



FY 2013 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 the primary liaison to engage AAPI residents to participate in the community as a whole, both economically and socially.

AGENCY WORKLOAD MEASURES

Metrics	FY 2010 Actual	FY 2011 Actual	FY 2012 YTD
Number of inquiries or assistance requests from District Agencies	Not Available	381	170
Number of inquiries or assistance requests from the public	Not Available	487	188
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 ¹ (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: Coordinate efforts with Raise DC to increase awareness in the AAPI community. (PUBLIC EDUCATION)

The purpose of this initiative is to raise the DC AAPI community by connecting resources to every young person and providing them with the opportunity for success from birth to when they begin their career. This initiative will provide AAPI parents resources on how to enroll their children into pre-K programs and high school graduates with post-secondary opportunities so they may become more productive residents. OAPIA will identify the resources through RAISE DC and available programs for pre-K

¹ This number includes Pacific Islander population.



and provide them to AAPI parents who are part of community based organization (CBO) programs. OAPIA will also provide resources for traditional and non-traditional post-secondary opportunities to parents and high schools students. OAPIA will host two in-language workshops for Chinese and Vietnamese speaking parents, develop information packets, and host information on the website. OAPIA will also connect pre-K and post secondary programs with CBOs. **Completion Date: September 30, 2013**

INITIATIVE 1.2: Develop an awareness and education campaign around District AAPI residents to learn about their landlord/tenant rights.

The purpose of this initiative is to conduct data analysis regarding landlord/tenant violations in the District. OAPIA will partner with the Office of the Tenant Advocate to educate the AAPI community on the types of violations, and provide instructions on how to file a complaint. OAPIA will work with housing agencies to develop a brochure which will contain point of contacts related to housing issues. OAPIA will disseminate information to affected limited-English proficient (LEP)/non-English proficient (NEP) communities. **Completion Date: September 30, 2013**

INITIATIVE 1.3: Increase awareness of workforce development opportunities for District AAPI residents by promoting opportunities. (EMPLOYMENT)

The purpose of this initiative is to help increase the employment prospects of low-income LEP and NEP AAPI residents by promoting awareness of workforce development opportunities to enhance their job, job related, and English language skills. OAPIA will work with the DC Department of Employment Services, existing workforce development centers, existing English language centers and local community based organizations through at least 3 outreach education efforts by: 1) distributing an informational brochure on available services and centers at 5 community events 2) through the use of social media, online medium, and traditional ethnic media, and 3) hosting an informational workshop to dispense information while soliciting community feedback that can be used to broaden and improve existing practices. **Completion Date: September 30, 2013**

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

INITIATIVE 2.1: Reduce Agency costs by developing a bi-lingual community interpreter bank. (FISCAL STABILITY)

OAPIA will recruit and seek volunteers who may be able to provide in-language support to District agencies. OAPIA will develop a list of individuals and promote interpretation opportunities offered by agencies to the database of individuals who sign up to be a part of the interpretation bank. OAPIA will develop a basic questionnaire to identify the capacity of an individual who can provide interpretation. This database will provide agencies additional resources to provide interpretation while they procure professional interpretation. **Completion Date: September 30, 2012**



INITIATIVE 2.2: Assist HSEMA with an emergency communication plan for the 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, HSEMA has developed pre-scripted public announcements for different emergency situations. OAPIA will provide HSEMA with translations in Korean, Chinese and Vietnamese. **Completion Date: September 30, 2013**

INITIATIVE 2.3: Work with Department of Health (DOH) to educate AAPI residents on HIV/AIDS.

The purpose of this initiative is to raise public awareness among the AAPI community on the issue of HIV/AIDS and the importance of screening. HIV/AIDS is a taboo topic among the AAPI community and community members have limited understanding of this disease. OAPIA will work with DOH and community based organizations to provide two educational workshops, develop a culturally sensitive outreach flyer, translate them to Vietnamese, Korean and Chinese, distribute them to the public, and educate 500 AAPI community members on HIV/AIDS. **Completion Date: September 30, 2013**

INITIATIVE 2.4: Work with Board of Elections to help identify bilingual volunteers and support for general election.

The purpose of this initiative is to conduct outreach and provide support to the Board of Elections (BOE) with the general election in engaging AAPI residents. An increased number of AAPI residents engaged in the voting process can lead to an increased level of civic engagement in their communities. New language laws require that specific districts with a large percentage non English speakers are required to have an interpreter on hand at the voting site during election day. OAPIA will work with the BOE in identifying which wards and precincts require assistance and will recruit volunteers. OAPIA will also work with an outside organization to come in and train the BOE. **Completion Date: September 30, 2013**

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: Develop a pilot program to help improve AAPI businesses to increase revenue and create jobs. (ECONOMIC DEVELOPMENT)

OAPIA will reach out and form partnerships with universities to match Asian bilingual business graduates with AAPI businesses that need assistance in analyzing their current business and provide recommendations to improve their retail business as needed. Jobs and economic development are issues at the forefront of Mayor Gray's priority for the District. There are currently a billion dollars worth of District-affiliated projects under construction, and they include massive private-sector-funded projects. When complete, they will grow the District's economy, create jobs and bring in tens of millions of dollars



in additional revenue to the District. OAPIA will start this initiative as a pilot program to assist the District's AAPI businesses in preparing for the changing economic environment that's happening in their neighborhoods. **Completion Date: September 30, 2013**

KEY PERFORMANCE MEASURES

Measure	FY 2011 Actual	FY 2012 Target	FY 2012 YTD	FY 2013 Projection	FY 2014 Projection	FY 2015 Projection
Number of AAPI community members reached by outreach efforts.	6184	2,357	30,453	31,946	33,544	35,221
Percent of constituent issues/cases resolved.	100%	95%	100%	95%	95%	95%
Percentage of satisfactory or above rating on OAPIA services.	100%	90%	100%	90%	90%	90%
Number of DC agencies who receive technical assistance through OAPIA efforts	33	33	33	33	33	33
Percentage of DC agencies giving a satisfactory or above rating on OAPIA's technical assistance efforts. ²	100%	90%	N/A	90%	90%	90%
Number of capacity building efforts ³ provided to AAPI community organizations and individuals.	197	164	183	207	217	228
Sub grantee's % of budget spent on programmatic costs. ⁴	100%	65%	N/A	65%	65%	65%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award. ⁵	100%	100%	100%	100%	100%	100%

² Technical assistance include: Providing information on API community from U.S. Census and assisting in data collection design, providing information on API community through reports, articles and other informational sources, providing information on resources to receive cultural competency training, providing guidance and/or support from OAPIA in recruitment of bilingual personnel and Reviewing of BLAP/Baseline Assessments/Reports.

³ Capacity building efforts include: training sessions, consultation sessions, information dissemination, resource sharing, and CBO visit.

⁴ 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.

⁵ 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%.