

**Quality and Productivity Commission  
31<sup>st</sup> Annual Productivity and Quality Awards Program  
"Celebrating Quality Service"**

**2017 APPLICATION**

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

**NAME OF PROJECT: BE INFORMED BE HEARD NETWORK (BBN)**

**DATE OF IMPLEMENTATION/ADOPTION:** OCTOBER 20, 2015  
(Must have been implemented at least one year - on or before July 1, 2016)

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

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?**        Yes   X   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  
2 The Department of Public Social Services (DPSS) has taken the art of communication  
3 to a new level with the production of its "Be Informed Be Heard Network" (BBN).  
4 The BBN is an internal broadcast network that disseminates information about  
5 departmental initiatives, public assistance program news and campaigns, outreach  
6 efforts, and features interviews with different levels of staff that highlight the customer  
7 service they provide to the public, and employee milestones and awards. To date, nine  
8 episodes have been aired that opened an innovative, direct and efficient channel of  
9 communication department-wide, thereby unifying the access of departmental  
10 messaging and information for all DPSS employees.  
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**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**

<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> Kristina Hajjar <i>Kristina Hajjar</i>		<b>TELEPHONE NUMBER</b> (562) 908-6783
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Kimberly White <i>K. White</i>		<b>DATE</b> 6/29/17 <b>EMAIL</b> KristinaHajjar@dpss.lacounty.gov
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Sheryl Spiller <i>Sheryl Spiller</i>		<b>TELEPHONE NUMBER</b> (562) 908-6330 <b>EMAIL</b> KIMBERLYWHITE@DPSS.LACOUNTY.GOV
		<b>DATE</b> 6/29/17 <b>TELEPHONE NUMBER</b> (562) 908-8600

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**1<sup>st</sup> FACT SHEET – LIMITED UP TO 3 PAGES ONLY:** Describe the **challenge(s), solution(s), and benefit(s)** of the project. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success. Use Arial 12 point font.

**Challenge:**

DPSS is the second largest social services agency in the nation. DPSS houses 65 facilities, employs over 13,000 employees, and provides services to over 3.5 million County residents. Traditionally, DPSS employees received information either through e-mail or by word-of-mouth through various levels of management before reaching its intended audience. At times, when the information finally reaches its intended audience, it may no longer be timely, relevant or “news-worthy” due to the delay of receipt, or inconsistent with its original intent due to the various levels of interpretation it underwent during its course of distribution. In order to mitigate these challenges, DPSS explored methods to disseminate time-sensitive information in a more direct and effective manner.

**Solution:**

The solution was to develop and implement a direct, uninterrupted, two-way communication channel to provide timely information to all DPSS staff. To this end, DPSS created the BBN news broadcast. The BBN affords the innovative opportunity to captivate the attention of line staff by providing a visual source of information in the form of a brief, 8 to 11-minute, engaging news broadcast hosted by two anchors and several field reporters.

Each BBN episode is pre-recorded and broadcasted using modern, state-of-the-art production equipment and technology. The BBN communicates valuable, timely, and relevant information to staff bi-monthly, and is accessible through a web link located on DPSS’ intranet (MyDPSS portal). Archived BBN episodes are housed in the same location and are available for reference.

Plans are underway to air the BBN episodes through DPSS’ Electronic Bulletin Boards (display monitors are located in DPSS office in staff community areas) and the L.A. County Channel 36 for additional viewing options.

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**Benefits:**

The BBN re-branded the image of DPSS for both internal and external customers by helping staff become more knowledgeable of the changes and/or benefits affecting customer's cases. It has helped to provide timely and accurate case, policy and updated information for staff to accurately apply to their customer's cases. Timely information helps to improve case accuracy and maintenance which helps reduce the need for customers to come into a district office who would otherwise be seeking assistance with their cases.

The BBN has also heightened employee morale, as several of the episodes feature highlights of staff performing their work duties with excellent customer service, speaking about their office's solutions for department-wide initiatives, accomplishing their office milestones, and receiving awards for their hard work. The BBN episodes also keep staff informed of internal campaign updates that promote excellent customer experiences. Relevant and timely information reaches all DPSS staff. The BBN improves both internal and external service delivery by addressing an ongoing need of timely, open communication in a modern and engaging way.

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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.

This project addresses the County Strategic Plan Goals through the following strategies:

- 1. Strategy III.1 - Continually Pursue Development of Our Workforce - DPSS,** alongside the County, strives to be an innovative, flexible, effective, and transparent partner focused on public service and advancing the common good. Besides providing departmental information and news, the BBN is an educational instrument that highlights excellent customer service practices that address the public's service level expectations.
  
- 2. Strategy III.2.2 Leverage Technology to Increase Visibility of and Access to Services -** The BBN is a media tool that ensures each DPSS bureau, division, and section is well-informed of updates and current news by maximizing the use of technology to raise employee awareness of available programs and services, ultimately increasing internal efficiency and improving customer service delivery.
  
- 3. Strategy III.4 - Engage and Share Information with Our Customers, Communities and Partners**  
The BBN provides data and relevant information to internal customers that affects the service DPSS provides to its external customers, communities, and partners to enable informed decision-making and to support partnerships.
  - **III.4.1 Solicit Ongoing Customer Feedback:** The BBN is a source for DPSS to regularly solicit internal customer feedback regarding the internal customer's (staff) experience when accessing, managing or receiving information and/or services pertaining to the workforce.
  
  - **III.4.2 Share and Publish More Data:** BBN has met with L.A. County Channel 36 to discuss airing relevant (for external customers) BBN episodes on its channel to support information sharing and public policy research.

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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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