

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 22, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO # 23 : PERFORMANCE MEASURES FOR PREVENTION AND RELATED SERVICES IN THE OFFICE ON WOMEN

This memo is in response to a question from Councilman Krupicka asking "Why doesn't the Office on Women (OOW) have metrics for prevention and related services as these are the largest part of its budget?"

The prevention and outreach services provided by the Office on Women are accounted for in the Community Education and Awareness Program and Youth Services Program portions of the OOW's budget. Most OOW prevention efforts offer information about domestic and sexual violence and teen pregnancy, making it difficult to separate by topic. In addition, many of our prevention efforts are directed towards youth therefore the OOW felt it most appropriate to report these in the Youth Services Program portion of the budget. Specific measures included in the FY 2011 budget are:

Communications & Community Education Activity

- % of participants rating workshop/presentation as good or excellent

Youth Outreach & Education Activity

- The number of youth served

The OOW budget previously provided data on the number of workshops, fairs and outreach activities conducted by staff, but opted to discontinue this practice. Staff's reasoning was that the Office on Women was collecting different types of data and reporting it in one category which was not providing a clear and accurate picture of the services provided.

Examples of internal measures that staff collects and monitors which are not included in the FY 2011 budget include:

- # of website hits to www.alexgetreal.com
- # of presentations, workshops and fairs conducted
- # of participants for domestic violence / sexual violence presentations

- # of trainings provided by the OOW
- # of participants attending trainings
- # of brochures and other printed materials printed and distributed by the OOW
- # of OOW e-news subscribers

The Office on Women's Crisis Intervention and Advocacy program includes hotline services, victim accompaniment and legal advocacy, emergency housing and crisis services through its Battered Women's Shelter, and counseling and support services. These services are provided by staff from the Domestic Violence Program and the Sexual Assault Response and Awareness (SARA) program. Crisis intervention and advocacy services are primarily considered treatment. However, it must be noted that staff also provide education and conduct safety planning with clients to prevent additional and escalating domestic and sexual violence, thereby also providing prevention services.