



FY 2013 PERFORMANCE PLAN
Office of Latino Affairs

MISSION

The mission of the Office on Latino Affairs is to improve the quality of life of the District's Latino residents by addressing a broad range of social and economic needs through strategic management of public and private partnerships, expertise on policy, community relations, civic engagement and community-based grants.

SUMMARY OF SERVICES

OLA awards community-based grants, forms strategic partnerships, conducts community relations, and provides outreach support and advocacy for DC Latinos so they can have access to a full range of human services, health, education, housing, economic development, and employment opportunities.

AGENCY WORKLOAD MEASURES

| Measure | FY 2010 Actual | FY 2011 Actual | FY 2012 YTD |
|--|-------------------|-------------------|----------------|
| Number of Latinos residing in the District | 51,124 | 54,749 | 57,749 |
| Constituent Inquiries/ Technical Assistance Sessions | 985 | 1200 | 1450 |
| Number of Grant Applications Received | 60 | 68 | 70 |

OBJECTIVE 1: Improve Latino-serving non-profit organizations' institutional knowledge, skills, and service program quality for services offered to DC Latinos.

INITIATIVE 1.1: Improve grantees' ability to submit grants oversight documentation on OLA's online Grants Management System (GMS).

OLA will build additional capacity into its online Grants Management System (a Quickbase database application) so that grantees can submit grant compliance documentation. This will increase the efficiency with which grantees report to OLA, and increase the agency's ability to quickly review grantee documentation, ensure compliance with District policies, and identify needs for technical assistance. OLA will complete this initiative by the end of FY 2013.

INITIATIVE 1.2: Improve grantee oversight and site visit process.

OLA will expand its grantee oversight by requiring submission of financial documentation (e.g. 990 filings, audited financial statements) and ensuring that at least 80% of grantees receive program visits (to complement existing administrative site visits).

OBJECTIVE 2: Facilitate greater access to economic development resources among DC Latino-owned businesses.

INITIATIVE 2.1: Collect data on the Latino business community and develop actionable recommendations for District partners.



OLA will collect data on local Latino businesses, including one-on-one interviews, and work with District partners to meet the needs of this community. OLA will issue a report on its findings by the end of FY 2013.

INITIATIVE 2.2: Ensure that the Latino business community has access to available technical assistance.

OLA will work to make the Latino business community more competitive in the new economy by partnering with DSLBD to provide technical assistance on compliance with D.C. regulations and development of business tools (e.g. business plans, financials, etc.).

OBJECTIVE 3: Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.

INITIATIVE 3.1: Support Workforce Development Programs.

OLA will reallocate grant funds to support workforce development programs that help Latinos meet job market demands of the new economy.

INITIATIVE 3.2: Promote Employment Fairs.

OLA will collaborate with District, CBO, and private sector partners to organize and promote employment fairs and disseminate information about available jobs among Latinos.

OBJECTIVE 4: Improve the quality of Life among Latinos.

INITIATIVE 4.1: Facilitate one round-table discussion per quarter on issues affecting the Latino community.

OLA will convene quarterly meetings with various community groups to discuss priority issues to the Latino community. OLA will provide subject matter experts on social service issues impacting the Latino community to serve on panels and will bring relevant agency directors to interact with the community groups. Topics may include, but not be limited to, delivery of health services to the immigrant community, housing, public safety, education, and enhancing employment and economic development opportunities for DC Latinos.

INITIATIVE 4.2: Support Health Promotion and Disease Prevention Programs.

OLA will foster partnerships and support community programs that address critical health concerns identified by the Mayor, including obesity and HIV. Specifically, OLA will focus on supporting the following:

- Programs that help reduce obesity, including the promotion of recreation programs that promote exercise, and that teach and foster healthy nutritional practices with an emphasis on healthy families, including healthy life skills.
- Programs focused on HIV prevention, including condom distribution.



INITIATIVE 4.3: Language Access evaluation of customer service areas of DC agencies named under the Language Access Law.

OLA will work in partnership with the Office of Asian and Pacific Islander Affairs (OAPIA) and the Office on African Affairs (OAA) on reviewing and providing feedback and recommendations on customer service practices of DC agencies that are named under the Language Access Law. Specifically, OLA will review signage and associated agency protocols put in place to attend to the customer service needs of Limited English Speakers upon first arriving at an agency’s front desk or first point of contact. OLA will also assess how readily available translated printed materials are and the process by which the agency informs the client of their language access rights. OLA will identify any deficiencies or improvements needed to comply with the 2004 Language Access Act, and provide technical assistance to those agencies in need of improvement through sharing best-practices utilized by sister DC agencies and others. OLA will review 50% of the covered agencies in FY13.

KEY PERFORMANCE INDICATORS

| Measure | FY 2010 Actual | FY 2011 Actual | FY 2012 Target | FY 2012 YTD | FY 2013 Projection | FY 2014 Projection | FY 2015 Projection |
|--|-----------------------|-----------------------|-----------------------|--------------------|---------------------------|---------------------------|---------------------------|
| Percent of grantees that show satisfactory performance according to grants monitoring program. | N/A | N/A | 80% | 80% | 85% | 90% | 95% |
| Percent of grantees that report satisfactory experience with capacity building program. | N/A | N/A | 75% | 80% | 85% | 90% | 95% |
| Number served by OLA Grantees. | 6,500 | 8,540 | 45,000 | 50,879 | 54,200 | 58,200 | 62,600 |
| Number of Language Access Act covered agencies receiving technical assistance. | 23 | 31 | 25 | 33 | 34 | 28 | 32 |
| Percent of attendees that report satisfactory experience with OLA sponsored events. | N/A | N/A | 65% | 70% | 75% | 80% | 85% |