



## Mayor's Office on Asian & Pacific Islander Affairs OAPIA (AP)

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### MISSION

The mission of the Office on Asian & Pacific Islander Affairs (OAPIA) is to ensure delivery of health, education, employment, business, and social services opportunities to the Asian and Pacific Islander (API) community in the District of Columbia.

### SUMMARY OF SERVICES

OAPIA provides three core services: 1) assist DC APIs in accessing equitable services from the District agencies as well as advocate on behalf of DC APIs on issues affecting their quality of life; 2) assist District agencies to build their capacity to provide culturally and linguistically competent services to DC APIs, and 3) provide API community-focused grants and support API community organizations' capacity building efforts.

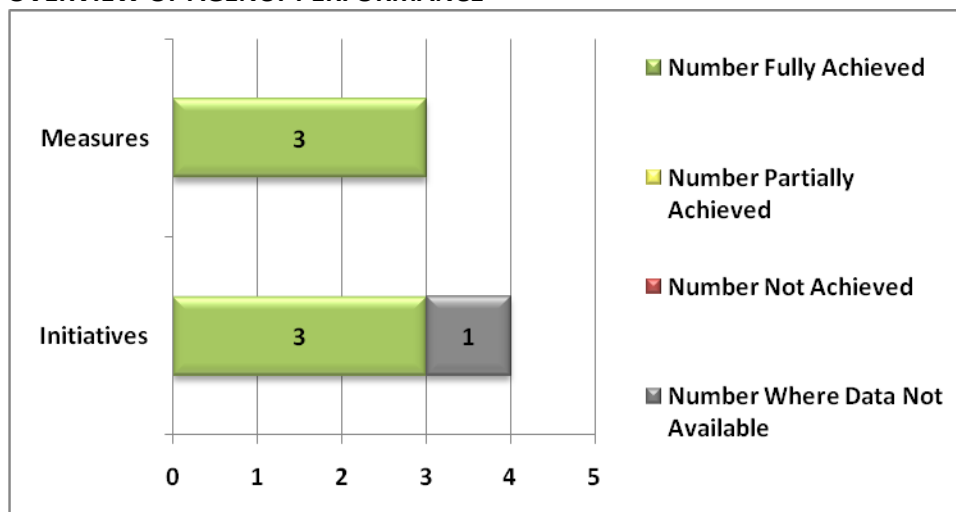
### AGENCY OBJECTIVES

1. Increase community understanding and utilization of OAPIA through expanded outreach efforts.
2. Increase capacity of District Agencies to provide culturally and linguistically competent services to API community through useful technical assistance.
3. Support community organizations/entities in their efforts to provide supplemental services to the District's Asian and Pacific Islander (API) community.

### ACCOMPLISHMENTS

- ✓ Developed community outreach toolkit and commissioned South Asian community needs assessment to support DC Agencies' efforts to serve API community.
- ✓ Increased OAPIA's visibility through intensive publicity campaign in 5 major Asian languages.
- ✓ Completed the Chinatown Cultural Development Strategy Project with Office of Planning to provide strategies to help reposition DC's Chinatown as the region's top destination for Chinese/Asian cultural businesses, programs, services, events and festivals.

### OVERVIEW OF AGENCY PERFORMANCE





## Performance Initiatives – Assessment Details

**Performance Assessment Key:**

● Fully achieved      ● Partially achieved      ● Not achieved      ● Data not reported

### OBJECTIVE 1: INCREASE COMMUNITY UNDERSTANDING AND UTILIZATION OF OAPIA THROUGH EXPANDED OUTREACH EFFORTS.

#### **INITIATIVE 1.1: Conduct Publicity Campaign to increase OAPIA visibility in the community.**

To increase visibility, OAPIA distributed and posted OAPIA posters, which are available in 5 Asian languages and English, to all front line centers of DHS, DMV, DPR, DCPL, DCRA, and Taxi Cab Commission. In addition, they were sent to 126 API organizations and places of worship, as well as to 71 public libraries in the neighboring counties. OAPIA also posted them at locations frequently visited by Asian and Pacific Islanders such as restaurants in Chinatown, Dupont-Circle, Columbia Heights, Annandale, and Eden Center of Virginia.



OAPIA has been aggressively reaching out to various Asian ethnic media outlets to increase visibility of OAPIA in the API community. OAPIA was frequently interviewed and featured by 15 Asian ethnic newspapers/broadcasting companies/television companies which were from Chinese, Indian, Korean, Filipino, and Vietnamese communities. Through the various media outlets, OAPIA was able to promote its programs and activities, as well as increase visibility in the API community.

### OBJECTIVE 2: INCREASE CAPACITY OF DISTRICT AGENCIES TO PROVIDE CULTURALLY AND LINGUISTICALLY COMPETENT SERVICES TO API COMMUNITY THROUGH USEFUL TECHNICAL ASSISTANCE.

#### **INITIATIVE 2.1: Develop a toolkit for District Government agencies on how to provide services to the API Community in the District.**

OAPIA developed a 94-page toolkit to support DC Agency’s efforts to effectively serve the Asian and Pacific Islander population in the District of Columbia. Research, graphic design, and printing were all conducted by OAPIA eliminating need for the original budget allocation. The toolkit covers the areas of: data collection, outreach, cultural competency, and bilingual hiring by providing resources and effective tips. There is also a section that provides a step by step process on effective engagement in the API community providing Agencies a tool to build better government-community partnerships. The toolkit is available online, in print and it was distributed to Agencies via their designated Language Access Coordinators . The resource library of relevant articles and reports are available in the online version.



#### **INITIATIVE 2.2: Conduct a total of eight education/problem solving sessions on providing culturally competent services to API community to the Core Teams in all eight Wards.**

OAPIA designed a cultural sensitivity training curriculum on the Asian and Pacific Islander



American community aimed at 1) increasing awareness/understanding of API communities in the District, 2) identifying issues and outreach strategies, and 3) providing resources and points of collaboration for agencies.

227 DC government employees, including many frontline staff and core team members for 8 wards were trained during 6 sessions. Participants learned about common cultural practices in the Asian and Pacific Islander American (API) community. They answered scenario questions in order to understand the best practices in responding to the API community. 98% of participants surveyed found the training helpful and would recommend it to their coworkers.

**OBJECTIVE 3: SUPPORT COMMUNITY ORGANIZATIONS/ENTITIES TO PROVIDE SUPPLEMENTAL SERVICES TO THE DISTRICT’S ASIAN AND PACIFIC ISLANDER (API) COMMUNITY.**

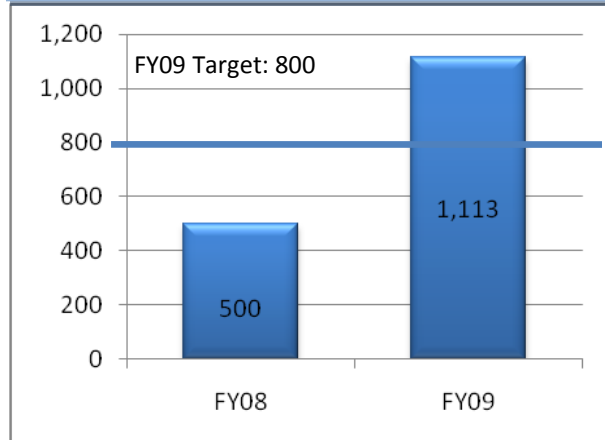
**INITIATIVE 3.1: Implement an assessment of OAPIA community grantees to get information on their needs and gauge grantees’ organizational capacity.**

In FY09, this initiative was not completed due to several reasons. OAPIA was not able to re-hire staff for the position that was responsible for this project. This initiative, together with grants management, was originally assigned to a Capacity Building/Grants Coordinator position. Upon re-evaluation, OAPIA also decided to combine this initiative with its Agency Toolkit project. Both will serve the purpose of providing information to assist DC agencies to provide linguistically and culturally competent programs and services to the District’s API population. Furthermore, by combining these two projects, OAPIA was able to conserve financial resources.



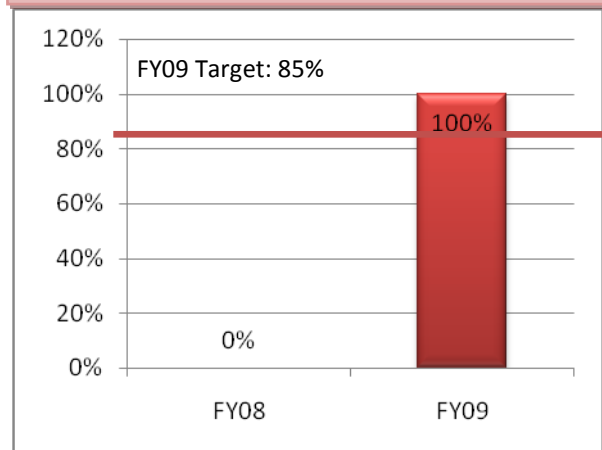
## Key Performance Indicators – Highlights

From Objective 1: Number of DC API residents, business owners and organizations in OAPIA Community Database



**FULLY ACHIEVED**

From Objective 2: Percentage of DC agencies giving a satisfactory or above rating on OAPIA's technical assistance efforts



**FULLY ACHIEVED**

### More About These Indicators:

#### *How did the agency's actions affect this indicator?*

- Increased number of community outreach activities and events which increased opportunities to engage API community members.
- Increased number of resolutions of cases for API residents, business owners and organizations.
- Increased visibility through publicity campaign which increased the number of community members who contacted OAPIA for assistance.

#### *What external factors influenced this indicator?*

- Strong support and collaboration by community organizations and partners to engage and encourage residents and business owners to participate in OAPIA organized events and activities.

#### *How did the agency's actions affect this indicator?*

- Enhanced and increased communication with DC agencies to provide APA community related information.
- Increased number of individualized technical assistance and support to DC Agencies.
- Increased number of cultural training sessions provided by OAPIA to DC agencies.

#### *What external factors influenced this indicator?*

- DC Agencies' willingness to utilize support offered by OAPIA even though some efforts were not required by the Language Access Act (LAA).
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## Key Performance Indicators – Details

### Performance Assessment Key:

● Fully achieved      ● Partially achieved      ● Not achieved      ● Data not reported

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
●	1.1 Number of DC API residents, business owners and organizations in OAPIA Community Database	500	800	1113	139.13%	APIA PROGRAMS
●	2.1 Percentage of DC agencies giving a satisfactory or above rating on OAPIA's technical assistance efforts	0	85	100%	117.65%	APIA PROGRAMS
●	3.1 Number of capacity building efforts provided to API community organizations and individuals	100	110	115	104.55%	APIA PROGRAMS