

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: Nutrition Customer Service – A Response to COVID-19

DATE OF IMPLEMENTATION/ADOPTION: **MAY 7, 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 For millions of older adults, coronavirus is also a food security issue. In Los Angeles
 2 County, immediately after the executive order of the Governor urging older adults over
 3 age 65 and those at higher risk for serious illness from COVID-19 to self- isolate at
 4 home, meeting the food security needs of these older adults became a critically needed
 5 service. The County of Los Angeles Workforce Development, Aging and Community
 6 Services (WDACS) reprogramed and expanded its Nutrition Program services in
 7 response to COVID-19. Customer service program was a critical component of these
 8 home delivered meal programs. The excellent customer service provided by teams of
 9 well-training employees made a significant contribution to the overall success of the
 10 meal programs and the thousands of older adults were assisted.
 11
 12 As a result, 25,000+ calls/webinars and 11,000 follow-up calls were made, and
 13 customer complaint resolved; 20,000+ applications were received through the online
 14 system and Call Centers; 47,000+ clients received meals; 14.8 million meals served; 95
 15 meal providers participated.

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, 11th Floor. Los Angeles CA 90020		TELEPHONE NUMBER (213) 738 - 2600
PROGRAM MANAGER'S NAME Anna Avdalyan EMAIL AAVdalyan@wdacs.lacounty.gov		TELEPHONE NUMBER (213) 200-2584
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE <small>(PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Stephanie Maxberry 6/21/2021 <i>Stephanie Maxberry</i>		TELEPHONE NUMBER 213-738-2015 EMAIL smaxberry@wdacs.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE Otto Solorzano <i>Otto Solorzano</i>		DATE 06/21/2021 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

On March 4, 2020, Governor Newsom proclaimed a State of Emergency related to COVID-19. On March 19, 2020 stay at home orders were issued. The Governor’s order (EO N-33-20) further stated that the supply chain must continue, and Californians must have access to such necessities as food, prescriptions, and healthcare. For millions of older adults, COVID-19 became also became a food security issue. Meeting the food security needs of older adults became a challenge.

SOLUTION

WDACS had to swiftly reprogram and expand its existing Elderly Nutrition Program (ENP) to provide home delivered meals. Every possible option for funding nutrition programs to older adults was explored and utilized.

ENP is a federally funded program authorized under the Title III of the Older Americans Act (OAA). The Purpose of the program is to (1) reduce hunger and food insecurity, (2) promote the socialization of older individuals, and (3) promote the health and well-being of older individuals.

On May 7, 2020, WDACS, in collaboration with Los Angeles County Office of Emergency (OEM) Food Security and in partnership with 211 LA County launched Great Plates Delivered (GPD) program which is a Federal Emergency Management Agency (FEMA) funded meal delivery service in response to COVID-19. The purpose of this program was twofold: (a) Help older adults stay home and healthy during this COVID-19 pandemic by delivering there (3) nutritious meals per day, (b) Stimulate the local economy by helping local restaurants, hospitality, and transportation community get back to work.

Assisting older adults with these home-delivered meal programs required a huge operation of customer services.

BENEFITS

WDACS Nutrition Programs Customer services provided the much-needed support and assistance to older adults with two major meal programs, ENP and GPD

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Program.

Customer support services utilized various ways of assisting older adults, including, but not limited, to the following:

- Webpage for Great Plates Delivered – onboarded packets
- Calls/ webinars for questions – email and individual customer services
- Calls for clients and restaurants
- Call centers
- Text messages
- Restaurant reassignments
- Cancellation of services
- Matching clients to restaurants via geo-mapping

Customer support service teams were trained on:

- Program mandates, eligibility, and jurisdictions
- Client enrollment processes through online forms and on the phone
- Data management, tracking and reporting systems
- Customer service and complaints resolution
- Restaurant onboarding
- Program Monitoring and Follow-Ups

MEASURES OF SUCCESS

- 25,000+ calls/webinars and 11,000 follow-up calls were made, and customer complaints resolved.
- 20,000+ applications were received through the online system and Call Centers; 47,000+ clients received meals.
- 14.8 million meals served.
- 95 meal providers participated.

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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 nutrition customer support service program supported the following Countywide Strategic Plan Strategies:

Strategy I.1 (Increase Our Focus on Prevention Initiatives) by promoting self-sufficiency and independence among older adults.

Strategy I.2 (Enhance Our Delivery of Comprehensive Interventions) by ensuring the delivery of a broad-range of community-based services for older adults; and

Strategy II.2 (Support the Wellness of Our Communities) by increasing services that promote the well-being of older adults.

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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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