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
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
The Path Journey Mapping
Data
Advancing Partnerships
“I didn’t understand the message, I don’t speak English”

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

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
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 Aware**
- Manually compile non-standardized reports from different systems

**Data Proficient**
- Standardized reporting on an organization wide reporting platform

**Data Savvy**
- Use data to make critical business decisions

**Data Driven**
- Embed data into all business processes. No data -> no decision

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**Goal:** Standardized reporting

**Goal:** Track org KPIs using BI platform

**Goal:** Data based decisions for key initiatives

**Goal:** Add scale and take out cost
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
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

Interest List for Roof Repair

Partnership with the City of Detroit

Ensuring Energy Efficiency
Advancing Partnerships (cont’d)

- Homeowners Property Exemption Application
- Detroit Tax Relief Fund
- Renew Detroit
- Weatherization
- Affordable Payment Plan
- Financial Empowerment Employment Services
## Empowerment Pathway

### BRIDGE TO SELF-SUFFICIENCY®

<table>
<thead>
<tr>
<th>FAMILY STABILITY</th>
<th>WELL-BEING</th>
<th>FINANCIAL MANAGEMENT</th>
<th>EDUCATION &amp; TRAINING</th>
<th>EMPLOYMENT &amp; CAREER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
<td><strong>Physical &amp; Mental Health</strong></td>
<td><strong>Debts</strong></td>
<td><strong>Savings</strong></td>
<td><strong>Educational Attainment</strong></td>
</tr>
<tr>
<td>No subsidy, housing costs 1/3 or less of household gross pay</td>
<td>Fully able to engage in work, school, and family life; children or family member needs don’t get in the way</td>
<td>Can always rely on networks to provide useful advice, guidance, and support</td>
<td>No debt other than mortgage, education loans, car loans, and current in all debts</td>
<td>Bachelor’s degree or higher complete</td>
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<td>No debt other than mortgage, education loans, car loans, and current in all debts</td>
<td>Bachelor’s degree or higher complete</td>
<td>Earnings &gt; 80% of AMI (family Sustaining Wage)</td>
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<td>No subsidy, housing costs exceed 1/3 household gross pay</td>
<td>Mostly able to engage in work, school, and family life; children or family needs rarely get in the way</td>
<td>Can often rely on networks to provide useful advice, guidance, and support</td>
<td>Current in all debts and making more than minimum payments on one or more debts</td>
<td>Savings of more than 3 months’ expenses</td>
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<td>Subsidized, housing pays 30% towards rent</td>
<td>Somewhat able to engage in work, school, and family life because of children or family needs</td>
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<td>Making minimum payments on all debts</td>
<td>Savings of at least one month’s and up to two month’s expenses</td>
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<td>Subsidized, housing pays $200 towards rent</td>
<td>Rarely able to engage in work, school, and family life because of children or family needs</td>
<td>Rarely able to engage in work, school, and family life because of children or family needs</td>
<td>Can rarely rely on networks to provide useful advice, guidance, and support</td>
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<td>Rarely able to engage in work, school, and family life because of children or family needs</td>
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<td>Can rarely rely on networks to provide useful advice, guidance, and support</td>
<td>Savings of less than one month’s expenses</td>
<td>High School Diploma or GED awarded complete</td>
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<td>Not permanently housed</td>
<td>Not able to engage in work, school, and family life because of children or family needs</td>
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*Income ranges are for Suffolk County, MA. Data from HUD’s 7/1/23 AMI Tables*
Connecting Our Clients to Wraparound Services

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.waynemetro.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