

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

2021 APPLICATION

Title of Project
NAME OF PROJECT: VIRTUAL GROW ORIENTATION

DATE OF IMPLEMENTATION/ADOPTION: DECEMBER 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


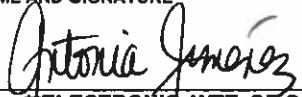
HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

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) implemented the Virtual General
 2 Relief Opportunities for Work (GROW) Orientation project which transformed GROW's
 3 most popular activity from an in-person orientation into a recorded video session.
 4 The virtual orientation assists program participants to access orientation information
 5 24 hours a day, 7 days a week from any location, and provides them with an overview
 6 of the GROW Program, available services, participation requirements, and employment
 7 benefits. The GROW Orientation was previously provided in person, at various locations
 8 throughout the County by contracted facilitators. Due to COVID-19, DPSS recognized
 9 that individuals participating in the GROW Program could not attend the mandatory
 10 orientation, limiting their access to necessary information to help them obtain
 11 employment. With the implementation of virtual orientations, GROW participants can
 12 now access and view the GROW Orientation on YouTube from a smartphone, tablet,
 13 laptop, or personal computer, in a setting of their choice. The video, produced by
 14 DPSS, provides closed caption options in English and Spanish in compliance with the
 15 Americans with Disabilities Act and has been viewed 3,709 times by participants.

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
\$ 3,938,000.00	\$ 0	\$ 0	\$ 3,938,000.00	<input 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 Roxana Molina EMAIL RoxanaMolina@dpss.lacounty.gov		TELEPHONE NUMBER (562) 908-8633
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)		TELEPHONE NUMBER (562) 908-6330
Maria Rivera  DATE 6/24/21		EMAIL MariaRivera@dpss.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE		TELEPHONE NUMBER (562) 908-8600
Antonia Jiménez  DATE 6/24/21		

ELECTRONIC, WET, OR SCANNED SIGNATURES ARE ACCEPTABLE

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

2021 APPLICATION

Title of Project

NAME OF PROJECT: VIRTUAL GROW ORIENTATION

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.**

CHALLENGE

The COVID-19 pandemic impacted many of the programs administered by the Department as most required some extent of public contact. As such, the Department was challenged to swiftly design and implement strategies to ensure continued access to essential services during the COVID-19 pandemic. Due to the California Stay-At-Home Order, DPSS recognized that individuals participating in the GROW Program would be unable to attend the program’s mandatory in-person introductory orientation. The Department also realized that this limitation would result in GROW customers not receiving the necessary information to help them navigate through the program to help them obtain employment. To offset these barriers and maximize participant services, DPSS explored alternatives to the mandatory in-person orientation requirement.

SOLUTION

The Department evaluated several options to offset the Stay at Home Order, which impacted the GROW participant’s ability to comply with the program’s mandatory in-person orientation. Department staff concluded that virtual orientations provided the best solution and proceeded to produce and post a detailed orientation video in the Department’s YouTube channel. This solution allowed GROW participants to:

- Continue receiving employment services during the COVID-19 health crisis; and
- Comply with the orientation requirement to reduce disruption of program benefits during the pandemic.

Implementation of Virtual GROW Orientations enhanced program operation and participation.

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

2021 APPLICATION

Title of Project

NAME OF PROJECT: VIRTUAL GROW ORIENTATION

2nd FACT SHEET – Use Arial 12-point font.

BENEFITS

One of the benefits of implementing Virtual Grow Orientations is the Department's cost savings associated with the reduction of contracted services to revise and/or conduct in-person orientations. In addition:

- The GROW orientation video is available to participants 24 hours, 7 days a week, from any location; and
- GROW participants have access to the video via the Department's YouTube channel.

Virtual Grow Orientations have been positively embraced by GROW Participants. To date, the video has been viewed over 3,709 times, which accounts for 21% of the 17,654 customers that completed the orientation activity.

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

2021 APPLICATION

Title of Project

NAME OF PROJECT: VIRTUAL GROW ORIENTATION

Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how.

Implementation of Virtual GROW Orientations addresses the following County Strategic Plan Strategies:

- **III.2.2 Leveraging Technology to Increase Visibility of and Access to Services**
By making the GROW Orientation available online, the Department has transformed the way it shares information with its customers and has facilitated the way participants obtain important information essential to meet program requirements.

- **III.3 Pursue Operational Effectiveness, Fiscal Responsibility, and Accountability**
Through the implementation of Virtual GROW Orientations, the Department has reduced operational costs while enhancing services provided to GROW program participants.

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

2021 APPLICATION

Title of Project

NAME OF PROJECT: VIRTUAL GROW ORIENTATION

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.

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.

(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 <input type="checkbox"/>
\$ 3,938,000.00	\$ 0	\$ 0	\$ 3,938,000.00	

ANNUAL= 12 MONTHS ONLY

Implementation of the Virtual GROW Orientation project has generated the Department total annual savings of \$3,938,000.00. Prior to this project, the Department's total expense for the GROW Job Services Contract was \$7,874,000.00. Currently, the annual cost of the contract is \$3,936,000.00 (\$7,874,000 - \$3,938,000 = \$3,936,000).