

Quality and Productivity Commission
34th Annual Productivity and Quality Awards Program
"Leading with Excellence"

2021 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12-point font):

NAME OF PROJECT: DPSS PUBLIC WEBSITE

DATE OF IMPLEMENTATION/ADOPTION: JUNE 2020

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2020)

CHECK HERE IF THIS PROJECT IS BEING SUBMITTED FOR THE COVID-19 IMPACT AWARD ONLY. (Projects must be implemented on or before December 31, 2020. **Note:** Projects implemented less than one year ago will not be eligible for any other PQA awards. In addition, once a project is submitted, you cannot submit the same project for awards consideration in subsequent years).

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No



EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 The Department of Public Social Services (DPSS) launched a redesigned public-facing
 2 website to enhance the online customer experience, provide an appealing design
 3 compatible for use with various devices and meet current accessibility standards.
 4 The redesigned website was launched in a platform that provides accessible
 5 multilingual content following Americans with Disability Act requirements and Web
 6 Content Accessibility Guidelines. The website now provides responsive themes
 7 compatible with mobile and desktop devices and allows subject matter experts to author
 8 their own content and submit it through a workflow to ensure that content is written in an
 9 accessible and understandable format employing plain language practices. User
 10 feedback established that the new website is user-friendly, engaging, and easier to
 11 navigate. Data collected via a survey showed that 60% of respondents found what they
 12 were looking for and 64% found it very or somewhat easy to find the information.
 13 Data collected confirmed that the Department's focus on consumable content and
 14 simple navigation positively impacted the overall user experience. The new website can
 15 now serve more customers with the ability to apply for benefits online, 24 hours a day.

BENEFITS TO THE COUNTY

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ 0	\$ 0	\$ 0	\$ 0	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Department of Public Social Services 12860 Crossroads Parkway South, City of Industry, CA 91746		TELEPHONE NUMBER (562) 908-8600
PROGRAM MANAGER'S NAME Michael Sylvester EMAIL MichaelSylvester@dpss.lacounty.gov		TELEPHONE NUMBER (562) 908-8644
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Maria Rivera 		TELEPHONE NUMBER (562) 908-6330 EMAIL MariaRivera@dpss.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE Antonia Jiménez 		TELEPHONE NUMBER (562) 908-8600

ELECTRONIC, WET, OR SCANNED SIGNATURES ARE ACCEPTABLE

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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the **challenge(s), solution(s), and benefit(s)** of the project to the County. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success and **specify assessment time frame**. Use Arial 12 point font.

CHALLENGE

Prior to the implementation of the redesigned website, the Department was experiencing some challenges with the previous website. First, the previous platform did not support current accessibility standards and was not optimized for mobile performance and functionality. Second, the site’s analytics were not being leveraged to make content or design updates; it contained inadequate mechanisms for the public to be able to provide feedback. Lastly, and most importantly, the old site contained an overwhelming amount of content, rarely yielding what users were looking for and making it difficult for them to find Department program and service information.

A redesign of the Department’s website was necessary to enhance the user’s experience, provide an appealing design compatible for use with various devices, and meet current accessibility standards.

SOLUTION

To enhance the online customer experience and meet accessibility needs, the Department redesigned a more accessible, visually appealing and easier to navigate website. The new DPSS website was redesigned to:

- Grant the user access to the website via mobile and/or desktop devices;
- Provide the user access to multilingual content following Americans with Disability Act requirements and Web Content Accessibility Guidelines;
- Display web content in plain language;
- Provide the user with prominent displays of program specific options to apply for services;
- Allow the user to communicate with customer service agents across a range of channels, including social media and online contact forms; and
- Grant the user access to most program application forms in PDF format, allowing access via different devices.

The new website now provides extensive cross-platform functionality, includes webpage development protocols that ensure web accessibility, readability, consistent content and design, and introduces innovations such as content templates and automated workflows. In addition, its new authoring system incorporates a more effective workflow requiring approval at various levels to ensure the site is consistent and meets accessibility standards.

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BENEFITS

Implementation of the redesigned DPSS Website has returned many benefits to both Department customers and operations.

The newly redesigned DPSS website has proven to be efficient and user friendly. It is engaging and has improved the customer's experience by facilitating access to information about the Department's programs and services. Its new design has modernized the online experience and streamlined the portal's content, reducing 64% of its web pages to facilitate customer navigation efforts. Analytical reports reflect that after the implementation of the new website, Department customers spend less time searching for information, as system "clicks" were reduced from 5.5 to 3 to find specific information. In addition, data collected from website users reflects that the new website feels less complex and more user friendly. This insight confirms that the Department's focus on consumable content and simple navigation positively impacted the overall user experience.

Implementation of the new website also enhanced Department operations. Via the redesigned website, the Department improved efficiencies, as it can now serve more customers by granting users immediate access to program and service information and the ability to apply for benefits online, 24 hours a day. In addition, the redesigned website now allows the Department to generate analytical reports that assist the Department in making informed decisions on how to improve the website's content.

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Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12-point font.

The DPSS Public Website realizes “tomorrow’s government today” and addresses the County’s Strategy III.4: Engage and Share Information with Our Customers, Communities and Partners. Program and service information displayed in the website is readily accessible to Department customers, communities and partners to assist them to make informed decisions.

The services offered by the Department are essential and of paramount importance to the residents of Los Angeles County. The Department website plays a critical role in helping existing customers to access benefit information and informing potential customers about services and resources available to them. It connects members of the community to the services offered to by the Department.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12-point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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