



FY 2013 PERFORMANCE PLAN Executive Office of the Mayor

MISSION

The mission of the Executive Office of the Mayor (EOM) is to serve the public by leading the District Government and ensuring residents are served with efficiency, accountability, and transparency.

SUMMARY OF SERVICES

The EOM provides District agencies with vision and policy direction, and provides agencies with the leadership, support, and oversight to implement specific policy goals and objectives. To discharge these duties, the EOM is divided into four core offices: Executive Office of the Mayor, the Office of Boards and Commissions, the Office of Policy and Legislative Affairs, the Office of Community Affairs.

PERFORMANCE PLAN DIVISIONS

- Executive Office of the Mayor
- Office of Boards and Commissions
- Office of Policy and Legislative Affairs
- Office of Community Affairs

AGENCY WORKLOAD MEASURES

Workload measure	FY 2010 ¹ Actual	FY 2011 ² Actual	FY 2012 Actual
Number of Freedom of Information Act Request	N/A	67	92
Number of correspondence received	N/A	10,687	11,429
Number of constituent request	N/A	1,500	2,000

¹ This performance plan only reflects data which took place at the start of the current administration in January 2011.

² Period January 2011 – September 2011



Executive Office of the Mayor

SUMMARY OF SERVICES

The Executive Office of the Mayor – provides staff support to the Mayor in leading the government and community. This program contains the following 6 activities:

- **Office of the Mayor** – provides leadership, strategic direction, and policy guidance to EOM, Deputy Mayors, and agencies;
- **Scheduling and Advance Unit** – processes scheduling requests and correspondence for the Mayor and provides oversight of the Mayor’s public engagements;
- **Office of Communications** – provides strategic communication directions, media relations, public information dissemination, agency communications review and coordination, government-wide communication standards, and guidance to and training opportunities for agency public information officers;
- **Mayor’s Correspondence Unit** – responds to written correspondence sent to the Mayor in a timely, thoughtful, and helpful manner;
- **Office of the General Counsel** – advises the Mayor, and other activities of the EOM without legal counsel, on legal matters; and
- **Office of Support Services** – provides operational support to the EOM, Deputy Mayors, the Office of the City Administrator, Criminal Justice Coordinating Council, Office on Latino Affairs, Office of Veterans Affairs, Office of Asian and Pacific Islander Affairs, Office of the Secretary, and Office of Risk Management.

OBJECTIVE 1: Effectively communicate information, updates, goals and accomplishments of the EOM through a variety of relevant communication vehicles in an effort to provide quality public affairs services to residents and stakeholders (One City Action Plan Action 3.8.1).

INITIATIVE 1.1: Improve the quality and exposure of Inside One City

Inside One City is a televised vehicle to give DC residents a first-hand view of programs being implemented throughout the city as a part of the Mayor’s One City Vision. Currently the program is taped in a studio however, in fiscal year 13 the filming will move on location to different areas of the city to give residents more a broader view of new initiatives. The Office of Communication will work to find locations, and projects, and the begin filming Inside One City off site. This initiative should be completed by September 30, 2013

INITIATIVE 1.2: Implement grade.dc.gov To Improve Customer Service To District Residents (One City Action Plan Action 3.8.1).

The grade.dc.gov initiative, developed by emerging District technology company newBrandAnalytics, will allow residents via online survey, Twitter, or text message to instantaneously provide feedback on city services. Feedback will be harvested from various other social media sites as well. This first-in-the-nation pilot will cover the Department of Consumer and Regulatory Affairs, Department of Public Works, District



Department of Transportation, Department of Parks and Recreation and the Department of Motor Vehicles. When fully operational, grade.dc.gov will have a transparent, near real-time grade for every public-facing District government agency.

KEY PERFORMANCE INDICATORS – *Office of Communications*

Measure	FY 2011 Actual	FY 2012 Target	FY 2012 Actual	FY 2013 Projection	FY 2014 Projection	FY 2015 Projection
Number of grade.dc.gov reviews	N/A	New Measure	3,067	6,500	7,000	7,500
Number of Twitter Followers	6,000	7,000	8,588	9,000	10,000	11,000



Office of Boards and Commissions

SUMMARY OF SERVICES

The Office of Boards and Commissions (OBC) facilitate Mayoral direct appointments and prepares and processes confirmation appointments for transmittal to the Council for all District boards and commissions.

OBJECTIVE 1: Recruit highly qualified, diverse, ethically sound candidates who serve the District through appointment to various boards and commissions to ensure that all Boards and Commissions have sufficient membership to be fully operational to carry out its objectives (Including One City Action Plan Action 3.8.3).

INITIATIVE 1.1: Launch the Board of Ethics and Government Accountability (One City Action Plan Action 3.8.3).

The Board of Ethics and Government Accountability is responsible for investigating alleged violations of new, enhanced ethics laws by District government employees and public officials. In addition, the Board will issue new rules and regulations regarding the ethical conduct of employees and public officials, as well as conduct mandatory training on the District government's Code of Conduct, which will help prevent unethical behavior and the appearance of such behavior.

INITIATIVE 1.2: Update all boards and commissions.

OBC will review the history and purpose of all DC government boards and commissions to determine which boards and commissions should remain on file and be given appointments. The list of recommended boards to abolish will be submitted to Council during fiscal year 2013 after seeking public comment. This initiative will help OBC better manage its portfolio of boards and commissions which will in turn help the Office to provide resources only to those boards that do not have an obsolete purpose. This initiative will be completed by December 31, 2012.

INITIATIVE 1.3: Educate community members on available boards and commissions.

OBC will provide additional information online including statutory purpose and requirements for all active boards and commissions so that residents may gain a fuller understanding of boards they may qualify for or be interested in. This will provide additional support to OBC in filling board vacancies and lowering the number of boards without a quorum. September 30, 2013.



KEY PERFORMANCE INDICATORS – *Office of Boards and Commissions*

Measure	FY 2011 Actual	FY 2012 Target	FY 2012 Actual	FY 2013 Projection	FY 2014 Projection	FY 2015 Projection
Number of appointments to boards and commissions	179	200	535	260	260	260
Number of Boards and Commissions without a quorum	52	25	25	0	0	0



Office of Policy and Legislative Affairs

SUMMARY OF SERVICES

The Office of Policy and Legislative Affairs (OPLA) assists the Mayor as the intergovernmental liaison between the Executive Branch and the following entities: the Council of the District of Columbia; the Congress of the United States; the White House and federal agencies; other local and state governments; regional authorities and planning bodies; and other related organizations. This assistance shall include coordinating the development and advancement of the Mayor’s policy, legislative and regulatory agenda; monitoring and coordinating the development and advancement of the Mayor’s positions on Council legislation, federal legislation and regulations, and District agency rulemaking and contracts [and re-programming]; and facilitating intergovernmental consultations and collaborative relationships between the Executive Branch and the entities identified in this paragraph, which result in positive outcomes for the District.

OBJECTIVE 1: Effectively communicate and advance the Mayor’s legislative agenda to further to promote the Mayor’s One City Action Plan goals: 1. Grow and Diversify the District Economy; 2. Educate and Prepare the Workforce for the New Economy, and 3. Improve the Quality of Life for All.

INITIATIVE 1.1: Effectively communicating the Mayor’s agenda is highly important in order to promote quality legislation in the District of Columbia.

The Office of Policy and Legislative affairs will train all cabinet members and intergovernmental affairs personnel on strategically communicating with the DC Council, and other intergovernmental agencies. All pertinent staff will be trained by **September 30, 2013.**

INITIATIVE 1.2: Enhance current agency legislative proposal worksheet.

Legislative changes may be necessary to help achieve the Mayor’s three One City Action Plan Goals. OPLA will enhance its current agency legislative proposal worksheet to help agencies perform strategic analysis of possible legislative changes. This worksheet will provide important business intelligence to OPLA that will assist the Office in deciding upon important legislative changes within agencies. This new format will be completed by September 30, 2013.

KEY PERFORMANCE INDICATORS - *Office of Policy and Legislative Affairs*

Measure	FY2011 Actual	FY 2012 Target	FY 2012 Actual	FY2013 Projection	FY 2014 Projection	FY 2015 Projection
Number of bills introduced to Council to achieve the Top 3 One City Goals	47	New Measure	69	70	75	76



Office of Community Affairs

SUMMARY OF SERVICES

The Office of Community Affairs is administratively and organizationally based to provide a central point for operational needs relating to, but not limited to, human resources, procurement, strategic management, and budget oversight for ten (10) offices: **The Office of Neighborhood Engagement (ONE)**, which serves as the Mayor's primary constituent services organization by providing rapid and complete responses to constituent requests, complaints and questions; **Serve DC**, helps strengthen and promote the spirit of service in the District; **The District of Columbia Youth Advisory Council (DC-YAC)**, provides an organized youth perspective regarding various issues to the Mayor, the Council of the District of Columbia, District public schools, public charter schools, and key decision makers and community leaders; **The Office of Ex-Offender Affairs (OEOA)**, provides useful information for the empowerment of previously incarcerated persons in order to create a productive and supportive environment where persons may thrive, prosper and contribute to the social, political and economic development of self, family, and community; **Mayor's Office of Gay, Lesbian, Bisexual, and Transgender Affairs (GLBT)**, provides constituent services and information to the LGBT community through outreach and public education activities; and, to advise the Mayor and DC Government on the needs of gay, lesbian, bisexual and transgender residents and employees; **Mayor's Office on African Affairs (OAA)**, ensure that the full range of health, education, employment, business, and social opportunities are accessible to the District's African immigrant community; **The Office on Women's Policy and Initiatives (OWPI)**, serves as a liaison between the Mayor and the community on issues that impact the lives of women and girls, partners with agencies and organizations that work to address these issues; drives local policy and serves as a true resource for information on relevant programs, services and research; **The Office on Religious Affairs**, cultivates policies that engage community and faith-based organizations in the creation of city-wide programs and initiatives across multiple disciplines; **The Office of Partnerships and Grants Services**, enhances the capacity of District government and nonprofit organizations to obtain and manage diverse resources through effective management and oversight of the government's donation, solicitation, grant development and grant-making processes. The **Office of the Clean City (OCCC)** serves as the central point of contact and goal champion within the Mayor's initiative to clean up the District of Columbia and maintain its cleanliness.

OBJECTIVE 1: Provide rapid responses to constituent request, concerns, and questions with District Government services.

INITIATIVE 1.1: Analyze constituent request trends and compare to other community data to better understand trends and gaps in city services.

Understanding the ongoing needs of DC residents is vitally important to improving city services. Community Affairs troubleshoots a variety of issues for DC residents throughout the year. The office will use constituent request trends, along with other city performance data to better understand needs of DC residents. An assessment of this data will be developed by the end of the fiscal year. September 30, 2013



OBJECTIVE 2: The Office of Community Affairs will increase community engagement by creating and providing more opportunities to engage with government agencies and providing greater access to resources, education and information to constituents (One City Action Plan Action 1.3.3).

INITIATIVE 2.1: Develop literature that will explain and simplify the process government resources. This initiative will help improve resident’s ability to understand government processes and help them navigate community and government resources more effectively. The Office of Community Affairs will develop literature that will explain and simplify the process for residents. September 30, 2013

INITIATIVE 2.2: Train local nonprofit organizations to deliver effective employment services (One City Action Plan Action 1.3.3).

OPGS will draw on national best practices to launch a collaborative initiative with local workforce development service providers to identify ways to leverage resources to lower the District unemployment rate. The pilot project will train a small group of nonprofits that provide job readiness, placement and retention services to local job seekers such as displaced workers and veterans.

KEY PERFORMANCE INDICATORS – *Office of Community Affairs*

Measure	FY2011 Actual	FY 2012 Target	FY 2012 Actual	FY 2013 Projection	FY 2014 Projection	FY 2015 Projection
Number of outreach events for all community affairs offices	New Measure	New Measure	67	70	75	80