

Deputy Mayor for Greater Economic Opportunity FY2017

FY2017 Performance Accountability Report

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives, and key performance indicators (KPIs).

Mission

The mission of the Office of the Deputy Mayor for Greater Economic Opportunity (DMGEO) is to facilitate investment and job creation in underserved District of Columbia communities in order to improve economic opportunities for residents in those communities.

Summary of Services

FY17 Top Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
<p>In September 2017, The U.S. Department of Labor, Employment and Training Administration (ETA) removed the District's designation as a high risk grantee. The designation, which the District first received in 2012, came with sanctions and requirements, such as the submission of a corrective action plan and monthly progress reports. The removal of the designation reflects the vast improvements that have been made at the DC Department of Employment Services under DMGEO's leadership. Contributing to the removal is the improved process of unemployment benefits, payment are paid 91 percent of cases, compared to the federal standard of 90 percent. In March 2016, DMGEO created a "corrective action plan" team executing 36 strategies and a fiscal analysis tool to address the problems that the federal department had identified.</p>	<p>High Risk Removal: DMGEO created a "corrective action plan" team executing 36 strategies and a fiscal analysis tool to address the problems that the federal department had identified.</p>	<p>Removal of the Department of Labor's High Risk means the District will not face sanctions and service delivery is improving for DC's workforce training programs. Moreover, the change means DC will no longer be under increased federal oversight and at risk of suffering a slowdown in workforce grants that it receives each year. This also includes improved training opportunities and programs for unemployed residents.</p>
<p>In October 2017, DMGEO confirmed a partnership with the transportation conglomerate, Uber to build the Uber Greenlight Hub at East River Park. The partnership establishes good paying jobs for Washingtonians, contracts for local small businesses, and easier access to supports for our residents who drive with Uber. Over the next year, Uber plans to invest millions of dollars in this new location and supporting functions. The renovations and build-out of the 8,200 square-foot facility are expected to be complete by late spring 2018 with activated community space.</p>		<p>Uber in Ward 7 is an anchor project at East River Park. Uber's DC Greenlight Hub will result in the creation of 25 full-time jobs, millions of dollars in investment into the 8,200 square-foot Ward 7 location, and access to support services for thousands of regional Uber partners. Uber is accepting bids exclusively from DC-based Small Business Enterprises for the general contract.</p>
<p>In September of 2017, DMGEO confirmed a Letter of Intent with Starbucks in the Anacostia neighborhood, the first stand-alone Starbucks East of the River (EOTR). Starbucks will be one of the ground floor retailers at Maple View Flats, a Department of Housing and Community Development Project at 2228 Martin Luther King, Jr. Avenue, SE. The company has been a steady employer of Washingtonians, hiring residents from all eight wards for jobs that offer benefits and managerial tracks. The company made job offers to people ages 16 to 24 in September during the DC 100k Opportunities Fair as part of a national initiative</p>		<p>Starbucks in Anacostia is an anchor project in Ward 8, the coffee franchise will be the anchor ground floor retailers of a new \$50 million mix-used development. Maple View Flats is a new affordable housing development in Ward 8, bringing jobs and business to a long-vacant parcel in the heart of</p>

to hire 1 million young people who are out of work and out of school. We are continuing to work with Starbucks to ensure a smooth transition and build out in 2018.

historic Anacostia.

2017 Strategic Objectives

Objective Number	Strategic Objective
1	Provide strategic direction and oversight to DOES, WIC, DSLBD, OAAA and CFMB in an effort to strengthen the District's workforce system, support small and local businesses and facilitate community development in overlooked and underserved communities.
2	Actively participate in community revitalization efforts that promote interim usage of vacant and blighted properties in overlooked and underserved communities
3	Train, Retain and Grow Small Businesses in Overlooked and Underserved Communities
4	Create and maintain a highly efficient, transparent and responsive District government.**

2017 Key Performance Indicators

Measure	Freq	Target	Q1	Q2	Q3	Q4	FY 2017	KPI Status	Explanation
1 - Provide strategic direction and oversight to DOES, WIC, DSLBD, OAAA and CFMB in an effort to strengthen the District's workforce system, support small and local businesses and facilitate community development in overlooked and underserved communities. (1 Measure)									
Percent of agency performance initiatives implemented timely and within budget	Annually	80	Annual Measure	Annual Measure	Annual Measure	Annual Measure	80	Met	
2 - Actively participate in community revitalization efforts that promote interim usage of vacant and blighted properties in overlooked and underserved communities (1 Measure)									
Number of vacant and blighted projects implemented	Quarterly	2	1	0	0	0	1	Unmet	In FY 2017, Mayor Bowser and CA Young decided to move forward with the abatement team to identify vacant and blighted properties through L.E.A.P. (Learn, Earn, Advance and Prosper Academy). DMGEO in partnership with DMPED, and DHCD are currently working to strategize and plan solutions interim use projects for implementation in FY18. The initial meeting was hosted in Q1 2018.
3 - Train, Retain and Grow Small Businesses in Overlooked and Underserved Communities (2 Measures)									
Percent community	Annually	50%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	No data available		DMGEO did not administer a resident satisfaction survey and instead

satisfaction with the DMGEO office									administered a survey attempting to assess the priorities of the communities.
# of businesses participating in Project 500	Quarterly	250	260	342	360	447	447	Met	

We've revisited a project to standardize District wide measures for the Objective "Create and maintain a highly efficient, transparent and responsive District government." New measures will be tracked in FY18 and FY19 and published starting in the FY19 Performance Plan.

2017 Workload Measures

Measure	Freq	Q1	Q2	Q3	Q4	FY 2017
No measures found						

2017 Strategic Initiatives

Title	Description	Complete to Date	Status Update	Explanation
DEPUTY MAYOR FOR GREATER ECONOMIC OPPORT (2 Strategic initiatives)				
Train EOTR businesses through Project 500	Project500 will increase the number of small resident owned businesses EOTR, expanding the capacity of current small businesses and training new businesses.	Complete	Project 500, a partnership with Georgetown University which provides technical assistance, access to capital, and back office support to existing and new businesses in overlooked and underserved communities has enrolled over 447 businesses as of November 2017, adding over 197 businesses since March 2016.	
Vacant to Vibrant Implementation	DMGEO in partnership with DMPED and key government agencies and stakeholders actively convenes a working group focused on identification and disposition of vacant and blighted properties.	0-24%	In FY 2017, Mayor Bowser and CA Young decided to move forward with the abatement team to identify vacant and blighted properties through L.E.A.P. (Learn, Earn, Advance and Prosper Academy). DMGEO in partnership with DMPED, and DHCD are currently working to strategize and plan solutions interim use projects for implementation in FY18. The initial meeting was hosted in Q1 2018.	In FY 2017, Mayor Bowser and CA Young decided to move forward with the abatement team to identify vacant and blighted properties through L.E.A.P. (Learn, Earn, Advance and Prosper Academy). DMGEO in partnership with DMPED, and DHCD are currently working to strategize and plan solutions interim use projects for implementation in FY18. The initial meeting was hosted in Q1 2018.