



## FY 2015 Performance Accountability Report Mayor's Office on Latino Affairs

### INTRODUCTION

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives' progress and key performance indicators (KPIs).

### MISSION

The mission of the Office on Latino Affairs is to improve the quality of life of the District's Latino residents by addressing a broad range of social and economic needs through strategic management of public and private partnerships, expertise on policy, community relations, civic engagement and community-based grants.

### SUMMARY OF SERVICES

OLA awards community-based grants, forms strategic partnerships, conducts community relations, and provides outreach support and advocacy for DC Latinos so they can have access to a full range of human services, health, education, housing, economic development, and employment opportunities.

### OVERVIEW – AGENCY PERFORMANCE

The following section provides a summary of OLA performance in FY 2015 by listing OLA's top three accomplishments, and a summary of its progress achieving its initiatives and progress on key performance indicators.

### TOP THREE ACCOMPLISHMENTS

The top three accomplishments of OLA in FY 2015 are as follows:

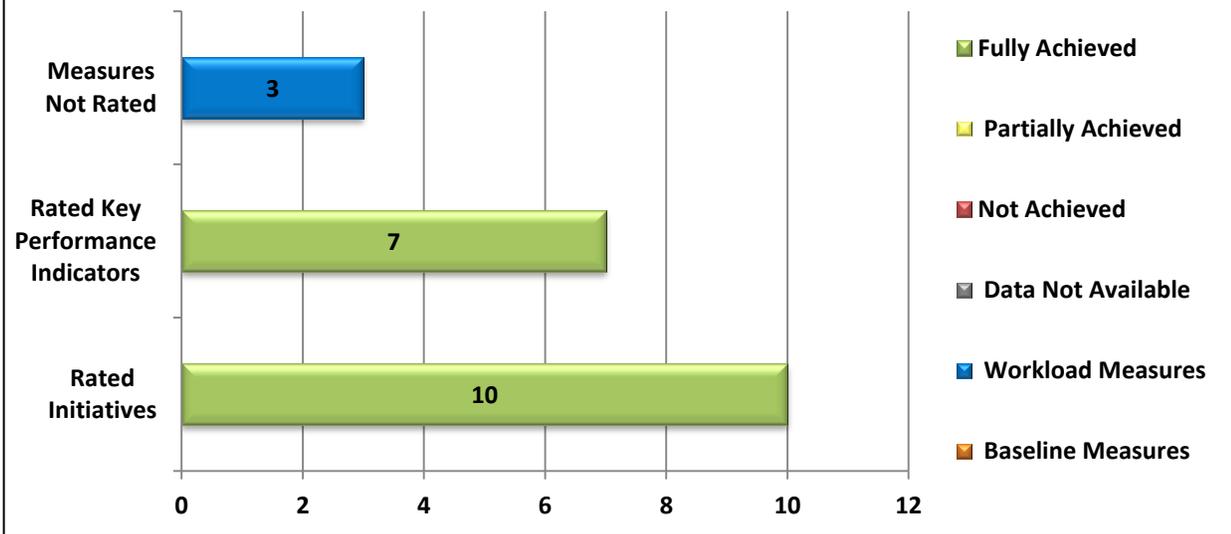
- ✓ In FY 2015, OLA awarded \$2,297,038 in grants to 61 non – profit organizations. A total of 74,378 constituents benefited from direct services through OLA's Community Health and Education grants.
- ✓ Through OLA's Community Outreach program 641 constituents were vaccinated through the National Influenza Disparities Partnership, through the DMV Mission Zero, 413 constituents verified their documents to obtain Limited Purpose DC driver's licenses or identification cards.
- ✓ OLA provided technical support to the 34 (100%) agencies named under the Language Access Act.

### SUMMARY OF PROGRESS TOWARD COMPLETING FY 2015 INITIATIVES AND PROGRESS ON KEY PERFORMANCE INDICATORS

Table 1 (see below) shows the overall progress the OLA made on completing its initiatives, and how overall progress is being made on achieving the agency's objectives, as measured by their key performance indicators.



**Table 1: Total Agency Measures and Initiatives, By Category**



**Chart 1: Total Rated Agency Key Performance Measures, by Achievement Level**



**Chart 2: Total Agency Initiatives, by Achievement Level**



**Default KPI Rating:**

$\geq 100\%$  Fully Achieved

75 - 99.99% Partially Achieved

$< 75\%$  Not Achieved

In FY 2015, OLA has fully achieved 100% of its initiatives and has fully achieved 100% of its rated key performance measures. **Table 1** provides a breakdown of the total number of performance metrics OLA uses, including key performance indicators and workload measures, initiatives, and whether or not some of those items were achieved, partially achieved or not achieved. **Chart 1** displays the overall progress is being made on achieving OLA objectives, as measured by their rated key performance indicators. Please note that chart 2 contains only rated performance measures. Rated performance measures do not include measures where data



is not available, workload measures or baseline measures. **Chart 2** displays the overall progress OLA made on completing its initiatives, by level of achievement.

The next sections provide greater detail on the specific metrics and initiatives for OLA in FY 2015.

## PERFORMANCE INITIATIVES – ASSESSMENT DETAILS

### **OBJECTIVE 1: Improve Latino-serving non-profit organizations' institutional knowledge, skills, and service program quality for services offered to DC Latinos.**

#### **INITIATIVE 1.1: Coordinate informational and service events for DC Latinos.**

OLA will coordinate with public, nonprofit and private sector partners in putting on informational and service events focused on health, education, immigration, economic development, public safety and housing. OLA will be the lead partner in coordinating at least 4 major events during the year and participate as a supportive partner in at least 6 events led by partners. **Completion date: September 2015**



**Performance Assessment Key: Fully Achieved.** OLA coordinated 65 events with the collaboration of government, nonprofit and private sector to inform constituents about services in DC, the events focused on health & social services, education, safety, economic development and employment.

#### **INITIATIVE 1.2: Language Access implementation of technical support (production and distribution of materials and resources) based upon specific issues/and prioritized agencies identified by the LA monitor's feedback obtained from different CBOs and DC government frontline centers during FY2014.**

OLA will continue the development of agency-tailored technical support to be provided to the five prioritized LA agencies identified by the Language Access Monitor as having the most challenges to implement the LA Law. The LA program will be focused mainly on developing concrete materials and resources tailored to the needs of each of these LA agencies. The effectiveness of this initiative will be determined by the number of sites to which the technical support will be given and the production and distribution of at least 3 materials/resources for each of the five prioritized agencies. The timeline proposed for this initiative will be as follows: Q1–Q2 will be dedicated to development and production of materials, while Q3–Q4 will be focused on the distribution and assessment of materials/resources. **Completion Date: September 2015.**



**Performance Assessment Key: Fully Achieved.** The LA program created a total of 71 multilingual signs for 5 customer centers in DHS and replicated the project with DOH, created a brochure for DCRA, a LA poster on how to use the “I speak cards” and helped OTR initiate a roundtable with CBOs.



**INITIATIVE 1.3: Office on Latino Affairs will develop a comprehensive marketing and communication plan that includes outreach to DC Latino residents through text messaging.**

OLA started disseminating information through text-messaging targeted to Latino residents to provide weekly event updates, announcement of initiatives and information about partnerships. Given the successful implementation of messaging during FY 2014, in FY15, OLA will explore enhancing the messaging services by including media files and hyperlinked text to direct constituents to web-content. **Completion Date: September 2015.**

- **Performance Assessment Key: Fully Achieved.** OLA successfully added 8,162 new constituents to the DC GOV delivery data base to receive text messages about OLA and mayors events, updates and other news.

**OBJECTIVE 2: Facilitate greater access to economic development resources among DC Latino-owned businesses.**

**INITIATIVE 2.1: Utilize Latino owned business data gathered during FY 2013 and FY 2014 to identify trends and barriers relating to the success of their business**

OLA will utilize existing data on Latino-owned businesses in the District of Columbia using surveys, questionnaires, and focus groups in order to identify barriers confronting Latino-owned businesses. OLA's outreach department will submit a final report indicating appropriate technical assistance for Latino businesses. OLA will coordinate three business related technical assistance workshops/conferences in FY2015. **Completion Date: September 2015.**

- **Performance Assessment Key: Fully Achieved.** OLA provided technical assistance to small business owners through a Small Business Legal Clinic. Informed them on DCRA's regulations on synthetic drugs and established a mentoring program between businesses, in partnership with GWHCC.

**INITIATIVE 2.2: Ensure that the Latino business community has access to available technical assistance.**

OLA will work to make the Latino business community more competitive in the new economy by partnering with DSLBD to provide technical assistance on compliance with D.C. regulations and development of business tools (e.g. business plans, financials, etc.). **Completion Date: September 2015.**

- **Performance Assessment Key: Fully Achieved.** OLA provided three grants to different non-profit organizations to provide technical assistance to prospective and current small business owners.

**OBJECTIVE 3: Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.**



**INITIATIVE 3.1: Promote Employment Fairs.**

OLA will collaborate with District, CBO, and private sector partners to organize and promote employment fairs and disseminate information about available jobs among Latinos. **Completion Date: September 2015.**



**Performance Assessment Key: Fully Achieved.** In FY 15, OLA collaborated with DPR, DPW, DCHR and the CalPro group to host 4 employment fairs and job readiness workshops for DC residents. A total of 423 people were in attendance.

**INITIATIVE 3.2: Support Workforce Development Programs.**

OLA will make one additional investments in workforce development programs that help Latinos meet job market demands of the new economy (for a total of four workforce development projects). **Completion Date: September 2015.**



**Performance Assessment Key: Fully Achieved.** Through the Grants Program, OLA invested \$275,000 in workforce development projects through 9 non-profit organizations. An additional \$195,575 was awarded to 12 non-profit organizations to host SYEP youth.

**OBJECTIVE 4: Improve the quality of Life among Latinos.**

**INITIATIVE 4.1: The LA program, through its Language Access Monitor, will continue monitoring DC government sites, and maintaining visits to CBOs to continue identifying areas of technical support, and initiatives for OLA.**

Monitoring of the next five prioritized DC government agencies' frontline sites and continuous fostering of OLA's relationship with employees at the different Latino-serving community based organizations in order to identify areas of improvement for the DC government agencies under the Language Access Act. This monitoring and fostering of relationships will also help OLA to determine development and implementation of the technical support that may be provided by OLA. The effectiveness of this initiative will be determined by the number of OLA grantees engaged, the number of DC government frontline sites visited, and the number of individuals providing feedback through surveys. **Timeline: Q1 –Q4. Reporting will be done quarterly with a final annual report presenting findings and recommendations. Completion Date: September 2015.**



**Performance Assessment Key: Fully Achieved.** Through the LA program's monitoring OLA proactively identified areas of improvement at DC government agencies named under the Language Access Act by meeting and establishing relationships with frontline employees at CBOs and DC government agencies.

**INITIATIVE 4.2: Facilitate one round-table discussion per quarter on issues affecting the Latino community.**

OLA will convene quarterly meetings with various community groups to discuss priority issues to the Latino community. OLA will provide subject matter experts on social service issues



impacting the Latino community to serve on panels and will bring relevant agency directors to interact with the community groups. Topics may include, but not be limited to, delivery of health services to the immigrant community, housing, public safety, education, and enhancing employment and economic development opportunities for DC Latinos. **Completion Date: September 2015.**



**Performance Assessment Key: Fully Achieved.** OLA facilitated 4 round table discussions with different community organizations, regional organizations and consulates regarding education, public safety, job development and how to better serve our Latino residents in the district.

**INITIATIVE 4.3: Develop new evaluation metrics and tools to measure the success of information and service events.**

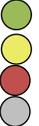
OLA will develop customer satisfaction and other surveys that capture the efficacy of service and information delivery at events. OLA will employ customer feedback in designing events to optimize event value and experience of attendees.

**Completion date: January 2015.**



**Performance Assessment Key: Fully Achieved.** In FY15 OLA implemented a satisfaction survey at OLA sponsored events such as; CPR training, Food Distribution, Vision Screening, flu vaccinations. A total of 460 surveys were conducted were 98.17% of participants reported a satisfactory experience.

**KEY PERFORMANCE INDICATORS**

	KPI	Measure	FY 2014 YE Actual	FY 2015 YE Target	FY 2015 YE Revised Target	FY 2015 YE Actual	FY 2015 YE Rating	Budget Program
		Percent of grantees that show satisfactory performance according to grants monitoring program.	92%	95%		95%	100%	Community Based Grants
		Percent of grantees that report satisfactory experience with capacity building program.	92%	95%		95%	100%	Community Based Grants
	3.2	Number served by OLA Grantees.	64,000	62,600		74378	118.81%	Community Based



								Grants
●	1.2	Number of Language Access Act covered agencies receiving technical assistance.	33	32		117	365.63%	Advocacy Program
●	2.1	Percent of attendees that report satisfactory experience with OLA sponsored events.	90%	85%		98.17%	115.49%	Community Relations & Outreach
●	1.1	Number of text messages sent to DC Latino residents	43,508	44,000		63440	144.18 %	Community Relations & Outreach
●	3.1	Number of attendees at OLA Employment Fairs	188	200		203	101.50%	Community Relations & Outreach

## WORKLOAD MEASURES – APPENDIX

### WORKLOAD MEASURES ●

Measure Name	FY 2013 YE Actual	FY 2014 YE Actual	FY 2015 YE Actual	Budget Program
Number of Latinos residing in the District	69,170	70,712*	70,712*	OFFICE OF THE DIRECTOR
Constituent Inquiries/ Technical Assistance Sessions	1,755	2,405	N/A	
Number of Grant Applications Received	70	73	78	Community Based Grants

\*Projection based on AVG 2.23% annual population growth in DC from 2010 through 2013