PUBLIC PERFORMANCE REVIEW

Goal 2.2 – Economic Recovery Post Covid

July 28, 2021
Zoom Overview

PUBLIC PERFORMANCE REVIEW

Goal 2.1 – Economic Recovery Post Covid

June 23, 2021
The Public Performance Review is our monthly meeting with the Governor, leaders, agency experts, and community members designed to:

• Focus on a cross-agency project tied to the Governor’s priorities

• Hear from those impacted by the project – those with lived experiences and those who are customers and process partners in the community

• Engage in discussions and problem-solving on these complex topics
1. Held agency meetings to finalize improvement project recommendations for each Goal area topic.

2. Agencies self-selected their participation and designated subject matter experts (SMEs) for each improvement project based on RASCI criteria.

3. Facilitated agency meetings to finalize improvement project focus for each Goal area.

4. RW and agency SMEs have been actively working to define project scope and develop charters and project plans.
Project Focus

Create agency standards for digital equity and digital inclusion, including:

- Develop best practice guidelines by 2022 for state government websites and online forms to be compatible with mobile devices
  - Accessibility
  - Language access
  - Digital literacy support
  - Human-centered design
Project Team

*Sponsoring Agencies*
Department of Commerce, Department of Social and Health Services, Department of Corrections

*Support, Consulted, and Informed Agencies*

- Department of Children, Youth and Families
- Department of Financial Institutions
- Department of Health
- Department of Licensing
- Department of Revenue
- Department of Veterans Affairs
- Employment Security Department
- Health Care Authority

- Labor and Industries
- Office of the Governor
- Office of Financial Management
- Office of Minority and Women’s Business Enterprises
- Washington State Department of Transportation
- WaTech
- Workforce Training Board
Opening Remarks
PROJECT INTRODUCTION

PRESENTED BY:
• KENDRICK STEWART, DEPARTMENT OF COMMERCE
OPPORTUNITY & PROJECT OVERVIEW

PRESENTED BY (IN ORDER OF PRESENTATION):
• EMILY GROSSMAN, DEPARTMENT OF COMMERCE
• BABS ROBERTS, DEPARTMENT OF SOCIAL AND HEALTH SERVICES
Addressing the digital divide

1) Affordable, robust broadband internet service
2) Internet-enabled devices that meet the needs of the user
3) Access to digital literacy training;
4) Quality technical support
5) Applications and online content designed to enable and encourage self-sufficiency, participation and collaboration.
Why is expanding digital equity so important?

• Average SNAP/FAP applications between 5 and 10 thousand

• More than 156,000 applications for DCAP

• Only 89% of public assistance caseload lists English as their primary language

Source: ESA/EIMAPS using Barcode data on 7/12/2021.
Why is expanding digital equity so important?

A Deeper Dive:
• 10.3 % report as homeless
• 6.7% report an immigration status
  • 2.0 % report refugee or asylee status
• 29.7% report a disability status
  • Aged 10.3%
  • Physical health 17.1%
  • Mental health 2.3%
CURRENT WORK & FUTURE COMMITMENTS

PRESENTED BY (IN ORDER OF PRESENTATION):

• LISA YANAGIDA, DEPARTMENT OF SOCIAL AND HEALTH SERVICES

• CAROLYN COLE, CHIEF OF ACCESS AND INCLUSION PLANNING, DEPARTMENT OF SOCIAL AND HEALTH SERVICES
Access and Inclusion Highlights

Carolyn Cole, J.D., CDE
Chief, Access & Inclusion Planning
Office of Equity, Diversity & Inclusion (OEDI)
Institutional Commitment to Access & Inclusion

Department-wide approach

Meeting employee and customer needs

Accountability

Legal compliance

Organizational capacity
Written Translation Services

• DSHS Document Translator Test (certified languages only)
• Communication Assistance Available Translated Tagline Document
• DES Master Contract 04218
• Off-contract purchasing for languages of lesser diffusion in the U.S.
• Master Language Codes
  • Client letters, forms, and other documents
  • 87+ languages encountered
  • Crosswalk cleanup
Spoken Language Interpreting Services

• In-person, over-the-phone, and video remote
• Pre-scheduled and on-demand
• Multiple contracts available and utilized to meet demand
• DSHS Medical Interpreter and Social Service Interpreter Tests (certified and screened languages)
DSHS Website

• Top 17 encountered language pages (accessible via website footer)
• Translated Nondiscrimination Policy
• Translated COVID-19 vital information documents
• COVID-19 vital information American Sign Language (ASL) video
• DSHS Publications Library
• ADA/OCIO Policy 188 Accessibility Statement
Questions? Comments?

Carolyn Cole (she/her)
Chief, Access & Inclusion Planning

[link to email] carolyn.cole@dshs.wa.gov

(360) 902 – 7807

TRS: 711 or 1-800-833-6384
Digital Literacy & Tech Inequity

Katie Lewis – Family Resource Center Employment Case Manager
A little about Neighborhood House

Mission
Neighborhood House builds community and increases access to housing, health, education, and economic opportunity.

Vision
A healthy, diverse, and welcoming community, free of poverty and racism, where all people thrive.

Our work
• We work with 15,000+ community members annually
• Focus on low-income communities, public housing residents, immigrants, and refugees
• 90% of our clients are Black, Indigenous, and People of Color
Early childhood programs
Housing stability
Community health
Aging & disability services
Youth programs
Adult education & employment
Ready To Work (RTW)

• Partnership between the City of Seattle, HomeSight, Asian Counseling and Referral Service, Neighborhood House and Literacy Source.

• Intensive English to Speakers of Other Languages (ESOL) class 12 hours per week.
Ready to Work Students

• RTW students must live in Seattle, be 18 years or older to participate, and have an interest in learning English and getting a job and/or enrolling in higher education.

• Our clients speak Amharic, Oromo, Tigrinya, Somali, Vietnamese, Spanish, Cantonese, Cambodian and several other languages.

• Most clients are parents with school-age children.
Prior to the pandemic, class was in-person.

Now class and one-on-one meetings are held on Zoom.
Broadband and Technology

- **70%** of current students that do not own their own computer.
- **90%** of current students need hotspots or other supports to fully participate in class.
- **100%** of students have made digital literacy gains in 2020.
Our clients access all kinds of social safety net services and state websites:

- Food stamps/ TANF/ Cash assistance
- Unemployment insurance
- MERIT/ Child Care Provider licensure
- Washington Application for State Financial Aid (WASFA)
- Paid Family and Medical Leave
- Disability services
Client Requests

- “I don’t remember my password.”
- “The food stamps office didn’t tell me I sent the wrong documents and now I have to reapply.”
- “They sent me an email but that was two months ago and I don’t know how to find it.”
- “I tried to call the P-EBT office but I never got to talk to a real person.”
- “I can’t find the website.”
- “They sent me a link but I still don’t understand.”
Digital Literacy

• A high level of coaching is needed for clients to utilize technology, websites, and digital tools

• Students struggle with digital literacy skills that we take for granted:
  - password keeping
  - detecting fraud attempts
  - digital vocabulary
  - website interactivity
This slide was taken from a recent workshop on the recently reinstated Unemployment Insurance job search requirements. Many students do not know what “screenshot” means.

**Screenshot: A picture of your job search activity**

A **“screen shot”** is a digital picture of your computer screen.

How to take a screenshot:
**google search** your device name + how to screenshot.

For example:
“Chromebook how to screenshot”

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<tr>
<th>WorkSource</th>
<th>Other</th>
<th>Other</th>
<th>Other</th>
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<tbody>
<tr>
<td><strong>Participate in WIOA Title I-B on-the-job training.</strong></td>
<td><strong>Do labor market research at escl.wa.gov/labormarketinfo.</strong></td>
<td><strong>Watch an online video, for example a YouTube video, on a job search topic (for example: how to write a cover letter, resume writing or interview skills).</strong></td>
<td><strong>Prepare a 30-second “elevator speech” to use at job fairs or during an interview.</strong></td>
</tr>
<tr>
<td><strong>Name of activity, date, and where completed.</strong></td>
<td><strong>Take a screen shot of the information.</strong></td>
<td><strong>Link to the video or a screen shot of the video launch page.</strong></td>
<td><strong>Screen shot or document.</strong></td>
</tr>
<tr>
<td><strong>Set up a new account or update the one you have on job search sites (Indeed, LinkedIn, Glassdoor, CareerBuilder).</strong></td>
<td></td>
<td></td>
<td><strong>Link to a screen shot of your profile and job openings.</strong></td>
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Ready to Work 1/2  
Summer 2021

Monday - Thursday
10:00 - 12:00

Zoom  
Check-In  
Typing

YouTube  
Email  
Google Classroom

Neighborhood House
Strong Families, Strong Communities, Since 1906
Recommendations for Digital Inclusion

• Comprehensive customer service
• Screen sharing on Teams or Zoom
• Websites with pictures as links
• Highly visible translation tools
• Websites without walls of text
• “How to” videos in first languages
CASE STUDY AND PROJECT MILESTONES

Presented by (in order of presentation):

- **Matt Lapalm**, Product Manager for Customer Experience, Employment Security Department
- **Babs Roberts**, Department of Social and Health Services
AT ESD WE...

Diversity, equity and inclusion
- Reflect the communities we serve
- Value differences and invite other perspectives, as diverse perspectives provide the best outcomes
- Respect people for their knowledge and expertise

Integrity
- Hold ourselves accountable for our actions
- Act with honesty and truthfulness
- Are good stewards of resources

Investing in our people
- Train and develop our teams
- Empower people to make good decisions
- Support, value, and trust employees so they can achieve their personal best

Collaboration
- Value partnerships
- Are open to give and receive feedback
- Are better together

Innovation
- Create enhancements by thinking outside the box
- Learn and succeed by trying new things; this provides a freedom to fail and learn from our failures
- Apply process improvement tools to optimize efficiency

Service with kindness
- Care about and support each other
- Act with compassion and kindness for each other and our customers
- Put the customer at the center of decisions
Customer Experience Team

Disciplines

• User experience research
  • Gathering and amplifying the voice of our customer.

• User experience design
  • Creating successful experiences based in research.

• Access
  • Removing and reducing barriers to marginalized customers.

Role in development

Technology

Customer

Business

CX
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<tr>
<th>Milestone Description</th>
<th>Target Completion Date</th>
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<tr>
<td>Project Charter submitted for sponsor approval</td>
<td>June 7, 2021</td>
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<tr>
<td>Public Performance Review with the Governor</td>
<td>July 28, 2021</td>
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<tr>
<td>Project Plan finalized including strategies for stakeholder and lived experience engagement</td>
<td>August 6, 2021</td>
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<tr>
<td>Draft Best Practices Guidance for state agencies</td>
<td>October 1, 2021</td>
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<tr>
<td>Gather customer feedback including consultation with people with lived experiences</td>
<td>February 1, 2022</td>
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<tr>
<td>Finalized draft that identifies areas that could be accomplished without additional resources</td>
<td>August 1, 2022</td>
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Closing Remarks
THANK YOU FOR ATTENDING TODAY!

PLEASE TAKE A MOMENT TO COMPLETE OUR BRIEF SURVEY

YOU CAN VIEW THE RECORDING OF TODAY’S MEETING AT:
HTTPS://RESULTS.WA.GOV/MEASURING-PROGRESS/PUBLIC-PERFORMANCE-REVIEWS