

**Quality and Productivity Commission**  
**28<sup>th</sup> Annual Productivity and Quality Awards Program**  
**"Los Angeles County: Ahead of the Curve"**

**2014 APPLICATION**

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

**NAME OF PROJECT: Lobby Management and Display System**

**DATE OF IMPLEMENTATION/ADOPTION:** OCTOBER 2012  
(Must have been implemented at least one year - on or before June 30, 2013)

**PROJECT STATUS:**                     X  Ongoing                    \_\_\_\_\_ One-time only

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?**                    \_\_\_\_\_ Yes                     X  No

**EXECUTIVE SUMMARY:**

1 The impact of the nationwide economic downturn on the Los Angeles County  
 2 Department of Public Social Services (DPSS) was significant. People in our community  
 3 who had never before needed to seek public assistance were suddenly looking for help.  
 4 The Department experienced a significant increase in lobby traffic, and faced the  
 5 challenge of meeting the needs of the high volume of new participants walking into our  
 6 offices. Many were unfamiliar with how to navigate the application process and became  
 7 frustrated by long wait times which resulted in frequent participant complaints. Others,  
 8 when their name was not called, would regularly ask busy receptionists and customer  
 9 service staff questions about wait times and whether their worker was aware they were  
 10 waiting. The staff was inundated with questions which impacted their ability to perform  
 11 other necessary work required to get participants checked in and processed. The  
 12 implementation of the Lobby Management and Display System helped alleviate many of  
 13 these issues and significantly improved the participant's office visit experience. Our  
 14 participants and applicants can now sit comfortably and view important information  
 15 pertaining to their visit on one of our many integrated Liquid-Crystal Display (LCD)  
 monitors situated in each of our office lobbies.

(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

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> Department of Public Social Services 12860 Crossroads Parkway South City of Industry, CA 91746		<b>TELEPHONE NUMBER</b>  (562) 908-8600
<b>PROGRAM MANAGER'S NAME</b>  Lawrence Oghenekohwo		<b>TELEPHONE NUMBER</b> (562) 345-9960  <b>EMAIL</b> LarryOghenekohwo@dpss.lacounty.gov
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> <small>(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small>	<b>DATE</b>  7-14-14	<b>TELEPHONE NUMBER</b> (562) 908-6330  <b>EMAIL</b> NadiaMirzayans@dpss.lacounty.gov
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b>	<b>DATE</b>  7/14/14	<b>TELEPHONE NUMBER</b> (562)-908-8600

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**1<sup>st</sup> FACT SHEET – LIMITED TO 3 PAGES ONLY:** Describe the **Challenge, Solution, and Benefits** of the project.

**Challenge**

The impact of the nationwide economic downturn on Los Angeles County DPSS was significant. People in our community who had never needed to seek out public assistance were suddenly looking for help. The Department experienced a significant increase in lobby traffic and faced the challenge of meeting the needs of a high volume of new participants walking into our offices. Many were unfamiliar with how to navigate the application process and became frustrated by long wait times which resulted in increased lobby traffic and frequent participant complaints.

**Solution**

The implementation of our Lobby Management and Display System in October 2012 has significantly improved the participant's office visit experience. Our participants and applicants can now sit comfortably and view important information pertaining to their visit on one of our many integrated LCD monitors situated in each of our office lobbies. The LCD monitors display each person's last name and first initial scrolling on the monitor, along with the purpose of their visit, the current status of where they are in the process of their visit, and what their next step in the process will be. This information is completely integrated with the case management system utilized by the district office staff so no additional information needs to be entered for display purposes. This tight integration ensures all information displayed for that client is accurate and timely, and is refreshed every two minutes, providing real time information. The displays also include a color coded system that allows applicants and participants to easily follow along and be informed of the status of their visit after they are checked in.

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**Benefits**

This modernization of our office lobbies has proven to be extremely valuable to our staff, who reported an increase in the efficiency in which their lobbies operate. Staff also reported a significant decrease in the frustration level of participants/applicants, as well as the quantity of repeated questions throughout the day. The Lobby Management and Display System not only increases the efficiency in which we provide service to our participants, but it also improves the participants' overall experience. The lobby monitor is a web-based, real-time, queuing and monitoring tool that provides minute-by-minute activity details, allowing district managers to more effectively manage lobby traffic flow for better service. This has enabled DPSS to conduct better analyses in support of process improvements within office lobbies through the use of more data pertaining to wait times and reasons for visits. This technology also offers the ability to implement real time management dashboards, which is an enhancement that DPSS is currently developing, to offer a full comprehensive, real time look into its lobby activities in all 37 office lobbies at a glance.

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LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):

**GOAL 1: OPERATIONAL EFFECTIVENESS: MAXIMIZE THE EFFECTIVENESS OF PROCESSES, STRUCTURED, AND OPERATIONS TO SUPPORT TIMELY DELIVERY OF CUSTOMER-ORIENTED AND EFFICIENT PUBLIC SERVICES.**

The Lobby Management and Display System demonstrates how the County can maximize the effectiveness of its processes to deliver efficient services to the public. The system has shown to be an effective tool that keeps participants informed of their current step within the application process or visit to offices. It puts an end to impersonal service and provides a more professional, customer friendly atmosphere. The system has enabled more effective analysis of process bottle necks and has helped to identify process improvements within office lobbies to efficiently deliver services to applicants and participants. Information being displayed on the system's monitors significantly reduces participants' and applicants' frustration and constant inquiries regarding their visit status, providing them with a much better experience when doing business with a County department.

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**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.

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**FOR COLLABORATING DEPARTMENTS ONLY**

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

<b>DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>
<b>DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS</b>	
<b>PRODUCTIVITY MANAGER’S NAME AND SIGNATURE</b>	<b>DEPARTMENT HEAD’S NAME AND SIGNATURE</b>