



FY 2015 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
- Mayor's Office of Talent and Appointments¹
- Office of Community Affairs

AGENCY WORKLOAD MEASURES

Measure	FY 2012 Actual	FY 2013 Actual	FY 2014 Actual
Number of Freedom of Information Act Requests	92	60	62
Number of correspondence received	11,429	11,390	10,250
Number of constituent requests ²	New Measure	1035	2091

¹ In January 2015, The Office of Boards and Commissions was renamed the Mayor's Office of Talent and Appointments.

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.

[No Initiative]

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KEY PERFORMANCE INDICATORS – Executive Office of the Mayor

Measure	FY 2013 Actual	FY 2014 Target	FY 2014 Actual	FY 2015 Projection	FY 2016 Projection	FY 2017 Projection
Number of grade.dc.gov reviews ³	16,543	27,543	27,113	Not Available	Not Available	Not Available
Number of Twitter Followers ⁴	17,120	23,000	24,469	Not Available	Not Available	Not Available
Number of social media interactions	Not Available	Not Available	Not Available	Baseline ⁵	13,000	13,000

³ As of January 2015, EOM decided to no longer track this measure

⁴ As of January 2015, EOM decided to no longer track this measure however EOM created a new measure to track the number of social media engagements in lieu of the aforementioned.

⁵ This measure was created in January of 2015, therefore for FY15 it is a baseline measure.



Mayor's Office of Talent and Appointments

SUMMARY OF SERVICES

The Mayor's Office of Talent and Appointments provides assistance to the Mayor by making recommendations for outstanding community leaders to serve as appointed leadership staff or members to boards and commissions. The MOTA team recruits energetic, committed and forward-thinking individuals committed to helping the District of Columbia make a fresh start.

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

MOTA will continue to provide additional information online including statutory purposes and requirements for all active boards and commissions 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 MOTA 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 MOTA in filling board vacancies and maintaining zero boards without a quorum.



KEY PERFORMANCE INDICATORS – Mayor’s Office of Talent and Appointments

Measure	FY 2013 Actual	FY 2014 Target	FY 2014 Actual	FY 2015 Projection	FY 2016 Projection	FY 2017 Projection
Number of appointments to boards and commissions	523	300	392	300	300	300
Number of boards and commissions without a quorum	1	0	0	0	0	0
Percentage of total vacancies to total available seats on boards and commissions ⁶	6.9% Baseline	<5%	6.7%	<5%	<5%	<5%

⁶ 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: **Mayor's Office of Community Relations and Services** 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 Lesbian, Gay, Bisexual, and Transgender Affairs (LGBT)**, 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.

[No Initiative]

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.

[No initiative]

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: Launch “My Brother’s Keeper Initiative

In FY15 Serve DC will launch a "My Brother’s Keeper" Corporation for National & Community Service Volunteer Generation Fund Initiative designed to support nonprofit organizations that work in the areas of education, healthy futures and economic opportunity. This initiative works closely with boys and young men of color in the District of Columbia and their beneficiaries to close persistent opportunity gaps by leveraging volunteers. Serve DC will recruit 600 volunteers paired with nonprofit organizations that work directly with boys and young men of color in the District of Columbia.

KEY PERFORMANCE INDICATORS – *Office of Community Affairs*

Measure	FY 2013 Actual	FY 2014 Target	FY 2014 Actual	FY 2015 Projection	FY 2016 Projection	FY 2017 Projection
Number of outreach events for all community affairs offices	73	75	80	85	90	95
Number of volunteers trained	Not Available	New Measure (Baseline)	4,295	4,500	4,800	5,000