



FY 2014 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

Measure	FY 2011 Actual	FY 2012 Actual	FY 2013 YTD¹
Number of inquiries or assistance requests from District Agencies	381	367	213
Number of inquiries or assistance requests from the public	487	469	476
Number of Asian American and Pacific Islanders residing in the District	26,857 (based on 2010 Census)	26,857 (based on 2010 Census)	29,132 (based on 2012 Census)

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

INITIATIVE 1.1: Prepare a report on the effect on the Asian and Pacific Islander of the Language Access Act of 2004 to commemorate its 10 year anniversary.

OAPIA will prepare a report to commemorate the 10 year anniversary of the Language Access Act of 2004. OAPIA will conduct research and preparing a report on the effect of the Language Access Act of 2004 has had in the Asian American and Pacific Islander community. OAPIA will prepare a research report that provides the history of language access, assessment on the program overall, assessment on OAPIA’s efforts, and recommendations for the future. OAPIA will use include qualitative data through the uses of interviews and surveys as well as quantitative data. The report will provide the community an analysis of what has happened in the District on Language Access

¹ As of June 30, 2013



including what has worked and what needs improvement. **Completion Date: September 30, 2014**

INITIATIVE 1.2: Connect AAPI community with DC Health Benefit Exchange's programs and services.

The purpose of this initiative is to help improve AAPI community members' access to affordable insurance. OAPIA will work with DC Health Benefit Exchange (HBX) to develop outreach materials for the AAPI community and have them translated to Chinese, Korean and Vietnamese. OAPIA will distribute information via events, ethnic media campaign, website and social media to inform the community of their new options for affordable health insurance. OAPIA will also work with HBX and community based organizations to support community members who need assistance to register and enroll. **Completion Date: September 30, 2014**

INITIATIVE 1.3: Launch a tenants' rights awareness campaign to educate the AAPI community about their landlord/tenant rights

In partnership with the Office of the Tenant Advocate (OTA), OAPIA will launch the AAPI tenants' rights awareness campaign developed last fiscal year. The campaign will feature a variety of informational tools, including: translated materials of vital tenant information, and brochures with significant point of contacts from different housing agencies. By launching this campaign, OAPIA aims to help the AAPI community better understand their rights as tenants, the types of housing violations, and how to file a complaint. **Completion Date: September 30, 2014**

INITIATIVE 1.4: Connect the AAPI community with DC Government Employment Opportunities

The purpose of this initiative is to help improve AAPI residents' awareness of and increase access to DC government employment opportunities. This would include connecting community members with job fairs and employment opportunities from seasonal projects and special initiatives (e.g. the DC Streetcar project, bilingual MPD officer recruiting). In addition, a compilation of job postings from various DC government agencies will be sent to community members on a biweekly basis. **Completion Date: September 30, 2014**

INITIATIVE 1.5: Develop a survey and conduct research on the current condition of housing concerns in the District for AAPI residents.

The purpose of this initiative will be to assess the main concerns for AAPIs related to housing and to gather more information on housing trends in the AAPI community. OAPIA will conduct research on how gentrification has affected the AAPI community by producing a survey and distributing it to AAPI communities. The results will be used to better serve the needs of the community. **Completion Date: September 30, 2014**



INITIATIVE 1.6: Expand Project BUILD to the increase opportunity for success of AAPI small businesses.

OAPIA will officially launch Project BUILD (Business University Partnership to Innovate, Link, and Develop) for small retail businesses. In FY13, OAPIA tested Project BUILD as a pilot program and connected bilingual MBA students with five AAPI businesses to work on developing their business plans. In FY14, OAPIA will officially launch Project BUILD, expand it by promoting more government services and providing additional business consultation assistance (e.g. grant application review, implementation of business plans), and reach out to more AAPI businesses.

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: Help increase the number of Asian language bilingual applicants for employments positions at the DC Metropolitan Police Department (MPD).

The purpose of this initiative is to help MPD recruit more bilingual applicants. OAPIA will promote careers with MPD to AAPI community and encourage AAPI to consider a career in law enforcement with MPD. OAPIA will work with MPD and ethnic media to conduct a media campaign targeting AAPI community to raise public awareness on career options with MPD to help attract more AAPI applicants for MPD jobs.

Completion Date: September 30, 2014

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: Partner with the Office of Clean City and the AAPI business community to promote "Adopt-A-Block" program to be a part of clean & green DC.

OAPIA will promote "Adopt-A-Block" program by working with AAPI business leaders, and ethnic media to register 50 AAPI businesses to participate in the program. "Adopt-A-Block" is a program where a group adopts a minimum of two square blocks of an area and agrees to be in charge for two years of maintaining its cleanliness.

Completion Date: September 30, 2014

INITIATIVE 3.2: Educate Limited or Non-English Speaking AAPI retail business on the dangers of K2/Synthetic Marijuana and getting their pledge for not selling these items.

OAPIA will work with Department of Health (DOH) and Department of Consumer & Regulatory Affairs (DCRA) to educate AAPI businesses about the dangers of K2/Synthetic Marijuana and the consequences of selling them. OAPIA will educate AAPI business owners in all 8 wards during its business outreach and also get at least 100 businesses to pledge for not selling K2/Synthetic Marijuana. The businesses who have pledged will get a placard to display, which will show that they are aware of the harmful effects of K2 and are not selling these products.

Date: September 30, 2014



KEY PERFORMANCE MEASURES

Measure	FY 2012 Actual	FY 2013 Target	FY 2013 YTD ²	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
1. Number of community members ³ reached through outreach efforts ⁴	N/A	N/A	N/A	34,716	36,451	38,273
2. Percentage of constituent cases resolved	100%	95%	100%	95%	95%	95%
3. Percentage of satisfactory or above rating on OAPIA efforts	100%	90%	100%	90%	90%	90%
4. Number of outreach and capacity building/technical assistance ⁵ efforts to AAPI community members and DC agencies	183	207	217	228	240	252
5. Subgrantees' % of budget spent on programmatic costs ⁶	100%	65%	100%	65%	65%	65%
6. % of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award ⁷	100%	100%	100%	100%	100%	100%

² As of June 30, 2013

³ Community members are residents, advocates, small businesses, and non-profits. This number is not a unique count and includes both DC and non-DC community members.

⁴ Outreach efforts include: door to door outreach, events attended, events that OAPIA organized, phone calls and emails sent.

⁵ Capacity building/technical assistance efforts includes:

- To AAPI community members: case assistance, trainings and workshops, referrals, information dissemination, resource sharing, and community based organization (CBO) visits.
- To DC agencies: providing information on the AAPI community using U.S. Census data and assisting in data collection design, providing information on the AAPI 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 the recruitment of bilingual personnel, and reviewing BLAP/Baseline Assessments/Reports. It also includes: training sessions, consultation sessions, information dissemination, and resource sharing.

⁶ The Wise Giving Alliance of the Better Business Bureau identifies 65% to be an industry standard for this measure (Source: <http://www.bbb.org/us/Charity-Standards/>). This metric measures all subgrantees' programmatic costs as a percentage of their overall costs.

⁷ 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%.