



Office on Asian Pacific Islander Affairs

OAPIA (AP)

MISSION

The Mayor's Office on Asian and Pacific Islander Affairs mission is to improve the quality of life for District Asian Americans and Pacific Islanders 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.

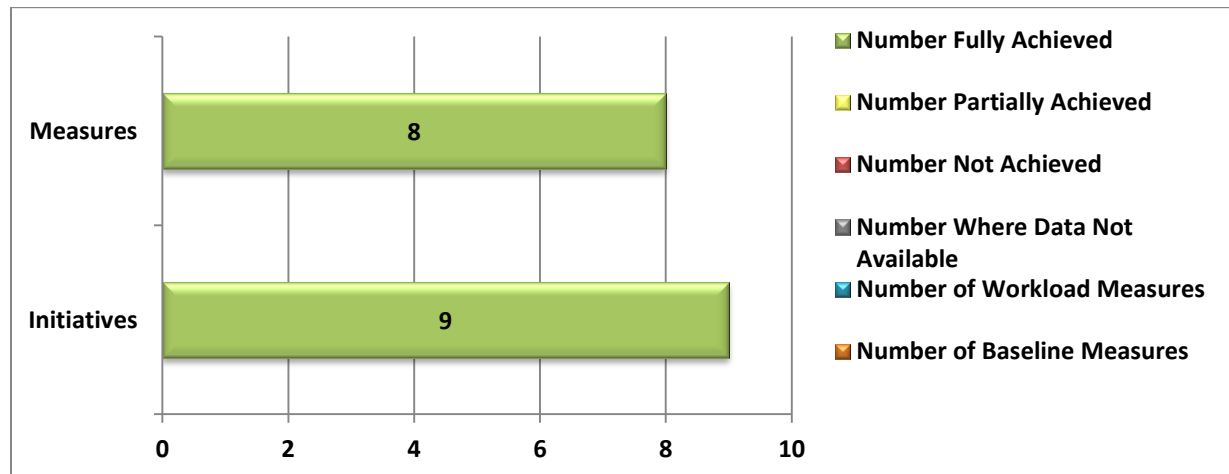
ACCOMPLISHMENTS

- ✓ OAPIA helped to create jobs in DC by registering 100 AAPI hiring partners for One City One Hire.
- ✓ Educated 1,964 AAPIs on crime reporting to improve public safety awareness.
- ✓ Reached out to 37,026 AAPIs to inform them on DC government services.

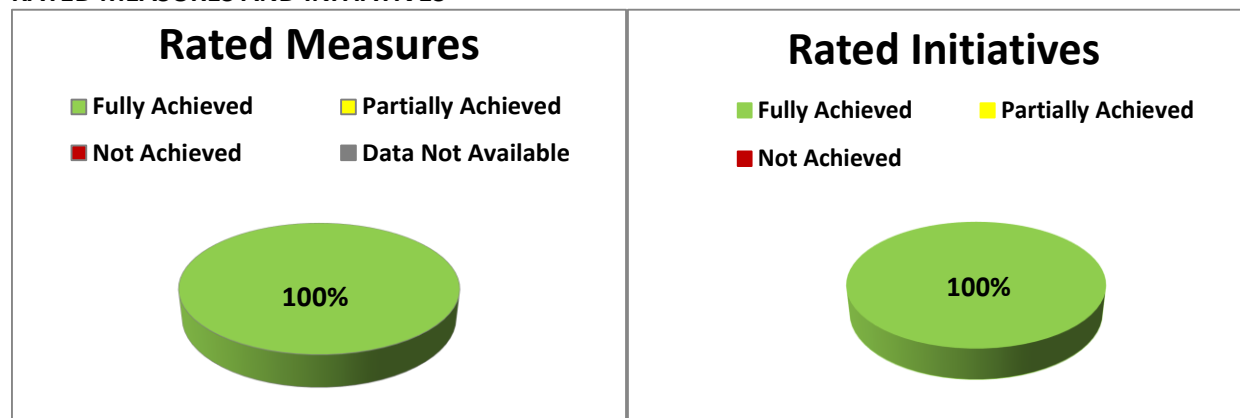


OVERALL OF AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



Performance Initiatives – Assessment Details

Performance Assessment Key:

 Fully achieved  Partially achieved  Not achieved  Data not reported

Agency Management

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)

- **Fully Achieved (100%):** Based on OAPIA's experience with the AAPI community, many AAPIs admit not reporting crimes due to distrust as well as language and cultural barriers. To address this concern, OAPIA launched an initiative to encourage crime reporting among AAPIs. I. Survey crime reporting behavior – OAPIA designed a survey that aimed to find out the factors that contribute to underreporting of crime among AAPIs. A total of 317 DC residents, merchants, and business owners were surveyed via telephone and in person. The participants were surveyed in their preferred language and were analyzed in such groups accordingly: 44 Vietnamese speakers, 67 English speakers, 74 Korean speakers, and 132 Chinese speakers participated in the survey. Among those surveyed, 52% of Chinese speakers, 41% of Korean speakers, 35% English speakers, and 29% Vietnamese speakers did not report crimes. Three reasons most cited by participants for not reporting a crime include: petty crimes, lack of action/response/follow up by law enforcement authority that they have dealt with, and the inability to communicate in English. II. Develop and implement outreach strategy – Based on the results of this survey, OAPIA developed an outreach strategy with the Metropolitan Police Department (MPD) and the Office of Unified Communications. The strategy was to design and distribute an educational poster that was translated into Chinese, Korean, and Vietnamese. OAPIA distributed the educational posters to AAPI businesses, residents, and community based organizations. They were also displayed at all DC Public Library branches and distributed to Asian students attending afterschool programs. The information was also disseminated through OAPIA's website and various social media outlets. The target audience of the campaign consisted of recent immigrants, newcomers, and people affected by language and/or cultural barriers. Overall, OAPIA reached 1,964 AAPIs.

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

- **Fully Achieved (100%):** OAPIA has been actively promoting "One City One Hire," an employer driven hiring initiative, within the AAPI community. OAPIA aims to encourage the AAPI community to participate in the District's job market by promoting the benefits available to employers who hire DC residents and by connecting DC residents to employers. I. Help to create jobs for DC residents – OAPIA partnered with the Department of Employment Services (DOES) to promote the One City One Hire (OCOH) initiative. In the



beginning of FY12, OAPIA organized an OCOH/Lunar New Year reception which drew more than 120 AAPI business owners, community leaders, government agency representatives, and other guests. Throughout FY12, OAPIA also contacted a minimum of 500 AAPI businesses in the DC metropolitan region to promote OCOH and registered 100 AAPI businesses as hiring partners for this initiative which is 12.5% of the total number of employers registered to OCOH. II. Connect AAPI job seekers to employment opportunities – In collaboration with DOES and several AAPI community based organizations, OAPIA also organized two OCOH registration fairs to connect job seeking DC residents with the “One City One Hire” employment program. Over 40 District residents were registered through these events.

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

Fully Achieved (100%): In FY12, OAPIA established various ways to connect parents and students with information about educational opportunities and created a method of direct communication to provide feedback. I. Organized first-ever AAPI Youth Town Hall Meeting with the Mayor – OAPIA co-organized a first-ever AAPI youth town hall with Mayor Gray that provided an opportunity for the AAPI youth to voice their issues and get information and answers from Mayor Gray. Over 75 members from the AAPI community attended the town hall. II. Organized parent workshops – OAPIA along with DC Public Schools (DCPS) and a couple of community based organizations organized two workshops for AAPI immigrant parents. A total of 50 parents attended the workshops to learn about truancy and attendance, language support, and the out of boundary school lottery process.

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)

Fully Achieved (100%): In an effort to help provide a welcoming servicing environment for limited English proficient (LEP) and non-English proficient (NEP) District residents, OAPIA provided 70 in-language signs to District agencies. It helped District agencies to provide easier access for LEP or NEP population without extra financial support. OAPIA visited District agencies where Asian American and Pacific Islanders visit frequently and took photographs of the existing English language signs at the centers. As of now, OAPIA translated over 70 signs into Chinese and Korean; signs ranging from instructional signs to informational signs about the services provided. OAPIA will be translating additional signs in the upcoming fiscal year into Vietnamese and will continue to visit agencies to see if new signs are needed. OAPIA visited 33 agencies and identified signage at the following agencies that were relevant for translation: Alcoholic Beverage Regulatory Administration, DC Housing Authority, DC Public Libraries, Department of Consumer and Regulatory Affairs, Office of Human Rights, Department of Human Services, Department of Mental Health, Department of Motor Vehicles, Department of Employment Services, and Department of Parks and Recreation.



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

Fully Achieved (100%): OAPIA launched an initiative to help develop an effective emergency communications plan for the District to assist AAPI community members with limited or non- English proficiency receive timely information regardless of language barriers, and to ensure public safety. I. Conduct research – OAPIA conducted research on how other jurisdictions with large AAPI immigrant populations are planning emergency preparedness for their limited-English proficient (LEP)/non-English proficient (NEP) population. OAPIA contacted the governments of San Francisco, New York, New Orleans, and the state of Louisiana to inquire about their communication plans for the LEP/NEP population in the event of an emergency. II. Provide recommendation – OAPIA made a recommendation to the DC Homeland Security and Emergency Management Agency (HSEMA) and the Plans and Preparedness Division that the District should have the prescribed emergency alerts translated into Chinese, Korean, and Vietnamese. These translated emergency alerts will be sent out via email as an attachment to the public whenever deemed appropriate by HSEMA. This will help ensure that all District residents receive timely information on emergencies regardless of language barriers. III. Implement the Emergency Communication strategy (FY 2013) – In FY13, OAPIA will translate these messages for the Homeland Security and Emergency Management Agency (HSEMA) into Chinese, Vietnamese and Korean. OAPIA is also planning to work with HSEMA to establish a system to effectively utilize the in-language scenarios.

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

Fully Achieved (100%): In FY12, OAPIA worked closely with six DC agencies to develop and implement outreach strategies that affect the AAPI community. I. Department of Consumer & Regulatory Affairs (DCRA) • Assisted on the Citywide Business Compliance Checks Initiative (CBCI). • Assisted in translation and interpretation as well as provided direct outreach support. II. District Department of Environment (DDOE) • Provided recommendations and coordinated outreach efforts to improve compliance among AAPI drycleaners. • Promoted Sustainable DC to 900 AAPI community members. • Directly promoted DDOE's Small Business Assistance program to over 200 AAPI business owners. • Distributed informational flyers on the DDOE program to 461 AAPI merchants. III. Department of Employment Services (DOES) • Registered 100 hiring partners for the One City One Hire initiative (12% of the total number of hiring partners) • Provided language assistance for DOES clients with language barriers. • Provided guidance on serving LEP AAPI job seekers. IV. Alcohol Beverage Regulatory Administration (ABRA) • Partnered to prevent incidents of selling alcohols to minors. V. Department of Housing and Community Development (DHCD) • Provided community outreach for the 6th annual housing expo which in the past had low AAPI community participation. OAPIA helped to bring over 100 AAPI residents to the expo.



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

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

- **Fully Achieved (100%):** To provide an opportunity for community members to exchange ideas and learn about the South Asian American community, OAPIA partnered with DOES, the Office of Neighborhood Engagement, AAPI and local community groups in Ward 7 and 8 to organize an event entitled “Building One Neighborhood: Community Dialogue on South Asian American Community.” This event was a community dialogue where the public had an opportunity to learn more about the South Asian community, as well as to ask questions and exchange ideas on how to create an environment to embrace diversity. Over 25 residents, merchants, advisory neighborhood commissioners and other local community leaders from Wards 7 and 8 came to participate in this meeting.

INITIATIVE 3.2: Raise awareness of the AAPI community through “AAPI Publicity Campaign.”

- **Fully Achieved (100%):** OAPIA believes that diversity is the key to a stronger city. OAPIA developed a publicity campaign to educate the public about the importance of an inclusive city. Through character profiles, OAPIA demonstrates that Asian Americans make up a wide variety of trades and professions and come from varying backgrounds. OAPIA is continuing to build profiles that will help showcase the diversity of the Asian American & Pacific Islander Community in the District. OAPIA developed a blog as a vehicle to showcase the District’s AAPI community members’ diversity and promoted to at least 900 individuals via the OAPIA listserv and community meetings. The blog received 7,109 online hits in FY12. OAPIA hopes that by showcasing the various stories of AAPI residents, the public will gain a better understanding of the importance of cultural diversity. Through this project, OAPIA seeks to: 1) raise awareness of the AAPI community, 2) engage new AAPI community members, and 3) increase understanding of the AAPI community within the overall community to create “One City.”

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

- **Fully Achieved (100%):** In an effort to minimize the time delay in sharing government information with AAPIs with language barriers, OAPIA created several forms of new media outlets that complement OAPIA’s existing outreach efforts. I. Research – Based on the survey that was conducted in Chinese, Korean, and Vietnamese community, OAPIA has identified several social media outlets which are widely used in the AAPI immigrant community. In addition to Facebook in Korean and Vietnamese, OAPIA also learned that a couple of social media platforms like QQ (Chinese) and KakaoTalk (Korean) are used among the immigrant community in DC. II. Implement strategy – OAPIA established a QQ account which is used by the Chinese immigrant community to send general notices and updates in Chinese. OAPIA also established a Korean Facebook account which is already in



use, and is in the process of establishing a Vietnamese Facebook account. OAPIA will continue to seek for various social media platforms and expand membership on these platforms to minimize time delay in information dissemination.



Key Performance Indicators – Details

Performance Assessment Key:

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

	KPI	Measure Name	FY2011 YE Actual	FY2012 YE Target	FY2012 YE Revised Target	FY2012 YE Actual	FY2012 YE Rating	Budget Program
●	1.1	Number of AAPI community members reached by outreach efforts.	6,185	2,357		37,026	1570.90%	APIA PROGRAMS
●	1.2	Percent of constituent issues/cases resolved	100%	95%		100%	105.26%	APIA PROGRAMS
●	2.1	Number of DC agencies who receive technical assistance through OAPIA efforts	33	33		33	100%	APIA PROGRAMS
●	2.2	Percentage of DC agencies giving a satisfactory or above rating on OAPIA's technical assistance efforts.	100%	90%		100%	111.11%	APIA PROGRAMS
●	2.3	Percentage of satisfactory or above rating on OAPIA services.	100%	90%		100%	111.11%	APIA PROGRAMS
●	3.1	Number of capacity building efforts provided to API community organizations and individuals.	197	164		254	154.88%	APIA PROGRAMS
●	3.2	Subgrantee's % of budget spent on programmatic costs	100%	65%		100%	153.85%	APIA PROGRAMS
●	3.3	% of scheduled monitoring visits as defined in agency monitoring plan completed for each grant award	100%	100%		100%	100%	APIA PROGRAMS