



Maintaining Resiliency Through Innovative Approaches

By Brittany Deal, CEcD

Director of Business Intelligence

Lafayette Economic Development Authority

C2ER CERP Presentation

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Purpose

This presentation will cover a case study of how a local economic development organization in Lafayette, Louisiana pivoted its daily operations during the Covid-19 pandemic to provide quick and innovative solutions to help mitigate short-term effects on the local business community.



About Lafayette Parish

Quick Facts:

- Population: 246,890
- Labor Force Participation Rate: 88%
- Unemployment Rate: 2.8%
- Target Industries:
 - Advanced Manufacturing
 - Energy
 - IT/Software Development
 - Health Care
 - Logistics

Outline

OVERVIEW

The Ask, Challenges and Solutions
How this project came to be and
what it took to get it off the ground
in one weekend

SCOPE

Project Evolution Over Time
Describe how the project changed
and grew from initial concept to pivot
with identified needs

STAKEHOLDERS

Collaboration Partners
Discuss community stakeholders,
their roles, and methods of
information sharing

METRICS

Key Performance Indicators
Metrics used to measure the
effectiveness of the program



The Ask

Mayor-President Josh Guillory requested that LEDA assist the existing City 311 team at Lafayette Consolidated Government with business-related incoming calls.

Create a process to distribute 100,000 masks that were donated to the city from Fruit-of-the-Loom.

Report to him and other elected officials the needs of the community based on the calls received.





Challenge

Turning a local EDO
office into a
functional call center
and mask
distribution hub

Solution

Repurposed existing
phone software to
allow for rolling call
queue

Created mask
distribution team
and schedule





Challenge

Training staff on programs, resources and data collection processes in a short time period

Solution

Created resource binders for each staff member

Held in-person training/troubleshooting sessions over the weekend

Created video tutorials



Challenge

Capturing caller
information and
providing follow-ups
for callers

Solution

Repurposing
ArcGIS's Survey 123
to collect caller
information

Single processor of
information at end of
day to distribute
follow-ups

Each staff person
assigned a
concentration area



Challenge

Information
dissemination and
communicating
needs to elected
officials

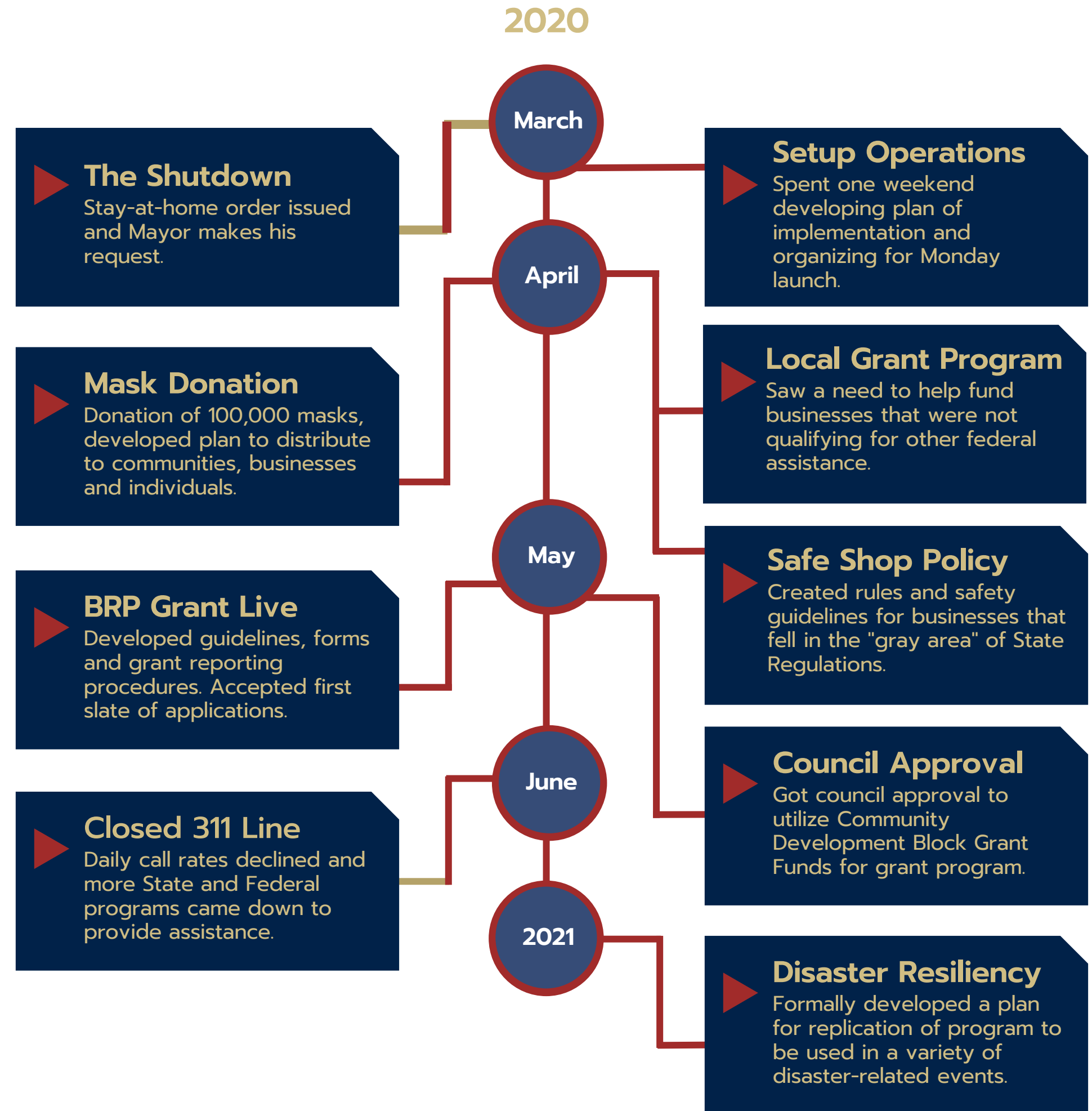
Solution

Partnered with
media outlets

Social media push
from multiple
organizations

Created an
integrated
dashboard with live
updates

Timeline



Partners & Stakeholders

- Lafayette Consolidated Government (LCG)
- Louisiana Small Business Development Center (LASBDC)
- Louisiana Workforce Commission (LWC)
- State Senators & State House Reps
- Lafayette City-Parish Council
- Municipality Mayors
 - City of Carencro
 - City of Youngsville
 - City of Broussard
 - Town of Duson
 - City of Scott
- Lafayette Police & Fire Departments
- SMILE Community Action
- Catholic Charities

The Metrics

- # of callers
- # of masks distributed
- Safe Shop certifications
- # of BRP Grants funded
- Dollars invested
- Business loss
- SBA/PPP Grants and loans issued to local businesses
- Unemployment claims
- Job openings
- and more...



The Caller Tracking Form

12:34 PM

LEDA 311 Call Tracking

LEDA will be assisting LCG to field business-related 311 calls during the COVID-19 pandemic. This survey will be used as a collection form to track calls that come into the LEDA 311 system. Each team member will complete one survey for every call that is taken.

Caller's Name
Enter the caller's name. If they wish to remain anonymous, just enter Anonymous for name.

Caller's Phone No.
In case the call is disconnected or response requires a call back.

Caller's Email Address*
For responses that call for more extensive explanation. If about the BRP program, the email address must be the email they used on the application. Put NA@lafayette.org if caller does not want to give email address.

Business Owner or Employee?*
Is the caller a business owner or a company employee?

☐ Business Owner

12:35 PM

Business Owner or Employee?*
Is the caller a business owner or a company employee?

☐ Business Owner

☐ Employee

☐ Other

Business Name

Primary Purpose of Call?*

☐ SBA Loan Info

☐ Unemployment Insurance Info

☐ Stimulus (CARES) Package Info

☐ Laid-Off Looking for Work

☐ 1099, Contract, Artist, Industry Worker Assistance

12:36 PM

☐ Laid-Off Looking for Work

☐ 1099, Contract, Artist, Industry Worker Assistance

☐ Business Assistance Grant (LCG)

☐ Prohibited business

☐ Charitable Donation

☐ Other (If other, explain in Notes section below)

BRP Only: What is your DBA (Doing Business As) Name?

Caller Needs Follow-Up?*

☐ Yes

☐ No

12:37 PM

Any Follow-Up Notes?

Best Contact Person for Follow-Up? If none, please skip.

Were you able to answer this caller's questions?*

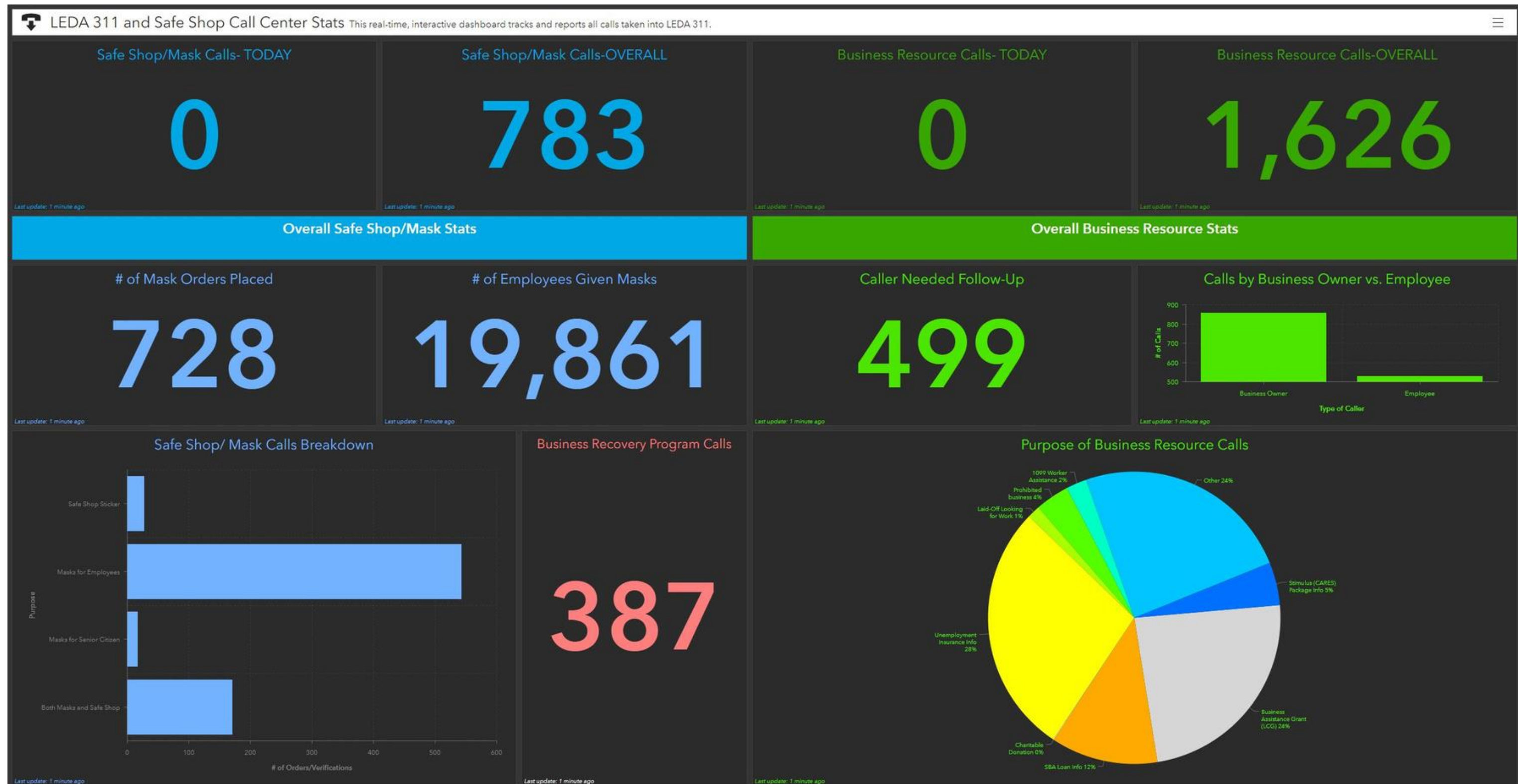
☐ Yes

☐ No

Date and Time of Call*

Team Member's Name*

The Dashboard





Questions?

**By Brittany Deal, CEcD
Director of Business Intelligence
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**Contact Info
Brittanyd@Lafayette.org
(337) 593-1419**

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