



**MAYOR'S OFFICE ON LATINO AFFAIRS  
PROPOSED FY 2025 PERFORMANCE PLAN**

**APRIL 3, 2024**

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# 1 MAYOR'S OFFICE ON LATINO AFFAIRS

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*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 PROPOSED 2025 OBJECTIVES

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### Strategic Objective

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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.

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### 3 PROPOSED 2025 OPERATIONS

Operation Title	Operation Description	Type of Operation
<b>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.</b>		
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
<b>Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.</b>		
Economic Development	Facilitate greater access to economic development resources among DC Constituents.	Daily Service
<b>Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.</b>		
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
<b>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.</b>		
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
<b>Create and maintain a highly efficient, transparent, and responsive District government.</b>		

*(continued)*

Operation Title	Operation Description	Type of Operation
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
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

## 4 PROPOSED 2025 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

### Key Performance Indicators

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
<b>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.</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	123,878	Not Available	20,000	20,000
Percent of the grant amount awarded through MOLA's Latino Community Development Grant to support Workforce Development Programs.	Up is Better	20%	Not Available	20%	20%
<b>Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards.</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	60%	Not Available	60%	60%
<b>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.</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	10%	Not Available	10%	10%
<b>Create and maintain a highly efficient, transparent, and responsive District government.</b>					
Percent of DC Government Agencies covered by DC Language Access Act of 2004 receiving technical assistance	Up is Better	100%	Not Available	100%	100%
Number of Language Access Act covered agencies that implemented recommendations provided by the Language Access program	Up is Better	38	Not Available	38	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	1,393	Not Available	15,000	15,000
Percent of new hires that are District residents	Up is Better	New in 2023	100%	No Target Set	No Target Set

Key Performance Indicators (continued)

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Percent of employees that are District residents	Up is Better	New in 2023	100%	No Target Set	No Target Set
Percent of required contractor evaluations submitted to the Office of Contracting and Procurement on time.	Up is Better	New in 2023	No Applicable Incidents	No Target Set	No Target Set
Percent of new hires that are current District residents and received a high school diploma from a DCPS or a District Public Charter School, or received an equivalent credential from the District of Columbia	Up is Better	New in 2023	Not Available	No Target Set	No Target Set
Percent of agency staff who were employed as Management Supervisory Service (MSS) employees prior to 4/1 of the fiscal year that had completed an Advancing Racial Equity (AE204) training facilitated by ORE within the past two years.	Up is Better	New in 2023	Not Available	No Target Set	No Target Set



Workload Measures

Measure	FY 2022	FY 2023
<b>Latino Community Development Grant</b>		
Number of Grant Applications Received	109	Not Available
Number of Grants Awarded	103	Not Available
Total dollar amount of grants awarded	\$4,871,098.00	Not Available
Number of Latino residents served through DC community based programs supported by MOLA's grants programs	147,918	Not Available
<b>Translation and Interpretation into Spanish-English</b>		
Number of document translated and interpreted into Spanish-English/English-Spanish	684	Not Available
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	84,460	Not Available
<b>Community Outreach</b>		
Number of households served through MOLA's organized free mobile food markets	12,000	Not Available
Number of job fairs at MOLA's office and job announcements in MOLA's newsletter	6	Not Available
Number of grants awarded to provide workforce development	17	Not Available
<b>Language Access</b>		
Number of DC Latino youth served through MOLA's Workforce development programs	45,332	Not Available
<b>Workforce Development</b>		
Number of mobile food markets held in Wards 7 and 8	6	Not Available
Number of MOLA organized events/ activities	117	Not Available
<b>Language Access Program</b>		
Number of site visits to 38 DC Government Agencies covered by the Language Access Act 2004	38	Not Available
<b>Public Relations</b>		
Number of MOLA newsletters published	12	Not Available