



Wayne Metropolitan
Community Action Agency

Wayne Metro's COVID-19 Response



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THEORY OF CHANGE

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.

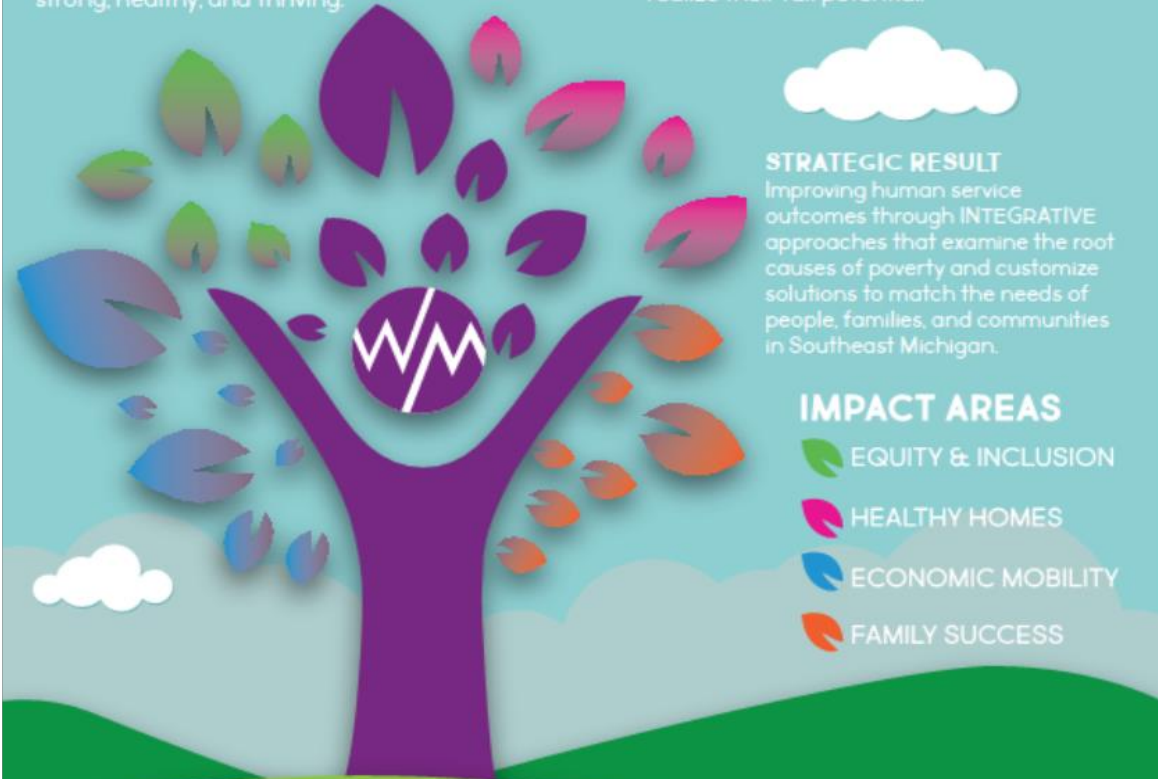


STRATEGIC RESULT

Improving human service outcomes through INTEGRATIVE approaches that examine the root causes of poverty and customize solutions to match the needs of people, families, and communities in Southeast Michigan.

IMPACT AREAS

-  EQUITY & INCLUSION
-  HEALTHY HOMES
-  ECONOMIC MOBILITY
-  FAMILY SUCCESS



STRATEGIES



OPERATIONAL EXCELLENCE

- * Strive for maximum accessibility and convenience
- * Co-design and customize solutions with consumers
- * Practice strengths-based coaching to build resilience, well-being and social capital



PEOPLE CENTERED

- * Design flexible, inclusive products and services
- * Focus on early intervention and prevent problems versus fixing them downstream
- * Transform casework to insights for action



DATA DRIVEN

- * Align true need with resources to drive outcomes
- * Streamline data usage to enable forward looking services and practices
- * Adaptive program design and funding mechanisms



The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

Wayne Metropolitan CAA

- Founded in 1971, with over 700 staff members
- Serve approximately 35,000 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.



COVID-19

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 **universal application and direct service delivery**
- **Partnered** with other agencies for extended services
- Leveraged **multiple sources of funds**



CARES Services

Initially targeted six critical **areas of assistance** for residents of Wayne County



Food & Income Support

Distributing food, formula, diapers, wipes & Personal Protection Equipment.



Water & Energy Assistance

Providing residents with financial assistance towards energy & water utilities.



Rent & Mortgage Assistance

Providing rental assistance & help towards mortgage payments.



Property Tax Assistance

Offering Property Tax Assistance, which can help reduce property taxes.



Emergency Plumbing Repair

Provide plumbing repairs that will resolve the immediate emergency with access to water services.



Funeral Assistance

Providing financial assistance towards burial and cremation services.

Universal Application

- **Quick development:** focused on ease of client completion
- **5 minutes** to complete application
- **Flexible staffing:** 1 team => 5 teams processing
- **Continuous** tech development
- **Data driven:** using dashboard to help guide changes and improvement
- **Simple tools** for implementation: Google Forms and Google Sheets

Wayne Metro CARES ACT Assistance Application

Through this new initiative, residents within Wayne County may qualify for assistance in various areas including: Food & Income Support, Water & Energy Assistance, Emergency Home Repair, Rent & Mortgage Assistance and Funeral Support.

Please note that funding varies by city, and is limited. If funding is no longer available for your area, we will contact you if and when it becomes available. Our goal is to help as many people as possible in every area of service.

#WMCARES #CARES #CityofDetroit #WayneCounty #Michigan #TeamWayneMetro

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not nsiddiqi@waynemetro.org? [Switch account](#)

* Required

Email address *

Your email

200% Federal Poverty Level Chart

Number of Household Members	200% Federal Poverty Level Chart									
	1	2	3	4	5	6	7	8	9	10
Income Limit	25,520	34,480	43,440	52,400	61,360	70,320	79,280	88,240	96,600	100,980

Next

CARES Dashboard

- **Food, Utility and Rent** support are top needs
- **Water and Diapers/Formula** next two
- **Over 4,000 applications** in first week (compared to **2,000 applications annually** for MEAP)
- In 3 months, received over 43,000 requests, **5x average volume** (average 35,000 a year)

Daily Submissions Count	
4/27/2020	610
4/28/2020	1,263
4/29/2020	805
4/30/2020	739
5/1/2020	640
5/2/2020	183
5/3/2020	133
5/4/2020	369
5/5/2020	382
5/6/2020	500
5/7/2020	401
5/8/2020	413
5/9/2020	181
5/10/2020	60
5/11/2020	324
5/12/2020	330
5/13/2020	288
5/14/2020	272
5/15/2020	238
5/16/2020	84
5/17/2020	86

Total Number of Submissions (inc duplicates)	Total Number of Requests (incl duplicates)	Total Number of Requests Processed	Total Number of Approved Requests	Average Daily Submissions
17,668	43,341	25,212	20,670	176

Total Number on Waiting List post 5/17 (inc duplicates)	Total Number of Waiting Requests (incl duplicates)	Last 7 Days Average # of Submissions
9,313	21,962	69

Location Based Apps	# of Apps	% of Total Apps
Detroit, Highland Park, Hamtramck	12,678	71.76%
Out-County	4,990	28.24%

Service Provided	% of Total Requests/Submit	Number of Requests (incl duplicates):	Number of Approved Requests	Number of Requests Processed
Utility	47.16%	8,332	2,757	4,196
Food	56.33%	9,952	9,952	9,952
Rent	52.69%	9,310	532	1,177
Water	32.65%	5,769	1,934	2,558
Diapers and Formula	27.82%	4,915	4,915	4,915
Plumbing Repair	14.50%	2,561	17	691
Property Taxes	7.26%	1,282	246	722
Mortgage	5.36%	947	208	785
Funeral Assistance	1.55%	273	109	216

Expanded Services

- Connect Center
- Educational webinars
- Digital divide
- Virtual Income Tax preparation
- Online food marketplace with home delivery



Available Credit: \$0.00

[Order](#) [Account](#)

A screenshot of the Families First Marketplace website's product grid. It displays six food items, each with a title, price, image, and an "Add to Cart" button. The items are: Atlantic Salmon Meal Kit (Vacuum Sealed & Frozen) for \$45.00; All Natural Halal Boneless Chicken Breast (Individually Quick Frozen) for \$40.00; Chicken Tenders + Mac & Cheese for \$45.00; Fruit Box (Michigan Farm to Freezer) for \$30.00; Veggie Box (Michigan Farm to Freezer) for \$30.00; and Fruit Box - Fresh for \$30.00. Each card includes a "What's Included" link and a quantity selector set to "1".

Product Name	Price	Quantity	Action
Atlantic Salmon Meal Kit (Vacuum Sealed & Frozen)	\$45.00	1	Add to Cart
All Natural Halal Boneless Chicken Breast (Individually Quick Frozen)	\$40.00	1	Add to Cart
Chicken Tenders + Mac & Cheese	\$45.00	1	Add to Cart
Fruit Box (Michigan Farm to Freezer)	\$30.00	1	Add to Cart
Veggie Box (Michigan Farm to Freezer)	\$30.00	1	Add to Cart
Fruit Box - Fresh	\$30.00	1	Add to Cart



Advocacy Through Data

- Data guided us to **who** needed, **what** help and **where**
- Shared data with policy makers, funders, administrators
- Resulted in better understanding of challenges and needs on the ground
- Channel new resources as they became available



The WM Universal Application Journey

Ver 1
Google Forms
Google Sheets

Ver 2
Form Assembly
Google Sheets

Ver 3
Form Assembly
Caspio Database



Ver 4
Integrated
Caspio
Forms and
Database

Converting Challenges into Opportunities

- **System and Process changes**
 - Developed new systems (Universal app) to meet needs
 - Modified processes as 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



Leaping Forward

- **Ongoing services**
 - New ways of service delivery to clients
 - New ways for staff to work – remote and cross-trained
- **Leverage new processes and systems**
 - Streamline and automate applications
 - Data driven services
- **Leverage new partnerships**
 - Specialization of services
 - New sources of funding

*Thank
you!*



Wayne Metropolitan
Community Action Agency
Established 1971