Mayor's Office on Latino Affairs FY2023

Agency Mayor's Office on Latino Affairs   **Agency Code** BZ0   **Fiscal Year** 2023

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.

▼ Strategic Objectives

Objective Number	Strategic Objective
1	Improve the lives of DC Latino residents by supporting the provision of culturally and linguistically appropriate programs implemented by DC Government Agencies and Community Based Organizations in all 8 wards in the area of education, health and wellness, jobs and economic development, arts and creative economy, housing, public safety.
2	Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.
3	Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.
4	Improve the quality of life among DC Latinos residents of ward 7 and 8 by connecting them to services provided by District's Government Agencies and/or community based organizations.
5	Create and maintain a highly efficient, transparent, and responsive District government.

▼ Key Performance Indicators (KPIs)

Measure	Directionality	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY 2023 Target
1 - Improve the lives of DC Latino residents by supporting the provision of culturally and linguistically appropriate programs implemented by DC Government Agencies and Community Based Organizations in all 8 wards in the area of education, health and wellness, jobs and economic development, arts and creative economy, housing, public safety. (2 Measures)					
Number of people touched by community based program supported by MOLA's grant of services in the area of health &wellness delivered to DC residents through community based organizations supported by MOLA's grants programs	Up is Better	17,706	10,248	20,000	20,000
Percent of the grant amount awarded through MOLA's Latino Community Development Grant to support Workforce Development Programs.	Up is Better	50%	Waiting on Data	20%	20%
2 - Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards. (1 Measure)					
Percent of culturally and linguistically appropriate programs supported by MOLA's grants programs in the area of education, job and economic development in all 8 wards	Up is Better	91.9%	Waiting on Data	60%	60%
4 - Improve the quality of life among DC Latinos residents of ward 7 and 8 by connecting them to services provided by District's Government Agencies and/or community based organizations. (1 Measure)					
Percent of grants programs supporting the provision of culturally and linguistically appropriate services for DC Latino residents in ward 7 and 8	Up is Better	4.8%	Waiting on Data	10%	10%
5 - Create and maintain a highly efficient, transparent, and responsive District government. (3 Measures)					
Percent of DC Government Agencies covered by DC Language Access Act of 2004 receiving technical assistance	Up is Better	Waiting on Data	94.7%	100%	100%

Measure	Directionality	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY 2023 Target
Number of Language Access Act covered agencies that implemented recommendations provided by the Language Access program	Up is Better	37	38	38	38
Increase the social media outreach efforts to inform and raise awareness about public policies, programs and services available to DC Latino residents	Up is Better	69	2663	70	15,000

▾ Operations

Operations Title	Operations Description	Type of Operations
1 - Improve the lives of DC Latino residents by supporting the provision of culturally and linguistically appropriate programs implemented by DC Government Agencies and Community Based Organizations in all 8 wards in the area of education, health and wellness, jobs and economic development, arts and creative economy, housing, public safety. (4 Activities)		
Latino Community Development Grant	Provides technical support to community based organizations during the Grant Lifecycle in order to improve their capabilities to better serve DC Latino residents.	Daily Service
Walk-ins and/or phone call referrals	Refer MOLA's constituents to DC Government Agencies and/or Community Based Organizations for the provision of culturally and linguistically appropriate service.	Daily Service
Health and wellness	Disseminate health and wellness information in all 8 wards	Daily Service
Translation and Interpretation into Spanish-English	Translation and Interpretation into Spanish-English, press releases, flyers, brochures, social media posts, speeches and other operational and strategic documents.	Daily Service
2 - Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards. (1 Activity)		
Economic Development	Facilitate greater access to economic development resources among DC Constituents.	Daily Service
3 - Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District. (3 Activities)		
Workforce Development	Provides financial and technical support to workforce development programs executed by DC community based organizations in order to increase the employability of DC Latino residents.	Daily Service
Community Outreach	MOLA will coordinate employment fairs to promote bilingual hiring.	Daily Service
Language Access	MOLA will promote bilingual hiring in district government and the non-profit sector via bi-weekly newsletters.	Daily Service
4 - Improve the quality of life among DC Latinos residents of ward 7 and 8 by connecting them to services provided by District's Government Agencies and/or community based organizations. (2 Activities)		
Community Outreach	Organize outreach events to provide relevant information about vital services and rights for the Latino community.	Daily Service
Demographics	Keep track of key demographic changes that occur within the Latino Community in the District of Columbia.	Daily Service
5 - Create and maintain a highly efficient, transparent, and responsive District government. (4 Activities)		
Performance Management	Record the type of interaction with DC Latino constituents.	Daily Service
Language Access Program	Provides technical support to DC Government Agencies and CBO's to implement the Language Access Act.	Daily Service
Data collection through all social media platform	Collect and organize data from DC Latino residents through Facebook, Twitter, Granicus, Instagram, Likenld.	Daily Service

Operations Title	Operations Description	Type of Operations
Public Relations	Provides information to the Latino Community about MOLA's activities and important events.	Daily Service

Workload Measures (WMs)

Measure	FY 2020 Actual	FY 2021 Actual
1 - Latino Community Development Grant (4 Measures)		
Number of Grants Awarded	62	86
Number of Latino residents served through DC community based programs supported by MOLA's grants programs	90,431	125,530
Number of Grant Applications Received	69	117
Total dollar amount of grants awarded	$1,425,000	$3,745,035
1 - Translation and Interpretation into Spanish-English (2 Measures)		
Number of document translated and interpreted into Spanish-English/English-Spanish	574	688
Amount of tax payer dollars saved in translation and interpretation services of content and information that is culturally and linguistically appropiate for DC Latino residents	143,500	177,969.7
3 - Community Outreach (1 Measure)		
Number of households served through MOLA's organized free mobile food markets	15,000	14,427
3 - Language Access (1 Measure)		
Number of bi-weekly newsletters produced	23	22
3 - Workforce Development (2 Measures)		
Number of DC Latino youth served through MOLA's Workforce development programs	93	99
Number of grants awarded to provide workforce development	31	29
4 - Community Outreach (2 Measures)		
Number of MOLA organized events/ activities	200	379
Number of mobile food markets held in Wards 7 and 8	6	12
5 - Language Access Program (1 Measure)		
Number of site visits to 38 DC Government Agencies covered by the Language Access Act 2004	37	36
5 - Public Relations (1 Measure)		
Number of MOLA newsletters published	10	11