



FY 2014 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.

PERFORMANCE PLAN DIVISIONS

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

AGENCY WORKLOAD MEASURES

Measure	FY 2011¹ Actual	FY 2012 Actual	FY 2013 Actual
Number of Freedom of Information Act Requests	67	92	60
Number of correspondence received	10,687	11,429	11,390
Number of constituent requests ²	New Measure	New Measure	1035

¹ Period January 2011 – September 2011.

² The Office of Community Affairs implemented a new tracking system for constituent requests in FY 13.



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.

INITIATIVE 1.1: Grade.dc.gov has been an integral part in improving performance of District government services. Residents are able to provide instantaneous feedback on government services via online survey, Facebook, Twitter and text message. Currently, there are 15 District agencies participating in the program. The EOM will increase the number of reviews it receives in FY 14 by increasing outreach and promotion of grade.dc.gov.



KEY PERFORMANCE INDICATORS – *Executive Office of the Mayor*

Measure	FY 2012 Actual	FY 2013 Target	FY 2013 Actual	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
Number of grade.dc.gov reviews	3,067	6,500	16,543	27,543	43,543	60,433
Number of Twitter Followers	8,588	9,000	17,120	23,000	27,000	30,000



Office of Boards and Commissions

SUMMARY OF SERVICES

The Office of Boards and Commissions (OBC) facilitates direct Mayoral appointments to District boards and commissions and prepares and processes confirmation transmittals to the Council for appointment to 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 their objectives.

INITIATIVE 1.1: Update all boards and commissions.

OBC will continue to review the history and purpose of all DC government boards and commissions to determine which should remain on file and be given appointments. If it is determined that more boards and commissions should be recommended for abolishment, a list of boards and commissions to be abolished will be submitted to the Council during fiscal year 2014 after seeking public comment. This initiative will help OBC better manage its portfolio of boards and commissions, which will direct resources only to those boards and commissions that do not have an obsolete purpose. This is a continuing initiative that will be reviewed and updated by OBC on an annual basis.

INITIATIVE 1.2: Create an internal notification system to track term expiration dates

Quorums and term endings will be tracked with an internal notification system that will alert staff members prior to the expiration of members' terms. The system will help the Office be proactive in addressing vacant seats on boards and commissions and facilitate the reappointment, or appointment process. The full implementation of this internal notification system will be completed by June 1, 2014.

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

OBC will provide additional information online including statutory purposes and requirements for all active boards and commissions, board support information including agency Point of Contact information for direct public access, and links to external websites for active boards and commissions. Information on board member rosters will also be made available on the OBC website, so that residents may gain a fuller understanding of boards to better match their qualifications or interests to available seats on boards and commissions. This will provide additional support to OBC in filling board vacancies and lowering the number of boards without a quorum. This initiative will be completed by September 30, 2014.



KEY PERFORMANCE INDICATORS – Office of Boards and Commissions

Measure	FY 2012 Actual	FY 2013 Target	FY 2013 As of September 18, 2013	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
Number of appointments to boards and commissions	535	260	523	300	300	300
Number of boards and commissions without a quorum	29	0	1	0	0	0
Percentage of total vacancies to total available seats on boards and commissions ³	New Measure	New Measure	6.9% Baseline	<5%	<5%	<5%

³ The total vacancy percentage does not include the following: 1. Vacancies for appointments not under the mayor's purview (council designees), 2. Mayoral appointment nominations currently pending before Council, 3. Seats set to be abolished by the Boards and Commissions Act.



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)**, 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; **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)**, ensures 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 requests, concerns, and questions with District Government services.

INITIATIVE 1.1: Post before and after pictures of constituent requests

In an effort to follow up with constituent requests, the Office of Neighborhood Engagement will post before and after pictures of affected areas on Twitter and Facebook. This will provide an added level of accountability to community. Residents will be able to see the outcome of many of their requests to the Office of Community Affairs. **This initiative will be on-going throughout FY 14.**



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

INITIATIVE 2.1: Pilot Neighborhood “Office Hours” Initiative.

The Office of Neighborhood Engagement will hold office hours in selected neighborhoods throughout the city. This pilot initiative will help community member’s gets to know their ward representatives and address specific concerns in their neighborhoods. After each visit, ward representatives will report any urgent concerns to the Director of Community Affairs and or the relevant agencies.

INIATIVE 2.2 Pilot GLBT Health Initiative.

In FY14 the Mayor’s Office of GLBT Affairs will be piloting a major, multi-pronged initiative regarding GLBT Health, in connection with the many changes coming up in the implementation of the Affordable Care Act. The Office will partner with the Mayor’s Office on Latino Affairs to host a community forum focusing on the health needs and barriers of the GLBT Latino/a community, and as a result, bring government stakeholders together with the community to work on solutions and changes. The Office will also release the results of a GLBT Health Report, the first to ever. The report will include data related to the transgender community in DC. With these activities and events, the Office hopes to see an increase in the number of GLBT individuals enrolled in health insurance and a decrease in the instances of systematic discrimination against transgender individuals in health services.

INIATIVE 2.3: Pilot Adopt- A- School Pilot Program.

The Office of the Clean City pilot initiative has developed a sister initiative to the Adopt-A-Block Program, called Adopt-A-School. Adopt-A-School will engage local and national businesses in an active partnership with an area public school. The adopting entity would be responsible for producing two school year events, which engage the school community around the themes of cleanliness and litter prevention, through the use of self-generated volunteers (employees or friends of that entity). These events will center on the above mentioned themes but would also be an opportunity for the entity to assist the school community in resource cultivation.

OBJECTIVE 3: Strengthen and promote the spirit of service through partnerships, national service, and volunteerism by coordinating regular and episodic volunteer opportunities, as well as serving as the nexus for all volunteer partnerships and related councils, coalitions, and commissions.

INITIATIVE 3.1: Train residents to support first responders and a disaster or emergency. With a grant from the DC Homeland Security and Emergency Management Agency, Serve DC will train 4,000 residents with the basic skills necessary to prepare and protect themselves, their families and neighbors. This program will train residents to



support first responders in the event of a disaster or emergency, helping to create a more resilient community.

INITIATIVE 3.2: Launch volunteer web portal.

Serve DC will launch a new web portal allowing District residents to connect to volunteer opportunities making it easier for resident and community organizations to find and solicit volunteer opportunities. Serve DC will use a number of media outlets to highlight the new portal. Advertising for this new system will begin in **October 2013**.

KEY PERFORMANCE INDICATORS – *Office of Community Affairs*

Measure	FY 2012 Actual	FY 2013 Target	FY 2013 Actual	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
Number of outreach events for all community affairs offices	67	70	73	75	80	85
Number of volunteers trained	N/A	N/A	N/A	New Measure (Baseline)	TBD	TBD