

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
EXECUTIVE OFFICE OF THE MAYOR**



Fiscal Year 2024
Performance Oversight Hearing Responses
The Mayor's Office of Caribbean Community Affairs

Natalee Snider
Director

Before the
Committee on Facilities
Council of the District of Columbia
The Honorable Janeese Lewis George, Chairperson

Tuesday, February 11, 2025
2:00 PM
Room 123

Overall

Achievements and Priorities

1. Identify MOCCA's overall mission statement.

Answer: The Mayor's Office on Caribbean Community Affairs (MOCCA)'s mission is to provide leadership, community engagement, and outreach to the Caribbean community in the District of Columbia.

2. Identify MOCCA's top achievements in FY 24 and FY 25, to date.

Answer:

- Expanding the Caribbean Cultural Concert, which brought hundreds of residents to DC's downtown;
- Raising the flags of the Caribbean on Georgia Avenue in front of the historic Howard University; and
- Hosting the first World Steel Pan Day in the District honoring the culture and community of Trinidad and Tobago.

3. Identify MOCCA's top five overall priorities. Explain how MOCCA expects to address these priorities in FY 25 and identify the metrics used to track success for each.

1. Connecting residents to government services.
2. Conducting outreach to Caribbean residents throughout the diaspora
3. Using social media and community communications channels to engage residents.
4. Identifying issues, gaps in services and opportunities and making recommendations to impact the community.
5. Making policy and program recommendations to positively impact the Caribbean community.

MOCCA will meet priorities with focused constituent engagement, connecting with Caribbean constituents where they are, with our new initiative 'Director with the Diaspora'. MOCCA employs targeted surveys and direct communication via phone calls, emails, and text messages to track metrics and success.

4. List each policy initiative of MOCCA during in FY 24 and FY 25, to date. For each initiative provide:

- a. A detailed description of the program;
- b. The name of the employee who is responsible for the program;
- c. The total number of FTEs assigned to the program; and
- d. The amount of funding budgeted to the program.

Answer: None

5. Identify MOCCA's Strategic Objectives and Key Performance Indicators (KPIs). Explain why each KPI was selected and how it supports the overall mission of the agency.

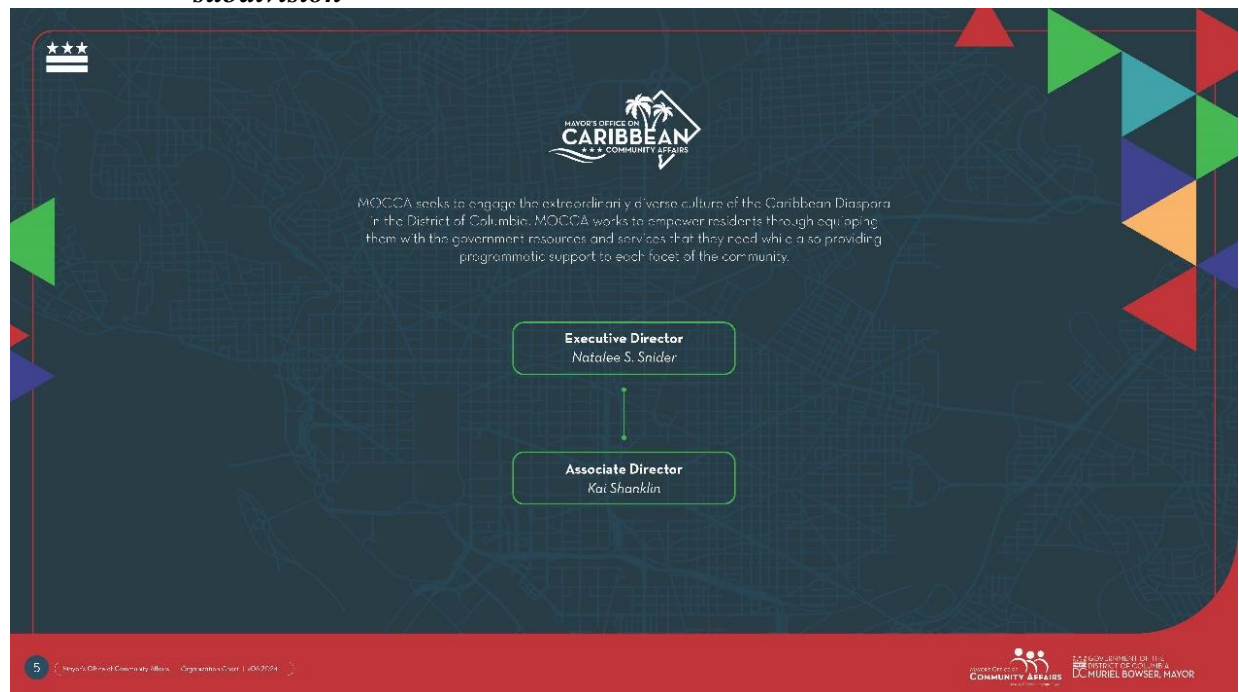
- a. Include the outcomes for FY 24 and FY 25, to date for each KPI measure.

- b. Provide a narrative description of what actions the agency undertook to meet the key performance indicators or any reasons why such indicators were not met.**

Answer: MOCCA's Strategic Objective is to create a robust communication, engagement and outreach plan. To achieve our strategic objective we have created a 2025 Look Ahead that details all activities and events that align with our goal, a 30, 60, and 90 day outlook calendar to review our progress every 30 days and an overall review every 90 days. MOCCA also created a database to track progress on our communication and outreach goals.

Organization and Staffing

- 6. Provide a current organizational chart for the agency, including the number of vacant and filled positions in each division or subdivision. Include the names and titles of all personnel and note the date that the information was collected on the chart.**
- a. Include an explanation of the roles and responsibilities for each division and subdivision**



Title	Description
Executive Director	Provide management oversight of the agency, act as the lead for media and stakeholder engagements, provide advice to District leadership on connecting with the community.
Associate Director	Assist the Executive Director in executing all priorities and goals to include working with community stakeholders to connect with government resources, advisory commission management, and office communications.

- b. Provide a narrative explanation of any organizational changes made during the previous year.*

Answer: There have been no organizational changes made during the previous year.

- 7. Provide a current Schedule A for MOCCA which identifies each position by program and activity, with the salary, fringe benefits, and length of time with the agency. Note the date that the information was collected. The Schedule A should also indicate if the position is continuing/term/temporary/contract or if it is vacant or frozen. Indicate if any position must be filled to comply with federal or local law.*

Title	Name	Hire Date	Grade	Step	Salary	Status
Executive Director	Natalee S. Snider	06/02/2022	E1	0	\$112,097.11	continuing
Associate Director	Kai Shanklin	03/12/2023	ES11	0	\$77,254.00	continuing

- 8. During FY 24 and FY 25, to date how many vacancies were posted? Identify*
- a. each position;*
 - b. how long the position was vacant;*
 - c. what steps have been taken to fill the position;*
 - d. whether MOCCA plans to fill the position;*
 - e. and whether the position has been filled.*

Answer: MOCCA had no vacancies posted in FY24 and in FY25, to date.

- 9. For FY 24 and FY 25, to date, provide a list of employee bonuses, special pay granted, or separation pay issued, that identifies the employee receiving the bonus, special pay, or separation pay, the amount received, and the reason for the bonus, special pay, or separation pay.*

Answer: No MOCCA employees received bonuses, special pay, or separation pay in FY24 or FY25, to date.

Racial Equity

- 10. The District defines racial equity as “the elimination of racial disparities such that race no longer predicts opportunities, outcomes, or the distribution of resources for residents of the District, particularly for persons of color and Black residents.”*
- a. What is MOCCA’s mission?*

Answer: The Mayor’s Office on Caribbean Community Affairs (MOCCA)’s mission is to provide leadership, community engagement, and outreach to the Caribbean community in the District of Columbia.

- b. In the context of MOCCA’s mission and the District’s racial equity definition, what are three areas, programs, or initiatives within MOCCA where the Agency sees the most opportunity to make progress toward racial equity?***

Answer: MOCCA, like other cultural offices in Community Affairs, is itself a declaration and commitment on behalf of Mayor Bowser for racial and social equity, in addition to ensure access for residents in all 8 wards.

- 11. In the past year, what are two ways MOCCA has addressed racial inequities internally or through the services you provide?***

Answer: None.

- 12. Consider one area where MOCCA collects race information. How does MOCCA use this data to inform decision-making?***

Answer: MOCCA collects demographic information to include national origin, we do not collect information on race.

- 13. How are communities of color engaged or consulted when MOCCA considers changes to programs or services? Provide one specific example from the past year.***

Answer: Communities across the district have access to the programs and services offered through MOCCA.

Performance Evaluation

Community Engagement

- 14. List all community engagement events MOCCA held in FY 24, and FY 25, to date. For each event include:***

- a. Date of event;***
- b. Start and end time of event;***
- c. Location of the event;***
- d. Format of the event (virtual, in-person, or hybrid);***
- e. Topic of event; and***
- f. Number of attendees.***

Answer: See attached document.

- 15. What are the five largest programs, events and/or initiatives MOCCA hosted in FY 24 and FY 25, to date? Detail the number of participants for each.***

Event	Month	Attendees
Caribbean Cultural Concert	June / 2024	1555

MOCCA Caribbean Heritage Month Flag Raising	June / 2024	85
Flavors of the Caribbean Kickoff	June / 2024	175
Taste of Caribbean Dance	June / 2024	240
World Steelpan Day	August/ 2024	30

16. Explain MOCCA's practices for generating high levels of community attendance and/or participation.

Answer: Before any events that MOCCA hosts we send out a social media blast and send an email to our curated email list. MOCCA has also built relationships within the community to garner community attendance and participation.

17. Explain the factors MOCCA considers when deciding whether to hold a community event.

Answer: First, MOCCA research if the community event aligns with Mayor Bowser's priorities for Washington, DC. Next, we calculate our internal resources and capacity to host or co-host an event. We simultaneously engage community stakeholders and constituents to ensure we are creating an authentic experience for the Caribbean diaspora.

18. Explain how MOCCA solicits feedback from constituents.

a. What were the main themes of constituent feedback in FY 24?

Answer: For FY24 MOCCAs main feedback from constituents focused on not being notified in a timely manner to attend various programs and/or initiatives for DC government resources.

b. Provide examples, if any, of changes MOCCA implemented due to constituent feedback in FY 24 and FY 25, to date.

Answer: For programs under MOCCA, we leverage our relationships with our Commissioners and Stakeholders to help alert the community at-large about upcoming events.

19. Provide an update on MOCCA's newsletter that launched in FY 23.

a. How often is the newsletter sent?

Answer: The Caribbean Connection newsletter is sent out monthly.

b. How many subscribers does the newsletter have?

Answer: The newsletter has 1,151 subscribers.

20. Provide a list and links to all MOCCA's social media accounts.

Answer: Please follow MOCCA on the following platforms:

Facebook: www.facebook.com/MayorsOfficeonCaribbeanCommunityAffairs

Instagram: www.instagram.com/MOCCADC

Twitter: www.twitter.com/MOCCADC

Website: <https://www.communityaffairs.dc.gov/MOCCA>

Inter-Agency Coordination

21. List the task forces and organizations MOCCA is a member of, and any associated membership dues paid.

Answer: None.

22. Describe MOCCA's collaboration with District agencies with which MOCCA collaborates closely. Include any specific partnerships on programs, initiatives, and events that MOCCA had with MOCCA in FY 24 and FY 25, to date.

Answer: In FY24 and FY25 MOCCA collaborated with many District agencies; EventsDC, Mayor's Office on Women's Policy and Initiatives (MOWPI), and the DC Office of Planning. MOCCA collaborated with EventsDC on two separate programs: the 2nd Annual Caribbean Cultural Concert and the first ever Caribbean installation of Art All Night in Ward 2. During breast cancer awareness month, we collaborated with the Mayor's Office on Women's Policy and Initiatives (MOWPI) to attend the Serenity Rehabilitation and Health Center Breast Cancer Awareness Program in Ward 8. We are currently still working with the DC Office of Planning and have been throughout FY24 to commemorate Caribbean Carnival in Ward 4.

Advisory Committee on Caribbean Community Affairs (ACOCCA)

23. Describe MOCCA's collaboration with the Advisory Committee on Caribbean Community Affairs (ACOCCA). Include any specific partnerships on programs, initiatives, and events that MOCCA had with ACOCCA in FY 24 and FY 25, to date.

Answer: ACOCCA plays a critical role in the success of the office. They are actively involved in all MOCCA's events, community engagement and outreach efforts. All 11 Commissioners partnered with MOCCA to help execute the 2nd Caribbean Cultural Concert.

24. How often does MOCCA meet with ACOCCA?

Answer: The Advisory Committee on Caribbean Community Affairs (ACOCCA) meets with MOCCA once per quarter.

25. Provide a list of the meetings held by the ACOCCA in FY 24 and FY 25, to date.

Answer:

12/22/2023 MOCCA Year in Review and 2024 Look Ahead
3/29/2024 Public Safety
6/14/2024 DC Office on Planning: Caribbean Monument
9/27/2024 Education
12/13/2024 Resources from Each Subcommittee for Caribbeans

26. Explain MOCCA's top five priorities for ACOCCA

Answer: MOCCA's top five priorities for the Commission are:

1. Actively engage and network in all 8 wards with diverse members of the Caribbean Diaspora within DC with a particular focus on their specific Ward and Caribbean island/nation of heritage.
2. Research grants, services, and programs for ACOCCA subcommittees under Housing, Health, Education, Employment, Social Services, Public Safety, Economic Development/Business/Non-Profit, & Cultural to be shared with the Caribbean community.
3. Have the Director chair a subcommittee within ACOCCA from the following list: Housing, Health, Education, Employment, Social Services, Public Safety, Economic Development/Business/Non-Profit, & Cultural
4. Create an equitable strategic outreach plan to disseminate information on cultural programs and resources provided by MOCCA, Mayor Muriel Bowser and district agencies.
5. Actively participate in one MOCCA or Mayoral event per month and introduce new members of the Caribbean Diaspora to MOCCA.

27. How many people serve on the Committee?

Answer: The Advisory Committee on the Office on Caribbean Community Affairs has 11 serving members. There are no vacancies.

28. During FY 24 and FY 25, to date, did any vacancies occur on the Commission? If so, how long was each vacancy open?

Answer: There were no vacancies on the commission.

29. List and describe any recommendations or policy statements made by the Committee in FY 24 and FY 25, to date. For each recommendation, note whether MOCCA issued a response, and if so, provide MOCCA's response.

Answer: None

Codified Duties

30. D.C. Code § 3–1451(a) requires MOCCA to “monitor the delivery of District services and make policy recommendations to the Mayor and Council regarding housing, health, education, employment, social services, public safety, and business opportunities for the District's Caribbean community”.

a. Describe how MOCCA monitored District services in FY 24 and FY 25, to date, for the aforementioned areas.

Answer: MOCCA created subcommittees lead by ACOCCA for housing, health, education, employment, social services, public safety, and business opportunities. Each subcommittee host a special open meeting inviting leaders from respective agencies and constituencies to provide feedback. MOCCA then shares this feedback weekly with Senior Leadership for dissemination.

31. D.C. Code § 3–1452(a)(5) requires MOCCA to file an annual report on MOCCA’s operations. Provide MOCCA’s FY 24 annual report.

Answer: [MOCCA FY 24 Annual Report POH .pptx](#)

32. D.C. Code § 3–1452(a)(6) requires MOCCA to “identify areas for service improvement and make recommendations to the Mayor and ACOCCA for improving services”.

a. Provide a list of areas for service improvement made in FY 24 and FY 25, to date.

Answer: The Caribbean Community at-large is requesting timely communication and outreach for all district resources and initiatives.

b. Provide a list of recommendations to the Mayor and ACOCCA for improving services.

Answer: The Mayor and ACOCCA should continue to meet the Caribbean community where they are at, to include Caribbean specific events, and continue to share with the community information on the Mayor’s Office on Caribbean Community Affairs that is ready to connect with the Caribbean diaspora.