

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 8, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO# 92: MULTICULTURAL ACTIVITY UNDER THE LEADERSHIP AND MANAGEMENT PROGRAM IN THE DEPARTMENT OF HUMAN SERVICES

This is in response to an explanation of the services provided by the Multicultural Activity under the Leadership and Management Program in the Department of Human Services.

The Multicultural Services Initiative (MSI) was created by City Council in 2000 to ensure that Alexandria's culturally diverse residents have access to all City services and resources and encourage participation in the life of the City and its government. The staff works collaboratively across all City departments and community agencies to achieve this goal.

Multicultural staff ensure that all City Departments are in compliance with the federal government's Limited English Proficiency (LEP) guidelines under Title VI of the Civil Rights Act of 1964. Multicultural staff ensures compliance of translation and interpretation services and that they are provided and readily available for City Departments.

Multicultural staff provides outreach to the community which opens the door for Alexandrians to become a positive active force in their communities to support the City initiatives and understand the value of being an involved citizen. The Hispanic Orientation and Education Program (HOEP) is a comprehensive program whose mission is "To prepare Hispanic immigrants to move into the American mainstream, to be aware of the values and essence of the United States and to survive without relying on welfare." Promoting gradual and non-threatening acculturation assistance, services include English as a Second Language, Crisis Intervention and Orientation workshops on a variety of life skill topics (e.g. HIV/AIDS, crime prevention, domestic violence, employment, health issues, etc.).

Multicultural staff plans and coordinates the City's Annual Citizenship Day recognition and reception and assists City Boards and Commissions in identifying strategies to diversify its membership.

In addition to the Multicultural Services Initiative, staff provides public information and community outreach support for the Department of Human Services and works closely with the Office of Communications. Staff is charged with initiating promotional activities, setting system-wide standards for public relations events, communications and promotions, and for maintaining productive relationships with the media, community organizations and DHS clients.

All of these efforts are accomplished with \$246,675 in the FY 2010 Proposed Budget, which is a 23% reduction. This reduction primarily represents the investment in the contract with the Hispanic Committee of Virginia and is described on page 15-25 of the Proposed Budget Document. In addition to the measures included in the budget document, the following provides some additional information related to FY 2008 actual output measures of the Multicultural Services Activity.

Measure	FY 2008 Actuals
# of interpretation services for City Departments and guidance on translation	60
# of participants in Citizenship Day	30
# of City agencies receiving ethnic outreach guidance and structure on community events	8
# impacted by outreach and education in Arlandria community	450
# of ethnic leaders and others given information about constituent access to services	40