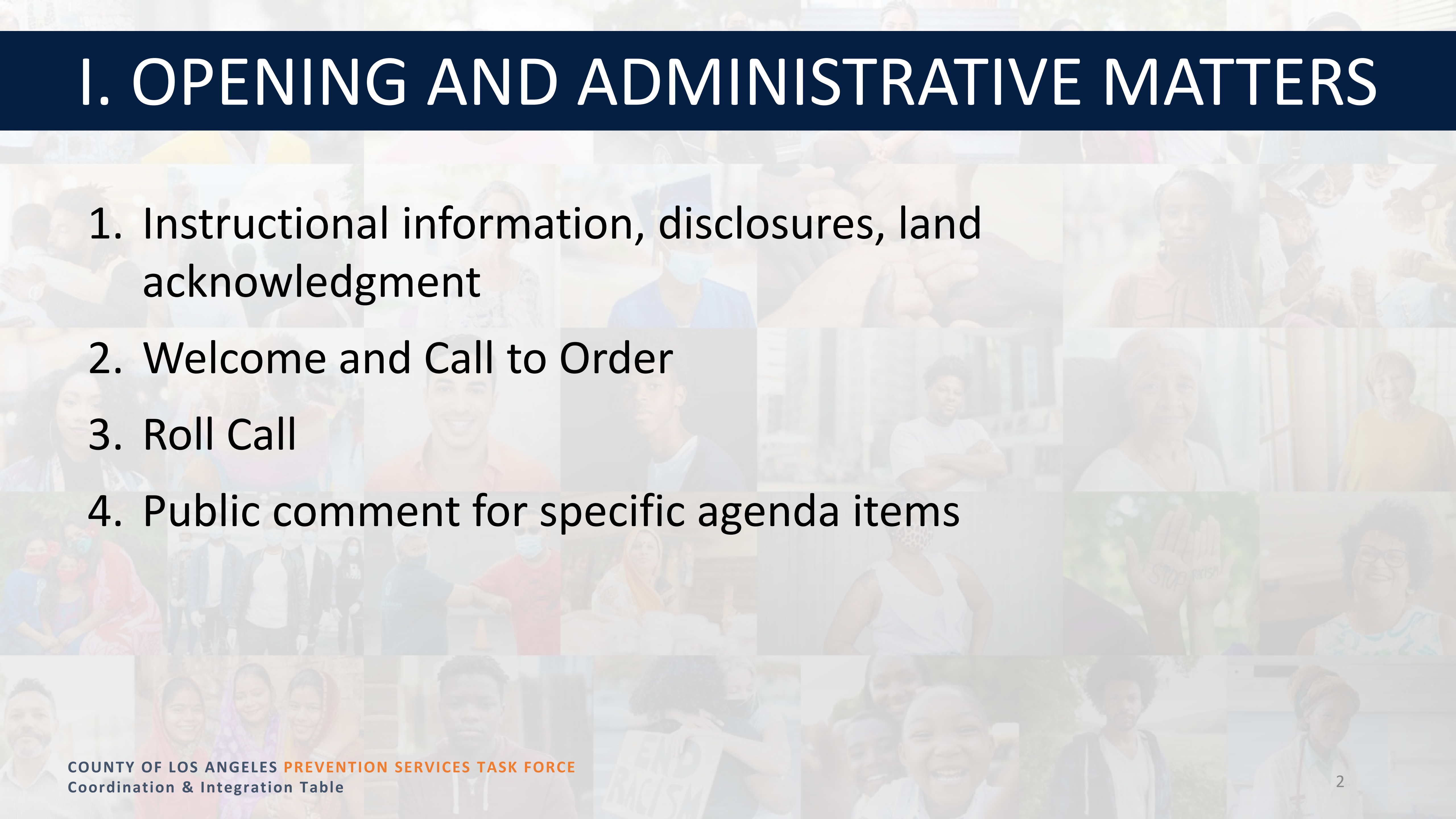
CEO

Chief Executive Office
COUNTY OF LOS ANGELES

Coordination Table Meeting

Prevention Services Task Force

July 21, 2022



I. OPENING AND ADMINISTRATIVE MATTERS

1. Instructional information, disclosures, land acknowledgment
2. Welcome and Call to Order
3. Roll Call
4. Public comment for specific agenda items

II. DISCUSSION

5. Introductions; overview of represented prevention initiatives
6. User Journey Mapping (presentation, discussion on inventory, next steps)
7. County Comprehensive Prevention Plan
8. Emergent Opportunities

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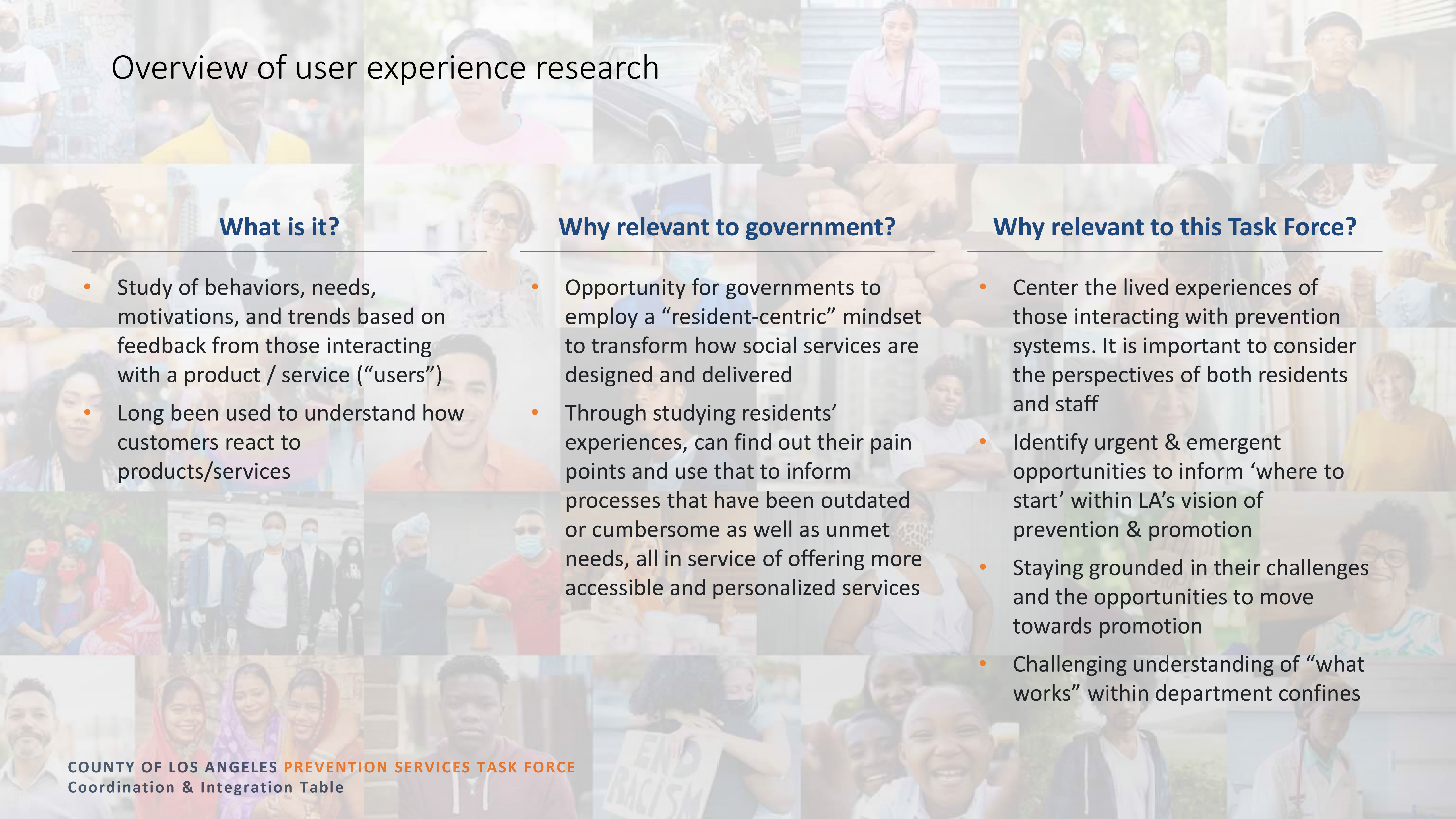
Introduction to user experience research

July 2022

Overview of user experience research



What is it?

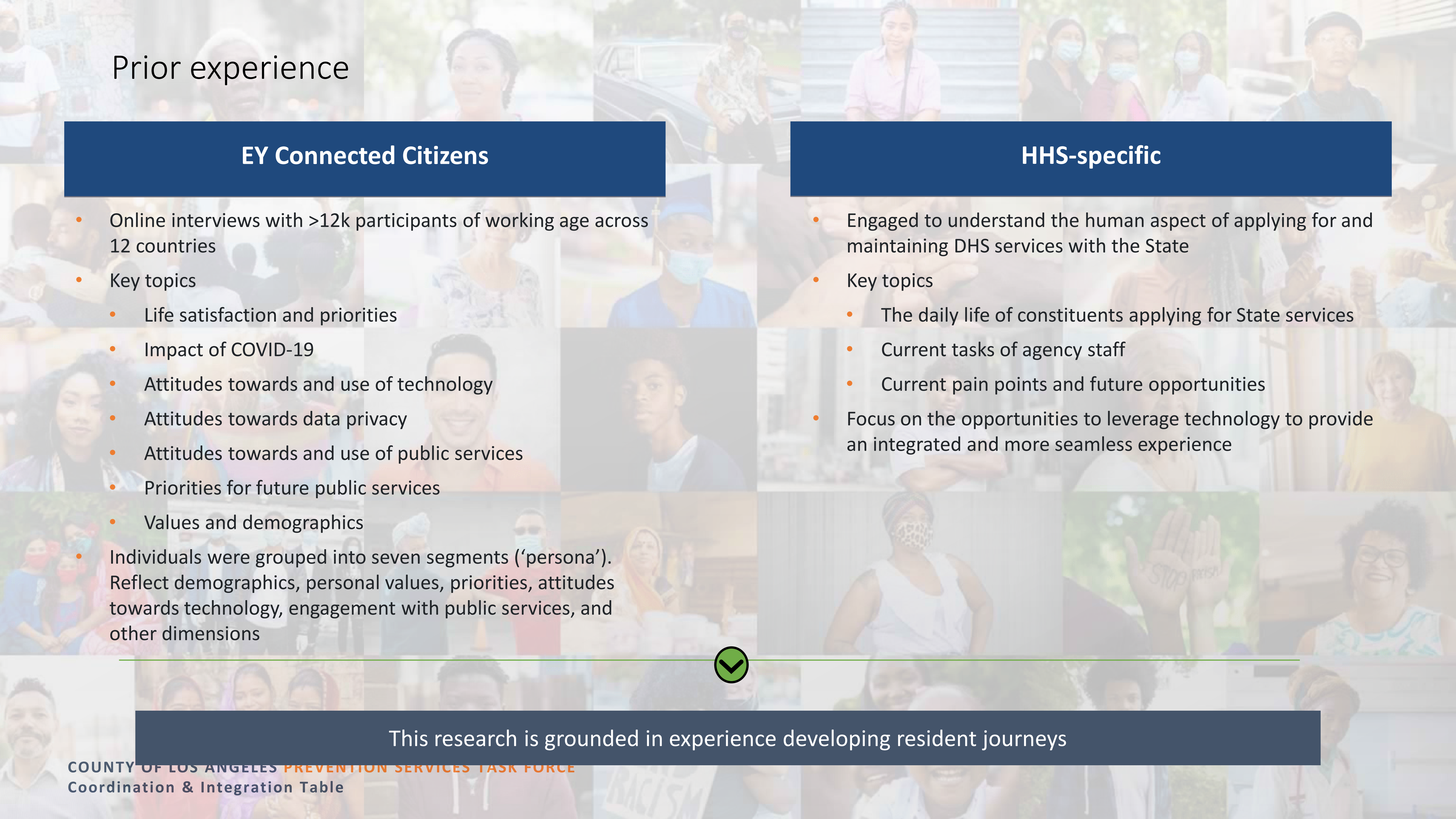
- Study of behaviors, needs, motivations, and trends based on feedback from those interacting with a product / service (“users”)
- Long been used to understand how customers react to products/services

Why relevant to government?

- Opportunity for governments to employ a “resident-centric” mindset to transform how social services are designed and delivered
- Through studying residents’ experiences, can find out their pain points and use that to inform processes that have been outdated or cumbersome as well as unmet needs, all in service of offering more accessible and personalized services

Why relevant to this Task Force?

- Center the lived experiences of those interacting with prevention systems. It is important to consider the perspectives of both residents and staff
- Identify urgent & emergent opportunities to inform ‘where to start’ within LA’s vision of prevention & promotion
- Staying grounded in their challenges and the opportunities to move towards promotion
- Challenging understanding of “what works” within department confines



Prior experience

EY Connected Citizens

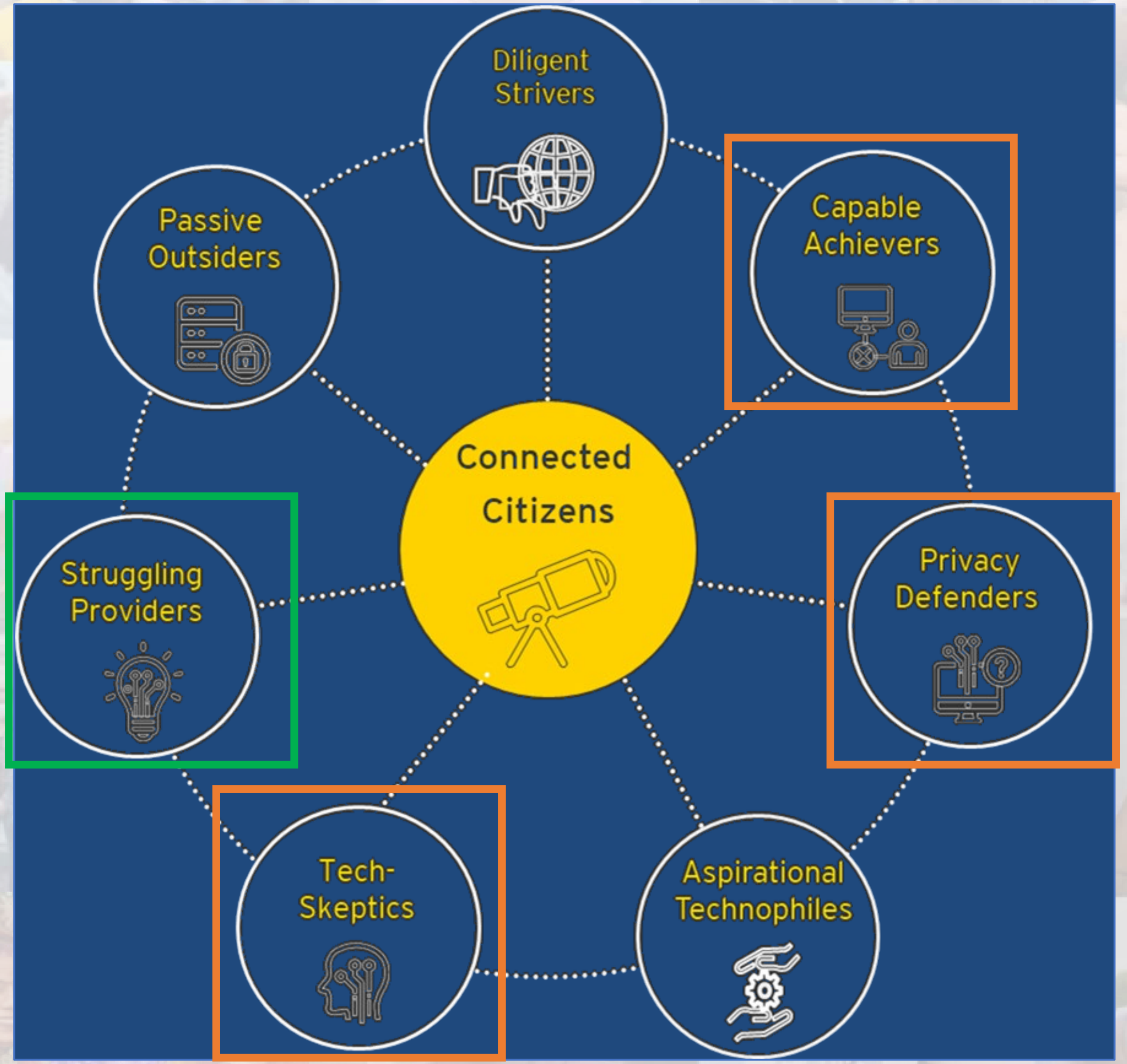
- Online interviews with >12k participants of working age across 12 countries
- Key topics
  - Life satisfaction and priorities
  - Impact of COVID-19
  - Attitudes towards and use of technology
  - Attitudes towards data privacy
  - Attitudes towards and use of public services
  - Priorities for future public services
  - Values and demographics
- Individuals were grouped into seven segments (‘persona’). Reflect demographics, personal values, priorities, attitudes towards technology, engagement with public services, and other dimensions

HHS-specific

- Engaged to understand the human aspect of applying for and maintaining DHS services with the State
- Key topics
  - The daily life of constituents applying for State services
  - Current tasks of agency staff
  - Current pain points and future opportunities
- Focus on the opportunities to leverage technology to provide an integrated and more seamless experience

This research is grounded in experience developing resident journeys

Connected citizens


Diligent Strivers
Passive Outsiders
Capable Achievers
Connected Citizens
Struggling Providers
Privacy Defenders
Tech-Skeptics
Aspirational Technophiles

Personas vary by…

- Demographics
- Life satisfaction, needs and concerns
- Level of ‘connectedness’
- Attitudes towards technology and innovation
- Usage of and attitudes towards public services
- Values and behaviors

🟩 ***Potentially more relevant to Task Force***

🟧 ***Most common in the US***

Struggling providers: Low-paid workers who lack digital skills and access

Profile and needs

- Young, mainly male
- Urban dwellers (small, medium, or large cities)
- In work, but low income and insecure
- Anxious about their own future and about the world in general
- Most concerned about safety (33%), healthcare and financial security (both 29%).

Relationship with government

- Average users of public services overall, but above average users of state benefits and welfare services.
- Report lower than average levels of satisfaction with public service interactions
- Key priority – make services more personalized to needs

Attitudes & comfort with tech

- Not confident in new technology
- Least likely to think technology will solve future problems
- While not big users, they are unfazed by new technology e.g., they are comfortable with the notion of innovations such as surgery performed by an unsupervised robot and fully autonomous vehicles.

How can governments serve Struggling Providers?

New social policies to strengthen safety nets and workers' rights

Active labor market policies to create good jobs and reskill workers

Digital "single view of the citizen" to target all relevant services effectively

Predictive analytics for early intervention and personalized support packages

Multichannel service delivery, including online and offline channels

Targeted digital inclusion initiatives

Resident experience journey process

Goals:

Understand current state & pain points within agency and cross-agency to inform future state opportunities

Comparative analysis

- Compare between states & geographies for experiences around applying for services

Interviews

- Understand current state, pain points and identify future opportunities

Analysis and recommendations

- Develop personas and a service blueprint
- Identify key themes and recommendations from interviews

Sample vulnerable persona

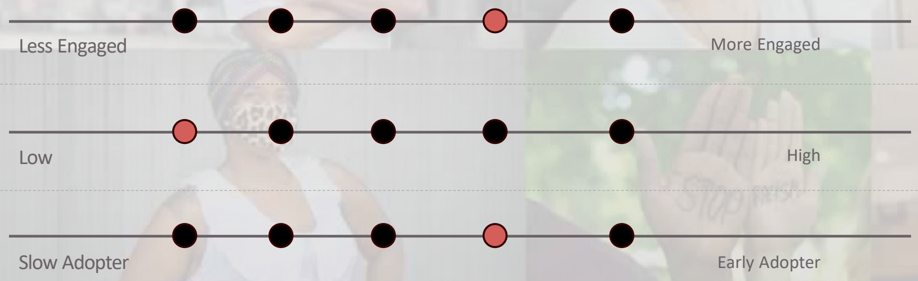
Example Persona

NAME	Sharon Hembree
PERSONA	First-time benefits applicant
GENERATION	Millennial
EDUCATION	High School Graduate
BENEFITS	• Unemployment • Medicaid • SNAP • WIC • Childcare

Story

- Recently-divorced mother of 3 young children. Recently lost her job during the COVID-19 pandemic
- No health insurance and is concerned her special needs daughter will regress without therapy
- She never previously accessed government benefits and—as a Millennial—is not familiar with paper-based, high-friction processes.
- Struggling to put food on the table, but has only heard of “food stamps;” she has never heard of other child benefits
- With no childcare, she does not have the ability to leave her children at home and spend hours at a brick-and-mortar Human Services office

Behavior and preferences



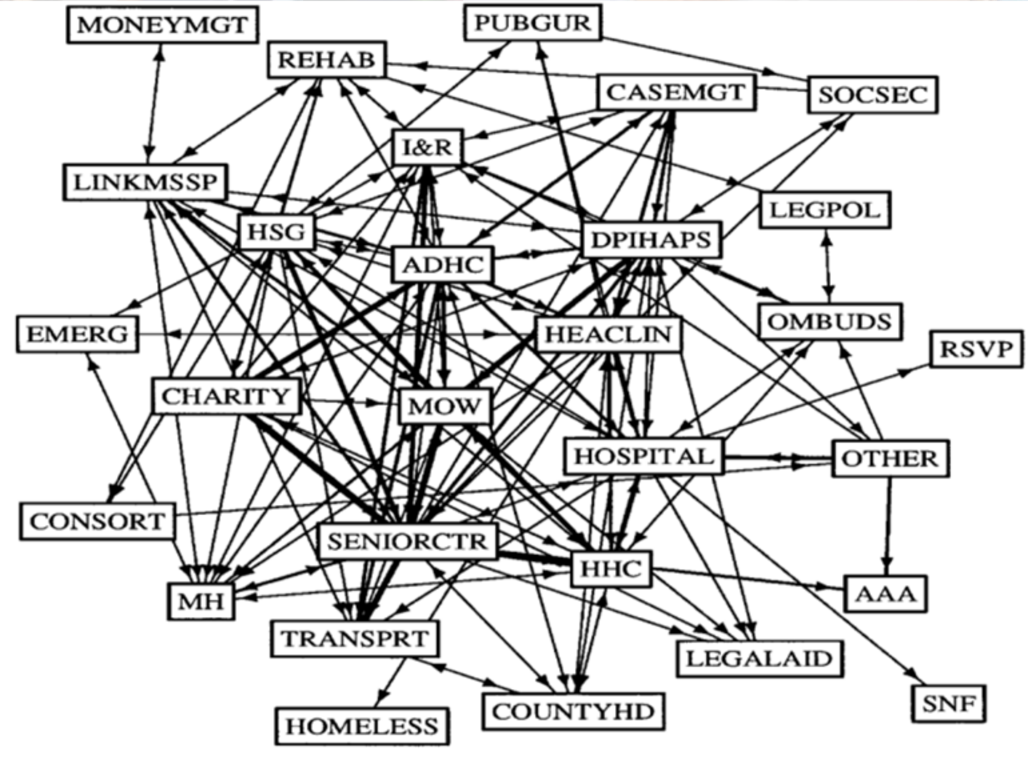
Media Engagement
REACHABLE

Benefits Knowledge
AWARENESS

Technology Adoption
TECH SAVVY

Key Enablers: Connectivity with UI application; proactive qualification for benefits

LA County has prior research to regarding the complexity of the user experience; the below examples for the elderly population reflect the current silos and therefore opportunities for this table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PUBGUR
REHAB
CASEMGT
SOCSEC
I&R
LINKMSSP
LEGPOL
HSG
DPIHAPS
ADHC
OMBUDS
EMERG
HEACLIN
RSVP
CHARITY
MOW
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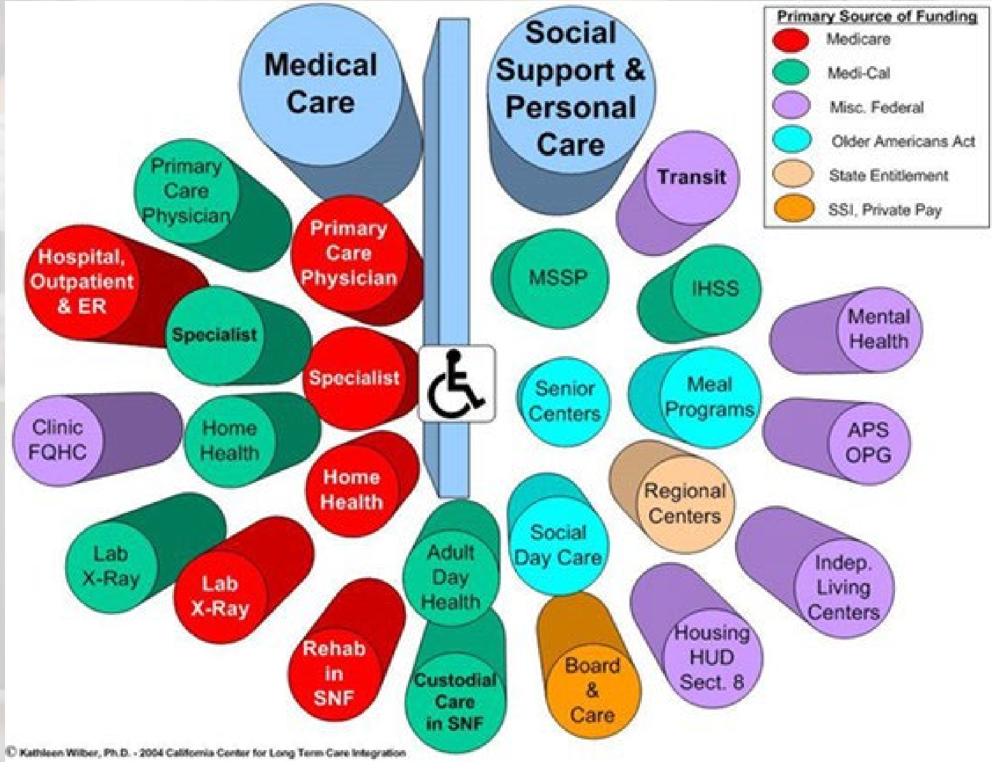
TRANSPRT
LEGALAID
SNF
COUNTYHD
HOMELESS


Medical Care
Social Support & Personal Care
Primary Source of Funding
🟥 Medicare
🟩 Medi-Cal
🟪 Misc. Federal
● Older Americans Act
● State Entitlement
🟧 SSI, Private Pay
Primary Care Physician
Hospital, Outpatient & ER
Primary Care Physician
Specialist
Specialist
Clinic FQHC
Home Health
Home Health
Lab X-Ray
Lab X-Ray
Rehab in SNF
Adult Day Health
Custodial Care in SNF
Transit
MSSP
IHSS
Mental Health
Senior Centers
Meal Programs
APS OPG
Regional Centers
Social Day Care
Indep. Living Centers
Board & Care
Housing HUD Sect. 8

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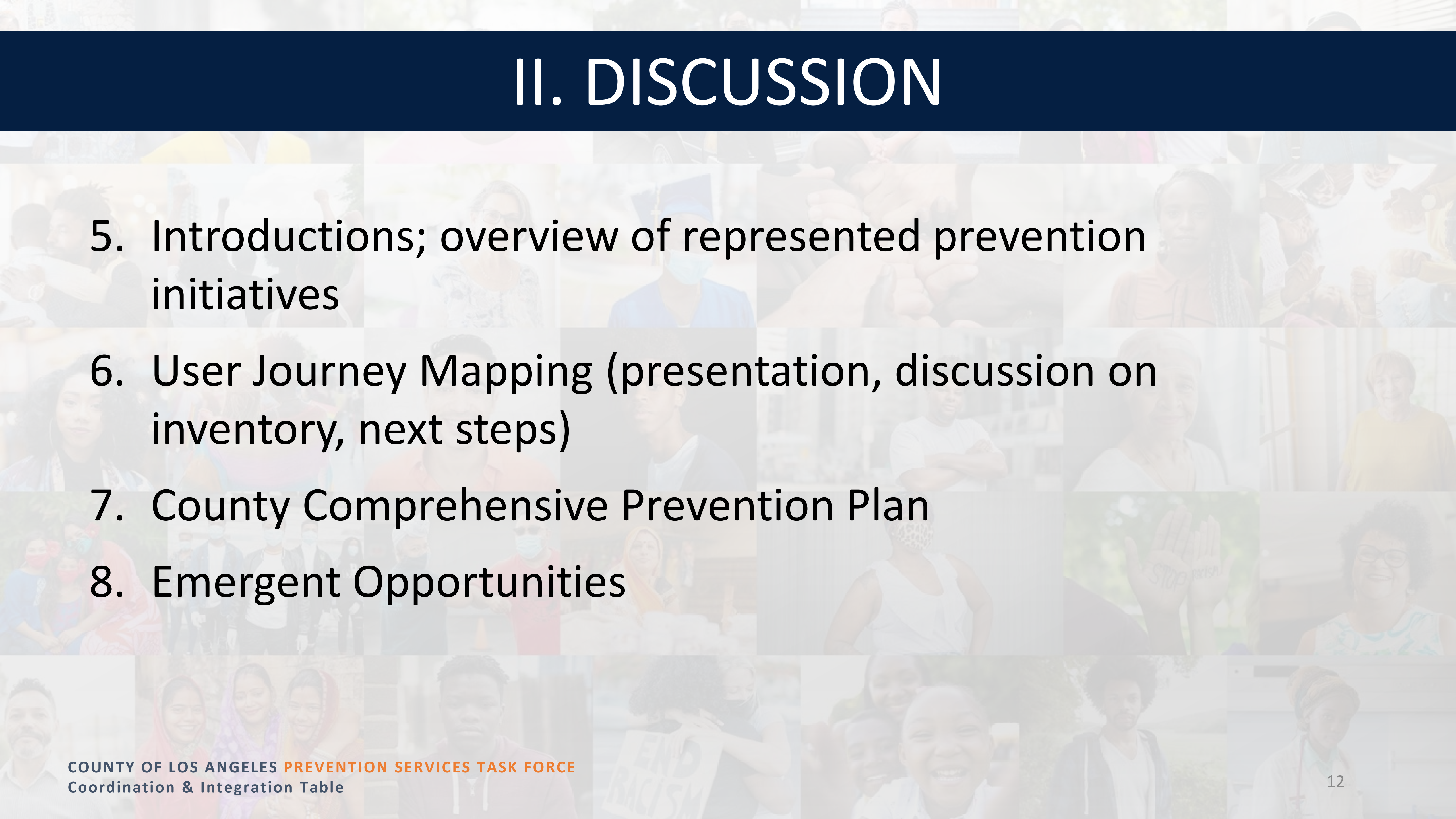

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III. PUBLIC COMMENT PERIOD AND CLOSING

9. General Public Comment

10. Adjournment