



**FY 2014 PERFORMANCE PLAN
Office of Veterans Affairs**

MISSION

The mission of the District of Columbia Office of Veterans Affairs (OVA) is to assist, recognize and effectively advocate on behalf of District of Columbia veterans and their families.

SUMMARY OF SERVICES

The District of Columbia Office of Veterans Affairs assists District veterans, their dependents and survivors in applying for and using Federal Department of Veterans Affairs benefit entitlements. The OVA also assist with service record acquisition and corrections, as well as discharge upgrades. OVA also supports veterans recently released from active duty service with transitional assistance from military life to civilian life. Finally, OVA connects DC veterans with supportive wrap around services and District and Federal services that address homelessness, employment, education, returning citizens re-entry issues, housing and other services that will improve their quality of life.

AGENCY WORKLOAD MEASURES

Measure	FY 2011 Actual	FY 2012 Actual	FY 2013 YTD¹
Number of Veterans who have contacted the OVA for Services	1000	1200	580
Number of Furniture Requests from Veterans and their families	20	89	70
Number of License Plate Requested by Veterans and Their Families	35	25	70
Number of Veteran Events Participated in by the OVA Staff	35	40	54

OBJECTIVE 1: Expand Outreach and Advocacy for District Veterans and Their Families

INITIATIVE 1.1: Produce a veteran recognition event.

In the past, OVA partnered with organizations to produce many events. OVA shall lead the production of several veteran events to recognize and display appreciation to District veterans and to promote OVA and District agencies' services for veterans. This initiative will also provide veterans with an opportunity to receive assistance from OVA in acquiring earned veterans benefits. Veterans will also be recruited to volunteer with the agency.

¹FY 2013 YTD reporting data as of August 31, 2013



INITIATIVE 1.2: Increase veteran attendance at OVA Sponsored Events

OVA will raise awareness of veteran assistance and opportunities through its sponsored events. In FY 2014 OVA, due to veteran demand, shall increase the availability of information and subject matter experts during sponsored and coordinated events to provide veterans more access to information. Providing veterans with more of what they want and need will bring more veterans to these events, and provide more veterans with an opportunity to receive assistance from OVA and our partners, in acquiring earned Veterans benefits.

INITIATIVE 1.3: Development and Implementation of Financial Literacy Program – Veterans Assistance for Learning Opportunity and Readiness (VALOR)

The continued implementation of the VALOR program will provide financial planning, management, and budget counseling to DC Veterans and their Families. OVA will increase outreach and advocacy by implementing PHASE II of the financial counseling program for DC veterans in all 8 Wards of the city. OVA will oversee the implementation of PHASE II Internet Program with the company FELA. FELA will administer the program and develop a strategy to contact all veterans who are DC residents. The entire program will be promoted on the OVA Website and Monthly Newsletter, Print and Broadcast media, Advisory Neighborhood Commission Meetings, Meetings with the DC Chamber of Commerce and Greater Washington Board of Trade and through the local Chapters of the Veteran Service organizations.

INITIATIVE 1.4: Continue the Enhancement and Growth of the Furniture Donation Program

In FY 11, Fort McNair donated \$75,000 of furniture items through National Capitol Veterans Coalition to the Office of Veterans Affairs. Additionally in FY 12 another \$800,00 donation was received from Fort McNair and the old Walter Reed Site. In FY 12, OVA partnered with military installations to assist our formerly homeless veterans and their families as well as homeless veterans and family members moving into transitional or permanent housing. In FY 14, the National Capitol Veterans Coalition will continue to administer the program with oversight and assistance from the Office of Veterans Affairs. This program will allow our veterans to concentrate on receiving health care, supportive services, education and job placement without having to worry about acquiring furniture for the housing units into which they are moving with furniture.

These donations include bed frames, box springs, mattresses, refrigerators, microwaves, chests-of-drawers, chairs, tables and computers. Veterans are required to complete a request for furniture form that may be obtained from the Office of Veterans Affairs and provide proof of housing from the US Department of Veterans Affairs' HUD-VASH program or from the DCHA.

OBJECTIVE 2: Increase Recognition of the Military Service of DC Veterans



INITIATIVE 2.1: Continue to Roll Out Proud DC Veterans License Tag Program throughout the City

OVA shall increase the marketing and implementation of its new DC Veteran display license plate program throughout the city. This initiative allows OVA to expand recognition of our veteran population in all eight wards of the city and provides needed revenue for our veteran's assistance fund. OVA is also beginning the process with DMV to explore placing our DC Veteran logo on District drivers licenses to increase recognition in the law enforcement community and with local businesses. License Plate information will be available at all outreach events, Veterans Leadership Forum meetings, ANC meetings as well as enhance the schedule of the airing of the Public Service Announcement will increase in channel 16. Also information is posted on the OVA website as well as our Facebook Page.

INITIATIVE 2.2: Expand Outreach to Homeless, At Risk and Transitioning Veterans and Their Families

OVA shall increase the number of District of Columbia veterans and families contacted via Deployments, Welcome Home Ceremonies, Seamless Transition Services and shelter referrals resulting in a better informed hard-to-reach segment of the veteran community. OVA shall conduct these visits quarterly, through our current staff. OVA will improve its partnerships with District shelters, the VA's Community Resource and Referral Center (CRRC), and the District's Housing First Initiative to ensure OVA materials and documents are accessible to veterans in those facilities and housing units.. Also, through this initiative, more homeless veterans will be connected to their earned VA benefits, resulting in improved quality of life for these veterans. Additionally, OVA will initiate efforts to make contact with transitioning veterans returning to the District from active duty. Utilizing the process developed to identify those veterans through their military discharge documents, OVA will make contact with these individuals soon after the agency receives his or her DD-214 Military Separation Report. Through this initiative, this hard to reach veteran base will become aware of the services available through District and Federal Agencies.

OBJECTIVE 3: Streamline Efforts to communicate with and Inform Returning DC Veterans of Their Earned Benefits as well as events that are happening in Their Community

INITIATIVE 3.1: Increase the Use of Social Media to Communicate with Returning DC Veterans

Through collaboration with OCTO, OVA has modernized its website to provide the most current information as well as links to e-benefits and my healthy vet to DC veterans returning from the conflicts in Iraq and Afghanistan including the DC National Guard about Services and benefit information on federal, District and non-profit agencies that assist veterans financially and with other services via demobilizations ceremonies as well as Welcome Home Events. OVA will begin implementation to use Public Service Announcements through Radio and TV broadcast media to communicate with our returning veterans.



KEY PERFORMANCE INDICATORS - Office of Veterans Affairs

Measure	FY 2012 Actual	FY 2013 Target	FY 2013 YTD²	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
Number of Veterans Events Produced by OVA	2.00	3.00	3.00	4	4	5
Number of Veterans Events and Programs Coordinated in Partnerships with Other Organizations	42.00	30.00	54	50	55	60
Number of DC Veterans Contacted	533.00	500	290	550	600	650
Percent of Veterans Who Rate OVA Services at 98% or Better	101.89%	100 %	100%	100%	100%	100%
Number of veterans assisted	580	700	420	500	525	600
Number of Veterans/Families Assisted Through OVA Furniture Donation Program	70	100	125	125	150	155
Number of Veterans License Plates Issued/Sold	27	75	75	50	50	50
Revenue Received Through the Veteran License Plate Program	\$2210	\$4425	\$2314	\$2950	\$2950	\$2950
Percent of Veterans Successfully Completing PHASE 1 of the VALOR Program	N/A	90%	95 %	100%	N/A	N/A

² FY 2013 YTD reporting data as of August 31, 2013