

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the City Administrator

January 15, 2021

Fiscal Year (FY) 2020 was an unprecedented year for all DC residents, businesses and the District Government. In March 2020—the second quarter of the fiscal year—Mayor Bowser declared a public health emergency and District government quickly pivoted to respond to the COVID-19 global health pandemic. To align with recommended social distancing and public safety guidelines, in just one day, over 60 percent of District government employees transitioned to a telework posture. In addition, many District agencies limited or temporarily ceased most in-person activities and services.

The global health emergency required the District to significantly reallocate financial and personnel resources to respond to the pandemic. With the change in operations and a substantial decrease in revenues, the District's response required all agencies to determine how to best provide services to District residents, visitors and employees, while maintaining the necessary protocols to help slow the spread of COVID-19.

As such, the global health pandemic greatly impacted some agencies' abilities to meet their FY20 key performance indicators (KPIs) and strategic initiatives established prior to its onset as agencies shifted resources to respond to COVID-19. Therefore, outcomes for KPIs and strategic initiatives reflect a shift in District priorities and efforts during this crisis. While we continue to believe strongly in performance tracking to improve District services, the data for FY20 is not fully indicative of agencies' performance and should be reviewed factoring in the unprecedented challenges encountered in FY 2020.

Sincerely,

A handwritten signature in black ink that reads 'Kevin Donahue'.

Kevin Donahue
Interim City Administrator



Mayor's Office on Latino Affairs FY2020

Agency Mayor's Office on Latino Affairs

Agency Code BZ0

Fiscal Year 2020

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.

Summary of 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.

2020 Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
Creating pathways to the middle class for DC Latino Residents.	The agency will contribute to its mission of improving the lives of DC Latino residents.	Increase access to employment opportunities, workforce development programs, housing, health and wellness and education through
The Mayor's Office on Latino Affairs, in partnership with the Department of Employment Services, lead the MOLA-DOES 2020 Summer Youth Employment Program where District youth participated in 8-week call center to provide key health and benefits information in Spanish to the District Latinx community. Sixteen District youth, ages 18 through 22, connected with over 930 Latinx households providing over 330 hours of support in response to the Public Health Emergency. The youth were trained to navigate databases with hundreds of District agencies and nonprofit partners offering government funded programs to support communities in need. The youth called latinx households following up on prior inquiries for support assessed their needs and made referrals to District programs.	This program allowed MOLA to expand its reach mandated in its mission to serve as a bridge between the District's government resources and our most vulnerable community members.	The majority of the referrals made were for rental assistance (55%), Food Security (21%), and Employment Assistance (7%). The youth also played a key role in equipping the Latinx household with the three ways to get counted in the census. Sixty-two percent of the households called by youth got counted in the 2020 Census.
MOLA's Rayo de Esperanza is a collaborative group of local minority women who have been negatively impacted by the COVID-19 pandemic. It is an initiative promoted by Mayor Bowser's Administration through her Office on Latino Affairs in collaboration with the Greater Washington Hispanic Chamber of Commerce and Washington Digital Media. The program has a dual purpose; to alleviate and mitigate the economic impact on the finances of the beneficiaries of the program while creating community-based solutions to mitigate the spread of COVID-19 among DC residents.		So far the collaborative has created 3,500 handcrafted face masks and distributed them to low-income DC residents.

2020 Key Performance Indicators

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 Actual	KPI Status	Explanation for Unmet FY 2020 Target
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)												
Percent of the grant amount awarded through MOLA's Latino Community Development Grant to support Workforce Development Programs.	Annually	New in 2020	New in 2020	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	50%	New in 2020	
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	Annually	New in 2020	New in 2020	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	17,706	New in 2020	
2 - Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards. (1 Measure)												
Percent of culturally and linguistically appropriate programs supported by MOLA's grants programs in the area of education, job and economic development during in all 8 wards	Annually	20%	New in 2020	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	91.9%	New in 2020	
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)												

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 Actual	KPI Status	Explanation for Unmet FY 2020 Target
Percent of grants programs supporting the provision of culturally and linguistically appropriate services for DC Latino residents in ward 7 and 8	Annually	New in 2020	New in 2020	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	4.8%	New in 2020	
5 - Create and maintain a highly efficient, transparent, and responsive District government. (3 Measures)												
Number of Language Access Act covered agencies that implemented recommendations provided by the Language Access program	Annually	18	38	38	38	Annual Measure	Annual Measure	Annual Measure	Annual Measure	37	Nearly Met	Unfortunately, DC Healthcare Finance transitioned their Language Access Coordinator out of their role without replacing them. This personnel change made it impossible for MOLA to schedule a Language Access monitoring site visit.
Increase the social media outreach efforts to inform and raise awareness about public policies, programs and services available to DC Latino residents	Annually	New in 2020	New in 2020	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	69	New in 2020	
Percent of DC Government Agencies covered by DC Language Access Act of 2004 receiving technical assistance	Annually	New in 2020	New in 2020	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100	New in 2020	

2020 Workload Measures

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 PAR
1 - Latino Community Development Grant (4 Measures)							
Number of Grant Applications Received	92	102	Annual Measure	Annual Measure	Annual Measure	Annual Measure	69
Number of Grants Awarded	73	96	Annual Measure	Annual Measure	Annual Measure	Annual Measure	62
Total dollar amount of grants awarded	\$2,067,000	\$3,156,392	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$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	Annual Measure	Annual Measure	Annual Measure	Annual Measure	90,431
1 - Translation and Interpretation into Spanish-English (2 Measures)							
Number of document translated and interpreted into Spanish-English/English-Spanish	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	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	Annual Measure	Annual Measure	Annual Measure	Annual Measure	143,500
3 - Community Outreach (1 Measure)							
Number of households served through MOLA's organized free mobile food markets	3929	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	15,000
3 - Language Access (1 Measure)							
Number of bi-weekly newsletters produced	24	24	6	6	6	5	23
3 - Workforce Development (2 Measures)							

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 PAR
Number of grants awarded to provide workforce development	15	15	Annual Measure	Annual Measure	Annual Measure	Annual Measure	31
Number of DC Latino youth served through MOLA's Workforce development programs	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	93
4 - Community Outreach (2 Measures)							
Number of MOLA organized events/ activities	96	113	30	24	24	70	148
Number of mobile food markets held in ward 7 and 8 during	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	6
5 - Language Access Program (1 Measure)							
Number of site visits to 38 DC Government Agencies covered by the Language Access Act 2004	New in 2020	New in 2020	Annual Measure	Annual Measure	Annual Measure	Annual Measure	37
5 - Public Relations (1 Measure)							
Number of MOLA newsletters published	12	12	3	3	1	3	10

2020 Operations

Operations Header	Operations Title	Operations Description	Type of Operations
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)			
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
2 - Facilitate greater access to economic development resources among DC Constituents resident and/or Business owners in all 8 wards. (1 Activity)			
COMM. INFO. EXCHANGE ACTIVITY	Economic Development	Facilitate greater access to economic development resources among DC Constituents.	Daily Service
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)			
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
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)			
COMM. INFO. EXCHANGE ACTIVITY	Community Outreach	Organize outreach events to provide relevant information about vital services and rights for the Latino community.	Daily Service
PERFORMANCE MGMT	Demographics	Keep track of key demographic changes occurred within the Latino Community in the District of Columbia.	Daily Service
5 - Create and maintain a highly efficient, transparent, and responsive District government. (4 Activities)			
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

2020 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
No strategic initiatives found				

