



**FY 2015 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, their dependents and survivors in applying for and using Federal Department of Veterans Affairs benefit entitlements. The OVA also assist with service record acquisition and corrections, as well as discharge upgrades. OVA also supports veterans recently released from active duty service with transitional assistance from military life to civilian life. Finally, OVA connects DC veterans with supportive wrap around services and District and Federal services that address homelessness, employment, education, returning citizens re-entry issues, housing and other services that will improve their quality of life.

**AGENCY WORKLOAD MEASURES**

<b>Measure</b>	<b>FY 2012 Actual</b>	<b>FY 2013 Actual</b>	<b>FY 2014 YTD<sup>1</sup></b>
Number of Veterans who have contacted the OVA for Services	800	600	550
Number of Furniture Requests from Veterans and their families	91	74	128
Number of License Plate Requested by Veterans and Their Families	30	50	70
Number of Veteran Events Participated in by the OVA Staff	35	40	40
Number of NEW Claims Presented to the Federal VA Through Our Newly Revamped Claims Office	N/A	N/A	N.A

**OBJECTIVE 1: Expand Outreach and Advocacy for District Veterans and Their Families**

**INITIATIVE 1.1: Produce a veteran recognition event.**

In the past, OVA partnered with organizations to produce many events. OVA shall lead the production of several veteran events to recognize and display appreciation to District veterans and to promote OVA and District agencies' services for veterans. This initiative will also provide veterans with an opportunity to receive assistance from OVA in acquiring earned veterans benefits. Veterans will also be recruited to volunteer with the agency. The OVA shall accomplish this goal by September 30, 2014  
**Completion Date: September 30, 2014**

<sup>1</sup> FY 2014 YTD Reporting data as of September 15, 2014



### **INITIATIVE 1.2: Increase veteran attendance at OVA Sponsored Events**

OVA will raise awareness of veteran assistance and opportunities through its sponsored events. In FY 2014 OVA, due to veteran demand, shall increase the availability of information and subject matter experts during sponsored and coordinated events to provide veterans more access to information. Providing veterans with more of what they want and need will bring more veterans to these events, and provide more veterans with an opportunity to receive assistance from OVA and our partners, in acquiring earned veterans benefits. We propose to increase attendance by September 30, 2015.

**Completion Date: September 30, 2014**

### **INITIATIVE 1.3: Continued Development and Implementation of Financial Literacy Program – Veterans Assistance for Learning Opportunity and Readiness (VALOR)**

The continued implementation of the VALOR program will provide financial planning, management, and budget counseling to DC Veterans and their Families. OVA will increase outreach and advocacy by implementing PHASE II of the financial counseling program for DC veterans in all 8 Wards of the city. OVA will oversee the implementation of PHASE II Internet Program with the company FELA. FELA will administer the program and develop a strategy to contact all veterans who are DC residents. The entire program will be promoted on the OVA Website and Monthly Newsletter, Print and Broadcast media, Advisory Neighborhood Commission Meetings, Meetings with the DC Chamber of Commerce and Greater Washington Board of Trade and through the local Chapters of the Veteran Service organizations. We propose to evaluate the success and attendance and provide completed findings by September 30, 2015.

**Completion Date: September 30, 2014**

### **INITIATIVE 1.4: Continue the Enhancement and Growth of the Furniture Donation Program**

In FY 15, the National Capitol Veterans Coalition will continue to administer the program with oversight and assistance from the Office of Veterans Affairs. This program will allow our veterans to concentrate on receiving health care, supportive services, education and job placement without having to worry about acquiring furniture for the housing units into which they are moving with furniture.

These donations include bed frames, box springs, mattresses, refrigerators, microwaves, chests-of-drawers, chairs, tables and computers. Veterans are required to complete a request for furniture form that may be obtained from the Office of Veterans Affairs and provide proof of housing from the US Department of Veterans Affairs' HUD-VASH program or from the DCHA. This initiative is dependent on the replenishment of furniture for continuum of service delivery by September 30, 2015.

**Completion Date: September 30, 2014**



#### **INITIATIVE 1.4: Development and Implementation of New Claims Division within the OVA**

In FY 14 OVA personnel passed examination which provided her with Accreditation as a Certified Claims Officer recognized by the Federal Department of Veterans Affairs. VA accreditation is for the sole purpose of providing representation services to claimants before VA and does not imply that a representative is qualified to provide financial planning services or is otherwise endorsed by VA. VA accreditation may not be used for marketing financial products or promoting a financial services business. By law, an individual must be accredited by VA as an agent, attorney, or representative of a VA-recognized veterans service organization to assist in the preparation, presentation, and prosecution of a claim for VA benefits. 38 U.S.C. §§ 5901-5902, 5904; 38 C.F.R. § 14.629. VA regulations provide a one-time only exception to this general rule, which authorizes a person to provide assistance on a particular claim, but such assistance must be without cost to the claimant and is otherwise subject to the laws governing representation. 38 C.F.R. § 14.630. An individual who is not accredited by VA is otherwise prohibited by law from assisting claimants in the preparation, presentation, and prosecution of claims before VA. Establishment will require VA approval and is based on recommended staff. The development of the claims division will be completed no later than September 30, 2015.

**Completion Date: September 30, 2014**

#### **OBJECTIVE 2: Increase Recognition of the Military Service of DC Veterans**

##### **INITIATIVE 2.1: Enhancement of the Proud DC Veterans License Tag Program throughout the City to Incorporate Handicap/Disabled logo**

OVA shall seek to increase the visibility of the Proud DC Veteran display license plate program throughout the city. This initiative allows OVA to expand recognition of our veteran population in all eight wards of the city and provides needed revenue for our veteran's assistance fund. OVA is also pre-planning process of the needs before speaking with DMV and obtaining new legislation to incorporate the Handicap/Disability Logo within the Proud DC License plate. We will include the Veterans Leadership Forum and Advisory Board Members to assist with the marketing of the New Proud DC Handicap/Disability Tags. Proposed finalization of the process by September 30, 2015 with a roll out expectancy of October 1, 2015.

**Completion Date: October 1, 2014**

##### **INITIATIVE 2.2: Expand Outreach to Homeless, At Risk and Transitioning Veterans and Their Families**

OVA shall increase the number of District of Columbia veterans and families contacted via Deployments, Welcome Home Ceremonies, Seamless Transition Services and shelter referrals resulting in a better informed hard-to-reach segment of the veteran community. OVA shall conduct these visits quarterly, through our current staff. OVA will improve it's partnerships with District shelters, the VA's Community Resource and Referral Center (CRRC), and the District's Housing First Initiative to ensure OVA materials and documents are accessible to veterans in those facilities and housing units.. Also, through



this initiative, more homeless veterans will be connected to their earned VA benefits, resulting in improved quality of life for these veterans. Additionally, OVA will initiate efforts to make contact with transitioning veterans returning to the District from active duty. Utilizing the process developed to identify those veterans through their military discharge documents, OVA will make contact with these individuals soon after the agency receives his or her DD-214 Military Separation Report. Through this initiative, this hard to reach veteran base will become aware of the services available through District and Federal Agencies by September 30, 2015.

**Completion Date: September 30, 2014**

**OBJECTIVE 3: Streamline Efforts to communicate with and Inform Returning DC Veterans of Their Earned Benefits as well as events that are happening in Their Community**

**INITIATIVE 3.1: Increase the Use of Social Media to Communicate with Returning DC Veterans**

Through collaboration with OCTO, OVA has modernized its website to provide the most current information as well as links to e-benefits and my healthy vet to DC veterans returning from the conflicts in Iraq and Afghanistan including the DC National Guard about Services and benefit information on federal, District and non-profit agencies that assist veterans financially and with other services via demobilizations ceremonies as well as Welcome Home Events. Continuous of programming will be completed by September 30, 2015.

**Completion Date: September 30, 2014**



**KEY PERFORMANCE INDICATORS - Office of Veterans Affairs**

<b>Measure</b>	<b>FY 2013 Actual</b>	<b>FY 2014 Target</b>	<b>FY 2014 YTD<sup>2</sup></b>	<b>FY 2015 Projection</b>	<b>FY 2016 Projection</b>	<b>FY 2017 Projection</b>
Number of Veterans Events Produced by OVA	3.00	4	2	4	5	5
Number of Veterans Events and Programs Coordinated in Partnerships with Other Organizations	69.00	50	40	55	60	60
Number of DC Veterans Contacted	400	600	309	600	650	700
Percent of Veterans Who Rate OVA Services at 98% or Better	97.44%	100%	100%	100%	100%	100%
Number of veterans assisted	595	500	425	525	600	600
Number of Veterans/Families Assisted Through OVA Furniture Donation Program	72	125	128	150	155	155
Number of Veterans License Plates Issued/Sold	79	50	40	50	50	50
Revenue Received Through the Veteran License Plate Program	\$2889	\$2950	\$1852	\$2950	\$2950	\$2950
Percent of Veterans Successfully Completing PHASE 1 of the VALOR Program	90%	95 %	100%	N/A	N/A	N/A

<sup>2</sup> FY 2014 YTD Reporting data as of June 30, 2014