

# Mayor's Office on Latino Affairs FY2021

**Agency** Mayor's Office on Latino Affairs

**Agency Code** BZO

**Fiscal Year** 2021

**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.

## Strategic Objectives

Objective Number	Strategic Objective
1	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	Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.
3	Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.
4	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.
5	Create and maintain a highly efficient, transparent, and responsive District government.

## Key Performance Indicators

Measure	Directionality	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Target
<b>1 - 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 Measures)</b>					
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	New in 2020	New in 2020	17,706	80
Percent of the grant amount awarded through MOLA's Latino Community Development Grant to support Workforce Development Programs.	Up is Better	New in 2020	New in 2020	50%	10%
<b>2 - Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards. (1 Measure)</b>					
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	New in 2020	New in 2020	91.9%	10%
<b>4 - 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 Measure)</b>					
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	New in 2020	New in 2020	4.8%	5%
<b>5 - Create and maintain a highly efficient, transparent, and responsive District government. (3 Measures)</b>					
Number of Language Access Act covered agencies that implementaed recommendations provided by the Language Access program	Up is Better	38	38	37	38

Measure	Directionality	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Target
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	New in 2020	New in 2020	69	10,000
Percent of DC Government Agencies covered by DC Language Access Act of 2004 receiving technical assistance	Up is Better	New in 2020	New in 2020	100%	85%

## Operations

Operations Header	Operations Title	Operations Description	Type of Operations
<b>1 - 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. (4 Activities)</b>			
GRANTS MGMT. ACTIVITY	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
Referrals	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
Prevention	Health and wellness	Disseminate health and wellness information in all 8 wards	Daily Service
Translation and Interpretation into Spanish of content and information that is culturally and linguistically appropriate to DC Latino residents in all 8 wards	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
<b>2 - Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards. (1 Activity)</b>			
COMM. INFO. EXCHANGE ACTIVITY	Economic Development	Facilitate greater access to economic development resources among DC Constituents.	Daily Service
<b>3 - Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District. (3 Activities)</b>			
GRANTS MGMT. ACTIVITY	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
COMM. INFO. EXCHANGE ACTIVITY	Community Outreach	MOLA will coordinate employment fairs to promote bilingual hiring.	Daily Service
LANGUAGE ACCESS ACTIVITY	Language Access	MOLA will promote bilingual hiring in district government and the non-profit sector via bi-weekly newsletters.	Daily Service
<b>4 - 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. (2 Activities)</b>			
COMM. INFO. EXCHANGE ACTIVITY	Community Outreach	Organize outreach events to provide relevant information about vital services and rights for the Latino community.	Daily Service

Operations Header	Operations Title	Operations Description	Type of Operations
PERFORMANCE MGMT	Demographics	Keep track of key demographic changes occurred within the Latino Community in the District of Columbia.	Daily Service
<b>5 - Create and maintain a highly efficient, transparent, and responsive District government. (4 Activities)</b>			
PERFORMANCE MGMT	Performance Management	Record the type of interaction with DC Latino constituents.	Daily Service
COMM. INFO. EXCHANGE ACTIVITY	Public Relations	Provides information to the Latino Community about MOLAS's activities and important events.	Daily Service
LANGUAGE ACCESS ACTIVITY	Language Access Program	Provides technical support to DC Government Agencies and CBO's to implement the Language Access Act.	Daily Service
Data gathering	Data collection through all social media platform	Collect and organize data from DC Latino residents through Facebook, Twitter, Granicus, Instagram, LikedIn.	Daily Service

## Workload Measures

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual
<b>1 - Latino Community Development Grant (4 Measures)</b>			
Number of Grant Applications Received	92	102	69
Number of Grants Awarded	73	96	62
Total dollar amount of grants awarded	\$2,067,000	\$3,156,392	\$1,425,000
Number of Latino residents served through DC community based programs supported by MOLA's grants programs	New in 2020	New in 2020	90,431
<b>1 - Translation and Interpretation into Spanish-English (2 Measures)</b>			
Number of document translated and interpreted into Spanish-English/English-Spanish	New in 2020	New in 2020	574
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	New in 2020	New in 2020	143,500
<b>3 - Community Outreach (1 Measure)</b>			
Number of households served through MOLA's organized free mobile food markets	New in 2020	New in 2020	15,000
<b>3 - Language Access (1 Measure)</b>			
Number of bi-weekly newsletters produced	24	24	23
<b>3 - Workforce Development (2 Measures)</b>			
Number of grants awarded to provide workforce development	15	15	31
Number of DC Latino youth served through MOLA's Workforce development programs	New in 2020	New in 2020	93
<b>4 - Community Outreach (2 Measures)</b>			
Number of MOLA organized events/ activities	96	113	148

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual
Number of mobile food markets held in ward 7 and 8 during	New in 2020	New in 2020	6
<b>5 - Language Access Program (1 Measure)</b>			
Number of site visits to 38 DC Government Agencies covered by the Language Access Act 2004	New in 2020	New in 2020	37
<b>5 - Public Relations (1 Measure)</b>			
Number of MOLA newsletters published	12	12	10

## Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
No strategic initiatives found		