

**Outreach**

**Department:** County Human Services      **Program Contact:** Rose-Ellen Bak  
**Program Offer Type:** Existing Operating Program      **Program Offer Stage:** As Proposed  
**Related Programs:** 25147  
**Program Characteristics:**

**Executive Summary**

As a community, we will all be more successful when all of our residents are healthy and well-fed. The Supplemental Nutrition Assistance Program (SNAP) is one of the best resources to make this a reality. Participation in SNAP provides a better quality diet and nutritional intake for children and adults across their lifespan compared to low-income people who do not participate. The SNAP outreach program provides information, referral and application assistance to households seeking these benefits.

**Program Summary**

**ISSUE:** Oregon consistently ranks among the states with the highest percentage of people experiencing hunger and food insecurity. In a recent analysis, Oregon was the only state in the country with a statistically significant increase in food insecurity. The combination of high rent and low wages makes it difficult for many families to afford food, having to choose between using their limited income on food or other essentials, including rent, medicine, clothing, and utilities. It is estimated that 34% of Multnomah County residents may be eligible for SNAP, while less than 20% participate. Participation in SNAP provides a better quality diet and nutritional intake for children and adults across their lifespan compared to low-income people who do not participate.

**PROGRAM GOAL:** The goal of the SNAP Outreach program is to increase the number of eligible households participating in SNAP benefits so that individuals and families have food and nutrition for healthy living.

**PROGRAM ACTIVITY:** This program has two primary activity areas. First, outreach - the SNAP outreach program targets outreach and connections with two populations that are typically eligible for SNAP, yet have lower than average participation in the program: Latino individuals and families and college students. Program staff use community data to engage in tailored SNAP outreach at community sites to reach the targeted populations. They offer information about SNAP and other local, state and federal benefit programs. Staff also engage in online and social media connections to provide information about SNAP benefits. The second activity area is assisting people to sign up for SNAP benefits. Staff walk through the application process online, respond to questions and address any barriers so that consumers gain immediate access to SNAP benefits and then are able to provide food for themselves and their families.

**Performance Measures**

Measure Type	Primary Measure	FY16 Actual	FY17 Purchased	FY17 Estimate	FY18 Offer
Output	Number of consumers engaged through Outreach activities	2933	3500	3575	3500
Outcome	Number of SNAP applications completed	73	80	86	80

**Performance Measures Descriptions**

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2017	2017	2018	2018
Personnel	\$44,965	\$44,429	\$25,238	\$66,286
Materials & Supplies	\$0	\$35	\$481	\$8
Internal Services	\$0	\$3,857	\$13,085	\$8,533
<b>Total GF/non-GF</b>	<b>\$44,965</b>	<b>\$48,321</b>	<b>\$38,804</b>	<b>\$74,827</b>
<b>Program Total:</b>	<b>\$93,286</b>		<b>\$113,631</b>	
<b>Program FTE</b>	0.50	0.50	0.28	0.72

Program Revenues				
Indirect for Dept. Admin	\$2,684	\$0	\$6,749	\$0
Intergovernmental	\$0	\$48,321	\$0	\$74,827
<b>Total Revenue</b>	<b>\$2,684</b>	<b>\$48,321</b>	<b>\$6,749</b>	<b>\$74,827</b>

Explanation of Revenues

\$74,827 - Oreg - Supp Nutrition Asst Prog (SNAP) based on current grant award

Significant Program Changes

Last Year this program was: FY 2017: 25141 Supplemental Nutrition Assistance Program (SNAP) Outreach