

EXPANDING PUBLIC BENEFITS ENROLLMENT IN 90404

The Wellbeing Index has shown that the 90404 community has some of the lowest levels of wellbeing in the City. The objective was to provide key input to our partners to help improve healthy eating and access to economic resources for low-income residents.



CHALLENGE

Lowest levels of fruits and vegetable consumption.

Findings indicated that the 90404 zip code had the lowest level of fruit and vegetable consumption, with only 16% eating the recommended five servings daily (compared to 25% of residents overall and a US average of 55%).

Low Economic Opportunity

Economic opportunity was also low for residents of 90404, with notable findings including higher rates of unemployment and economic worries and lower median household income in comparison to Santa Monica as a whole.

SOLUTION

CalFresh Benefit Program

Data showed that of the 11,000 Santa Monica residents eligible for CalFresh benefits, only about 1000 were enrolled. CalFresh is a public-benefit program that provides support to individuals to meet their nutritional needs.

Market Match Program

CalFresh recipients can also participate in Market Match, a program that matches the value of their benefits at farmers' markets. Recognizing the opportunity the City worked to partner with the Los Angeles County Department of Public Social Services (DPSS) which administers the CalFresh program.

As a result, since September 2015, a DPSS staff member has offered weekly appointments at Virginia Avenue Park, completing over 40 appointments resulting in over 25 applications being submitted to DPSS.

Current Status

- Implementation is underway. DPSS is expected to continue offering appointments at Virginia Avenue Park.
- The City is also working with DPSS to develop a convening in Spring 2016 for service providers to learn more about DPSS programs.
- CCS and HED staff working in the 90404 community to explore new ways to improve awareness of the Farmers Market as a resource.

DATA POWERING CHANGE

The Wellbeing Index harnesses the power of data to provide a shared understanding of our community's strengths and needs.

KEY PARTNERSHIPS

City:

Community & Cultural Services (CCS)

Housing & Economic Development (HED)

Santa Monica Public Library (SMPL)

Office of Sustainability & the Environment (OSE)

Community:

LA County Department of Public Social Services (DPSS) various local social service providers

DIMENSIONS INCORPORATED

⊕ HEALTH

📈 OPPORTUNITY

