



**2022 Midwest Energy Solutions Pre-Conference Workshop**

# **Wayne Metropolitan Community Action Agency's Overview of Client Outreach**

**Presented by: Shama Mounzer, Integration Executive Director**

# About Wayne Metro CAA

- **Founded in 1971**
- Serve low-and moderate-income residents throughout Wayne County (SE Michigan) to help address their most critical needs
- Over 75 programs including educational, housing and emergency services

## **Mission**

In our pursuit to eliminate poverty, Wayne Metro empowers people and communities to be strong, healthy, and thriving.

## **Vision**

We envision thriving communities where all people have hope and opportunities to realize their full potential.

# How Did We Thrive to Help Our Clients?

## Before (2019):

- 35,000 clients a year
- 400 staff
- \$35M budget



## Now (2021):

- 70,000 clients a year
- 800 staff
- \$220M budget

# The Impact of Our Services



**137,000**

Calls to the Wayne Metro Connect Call Center



**1,072**

Children Attend the Head Start Program



**5,000**

Residents Receiving Water Assistance



**500**

Wayne County Residents Served Per Week



Wayne Metropolitan  
Community Action Agency

# **The Pandemic Opportunity to Improve & Expand Services**

# COVID-19 Response

## Assess

- ▶ **Internal remote working capabilities**
- ▶ **Systems and processes** to deliver client services
- ▶ Contractual/external **requirements** (board/committee meetings, systems)
- ▶ Key services **immediately needed** by clients in this crisis

## Respond

- ▶ Moved workforce to **100% remote**
- ▶ Obtained **exemptions for systems** and other requirements
- ▶ Developed a **Universal Application and direct service delivery**
- ▶ **Partnered** with other agencies for extended services
- ▶ Leveraged **multiple sources of funds**

# Mindset:

## Converting Challenges into Opportunities

### System and Process changes

- ▶ Developed new systems ([Universal Application](#)) to meet needs
- ▶ Modified processes as the situation evolved

### Staff changes

- ▶ Cross trained and rotated available staff into areas of greatest need
- ▶ Moved from 1 team to multiple teams to process applications

**Partnered with other agencies** through sub-grants to expedite service delivery

- ▶ Food
- ▶ Rent & Mortgage
- ▶ Digital Divide



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# **The Path Journey Mapping Data Advancing Partnerships**



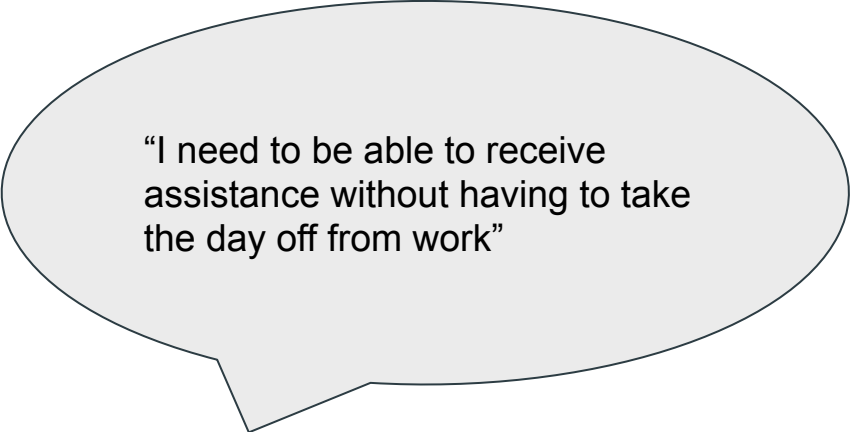
# Journey Mapping

## Pilot

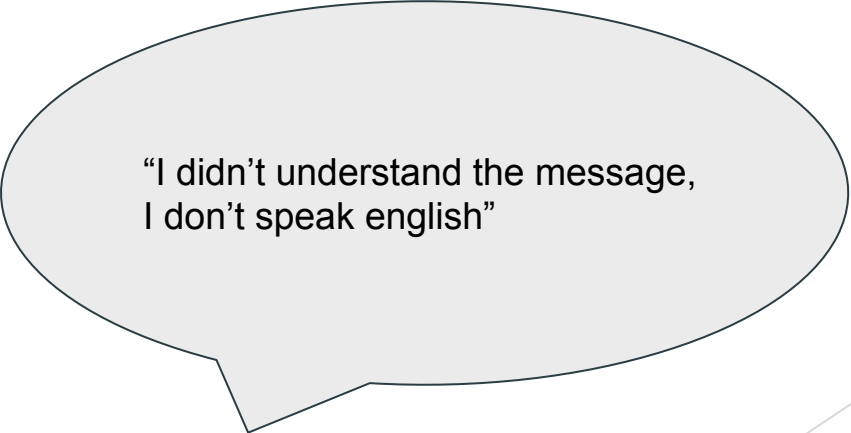
- ▶ Clients, staff and partners

## Outcome

- ▶ Complicated process
- ▶ Duplicative process
- ▶ Unnecessary burden on clients
- ▶ Lack of flexibility
- ▶ One access door
- ▶ Focusing on the crisis
  - ▶ **Not thinking ahead**



"I need to be able to receive assistance without having to take the day off from work"



"I didn't understand the message, I don't speak english"

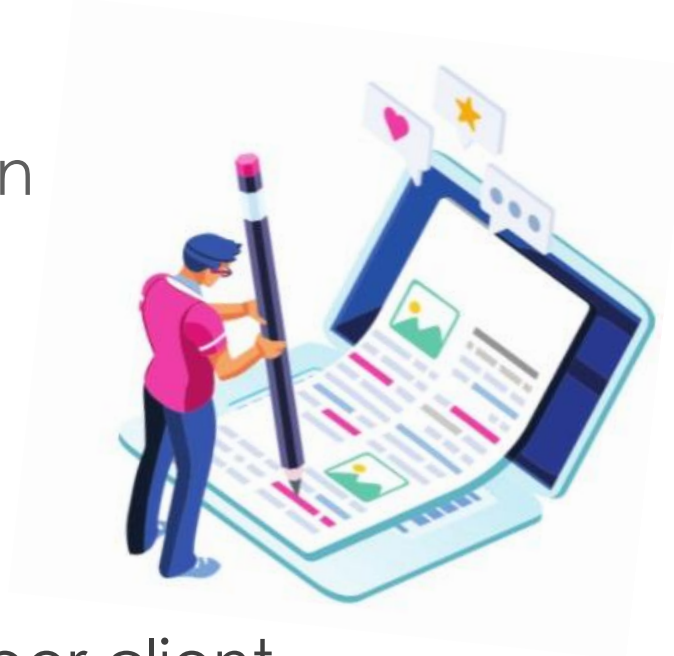
# Client Journey Mapping Response

- ▶ No wrong door approach
  - ▶ **Online, telephone and in person access**
- ▶ Calls, Chats and emails
- ▶ Flexible scheduling
- ▶ Equitable access
  - ▶ **Translation services**
  - ▶ **Navigation appointments**
- ▶ Policy advocacy and waivers
- ▶ Innovative Outreach methods
- ▶ Financial Empowerment and Employment Services
- ▶ Advancing partnerships to fill in gaps



# Universal Application

- ▶ **5 minutes** to complete the application
- ▶ **Flexible staffing** => Cross training
- ▶ **Streamlined access** => Convenience
- ▶ **Simple tools for implementation**  
Google Forms and Google Sheets
- ▶ **Wraparound services** => 2.5 Services per client



# Data



# Data (cont'd)

- ▶ Data driven – not based on personal opinions or ideas
- ▶ Built an in-house system using the Caspio platform
  - ▶ **Streamlined processing**
- ▶ Pre-processor, Processor, Quality review
- ▶ Better for staff and clients (2x productivity)





# Expanded Services

- ▶ Serve Clients Virtually
- ▶ Food & PPE Distribution
- ▶ CONNECT Center Upgrades
- ▶ Virtual Marketplace
- ▶ Major Home Repair
- ▶ Digital Inclusion
- ▶ Employment Services



# Innovative Job Training Program



WAYNE METROPOLITAN  
COMMUNITY ACTION AGENCY

## GROWING GREEN JOB TRAINING PROJECT IMPACT



### GET PAID TO TRAIN!

Pursue your career in one of our 5 Pathways into the  
High Demand, High Paying Green Jobs Industry!



WEATHERIZATION  
INSTALLATION  
TECHNICIAN



WATER  
CONSERVATION  
AUDITOR



HOME  
ASSESSMENT  
INSPECTOR



HOUSING  
QUALITY  
STANDARD  
INSPECTOR



HOUSING  
REHAB  
SPECIALIST

10 WEEK ON THE JOB  
TRAINING, WEEKLY PAY +  
TRAINEES WILL ALSO  
RECEIVE JOB COACHING



FIRST COHORT  
BEGINS  
JANUARY 31ST,  
2022

TO REGISTER, VISIT  
[WWW.WAYNEMETRO.ORG/GROWINGGREENJOBS](http://WWW.WAYNEMETRO.ORG/GROWINGGREENJOBS)  
OR SCAN THE CODE TO APPLY >>

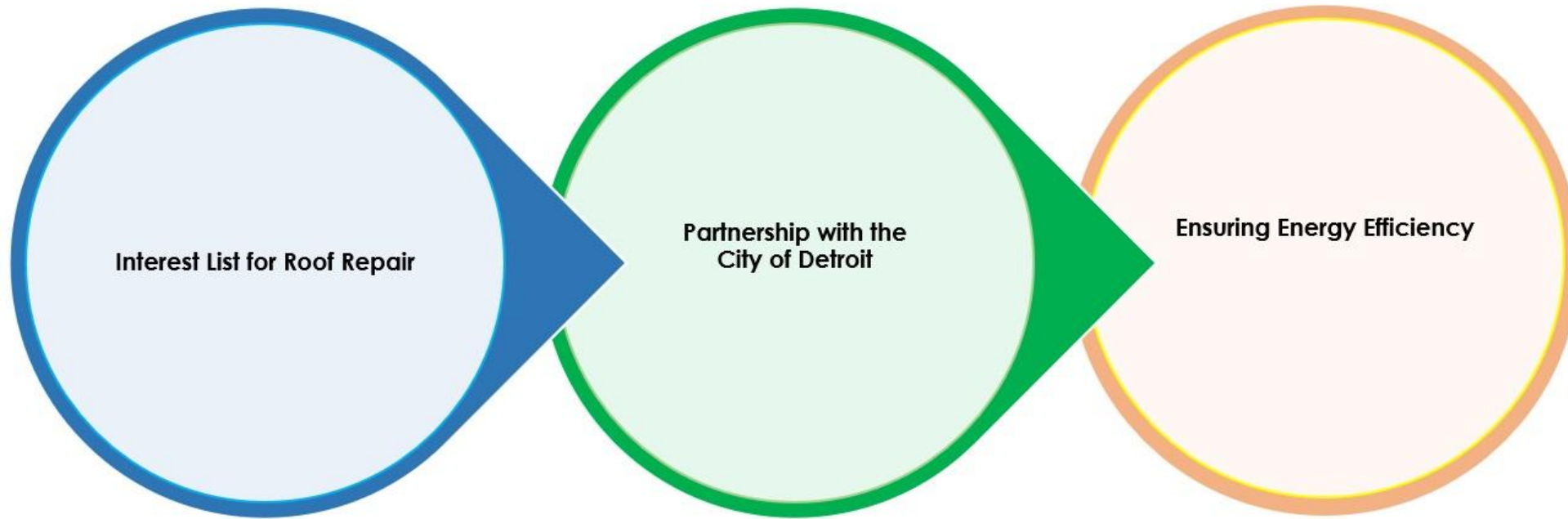


Team Wayne Metro is now accepting applications for the "Growing Green" Job Training Program! The first cohort for this program started on January 31st.

**Participants will receive on-the-job training, relevant certifications for their chosen pathway, wraparound job coaching, and access to Wayne Metro's support services!**

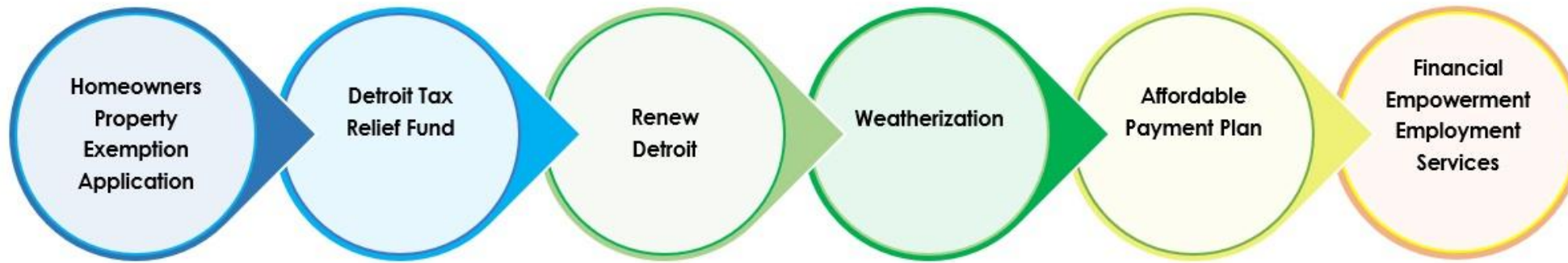
This paid ten-week training program runs 24 hours, per week. Majority of the class trainings will take place virtually.

# Advancing Partnerships





# Advancing Partnerships (cont'd)





**EMPath**  
Economic Mobility Pathways

## BRIDGE TO SELF-SUFFICIENCY®

FAMILY STABILITY		WELL-BEING		FINANCIAL MANAGEMENT		EDUCATION & TRAINING	EMPLOYMENT & CAREER
Housing	Family	Physical & Mental Health	Networks	Debts	Savings	Educational Attainment	Earnings Levels*
No subsidy, housing costs 1/3 or less of household gross pay	Fully able to engage in work, school, and family life; children or family needs don't get in the way (OR) No children or dependent family members	Fully able to engage in work, school, and family life; health and mental health needs don't get in the way	Can always rely on networks to provide useful advice, guidance, and support; advocates for others	No debt other than mortgage, education, and/or car loans, and current in all debts	Savings of 3 months' expenses or more	Bachelor's degree or higher complete	Earnings ≥ 80%+ AMI (Family-Sustaining Wage)  Household Size of: 2: ≥ \$72,550 3: ≥ \$81,600 4: ≥ \$90,650
No subsidy, housing costs exceed 1/3 household gross pay	Mostly able to engage in work, school, and family life; children or family needs rarely get in the way	Mostly able to engage in work, school, and family life; health or mental health needs rarely get in the way	Can often rely on networks to provide useful advice, guidance, and support	Current in all debts and making more than minimum payments on one or more debts	Savings of more than 2 months' expenses, but less than 3 months' expenses	Associate's degree or professional certification complete	Earnings = 50% - 79% AMI  Household Size of: 2: \$51,200 - \$72,549 3: \$57,600 - \$81,599 4: \$63,950 - \$90,649
Subsidized Housing - pays \$300+ towards rent	Somewhat able to engage in work, school, and family life because of children or family needs	Somewhat able to engage in work, school, and family life because of health or mental health needs	Can sometimes rely on networks to provide useful advice, guidance, and support	Making minimum payments on all debts	Savings of at least one month's and up to 2 months' expenses	Job training or certificate complete (beyond high school)	Earnings = 30% - 49% AMI  Household Size of: 2: \$30,700 - \$51,199 3: \$34,550 - \$57,599 4: \$38,350 - \$63,949
Subsidized Housing - pays \$0 - \$299 towards rent	Barely able to engage in work, school, and family life because of children or family needs	Barely able to engage in work, school, and family life because of health or mental health needs	Can rarely rely on networks to provide useful advice, guidance, and support	Behind in payments of 1 or more debts and making payments on at least 1 debt	Savings of less than one month's expenses	High School Diploma or GED/HISET complete	Earnings < 30% AMI  Household Size of: 2: < \$30,700 3: < \$34,550 4: < \$38,350
Not permanently housed	Not able to engage in work, school, and family life because of children or family needs	Not able to engage in work, school, and family life because of health or mental health needs	Can never rely on networks to provide useful advice, guidance, and support	Has debts; currently not making any payments	No savings	Less than High School Diploma or GED/HISET	Not currently employed

↑ THINKING ABOUT THE FUTURE

For more information, please visit [www.empathways.org](http://www.empathways.org).

MAKING DECISIONS IN CONTEXT

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Community Action Agency  
Established 1971

## Empowerment Pathway

\*Income ranges are for Suffolk County, MA.  
Data from HUD's 7/1/20 AMI tables

# Connecting Our Clients to Wraparound Services



## HOW TO GET HELP FROM WAYNE METRO

Call, chat, text or email us today! We are here to answer your questions, schedule an appointment and help you learn how to apply for services.



### Apply Online

Click here to view a list of Wayne Metro's programs!



### (313) 388-9799

TTY: 7-1-1



### Chat With Us

Live Service Specialists available!



### Email Us

[wmconnectcenter@waynemetrol.org](mailto:wmconnectcenter@waynemetrol.org)

**Wayne Metro's CONNECT Center**  
**Monday - Thursday, 8:00 a.m. - 6:00 p.m.**  
**Fridays, 8:15 a.m. - 6:00 p.m.**  
**Saturdays, 9:00 a.m. - 12:00 p.m.**

[www.waynemetrol.org](http://www.waynemetrol.org)

“

Getting involved with an organization like Wayne Metro will get you on the right path to realize whatever goal you're working to achieve."

- Patrick North

“

Wayne Metro is an organization that exists to help those in need. They have so many services that are beneficial to those with little-to-no income, so it's worth the call."

- Taneka Hicks

“

It has really been a joy connecting and working in collaboration with Wayne Metro, making our neighborhood beautiful and providing important services to the people."

- Shamayim "Mama Shu" Harris

# Questions





*Thank  
You*



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