



Office on Asian Pacific Islander Affairs

OAPIA (APO)

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.

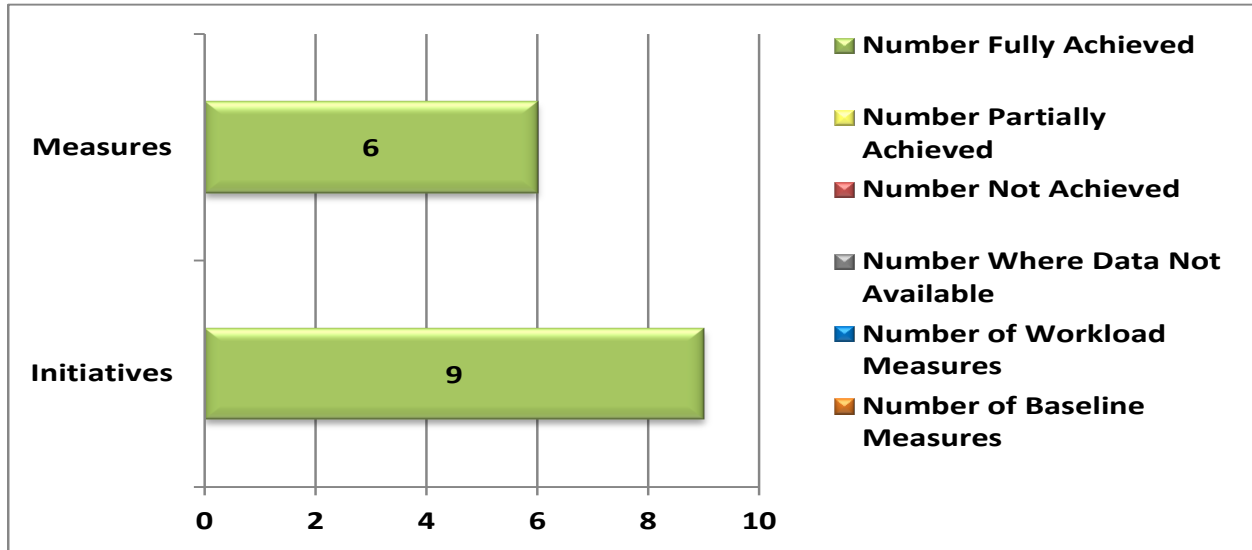
ACCOMPLISHMENTS

- ✓ OAPIA helped improve the lives of AAPIs: connected 57,641 individuals and groups to DC government programs;
- ✓ Organized 23 events and participated in 206 community activities
- ✓ Provided direct assistance 3,162 times to individuals and District agencies.

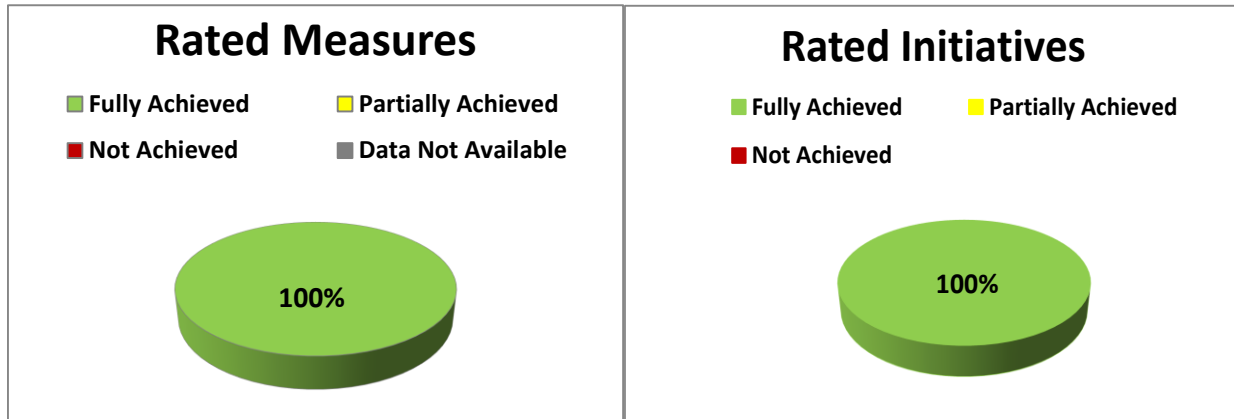


OVERVIEW AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
>= 100%	Fully Achieved
75 - 99.99%	Partially Achieved
< 75%	Not Achieved



Performance Initiatives – Assessments 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: 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.

- **Fully Achieved** OAPIA prepared a report to highlight the issues affecting the Asian American and Pacific Islander (AAPI) community in the District on language access. The report, entitled 2014: A Language Odyssey, looked at the past, present, and future of language access in the District of Columbia. The report pulled data from multiple sources including Census data and primary survey data. The report presented four major areas: demographic overview of the AAPI population; the successes of the Language Access Act; the AAPI community's motivations to use language access services; and recommendations on areas to focus on the AAPI community and language access. In August 2014, the report was distributed to all 35 District agencies covered under the Language Access Act and sent to over 900 community leaders.

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

- **Fully Achieved** OAPIA partnered with the DC Health Benefit Exchange Authority (HBX) and recruited four bilingual outreach staffs fluent in the Chinese, Korean and Vietnamese languages to conduct outreach. The outreach was completed by developing culturally appropriate and multilingual outreach materials; informational workshops; community meetings and events; door-to-door outreach; and promotion in ethnic media. OAPIA reached 1,586 AAPIs, of which 659 were business owners, and referred 117 individuals who did not have health insurance or wanted a cheaper plan to DC Health Link brokers. Among those referred to brokers, 34 individuals and one non-profit organization successfully obtained insurance through DC Health Link.

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

- **Fully Achieved** OAPIA launched the "Asian American and Pacific Islander (AAPI) Tenants' Rights Campaign" on June 24, 2014 in partnership with the Office of the Tenant Advocate (OTA) to raise awareness of tenants' rights. Under the campaign, OAPIA translated OTA's "Tenant Bill of Rights" into Chinese, Korean, and Vietnamese and developed a "Tenants' Rights Frequently Asked Questions" flyer in multiple languages which presented information on tenants' rights in an easy to read Q&A format. Both of these translated documents were disseminated to 950 residents and community based-organizations through door-to-door outreach, OAPIA events, and online newsletters.



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

Fully Achieved OAPIA compiled and distributed 24 job announcement newsletters in FY14 to community members. Employment opportunities were gathered from over 23 employers, including OAPIA, other DC government agencies, federal government agencies, and non-profit organizations.

- The information was distributed in the form of an electronic newsletter via OAPIA's listserv, and included information on seasonal District government agency job fairs, hiring projects, and other initiatives. Additionally, seasonal hiring initiatives were also promoted through the use of social media (e.g. Facebook, Twitter).

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

Full Achieved OAPIA created a 16-question survey regarding housing issues and disseminated it to District residents and business owners through door-to-door outreach and online newsletters. The survey was available in Chinese, Korean, and Vietnamese and focused on collecting demographic data, household composition information, and identifying housing concerns. OAPIA collected a total of 136 survey responses. Survey responses were drawn primarily from residents of Chinatown and Columbia Heights. A majority of survey responses were collected from three residential buildings in the aforementioned neighborhoods, the findings tend to reflect the opinions of those residents and their concerns. The survey results indicated that residents believed their rents were too expensive, and many individuals had concerns with the expiration of their Section 8 subsidized public housing. The survey also indicated that forty-one percent of respondents paid one third of their annual household income towards rent.

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

Fully Achieved OAPIA officially launched Project BUILD as part of an umbrella initiative "Connect, Engage, and Build" (CEB) on November 14, 2014. The CEB initiative aimed to connect AAPI small retail businesses with District government resources and neighbors so that businesses can engage with the District and community to help build and diversify the District's economy. Under Project BUILD, OAPIA recruited nine Master of Business Administration (MBA) students from Georgetown University and connected them with AAPI businesses to help develop six business/marketing plans under Project BUILD. Furthermore, the students expanded Project BUILD by providing additional business consultation to a Chinese business association which included researching about the small business grant opportunities offered by the Department of Small and Local Business Development.

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

Fully Achieved- OAPIA worked with the Metropolitan Police Department (MPD) in promoting law enforcement career opportunities within the AAPI community through social media and an ethnic media campaign; OAPIA worked with MPD to create an MPD hiring announcement specifically for the AAPI community. OAPIA also arranged for ethnic media to interview MPD's longest serving AAPI police officer for a featured article. The hiring announcement and the featured article were both covered by major media outlets that were most popular among the Chinese, Korean, and Vietnamese communities. OAPIA also conducted a university outreach campaign, reaching over 100 AAPI student organizations to urge students to consider a career in law enforcement with MPD. This year, MPD was able to hire 10 AAPIs, which was 3.2% of overall total hires.



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: 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.

Fully Achieved OAPIA partnered with the Office of the Clean City and signed up 50 AAPI business owners throughout the District to participate in the “Adopt-A-Block” program. In addition, OAPIA also organized a “Chinatown Cleaning Day” event on July 2, 2014 with other partners such as the Department of Public Works, Downtown Business Improvement District, Chinatown Community Cultural Center and nearby Chinatown businesses. Volunteers and Chinatown businesses participated in picking up trash and cleaning the sidewalks. “Adopt-A-Block” allowed AAPI businesses owners to partake in community beautification activities.

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.

Fully Achieved. OAPIA partnered with the Department of Consumer and Regulatory Affairs to raise awareness among District AAPI businesses on the issue of synthetic marijuana through the “Right Choice” campaign. OAPIA exceeded its original goal and collected 151 signed pledges from AAPI business who have committed not to sell synthetic marijuana or other drug paraphernalia. OAPIA also helped design the campaign logo and stickers which were displayed at various stores that signed the pledge. The message on the sticker says “we pledged...not to sell synthetic narcotics or drug paraphernalia.” Community partners that participated in this campaign also utilized the materials for outreach purposes.

In addition, OAPIA also distributed educational information in Chinese, Korean, and Vietnamese to a total of 200AAPI businesses. With the assistance of trained bilingual outreach staff, limited English proficient and non-English proficient AAPI business owners were educated on the harmful effects of synthetic drugs as well as regulations regarding enforcement. The pledge allowed AAPI business owners to partake in creating a “drug-free” community.



Key Performance Indicators – Details

Performance Assessment Key:

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

	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
●	1.1	Number of individuals/organizations reached through outreach efforts.	NA	34,716		57,641	166.04%	APIA PROGRAMS
●	1.2	Percent of constituent issues/cases resolved	100%	95%		100%	105.26%	APIA PROGRAMS
●	2.1	Number of outreach and capacity building/technical assistance efforts to AAPI community members and DC agencies	217	296		3,162	1068.2%	APIA PROGRAMS
●	2.2	Percentage of satisfactory or above rating on OAPIA services.	100%	90%		100%	111.11%	APIA PROGRAMS
●	3.1	Sub grantees % of budget spent on programmatic costs	100%	65%		100%	153.85%	APIA PROGRAMS
●	3.2	% of scheduled monitoring visits as defined in agency monitoring plan completed for each grant award	100%	100%		100%	100%	APIA PROGRAMS