



OFFICE ON ASIAN AND PACIFIC ISLANDER AFFAIRS

FY 2023 PERFORMANCE ACCOUNTABILITY REPORT

JANUARY 23, 2024

CONTENTS

Contents	2
1 Office on Asian and Pacific Islander Affairs	3
2 2023 Accomplishments	4
3 2023 Objectives	5
4 2023 Operations	6
5 2023 Strategic Initiatives	7
6 2023 Key Performance Indicators and Workload Measures	8

1 OFFICE ON ASIAN AND PACIFIC ISLANDER AFFAIRS

Mission: The Mayor's Office on Asian and Pacific Islander Affairs (MOAPIA) mission is to improve the quality of life for District Asian Americans and Pacific Islanders (AAPI) through advocacy and engagement.

Services: MOAPIA provides a diverse range of services that are critical to ensuring the District delivers equal access to its programs and services for District AAPI residents and merchants. MOAPIA serves as the primary access point for AAPI residents and merchants with language and cultural barriers and also serves as the primary liaison to engage AAPI residents to participate in the community as a whole, both economically and socially.

2 2023 ACCOMPLISHMENTS

Accomplishment	Impact on Agency	Impact on Residents
<p>Awarded \$273,302 in community grants to 9 organizations serving 11,926 AAPI community members.</p>	<p>The direct services provided by the grantees are designed for residents and have no direct impact to the agency beyond improving relationships with the community.</p>	<p>The 11,926 residents served by our grantees were involved in various programs ranging from youth after school program, domestic violence education and services, human services, ESL program, housing assistance, health services, and legal assistance.</p>
<p>MOAPIA launched “Stop the Hate Campaign” with Mayor Bowser’s budget investment in FY22 to address the rise of hate-based incidents across the city and promote cultural sensitivity.</p>	<p>Our agency became seen as a bridge builder- connecting different communities together, connecting residents to resources, and making strategic connections between agencies, residents, and other stakeholders.</p>	<p>The Campaign included public-facing posters displayed both virtually and in-person. The posters featured advocates and messengers from both AAPI and non-AAPI communities, resulting in 625,992 impressions and 1,922 clicks online as well as encouraging MOAPIA’s various partners, such as DCPS, DDOT, MOCRS, and IJLS Grantees, proactively discuss anti-Asian violence and seek out culturally sensitive public services.</p>
<p>MOAPIA continued its strong support to AAPI businesses by conducting door to door outreach to 533 AAPI businesses in all 8 wards sharing various resources and engaging with a total of 2,843 businesses. MOAPIA also translated 391 materials and resolved 901 cases that required bilingual assistance for residents and merchants.</p>	<p>This enabled MOAPIA to learn more about the challenges that AAPI business owners face and provide assistance to help resolve their issues.</p>	<p>AAPI businesses across the District received the most up-to-date information on a wide range of government resources and financial assistance programs. Business owners received technical assistance, which helped them to retain their businesses and obtain information/services during challenging times.</p>

3 2023 OBJECTIVES

Strategic Objective

Ensure AAPI community's access to District government services through outreach efforts, advocacy, and problem-solving services.

Ensure additional capacity of District agencies to deliver culturally and linguistically competent services through technical assistance.

Increase understanding of the AAPIs among other diverse communities and promote civic engagement and participation of AAPIs.

Create and maintain a highly efficient, transparent, and responsive District government.

4 2023 OPERATIONS

Operation Title	Operation Description
Ensure AAPI community's access to District government services through outreach efforts, advocacy, and problem-solving services.	
Outreach: Daily Service	This operation includes MOAPIA's regular door-to-door visits to Asian American and Pacific Islander businesses and residents, relationship building with community based organizations, and attending various community meetings to promote government programs and services to more constituents.
Case Assistance: Daily Service	This operation includes case intake and inter-agency coordination to solve constituent issues. The issues are usually in regard to housing, health, businesses or safety concerns.
Event Planning: Daily Service	This operation includes all aspects of planning for events (meetings, workshops, special programs) that support the agency's mission and advance the District's priorities.
Ensure additional capacity of District agencies to deliver culturally and linguistically competent services through technical assistance.	
Agency Technical Assistance: Daily Service	This operation includes providing technical assistance to a few partnering DC agencies in the areas of language translations and outreach recommendations.
Review Language Access reports: Daily Service	This operation includes reviewing annual and biennial language access reports on District agencies that are mandated under Language Access Act, and providing them with recommendations and opportunities for potential collaboration in order to ensure District's capacity to serve AAPI community.
Increase understanding of the AAPIs among other diverse communities and promote civic engagement and participation of AAPIs.	
Outreach: Daily Service	This operation includes MOAPIA's regular door-to-door visits to Asian American and Pacific Islander businesses and residents, relationship building with community based organizations, and attending various community meetings to promote government programs and services to more constituents.
Event Planning: Daily Service	This operation includes all aspects of planning for events (meetings, workshops, special programs) that support the agency's mission and advance the District's priorities.
Create and maintain a highly efficient, transparent, and responsive District government.	
Outreach: Daily Service	This operation includes MOAPIA's regular door-to-door visits to Asian American and Pacific Islander businesses and residents, relationship building with community based organizations, and attending various community meetings to promote government programs and services to more constituents.
Event Planning: Daily Service	This operation covers various event planning and coordination that MOAPIA does throughout the year to reach more community members.

5 2023 STRATEGIC INITIATIVES

In FY 2023, Office on Asian and Pacific Islander Affairs had 2 Strategic Initiatives and completed 0%.

Title	Description	Update
Promote mutual understanding between AAPI business owners and the community they do business in	The purpose of this initiative is to promote mutual understanding between AAPI business owners and the community they do business in, at the same time increase civic participation by AAPI community members. MOAPIA will connect business owners with the respective ANCs and other civic organizations as appropriate to invite them to attend these groups meetings and facilitate communications if there are language and cultural barriers. This will help increase mutual awareness among AAPIs and non AAPIs and create opportunities for them to work together. A special emphasis will be given to wards 7 and 8.	Completed to date: 0-24% This initiative is in the planning stage. MOAPIA will provide a platform to connect business owners, especially the ones in Ward 7 and 8, to their ANC members so that both parties better understand each other and establish more productive relationships. MOAPIA will introduce business owners to ANCs' roles, how they could enhance their relationships with communities, how to attend their meetings and share benefits that may come from participating in community discussions once the plan is established.
Enhance collaboration with other DC agencies and develop a training series that will prepare MOAPIA staff to effectively be the messenger for various programs in issue areas most frequently identified by AAPI residents and business owners.	The purpose of this initiative is to improve efficiency in disseminating information and providing services for District's constituents. MOPIA will create and provide information sessions so that MOAPIA staff can be trained in depth in various DC services and programs most frequently sought for by its AAPI constituents. MOAPIA will work closely with other agencies, which provide services AAPI constituents often need. This will enable MOAPIA to establish more solid partnerships with other DC agencies and help its team be more equipped to effectively and efficiently respond to case assistance requests and to better serve AAPI constituents.	Completed to date: 0-24% MOAPIA has been gathering constituents' feedback and planning regular training series and meet-and-greets with other DC agencies and external stakeholders that may enhance MOAPIA's services to AAPI constituents. As MOAPIA hosted a sequence of internal training sessions with agencies such as OTR, OHR, and DCRA in the past, MOAPIA will be extending the training list and meeting with agencies that AAPI business owners and residents frequently visit to share common inquiries and discuss ways to assist them better.

6 2023 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023	FY 2023 Target	Was 2023 KPI Met?	Explanation of Unmet KPI
Ensure AAPI community's access to District government services through outreach efforts, advocacy, and problem-solving services.											
Number of clients served by MOAPIA's AAPI Community Grant Program grantees	Up is Better	10,681	11,926	2,724	Needs Update	Needs Update	Needs Update	Needs Data Update	2,010		
Percent of constituent cases resolved	Up is Better	99.8%	100%	100%	Needs Update	Needs Update	Needs Update	Needs Data Update	95%		
Ensure additional capacity of District agencies to deliver culturally and linguistically competent services through technical assistance.											
Number of AAPI small businesses visited	Up is Better	1,574	1,173	108	Needs Update	Needs Update	Needs Update	Needs Data Update	310		
Percent of satisfactory or above ratings for MOAPIA's technical assistance provided to other District agencies	Up is Better	100%	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	90%		
Increase understanding of the AAPIs among other diverse communities and promote civic engagement and participation of AAPIs.											
Number of community meetings/events attended	Up is Better	535	307	48	Needs Update	Needs Update	Needs Update	Needs Data Update	230		
Number of people that attend MOAPIA events	Up is Better	14,585	11,397	567	Needs Update	Needs Update	Needs Update	Needs Data Update	3,960		
Create and maintain a highly efficient, transparent, and responsive District government.											
Percent of satisfactory or above ratings at MOAPIA outreach events	Up is Better	100%	97.5%	80.2%	Needs Update	Needs Update	Needs Update	Needs Data Update	90%		
Percent of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award	Up is Better	100%	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	100%		

Workload Measures

Measure	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023
Case Assistance							
Number of calls case assistance requests	10,556	7,323	2,168	Needs Update	Needs Update	Needs Update	Needs Data Update
Outreach							
Number of grant proposals received	17	14	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Number of documents translated for partner agencies	435	319	72	Needs Update	Needs Update	Needs Update	Needs Data Update
Number of social media followers	6,522	13,918	Semi-Annual Measure	Needs Update	Semi-Annual Measure	Needs Update	Needs Data Update
Agency Technical Assistance							
Number of website hits	6,422	4,967	Semi-Annual Measure	Needs Update	Semi-Annual Measure	Needs Update	Needs Data Update