CalSAWS | Customer Survey Analysis
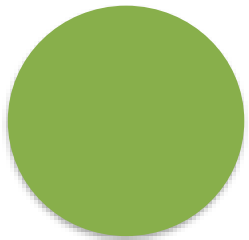
October 23, 2020

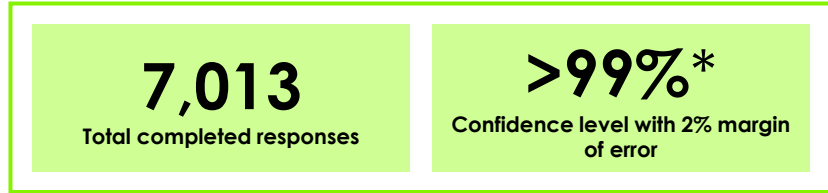# Customer Survey Results Analysis
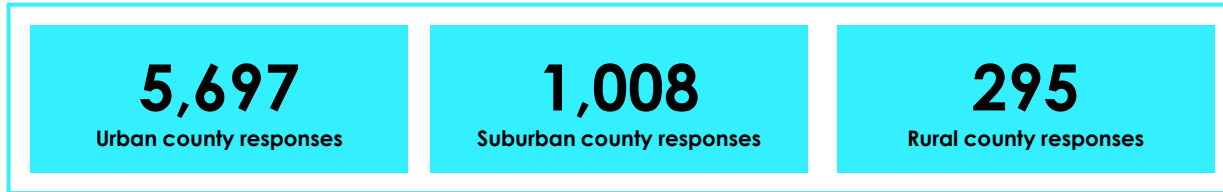
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Customer Survey Overview

Customer Survey Overview

The UCD Team sent a link of the customer survey to all active users (more than 1.2 million) who have an email address and opt-in to receive e-notification on C4Y, MyBCW, or YBN. The link was also posted on existing Portal websites.
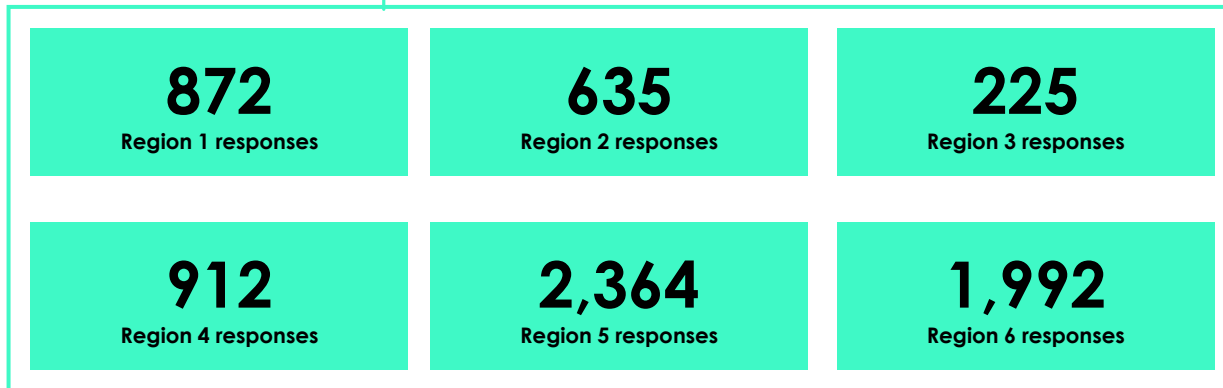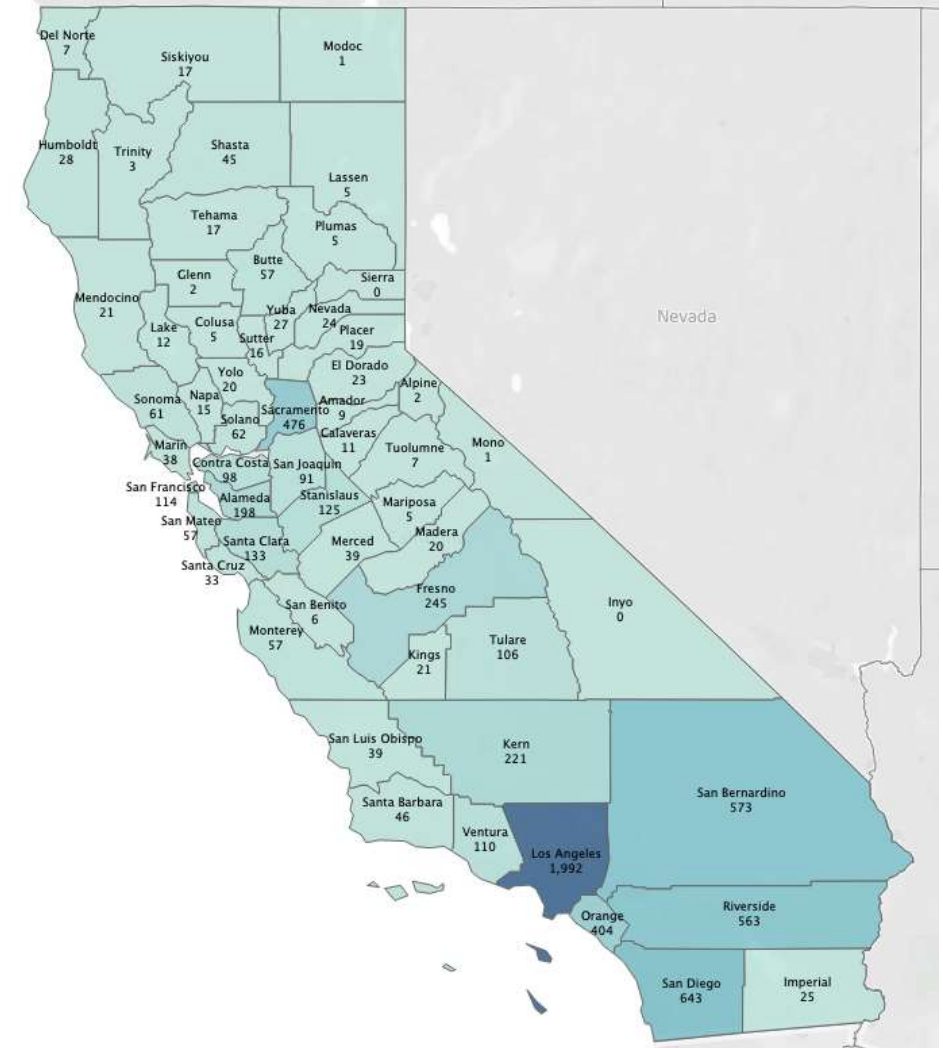
Total Responses

7,013	>99%*
Total completed responses	Confidence level with 2% margin of error

Community Type

5,697	1,008	295
Urban county responses	Suburban county responses	Rural county responses

CalSAWS Region

872	635	225
Region 1 responses	Region 2 responses	Region 3 responses
912	2,364	1,992
Region 4 responses	Region 5 responses	Region 6 responses

Number of Responses by County

Del Norte 7 · Siskiyou 17 · Modoc 1 · Humboldt 28 · Trinity 3 · Shasta 45 · Lassen 5 · Tehama 17 · Plumas 5 · Glenn 2 · Butte 57 · Sierra 0 · Mendocino 21 · Lake 12 · Colusa 5 · Yuba 24 · Nevada · Sutter 16 · Placer 19 · Yolo 20 · El Dorado 23 · Sonoma 61 · Napa 15 · Sacramento 476 · Amador 9 · Alpine 2 · Solano 62 · Calaveras 11 · Marin 38 · Contra Costa 98 · San Joaquin 91 · Tuolumne 7 · Mono 1 · San Francisco 114 · Alameda 198 · Stanislaus 125 · Mariposa 5 · San Mateo 57 · Santa Clara 133 · Merced 39 · Madera 20 · Santa Cruz 33 · San Benito 6 · Fresno 245 · Inyo 0 · Monterey 57 · Kings 21 · Tulare 106 · San Luis Obispo 39 · Kern 221 · Santa Barbara 46 · Ventura 110 · Los Angeles 1,992 · San Bernardino 573 · Orange 404 · Riverside 563 · San Diego 643 · Imperial 25

*Target sampling of 4,158 responses In order to achieve a confidence level of 99% with a 2% error to represent a population of 6,814,951 active cases across C-IV, LRS, and CalWIN

Customer Survey Overview

Survey Respondents: What county do you live in?

County	Frequency	Count
Los Angeles	28.40%	1992
San Diego	9.20%	643
San Bernardino	8.20%	573
Riverside	8.00%	563
Sacramento	6.80%	476
Orange	5.80%	404
Fresno	3.50%	245
Kern	3.20%	221
Alameda	2.80%	198
Santa Clara	1.90%	133
Stanislaus	1.80%	125
San Francisco	1.60%	114
Ventura	1.60%	110
Tulare	1.50%	106
Contra Costa	1.40%	98
San Joaquin	1.30%	91
Solano	0.90%	62
Sonoma	0.90%	61
Butte	0.80%	57
Monterey	0.80%	57

County	Frequency	Count
San Mateo	0.80%	57
Santa Barbara	0.70%	46
Shasta	0.60%	45
Merced	0.60%	39
San Luis Obispo	0.60%	39
Marin	0.50%	38
Santa Cruz	0.50%	33
Humboldt	0.40%	28
Yuba	0.40%	27
Imperial	0.40%	25
Nevada	0.30%	24
El Dorado	0.30%	23
Kings	0.30%	21
Mendocino	0.30%	21
Madera	0.30%	20
Yolo	0.30%	20
Placer	0.30%	19
Siskiyou	0.20%	17
Tehama	0.20%	17
Sutter	0.20%	16

County	Frequency	Count
Napa	0.20%	15
I do not remember	0.20%	13
Lake	0.20%	12
Calaveras	0.20%	11
Amador	0.10%	9
Del Norte	0.10%	7
Tuolumne	0.10%	7
San Benito	0.10%	6
Colusa	0.10%	5
Lassen	0.10%	5
Mariposa	0.10%	5
Plumas	0.10%	5
Trinity	0.00%	3
Alpine	0.00%	2
Glenn	0.00%	2
Modoc	0.00%	1
Mono	0.00%	1
Inyo	0.00%	0
Sierra	0.00%	0
Total Responses		**7013**

Customer Survey Overview

1:1 Interview Volunteer Respondents: What county do you live in?

County	Frequency	Count
Los Angeles	35.9%	142
San Bernardino	9.1%	36
Sacramento	7.6%	30
Riverside	7.1%	28
San Diego	5.6%	22
Orange	5.1%	20
Kern	4.6%	18
Fresno	3.0%	12
Alameda	3.0%	12
Stanislaus	1.8%	7
Solano	1.8%	7
Butte	1.5%	6
San Francisco	1.5%	6
Santa Clara	1.3%	5
Tehama	1.0%	4
Tulare	1.0%	4

County	Frequency	Count
Ventura	1.0%	4
Imperial	0.8%	3
Sonoma	0.8%	3
Merced	0.8%	3
Shasta	0.5%	2
Monterey	0.5%	2
Contra Costa	0.5%	2
San Mateo	0.5%	2
Calaveras	0.5%	2
San Joaquin	0.5%	2
Humboldt	0.3%	1
El Dorado	0.3%	1
Siskiyou	0.3%	1
San Luis Obispo	0.3%	1
Santa Cruz	0.3%	1
Total	**100.0%**	**395**

Demographics

Demographics
Age and Gender of Respondents

Age

How old are you?

- Under 18 years old 0.1%
- 18-24 years old 2.8%
- 25-34 years old 19.7%
- 35-44 years old 25.5%
- 45-54 years old 20.3%
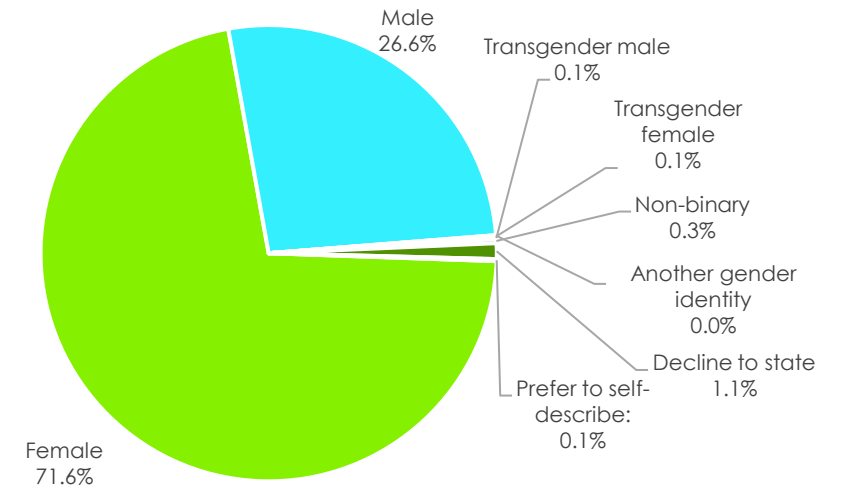- 55-64 years old 19.2%
- 65 years or older 12.4%
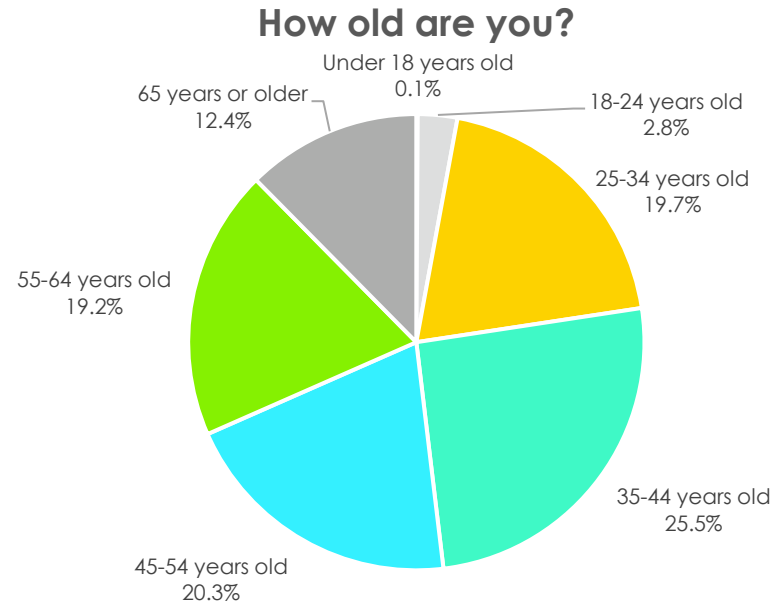
Respondents are evenly distributed across all older age ranges (excluding 18 years and 18-24 years old age ranges). The largest proportion of Respondents fall into the **35-44 years old age range**. The high proportion of older users shows that **the Statewide Portal/Mobile needs to be accessible and user friendly for all age groups.**

Gender

What is your gender?

- Male 26.6%
- Transgender male 0.1%
- Transgender female 0.1%
- Non-binary 0.3%
- Another gender identity 0.0%
- Decline to state 1.1%
- Prefer to self-describe: 0.1%
- Female 71.6%

A large proportion of customers are female (71.6%), while another 26.6% are male. This shows the **dominance of female beneficiaries who apply for themselves and their families**. A smaller 1.7% of customers self-identify as transgender male or female, non-binary, declined to state, or preferred to self-describe. However, **the Statewide Portal/Mobile and benefits process should still be sensitive towards all genders.**

Demographics
Language and Race/Ethnicity

Language

Language	Count
Vietnamese	47
Cantonese	36
Tagalog	36
Mandarin	31
Korean	22
Russian	21
Farsi	14
Armenian	14
Hmong	9
Arabic	6
Burmese	5
Hindi	5
Urdu	5
Punjabi	4
Cambodian	4
Portuguese	4
American Sign Language	2
Dari	2
Hebrew	2
Japanese	2
ไทย	2
日本語	2
Lao	2
American Sign language	1
Arabic and Greek	1

Language	Count
Arabic/ Chaldean	1
Assyrian	1
Cebuano	1
Dari, Afghanistan	1
Dari/Farsi	1
German, Dari, English, Danish	1
Hungarian	1
Latvian	1
Malayalam	1
Mien	1
Mongolian	1
Myanmar	1
Pashto	1
Pashto/Dari	1
Pashtu	1
Punjabi, Hindi	1
Samoan	1
Samoan & English	1
SICILIAN	1
Tamil	1
TELUGU and HINDI	1
Teo Chew	1
Thai	1
Urdu &Hindi	1
Urdu and English	1
Urdu/Hindi	1
Українська	1
日本語 japanese	1

What language do you speak most often?

Other 4.4%
Spanish 6.8%
English 88.8%
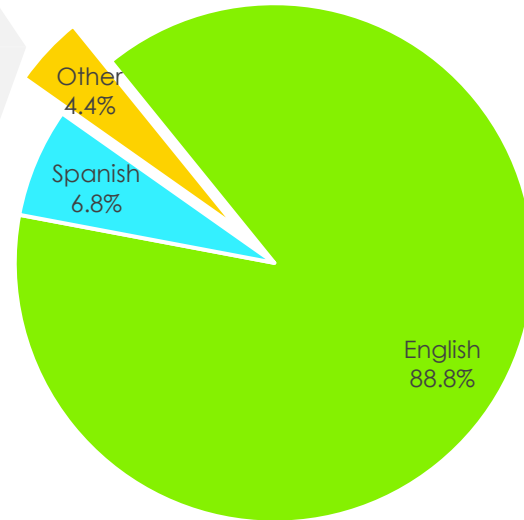
English speakers dominated, with **88.8% of customers**. The second most spoken language is **Spanish, 6.8% of customers**. Overall, about 11.4% of customers do not speak English, calling for robust translations on the Statewide Portal/Mobile and applications to be inclusive of threshold languages.
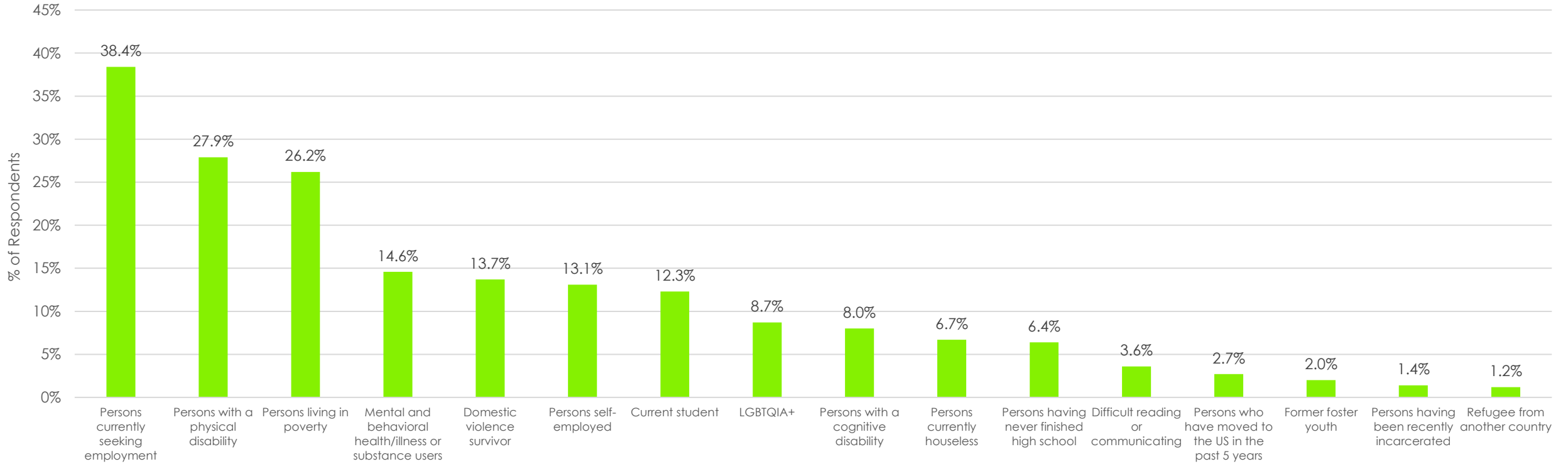

Race/Ethnicity

What race/ethnicity are you?

African American 9.7%
American Indian or Alaska Native 1.3%
Other 4.4%
Asian 8.7%
White 39.6%
Hispanic/Latino 30.2%
Native Hawaiian and other Pacific Islander 0.9%
Multi-race 5.2%
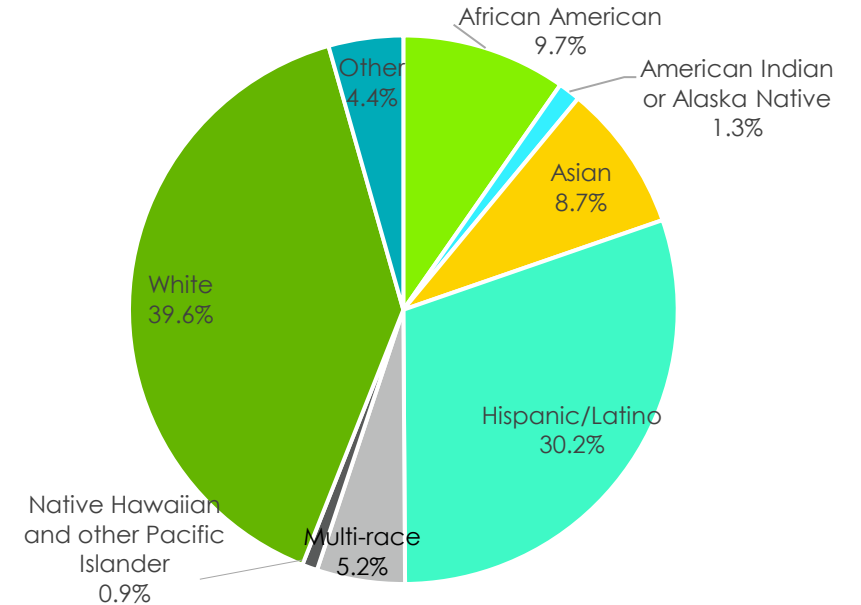
Respondents are predominantly White (39.6%) and Hispanic/Latino (30.2%) followed by African American (9.7%) and Asian (8.7%).

Demographics
Self-Identification

Respondents cover a wide range of user attributes, showing the diversity in the California Benefits customer population. The **top three** user attributes are **persons currently seeking employment** (38.4%), **persons with a disability** (27.9%), and **persons living in poverty** (26.2%).
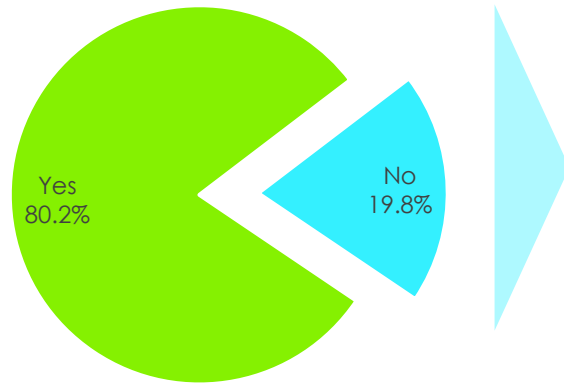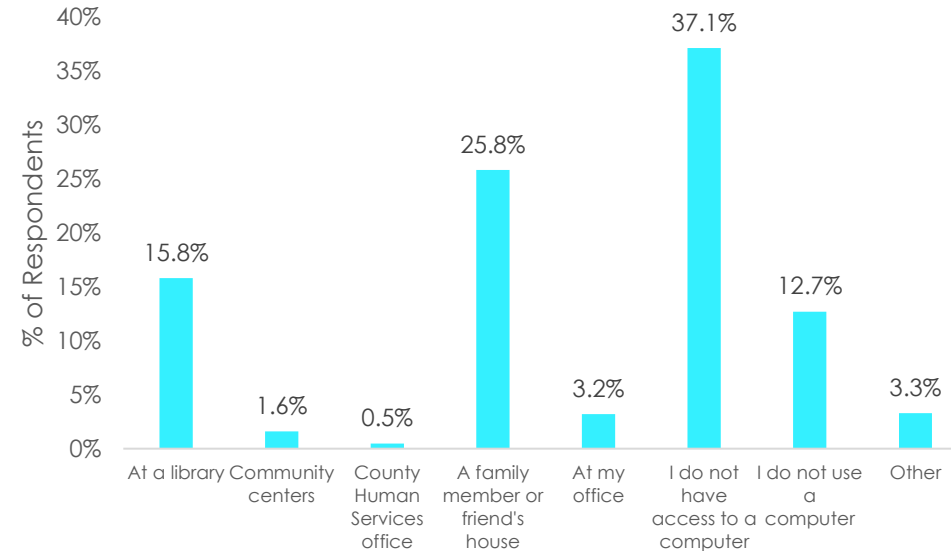
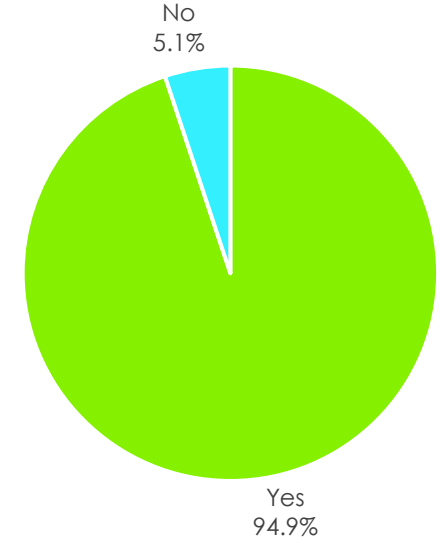# Technology

Technology
Access to Technology

Do you have access to a computer at home?

Yes
80.2%

No
19.8%

If you do not have a computer at home, can you use a computer anywhere else?

Category	%
At a library	15.8%
Community centers	1.6%
County Human Services office	0.5%
A family member or friend's house	25.8%
At my office	3.2%
I do not have access to a computer	37.1%
I do not use a computer	12.7%
Other	3.3%

% of Respondents

Do you have access to a smartphone or tablet?
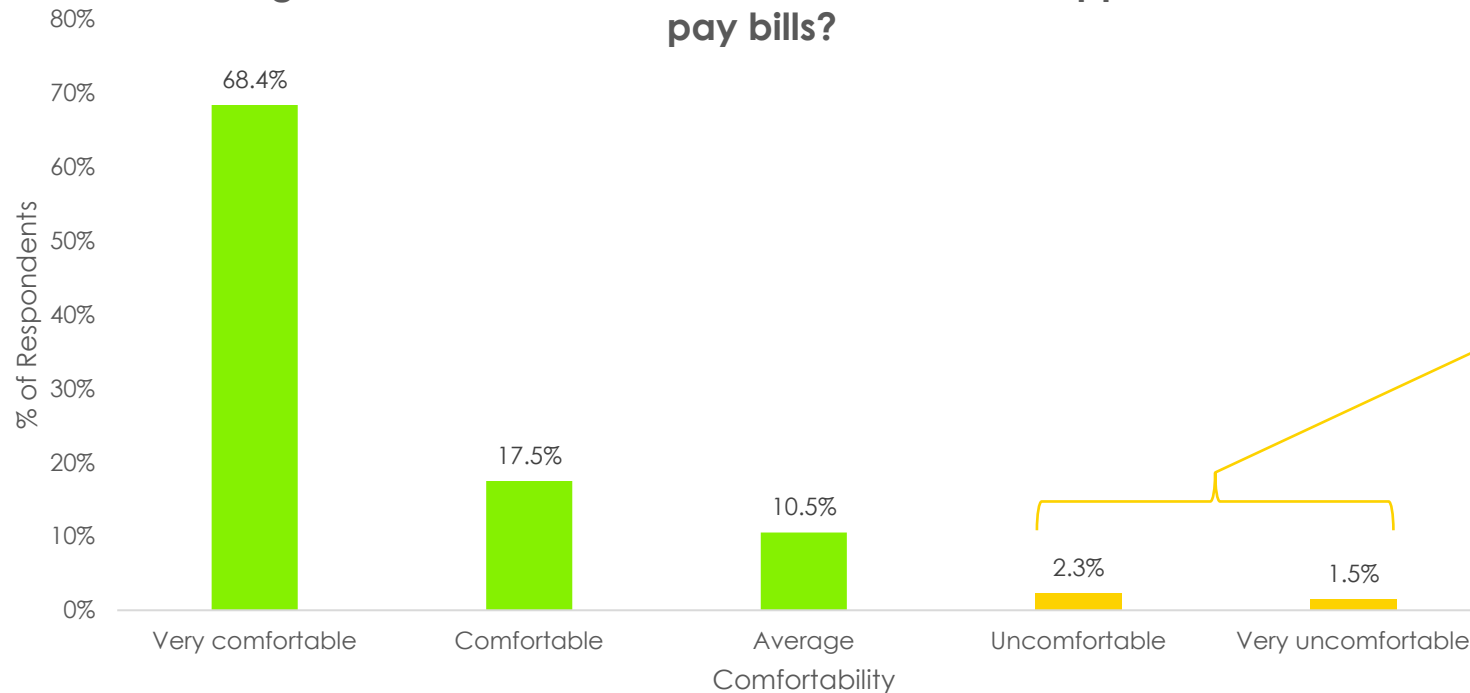

No
5.1%

Yes
94.9%

80.2% of respondents have access to a personal computer at home and, of those who do not have access to a computer at home, 49.8% either do not have access or use a computer at all. However, **94.9% of respondents have access to a tablet or smartphone**, which means that it is of the utmost **importance to make the Statewide Portal/Mobile accessible and user friendly on both a desktop computer and on smaller devices.**
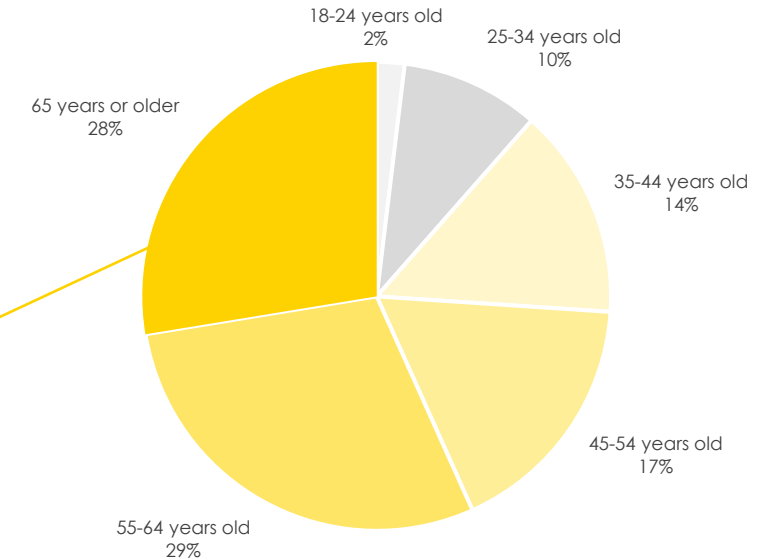
Technology

Comfort with Technology

How comfortable do you feel using a computer or smartphone to do things like check account balances, schedule appointments, or pay bills?

'Uncomfortable' and 'Very Uncomfortable' Respondents by Age

- 18-24 years old 2%
- 25-34 years old 10%
- 35-44 years old 14%
- 45-54 years old 17%
- 55-64 years old 29%
- 65 years or older 28%

The majority of respondents feel comfortable using either a computer or smartphone to accomplish everyday tasks (68.4% of respondents felt very comfortable and 17.5% felt comfortable). **The Statewide Portal/Mobile should mimic the formats of other user friendly websites that respondents use to accomplish these tasks** (i.e., banking websites, utilities websites). 3.8% of respondents still feel uncomfortable or very uncomfortable using technology to accomplish everyday tasks. 57% of these respondents are over the age of 55 years old.
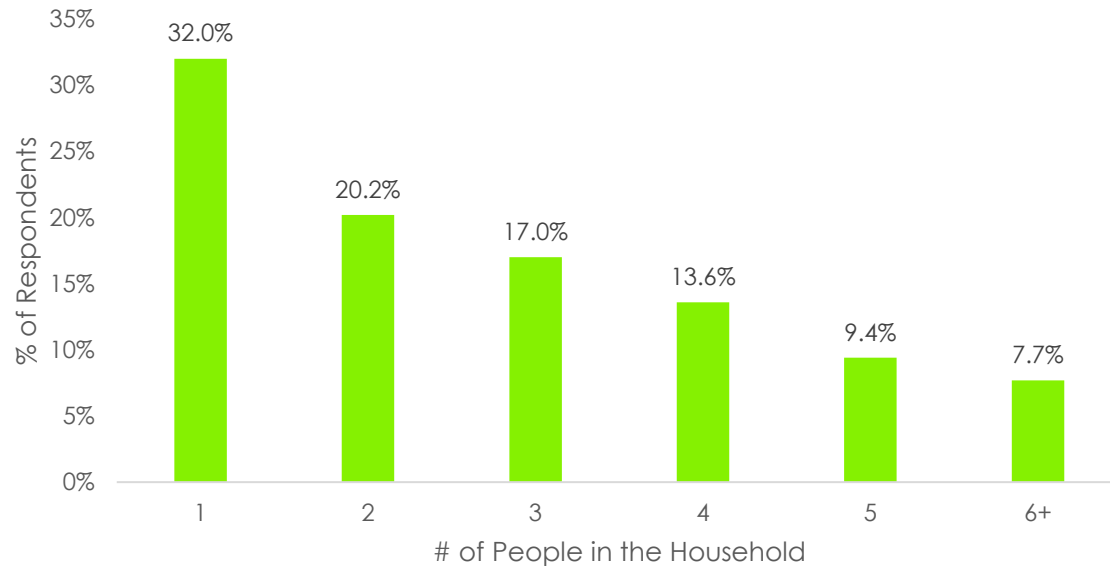
Experience with Benefits

Experience with Benefits

Number of people living in a household and the number of recipients of benefits in a household

How many people live in your household (including you)? (a household is a group of people who regularly buy and eat food together)

% of Respondents

- 1: 32.0%
- 2: 20.2%
- 3: 17.0%
- 4: 13.6%
- 5: 9.4%
- 6+: 7.7%

# of People in the Household

How many people in your household including you receive benefits (e.g. CalFresh, Medi-Cal, CalWORKS)?

% of Respondents

- 0: 5.5%
- 1: 43.8%
- 2: 18.9%
- 3: 13.1%
- 4: 9.0%
- 5: 5.5%
- 6+: 3.6%

People in the Household Receiving Benefits
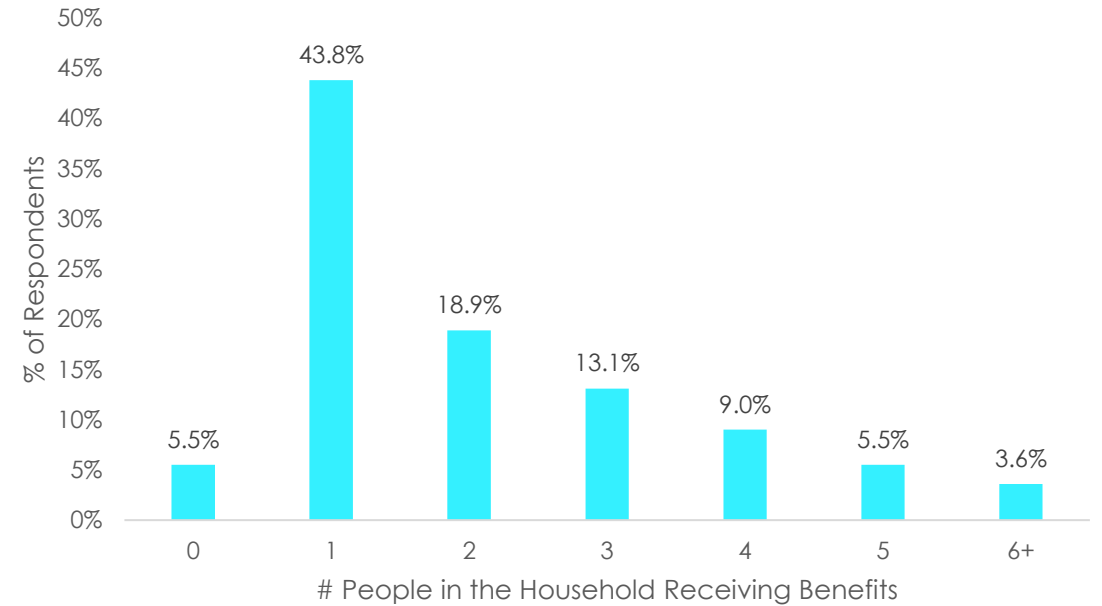
Most respondents claim just themselves as the sole person living in their household (32%). However, 43.8% of respondents are the sole recipients of benefits in their households. As a general trend, **there are less respondents living in larger households than those respondents living in smaller households**.

Experience with Benefits

Benefit Program Participation

What benefits do you or someone in your household currently receive? (Select all that apply.)
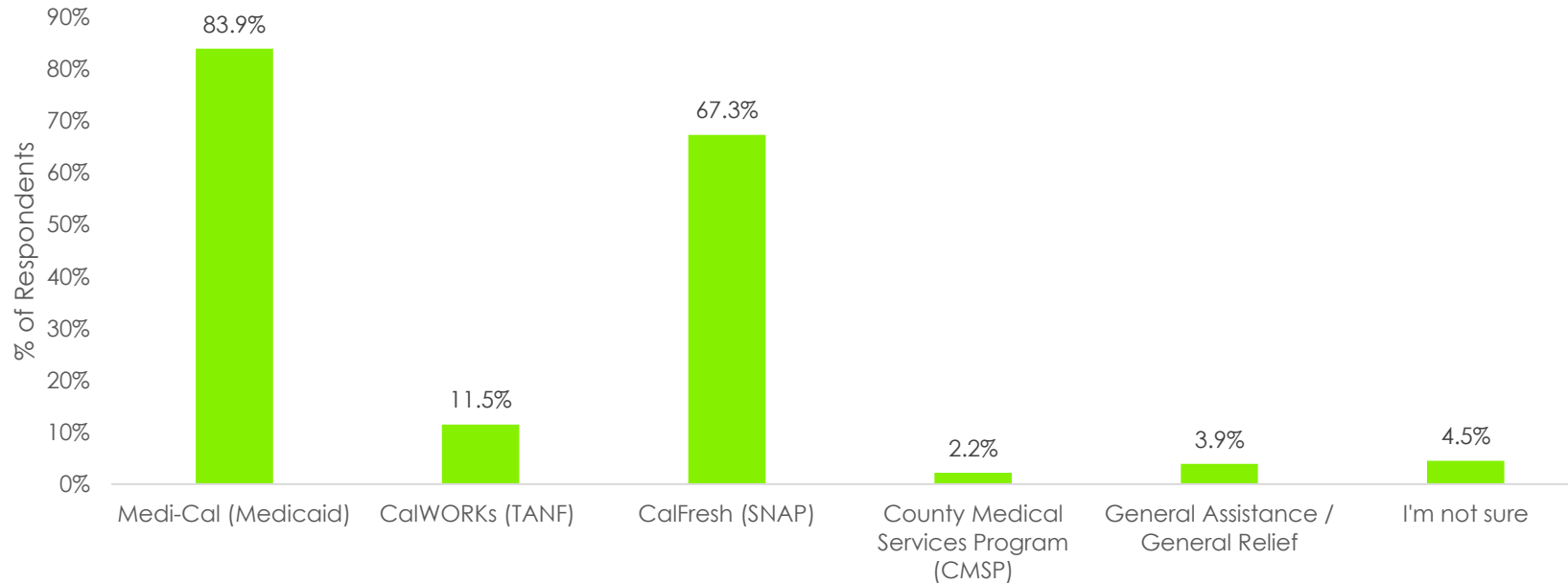

"I would have to say selecting which programs to apply for is hard because **a lot of people don't know how to understand the difference since we have GA and cash aid in our county,** and a lot of people think they should be getting cash aid… **they are blindly selecting programs.**" –Caseworker, C4Y

"**We have had some struggle with GA.** A lot of our customers apply for CalWORKS [thinking it's GA]… so we have to cancel apps and contact the GA department; **it is a huge inconvenience for customers to not understand the different programs.**" – Caseworker, MyBCW

Most respondents either receive Medi-Cal and/or CalFresh benefits. 11.5% of respondents receive CalWORKS. 4.5% of respondents are not sure what benefits they receive, showing a **potential lack of clarity between different benefits programs.**

Experience with Benefits

Time on Benefits and Time Using the CA Benefits Websites

How many total years have you been receiving benefits in California?

Years on Benefits:
- 0: 3.3%
- Less than 1: 19.8%
- 1: 9.7%
- 2: 11.6%
- 3: 8.4%
- 4: 5.6%
- 5: 5.6%
- 6+: 20.0%
- I don't remember: 16.1%

How many total years have you been using the CA Benefits Website to apply for and manage your benefits?

Years Using the CA Benefits Website:
- 0: 6.9%
- Less than 1: 28.2%
- 1: 14.8%
- 2: 15.3%
- 3: 9.1%
- 4: 4.9%
- 5: 3.6%
- 6+: 6.1%
- I don't remember: 11.2%
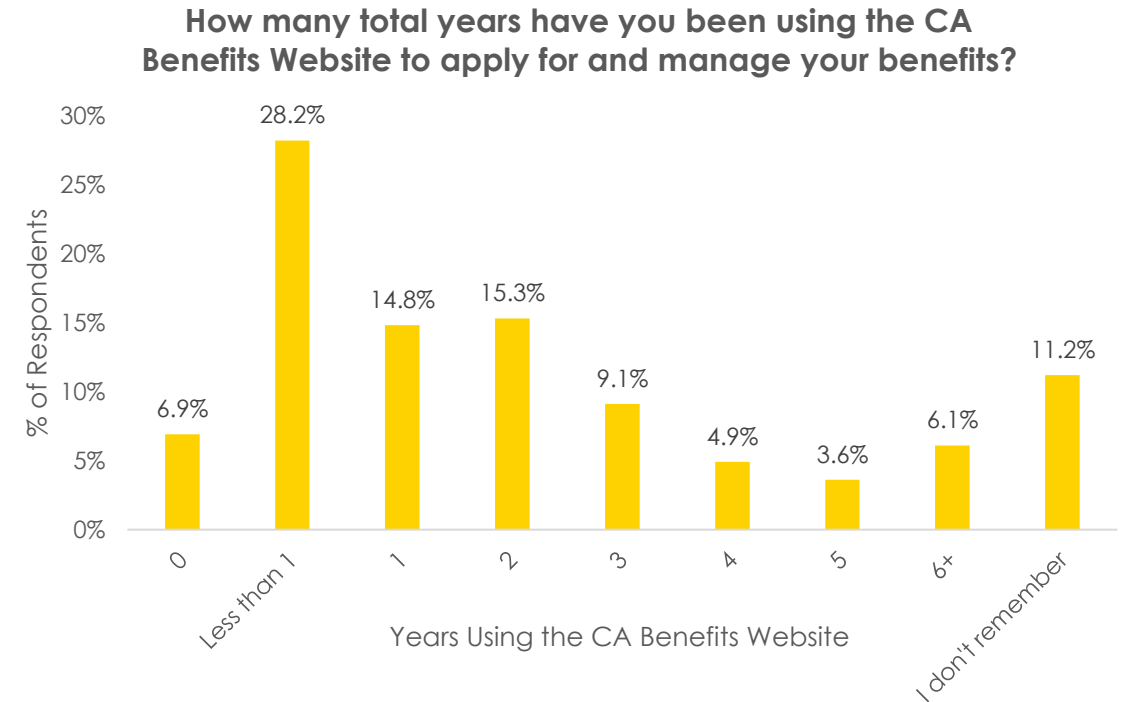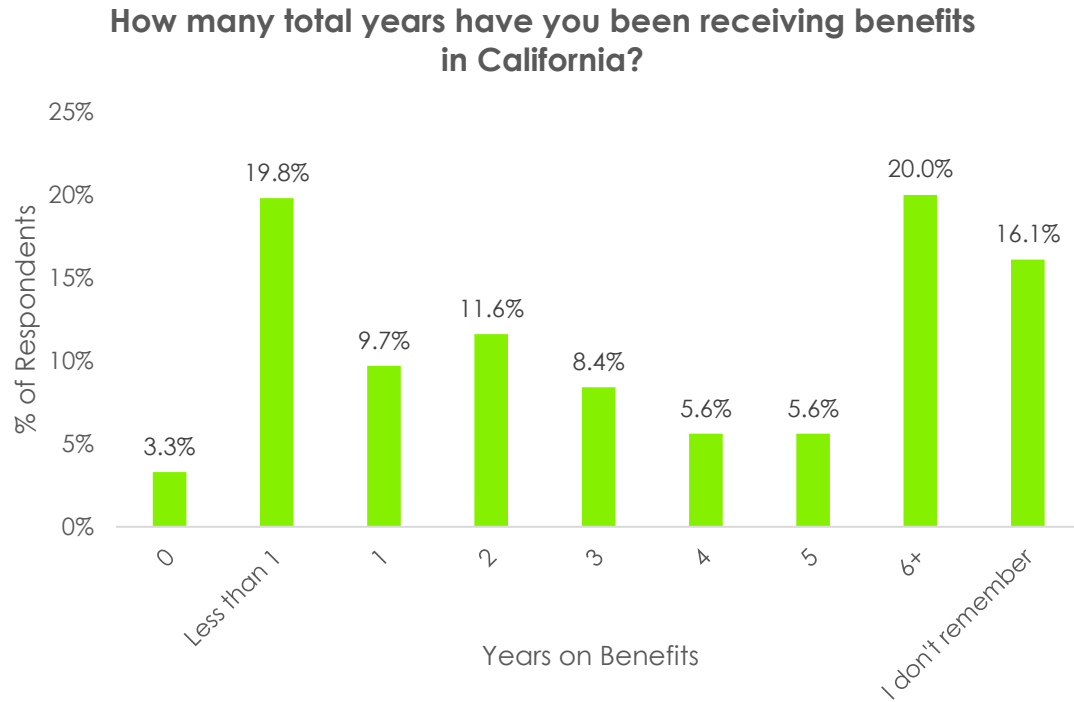
Most respondents have either been on benefits for more than 6 years (20%) **or less than one year** (19.8%). **However, most respondents that have used the CA Benefits Websites have only been doing so for less than a year** (28.2%), with few respondents having used the websites for more than 4 years (14.6%). This may mean that only newer beneficiaries use the websites, potentially due to COVID-19, or that the CA Benefits Websites have not been promoted until recent years.

Experience with Benefits

Assistance

Did anyone help you type your information into the computer to complete your benefits application or report changes?

I have never applied for benefits or reported changes using the CA Benefits Website
5.7%

I don't remember
2.6%

No, I did it myself
83.0%

8.7% Yes, I had help

I have an Authorized Representative
17.0%

An Assister at a Community Organization
10.5%

Other
8.3%

A friend or family member
64.2%
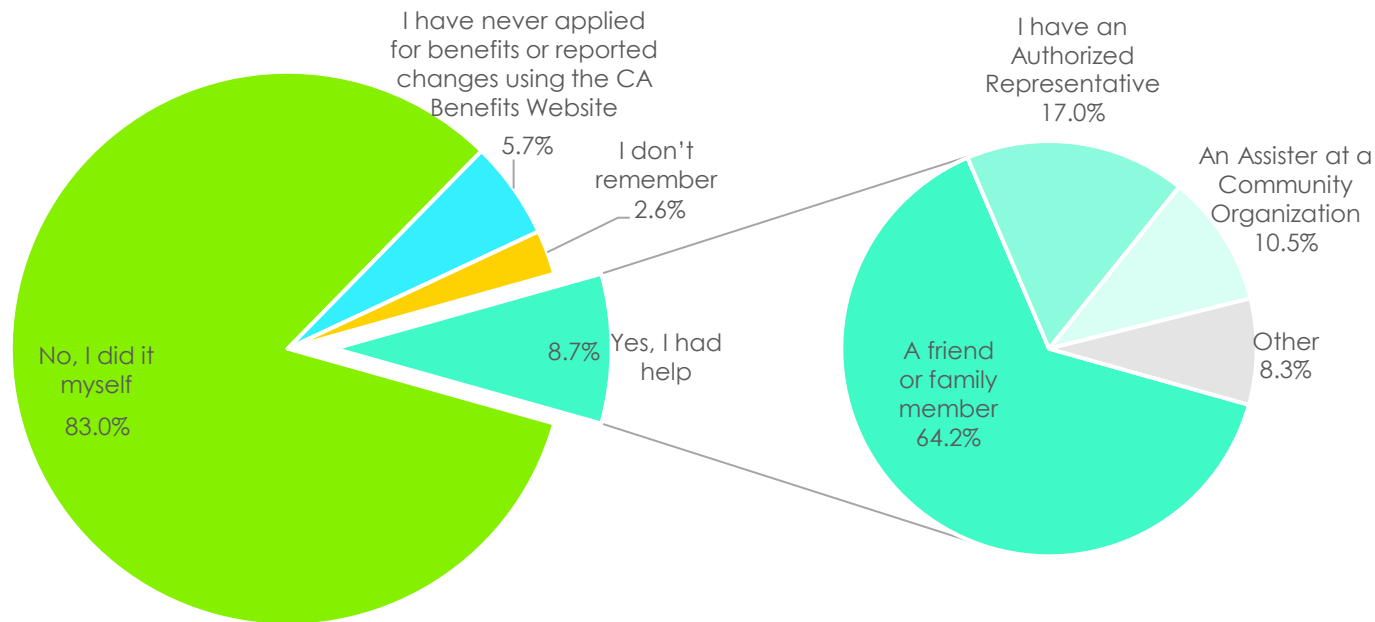
- **8.7% of respondents had help typing in their information into the computer** to complete their benefits application or report changes.

- **The majority of the 8.7% get help from a friend or family member**. Field research showed that elderly or non-English speaking customers often have help from children or grandchildren, emphasizing the need for the website to be accessible for users of all ages.

"An older child [may be] able to help them go into the system and apply for those benefits. **I think it needs to be available for all ages to go and apply for benefits.**" –Caseworker, MyBCW

"**Maybe the kids have emails, but parents don't have it**… families [may not] have access to their kid's emails at the moment because they are in school, so I have to wait until the kids are home to [help the applicant] check the email." –Caseworker, MyBCW

CA Benefits Website Experience

CA Benefits Website Experience

CA Benefits Website Usage

	Total Count	% Potential Users*
MyBCW	2864	40.8%
C4Y	2144	30.6%
YBN	1992	28.4%
N/A	13	0.2%
Total	7013	100%

*Each county uses one website for benefits management (MyBCW, C4Y, YBN). County website usage information can be found here. Statistics were calculated using survey data for the number of respondents living in respective counties using each website.

Which CA Benefits Website are you currently using (or most recently used) to apply for and manage your benefits?
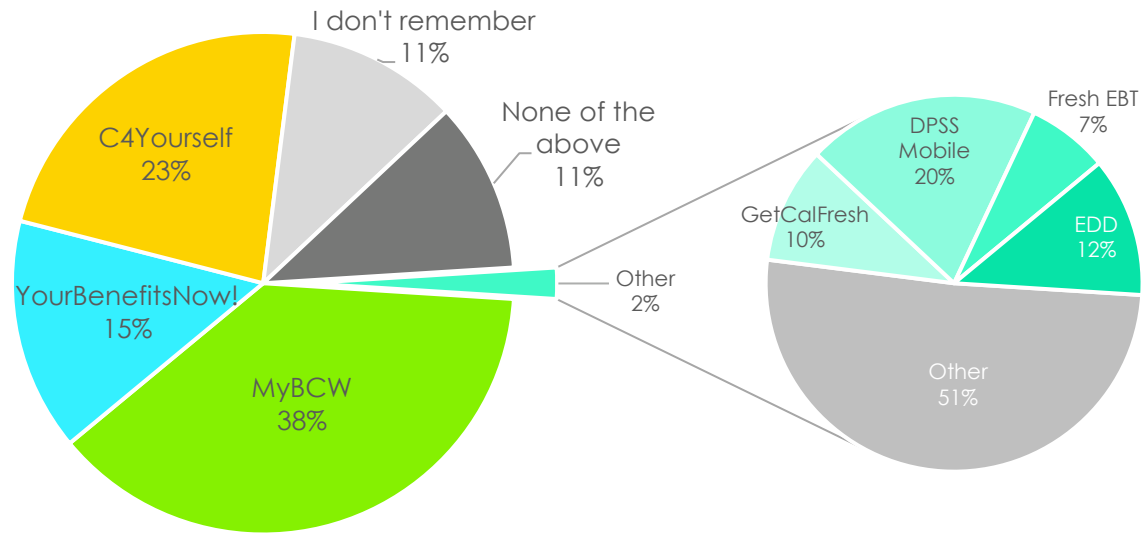
- **More than one-third of respondents use MyBenefits CalWIN** (38%) to apply for and manage their benefits, followed by C4Yourself (23%) and then YourBenefitsNow! (15%).

- Another 11% of respondents do not remember which CA Benefits Website they use and another 13% of respondents use websites other than MyBCW, YBN, and C4Y. **This may mean that there is a lack of branding on existing websites as respondents do not remember which websites they have used to apply for and manage their benefits.**

- **About half of potential YBN respondents use YBN. This might indicate a lack of awareness of YBN in Los Angeles County.** On the other hand, 38% of all respondents said that they use MyBCW, which is very close to the 40.8% of all respondents that live in MyBCW counties.

- Some of the 24% of respondents who indicated "None of the Above," "I don't remember," and "Other" may use GetCalFresh.

CA Benefits Website Experience

CA Benefits Website Awareness

How did you learn about the CA Benefits Website that you use to apply for and manage your benefits? (Select all that apply.)

Bar chart, % of Respondents:
- Caseworker: 48.5%
- Search Engine: 16.3%
- Friend: 9.9%
- Family Member: 8.3%
- Print Advertisement: 5.9%
- Social Media: 5.5%
- Community Organization: 4.5%
- TV: 1.4%
- Other: 12.1%
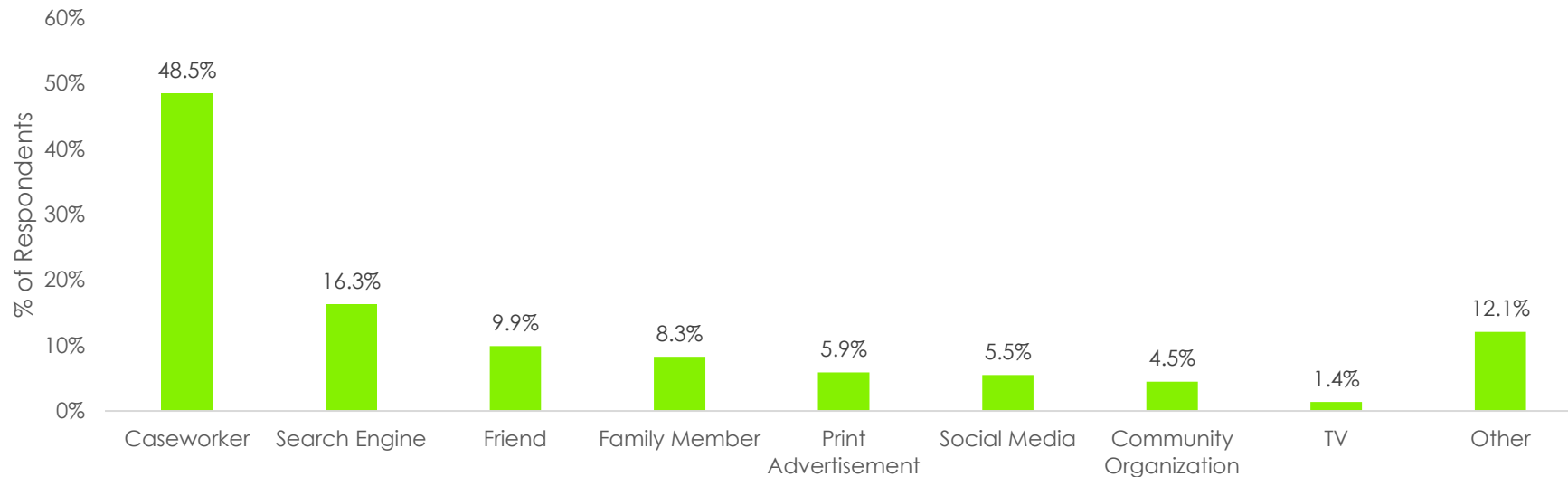
> **We try to let our clients know, even if they are new or have been here before**, about C4Y. So we give them the pamphlets and talk to them at the intake time and how they can use that and reapply or do additional forms in that way.
> –C4Y Caseworker

> **We're definitely pushing the C4Y website, and we're seeing an increase in people uploading verifications online.** I get a lot of calls for people asking for how to upload documents.
> –C4Y Caseworker

Of those who use a CA Benefits Website to apply for and manage their benefits, **48.5% of respondents heard about the CA Benefits Website through their caseworkers**. This shows the importance of training caseworkers on the use of the website. **The second way that respondents found out about the CA Benefits Website was through a Search Engine (e.g., Google).** When launching the Statewide Portal/Mobile, not only should the main channel of communication be through counties and county workers, but also through prime search engine optimization (SEO).

CA Benefits Website Experience

Frequency of Using the Website

How often do you use the CA Benefits Website?

- **Most respondents either use the CA Benefits Website 1-2 times per year** (30.8%) **or 6 or more times per year** (30.1%).

- **Respondents who use the CA Benefits Website more often tend to be more satisfied** with using the CA Benefits Website to pursue key actions in benefits management.
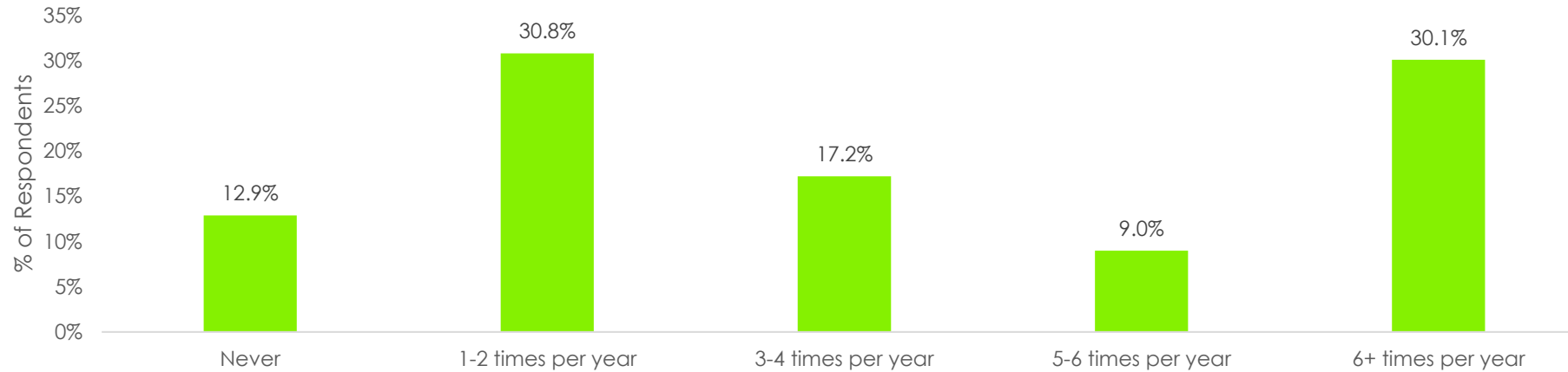
Satisfaction for Key Actions Among Users of Different Frequencies

CA Benefits Website Experience

Account Access Experience

How was your experience completing each step in applying for benefits using the CA Benefits Website?

	Very easy	Easy	Average	Difficult	Very difficult	I don't use this	I don't know
Creating an account	27.4%	24.0%	29.3%	7.7%	4.1%	4.6%	2.9%
Logging in to an existing account	29.8%	26.1%	24.5%	7.5%	5.4%	4.1%	2.7%
Resetting my password	21.4%	20.0%	19.8%	7.2%	5.1%	13.4%	13.1%

% of Respondents

Legend: ■ Very easy ■ Easy ■ Average ■ Difficult ■ Very difficult ■ I don't use this ■ I don't know
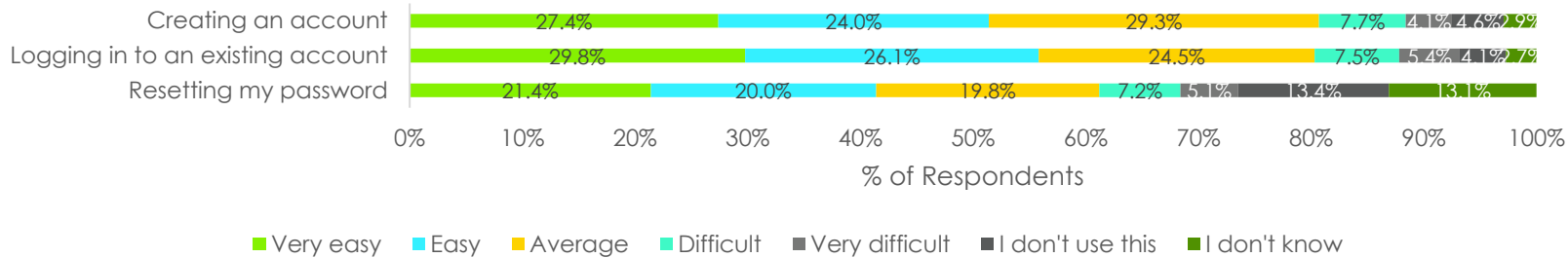
Account Access Experience (by Website)

Easier (5=Very Easy) / More Difficult (1=Very Difficult)

	C4Yourself	MyBenefits CalWIN	YourBenefitsNow!
Create an Account	3.74	3.79	3.75
Login	3.77	3.87	3.80
Reset Password	3.64	3.77	3.68
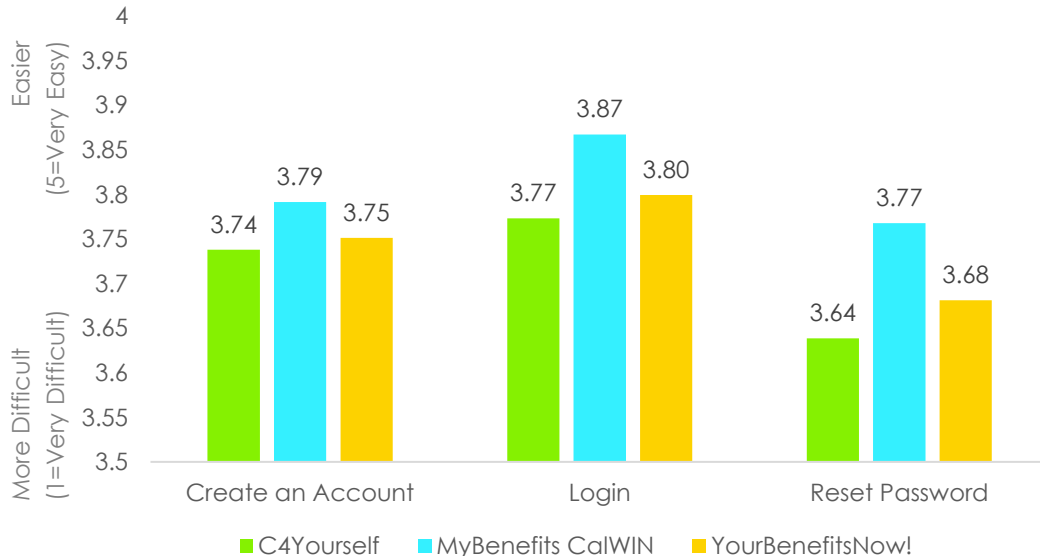
"For C4Y, **if you forgot your username or password, you have to create a whole new account**, and the website doesn't say that anywhere." –Caseworker, C4Y

"Instead of troubleshooting something I don't really have access to, **it's faster and easier for them to create a new account** and unlink the old one and link the new one." –Call Center Staff, C4Y

- Most respondents find **creating an account and logging in to an existing account Very Easy, Easy, and Average.**

- **13.4% of respondents do not use the password reset function at all** and another 13.1% of respondents could not evaluate their experience resetting their passwords. This matches field research that found that **caseworkers will tell customers to create a new account rather than reset their passwords because this process can be too difficult.**

- **Respondents using MyBCW tend to find account access features easier to use** than respondents using C4Y or YBN.

CA Benefits Website Experience

CA Benefits Website Use Cases

What do you use the CA Benefits Website for? (Select all that apply.)

Use Case	% of Respondents
None of the above	9.2%
Uploading a document to my case	47.9%
Checking the status of a recently submitted application or redetermination	37.5%
Finding doctors and healthcare providers near me	7.9%
Viewing communications related to my benefits	37.5%
Viewing information about my benefits	55.1%
Completing my annual benefits renewal/redetermination	47.4%
Reporting a change to my case	41.1%
Completing my application to apply for benefits	52.4%
Finding out which benefits I may qualify for	30.8%
Learning about public assistance programs	21.1%

% of Respondents

Respondents use the CA Benefits Website most often to **view information about their benefits** (55.1%), **complete applications to apply for benefits** (52.4%), **upload documents to their cases** (47.9%), or **complete annual benefits renewals and redeterminations** (47.4%). These features are the main use cases for the CA Benefits Website, and experiences using these tools could make or break a respondent's experience when using the website. They are Moments That Matter for respondents in their benefits journey.

CA Benefits Website Experience

Devices used to Access the CA Benefits Website

What device do you usually use to access the CA Benefits Website?

Smartphone 42.6%

Tablet 5.0%

Other: 1.3%

Not Sure 2.5%

Computer 48.5%
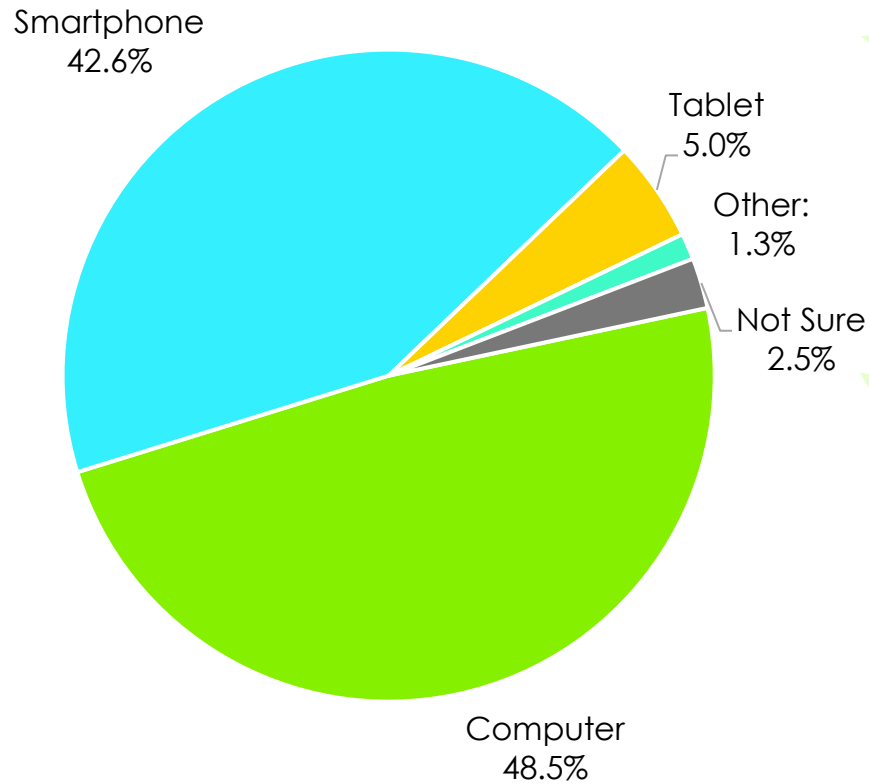
"What we hear is that **every part of applying on the three portals is very hard to navigate on a smartphone**. The font is tiny, and many people wish that the sites could be mobile responsive." –Advocate, MyBCW

"**In the beginning I was using my phone all the time, now 80% of the time I use a PC**. Just the size of the screen is different. Just because **there is so much there, it is more difficult to use the phone than the PC**. There is so much there on your screen on and your phone makes everything so much smaller and you have to use your finger." –Customer, YBN

"**I noticed that some of the displays do not work on mobile devices**… There are things I cannot do on my mobile app that I have to do on the computer. I don't know if that is something you can address or not. –C4Y Customer, C4Y

- Although respondents who have access to a tablet or smartphone outnumbers those who have access to a computer, **respondents use a computer (48.5%) more often than their smartphone to access the CA Benefits Website**.

- This shows that **respondents who have both a smartphone and a computer will be more likely to use their computer** when accessing the website, likely because the website is not mobile responsive and is friendlier to use on a computer.

- It also indicates that the CA Benefits Website needs to be **accessible and user friendly on both a smartphone and a computer**.

CA Benefits Website Experience

Browsers / Applications Used to Access CA Benefits Website

What browser do you usually use to access the CA Benefits Website? (via desktop computer)

- Chrome 56.8%
- Firefox 13.8%
- Safari 11.5%
- Internet Explorer 6.6%
- Edge 6.6%
- Not Sure 3.1%
- Other: 1.6%
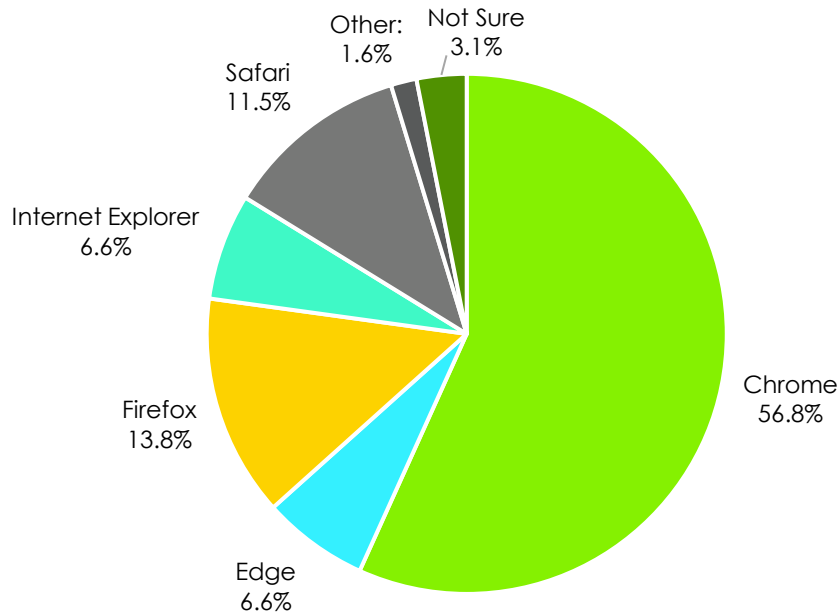
What application do you usually use to access the CA Benefits Website? (via tablet or mobile phone)

- Chrome 41.3%
- Safari 38.1%
- Not Sure 10.1%
- Samsung Internet 5.3%
- Other: 3.7%
- Firefox 1.6%
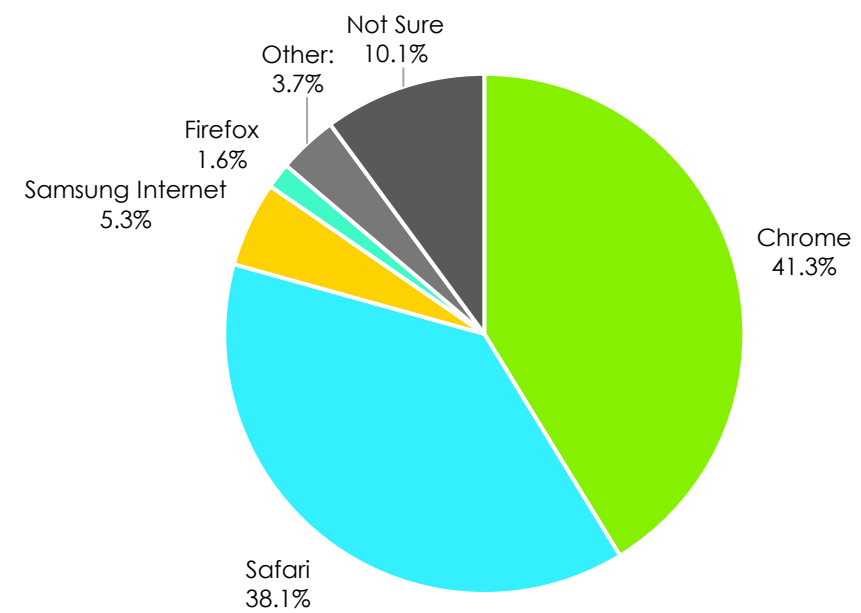
On all devices, Chrome is the most used browser and application to access a CA Benefits Website. Field research found that if customers submitted their SAR-7s through Chrome, the forms typically came through as blank to the County offices **showing a gap in compatibility. The Statewide Portal/Mobile needs to be compatible with Chrome, because of its prominence among respondents.** Firefox is the second most used browser (13.8%) on a desktop computer followed by Safari (11.5%). On a tablet or smartphone, Safari is the most used application by far (38.1%). **The Statewide Portal/Mobile should also be compatible with these browsers and applications.**

CA Benefits Website Experience

Channel Preference

Looking at the list below, please tell us how you would prefer to complete the following tasks:

Task	In person	By mail	Using a computer	Using a mobile device	Over a phone call	I don't care	I don't know
Seeing what benefit programs I may qualify for	5.3%	7.2%	43.2%	33.4%	6.2%	2.8%	1.8%
Completing a new application for benefits	7.3%	6.7%	48.6%	29.2%	5.2%	1.6%	1.4%
Viewing details about my current benefits	2.3%	6.2%	44.6%	40.9%	3.7%	1.2%	1.1%
Reporting a change (address, jobs, etc.)	3.6%	6.3%	46.2%	34.8%	6.9%	1.2%	1.1%
Completing a benefit renewal	4.4%	8.2%	47.1%	32.1%	5.8%	1.3%	1.2%
Viewing EBT account balances	0.9%	2.2%	31.5%	51.8%	7.9%	2.2%	3.4%
Uploading verifications	5.2%	6.9%	44.3%	38.5%	1.6%	1.1%	2.3%
Viewing the status of a submitted application	2.2%	4.7%	45.6%	41.2%	3.4%	1.2%	1.7%
Receiving communications related to my case	2.0%	15.6%	36.5%	36.9%	6.3%	1.5%	1.1%

% of Respondents

Respondents consistently use either a computer or mobile device most often to fulfill tasks on the CA Benefits Website. However, **15.6% of respondents want to receive communications related to their cases by mail, which is at least 2x greater than any other task.** This shows that, generally, customers prefer to do most tasks of the benefits process digitally, but they may still have a reliance on the mail when receiving case communications.

CA Benefits Website Experience

Trust

How secure do you feel submitting your information to the CA Benefits Website?* (5 stars = I feel very secure about submitting my information, 1 star = I do not feel very secure about submitting my information)

Age Range	Very Secure	Secure	Average	Not Very Secure	Not Secure at All
All	48.6%	23.9%	17.1%	4.8%	5.6%
18-24 years old	59.8%	15.5%	17.0%	4.1%	3.6%
25-34 years old	51.7%	22.4%	17.3%	4.3%	4.3%
35-44 years old	49.3%	23.5%	17.3%	4.9%	4.9%
45-54 years old	48.7%	24.5%	16.6%	4.6%	5.7%
55-64 years old	45.3%	25.2%	17.4%	5.3%	6.8%
65+ years old	44.9%	25.9%	17.0%	4.7%	7.5%

% of Respondents

Legend: ■ Very Secure ■ Secure ■ Average ■ Not Very Secure ■ Not Secure at All
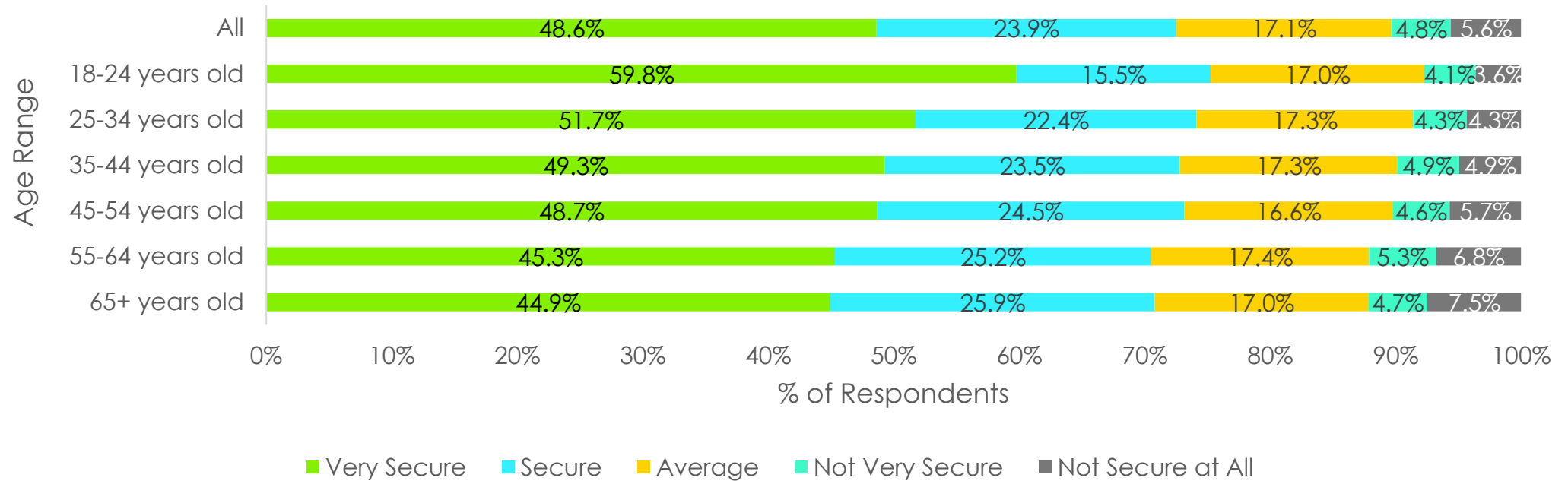
48.6% of respondents feel very secure about submitting their information to the CA Benefits Website. While **older age groups tend to feel slightly less secure than younger age groups, 44.9% of respondents 65+ years old still feel very secure submitting their information online,** showing that age does not create a significant barrier to trust in the website.

CA Benefits Website Experience

CA Benefits Website Features Satisfaction

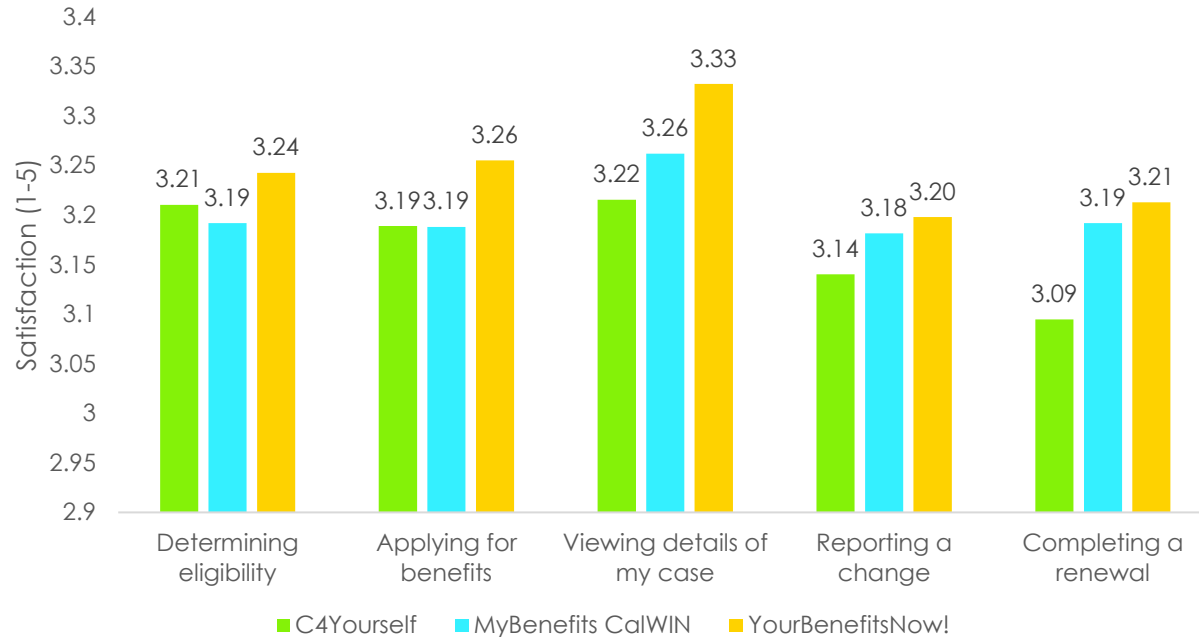| Feature	Very satisfied	Satisfied	Average	Unsatisfied	Very unsatisfied	I don't use this	I don't know
Seeing what benefit programs I may qualify for	25.0%	29.1%	25.9%	5.7%	4.2%	7.5%	2.7%
Completing a new application for benefits	25.1%	30.0%	24.8%	5.7%	4.2%	7.0%	3.1%
Viewing details about my current benefits	29.1%	31.2%	22.5%	6.1%	4.9%	4.3%	1.8%
Reporting a change (address, jobs, etc.)	24.1%	28.3%	23.4%	6.4%	5.1%	8.7%	4.0%
Completing a benefit renewal	24.3%	27.9%	23.0%	6.9%	5.8%	7.8%	4.3%
Viewing EBT account balances	31.6%	28.0%	16.8%	4.2%	4.0%	12.1%	3.2%
Uploading verifications (pay stubs, drivers licens…	26.2%	27.1%	23.6%	6.9%	5.1%	8.0%	3.1%
Viewing the status of a submitted application	25.7%	28.5%	23.8%	7.2%	5.1%	6.5%	3.3%
Finding contact information about my caseworker	20.7%	20.8%	22.3%	11.3%	10.4%	10.0%	4.4%
Viewing messages in my inbox	24.4%	26.4%	24.1%	7.1%	5.7%	8.7%	3.6%
Watching benefits featured Youtube videos	14.1%	13.0%	17.8%	4.1%	3.5%	39.1%	8.3%
Using the virtual chat	12.3%	10.7%	15.3%	4.9%	5.6%	41.6%	9.6%
Using the virtual chat (C4Y only)	12.9%	9.1%	15.2%	4.0%	7.1%	42.7%	8.9%
Using the call-back feature	15.7%	16.9%	17.8%	5.5%	6.8%	28.9%	8.3%
Contacting support services with questions	15.9%	16.7%	20.4%	9.6%	10.7%	19.6%	7.0%

- **Respondents are most dissatisfied using the CA Benefits Website to find contact information about their caseworker.** This is consistent with our field research where customers had frustrations being unable to get in contact with caseworkers when they had questions related to their cases.

- Most respondents do not watch the benefits featured YouTube videos, use the virtual chat option, use the call-back feature, or contact support services with questions on existing CA Benefits Websites. **There may be a gap in customers' knowledge of resources that could help them navigate and use the websites.**
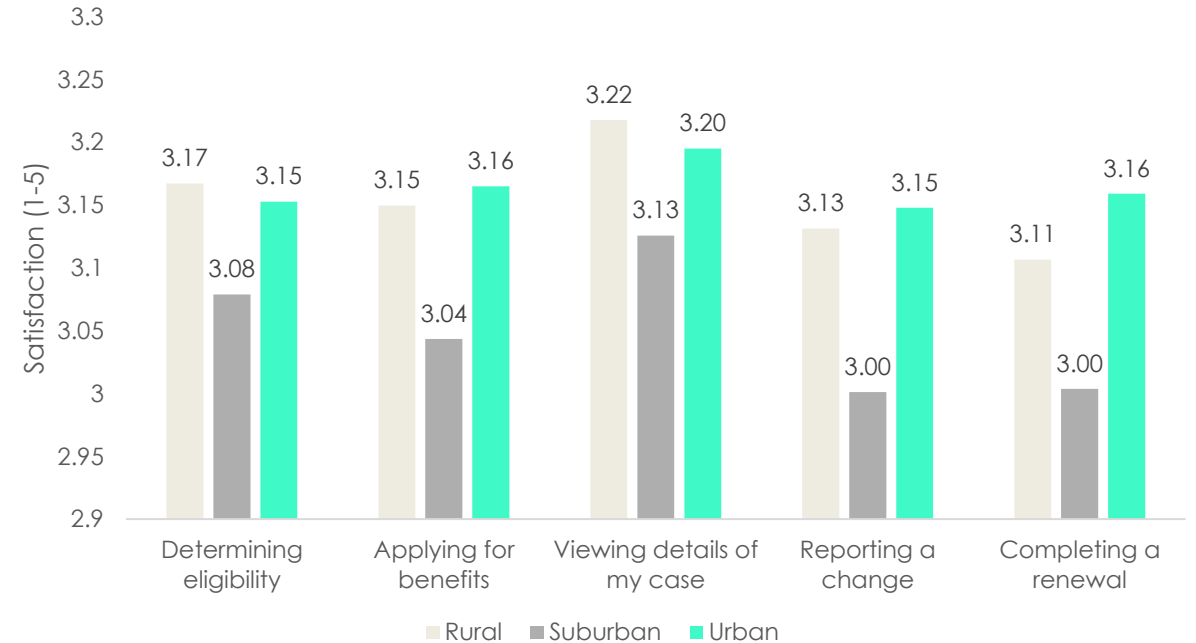
CA Benefits Website Experience

CA Benefits Website Features Satisfaction by Community Type and Website Used

Satisfaction of Key Features by Website Used

Legend: ■ C4Yourself ■ MyBenefits CalWIN ■ YourBenefitsNow!

Feature	C4Yourself	MyBenefits CalWIN	YourBenefitsNow!
Determining eligibility	3.21	3.19	3.24
Applying for benefits	3.19	3.19	3.26
Viewing details of my case	3.22	3.26	3.33
Reporting a change	3.14	3.18	3.20
Completing a renewal	3.09	3.19	3.21

Satisfaction of Key Features by Community Type

Legend: ■ Rural ■ Suburban ■ Urban

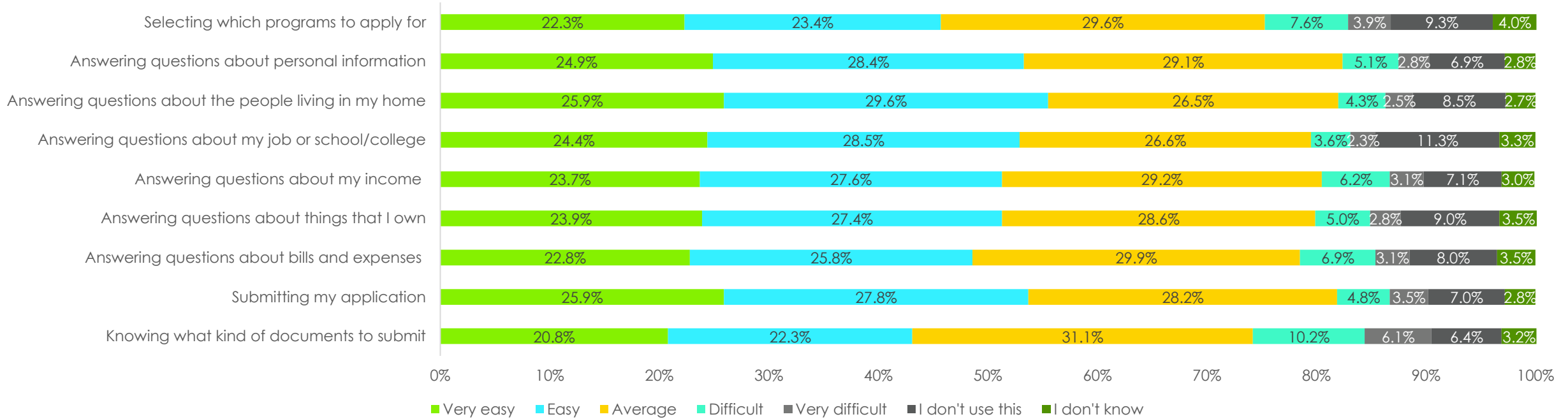| Feature	Rural	Suburban	Urban
Determining eligibility	3.17	3.08	3.15
Applying for benefits	3.15	3.04	3.16
Viewing details of my case	3.22	3.13	3.20
Reporting a change	3.13	3.00	3.15
Completing a renewal	3.11	3.00	3.16

- **Respondents that used YBN were the most satisfied** across all key features of the website. **Respondents using C4Y are less satisfied when reporting a change (3.14) or completing a renewal (3.09)** compared to respondents using MyBCW and YBN**.**

- **Respondents from suburban community types are least satisfied with completing all key actions on the CA Benefits Website.** Respondents from rural and urban community types have relatively similar levels of satisfaction.

CA Benefits Website Experience

CA Benefits Website Satisfaction Applying for Benefits

What is your experience completing each step while applying for benefits using the CA Benefits Website?

Step	Very easy	Easy	Average	Difficult	Very difficult	I don't use this	I don't know
Selecting which programs to apply for	22.3%	23.4%	29.6%	7.6%	3.9%	9.3%	4.0%
Answering questions about personal information	24.9%	28.4%	29.1%	5.1%	2.8%	6.9%	2.8%
Answering questions about the people living in my home	25.9%	29.6%	26.5%	4.3%	2.5%	8.5%	2.7%
Answering questions about my job or school/college	24.4%	28.5%	26.6%	3.6%	2.3%	11.3%	3.3%
Answering questions about my income	23.7%	27.6%	29.2%	6.2%	3.1%	7.1%	3.0%
Answering questions about things that I own	23.9%	27.4%	28.6%	5.0%	2.8%	9.0%	3.5%
Answering questions about bills and expenses	22.8%	25.8%	29.9%	6.9%	3.1%	8.0%	3.5%
Submitting my application	25.9%	27.8%	28.2%	4.8%	3.5%	7.0%	2.8%
Knowing what kind of documents to submit	20.8%	22.3%	31.1%	10.2%	6.1%	6.4%	3.2%

Legend: ■ Very easy ■ Easy ■ Average ■ Difficult ■ Very difficult ■ I don't use this ■ I don't know
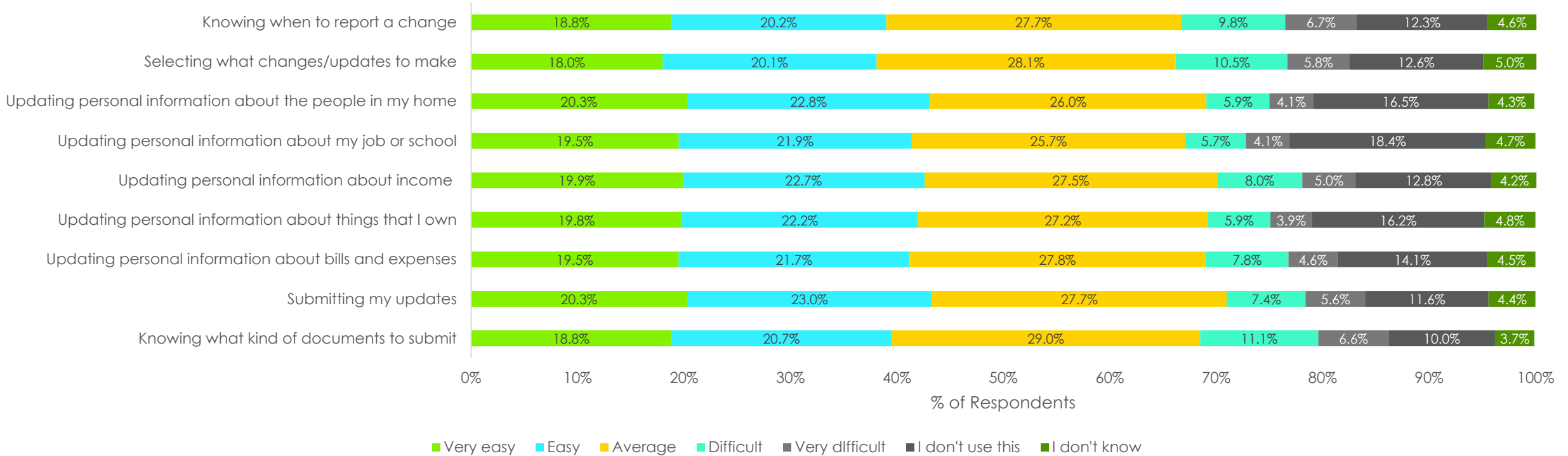
- About 56% of respondents are satisfied with answering questions about people living in the home. However, 32% of these individuals are the sole individual in their household, making this question easier to answer (refer to slide 17). **Answering questions about personal information and submitting an application were the next most satisfactory steps when applying for benefits.**

- **Respondents find it most 'difficult' or 'very difficult' knowing what kind of documents to submit** (16.3%) **and selecting which programs to apply for** (11.5%). The step that most respondents do not do is answer questions about their jobs or school/college history.

CA Benefits Website Experience

CA Benefits Website Satisfaction Reporting a Change or Completing a Renewal

What is your experience using the CA Benefits Website to report a change or complete your renewal?

	Very easy	Easy	Average	Difficult	Very difficult	I don't use this	I don't know
Knowing when to report a change	18.8%	20.2%	27.7%	9.8%	6.7%	12.3%	4.6%
Selecting what changes/updates to make	18.0%	20.1%	28.1%	10.5%	5.8%	12.6%	5.0%
Updating personal information about the people in my home	20.3%	22.8%	26.0%	5.9%	4.1%	16.5%	4.3%
Updating personal information about my job or school	19.5%	21.9%	25.7%	5.7%	4.1%	18.4%	4.7%
Updating personal information about income	19.9%	22.7%	27.5%	8.0%	5.0%	12.8%	4.2%
Updating personal information about things that I own	19.8%	22.2%	27.2%	5.9%	3.9%	16.2%	4.8%
Updating personal information about bills and expenses	19.5%	21.7%	27.8%	7.8%	4.6%	14.1%	4.5%
Submitting my updates	20.3%	23.0%	27.7%	7.4%	5.6%	11.6%	4.4%
Knowing what kind of documents to submit	18.8%	20.7%	29.0%	11.1%	6.6%	10.0%	3.7%

% of Respondents

Legend: ■ Very easy ■ Easy ■ Average ■ Difficult ■ Very difficult ■ I don't use this ■ I don't know

Respondents find it most 'difficult' or 'very difficult' to know when to report a change (16.5%), **select what changes/updates to make** (16.3%), **and know what kind of documents to submit** (17.7%). Consistent with responses when rating satisfaction on applying for benefits, the step that respondents most often do not do is update personal information about their jobs or school/college history.
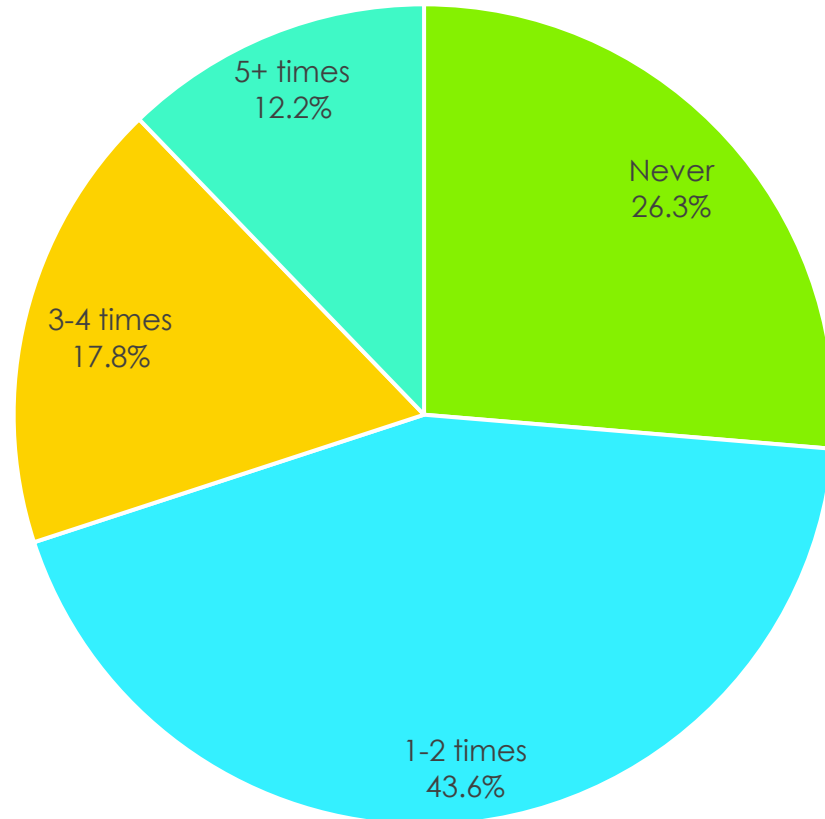
Respondents - Stakeholders Interaction

Respondents - Stakeholders Interaction
Communication Frequency with Stakeholders

In the past 6 months, how many times have you contacted a county office, call center, assister, advocate, or community partner for support with benefits?

- 5+ times — 12.2%
- 3-4 times — 17.8%
- Never — 26.3%
- 1-2 times — 43.6%

- Most respondents have had interactions with a County office, call center, assister, advocate, or community partner for support with benefits, at least 1-2 times within the past 6 months.

- **30% have initiated contact at least 3x within the past 6 months;** this may be due to COVID-19.

- Our field research indicates that **caseworkers are processing a rising number of benefits cases.** Several of these new cases are for **first-time benefits customers** who are unfamiliar with the benefits process, creating an **influx of call center and caseworker call traffic**.

UCD Insights in Action

UCD Insights in Action

The UCD Team is working with the Functional and Design Teams to inform design sessions for the Statewide / Portal Mobile with insights from the customer survey and field research

Theme	Key Survey Respondent Insight (quantitative data points)	Key Field Research Insight (qualitative data points)	Design Solution
Diverse Demographics	California's benefits customer base is diverse, covering a wide range of races/ ethnicities and speaking various languages aside from English.	• Not all threshold languages are provided on each website or application • Existing translations are often not one-to-one, making it challenging for non-English speakers to correctly answer application questions • The translations are also not simplified to a 5th grade reading level, which is a barrier for customers who have limited levels of education	• Additional translation options • Option to change globally available in the header/footer • Apply for Benefits language dynamic based on language preference selection during the application process itself
People Living in the Household	Respondents seemed to find it easier to answer questions about the number of people living in their household. However, majority noted that they are the sole people living in their household or the sole beneficiaries of benefits.	• Customers need clarification on the definition of who should be included in their "household"	• Dynamic tips and field help based on program selection (CalFresh household definition vs Medical) used to guide customers • Conditional logic (e.g. not show questions about children to an adult-only household)
Access to Technology	The proportion of respondents that use the CA Benefits Websites to apply for benefits is not proportional to the number of respondents that have access to a smartphone or tablet. This may be because there is not a good user experience using the CA Benefits Websites on a mobile phone.	• Some customers have difficulties filling out the lengthy application using a mobile device	• Responsive design (will adapt to every screen size) • Larger fields and buttons • Simpler screens • Conditional logic • A streamlined flow

UCD Insights in Action

The UCD Team is working with the Functional and Design Teams to inform design sessions for the Statewide / Portal Mobile with insights from the customer survey and field research

Theme	Key Survey Respondent Insight (quantitative data points)	Key Field Research Insight (qualitative data points)	Design Solution
Trust in CA Benefits Websites	Older respondents tend to feel slightly less secure about submitting their information to the CA Benefits Websites	• Customers are wary of questions (e.g., specifics on property/assets such as cars and criminal history) they feel are irrelevant to the determination of their benefits	• Conditional logic, field help, and more conversational language to provide additional transparency • More system feedback including error states, success states, confirmations and summaries to increase trust in the system capturing accurate data
Application Process	Respondents find it most 'difficult' or 'very difficult' selecting which programs to apply for	• Customers get confused about the different types of benefit programs that the State of CA offers • Sometimes, customers apply for the wrong benefits because they are not able to distinguish one type of benefit program from another	• Simplified program selection screen with information about each program • County specific programs suggested (nudged) based on customer's answers to avoid confusion between state and county programs
Documents Upload	Respondents find it most 'difficult' or 'very difficult' knowing what kind of documents to submit	• Customers are not prepared with the documents and/or information they need to complete the application process • They need more clarification on the different types of documents (e.g., pay stub, green card, etc.) to submit for different verification categories • Customers want to receive an instantaneous confirmation notice or status update to notify them that their documents have been successfully submitted and processed.	• Section dividers/welcome screens to contain information about what is needed for the section, allowing customers to skip or come back later if they aren't prepared • Cards on the document center with document categories • Help indicators with additional information about documents needed • Confirmation of receipt of documents uploaded