

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: OUTBOUND TEXT CAMPAIGN FOR FOOD GIVEAWAY

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 At the onset of the COVID-19 Public Health Emergency, the Department of Public
 2 Social Services (DPSS) collaborated with the Los Angeles (LA) County Board of
 3 Supervisors (BOS), LA Regional Food Bank, and other community organizations to
 4 coordinate food giveaway events for families in need. Per LA Food Bank, prior to the
 5 COVID-19 pandemic, 1 in 5 residents in LA County faced food insecurity. As a result of
 6 the economic recession caused by COVID-19, that number has soared. A recent report
 7 indicates that between April and May, roughly 1 in 4 people living in LA County dealt
 8 with an instance of food insecurity. Through the delivery of text messages to
 9 approximately 2.5 million households, DPSS was able to deliver critical information in
 10 both English and Spanish on local food distribution. The BOS confirmed that the Food
 11 Giveaway Text Campaign strategy effectively reached people quickly and provided
 12 critical information on resources to the County's low-income residents during the
 13 ongoing COVID-19 pandemic. The outbound text campaign was deemed a success as
 14 large turnouts were reported at the food distribution sites and every box of food was
 15 given away.

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 <small>(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> 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 Public Health Emergency, 1 in 5 residents in LA County experienced a high rate of food insecurity. As a result of the economic recession caused by the COVID-19 pandemic, the number of residents experiencing food insecurity greatly increased when the Stay at Home Order was declared as many businesses and schools were mandated to close their doors. Countless residents lost their employment resulting in many families losing their primary source of income, affecting their ability to provide food for their families. Food insecurity was further exacerbated due to school closures, which impacted thousands of families with minor children who receive free or reduced-price meals when attending school.

SOLUTION

In June 2020, at the request of the BOS, DPSS made possible the “Free Food for Families” project through an outbound text campaign. The Department’s solution was to implement the Outbound Text Campaign for the Food Giveaway project to inform the community about food distribution events at a moment’s notice to help alleviate food uncertainty concerns during the COVID-19 pandemic.

This campaign was effective in communicating the food distribution locations within their communities. Over 90,000 text message recipients were identified from the Department’s eligibility system and other social services programs. DPSS used office boundaries and zip codes to accurately target customers residing in the vicinity of the food drive giveaways. The text campaigns were sent to those customers’ phone numbers by using an automated text campaign technology. The platform for the text campaigns was established in approximately two weeks.

The Department leveraged existing text messaging software (Acqueon) and paired it with AT&T’s Global Messaging service to deliver information about food distribution to LA County residents in English and Spanish.

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Use Arial 12-point font.

BENEFITS

The Outbound Text Campaign for the Food Giveaway project was a huge accomplishment that resulted in the successful delivery of approximately 2.5 million text messages to LA County residents during the period of June 2020 to May 2021.

Via the Outbound Text Campaign, DPSS:

- Collaborated with intergovernmental agencies, such as the LA County Board of Supervisors, LA Regional Food Bank, and other community organizations to coordinate food giveaway events for families in need.
- Met the critical need of providing time-sensitive information to low-income families during the ongoing COVID-19 Public Health Emergency leveraging existing technology.
- Ensured community residents were well-informed about neighboring community food giveaway information.

The campaign's technology was innovative and effective in reaching County residents via an easy and efficient communication channel. It was instrumental in addressing the food insecurity issue in LA County.

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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 Outbound Text Campaign for Food Giveaway project addresses Strategy III.2 of the LA County Strategic Plan: Embrace Digital Government for the Benefit of Our Internal Customers and Communities.

The Department embraced the use of text messages to raise awareness of food giveaway events, which greatly contributed to reducing food insecurity concerns of LA County residents during the COVID-19 pandemic. The project involved collaboration to bring together many County resources to address a shared problem and provide needed food options to residents on short notice. The community received the project's efforts, productivity, and outcome as positive, innovative, and creative.

The project was commended by the LA County's BOS, affirming that the texting campaign was overwhelmingly successful and has served as a model for other government agencies.

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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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FOR COLLABORATING DEPARTMENTS ONLY

(For single department submissions, do not include this page)

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS Los Angeles County Board of Supervisors – First District	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE TAMELA OMOTO-FRIAS **SIGNATURE ON FILE** EMAIL: <u>_TOfotoFrias@bos.lacounty.gov</u>	DEPARTMENT HEAD’S NAME AND SIGNATURE HILDA L. SOLIS **SIGNATURE ON FILE** EMAIL: <u>_firstdistrict@bos.lacounty.gov</u>
DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS Los Angeles County Board of Supervisors – Second District	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE KIRK SHELTON **SIGNATURE ON FILE** EMAIL: <u>_kshelton@bos.lacounty.gov</u>	DEPARTMENT HEAD’S NAME AND SIGNATURE HOLLY J. MITCHELL **SIGNATURE ON FILE** EMAIL: <u>_HollyJMitchell@bos.lacounty.gov</u>
DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS Los Angeles County Board of Supervisors – Third District	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE TORIE OSBORN **SIGNATURE ON FILE** EMAIL: <u>_tosborn@bos.lacounty.gov</u>	DEPARTMENT HEAD’S NAME AND SIGNATURE SHEILA KUEHL **SIGNATURE ON FILE** EMAIL: <u>_SKuehl@bos.lacounty.gov</u>
DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS Los Angeles County Board of Supervisors – Fourth District	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE DARITZA GONZALEZ **SIGNATURE ON FILE** EMAIL: <u>_dgonzalez@bos.lacounty.gov</u>	DEPARTMENT HEAD’S NAME AND SIGNATURE JANICE HAHN **SIGNATURE ON FILE** EMAIL: <u>_FourthDistrict@bos.lacounty.gov</u>
DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS Los Angeles County Board of Supervisors – Fifth District	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE RICK VELASQUEZ **SIGNATURE ON FILE** EMAIL: <u>_rvelasquez@bos.lacounty.gov</u>	DEPARTMENT HEAD’S NAME AND SIGNATURE KATHRYN BARGER **SIGNATURE ON FILE** EMAIL: <u>_kathryn@bos.lacounty.gov</u>
DEPARTMENT NO. 7 NAME AND COMPLETE ADDRESS 	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE EMAIL: _____	DEPARTMENT HEAD’S NAME AND SIGNATURE EMAIL: _____