



MAYOR'S OFFICE ON LATINO AFFAIRS

FY 2023 PERFORMANCE ACCOUNTABILITY REPORT

JANUARY 23, 2024

CONTENTS

Contents	2
1 Mayor’s Office on Latino Affairs	3
2 2023 Objectives	4
3 2023 Operations	5
4 2023 Key Performance Indicators and Workload Measures	6

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 2023 OBJECTIVES

Strategic Objective

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.

Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.

Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.

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.

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

3 2023 OPERATIONS

Operation Title	Operation Description
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: Daily Service	Provides technical support to community based organizations during the Grant Lifecycle in order to improve their capabilities to better serve DC Latino residents.
Walk-ins and/or phone call referrals: Daily Service	Refer MOLA's constituents to DC Government Agencies and/or Community Based Organizations for the provision of culturally and linguistically appropriate service.
Health and wellness: Daily Service	Disseminate health and wellness information in all 8 wards
Translation and Interpretation into Spanish-English: Daily Service	Translation and Interpretation into Spanish-English, press releases, flyers, brochures, social media posts, speeches and other operational and strategic documents.
Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.	
Economic Development: Daily Service	Facilitate greater access to economic development resources among DC Constituents.
Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.	
Workforce Development: Daily Service	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.
Community Outreach: Daily Service	MOLA will coordinate employment fairs to promote bilingual hiring.
Language Access: Daily Service	MOLA will promote bilingual hiring in district government and the non-profit sector via bi-weekly newsletters.
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: Daily Service	Organize outreach events to provide relevant information about vital services and rights for the Latino community.
Demographics: Daily Service	Keep track of key demographic changes that occur within the Latino Community in the District of Columbia.
Create and maintain a highly efficient, transparent, and responsive District government.	
Performance Management: Daily Service	Record the type of interaction with DC Latino constituents.
Language Access Program: Daily Service	Provides technical support to DC Government Agencies and CBO's to implement the Language Access Act.
Data collection through all social media platform: Daily Service	Collect and organize data from DC Latino residents through Facebook, Twitter, Granicus, Instagram, LikedIn.
Public Relations: Daily Service	Provides information to the Latino Community about MOLA's activities and important events.

4 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
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	10,248	123,878	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	20,000		
Percent of the grant amount awarded through MOLA's Latino Community Development Grant to support Workforce Development Programs.	Up is Better	Not Available	20%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	20%		
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	Not Available	60%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	60%		
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	Not Available	10%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	10%		
Create and maintain a highly efficient, transparent, and responsive District government.											
Percent of DC Government Agencies covered by DC Language Access Act of 2004 receiving technical assistance	Up is Better	94.7%	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	100%		

Key Performance Indicators (continued)

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
Number of Language Access Act covered agencies that implemented recommendations provided by the Language Access program	Up is Better	38	38	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	38		
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	2,663	1,393	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update	15,000		

Workload Measures

Measure	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023
Latino Community Development Grant							
Number of Grant Applications Received	117	109	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Number of Grants Awarded	86	103	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Total dollar amount of grants awarded	\$3,745,035.00	\$4,871,098.00	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Number of Latino residents served through DC community based programs supported by MOLA's grants programs	62,765	147,918	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Translation and Interpretation into Spanish-English							
Number of document translated and interpreted into Spanish-English/English-Spanish	688	684	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
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	177,969.7	84,460	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Community Outreach							
Number of households served through MOLA's organized free mobile food markets	14,427	12,000	Semi-Annual Measure	Needs Update	Semi-Annual Measure	Needs Update	Needs Data Update
Number of job fairs at MOLA's office and job announcements in MOLA's newsletter	22	6	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Number of grants awarded to provide workforce development	29	17	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Language Access							
Number of DC Latino youth served through MOLA's Workforce development programs	99	45,332	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Workforce Development							
Number of mobile food markets held in Wards 7 and 8	12	6	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Number of MOLA organized events/ activities	379	117	Needs Update	Needs Update	Needs Update	Needs Update	Needs Data Update
Language Access Program							

Workload Measures (continued)

Measure	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023
Number of site visits to 38 DC Government Agencies covered by the Language Access Act 2004	36	38	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Needs Data Update
Public Relations							
Number of MOLA newsletters published	11	12	Needs Update	Needs Update	Needs Update	Needs Update	Needs Data Update