

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: CRITICAL DELIVERY SERVICES

PLEASE CONSIDER THIS PROJECT FOR THE COVID-19 AWARD.

DATE OF IMPLEMENTATION/ADOPTION: APRIL 6, 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 In response to COVID-19 and the State and Federal Safer at Home Initiatives, the Los
 2 Angeles County Workforce Development, Aging, and Community Services (WDACS)
 3 Department New Freedom Transportation (NFT) repurposed its existing ride services
 4 program to incorporate the Critical Delivery Services (CDS) program. This program
 5 provides the delivery of groceries, meals, medication, emergency food, and other vital
 6 necessities to older adults 60 years and over and individuals with disabilities of all ages.
 7 The NFT Critical Delivery Services program provides free deliveries throughout all of Los
 8 Angeles County, and deliveries can be arranged 24 hours per day, 7 days per week. The
 9 program has made over 38,200 deliveries to more than 5,100 older adults and individuals
 10 with disabilities. To schedule a delivery, clients may call the NFT hotline at (888) 863-
 11 7411, Monday through Friday 8:00 am to 5:00 pm. Since April 6, 2020, through a grant
 12 from the Los Angeles Metropolitan Transportation Authority, CDS has played an integral
 13 role in providing security and hope to these communities while protecting lives in Los
 14 Angeles County.
 15

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
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS
 WDACS, 510 S. Vermont Ave., Los Angeles CA 90020

TELEPHONE NUMBER

PROGRAM MANAGER'S NAME
 Veronica Sigala EMAIL vsigala@wdacs.lacounty.gov

TELEPHONE NUMBER
 (213) 910-1662

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE
(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)
 Stephanie Maxberry
Signature on file **DATE**
 6/25/21

TELEPHONE NUMBER
 (213) 738-2015

EMAIL smaxberry@wdacs.lacounty.gov

DEPARTMENT HEAD'S NAME AND SIGNATURE
 Otto Solórzano **Signature on file** **DATE**
 6/25/21

TELEPHONE NUMBER
 (213) 738-2617

****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.

Challenges: As a result of the COVID-19 pandemic and the California Safer at Home Initiative, the aging population and those individuals with permanent or temporary disabilities needed to receive their vital necessities while continuing to shelter in place at home and reduce their exposure to COVID-19. The challenge was to determine how to ensure these individuals received vital necessities.

Marketing – The majority of our target population does not use social media; we need widespread accessible outreach.

Accessibility – Use of the service depends on client’ ability to make use of the internet to pre-pay for their vital necessities.

Solutions: Workforce Development, Aging, and Community Services (WDACS) Department New Freedom Transportation (NFT) repurposed its existing ride services to develop the Critical Delivery Services (CDS) program to incorporate no-cost delivery of groceries, meals, medication, emergency food, and other vital necessities to older adults 60 years and over and individuals with disabilities of all ages. In addition to various social media accounts and the departmental website, the program relied on mass mailers, the inclusion of flyers in home delivered meals and emergency food boxes, and the distribution of flyers to major grocery chains and several restaurants. The flyers were available in English, Spanish and Armenian. The most effective marketing tool at our disposal is word of mouth. While the internet is the primary means for clients to pre-pay for their vital necessities, several stores and restaurants that were aware of the program and the vulnerable population it serves would allow for call-in ordering of vital necessities. The outreach efforts for CDS have resulted in its extraordinary success, providing over 38,200 deliveries to more than 5,100 older adults and individuals with disabilities, as well as providing 1,442 clients with 14,489 urgent rides to medical appointments, testing and vaccine locations, and other vital destinations. These statistics speak to the sheer volume of individuals in need of these services, while individual success stories personalize this need. Joel and Chuck are a couple who have been married for 50 years (see photo on Page 4). During the pandemic, they needed to have medication and groceries delivered to them in order to avoid the risk they would encounter as vulnerable older adults. They called on CDS for the delivery of these vital necessities, and were profiled in La Opinion in the fall of 2020.

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Joel Cordero and his partner Chuck are an older adult couple, who have been married for 50 years. They signed up for CDS during the pandemic, and received vital necessities deliveries of groceries and medication. La Opinion ran an article about them in the Fall of 2020.

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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 Critical Delivery Services Program addresses Goal III.3.2 *Manage and Maximize County Assets* of the County of Los Angeles Strategic Plan. As a result of the COVID-19 pandemic and the California Safer at Home Initiative, the aging population and those individuals with permanent or temporary disabilities were required to receive their vital necessities while sheltering in place at home and reducing their exposure to COVID-19. Los Angeles County’s contracted New Freedom Transportation (NFT) ride programs provide several transportation options to older adults and individuals with disabilities. However, the State’s Safer at Home Initiative resulted in a greatly reduced need for this contracted service. The decreased need for NFT ride services allowed for a portion of the funding for the NFT ride programs to be reallocated to establish the NFT CDS program. Los Angeles County partnered with Administrative Services Cooperative (ASC) to repurpose the current contract to incorporate a delivery service as well. As a result, NFT has to provided transportation services for 3 years with great success. WDACS explored the practicability of applying the use of these funds to a program designed to assist the most vulnerable during the pandemic, leading to the implementation of CDS. This pilot program is the first of its kind in the state of California.

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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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