



Office of Latino Affairs OLA (BZ)

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

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

ACCOMPLISHMENTS

- ✓ The Mayor's Office on Latino Affairs collaborated with Health Management Associates (HMA), which holds an ongoing partnership with Centers for Disease Control (CDC) and Walgreens, to provide free influenza vaccination to uninsured or underinsured DC residents. This Flu Campaign was implemented in different wards of the city, increasing the opportunity for Latino and all DC residents to prevent influenza and health complications related to this illness. As a result of this OLA's leadership in this initiative, more than 550 DC Residents acquired free access to flu vaccination.
- ✓ The Grants Department provided services to the community at large through the Latino Community Development Grant (LCDG) and the Latino Community Health Grant (LCHG) programs for FY2013. Under the LCDG 61 awards were made totaling \$1.22 Million, includes 9 new grantees and under the LCHG five (5) awards were made totaling \$420K. The Grants program provided a total combined program service of more 71,000, accounting for more than 85% of the District of Columbia's Latino population.
- ✓ The grants program made major additions and improvements to its administrative process, resulting in improved efficiency and accountability. Quarterly reports are now submitted online through our grants management system, which has decreased the time of receipt and reviewing reports. The new online reporting component allows us to receive activity, narrative, budget and expenditure reports. The expenditure reports is a new requirement as of FY2012, grantees must submit evidence on how the funds were expensed (ex. payroll, receipts, and invoices).
- ✓ These documents are then reviewed and balanced against the Budget Expense Reports. This extensive review has giving way to a discovery where one organization did not comply with the grant agreement and as a result the contract was terminated and a request of reimbursement of funds was sent to the grantee. The system also allows the management team, grantees and



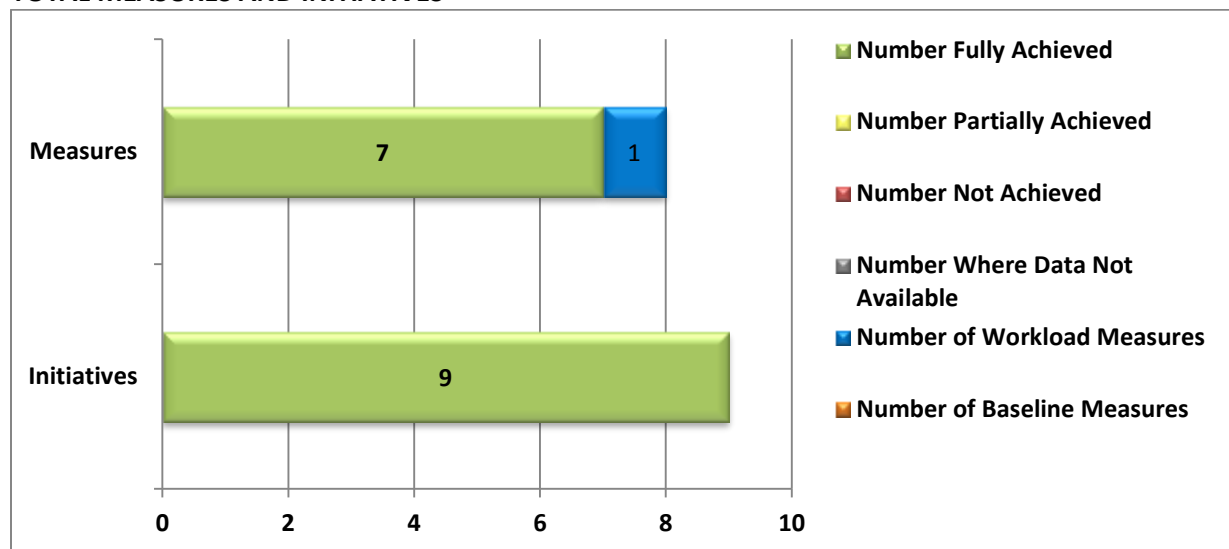
grant reviewers with instant access to past performance data. This is crucial information for the development of OLA's funding strategy to respond to the City's priorities, constituent needs, and in the decision making process for upcoming fiscal grant award years.

- ✓ With the new hiring of the Language Access Monitor, the LAA Program was able to proactively identify areas of improvement at DC government agencies named under the Language Access Act by meeting and establishing relationships with frontline employees at Latino LEP and NEP-serving community-based organizations (CBOs). The information from the CBOs, in turn, helped the Language Access program to focus its attention on those agencies that seemed to be encountering the most challenges when complying with the expectations of the Language Access Law. The program then focus its attention on the selected sites of those previously identified agencies to collect in-person interviews with government employees and to do site visits to see how public service centers work on a daily basis. This feedback collected from CBOs and government agencies helped the Language Access program at OLA to identify the specific agencies needing technical support and to identify areas of improvement and to provide concrete recommendations on how DC government agencies may improve their services for Spanish speaking residents of the District of Columbia with limited or no-English proficiency.

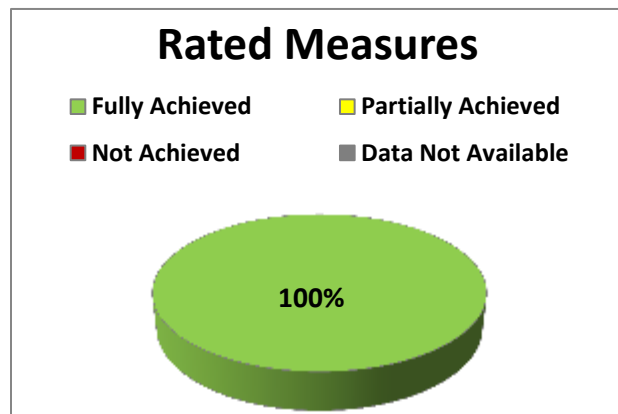


OVERALL AGENCY PERFORMANCE

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: Improve Latino serving non-profit organization's institutional knowledge, skills and program quality for services offered to DC Latino residents.

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

- **Partially achieved:** Oversight and documentation of the Grants Management Systems was improved by more than 15% from last fiscal year. Grantees submitted required documentation with fewer errors which led to easier access and review by the grants department. We achieved better outcomes with regards to reporting with grantees by providing over 500 hours of one-on-one technical assistance and two trainings on how fulfill reporting requirements. Technical assistance was provided to 50 (80%) out of 62 projects.

INITIATIVE 1.2: Improve grantee oversight and site visit process.

- **Fully achieved:** 100% of grantees received site visits and audits through a combination of either a physical visit, desk audit, and review and monitoring of the quarterly reports. Additionally, a survey evaluation was provided to more than 34% (20 organizations, 274 surveys) of the grantee organizations, which resulted in 90% of respondents reported being “Highly Satisfied” with the services provided by the OLA through the grantee. The grant process for reviewing financial documents of the grantee organizations led to a discovery of one (1) grantee who had not adhered to the budget expense and work plan submitted and as a result program goals were not met. Consequently, we discovered the organization was financial unstable and responded swiftly by withdrawing grant funds from the organization. By doing so, OLA was able to recover \$10,000.00. The organization is in the process of filing for Bankruptcy and we have referred the matter to the Attorney General’s Office for a returned of funds not expensed as indicated by the submitted budget report.

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.

- **Fully achieved:** Throughout FY 2013 OLA conducted 400 hundreds survey included one-on-one interviews and telephone interviews. This survey pulled from publically available information sources including D.C government websites, such as Department of Consumer and Regulatory Affairs (DCRA), Office of Planning, Department of Small Business (DSLBD) website and other internet sources in compiling the final list of businesses. General contact information for the businesses surveyed, geographic location and business type was also listed in many online business directories. The finding and the recommendations are in the business report FY 2013.



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

Fully achieved. During FY13, OLA collaborated with the DC Bar Pro Bono Program and the Hispanic Bar Association of the District of Columbia to host a legal advice clinic for existing or aspiring small business owners to meet one on one with attorneys. The goal of this successful initiative was to assist Latin-owned small business owners and those initiating this process in connecting with relevant resources to grow their businesses. 31 Latin-owned existing or aspiring small business owners attended this event. In an effort to promote business opportunities among Latinos, OLA partnered with the Consular Section of the Mexican Embassy and Bizlac -Centro Hispano de Atencion Empresarial during FY13, to offer a comprehensive entrepreneurship training program (“Mi Negocio Ya”) to individuals interested in establishing their own business. The goal of the 4 week program (one training was provided each quarter) was to encourage the Latino community to develop small sustainable businesses that create jobs and help stimulate local economy. The training program was facilitated in Spanish. 20 aspiring small business owners participated in this program. OLA also focused on providing tools to the DC Latino Community to acquire financial stability. During “Financial Literacy Week,” in partnership with Bank on DC, Clearpoint, the Regional Alliance of Students and Professionals and the Mexican Consular.

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.

Fully achieved: OLA Outreach Department partnered with the Spanish Catholic Center to provide students of the workforce development Green Pre Apprenticeship Construction Program the opportunity to get CPR/First Aid certified at no cost. This initiative offered students further accreditation in order to enrich their workforce development learning experience. 11 students of this program got CPR certified and enhanced their workforce development skills

INITIATIVE 3.2: Promote Employment Fairs.

Fully achieved. During the third quarter of FY 2013, OLA hosted a successful Hospitality Employment Fair in partnership with the CALPRO Group and Carlos Rosario International Public Charter School. The employment fair provided an opportunity for job seekers to apply on site for on-call and/or part time work in different areas of the hospitality industry. 317 people attended this job fair, and more than 100 of them acquired employment as a result of this initiative.

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.

Fully achieved: During FY2013, the Grants Program conducted a total of 23 convening with various community groups and grantees. The Grants Program host and collaborated four LA presentations to grantees(44 participants), two Reporting requirement trainings(70 participants), two ADA trainings for grantees(70 participants), two grant solicitation trainings (80 participants), four webinars to mitigate risk of Hurricane Sandy (20 organizations), six CPR trainings with grantees and three flu shot clinics at grantee sites. OLA partnered with the American Psychological Association to host a round table event tailored for Latino Women who have been survivors of interpersonal relationship trauma. The event was facilitated in Spanish by a licensed psychologist. The workshop allowed women to feel empowered and learn about available resources in the area. OLA’s Outreach Department hosted the first Latino LGBT roundtable and task force meeting. The purpose



of the task force was bringing together a diverse collection of LGBT Latino serving agencies in the Washington DC area in order to build a community of resources. This was the first meeting of an ongoing task force that has met on a monthly basis all throughout FY13, with the purpose of planning different initiatives to support Latino LGBT constituents as well as address issues and barriers this community is facing. During FY2013, the Language Access Program conducted a total of 12 LA presentations and screenings of the LA documentary, to a total of 197 attendees. Attendees ranged from local high school and college students, parents, teachers, to nonprofit and DC government employees. During FY2013, in coordination with the Grants department, the Language Access Program also conducted a total of 4 webinars on Language Access tailored specifically towards OLA's FY13 grantees, to which a total of 44 employees of the grantees participated.

INITIATIVE 4.2: Support Health Promotion and Disease Prevention Programs.

Fully achieved. Flu Vaccination Campaign: OLA allied with HMA who holds an ongoing partnership with CDC and Walgreens to facilitate free flu vaccination to uninsured or underinsured residents. OLA was able to exceed the goal to facilitate access to a free flu vaccination to over 551 residents in the District of Columbia. OLA worked with National Council of la Raza and the Latin American Youth Center to provide a nutrition workshop series in different areas of the DC Community. The initiative, "Comprando Rico y Sano," aimed at offering education about healthy nutrition habits and an affordable way to bring these practices to people's households. Condom Distribution, in our effort to prevent Sexual Transmitted Disease (STD), OLA delivered condoms to Casa Ruby on a monthly basis and engage summer youth employees to promote healthy sexual life style and STD prevention among peers. 600 condoms and sexual education materials were donated. OLA's commitment to reach out to residents in various areas of the district, OLA partnered with the faith based organization "La Luz del Mundo Church" to provide services and information to residents in ward 5 Spring Health Fair.

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

Fully achieved: This feedback collected from CBOs and government agencies helped OLA identify specific agencies needing technical support, areas of improvement, and to provide concrete recommendations on how DC government agencies may improve their services for Spanish speaking residents of the District of Columbia with limited or no-English proficiency. Four main areas of improvement for LA in DC government were identified: 1). lack of bilingual staff, 2). language services by frontline staff (e.g. discrimination, difficulties providing language services), 3). translated documents and information, and 4). Navigation of the office and its services. The feedback from the non-profit frontline workers also helped OLA identified five agencies with the most challenges when providing Language Access services: 1. Department of Human Services (DHS), 2. DC Housing Authority (DCHA), 3. Department of Motor Vehicles (DMV), 4. Department of Mental Health (DMH), and 5. Department of Employment Services (DOES). OLA met with the Language Access Coordinators of these agencies to present preliminary findings collected from the meetings with the CBOs' employees, and to schedule OLA's visits to their sites to interview employees in Public Contact Positions (PCPs). From April to September of FY2013, OLA conducted interviews with fifty-one (51) frontline employees and twenty-eight (28) site visits at seventeen (17) service centers across these five (5) prioritized DC government agencies named under the LA Act. The top five recommendations for how to improve LA services at their agency that were most supported by DC government public contact employees were: 1. to make website more accessible in different languages, 2. to provide more Language Access training, 3. to translate more documents / information



Key Performance Indicators – Details

Performance Assessment Key:

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

	KPI	Measure Name	FY 2012 YE Actual	FY 2013 YE Target	FY 2013 YE Revised Target	FY 2013 YE Actual	FY 2013 YE Rating	Budget Program
	● 1.1	Percent of grantees that show satisfactory performance according to the grants monitoring program	0%	85%		146.77%	172.68%	COMM. BASED PROGRAMS
	● 1.2	% of grantees that report satisfactory experience with capacity building program	0%	85%		166.67%	196.08%	COMM. BASED PROGRAMS
	● 1.3	Number of Grant Applications Received	60	70		74	105.71%	COMM. BASED PROGRAMS
	● 2.1	% of attendees that report satisfactory experience with OLA sponsored events	65%	75%		75.83%	101.11%	COMMUNITY RELATIONS & OUTREACH
	● 3.1	Number of attendees at OLA Employment Fairs	0	200		317	158.50%	COMMUNITY RELATIONS & OUTREACH
	● 4.1	Number of Language Access Act covered agencies receiving technical assistance.	33	34		132	388.24%	ADVOCACY PROGRAM
	● 4.2	Number of Latinos residing in the District	58,744	Target Not Required		62,726	Workload Measure Not Rated	AGENCY MGMT PROGRAM
	● 4.3	Constituent Inquiries/ Technical Assistance Sessions	No data	1,450		1,755	121.03%	ADVOCACY PROGRAM