



FY 11 PERFORMANCE PLAN Office of Community Affairs

MISSION:

The mission of the Office of Community Affairs is to meet the needs of the residents of the District of Columbia and to engage the District's diverse communities in civic life.

SUMMARY OF SERVICES:

Office of Community Affairs (OCA) provides direction to the directors of the Executive Office of the Mayor constituent offices. The Office is divided into six core offices: African Affairs; Ex-Offender Affairs; Gay, Lesbian, Bisexual and Transgender (GLBT) Affairs; Mayor's Office of Community Relations and Services; Office of Women's Policy and Initiatives; and Youth Advisory Council.

The Office of African Affairs (OAA) ensures that a full range of health, education, employment, business, and social opportunities are accessible to the District's African immigrant community. **The Office on Ex-Offender Affairs (OEOA)** advocates, empowers and improves the overall quality of life for incarcerated and previously incarcerated District residents and their families. **Gay, Lesbian, Bisexual and Transgender (GLBT) Affairs** provides constituent services and information to the GLBT communities. **The Mayor's Office of Community Relations and Services (MOCRS)** serves as the primary constituent services organization in the District and provides rapid, complete, coordinated and documented responses to constituent requests, complaints, and questions. **The Office of Women's Policy and Initiatives (WPI)** provides constituent services and information to women in the District of Columbia. **The DC Youth Advisory Council (DCYAC)** provides District youth with meaningful opportunities to influence public policies and programs that impact youth in the District of Columbia.

OBJECTIVE 1: Promote and facilitate communication between District government agencies and residents.

INITIATIVE 1.1: Partner with Community Based Organizations Serving the African Immigrant Community.

In FY 11, the Office of African Affairs (OAA) will partner with active community based organizations on workshops, trainings and events to foster communication between District government agencies and residents served. Where appropriate, OAA will engage other agencies with subject matter expertise.

INITIATIVE 1.2: Create Public Relations Strategy for the Office of African Affairs.

In FY 11, the Office of African Affairs will build on the publicity from DC Africa Festival to publicize the Office in the African immigrant community and engage more African residents in the community. The Office will engage free media outlets and journalists to promote various activities organized by the OAA.



INITIATIVE 1.3: Promote the 2nd Annual DC Africa Day Festival.

In FY 11, the Office of African Affairs will begin planning for the 2nd Annual Africa Day Festival. The Festival is a major activity for OAA aimed at highlighting and showcasing African culture in the District of Columbia. The festival will include information about city services and resources for community groups and African immigrants in the District of Columbia. At the 1st Annual DC Africa Day festival, over 300 people attended with several community groups, DC Government agencies, arts and food businesses involved as vendors and entertainers at the festival. The 2nd Annual DC Africa Day Festival will be held in July 2011.

INITIATIVE 1.4: Conduct Health Summit with Community Affairs Offices.

In FY 11, the Office of African Affairs will partner with other community affairs offices to host a health summit in conjunction with the Department of Health to discuss obesity in the District of Columbia and its impact on various groups in the District.

INITIATIVE 1.5: Create a network of affordable housing providers who are receptive to housing returning residents in lieu of credit rating (or lack thereof) and criminal record.

In FY11, the Office on Ex-Offender Affairs (OEOA) along with the Department of Housing and Community Development and other District agencies, non-profits and the faith-based community will collaborate and locate up to 50 landlords who are willing to provide affordable housing to Ex-Offenders who have held employment for at least a year. The end goal is to create more housing options for returning residents who do not have an established credit rating or face other barriers in locating affordable housing in the District.

INITIATIVE 1.6: Strengthen the Reentry Service Provider Network and Online Geographical Mapping Locator Tool.

In FY10, the OEOA has located numerous government, non-profit, for-profit and faith based service providers throughout the city and have included them in the GMS (Geographical Mapping System), developed in partnership with the Office of the Chief Technology Officer (OCTO). In FY11 the OEOA will continue to build the GMS and develop marketing materials and a quarterly newsletter that will inform the public of ongoing programs and services, while giving them access to members of the Ex-Offender community in the District.

OBJECTIVE 2: Educate and inform agencies and community civic organizations.

INITIATIVE 2.1: Conduct capacity building workshops.

In FY 11, the Office of African Affairs will hold a series of brown bag workshops aimed at building capacity among community based organizations. The workshops will focus on basic business management, non-profit management and organizational management. OAA will partner with larger agencies for subject matter expertise. In turn, agencies and community civic organizations will gain knowledge of the unique needs of the African immigrant population in the District of Columbia. The objective of this workshop is to increase the capacity of African community based organizations by teaching basic



organizational, monitoring and evaluation skills. The overall impact will be to increase the civic participation of community based organizations serving African residents of the District and make them more competitive for government grants and funding.

INITIATIVE 2.2: Conduct weekly "Operation Fix-Its", reaching all Wards each week, and all neighborhoods annually.

In FY 11, in each Ward of the District of Columbia, The Outreach and Services Specialist in the Mayor's Office of Community Relations and Services (MOCRS) will plan for, and deliver the Operation Fix-It weekly in several locations. "Operation Fix It" is Mayor Fenty's multi-agency initiative aimed at abating areas where crime, blight and compliance issues require participation from more than one DC Government agency. Specialists will work with DC Agencies rapidly resolve longstanding community issues. Specialists will work with the community to resolve their specific concerns and to gain participation at each Fix-It. We will utilize outreach materials, such as the door hangers, to inform the residents about the work product and initiative. Finally, we will promote our accomplishments on list serves on a weekly basis.

INITIATIVE 2.3: Increase online presence of the MOCRS Office.

In FY 11, the MOCRS will better utilize our website as a tool to communicate with the community. The new functions of the recently redesigned website should improve the number of web hits. We would like to show off our accomplishments to the additional viewers. We will have a highlighted Fix-It per month scrolling on the homepage and will link to our archive of reports. We would like to have 16 press releases in FY 11 as an office. This will be accomplished by having 2 releases per ward for the year. The press release would highlight a community event that the MOCRS office helped plan and execute.

INITIATIVE 2.4: Increase the number of Education and Training Opportunities that the GLBT Office offers.

In FY11, the Office will offer programs on capacity building for the GLBT community, economic development, health and adoption. The Office will work with the Department of Health to disseminate information about STD prevention and wellness, increase the number of GLBT cultural competency trainings offered to government and civic organizations and develop tip sheets that provide best practice recommendations for service providers working with the GLBT community.

INITIATIVE 2.5: Develop a media campaign to inform youth on the recent change of the PCP laws in the District and to discuss the physical, psychological and psychotropic effects of the drug in the human body.

In FY11, the District of Columbia Youth Advisory Council will look at current legislation in the District of Columbia that makes it a criminal act to possess PCP, regardless of its form. Previously, possession of liquid PCP without intent to distribute was considered a misdemeanor, not a felony; however with the approval of Bill 18-556 on April 13, 2010, it became a felony. The DCYAC will develop a media campaign to inform the community of the detrimental effects of PCP on the body and inform District youth the change of the law to encourage youth and young adults to not use the drug.



OBJECTIVE 3: Advocate and advise on policy relating to the six activities within the office.

INITIATIVE 3.1: Text4Baby SMS Text Campaign for Pregnant Women

The Office of Women's Policy and Initiatives (OWPI) will collaborate with Text4baby, a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides pregnant women and new moms with information they need to take care of their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY (or BEBE for Spanish) to 511411 will receive free SMS text messages each week, timed to their due date or baby's date of birth. OWPI will work with the DOH Office of Communications to collaborate with the appropriate internal and external partners. Together with DOH and the Community Health Administration, OWPI will collect baseline data on the number of registered residents for free pregnancy alerts for female residents.

INITIATIVE 3.2: "Ward by Ward" Initiative: Rotating brown bag discussions in conjunction with DC Commission for Women Meetings to ensure equitable representation of women's issues across the District of Columbia

In FY11, OWPI will work with the DC Commission to ensure that District residents have the opportunity to (1) Engage with the Administration during quarterly Brown Bag sessions and (2) Meet with appointed Commissioners during DCCFW monthly meetings. Its eight meetings will feature both panel and open discussions encouraging dialogue regarding critical issues facing women and girls in the District of Columbia. This year, the Commission will be focusing on activities addressing Domestic Violence/Sexual Assault, HIV/AIDS, Infant Mortality, Teen Dating Violence and Contracting/Financial Resources for female entrepreneurs in the city.

INITIATIVE 3.3: Collaborate with DOH and Local Community Based Organizations to increase preventive breast cancer care and post diagnostic support sessions in Wards with high morbidity rates.

Office of Women's Policy and Initiatives will partner with DOH, the Office of Community Affairs and the non-governmental organization community to connect female residents in Wards 1, 7 and 8 with health resources and breast cancer screening vehicles. Preventive and post diagnostic support services and resources will be identified for high risk populations. Services and collateral will be available in both English and Spanish. Targeted sites for marketing and screening pickups include public housing, elder care facilities, faith-based organizations and hair salons. OWPI is planning to facilitate 150 screenings which would lead to full breast care services from community partners.

INITIATIVE 3.4: Provide technical assistance to agencies to improve outcomes in health and public safety.

In FY11, the Office of GLBT Affairs will support efforts of the Department of Health in implementing a strategic plan to reduce the spread of HIV/AIDS and other STDs in the GLBT community. The Office will also continue its work supporting the Metropolitan



Police Department and the Gay and Lesbian Liaison Unit's efforts to reduce violent crime in the GLBT community.

PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2009 Actual	FY2010 Projection	FY2010 YTD	FY2011 Projection	FY2012 Projection	FY2013 Projection
Conduct at least one (1) multi-agency "Operation Fix-It" in each of the eight (8) wards of the District of Columbia weekly. *FY09 Projection based on 1 "Operation Fix-It" x 8 wards x 52 weeks	1776	1,298	Not Available	1,298	1,298	1,298
Attend all civic association meetings, ANCs and PSA meetings each at least six (6) times a year and provide outreach information on Agency and DC Government programs/policy. *FY09 Projection based on all meetings x 6 times per year	1600	1,191	Not Available	1,191	1,191	1,191
Number of documented long-term cases resolved by OCA offices	Not Available	1,250	Not Available	1,500	1,500	2,000
Number of breast cancer screenings	Not Available	150	Not Available	150	160	170
# of workshops, seminars or webinars aimed at fiscal health of female residents and entrepreneurs	Not Available	3	Not Available	4	4	5