FY09 PERFORMANCE PLAN
Mayor's Office on Asian & Pacific Islander Affairs (OAPIA)

MISSION
The mission of the Office on Asian & Pacific Islander Affairs (OAPIA) is to ensure delivery of a full range of health, education, employment, business, and social services opportunities to the Asian and Pacific Islander (API) community in the District of Columbia.

SUMMARY OF SERVICES
OAPIA provides three core services: 1) assist DC APIs in accessing equitable services from the District agencies as well as advocate on behalf of DC APIs on issues affecting their quality of life; 2) assist District agencies to build their capacity to provide culturally and linguistically competent services to DC APIs, and 3) provide API community-focused grants and support API community organizations' capacity building efforts.

OBJECTIVE 1: Increase community understanding and utilization of OAPIA through expanded outreach efforts.

> **INITIATIVE 1.1: Conduct Publicity Campaign to increase OAPIA visibility in the community**.
> OAPIA will conduct aggressive outreach to distribute its new marketing posters and brochures in six different languages to API-concentrated community, faith-based organizations, District agencies' public point of entries, and places frequented by APIs. This initiative will also include conducting extensive media outreach in both mainstream and ethnic media. The public campaign will be conducted throughout FY 09, and media outreach will be done in 2nd and 3rd quarter of FY 09. The usefulness of this initiative will be measured by surveys conducted before and after the campaign. Budget estimate: $20,000-[Printing of marketing materials ($10K), Translation ($5K), Media outreach ($5K)]

OBJECTIVE 2: Increase capacity of District Agencies to provide culturally and linguistically competent services to API community through useful technical assistance.

> **INITIATIVE 2.1: Develop a toolkit for District Government agencies on how to provide services to the API Community in the District.**
> OAPIA will develop tools for DC agencies to improve the effectiveness of their services to the API populations. This toolkit will include API community related data, resources, and good/smart practices, from around the country, in the following areas: outreach, customer service, training, bilingual hiring and data collection. It is scheduled to be completed by 4th quarter of FY 09, and will be distributed to the District agencies in 1st quarter of FY10. The usefulness of the information will be measured through a survey conducted with the target agencies. Budget estimate: $1,500-Printing 80 copies of toolkit/guide[1]

> **INITIATIVE 2.2**: **Conduct a total of eight education/problem solving sessions on providing culturally competent services to API community to the Core Teams in all eight Wards.**
> During the sessions, OAPIA will provide information on ways to improve communication with API clients, tips on serving APIs, and list of community resources. It is scheduled to be completed by the end of 4th quarter of FY 09. The usefulness of the sessions will be measured through an exit survey at each session.

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[1] Hard copy will be only available to agency directors and Language Access Coordinators. This toolkit will be available via OAPIA website

Budget estimate: $4,000. (Developing training module-$3,500, printing-$500)

OBJECTIVE 3: Support community organizations/entities to provide supplemental services to the District's Asian and Pacific Islander (API) community.

INITIATIVE 3.1: Implement an assessment of OAPIA community grantees to get information on their needs and gauge grantees organizational capacity.
The results of assessment will be used in shaping OAPIA's future direction in its community capacity building efforts. It can also be used as a guide for District Agencies in shaping their funding of supplemental services to the District's API population. The report will be published by the end of 4th quarter. Budget estimate: $18,000 (the amount will be budgeted under each grantee's funding total)

PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY07 Actual	FY08 Target	FY 08 YE Actual	FY09 Projection	FY10 Projection	FY11 Projection
Objective 1						
Number of DC API residents, business owners and organizations in OAPIA Community Database.[2]	N/A	N/A	500(baseline)	800	1100	1400
Objective 2						
Percentage of DC agencies giving a satisfactory or above rating on OAPIA's technical assistance efforts. [3]	N/A	N/A	N/A	85%	90%	95%
Objective 3						
Number of capacity building efforts[4] provided to API community organizations and individuals.	N/A	100	100	110 10% increase	121 10% increase	135 10% increase

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[2] As of FY 09, OAPIA will create DC only data base to build its contact of DC API residents, merchants, and organizations.

[3] Technical assistance include: Providing information on API community from U.S. Census and assisting in data collection design, providing information on API community through reports, articles and other informational sources, providing information on resources to receive cultural competency training, providing guidance and/or support from OAPIA in recruitment of bilingual personnel and Reviewing of BLAP/Baseline Assessments/Reports.

[4] Capacity building efforts include: training sessions, consultation sessions, information dissemination, resource sharing, and CBO visit.