



**FY12 PERFORMANCE PLAN**  
**Office on Asian and Pacific Islander Affairs**

**MISSION**

The Mayor’s Office on Asian and Pacific Islander Affairs’ (OAPIA) mission is to improve the quality of life for District Asian Americans and Pacific Islanders (AAPI) through advocacy and engagement.

**SUMMARY OF SERVICES**

OAPIA provides a diverse range of services that are critical to ensuring the District delivers equal access to its programs and services for District AAPI residents and merchants. OAPIA serves as the primary access point for AAPI residents and merchants with language and cultural barriers and also serves as primary liaison to engage AAPI residents to participate in the community as a whole, both economically and socially.

**AGENCY WORKLOAD MEASURES**

<b>Metrics</b>	<b>FY10 Actual</b>	<b>FY11 Actual</b>	<b>FY12 YTD</b>
Number of inquiries or assistance requests from District Agencies	Not Available	381	47
Number of inquiries or assistance requests from the public	Not Available	487	38
Number of Asian American and Pacific Islanders residing in the District	23,321 (based on American Community Survey)	26,857 (based on 2010 Census)	26,857 (based on 2010 Census)
Number of Asian American and Pacific Islander owned businesses in the District	3,795 (based on US Census Bureau 2007)	3,795 (based on US Census Bureau 2007)	3,907 <sup>1</sup> (based on US Census Bureau 2007)

**OBJECTIVE 1: Ensure AAPI community’s access to District government services by providing expanded outreach efforts, advocacy, and problem-solving services.**

**INITIATIVE 1.1: Develop and implement strategy to improve crime reporting in the AAPI population. (PUBLIC SAFETY)**

The purpose of this initiative is to encourage crime reporting. Based on OAPIA’s outreach, most of the District’s AAPI residents and merchants encountered admit not reporting crimes due to distrust as well as language and cultural barriers. OAPIA will develop a strategy to address this underreporting of crimes which will include a survey, education campaign, and direct outreach. OAPIA will collaborate with the Metropolitan Police Department and the Office of Unified Communications in developing and implementing this strategy. OAPIA will reach out to the entire District’s AAPI population and directly educate at least 1,000 AAPI residents and merchants. Completion Date: September 30, 2012.

<sup>1</sup> This number includes Pacific Islander population.



**INITIATIVE 1.2: Promote One City, One Hire with AAPI business owners and community based organizations. (JOB CREATION)**

The purpose of this initiative is to encourage AAPI Washington metropolitan area employers to commit to hire at least one unemployed District resident. OAPIA will work with the Department of Employment Services (DOES) to develop and implement a strategy to encourage participation of the AAPI businesses or organizations in the metropolitan area. OAPIA will register 100 AAPI businesses or organizations as “One City One Hire” Partners by the end of the fiscal year. Completion Date: September 30, 2012.

**INITIATIVE 1.3: Increase AAPI population’s access to information about educational opportunities provided by the District of Columbia. (PUBLIC EDUCATION)**

The purpose of this initiative is to provide the AAPI population information on their options at the pre-K, K-12, and post-secondary levels of education. OAPIA will work with DC Public Schools, Public Charter School Board, Office of the State Superintendent, University of the District of Columbia and other educational partners to collect and disseminate information on educational opportunities to a total of 100 parents and how to gain access to those opportunities in the District of Columbia. OAPIA in collaboration with AAPI serving community groups will conduct at least two bilingual workshops in English/Chinese and English/Vietnamese to 50 parents. OAPIA will also create a link on its website to provide a centralized source of information for all District residents to access on education opportunities available. Completion Date: September 30, 2012.

**OBJECTIVE 2: Ensure capacity of District Agencies to deliver culturally and linguistically competent services to AAPI community by providing technical assistance and policy guidance.**

**INITIATIVE 2.1: Translate and create standard in-language signage for Agency Frontline Centers. (FISCAL STABILITY)**

The purpose of this initiative is to develop translated signs to improve how residents get information from Frontline Centers about what they do and their operations. By doing this, OAPIA will reduce costs to Agencies and improve the environment for service delivery. With an improvement in signs, AAPI residents and merchants will be able to better navigate the centers and understand the operations. OAPIA will focus on improving the signage at the Department of Employment Services and will distribute generic text for signage to all 34 District Agencies covered under the Language Access Act of 2004. Completion Date: September 30, 2012.

**INITIATIVE 2.2: Help develop an Emergency communication plan for the DC AAPI LEP/NEP Population. (PUBLIC SAFETY)**

The purpose of this initiative is to help ensure that the District has an effective communication plan for the AAPI LEP/NEP population during an emergency. This will



help ensure that all District residents receive timely information on emergencies regardless of language barriers. Currently the District is developing an emergency communication plan for the LEP/NEP population. OAPIA will research how other jurisdictions are planning emergency preparedness for their LEP/NEP population. OAPIA will provide Homeland Security and Emergency Management Agency recommendations on effective emergency communication strategies for the District's AAPI LEP/NEP populations. Completion Date –September 30, 2012.

**INITIATIVE 2.3: Enhance District Agencies' efforts to the AAPI community by becoming an AAPI extension of the Agency. (FISCAL STABILITY)**

The purpose of this initiative is to develop a structure that will create a formal relationship between a District Agency and OAPIA to improve service delivery to the AAPI community. OAPIA will first assess the specific needs of the Agencies who fall under the Mayor's priority areas of Education, Public Safety, Employment, and Sustainability as well other underserved areas affecting the AAPI population. OAPIA will develop work plans and/or outreach strategies that address specific issues/programs in at least 5 District Agencies and will meet all the targets set forth in each plan. District's AAPI residents and merchants can expect improved and increased connections with District Agencies through OAPIA. The participating District agencies will reduce costs by utilizing OAPIA's expertise and resources on AAPI community. The cost savings of each participating agency will be identified through the work update report upon completion of this initiative. Completion Date: September 30, 2012.

**OBJECTIVE 3: Ensure Mayor's One City vision by enhancing connections between diverse communities and encouraging participation by AAPI residents and merchants in the District of Columbia's civic, cultural, and social life.**

**INITIATIVE 3.1: Enhance neighborhood relationship between AAPI merchants and local residents.**

The purpose of this initiative is to enhance neighborhood relations and encourage future collaborations by increasing dialogue between AAPI merchant and the local community. This will foster improved communication between these diverse communities and help to dispel common myths of each other. OAPIA will implement 2 cultural dialogues that connect populations in wards 7 and 8 to reach 100 key community stakeholders. Completion Date: September 30, 2012.

**INITIATIVE 3.2: Raise awareness of the AAPI community through "AAPI Publicity Campaign".**

The purpose of this initiative is to highlight diversity of Asian American and Pacific Islanders in the District. These individuals are people who contribute to the city in various ways, and are a part of the diverse fabric that makes up the District of Columbia. OAPIA will develop a blog as a vehicle for AAPI community members to tell their story directly and multiple public service announcements during this campaign. Through this project, OAPIA seeks to 1) raise awareness of AAPI community, 2) engage new AAPI community members, and 3) increase understanding of AAPI community within overall



community to help create One Diverse City. OAPIA will engage at least 100 AAPIs by showcasing their story. . Completion Date: September 30, 2012.

**INITIATIVE 3.3: Expand and enhance AAPI community outreach of the District government by utilizing new media and developing new outreach methods.**

The purpose of this initiative is to leverage new technologies to reach the AAPI community to supplement the existing strategies used to get information out to the AAPI community. This will enable OAPIA to disseminate timely information in a more cost-effective manner. OAPIA will use social media and multimedia to develop innovative programming that will be used to disseminate information from District Agencies covered by the Language Access Act to the AAPI community. Completion Date: September 31, 2012.

**PROPOSED KEY PERFORMANCE MEASURES**

Measure	FY2011 Actual	FY2012 Target	FY2012 YTD	FY2013 Projection	FY2014 Projection	FY2015 Projection
Number of AAPI community members reached by outreach efforts.	6184	2,357	1315	6,493	6,818	7,158
Percent of constituent issues/cases resolved.	100%	95%	100%	95%	95%	95%
Percentage of satisfactory or above rating on OAPIA services.	100%	90%	N/A	90%	90%	90%
Number of DC agencies who receive technical assistance through OAPIA efforts	33	33	N/A	33	33	33
Percentage of DC agencies giving a satisfactory or above rating on OAPIA's technical assistance efforts.	100%	90%	N/A	90%	90%	90%
Number of capacity building efforts <sup>2</sup> provided to AAPI community organizations and individuals.	197	164	19	207	217	228
Sub grantee's % of budget spent on programmatic costs. <sup>3</sup>	100%	65%	N/A	65%	65%	65%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award. <sup>4</sup>	100%	100%	N/A	100%	100%	100%

<sup>2</sup> Capacity building efforts include: training sessions, consultation sessions, information dissemination, resource sharing, and CBO visit.

<sup>3</sup>The Wise Giving Alliance of the Better Business Bureau identifies 65% to be an industry standard for this measure <http://www.bbb.org/us/Charity-Standards/>. This metric measures all subgrantees' programmatic costs as a percentage of their overall costs.

<sup>4</sup>Pursuant to 11.4 of the Grants Manual and Source Book all District agencies must complete monitoring reports. All District agencies should be in compliance with this standard. The standard is 100%.