



FY12 PERFORMANCE PLAN OFFICE OF VETERANS AFFAIRS

MISSION

The mission of the District of Columbia Office of Veterans Affairs (OVA) is to assist, recognize, and effectively advocate on behalf of District of Columbia veterans and their families.

SUMMARY OF SERVICES

The District of Columbia Office of Veterans Affairs assists District veterans and their dependents and survivors in applying for and using Federal Department of Veterans Affairs benefits, it also assists with service record acquisition and correction, as well as discharge upgrades. OVA also supports veterans recently released from active-duty service with transition assistance from military life to civilian life. Finally, OVA connects DC veterans with supportive and wrap-around District and Federal services that address homelessness, employment, education, ex-offender reentry, military family issues and quality of life.

OBJECTIVE 1: Expand outreach to and advocacy for District Veterans and their families..

INITIATIVE 1.1: Implement the new VALOR program which provides Financial Planning, Management, and Budgeting Counseling to DC veterans and their families.

In FY 2012, OVA will increase outreach and advocacy by implementing a financial counseling Program for DC veterans in all 8 Wards of the city. OVA will oversee the implementation of the program with a consulting firm. They will administer the program and develop a strategy to contact all veterans who are DC residents. The program will be promoted on the OVA website and monthly newsletter, as well as print and broadcast media, Advisory Neighborhood Commission meetings, meetings with the DC Chamber of Commerce, Greater Washington Board of Trade and through the local Chapters of veteran service organizations. This initiative is targeted to reach approximately 40,000 DC veterans. Completion date: October 2013.

OBJECTIVE 2: Increase awareness of resources available to District of Columbia veterans. INITIATIVE 2.1: Initiate city-wide marketing and implementation of the new DC Veterans License Tag program.

OVA will increase marketing efforts and implement the new DC Veteran display license plate program throughout the city. This initiative will enable OVA to expand recognition of our veteran population in all eight wards of the city while at the same time providing needed revenue for our veteran's assistance fund. The Agency has also begun collaborating with DMV to explore placing our DC Veteran logo on District driver's licenses to increase recognition of veterans by law enforcement and the local business community. Completion date: October 2013.

OBJECTIVE 3: Streamline efforts to communicate with and inform returning DC veterans of their benefits with federal and District government agencies..

INITIATIVE 3.1: Increase the use of social media to communicate with DC veterans returning from Iraq and Afghanistan. In collaboration with the Office of the Chief Technology Officer (OCTO), the agency will modernize it's website to provide current



benefits information to DC veterans including the DC Army National Guard.,. Information on a variety of resources provided by federal, district and non-profit agencies will be available via the website.. OVA will also utilize Public Service Announcements through radio and television broadcasts to communicate with returning veterans. OVA will complete the website modernization by April of 2012. Completion date: October 2013.

PROPOSED KEY PERFORMANCE INDICATORS

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Percent of veterans who rate OVA services as satisfactory or better	92	91	96	96	96	96
Number of DC veterans contacted in outreach efforts	679	315	700	700	700	700
Number of veteran events and programs coordinated in partnership with other organizations	26	18	25	25	25	25
Number of veterans assisted	927	Not Available	350	500	550	600
Percent of client response within the first five full business days	100	100	100	100	100	100
Number of veteran events produced by OVA as the lead organization	1	1	2	2	2	2
Percentage of all negative surveys directed toward OVA	Not Available	Not Available	Baseline	5 or less	5 or less	5 or less