



MAYOR'S OFFICE ON LATINO AFFAIRS

FY 2022 PERFORMANCE AND ACCOUNTABILITY REPORT

JANUARY 15, 2023

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1 MAYOR'S OFFICE ON 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.

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.

2 2022 ACCOMPLISHMENTS

Accomplishment	Impact on Agency	Impact on Residents
Solar for All Program in partnership with Department of Energy and Environment, Pay Back Rent and Health Insurance Alliance	<p>1. Our office partnered again with DOEE to provide assistance to those Latinos Limited English Proficient (LEP) and Non-English Proficient (NEP) since we had a great impact among them, we were able to exceed the expected number of successful enrollments to DOEE Solar for All Programs. 2. MOLA has connected more than 365 households to receive over a\$1M in financial assistance to help them pay back rent .We were able to assist our Latino Community throughout those hard post-COVID recovery period. 3. MOLA has been greatly impacted by this type of assistance, since now we have doubled down the number of constituents that come to our office every day.</p>	<p>1. Solar for All Program: A least 250 Washington DC Latino residents, where individually saved for up to \$500 each year, and collectively \$125K a year in their energy statements. 2. Pay Back Rent: The DC Residents were able to get assistance to catch up with their rent bills, due to the hardship of post COVID recovery. 3. Health Insurance Alliance: More than 500 DC Residents were able obtain or renew their health insurance</p>

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Accomplishment	Impact on Agency	Impact on Residents
Summer Youth Employment Program, Latino Community Development Grant and Immigrant Justice Legal Services Program	<p>1. Summer Youth Employment Program remains as one of our favorite programs because we can expose youth to experience different career settings and provide them with an overview of what is out there for them to create a path to succeed in life. MOLA will continue its efforts to make this program happen, as well as look for new types of exposures in different areas in the workforce. 2. Latino Community Development Grant Community Based Organizations, allow us to have a wide range of services that we can connect our community depending on their needs. The CBO's remain as one of our main sources of referral system when it comes to the main areas of interest: health and wellness, education, public safety, jobs and economic development, arts & creative economy, and youth engagement. 3. IJLS has been a great assistance to our community as the legal hand that we use to refer our constituents when it comes legal matters. IJLS is a resource for our office in an everyday basis.</p>	<p>1. SYEP: 107 young Latino residents were introduced to a healthy workforce and training environment. MOLA-SYEP youth participants gained experience in various career settings, environmental management- farmers markets, social services administrative services, arts, and creative economy and education. 2. LCDG: The program had a direct impact on the Latino community and provided at least 127,044 units of services in Mayor Bowser's main priority areas: health and wellness, education, public safety, jobs and economic development, arts & creative economy, and youth engagement. 3. IJLS: Through this program, a total of 276 Know Your Rights presentations educated and empowered 12,596 DC Residents on their immigration legal rights. A total of 3,016 legal screenings, 1,932 brief legal consultations, 518 limited-scope representations, and 2,565 full-scope legal representations. The program accomplished 1,289 successful resolutions of immigration matters for District Residents. Grantees were able to support 87 employees with grant funds, trained and mentored 813 pro bono attorneys on immigration matters, as well as forming at least 101 partnerships with community-based organizations.</p>

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Accomplishment	Impact on Agency	Impact on Residents
Community Engagement, Food Distributions, Language Access and Public Information Department	<p>1. The impact of the outreach efforts has provided our office with a smooth system to keep a log of community members which we constantly reach out via text messages to inform them about vital services that they can access to, as well as it has provided us an overview of needs in the community to duplicate efforts. 2. Our office has increased the number of in-person visits which we are incredibly thankful for since we can either provide in-house assistance or referrals as needed. 3. MOLA has built throughout the years a close relationship with different government agencies and collaborates with translation and quality control efforts. The partnerships have been helpful to provide community with events in which some of these agencies come together to bring services to the community. 4. Social Media is a very close ally to our office since we have found that many constituents use their social media accounts in a daily basis. We take these platforms as a useful tool to share important and relevant information in a daily basis and have had a great impact in our community.</p>	<p>1. Community Engagement: Throughout events, and activities, engagements with DC Latino Residents have been of over 14,288 Latino constituents and more 2,406 intake forms were filled out which serves us a starting point to follow up with the status of the services that we provided, as well as a great opportunity to maintain a relationship with the community to be able to share upcoming information regarding the Mayor Bowser's Priorities. 2. Food Distributions: In FY 22, at least 316,000 pounds of fresh produce have been delivered to Latino DC Residents. 3. Language Access: At least 1,134 documents such as: vital documents, mayoral proclamations, press releases, newsletters, and social media posts, were available for our D.C. Latino Community supporting agencies such as DCPL, DDOT, OTR, DOEE, OSSE, DC HEALTH, DCLB, MPD, DMV, DHS, DOEE, DC HEALTH, OTR, DOC, DPR, and DPW. MOLA has been able to save the DC government around \$84,459.96 in translations and quality control. 4. Public Information: Social Media, has reached out to more than 1,7M constituents through our social media accounts where in a daily basis we share important information that covers all Mayor Bowser's Priorities such as: health and wellness, education, public safety, jobs and economic development, arts & creative economy, and youth engagement.</p>

3 2022 OBJECTIVES

Strategic Objective	Number of Measures	Number of Operations
Improve the lives of DC Latino residents by supporting the provision of culturally and linguistically appropriate programs implemented by DC Government Agencies and Community Based Organizations in all 8 wards in the area of education, health and wellness, jobs and economic development, arts and creative economy, housing, public safety.	2	4
Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.	1	1
Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.	0	3
Improve the quality of life among DC Latinos residents of ward 7 and 8 by connecting them to services provided by District's Government Agencies and/or community based organizations.	1	2
Create and maintain a highly efficient, transparent, and responsive District government.	5	4

4 2022 OPERATIONS

Operation Title	Operation Description	Type of Operation
Improve the lives of DC Latino residents by supporting the provision of culturally and linguistically appropriate programs implemented by DC Government Agencies and Community Based Organizations in all 8 wards in the area of education, health and wellness, jobs and economic development, arts and creative economy, housing, public safety.		
Latino Community Development Grant	Provides technical support to community based organizations during the Grant Lifecycle in order to improve their capabilities to better serve DC Latino residents.	Daily Service
Walk-ins and/or phone call referrals	Refer MOLA's constituents to DC Government Agencies and/or Community Based Organizations for the provision of culturally and linguistically appropriate service.	Daily Service
Health and wellness	Disseminate health and wellness information in all 8 wards	Daily Service
Translation and Interpretation into Spanish-English	Translation and Interpretation into Spanish-English, press releases, flyers, brochures, social media posts, speeches and other operational and strategic documents.	Daily Service
Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.		
Economic Development	Facilitate greater access to economic development resources among DC Constituents.	Daily Service
Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.		
Workforce Development	Provides financial and technical support to workforce development programs executed by DC community based organizations in order to increase the employability of DC Latino residents.	Daily Service
Community Outreach	MOLA will coordinate employment fairs to promote bilingual hiring.	Daily Service
Language Access	MOLA will promote bilingual hiring in district government and the non-profit sector via bi-weekly newsletters.	Daily Service
Improve the quality of life among DC Latinos residents of ward 7 and 8 by connecting them to services provided by District's Government Agencies and/or community based organizations.		
Community Outreach	Organize outreach events to provide relevant information about vital services and rights for the Latino community.	Daily Service
Demographics	Keep track of key demographic changes that occur within the Latino Community in the District of Columbia.	Daily Service
Create and maintain a highly efficient, transparent, and responsive District government.		
Performance Management	Record the type of interaction with DC Latino constituents.	Daily Service
Language Access Program	Provides technical support to DC Government Agencies and CBO's to implement the Language Access Act.	Daily Service

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Operation Title	Operation Description	Type of Operation
Data collection through all social media platform	Collect and organize data from DC Latino residents through Facebook, Twitter, Granicus, Instagram, LikedIn.	Daily Service
Public Relations	Provides information to the Latino Community about MOLA's activities and important events.	Daily Service

5 2022 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2020	FY 2021	FY 2022 Target	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022	Was 2022 KPI Met?	Explanation of Unmet KPI
Improve the lives of DC Latino residents by supporting the provision of culturally and linguistically appropriate programs implemented by DC Government Agencies and Community Based Organizations in all 8 wards in the area of education, health and wellness, jobs and economic development, arts and creative economy, housing, public safety.											
Number of people touched by community based program supported by MOLA's grant of services in the area of health & wellness delivered to DC residents through community based organizations supported by MOLA's grants programs	Up is Better	17,706	10,248	20,000	Annual Measure	Annual Measure	Annual Measure	Annual Measure	123,878	Met	
Percent of the grant amount awarded through MOLA's Latino Community Development Grant to support Workforce Development Programs.	Up is Better	50%	Not Available	20%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	20%	Met	
Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.											
Percent of culturally and linguistically appropriate programs supported by MOLA's grants programs in the area of education, job and economic development in all 8 wards	Up is Better	91.9%	Not Available	60%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	60%	Met	
Improve the quality of life among DC Latinos residents of ward 7 and 8 by connecting them to services provided by District's Government Agencies and/or community based organizations.											
Percent of grants programs supporting the provision of culturally and linguistically appropriate services for DC Latino residents in ward 7 and 8	Up is Better	4.8%	Not Available	10%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	10%	Met	
Create and maintain a highly efficient, transparent, and responsive District government.											

Key Performance Indicators (continued)

Measure	Directionality	FY 2020	FY 2021	FY 2022 Target	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022	Was 2022 KPI Met?	Explanation of Unmet KPI
Increase the social media outreach efforts to inform and raise awareness about public policies, programs and services available to DC Latino residents	Up is Better	69	2663	70	Annual Measure	Annual Measure	Annual Measure	Annual Measure	1393	Met	
Percent of DC Government Agencies covered by DC Language Access Act of 2004 receiving technical assistance	Up is Better	Not Available	94.7%	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	Met	
Number of Language Access Act covered agencies that implemented recommendations provided by the Language Access program	Up is Better	37	38	38	Annual Measure	Annual Measure	Annual Measure	Annual Measure	38	Met	

Workload Measures

Measure	FY 2020	FY 2021	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022
Latino Community Development Grant							
Number of Grant Applications Received	69	117	Annual Measure	Annual Measure	Annual Measure	Annual Measure	109
Number of Grants Awarded	62	86	Annual Measure	Annual Measure	Annual Measure	Annual Measure	103
Total dollar amount of grants awarded	\$1,425,000	\$3,745,035	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$4,871,098
Number of Latino residents served through DC community based programs supported by MOLA's grants programs	90,431	125,530	Annual Measure	Annual Measure	Annual Measure	Annual Measure	147,918
Translation and Interpretation into Spanish-English							
Number of document translated and interpreted into Spanish-English/English-Spanish	574	688	Annual Measure	Annual Measure	Annual Measure	Annual Measure	684
Amount of tax payer dollars saved in translation and interpretation services of content and information that is culturally and linguistically appropriate for DC Latino residents	143,500	177,969.7	Annual Measure	Annual Measure	Annual Measure	Annual Measure	84,460
Community Outreach							
Number of households served through MOLA's organized free mobile food markets	15,000	14,427	Annual Measure	Annual Measure	Annual Measure	Annual Measure	12,000
Number of bi-weekly newsletters produced	23	22	Annual Measure	Annual Measure	Annual Measure	Annual Measure	6
Number of grants awarded to provide workforce development	31	29	Annual Measure	Annual Measure	Annual Measure	Annual Measure	17
Language Access							
Number of DC Latino youth served through MOLA's Workforce development programs	93	99	Annual Measure	Annual Measure	Annual Measure	Annual Measure	45,332
Workforce Development							
Number of mobile food markets held in Wards 7 and 8	6	12	Annual Measure	Annual Measure	Annual Measure	Annual Measure	6
Number of MOLA organized events/ activities	200	379	Annual Measure	Annual Measure	Annual Measure	Annual Measure	117
Language Access Program							
Number of site visits to 38 DC Government Agencies covered by the Language Access Act 2004	37	36	Annual Measure	Annual Measure	Annual Measure	Annual Measure	38

Workload Measures (continued)

Measure	FY 2020	FY 2021	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022
Public Relations							
Number of MOLA newsletters published	10	11	3	3	3	3	12