



# Office on Latino Affairs (OLA) FY2016 Performance Accountability Report (PAR)

## **Introduction**

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives' progress and key performance indicators (KPIs).

## **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.

## Overview – Agency Performance

The following section provides a summary of OLA performance in FY 2016 by listing OLA’s top accomplishments, and a summary of its progress achieving its initiatives and progress on key performance indicators.

### Top Agency Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
Language Access and Advocacy program provided feedback and recommendations for the Biennial Language Access Plans (BLAPs) for all 39 agencies named under the law.	This process helped OLA to identify areas of support an collaboration for projects that the following agencies may need in the next two fiscal years: ABRA, DBH, DCPL, DDOT, DOEE, DPR, MPD, OPC, OUC, DMV, DGS, DCOA, OSSE, OPC, MPD, DPR, DOEE, DDOT, DCPL, DBH, DCHA, DCLBD, DDS, DHCD, DHS, DOC, DPW, DSLBD, DYRS, HSEMA, OAG, OAH, OP, OTA, OP, DHS, DPW, OAG, and DOES.	Limited English and Non- English proficient individuals residing in the district can receive and have access to vital information in their respective languages from agencies named under the law.
Through a partnership with the Department of Health and Human Services, the Mayor’s Office on Latino Affairs was able to continue funding the Bilingual Health Access Program (BHAP) for Limited English and Non English Proficient district residents.	Through this grant the Mayor’s Office on Latino Affairs is able further its mission of improving the quality of life of the district’s Latino population by providing access to vital health services to the district’s Limited English and Non English Proficient population.	Mary’s Center, grant recipient, was able to provide outreach, information and assistance to 8,792 LEP and NEP DC residents on how to navigate and benefit from DHS/ESA programs.

In FY 2016, OLA had 7 Key Performance Indicators. Of those, 0 were neutral, and another 3 were not able to be reported by the end of the fiscal year. Of the remaining measures, 57% (4 KPIs) were met, 0% (0 KPIs) were nearly met, and 0% (0 KPIs) were unmet. In FY 2016, OLA had 8 Initiatives. Of those, 100% (8) were completed and 0% (0) were nearly completed, and 0% (0) were not completed. The next sections provide greater detail on the specific metrics and initiatives for OLA in FY 2016.

## FY16 Objectives

Division	Objective
	Improve the quality of Life among Latinos.
Grants	Improve Latino-serving non-profit organizations' institutional capacity, skills, and service program quality for services offered to DC Latinos.
Outreach	Facilitate greater access to economic development resources among DC Constituents (resident and/or Business owners).
Outreach	Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.

## FY16 KPIs

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

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Percent of attendees that report satisfactory experience with OLA sponsored events	90	Q	96.51	87.18	97.53	86.54	93.4	Met	
Number of attendees at OLA Employment Fairs	300	Q	0	77	349	0	426	Met	

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

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Percent of grantees that show satisfactory performance according to grants monitoring program	98	A					100	Met	
Percent of grantees that report satisfactory experience with capacity building program	97	A					96.5	Nearly Met	
Total number of clients served through MOLA grantees	30,000	A					42,631	Met	

Objective: Improve the quality of Life among Latinos.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Language Access Act covered agencies receiving technical assistance	39	Q	29	34	35	39	137	Met	
Number of text messages sent to DC Latino residents	100	Q	31	50	52	36	169	Met	

# FY16 Workload Measures

Measure	Freq	Q1	Q2	Q3	Q4	Total
Number of Grant Applications Received	A					65
Number of Latinos residing in the District	A					71,256
Constituent Inquiries/ Technical Assistance Sessions	A					7,500

## FY16 Initiatives

### **Title: Create weekly activities and events that support and enhance Mayor Bowser's Initiatives.**

**Description:** MOLA will coordinate more than 100 activities tailored towards Latinos across all wards that support and enhance Mayor Bowser's initiatives. Activities are aligned to Mayor Bowser's budget priorities, and include (but not limited to) educational workshops, business outreach, flu clinics, HIV/AIDS educational outreach and condom distributions, health and fitness activities, and public safety forum.

**Complete to Date:** Complete

**Status Update:** In quarter 4, MOLA coordinated and promoted over 15 activities tailored to Latino resident. MOLA also joined MOCA in neighborhood canvassing to promote a Safer, Stronger DC and joined DSLBD, DMPED and DCRA during the 14th Street Business Corridor walk through

### **Title: Office on Latino Affairs will develop a comprehensive marketing and communication campaign to effect behavior modification and increase awareness amongst the Latino population in the District of Columbia**

**Description:** MOLA will develop and execute a marketing campaign to improve the quality of life of Latino residents by addressing issues related to human services, health, education, housing, economic development, and employment. Critical and relevant information will be disseminated through online, media, radio and print marketing. This initiative will be enhanced by MOLA's resources, expertise and capability with social media and text-messaging targeting over 9K Latinos in the District of Columbia.

**Complete to Date:** Complete

**Status Update:** In Q4, MOLA continued its informative radio segments via two major radio stations to increase awareness and promote Mayor Bowser initiatives among the Spanish and bi-lingual (English and Spanish) constituents. MOLA also continued to reach out to constituents via text message.

### **Title: Coordinate a State of Latinos Community Forum.**

**Description:** MOLA will coordinate with public, nonprofit and private sector partners in putting on a community forum to identify issues and solutions to challenges faced by Latinos in the areas of health, education, immigration, jobs and economic development, public safety, arts and the creative economy, and housing.

**Complete to Date:** Complete

**Status Update:** In Q4, MOLA kicked off the State of Latinos, an introduction to a yearlong research project that will take place throughout FY 2017. The State of Latinos provided a comprehensive look at the current status of the Latino population in the district.

### **Title: Provide comprehensive technical assistance to community-based organizations and Latino-owned small business in the District of Columbia.**

**Description:** MOLA will development an industry-specific technical assistance program to assist over 50 community-based organization and businesses serving Latino residents in the District of Columbia. MOLA will achieve this endeavor through capacity building workshops and one-on-one technical assistance.

**Complete to Date:** Complete

**Status Update:** MOLA's grants department provided one and one technical assistance to 35% of those grantees who either requested or needed technical assistance with reporting and payment processes.

### **Title: Coordinate Executive Training for Women owned enterprises.**

**Description:** MOLA will coordinate executive training for Women and Women-owned business in the District of Columbia. Training will be in the form of workshop series titled Women Empowerment Workshop Series. The training program also includes a mentoring match component where new entrepreneurs will be matched with mentors.

**Complete to Date:** Complete

**Status Update:** In Q4, MOLA continued to support DSLBD with the Nosotras program by promoting and recruiting perspective women entrepreneur.

**Title: Coordinate Professional Licensing program for undocumented residents and/or business owners.**

**Description:** MOLA will work to make the Latino business community more competitive in the new economy by partnering with DSLBD, DCRA, DOH and other regulatory office to provide a pathway for undocumented resident to acquire professional licensing in areas such as Cosmetology, Electricians (various levels), dental hygienist and other relevant fields.

**Complete to Date:** Complete

**Status Update:** In Q4, the Mayor's Office on Latino Affairs coordinated an Access to Capital workshop to provide information and access to resources related to business loans for aspiring business owners in the district

**Title: Coordinate Industry specific Job Fairs.**

**Description:** MOLA will collaborate with District government agencies, CBO, and private sector partners to organize and promote employment fairs and disseminate information about available jobs among Latinos.

**Complete to Date:** Complete

**Status Update:** In quarter 4, MOLA produced and distributed six bi-weekly Employment Newsletters promoting bi-lingual jobs in government and the non-profit sector. MOLA also coordinated a closing ceremony for the 200 participants of MOLA's Summer Youth Employment Program

**Title: Coordinate College Access Workshops.**

**Description:** MOLA will coordinate four college access workshops and fairs for residents in the District of Columbia. MOLA launch two pilot workshops in FY2015 to better understand challenges and barriers to college access. FY2016 Series will address challenges identified in FY2015 from participants.

**Complete to Date:** Complete

**Status Update:** In Q4, MOLA coordinated a 4th workshop during the DCPS resource Fair for English limited proficient (ELP) students. The purpose of this workshop was to connect ELP and newly arrived immigrant High School students to available college resources and information on how to best incorporate themselves into a new society