



# Board Workshop / Discussion Agenda

15 West Kellogg Blvd.  
Saint Paul, MN 55102  
651-266-9200

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October 21, 2025 - 2 p.m.

Courthouse Room 220

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## WORKSHOP

1. All Hands On Deck Update & Downtown Service Center Tour

[2025-406](#)

Sponsors: Financial Assistance Services



# Board Workshop / Discussion

## Request for Board Action

15 West Kellogg Blvd.  
Saint Paul, MN 55102  
651-266-9200

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**Item Number:** 2025-406

**Meeting Date:** 10/21/2025

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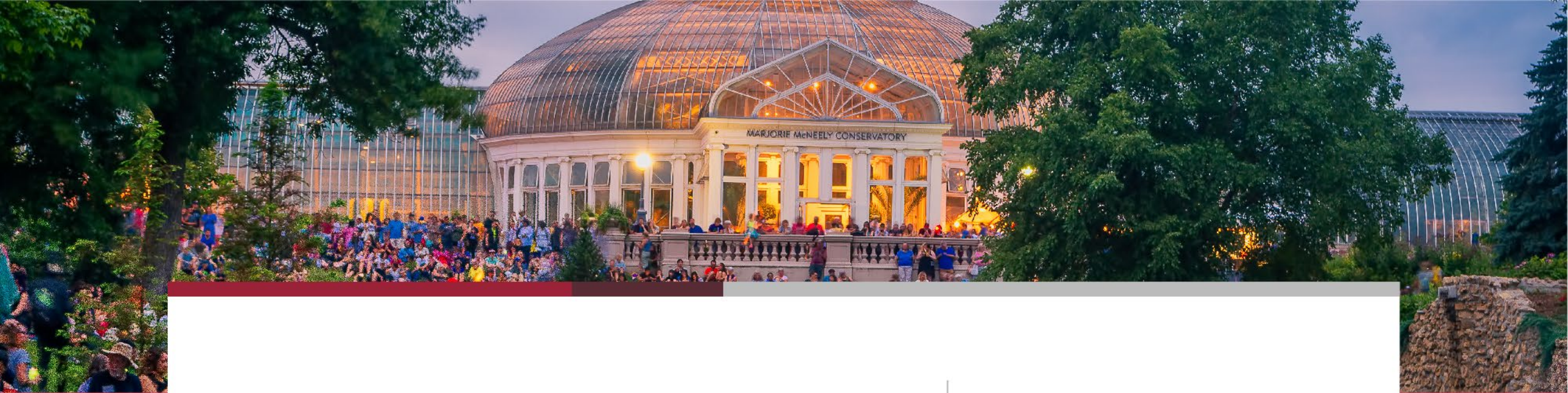
**Sponsor:** Financial Assistance Services

**Title**

All Hands On Deck Update & Downtown Service Center Tour

**Attachment**

1. Presentation



# All Hands on Deck Update & Metro Square Tour



## Workshop Agenda

- **All Hands on Deck (AHOD): Public Assistance Services Outcome Summary & Recognition**

Deputy County Manager Karen Francois, Director Ali Ali, Deputy Director Melinda Donaway, Deputy Director Jason Hedin

- **Transformation of Metro Square**

Director Jean Krueger

- **Naming Framework Strategy**

Director Rose Lindsay

- **Ramsey County Service Center Tour**

Director Jean Krueger, Deputy Director Melinda Donaway

- **Q & A, Wrap up**

All Attendees



# AHOD: Public Assistance Services

Reducing Backlogs, Improving Timeliness, Transforming Service

## All Hands on Deck Public Assistance Services



## AHOD Critical Issue: Public Assistance Services

- Backlog of financial and medical assistance applications since late 2020.
- Staffing shortages.
- System inefficiencies.

**Focus: Stabilize services, improve timeliness, build sustainability.**



## AHOD: Public Assistance Services - Sprint 1 through 3, Outcomes

### Timeliness & Backlog Reduction

- Backlog reduced; applications **assigned within 8 to 10 days** on average.

### Access & Responsiveness

- Voicemail transcription service improves triage and prioritization.
- **Wait times** available **online** and posted at Service Centers.
- Resident scanning stations across all Service Centers for **easier document submission**.

### Innovation & Efficiency

- Email-to-Case File automation = **80 staff hours saved weekly, improved timeliness**.
- MNbenefits text/email confirmations adopted by **90%+ of applicants**.
- **Enhanced resident communications**: text updates, digital displays, wayfinding signage.
- Technology and staff augmentation pilots.

### Foundation for Future Modernization

- Call Center modernization with Power BI dashboards & expanding the AI virtual agent.
- Data Depot cross-county reporting hub.

| Status          | AHOD Initiatives Outcome Matrix                                      | Expediency | Experience | Efficiency | Partnerships |
|-----------------|----------------------------------------------------------------------|------------|------------|------------|--------------|
| Complete        | Financial Assistance Services & Enterprise Services merger           | ✓          | ✓          | ✓          | ✓            |
| Operationalized | SNAP Timeliness improved                                             | ✓          | ✓          | ✓          | ✓            |
| Complete        | Operation Return Call pilot                                          | ✓          | ✓          | ✓          |              |
| Operationalized | MNbenefits electronic confirmation messaging                         | ✓          | ✓          | ✓          |              |
| Operationalized | SpeechView voice mail to text transcription                          | ✓          | ✓          | ✓          |              |
| Operationalized | Email to case file management automation                             | ✓          | ✓          | ✓          |              |
| Operationalized | Cross Sharing Partner workgroup                                      |            | ✓          |            | ✓            |
| Operationalized | Check-In kiosk, queing display, text confirmation & wait time widget | ✓          | ✓          | ✓          |              |
| Operationalized | SNAP outreach expansion                                              | ✓          | ✓          | ✓          | ✓            |
| Operationalized | FAS Quarterly Hiring                                                 | ✓          | ✓          | ✓          |              |
| WIP             | FAS Customer Service Training                                        |            | ✓          | ✓          |              |
| WIP             | FAS Leadership Integration and Executive Coaching                    |            | ✓          | ✓          |              |
| WIP             | Call Center Consolidation for FAS, METS and Service Centers          | ✓          | ✓          | ✓          |              |
| WIP             | Call Center Modernization with PowerBi                               | ✓          | ✓          | ✓          | ✓            |
| WIP             | Data Depot with IS and MnCCC                                         | ✓          | ✓          | ✓          |              |
| WIP             | Automation of Operational Statistics Dashboard                       | ✓          | ✓          | ✓          |              |
| WIP             | Pilot County UAT of the DCYF Status Tracker                          | ✓          | ✓          | ✓          | ✓            |



TODAY

**90**  
DAYS

## AHOD Pilot: Operation Return Call



### High Responsiveness & Resolution

- Nearly 4,000 calls returned during the pilot.
- 79% returned within 1 day, improving resident confidence.
- 62% of calls resolved by ORC staff with no further follow-up needed.
- 5,700+ live calls answered with 99.6% answer rate.

### Eligibility Specialist Benefits

- 67% reported less time spent returning calls.
- 53% reported more time for case processing and caseload management.

### ORC Staff Preparedness & Satisfaction

- 100% of ORC staff felt prepared, resourced, and supported.
- Many expressed pride in their role and interest in permanent positions.



# AHOD Pilot: Translate Live Instant Language Access

## Pilot Overview

ILA devices that offer language translation were tested with bilingual staff in June 2025.

## Strengths

- Spanish: reliable, accurate translations; intuitive for staff and residents.
- Devices easy to use; required minimal set-up and training.

## Pilot Outcome

Accuracy gaps, limited usability for high-demand languages and the devices were not reliable for full conversations. These gaps could create additional barriers and risk of confusion or mistrust. The determination was made that these devices were not resident ready.

## All Hands on Deck: Service Centers Modernizations

## Wait Times

## Child Support - Metro

 Customers Waiting: 0

 Estimated Wait Time: 0 minutes

## Financial Assistance Services - Metro

 Customers Waiting: 1

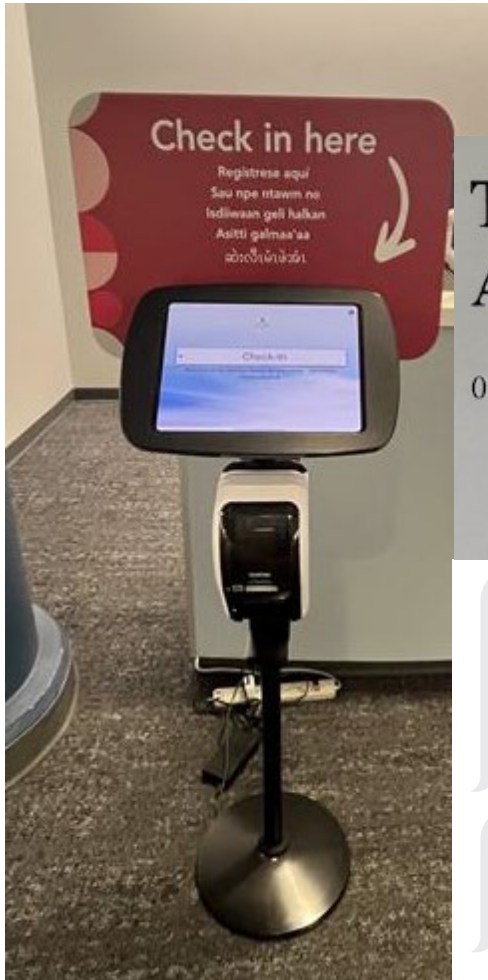
🕒 Estimated Wait Time: 5 minutes

## Navigator - Metro

 Customers Waiting: 0

🕒 Estimated Wait Time: 0 minutes

**We look forward to serving you.**

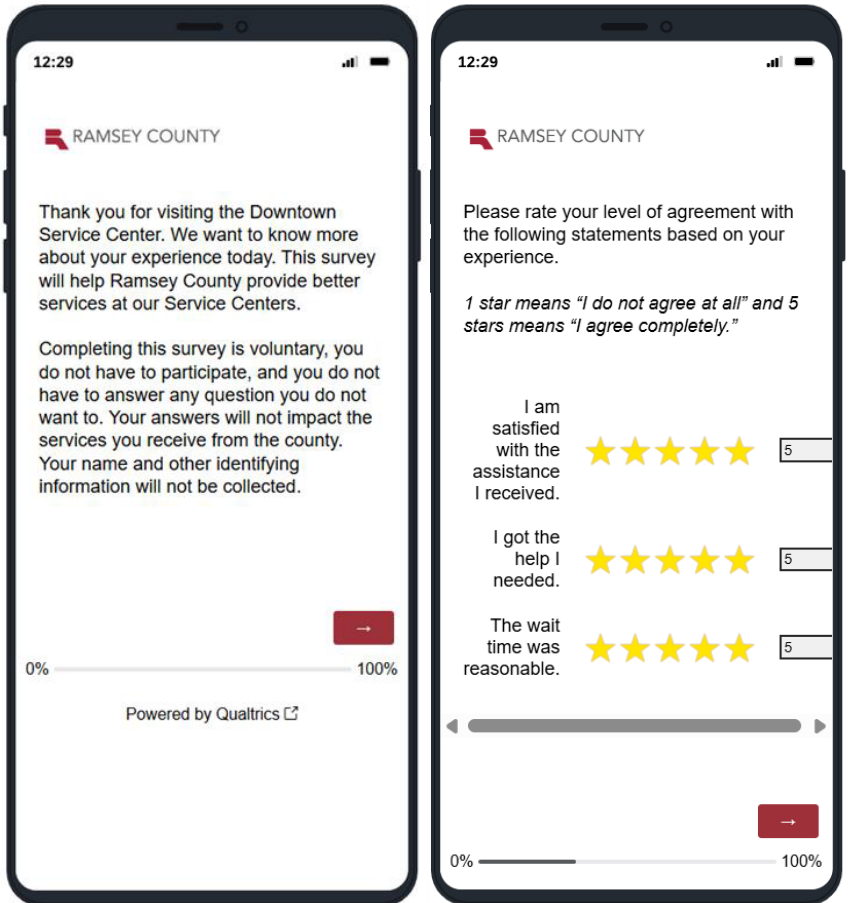


**Ticket Number**  
**A-5829**

08:52 AM 2025-10-8

You are checked in. Click <https://nowait.vip/MCQ954> to check your status in line and view your ticket number. 11 ahead of you. Thank you.

It is your turn. Please make  
your way - Counter - 4 Ticket  
number A-8934.



### Resident Experience Improvements

- **Staffing & Capacity:** Over 100 Eligibility Specialists hired since Nov 2024.
- **Backlog Reduction:** Thousands fewer unassigned cases compared to pre-AHOD.
- **Program Timeliness:** Applications now assigned within 8 to 10 days, on average.
- **Reduced Wait Times:** Average under 20 min Downtown, 10 min Maplewood/Roseville.
- **New Tools:** Wait time widgets, audible anonymous queuing, text alerts.
- **Resident Access:** Scanning stations, digital displays, wayfinding signage.
- **Partnerships Strengthened:** SNAP grantees, Ramsey United, Cross-Sharing Partner workgroup.
- **Future Foundation:** Power BI, automation, and Data Depot building modern data transparency.

### What's Next - All Hands on Deck: Access & Accuracy

**Transition from backlog reduction to ensuring benefits are delivered accurately and equitably.**

- **Phase 1** (Oct – Dec 2025): Quality team, enhanced SNAP training, resident guides, pilot new tools, collaborate with DCYF.
- **Phase 2** (Jan – March 2026): Integrating accuracy improvement strategizes into daily operations.

**Continued focus on work in progress:** Call center modernization, virtual services expansion, ongoing staff training. Operationalized AHOD improvements remain embedded in FAS.



# Thank you!

**Together, we are building a stronger, more responsive, resident-centered Ramsey County.**

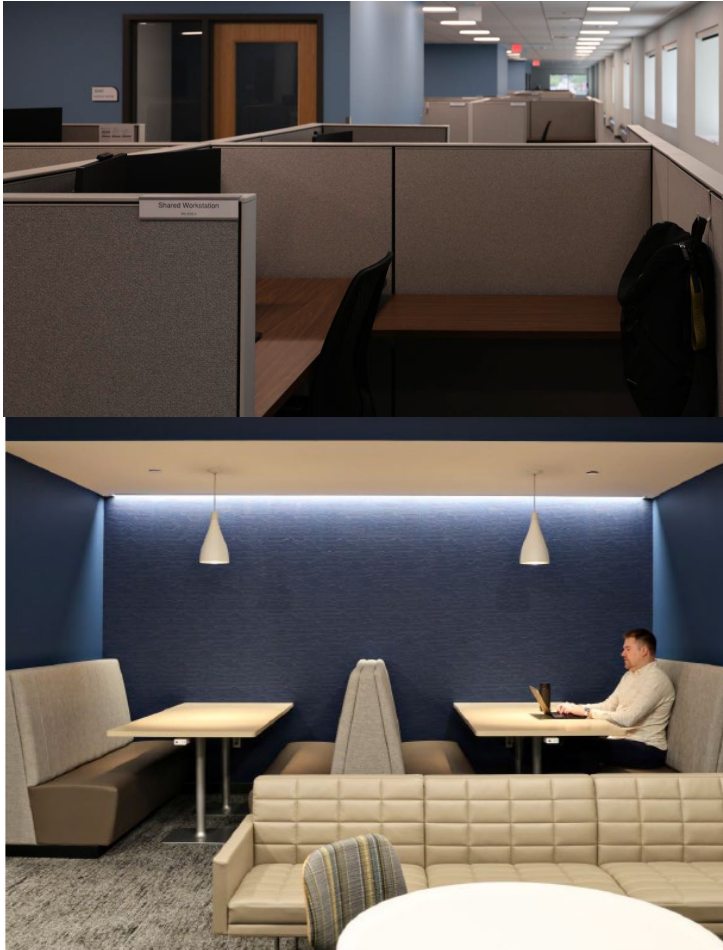


# Transformation of Metro Square

Strengthens collaboration, efficiency, and resident-centered service delivery.



- **One Door for Services:** Interactional vs. transactional approach
- **Resident & Staff Experience:** Clearer navigation, less stress, more dignity
- **Trauma-Informed Design:** Privacy, safety, empowerment, choice of meeting spaces
- **Flexible & Accessible Spaces:** Variety of spaces and seating, Resource Room, virtual
- **Family-Friendly Features:** Children's spaces and activities, family meeting rooms
- **Transparency & Navigation:** Digital displays, wayfinding signage, posted wait times
- **Community & Connection:** Welcoming entry, gathering areas, informal collaboration zones



## Lower Level

- Conference Center and Auditorium
- Employee break area

## First Floor – *Public Access*

- Community Corrections
- Tenant - Met Council Transit Project Office

## Second Floor – *Public Access*

- Service Center
- Workforce Solutions (WFS)
- WFS/CareerForce
- Property Management

## Third Floor

- Information Services
- Housing Stability
- Tenant – Explore MN
- Tenant – Public Utilities Commission
  - (Public meetings)
- *Health & Wellness Administration*

## Fourth Floor

- *Financial Assistance Services*
- *Social Services*

## Fifth Floor

- *Human Resources*
- *Finance*
- *Drop-In Center*

*(Red italics will move in 1-2 quarters.)*





# Naming Framework Strategy

Renaming Metro Square



## Research methodology

- Market research
- Subject matter expert interviews.
- Review of existing/historic county building names.
- Facility Signage Guidelines review.



# Market Research

## **Hennepin County Government Center** *(building)*

- Government Center  
Service Center  
*(service center)*

## **Dakota County Administration Center** *(building)*

- Service Center  
*(service center)*

## **Anoka County Government Center** *(building)*

- Public Health  
Services *(service  
center)*

## **Carver County Human Services** *(building)*

- Carver County  
Chanhassen Service  
Center *(service  
center)*

## **Scott County Government Center** *(building)*

- Service Center  
*(service center)*

## **Denver Human Services East** *(building)*

- Denver Human  
Services East *(service  
center)*



## Summary Recommendation

- Rename Metro Square:  
**Ramsey County Government Center**
- Consistent with marketplace.
- Builds off county building name history and offers transition.
- Easy to understand in multiple languages/communities.

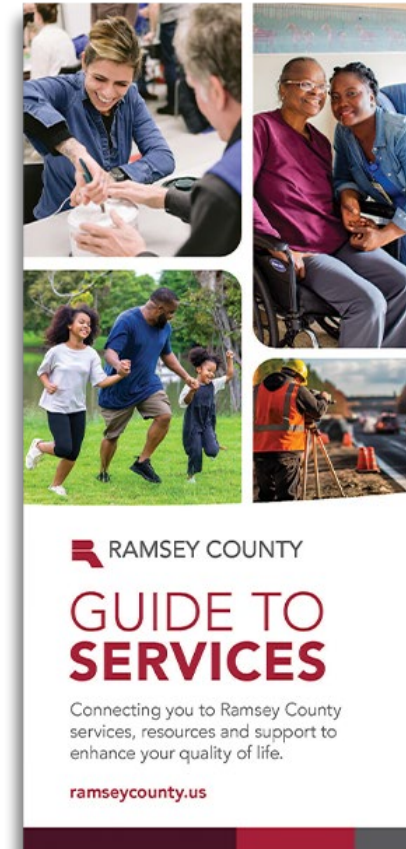
# Service Center Recommendation

## Keep service center name

- Ramsey County Service Center – Saint Paul
- Ramsey County Service Center – Maplewood
- Ramsey County Service Center – Roseville

## Focus on service clarity and wayfinding at each location

- Builds off existing brand and recognition from over 175,000 in-person visits since the service centers opened.
- Works within county Facility Signage Guidelines/existing naming framework.



# Next Steps

| Step                               | Owner               | Timeline    |
|------------------------------------|---------------------|-------------|
| Finalize name recommendation       | County Board        | Nov. 2025   |
| Update signage and branding assets | Property Mgt. + CPR | Spring 2026 |
| Grand opening                      | Property Mgt + CPR  | Spring 2026 |
| Launch public communication plan   | CPR                 | Spring 2026 |
| Website and systems update         | CPR                 | Spring 2026 |





# Join us for the Service Center tour

Kindly collect your belongings as we will depart following the tour.



