



Spring 2013, Issue 8

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Executive Corner

Message from the PSC Director

Welcome to the Spring 2013 issue of *Service Matters*! I'm pleased to inform readers that PSC recently unveiled an updated strategic plan. It will help us reach our goal of significant year-over-year growth and achieve our vision of being the leading shared services provider in the

federal government.

In these times of government budget constraints, we understand that value is of the utmost importance. Our purpose is to provide the essential support services you need, thus enabling you to concentrate more resources on achieving your core mission. We have such an example — our new partnership with the Administration for Children and Families, featured in the [Service in the Spotlight](#) segment of this newsletter.

We've laid the foundation for success, which includes establishing a Service Manager role for each of PSC's 18 lines of business. Service Managers, responsible for all aspects of their respective businesses, are the go-to people for our customers and employees. We offer more than 40 services across 13 distinct lines of business. Specifically, Service Managers are responsible for: overseeing overall service performance, aligning service quality and the customer experience, developing employee talent, and identifying growth opportunities. In addition, Service Managers utilize [Service Performance Indicators](#) to measure how our services are performing. We remain accountable for our services performing as best as possible. You can learn more and see a contact list of our [Service Managers](#).

We are committed to providing the best value in federal support services. We recently deployed our [Annual Customer Satisfaction Survey](#) so that we can continuously improve and enhance service to you. Your feedback is appreciated.

Thank you for your continued support.

Cordially,
Paul S. Bartley

Feature

PSC supports Hurricane Sandy emergency relief efforts

The devastation caused by the Hurricane Sandy disaster has affected many lives. People's homes and businesses have been destroyed. Communities need to be rebuilt. One of the hardest-hit states, New Jersey, faces an estimated \$30 billion in damage. The need for assistance has been imperative and continuing. PSC has responded to the call for emergency relief.

PSC's Strategic Acquisition Service awarded an urgent task order under an existing PSC contract to Catholic Charities USA (CCUSA). It was on behalf of the Administration for Children and Families (ACF). The contract includes short-term and long-term assistance to help victims recover from disastrous events. The support runs the gamut, from basic to complex needs, everything from food and water to shelter and housing solutions.

The logistics support to the ACF Office of Human Service Emergency Preparedness and Response includes coordinating deployment efforts and collaborating with FEMA. The estimated current value of the contract is more than \$20 million. In the months since Hurricane Sandy, CCUSA has been able to distribute grants and in-kind donations worth approximately \$2.75 million to Catholic Charities agencies affected by Hurricane Sandy. The organization also has pledged to provide more services through long-term recovery grants totaling roughly \$5 million for disbursement over the next five years.



While the extent of the hurricane's reach and damage caught many by surprise, PSC was prepared. "We all watched this unfold on TV, and I felt more connected in being part of the solution there," said SAS Branch Chief Darnese Wilkerson, who administered the contract. "The key is that we were equipped with the right contract vehicles that streamlined the process and provided a quick turnaround in this emergency situation. We were ready to come to their assistance in ensuring that no further delays would be caused by trying to put in place a new contract. We had vehicles ready to help them facilitate the process."

In the Statement of Work, there were community-wide needs assessments done early on. "It's how the efforts took off," said Wilkerson. "The entire area was hit, so it went beyond families being displaced from their homes. Even hotels were out of business because of the damage that they suffered. So, of course, that caused issues in trying to estimate accurate cost. When I think of short term and long term, certainly it's getting immediate food and shelter to everyone, but it extends to rebuilding entire communities and businesses alike."

When PSC was contacted, the original effort was estimated to be for 30 days. The period of performance has been extended twice. "People are without adequate resources, and rebuilding efforts are still ongoing," Wilkerson said. "My office has been trying to keep things flowing in a way that it does not impede the relief processes happening in New Jersey and the interchangeable resources that need to go in and out of that area. So, a lot of times, I'm involved in conversations like the two 30-day extensions, and contract changes that need to happen. There were also some administrative aspects; for example, you change personnel in the middle of this process. Even with all of those actions, there has not been a delay or a disruption in providing the resources in that area." For more photos of the affected areas, click [here](#).

SAS has supported disastrous storm situations in recent years in places like Albany, N.Y., Pennsylvania, Vermont and Texas. The Katrina Reform Act of 2006 is the premise under which these emergency deployment actions are written. “This contract pulls together normal services that are provided in these emergency situations,” said Wilkerson. “When we’re called up, we have this vehicle that streamlines the process and allows us to move quickly.”

While they are outside the normal box of federal acquisitions because they are emergency efforts, PSC has risen to the challenges. “The authority by which they were governed was a little different,” Wilkerson said. “It gives us the latitude to do things in a more streamlined way. ... It’s good to see federal dollars at work for the right types of effort.” For more information about SAS acquisitions, click [here](#).

Service in the Spotlight

PSC and the Administration for Children and Families enter into a partnership

In this era of constrained government budgets, federal agencies face the challenge of saving money while maintaining services. This issue was confronting the Administration for Children and Families (ACF). All of their facilities operations were provided by a contractor, so they were looking for ways to keep costs down without compromising the level of service they received. The decision to insource/outsource varies depending on each situation, but when PSC stepped in, insourcing made sense for ACF.

PSC now provides a complete solution that bundles value-added shared services. Facilities and Logistics Service (FLS) Service Manager Jack Sweeney started talking with ACF last year. Those conversations evolved into their saying, “Come in and take on all our facility operations.” In turn, PSC wrote a successful proposal and is now supporting all staff at ACF headquarters, which includes two buildings — ACF headquarters at 901 D St. and another office building at 1250 Maryland Ave. Services include: Office Moves, Conference Setup, Labor Services, Copier Support, Motor Pool, Space Management, Mail Room Operations, Emergency Planning, Safety, Asset Management, Transshare, Shredding, Recycling, Facilities Help Desk, Fleet Management, Transportation, and Shuttle Services.

This partnership is a significant victory for PSC and ACF. The partnership has been at every level, including ACF Chief of Staff Shkeda Johnson and Facilities Management Team Leader Roy Pratt. Even their Assistant Secretary, George Sheldon, was involved. “He and PSC Director Paul Bartley really nurtured the partnership, at every level,” said FLS Support Services Supervisor Jamie Cooke. “Part of the Director’s vision is for PSC to bundle services and go out and sell in that manner. And that’s what we’ve all been trying to do. ACF made the strategic decision to insource all that to PSC, and we came in because of the situation. We only had two weeks to understand the operation and take it over, which is unbelievable, but we did it. We did it by leveraging existing PSC resources.”

The transition has been seamless — the goal of any transition — but it was a challenge. “The way we succeeded was not only because of the partnership with ACF, and helping each other to be successful, but also because key players really stepped up and did whatever it took,” said Cooke. Logistical Operations Chief Debbie Orfe immediately assigned people to handle the labor services and copier services support and drivers. HHS Department Mail Manager Bobbie Sue Cline and Mail Supervisor Bruce Bourne immediately assigned resources to be ready to sort mail on day 1. “Bobbie Sue, Bruce, and their team came in and were on the property helping me to implement this effort,” said Cooke. “Which says a lot about them.” Support Services Supervisor Victor Bailey assisted with contingency plans for the motor pool. “We were short-handed in the early going,” Cooke said. “Charmaine Denny, who works for Victor as their Dispatcher, has worked hand-in-hand with me to assist in filling operational gaps with motor pool drivers.”

FLS Division of Building Operations and Management Director Jim Windsor and Sweeney have been supportive from a strategic point. Sweeney wrote the proposal and utilized Cooke and others as subject matter experts. “We made changes to our proposal to meet our customer demand,” explained Cooke.

The response and adaptability have been impressive. “Really, when you have a transfer in operations of this scope, you usually have 30-60 days,” said Cooke. “We only had two weeks, but the transfer was seamless and successful. We came in a high profile way, which is unusual, but it’s going to be how we get new customers. A shared services provider is a solution for the budget constraints and challenges we all face. ACF saw that as an opportunity to save some money and maintain service.”

In the end, all the effort is a win-win situation. “I think the process is there for long-term success, and we’ll keep making adjustments,” Cooke said. “It really does tie into what Assistant Secretary Ned Holland is trying to achieve as far as culture is concerned, and it really ties into what Director Bartley is trying to achieve with business development, selling in bundles. We make their vision happen.” To learn more about how these PSC services can benefit your organization, contact Jamie Cooke at (301) 957-0567 or Jamie.cooke@psc.hhs.gov.

Did You Know?

Service Performance Indicators measure effectiveness of PSC services

We hold ourselves accountable for providing the best service possible. To help us in that endeavor, PSC measures the effectiveness of its 40-plus services using Service Performance Indicators (SPIs). SPIs are relative measures of performance that can be used to compare our products and service offerings. PSC Director Bartley led the sixth semiannual PSC SPI Review meeting in Bethesda on Jan. 17.

PSC has a highly diverse portfolio of services, ranging from paper shredding to clinical health services. Given this level of diversity, no single measure can be used across all services to report performance on a meaningful basis. SPIs enable PSC to manage performance using a common measurement framework. Since January 2010, PSC Director Bartley has hosted a review meeting every six months for **Service Managers**, to give them an opportunity to present their six-month performance results. Each Service Manager gets five minutes to summarize the performance of each cost center under his/her responsibility for Bartley and their peers.

Service Managers have the opportunity to present their six-month performance results in four dimensions: transaction volume or revenue, rates (cost per transaction), quality, and customer satisfaction. In the future, the report will evolve to accommodate new strategies, such as growth, and to track our performance in achieving growth goals.

On the basis of individual Service Manager’s SPI report data, Bartley might ask them questions such as: How would you propose to take customer satisfaction/service to the next level? The intent of the SPI Review is for the PSC Director and Executive Team to get an understanding of the business trends affecting their service portfolios and the challenges and concerns of their managers. In the future, the report will evolve to accommodate new strategies, such as growth, and to track our performance in achieving growth goals. The Service Managers will benefit from sharing best practices and innovative methods.

Annual Customer Satisfaction Survey — Thank you for your participation!

We value your feedback. To that end, PSC launched its annual Customer Satisfaction Survey on Feb. 5.

PSC’s annual Customer Satisfaction Survey was deployed in conjunction with the new HHS Division of Administration survey to approximately 5,000 customers within the Department. Your feedback last year provided PSC with valuable insights into what we are doing well and where we have opportunities to improve. The survey closed March 1. Thank you for your input.

Last year, PSC survey results indicated that more than 83 percent of our customers were satisfied with the service they received and that they would recommend PSC to others. This percentage represents a minor improvement over the previous year results. The survey expanded in scope this year. We will share

results in our Summer issue of *Service Matters*. For more information, contact Edgar Esmabe, the PSC Performance Manager at PSCPerformanceManager@psc.hhs.gov.

FOH launches healthy eating campaign for March

March is National Nutrition Month, and Federal Occupational Health is launching a monthlong online campaign to encourage federal employees to eat well and make smart food choices. The “Good for You” campaign promotes taking charge of your health through nutrition and reminds us that “Smart Nutrition Starts with You.”

The “Good for You” message recognizes that most people already try to make good choices but need information on how to create a healthy relationship with food. The “Smart Nutrition” materials seek to empower them with the latest information.

FOH’s March online campaign takes an interactive approach and encourages people to share their favorite “colorful” recipes. These recipes include fruits and vegetables of various shades and color to give a dish both color and good nutrition. The online campaign can be experienced at <http://www.foh.hhs.gov/calendar/march.html>.

The campaign’s overall goal is to acknowledge that people are already making some smart choices and to encourage them to make even more. The “Good for You” campaign does this by providing simple and clear information on which foods enhance your health and which ones should be approached with moderation or caution.

Additional monthly observance efforts by FOH include the development of promotional materials, including fliers, posters, bulletin board graphics, and customized email blast messages. These user-friendly “toolkits” are a major step for FOH’s delivery of resources to those who can help promote essential elements of good health and raise awareness of FOH services. Check out the toolkits for March and the rest of the year at <http://www.FOH.hhs.gov/toolkit>.

The Scoreboard: PSC’s Performance

PSC is carefully tracking its performance indicators and feedback from our customers. The key performance indicators are as follows:

- **Customer Satisfaction Target:** 90 percent of customers responding to PSC Comment Cards indicate excellent/good ratings for satisfaction of services.
- **Service Quality Target:** 95 percent of cost centers are achieving quality targets.

Our goal every month is to exceed these targets. We believe it is important to develop strong relationships with our customers and a working knowledge of our services so that we can better communicate with others across government about PSC.

For Customer Satisfaction, we achieved 94 percent in November. For Service Quality, we achieved 91 percent in January.

PSC Services

For detailed information including service descriptions, rates, performance standards, and contact information, please visit <http://www.psc.gov>.

- **Acquisition Services**
 - **Negotiated Contracts and Simplified Acquisitions***
 - Purchase Card Management
- **Customer Contact Center***
- **Financial Services**
 - Accounting
 - **Debt Collection***
 - Financial Reporting
 - **Grant Payments***
 - **Indirect Cost Negotiations***
- **Freedom of Information Act (FOIA)**
- **Logistics Services**
 - **Labor and Moving***
 - **Medical Supply***
 - Personal Property Management System
 - **Product Distribution***
 - **Property Disposal***
 - **Shredding***
 - **Storage ***
- **Mail Services**
 - **Mail Delivery***
 - **Mail Screening***
- **Other Employee Services**
 - Board for Corrections
 - **Child Care Subsidy Program***
 - **Payroll Liaison***
- **Media Services**
- Departmental Forms Management
- **Digital Conversion and Archiving of Documents***
- **Graphic Arts***
- **Printing***
- **Section 508 Testing and Remediation***
- **Occupational Health Services**
 - **Automated External Defibrillator***
 - **Employee Assistance Program***
 - **Environmental Health***
 - **Health Clinics***
 - **Wellness/Fitness***
 - **Work/Life Program***
 - **Workers' Compensation Management***
- **Organizational Development & Leadership***
- **Real Property & Facilities Management**
 - **Employee Child Care Centers***
 - Facilities Operations and Management
 - McKinney-Vento Act Administration
 - **Real Property Strategy***
- **Regional Support***
- **Travel and Transportation**
 - Employee Motor Pool
 - Executive Motor Pool
 - **GO!card[®] Transit Benefits***
 - Parking Space Administration
 - **Travel Arrangements and Reimbursements***

*Services listed are available to agency customers outside of HHS

PSC Departmental Policy and Oversight Areas

- **Environmental Programs**
- **Fleet**
- **Mail**
- **OSHA/Safety**
- **Personal Property**
- **Printing**
- **Real Property**
- **Sustainability Programs**

PSC *Service Matters* is published quarterly by the PSC Office of Communications. To ask questions, provide comments, or add news, please contact the editor, John Moynihan, at john.moynihan@psc.hhs.gov or call 301-492-4650. Learn more about PSC by visiting <http://www.psc.gov>.