



Office of Latino Affairs OLA (BZ0)

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.

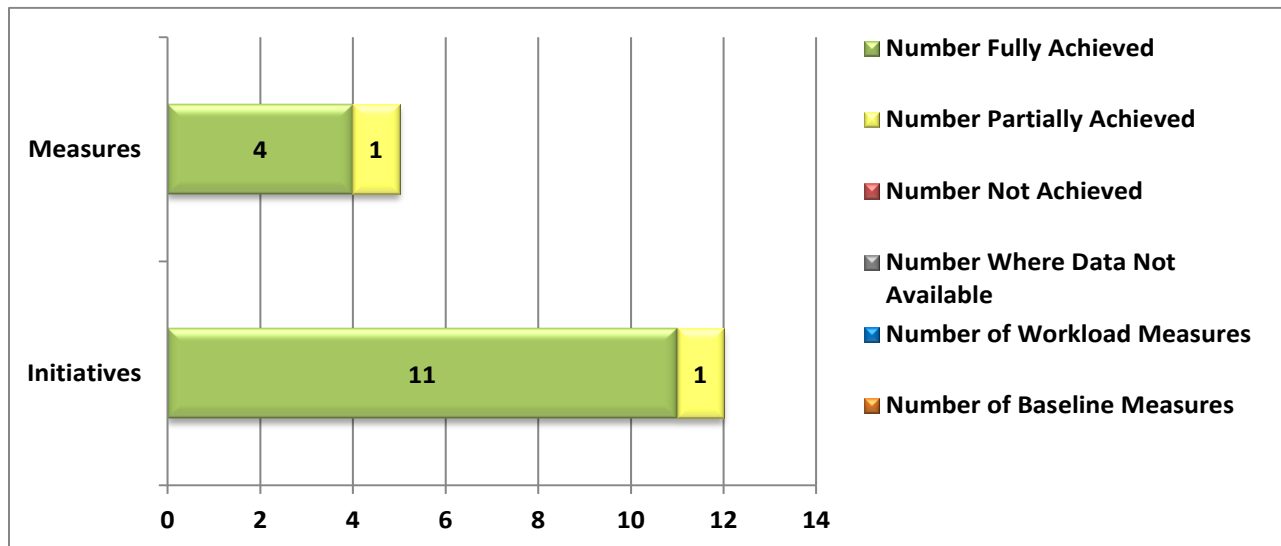
ACCOMPLISHMENTS

- ✓ Served 4K constituents with direct services.
- ✓ Made 80 awards, to 59 CBOS for total of \$2.2M funding.
- ✓ Will serve 64K+ clients Provided TA to language access to 34 government agencies. Sent 60K+ text messages to 2K phones of clients to advice on services.

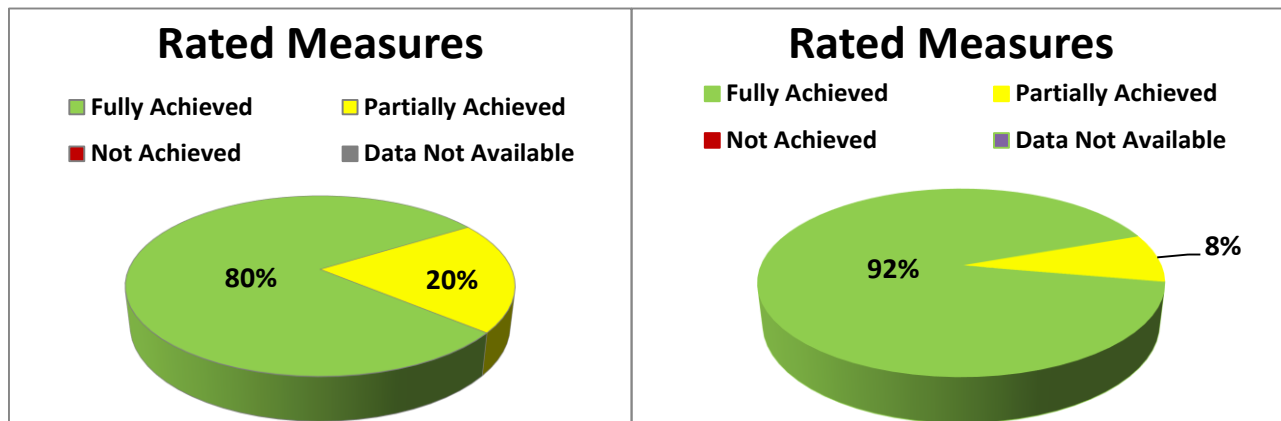


OVERALL AGENCY PERFORMANCE

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: Coordinate informational and service events for DC Latinos.:

- **FULLY ACHIEVED:** OLA outreach department coordinated a series of events with the collaboration of nonprofit and private sector to inform constituents about services in DC, the events focused on health services and vaccination campaign, new My School DC lottery process, The Right Choice Campaign – to inform business owners about new municipal regulation, Limited purpose driver license, and employment fair among others.

INITIATIVE 1.2: Language Access implementation of technical support based upon specific issues/and prioritized agencies identified by the LA monitor's feedback.

- **FULLY ACHIEVED:** Language Access Coordinator and Language Access Monitor The Office on Latino Affairs, through its Language Access and Advocacy program has been focusing on the production of materials and resources based upon specific issues and prioritized agencies needing additional technical support for a successful implementation of the DC Language Access Act of 2014. The program has been developing concrete materials and resources for a wider distribution among the 33 different DC Government agencies named under the Language Access, and the different non-profit organizations that may benefit from, or that have requested this information. During quarter three and four of FY2014 (April – September), the Language Access program created a Legal Services Directory, and corresponding video representation of the voices of different workers at organizations providing legal services. The LA program is also completing a LA Narrative poster describing how to use the “I speak cards” to promote Language Access at the different DC government service centers. The program is also finalizing bilingual SPA/ENG signage for the DHS Taylor Street service center. The distribution of these materials and signage project is expected to be done during the first quarter of FY2015, since completion of the final printing of the materials will be done on the last quarter of FY2014. The LA program has already created a Language Access Frequently Asked Questions (FAQ), one-page Resource Guide, Language Access PSA, and a LA monitoring report during last fiscal year (Deadline: Ongoing – to be completed in Q4).

INITIATIVE 1.3: Develop partnership with CBOs to jointly pursue federal grants, national non-profits and foundations.

- **PARTIALLY ACHIEVED:** OLA will work closely with District, CBOs, and small businesses to create two partnerships to obtain federal funding to increase the number of services and programs for the Latino community.

- **INITIATIVE 1.4: Office on Latino Affairs will develop a comprehensive marketing and communication plan that includes outreach to DC Latino residents through text messaging.**

FULLY ACHIEVED: In an effort to reach constituents through social media, OLA outreach continues collecting data from constituents such as email address and mobile number to include them to our



list serve to establish a link of communication via email and text message as well as promoting to follow OLA on Facebook. These text messages were sent to the community in Spanish to alert about Food Distributions, informational sessions on the limited purpose drivers licenses, job trainings, parent education workshops worker protection seminars and to help victims of the fire in Columbia Heights.

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

INITIATIVE 2.1: Utilize Latino owned business data gathered during FY 2013 to identify trends and barriers relating to the success of their business.

- **FULLY ACHIEVED:** OLA will utilize existing data on Latino-owned businesses in the District of Columbia using surveys, questionnaires, and focus groups in order to identify barriers confronting Latino-owned businesses. OLA's outreach department will submit a final report indicating appropriate technical assistance for Latino businesses.

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

- **FULLY ACHIEVED:** During FY14 OLA facilitated and organized information session for small Latino business owners. This included the Small Business Clinic where business owners had an opportunity to learn how to negotiate a Small Business Commercial Lease and consult one on one with attorneys from the DC Bar Probono. OLA in collaboration with Greater Washington Hispanic Chamber informed Latino business owners of the new Affordable Care Act through various information sessions.

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: Promote Employment Fairs.

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

INITIATIVE 3.2: Support Workforce Development Programs.

- **FULLY ACHIEVED :** OLA will make one additional investments in workforce development programs that help Latinos meet job market demands of the new economy (for a total of four workforce development projects).

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:** OLA Outreach facilitated 4 round table discussions on issues affecting Latinos in the district. The roundtable topics were; Afro-Latinos in Washington and the Diaspora Public Forum where guest panelist presented the countless issues affecting the Afro-Latino community in the United States. The forum also served as awareness of local issues and an initiative to address some of the issues affecting Afro-Latinos in the DC. Conversando entre Padres – Chats among parents, OLA introduced a new initiative to develop an open conversation among parents from different schools; the purpose of the conversation was to exchange information, share ideas and to learn from each other. The conversation allowed the DC Human Rights representative to inform parents of rules established at schools and a bullying prevention school representative, parents can address those



issues with the school representative or directly with Human Rights office. Myth & Reality of Influenza In preparation of Influenza season OLA outreach facilitated a webinar inviting a health expert from the Center for Disease Control (CDC) to talk about myths and facts about influenza and the new virus trend. Finally, the Limited Purpose License roundtable informed individuals seeking to obtain a DC license information on what is needed and what are the steps to obtain a license.

INITIATIVE 4.2: The LA program will continue monitoring DC government sites, and maintaining visits to CBOs to continue identifying areas of technical support, and initiatives for OLA.

FULLY ACHIEVED: The Office on Latino Affairs, through its Language Access program's monitoring 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). 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 non-English proficiency. Five main areas of improvement for LA in DC government were identified: 1) Lack of bilingual staff, 2) Customer service by frontline staff (e.g. remarks related to constituent's national origin, difficulties receiving language services), 3) Translated documents and information, 4) Outreach and awareness efforts, and 5) Navigation of the physical office space and its signage. The feedback from the non-profit frontline workers also helped OLA identified five additional agencies with the most challenges when providing Language Access services: 1) District of Columbia Public Schools (DCPS), 2) Department of Consumer and Regulatory Affairs (DCRA), 3) Department of Health (DOH), 4) Office on Tax and Revenue (OTR), 5) Department of Disabilities Services. 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).

INITIATIVE 4.3: Develop new evaluation metrics and tools to measure the success of information and service events.

FULLY ACHIEVED: OLA developed a satisfaction survey to give to participants at OLA events. Overall the surveys demonstrate a positive experience with information and services provided at OLA events.

INITIATIVE 4.4: LA 10th Anniversary celebration will be done in coordination with the OAA, and the OAPIA.

FULLY ACHIEVED: As part of 10th Anniversary celebrations of the D.C. Language Access Act, the Office of Human Rights (OHR) commissioned a report on Language Access in the District from the Urban Institute. The Office on Latino Affairs (OLA) in coordination with OAA, and OAPIA provided feedback and consultation to the authors of this report on their perspective and expertise on issues related to successes, obstacles, and the future of this Language Access policy in DC. The three consultative agencies also provided information useful for a better understanding of the history, impact, and implementation of the legislation. This report was unveiled during "The Road to a Global DC," an event sponsored by the Office of Human Rights, which also included a panel discussion and a reception for key stakeholders in the city OLA was also involved in the planning and coordination of the annual Interpreters' Professional Development Workshop (IPDW) that took place on April 25th, 2014. The Office on Latino Affairs has provided guidance and feedback on the selection of expert panelists, the creation of promotional materials, creation of the agenda, recruitment of volunteers,



and organization of the ceremony honoring the anniversary of the signing of the D.C. Language Access Act. This workshop was done in collaboration with the Inter-American Development Bank (IDB) and in partnership with the Multicultural Community Service (MCS OLA through its Language Access and Advocacy program presented an overview on the progress of the Language Access law over the last decade and its significance in relation to OLA's mission and in its role of collaborative and consultative body to the Language Access program in the District of Columbia. This presentation, which formed part of the opening plenary session of the workshop, was done in lieu of a report on OLA's accomplishments, and was distributed in its written form to all individuals in attendance through an online social and visual media platform.



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 Language Access Act covered agencies receiving technical assistance.	132	34		112	329.41%	ADVOCACY PROGRAM
●	1.2	% of grantees that show satisfactory performance according to grants monitoring program.		90%		89.83%	99.81%	COMM. BASED PROGRAMS
●	1.3	% of grantees that report satisfactory experience with capacity program.	88%	90%		100%	111.11%	COMM. BASED PROGRAMS
●	2.1	% of attendees that report satisfactory experience with OLA sponsored events	75.83%	80%		92.86%	116.07%	PERFORMANCE MGMT
●	3.2	Number Served by OLA Grantees	56,325	58,200		125,901	216.32%	COMM. BASED PROGRAMS