only:

You must report any new household members and their social security numbers. If you have already reported a new member but not their social security number, it must be reported now.

If you need help in completing the quarterly report, the County will help you to do so. Please contact the County and ask for help.

NA 960 X QR (7/04) CW/RCA/FS Disc - No Quarterly Status Report on File

**Rules:** These rules apply. You may review them at your welfare office: Food Stamps Manual Section(s): 63-103(n), 63-508.6. MPP: 40-105.1, 40-181.22

PAGE 1 OF 1

## YOUR HEARING RIGHTS

You have the right to ask for a hearing if you disagree with any county action. You have only 90 days to ask for a hearing. The 90 days started the day after the county gave or mailed you this notice.

If you ask for a hearing before an action on Cash Aid, Medi-Cal, Food Stamps, or Child Care takes place:

- Your Cash Aid or Medi-Cal will stay the same while you wait for a hearing.
- Your Child Care Services may stay the same while you wait for a hearing.
- Your Food Stamps will stay the same until the hearing or the end of your certification period, whichever is earlier.

If the hearing decision says we are right, you will owe us for any extra Cash Aid, Food Stamps or Child Care Services you got. To let us lower or stop your benefits before the hearing, check below:

Yes, lower or stop:  Cash Aid  Food Stamps  Child Care

### While You Wait for a Hearing Decision for: Welfare to Work:

You do not have to take part in the activities.

You may receive child care payments for employment and for activities approved by the county before this notice.

If we told you your other supportive services payments will stop, you will not get any more payments, even if you go to your activity.

If we told you we will pay your other supportive services, they will be paid in the amount and in the way we told you in this notice.

- To get those supportive services, you must go to the activity the county told you to attend.
- If the amount of supportive services the county pays while you wait for a hearing decision is not enough to allow you to participate, you can stop going to the activity.

### Cal-Learn:

- You cannot participate in the Cal-Learn Program if we told you we cannot serve you.
- We will only pay for Cal-Learn supportive services for an approved activity.

### OTHER INFORMATION

**Medi-Cal Managed Care Plan Members:** The action on this notice may stop you from getting services from your managed care health plan. You may wish to contact your health plan membership services if you have questions.

**Child and/or Medical Support:** The local child support agency will help collect support at no cost even if you are not on cash aid. If they now collect support for you, they will keep doing so unless you tell them in writing to stop. They will send you current support money collected but will keep past due money collected that is owed to the county.

**Family Planning:** Your welfare office will give you information when you ask for it.

**Hearing File:** If you ask for a hearing, the State Hearing Division will set up a file. You have the right to see this file before your hearing and to get a copy of the county's written position on your case at least two days before the hearing. The state may give your hearing file to the Welfare Department and the U.S. Departments of Health and Human Services and Agriculture. (**W&I Code Sections 10850 and 10950.**)

NA BACK 9 (EN) (REPLACES NA BACK 8 AND EP5) REQUIRED FORM - NO SUBSTITUTES PERMITTED

## TO ASK FOR A HEARING:

Fill out this page.

Make a copy of the front and back of this page for your records.

If you ask, your worker will get you a copy of this page.

**Send or take this page to:**

Appeals Unit, Department of Human Services  
P.O. Box 7988  
NA  
San Francisco, CA 94120-7988

OR

Call toll free: 1-800-952-5253, or for hearing or speech impaired who use TDD, 1-800-952-8349.

**To Get Help:** You can ask about your hearing rights or for legal aid referral at the toll-free state phone numbers listed above. You may get free legal help at your local legal aid or welfare rights office.

BAY AREA LEGAL AID Coalition of CA Welfare Rights  
1035 Market Street 1901 Alhambra Blvd  
6th Floor Sacramento, CA 94103 (916) 736-0616

GAAP ENGLISH CALFRESH ONLY  
276 Golden Gate Avenue  
San Francisco, CA 94102-3706  
(415) 928-8191

If you do not want to go to the hearing alone, you can bring a friend or someone with you.

### HEARING REQUEST

I want a hearing due to an action by the Welfare Department of \_\_\_\_\_ County about my:

Cash Aid  Food Stamps  Medi-Cal

Other (list) \_\_\_\_\_

Here's Why: \_\_\_\_\_

If you need more space, check here and add a page.  
 I need the state to provide me with an interpreter at no cost to me. (A relative or friend cannot interpret for you at the hearing.)  
My language or dialect is: \_\_\_\_\_

NAME OF PERSON WHOSE BENEFITS WERE DENIED,  
CHANGED OR STOPPED

BIRTH DATE \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

STREET ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME OF PERSON COMPLETING  
THIS FORM \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

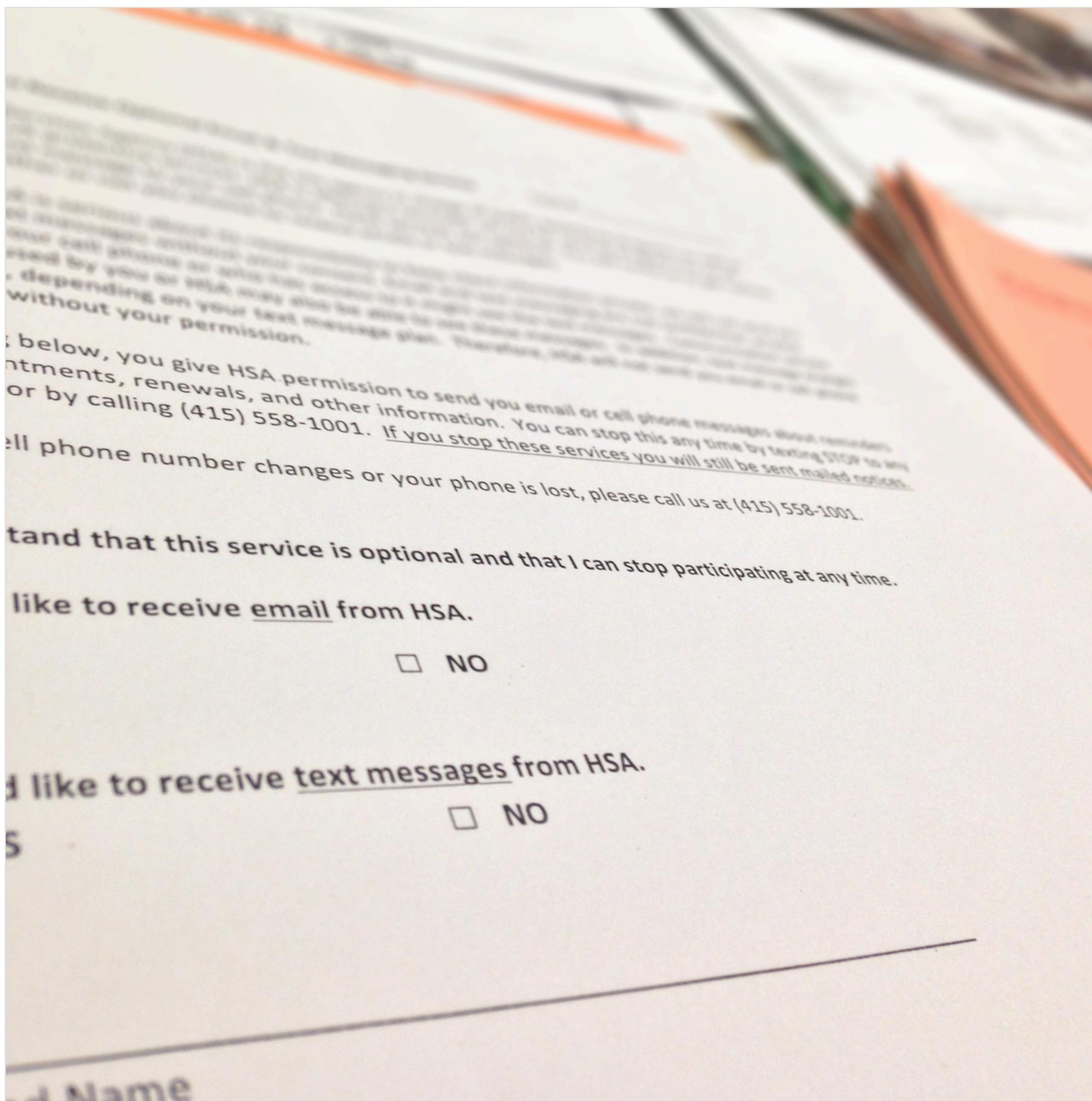
I want the person named below to represent me at this hearing. I give my permission for this person to see my records or go to the hearing for me. (This person can be a friend or relative but cannot interpret for you.)

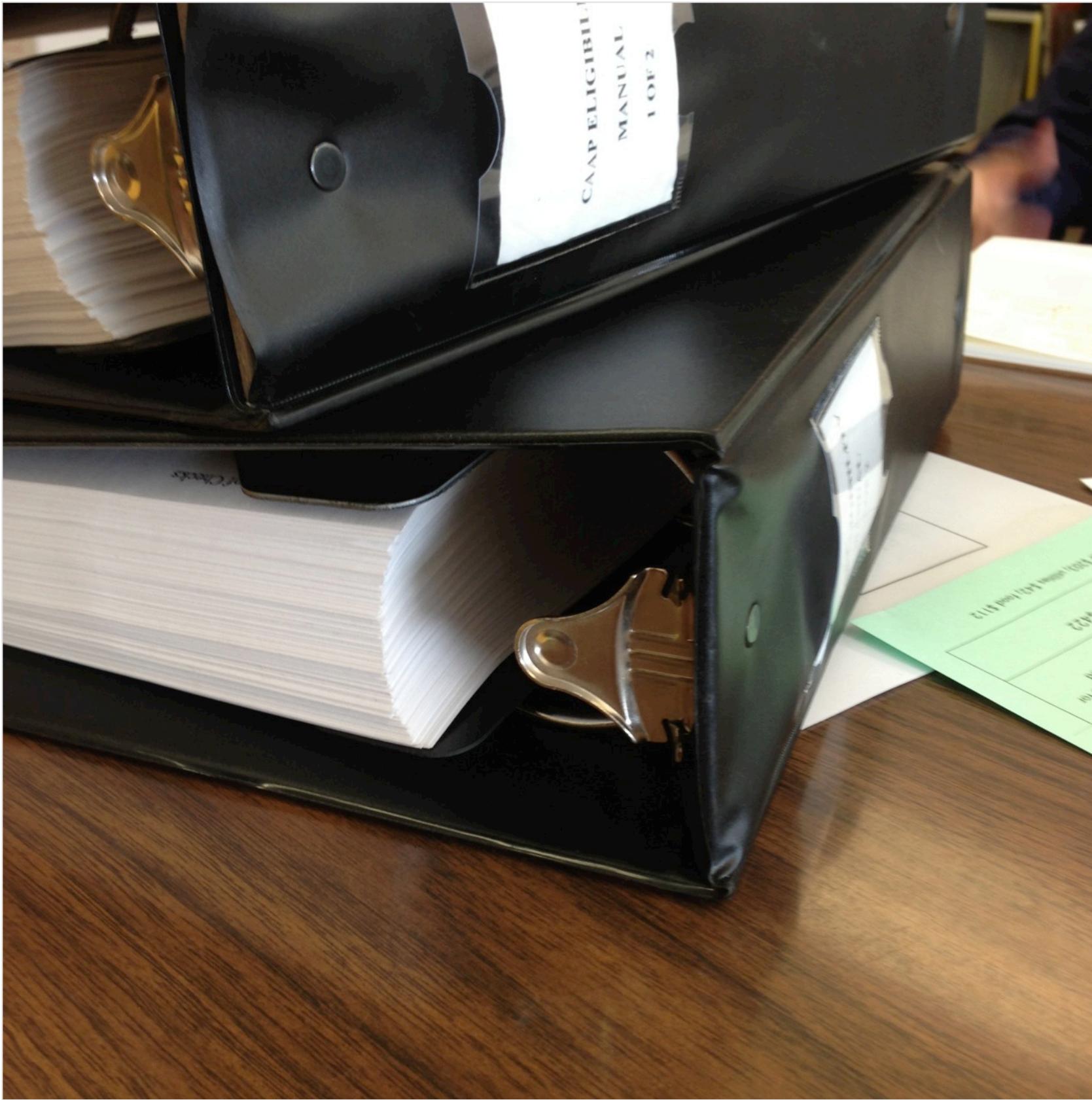
NAME \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

STREET ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

# The Law





# The Policy



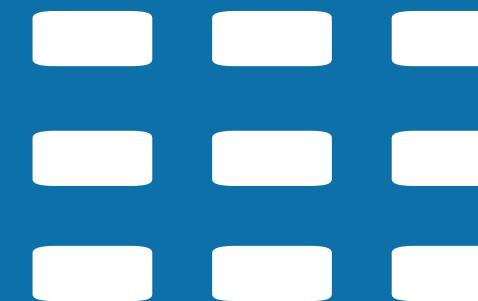
# The Launch

**CalFresh  
(Food Stamps):**

**Your CalFresh  
benefits may stop  
at the end  
of this month.**

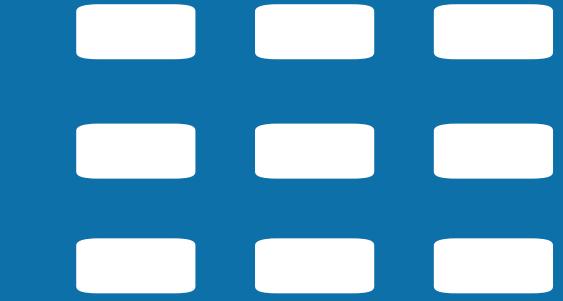
**Questions?**

**Call (415) 558-1001.**



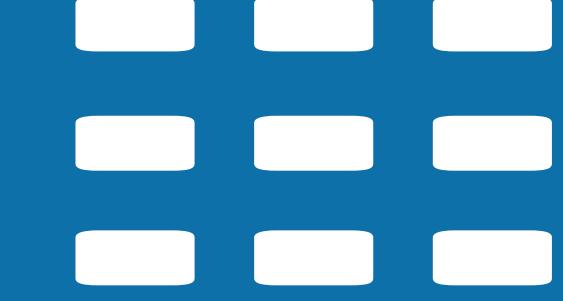
**CalFresh  
(Estampillas de  
Comida):**

**Sus beneficios de  
CalFresh podrían  
descontinuarse al  
final de este mes.  
¿Preguntas? Llame  
al (415) 558-1001.**



**糧食券:**

**你的糧食券福利  
可能會在本月底  
停止。有問題嗎？  
請致電  
(415) 558-1001。**







Government can work  
by the people  
for the people  
in the 21st century

Governments

Communities

Companies

# Organization



Government  
Cities: 38  
Fellows: 130  
Network: 350+





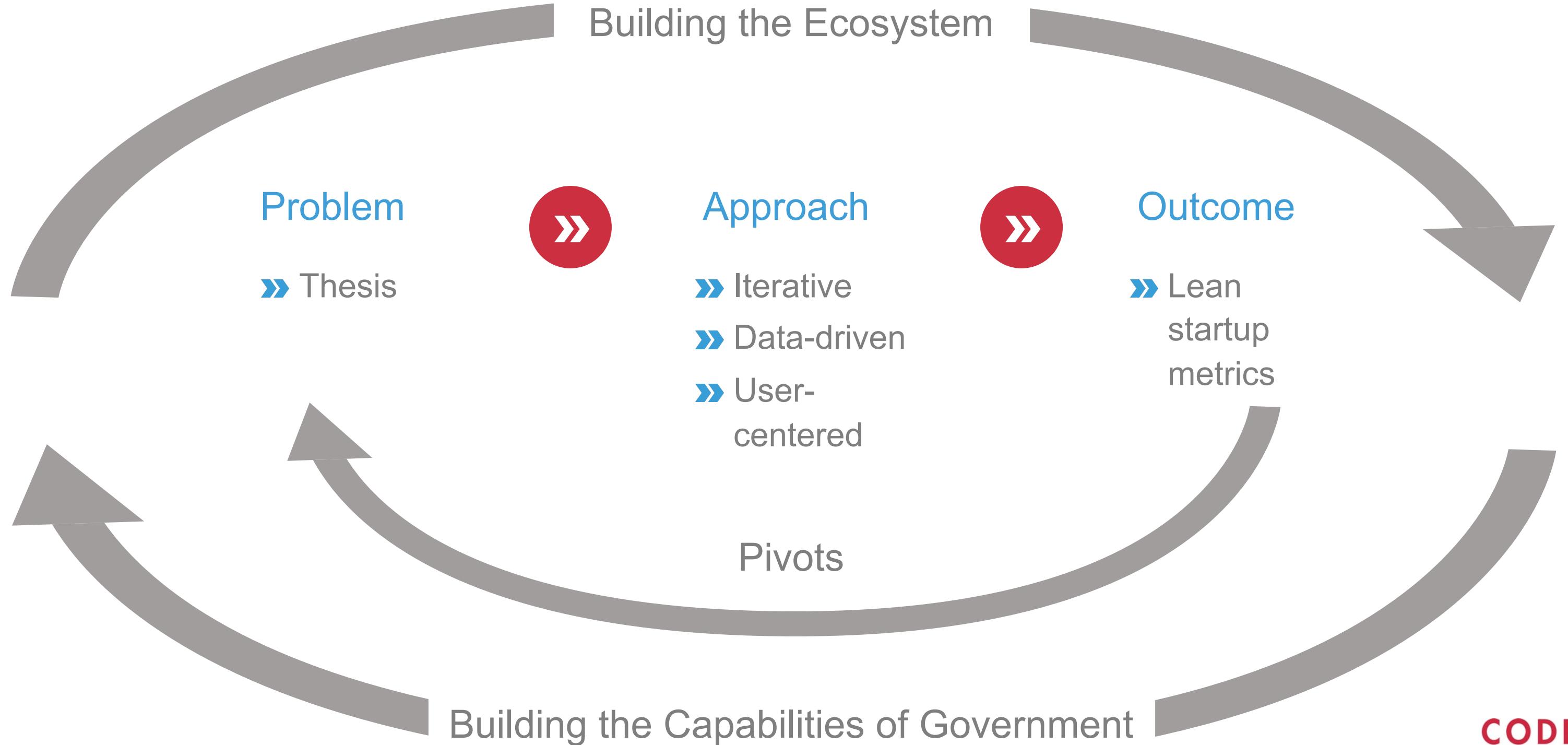
**Communities  
Brigades: 127  
Volunteers: 4000+**



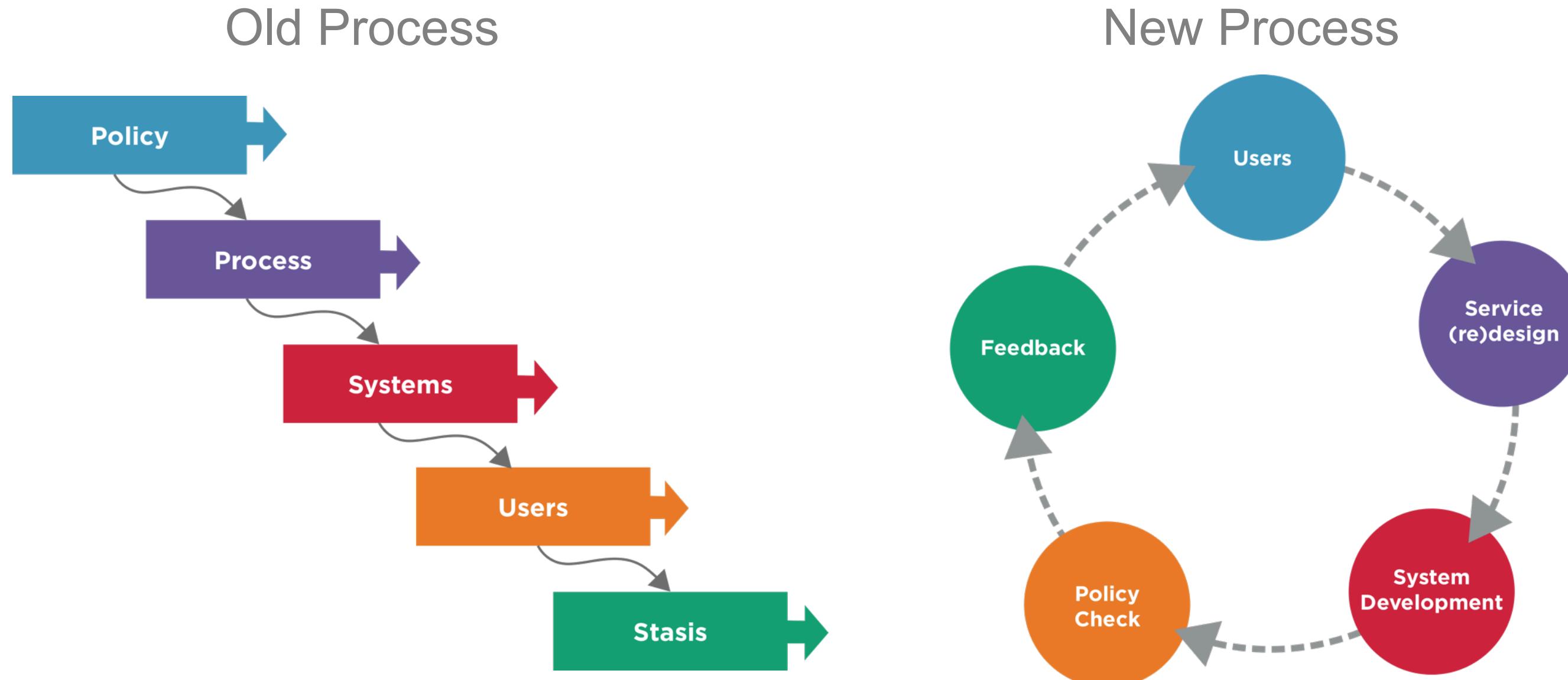
Companies  
Start-ups: 21  
Network: 50+

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# Capabilities and Outcomes



# The Strategy is Delivery.



# Capabilities of 21<sup>st</sup> Century Governments



Start  
with  
People's Needs

Invite  
Everyone  
to Participate

Collaborate  
with  
Others

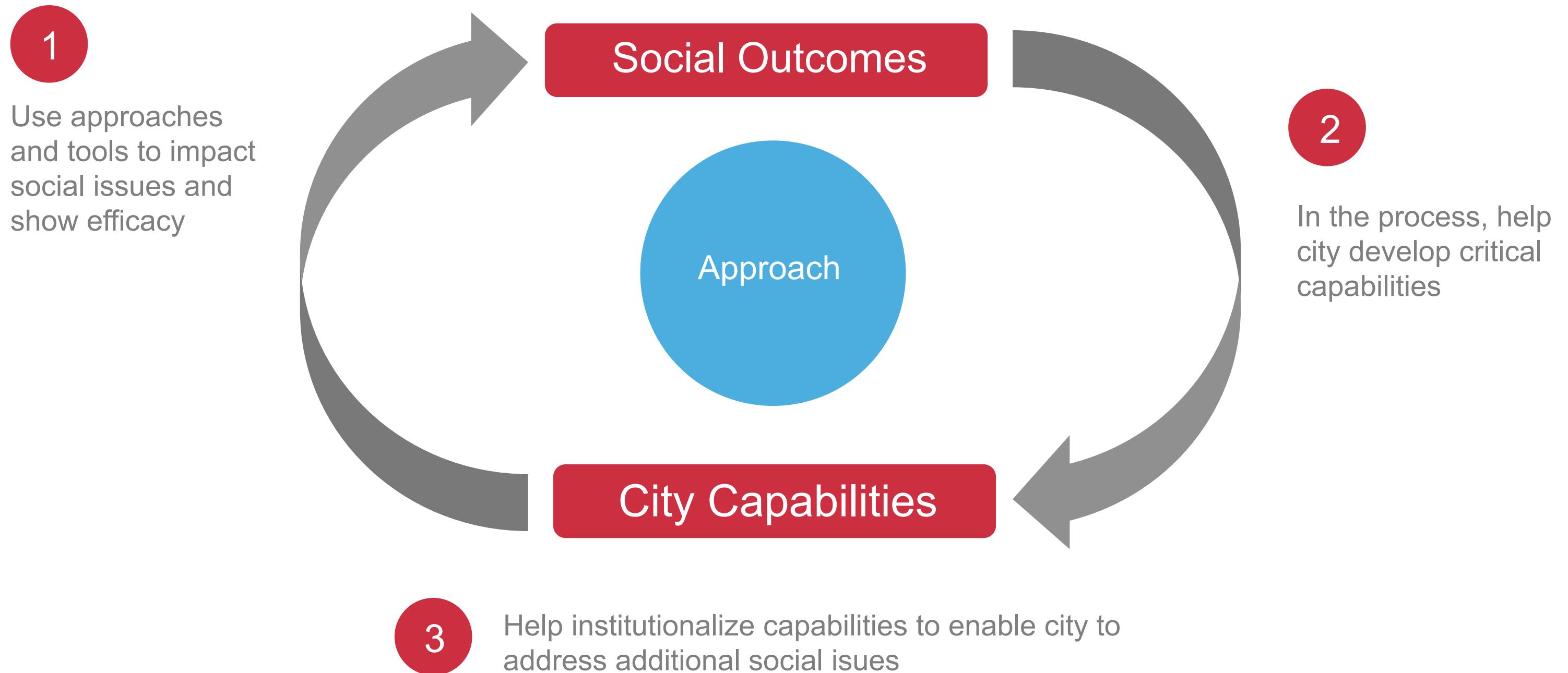
Make Data  
Easy to Find  
and Use

Use Data  
to Make  
and Improve  
Decisions

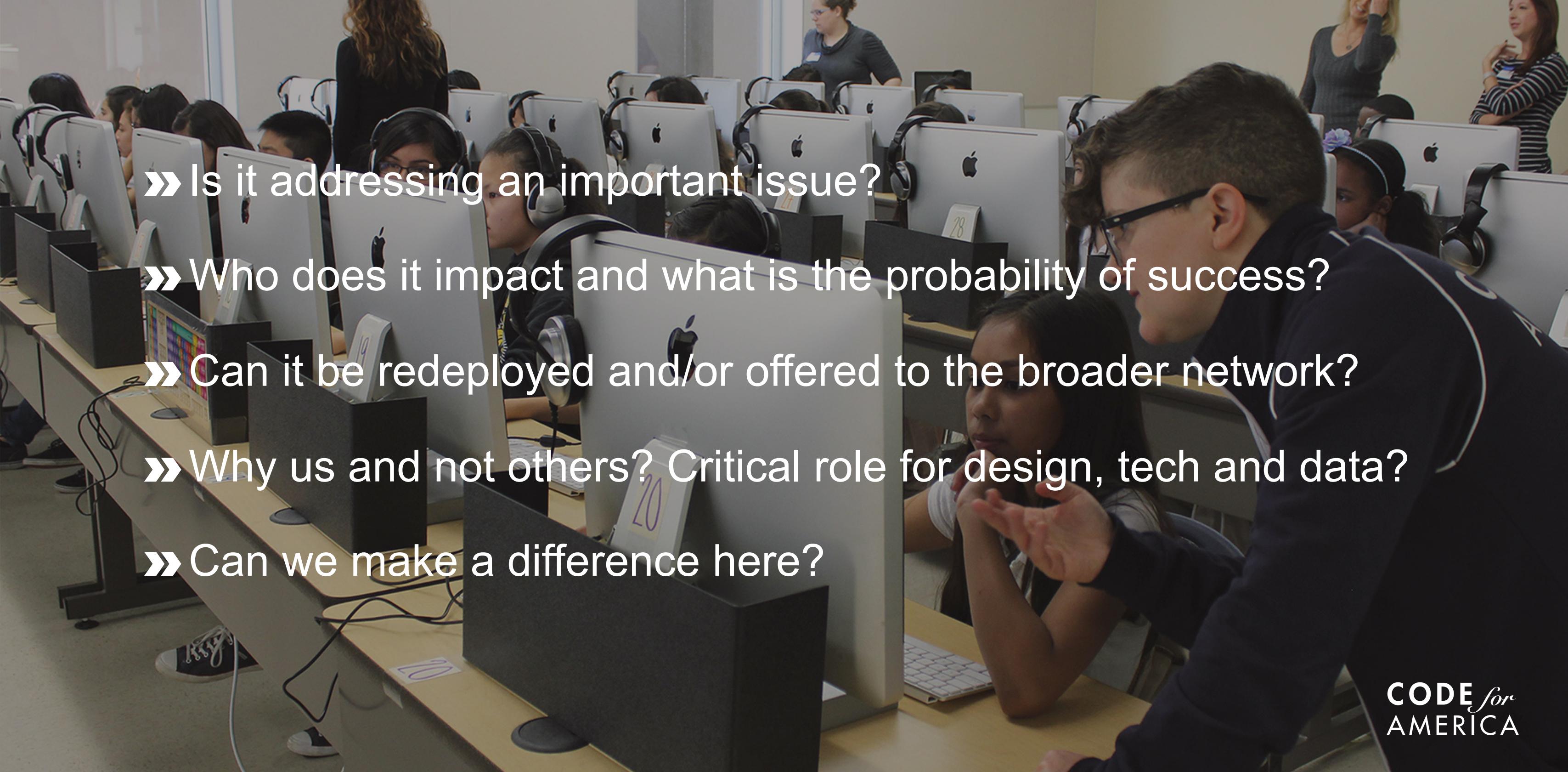
Choose the  
Right Technology  
for the Job

Build  
Multi-Disciplinary  
Teams

# Capabilities and Outcomes



# Focus Area Decision Criteria

- 
- A photograph showing a classroom or workshop setting where many students are seated at desks, each with an Apple iMac computer. They are all wearing over-the-ear headphones and appear to be focused on their screens. Some students are looking directly at the camera. In the background, a few adults are standing and observing. The room has white walls and fluorescent lighting.
- » Is it addressing an important issue?
  - » Who does it impact and what is the probability of success?
  - » Can it be redeployed and/or offered to the broader network?
  - » Why us and not others? Critical role for design, tech and data?
  - » Can we make a difference here?

# Focus Area: Health



# Health History

Projects/Products	Thought Partner	City Partners
Prompt.ly	-	San Francisco Fellowship, HAS
Flu Shot Locator	Smart Chicago	Open Chicago, Boston Brigade
Early Oakland	-	Oakland Brigade
Address IQ	Molina Foundation	Long Beach Fellowship
Designing Social Services for People (Product Residents)	CA Association of Food Banks, Alliance to Transform CalFresh	SF Human Services Agency, SF/Marin Food Banks
Ohana API + Open Referral	Philanthropic Ventures Foundation, Knight	San Mateo Fellowship, SF and Alameda Counties

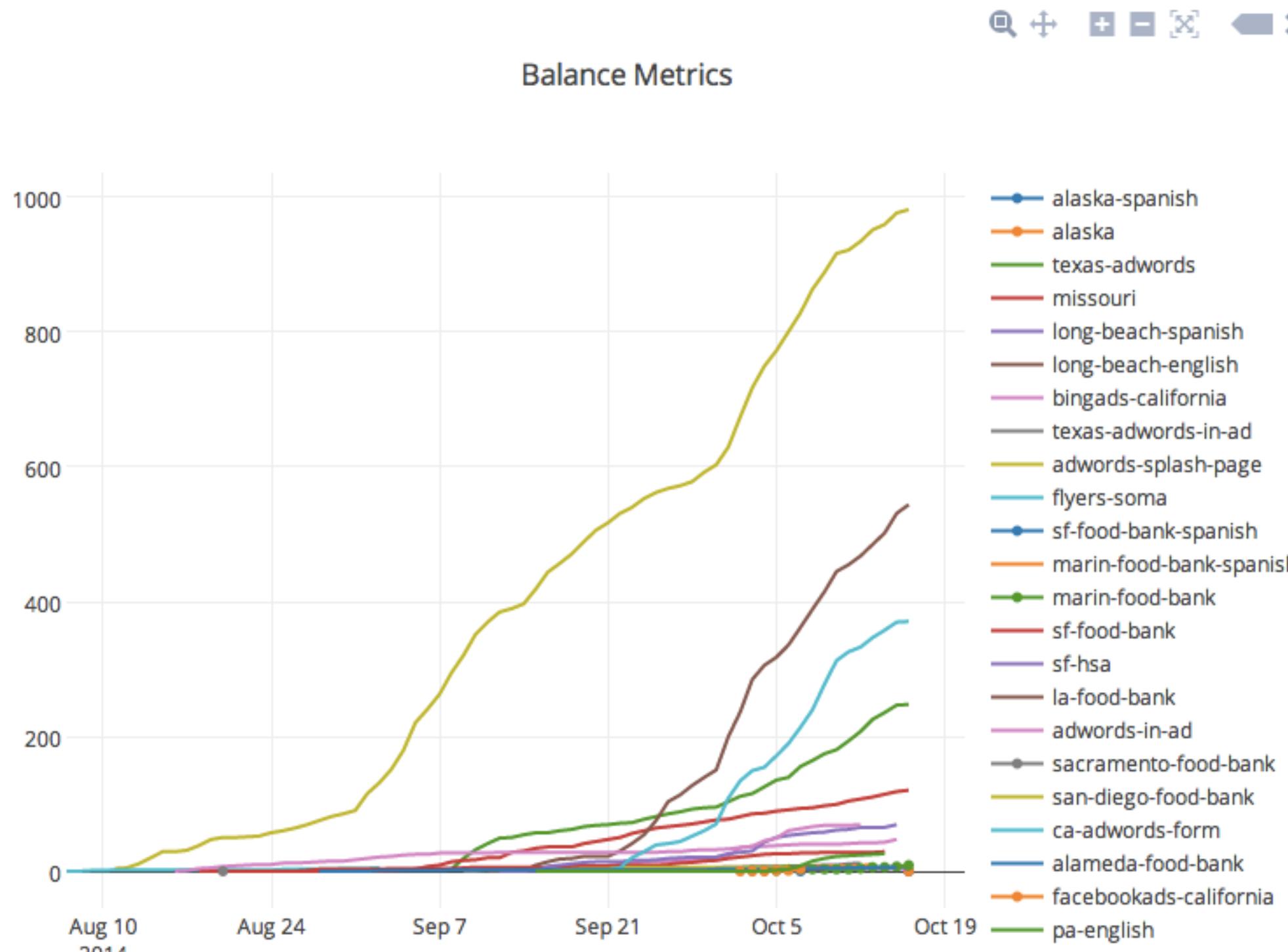
# 2015 Health Focus Area Themes

Cities promoting a culture of health in their public infrastructure and programs.

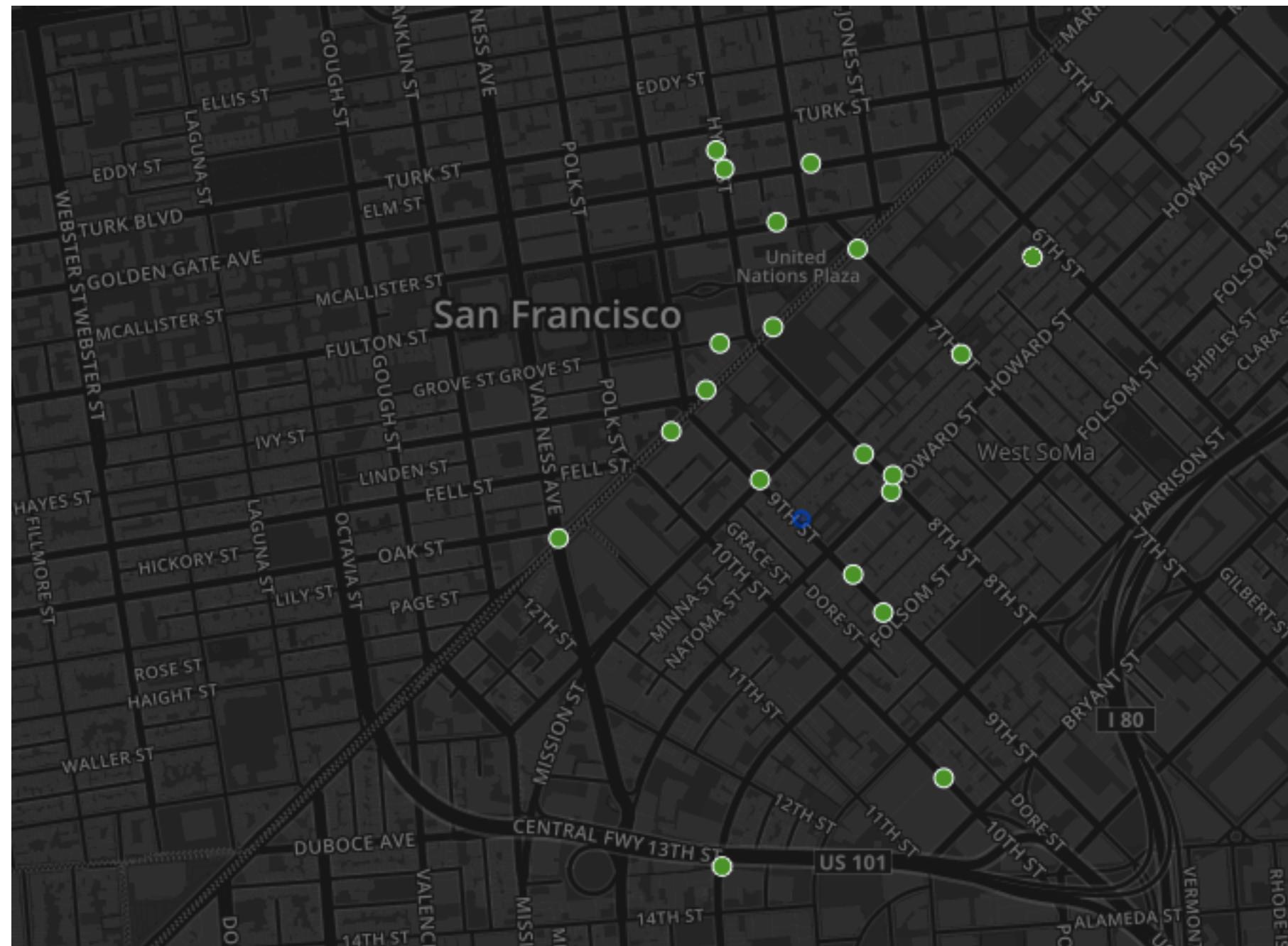
Cities embedding dignity by default into their human services, ensuring they are easy to find, sign up for, and use.

City workers and residents with access to the health related information (data) they need to make good decisions and collaborate across healthcare, human services, and public health in new ways.

# Product Residents Update: Balance



# Product Residents Update: EBT Near Me



# Product Residents Update: Clean and Connect

**CALFRESH & MEDI-CAL**

## Get started

Please provide:

Your full name

---

Date of birth (MM/DD/YYYY)

---

Next Step: Contact Information

# Partnership Potential



Highlighting addresses  
with the most 911 calls



Supporting communication  
about address interventions



Sending relevant notifications  
about address updates



# Impact of our Work



Show what's possible. Create demand for change.

- Early days
- Ongoing

Change:  
Tools & platforms  
Skills & practices  
People & culture

- Next phase

21<sup>st</sup> century government

- Principles
- Values
- Ever-evolving

“...One privilege the insured and well-off have is to excuse the terrible quality of services the government routinely delivers to the poor. Too often, the press ignores...the pain and trouble of interfacing with government bureaucracies that the poor struggle with daily.”

— Ezra Klein, The Washington Post

OPENGOV WAY

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