

Quality and Productivity Commission
27th Annual Productivity and Quality Awards Program
"Saluting County Excellence"

2013 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):
NAME OF PROJECT: THE POWER OF MOBILITY

DATE OF IMPLEMENTATION/ADOPTION: APRIL 2, 2012
(Must have been implemented at least one year - on or before June 30, 2012)

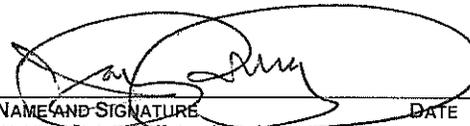
PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

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EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner

Market saturation of Internet connected devices has pushed the demand to provide data to consumers anywhere at any time. The County's challenge remains providing real time information to wherever they demand it. A desktop or laptop computer was formally the only way to learn about employment opportunities within LA County. *DHR Mobile* allows for seamless access of career opportunities in LA County. It has enabled the public to search for County jobs, learn about upcoming positions, apply for a job, and get directions and real time public transportation information to our test and administrative facilities away from home. *DHR Mobile* is the County's first mobile website, and is the next generation of mobile technology. As opposed to a mobile app, *DHR Mobile* does not require the user to download a mobile application from a commercial app store. In addition, *DHR Mobile* is accessible across all mobile devices. (e.g. iPhone and Android) *DHR Mobile* has given the County the ability to further expand outreach and recruitment. Wide availability and convenience offered by *DHR Mobile* has resulted in more than 150,000 hits over the last year.

(1) ESTIMATED/ACTUAL ANNUAL COST AVOIDANCE	(2) ESTIMATED/ACTUAL ANNUAL COST SAVINGS	(3) ESTIMATED/ACTUAL ANNUAL REVENUE	(1) + (2) + (3) TOTAL ESTIMATED/ACTUAL BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ N/A	\$ N/A	\$ N/A	\$ N/A	Yes
SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Department of Human Resources 500 W. Temple, Room 579 Los Angeles, CA 90012			TELEPHONE NUMBER (213) 974-2406	
PROGRAM MANAGER'S NAME Jeremy Gray 			TELEPHONE NUMBER (213) 974-2302 EMAIL jgray@hr.lacounty.gov	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE <small>(PLEASE CALL (213) 962-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small>  Amylen Clarke			DATE 07/02/2013	TELEPHONE NUMBER (213) 974-2515 EMAIL aclark@hr.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE  LISA M. GARRETT, Director of Personnel			DATE 07/02/2013	TELEPHONE NUMBER (213) 974-2406

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2013 APPLICATION

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

NAME OF PROJECT: *THE POWER OF MOBILITY*

FACT SHEET – LIMITED TO 3 PAGES ONLY: Describe the **Challenge, Solution, and Benefits** of the project, written in plain language. Include a discussion of the technology and linkage to the County Strategic Plan. The description should identify Performance Measures.

CHALLENGE

Most leading industry analysts project that within a few short years, mobile phones will overtake PCs as the most common web access device worldwide.

DHR found evidence of this trend through analysis of its home website activity; a growing population of over one thousand users was visiting the DHR website on a weekly basis from mobile devices. DHR recognized the need to communicate with this growing user demographic, and develop a mobile-friendly website that immediately engaged users, and provided real-time information in a secure manner.

SOLUTION

On January 3, 2012, DHR in partnership with Internal Services Department (ISD) began designing and developing a mobile website. *DHR Mobile* was fully implemented on April 2, 2012.

DHR Mobile is the County's first mobile website, and is the next generation of mobile technology. As opposed to mobile application (“app”), *DHR mobile* website does not require development of different apps for different platforms (e.g., iPhone vs. Android). *DHR Mobile* is universal to all contemporary smartphone browsers, making it more flexible and cost efficient. Most importantly, *DHR Mobile* does not require the user to download any program apps from an app store.

Furthermore, by eliminating the need to create a separate app for an iPhone and another for an Android, the cost of on-going maintenance was reduced.

DHR Mobile allows for seamless access to career opportunities in LA County. It enables the public and employees to search for County jobs, and learn about upcoming positions; and through Google Maps integration, get directions via real time public transit and driving information to our test and administrative facilities. *DHR Mobile* offers a robust search-engine, which allows “quick searches” by categories of interest (i.e., Administrative, General Maintenance, Health, Safety and Technical).

BENEFITS

A desktop or laptop used to be the only way to learn about employment opportunities in LA County. The County now has the ability to reach a broader talent market. Wide availability and convenience offered by *DHR Mobile* has resulted in more than 150,000 hits over the last year.

Attachment I

DHR Mobile has enabled smartphone and tablet users to seamlessly access career opportunities in LA County. It has enabled the public to search for County jobs, learn about upcoming positions, apply for a job, and get direction and real time public transportation information to our test and administrative facilities.

For County employees and the public, *DHR Mobile* significantly increases convenience, access to information and, thereby, creates exponential constituent value. *DHR Mobile* meets the following County Strategic Goals: ***Service Excellence; Organizational Effectiveness.***

For Los Angeles County the benefits include:

- Placed the County in a position to stand out among other employers; branding the County as an employer of choice.
- Enabled DHR to promote effective recruitment of the County's diverse workforce.
- Enabled DHR to improve HR services delivery through mobile technology.
- Promoted excellence in public service.
- Promoted positive image for Los Angeles County.

The success of *DHR Mobile* is evidence of the County's direction to improve government services through innovative and efficient best practices.

<p>LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):</p>	<p>ORGANIZATIONAL EFFECTIVENESS: DHR MOBILE HAS ENABLED SMARTPHONE AND TABLET USERS TO SEAMLESSLY ACCESS CAREER OPPORTUNITIES IN LA COUNTY. IT HAS ENABLED EMPLOYEES AND PUBLIC TO SEARCH FOR COUNTY JOBS, LEARN ABOUT UPCOMING POSITIONS, AND GET DIRECTION AND REAL TIME PUBLIC TRANSPORTATION INFORMATION TO TEST AND ADMINISTRATIVE FACILITIES.</p> <p>DHR MOBILE HAS PLACED THE COUNTY IN A POSITION TO STAND OUT AMONG OTHER EMPLOYERS; IN ADDITION, IT HAS ENABLED DHR TO PROMOTE EFFECTIVE RECRUITMENT OF THE COUNTY'S DIVERS WORKFORCE AND HAS IMPROVED HR SERVICES DELIVERY THROUGH MOBILE TECHNOLOGY.</p>
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Attachment I

COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT): If you are claiming cost benefits, include a calculation on this page. 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.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes.

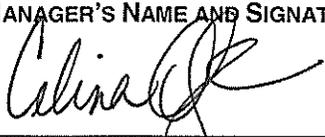
Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

(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
\$ N/A	\$N/A	\$ N/A	\$ N/A	<input checked="" type="checkbox"/>

ANNUAL= 12 MONTHS ONLY

FOR COLLABORATING DEPARTMENTS ONLY

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

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS INTERNAL SERVICES DEPARTMENT 1100 N. EASTERN AVENUE LOS ANGELES, CA 90063	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE CELINE ORTIZ 	DEPARTMENT HEAD'S NAME AND SIGNATURE  TOM TINDALL, DIRECTOR
DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE	DEPARTMENT HEAD'S NAME AND SIGNATURE
DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS	
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DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS	
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