

WORKFORCE INVESTMENT COUNCIL

QUARTERLY BOARD MEETING

February 15, 2023



I. WELCOME & CALL TO ORDER

**ANTWANYE FORD
CHAIRMAN**



AGENDA

I. Welcome & Call to Order

II. Chairman's Comments

III. Guest Speaker, Office of the Deputy Mayor for Planning and Economic Development

IV. Director's Updates

V. Board Discussion and Updates

VI. Public Comments

VII. Adjourn



II. CHAIRMAN'S COMMENTS

**ANTWANYE FORD
CHAIRMAN**



III. Guest Speaker

KATIE LITTMAN
OFFICE OF THE DEPUTY MAYOR FOR EDUCATION



DC'S COMEBACK PLAN JANUARY 2023



OUR 2023-2027 ECONOMIC DEVELOPMENT STRATEGY

#DistrictofComebacks

DMPED
OFFICE OF THE DEPUTY MAYOR FOR
PLANNING & ECONOMIC DEVELOPMENT

WE ARE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

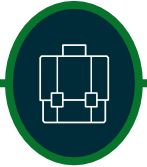
DMPED engaged over 1,000 stakeholders to inform this strategy



1000+ participants in strategy survey of DC residents regarding current challenges and big ideas for the city via DMPED Economic Strategy and #TogetherDC surveys



30 interviews with DC agency leaders, including officials from DC Health, DME, DCPS, OSSE, DOES, DISB, DHCD, DSLBD and OCTFME.



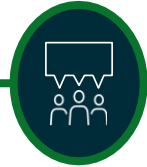
20+ discussions with external stakeholder groups including community organizations, BIDs, WIC, WDCEP, the Federal City Council and more



5 roundtables with 8-12 experts each, focused on key elements of the strategy including resident economic mobility, the future of work, Downtown, and neighborhoods of opportunity



3 resident listening sessions with 10-20 participants each, focused on constituent groups including Spanish speakers, small business owners, and returning citizens



10+ related strategic planning efforts including the Black Homeownership Strike Force, Infrastructure Task Force, Upward Mobility Action Plan, Racial Equity Action Plan, and Together DC



Visit comeback.dc.gov for summaries from stakeholder engagement sessions.

Goals to Achieve by 2028

Successful Businesses

- A Create 35,000 new jobs in high-growth target sectors¹**

- B Increase the share of minority-owned employer businesses to 33% of all employer businesses²**

Opportunity Rich Neighborhoods

- C Eliminate key amenity gaps across all neighborhoods and increase access to opportunity for residents**
 - 1) Grocery:** Ensure all Ward 7 and 8 residents live within a mile of a grocery store
 - 2) Internet:** Ensure all DC residents have equitable access to affordable, high-speed and reliable internet, and are empowered with the devices, tech support, and digital literacy and skills to effectively use it
 - 3) Housing:** Put DC on path to equitably distributing affordable housing citywide by meeting production goals for each planning area by 2025 (as part of overall goal to create 12,000 new homes affordable to households earning below 80% of MFI)

- D Add 15,000 residents to the Downtown population and add 7 million sq ft of residential units**

Thriving people

- E Retain current residents and reach a population of 725,000**

- F Increase economic prosperity in DC by lifting the median household income of Black residents by \$25,000³**

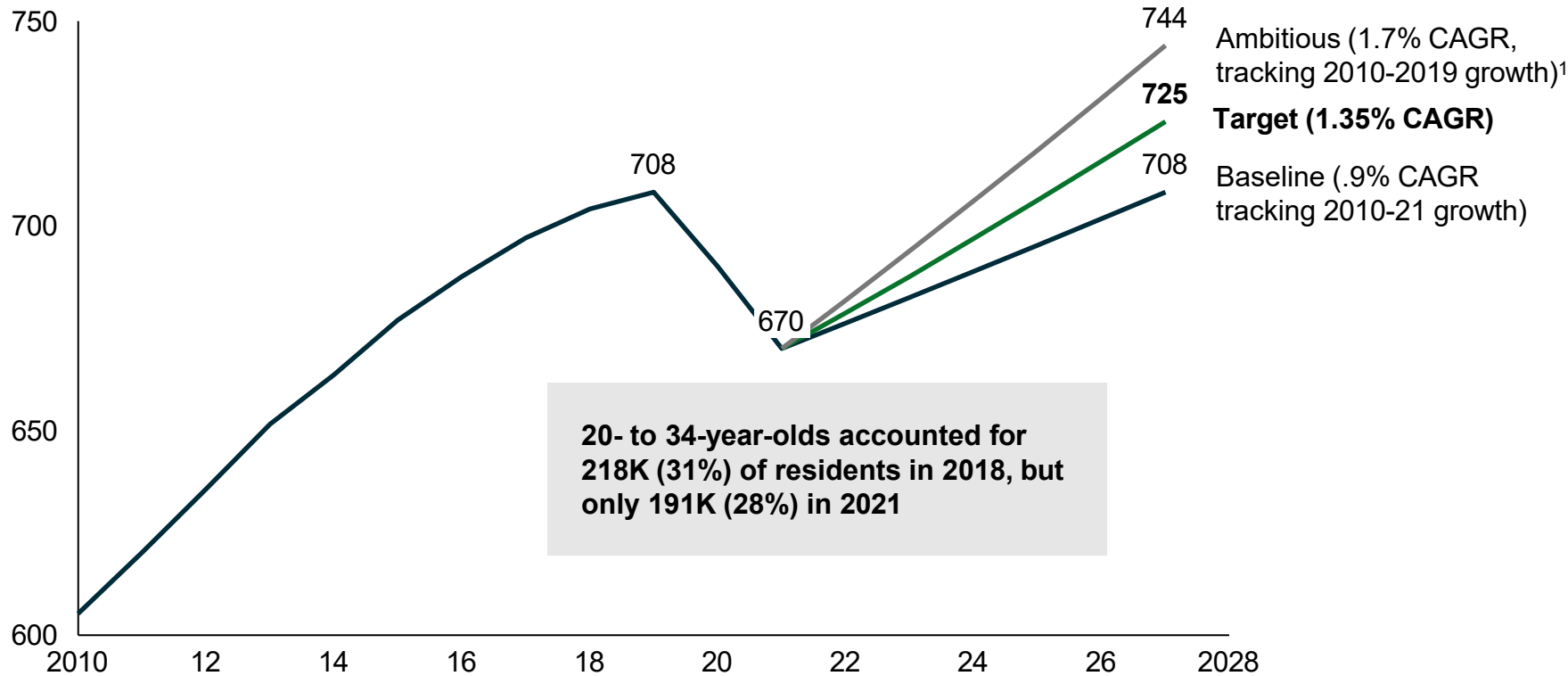
1. Target sectors include 1) education and research, 2) consulting services, 3) communications and design, 4) hospitality, tourism and entertainment, 5) life sciences and health tech, and 6) technology
2. Currently minority-owned businesses account for 27% of employer firms in DC; Note, the current public survey that tracks small business (the American Business Survey) has limited data availability for minority owned small businesses due to sample size. Setting a goal to increase the number and size of Black and Hispanic owned firms will require the District to begin tracking this data through a corresponding survey initiative
3. Increase from \$52k in 2021. This would bring the median Black household income above the ALICE threshold of a living wage for a 2-person (1 adult, 1 child) household in DC (\$78K), enabling families to afford basic necessities including housing, childcare, food, transportation, health care, and a smartphone plan (see United Way: <https://www.unitedforallice.org/national-reports>).

Thriving People

Thriving People Goal: Retain Current Residents & Reach Population to 725K Residents by 2028

Doing so ensures that DC remains affordable and attractive for current residents and families. This goal can be accomplished by retaining current residents and adding 11,000 residents annually over the next 5 years

DC population, 2010-21 Thousands



Maintaining and growing the population will likely require **reversing outmigration of residents ages 20-34**, which accounted for loss of 30K residents 2018-2021 (79% of total outmigration)

DC must also ensure enough housing stock is suitable for families, as well as single residents

1. CAGR = compound annual growth rate

Source: US Census via Moody's Analytics

Outmigration Trends: Desire for more affordable and better housing is the top driver of outmigration from DC

Characteristics of people leaving DC, 2015-2019

Factor causing move from DC ¹	Average annual number of people leaving DC ¹	Average age of people leaving DC ¹	Average income of people leaving DC ¹	Factor Details
Housing	43,875	35	\$67,865	Wanted to own home, wanted new or better housing, wanted better neighborhood, for cheaper housing, foreclosure or eviction, other housing reason
Job-related	29,686	30	\$67,399	New job or job transfer, to look for work or lost job, for easier commute, other job-related reason
Personal	25,111	34	\$60,390	Change in marital status, to establish own household, other family reason, change of climate, health reasons, natural disaster, other reason
Attend/leave college	3,464	30	\$23,439	--
Retirement	120	76	\$60,536	--

Source: US Census Bureau, Current Population Survey

1. Reasons specific to those who remained in the US after leaving DC

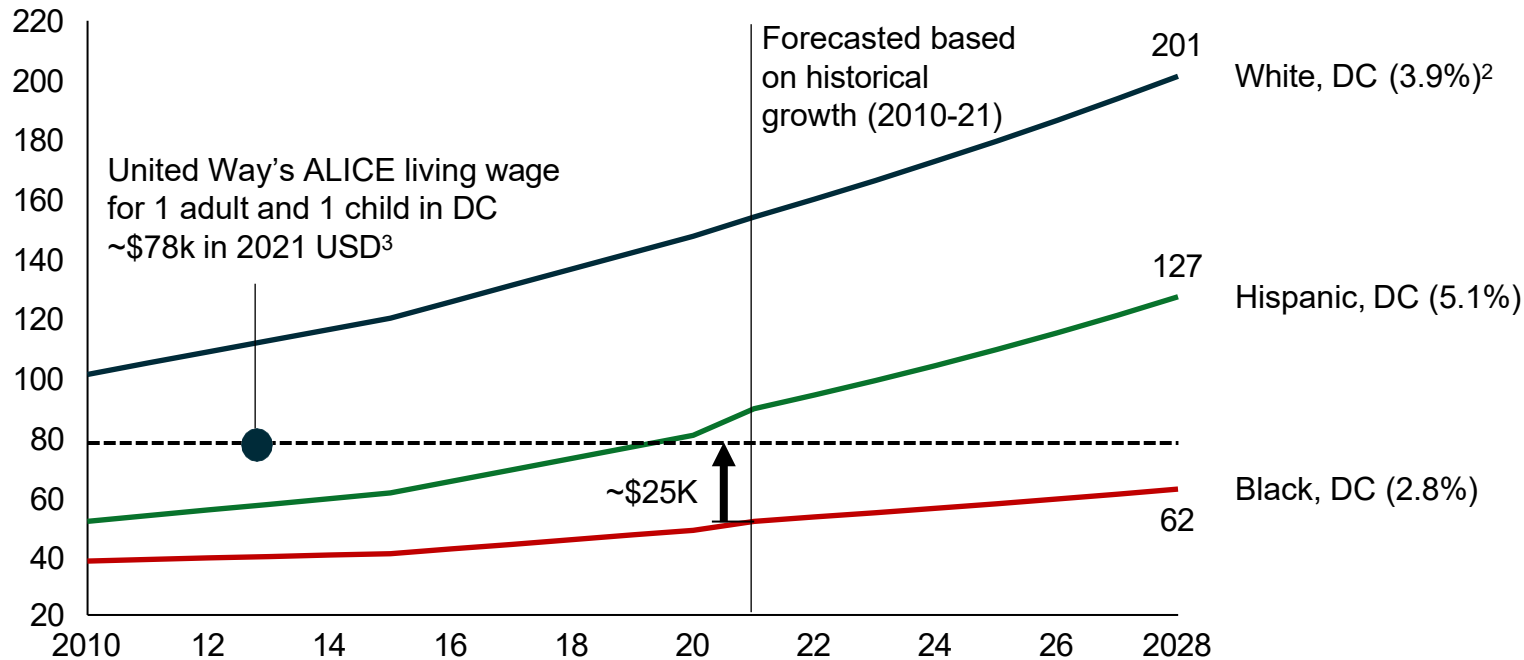
Source: US Census Bureau, Current Population Survey

Thriving People Goal: Increase economic prosperity in DC by lifting the median household income of Black residents by \$25K by 2028

Reach target of increasing Black household income by \$25k to \$78k by 2028 (a family sustaining income in the District) and in so doing, decrease the racial income gap

Median household income by race and ethnicity for DC, 2010-28¹

Median household income, thousands, USD; (CAGR, 2010-28, %)



Insights from our analysis on median household income by race

- \$78k is United Way’s Asset Limited Income Constrained Employed (ALICE) living wage for 1 adult and 1 child and is close to DC average household size of 2.1³
- DC has one of the highest white to Black median income gaps (~3x) of major US cities
- The median income gap in DC between white and Hispanic households has fallen from 1.96 in 2010 to 1.72 in 2020, and could fall further to 1.58 by 2028

1. Dollars in nominal terms; based on 5-year estimates from the US Census
 2. White alone, not Hispanic or Latino
 3. Based on United For ALICE tool; data from 2018; ~\$72k in 2018 is worth ~\$78k in 2021

Source: US Census, 5-year estimates; United for Alice; Federal Reserve Bank of Minneapolis, Inflation Calculator

DC agencies offer programs that support upward mobility for residents

Across agencies, District programs support residents' economic mobility

Stability

Programs that provide emergency support and address basic services following an emergency or life event (examples: Rapid Re-housing, emergency shelter)

Mobility

Programs that advance residents towards greater economic autonomy and dignity (examples: Opportunity Accounts, Direct Cash Transfers, HPAP)

Prosperity

When residents reach their personal and financial goals. (Housing example: All residents live in safe, stable housing that is large enough for their family and affordable based on their income.)

Factors driving resident's mobility



Housing



Financial Wellbeing



Workforce development and Adult Education



Health and well-being



Access to transport and infrastructure

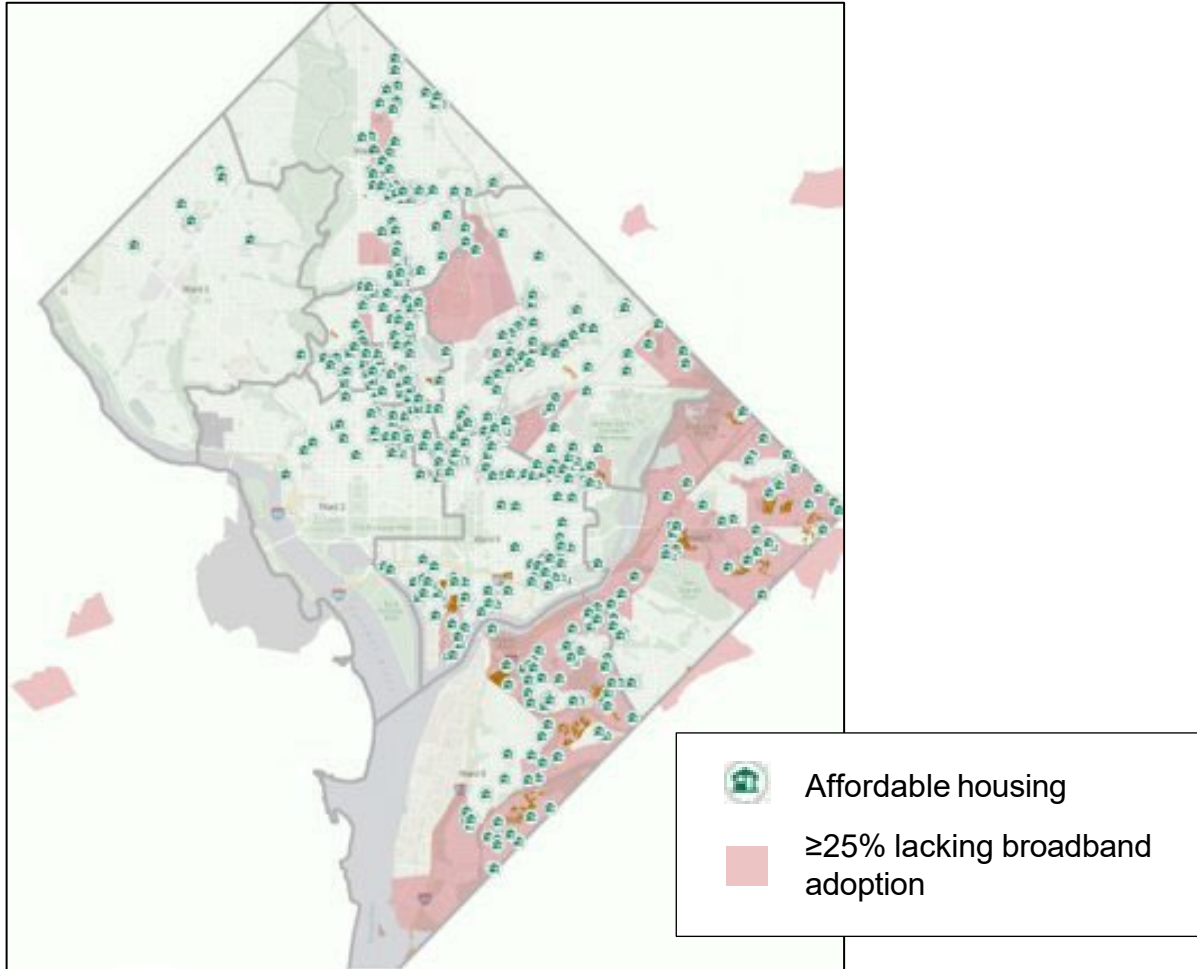


K-12 and post-secondary Education

Opportunity-Rich Neighborhoods

Broadband and Digital Access

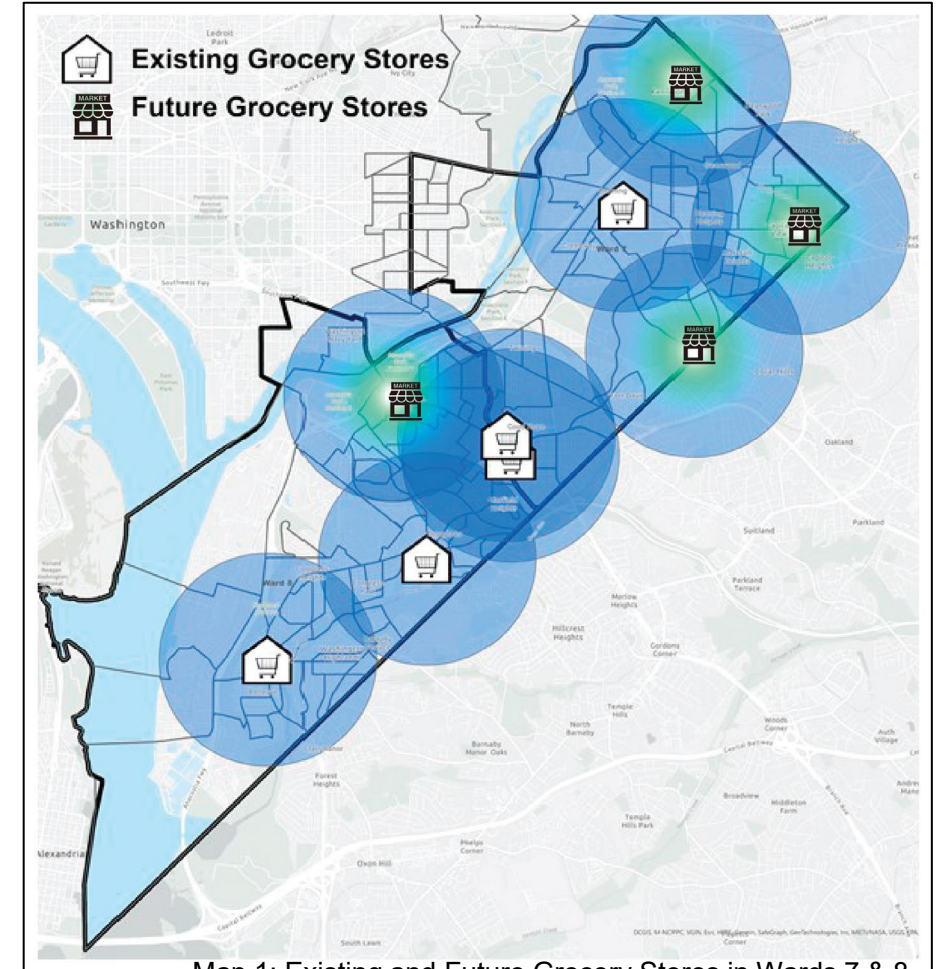
Ensure all DC residents have equitable access to affordable, high-speed and reliable internet



Map 2: Areas where 25% or more households report no internet subscriptions

Food Access

Ensure all residents East of the River live within one mile of a grocery store

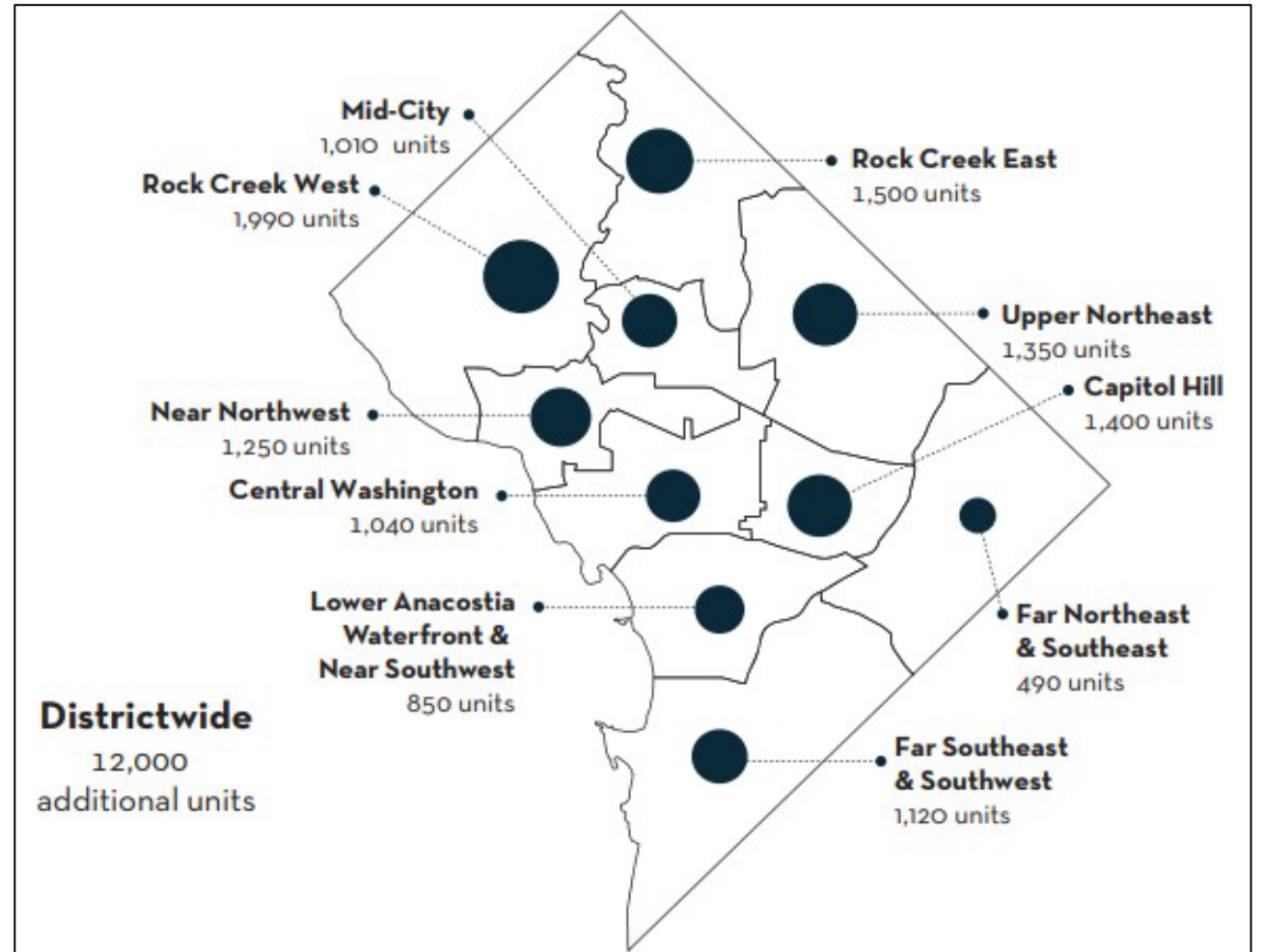


Map 1: Existing and Future Grocery Stores in Wards 7 & 8

Affordable Housing

Ensuring affordable housing is available in neighborhoods across the District

Planning Area	Projected Percent of Goal by 2025
Far Southeast & Southwest	369.50%
Far Northeast & Southeast	322.40%
Lower Anacostia Waterfront & Near Southwest	161.30%
Mid-City	131.80%
Upper Northeast	97.20%
Central Washington	94.60%
Rock Creek East	84.40%
Near Northwest	37.20%
Capitol Hill	34.60%
Rock Creek West	13.80%
Total	110.00%

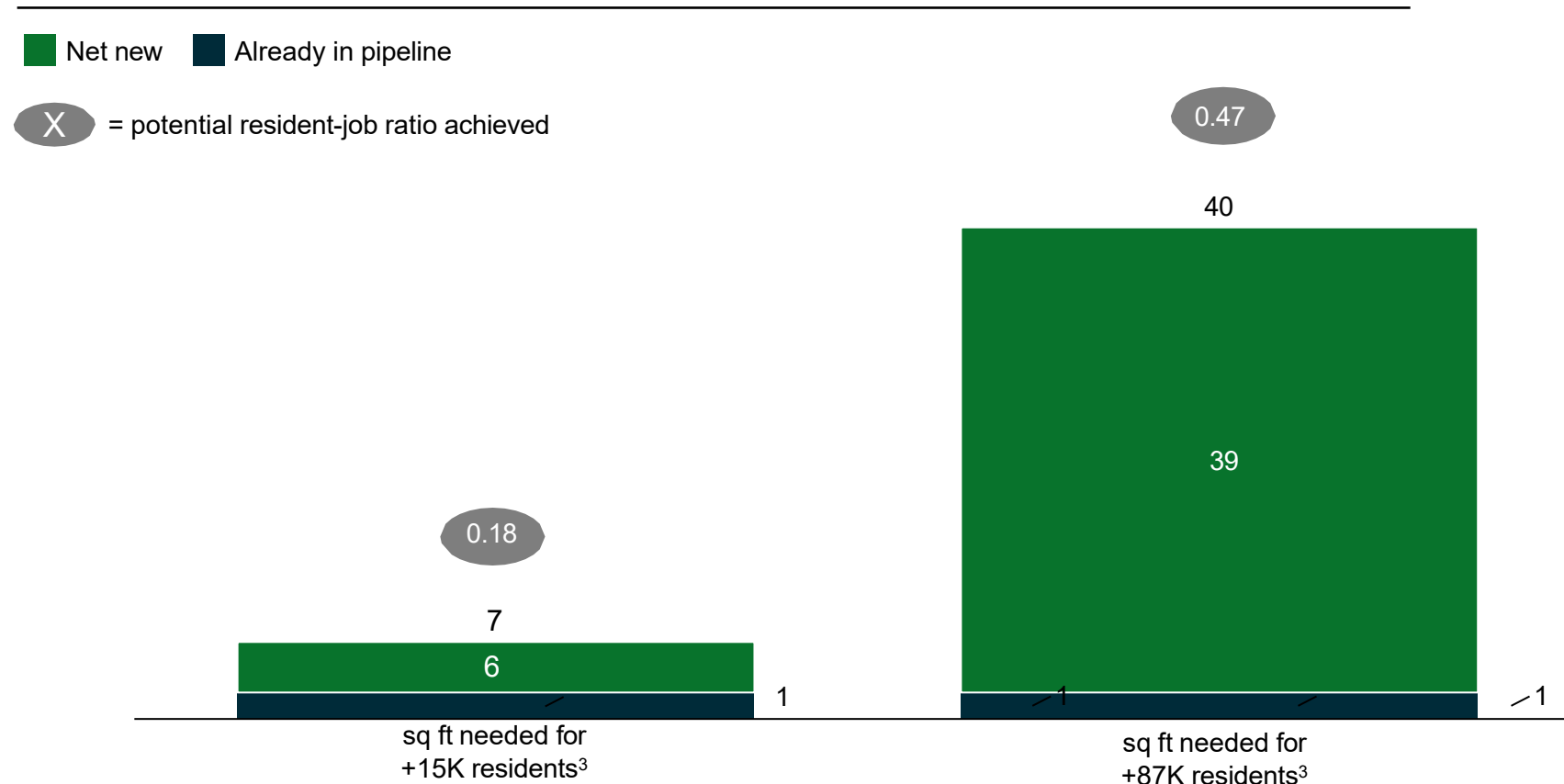


Map 3: 2025 Dedicated Affordable Housing Production Goals by Comprehensive Planning Areas

Downtown Goal: Build a more vibrant, mixed-use Downtown by adding 15,000 residents by 2028

In order to accomplish, DC will need to add ~6M total sq ft in residential inventory in addition to the estimated 1M currently in the Downtown pipeline

Additional residential space needed Downtown for 1.6 sized households (M sq ft)¹






Our Downtown is currently home to 25,000 residents occupying an estimated 11.7M sq feet out of a total of 103M sq feet of commercial use Downtown.

Assuming an average household size of 1.6, **Downtown would need to add ~7M sq ft of net new residential space through conversion of existing properties or construction of new space** to achieve a goal of adding 15,000 residents

1. Current Downtown pipeline includes ~970K pipeline
 2. Based on the average DC household size of 1.6, and average household occupied 750 sf

Downtown: Action Overview

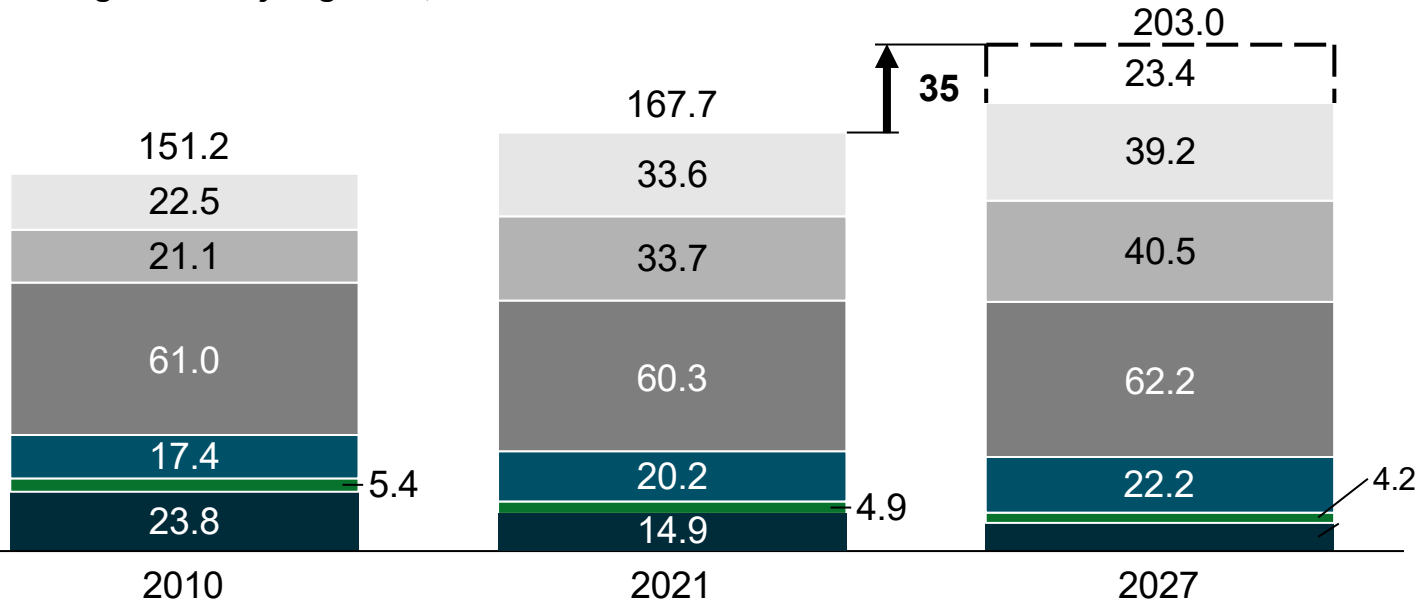
Category	Initiatives
Fill the space	 <ul style="list-style-type: none">• Use Vitality Fund to accelerate business retention and attraction• Grow university and innovation activity and footprint Downtown• Maximize the potential of large upcoming on-market commercial leases• Develop the Penn West Equity and Innovation District
Change the space	 <ul style="list-style-type: none">• Create residential nodes and increase housing supply Downtown• Establish Downtown destination corridors• Explore financial and regulatory approaches to support shift of office to other commercial uses
Bring the people	 <ul style="list-style-type: none">• Bolster tourism, hospitality and entertainment by establishing a Tourism Recovery District, explore creation of a stopover program, support arts/cultural festivals, launch hospitality business and workforce technical assistance.• Expand multimodal transportation capacity
Implementation	<ul style="list-style-type: none">• Create a Downtown Stakeholders Action Plan

Successful Businesses

Successful Businesses Goals

(A) Create 35,000 new jobs in target sectors by 2028

Target cluster job growth, thousands



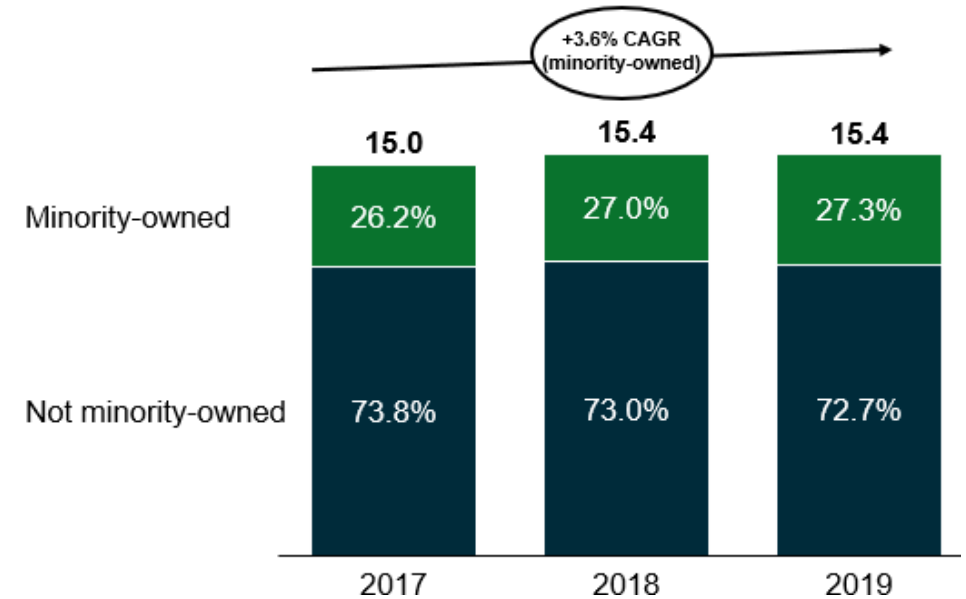
- Further growth opportunity¹
- Consulting Services
- Technology
- Communications and Design
- Life Sciences and HealthTech²
- Hospitality, Tourism, and Entertainment

1. Based on Dallas MSA (leading peer) growth of target clusters between 2016-21
2. Life sciences employment is projected to decline in DC from 2021-2027. We will seek to maintain while anticipating employment growth in other sectors
3. Assuming job growth target for high-growth sectors is met; jobs labeled as "potential for remote work" include positions where there is no potential loss of productivity from working remotely, as dictated by core job tasks (e.g., statistical analysis, customer service)

(B) Increase share of minority-owned employer businesses by 33%

Total employer firms, 2017-2019

Number and share of employer firms, thousands



1. The most recent data on minority owned businesses comes from the Census American Business Survey from 2018, though many subcategories are suppressed due to small sample sizes, making it unreliable. Internally tracking minority business ownership data is a more reliable approach.
2. See: <https://www.mckinsey.com/industries/public-and-social-sector/our-insights/covid-19s-effect-on-minority-owned-small-businesses-in-the-united-states>

Target Sectors

Bolster DC's existing leadership¹



Education and Research

Educational institutions and companies conducting scientific research and development, particularly those in the energy and data science fields. Growing this cluster could also attract companies who are seeking proximity to higher education, international institutions, think tanks, and government agencies (e.g. EdTech, CivicTech).



Communications and Design

Firms working in marketing, design, media, and communication, including publishers of written or digital media content. Utilize DC's strong existing talent base and industry presence in the information sector as well as the ecosystem of government and professional services companies to attract and retain top design firms, marketing agencies, and companies creating, producing, or publishing content.



Consulting Services

Management, engineering, and other specialized firms providing informational or strategic resources to clients. Building on the presence of government agencies, international organizations, regional HQs, and world-class talent, will grow and attract consulting firms to DC with a focus on in-demand expertise such as sustainability (e.g. leverage DC policies to develop green buildings specialization)



Hospitality, Tourism, and Entertainment

Hotels, entertainment, nightlife, and arts venues, restaurants, and other firms offering tourism and hospitality services. Leveraging DC's position as a top location for international visitors alongside opportunities for Downtown transformation will drive growth in this sector.

1. Clusters feature high specialization and growth in DC
2. Clusters with specialization and growth in Washington, DC MSA

Leverage Regional Strengths²



Life Sciences + HealthTech

Organizations conducting research, development and manufacturing of pharmaceuticals, biotechnology-based food and medicines, and other products. Leveraging the regional strength of this sub-sector, the presence of national research and regulatory bodies (e.g., NIH), and educational and healthcare institutions will grow activity within the District's borders, with a focus on medical devices and healthcare software.



Technology (e.g., Cybersecurity, AI)

Businesses creating, implementing, and connecting technological systems and processes. Capitalizing on DC's status as a global talent hub and the local presence of the federal government, Amazon and other regional anchors will bolster the presence of tech firms, particularly in Cybersecurity, Artificial Intelligence, and other emerging industries (e.g. FinTech, CleanTech, MobilityTech, FoodTech).

Successful businesses: Action Overview

Category

Initiatives

Business environment

- Improve ease of doing business
- Assess Tax Revision Commission recommendations

Small business & entrepreneurship

- Establish an annual survey of DC business owners
- Increase access to capital for small businesses and underserved entrepreneurs
- Enhance the Commercial Property Acquisition Fund
- Support vibrant commercial corridors
- Support entrepreneurship training programs
- Maximize inclusiveness of business grant application processes
- Use local procurement to create opportunities for small and BIPOC-owned businesses

Sector-specific attraction, retention, expansion

- Ramp up retention, expansion, and attraction efforts targeting high-growth sectors
- Build DC's health technology and life sciences sector
- Bolster DC's tech industry by creating a dedicated technology entity
- Support tourism, hospitality and entertainment
- Explore opportunities to build DC's climate technology and finance ecosystem
- Designate a federal government real estate concierge



Workforce Initiatives

Key workforce development initiatives (1/2)

Description:

Improve opportunities for employment in “gateway jobs” in target sectors (e.g., life sciences, technology) and reduce barriers to occupational licensing

Why is it a big bet and what is the potential impact?

DC has a highly educated workforce, with 60% of the population holding a bachelor’s degree or above, over 20 postsecondary institutions producing 30,000+ graduates per year, and sectors such as tech poised for significant growth. However, inequality remains high in educational attainment, whereby the share of white residents with a bachelor’s degree or above is 92%, while it is 48% for Hispanic residents and 29% for Black residents.

There is **less diversity in quality jobs** (e.g., 16% of software developers and 30% of electricians are Black, far below their representation in DC). This results in **racial income and wealth gaps**: the median household income is nearly 2x higher for white compared to Hispanic households, and 3x higher for white compared to Black households.

Greater support is needed to connect residents without bachelor degrees to critical “[gateway jobs](#)”, which are high-demand occupations in DC that best support residents on a path toward upward economic mobility.

There is an opportunity to increase the number of DC residents filling high-demand jobs. For example, for certain several top technology occupations, the estimated share of job openings is **less than 50%** (Management Analysts, Software Developers, Market Research Analysts and Marketing Specialists, Computer Systems Analysts, and Information Security Analysts).

Efforts outlined in the economic strategy aim to create **35,000** new jobs in high-growth sectors, including **tech and life sciences by 2028**; with UDC helping fill a share of roles (e.g. 400 grads/year in relevant fields)¹; additionally, increasing **occupational licensing** for Black and Hispanic residents by **30%**² would result in **~15%** growth in **wages** for these workers³

1. Based on annual completions of ~400 in 14 high-level, relevant programs at UDC
 2. 30% calculated as percentage difference between licensing rates for workers with less than a bachelor’s degree in the US between native white workers (18% with license) and native workers of color (14% with license); assumption that DC racial gaps in licensing similar to the US as a whole
 3. Licensing 15% impact on wages, according to Morris M. Kleiner and Alan B. Krueger “The Prevalence and Effects of Occupational Licensing”
 3. Jobs earning above a living wage of \$75k, including those that do not require a bachelor’s degree
- Source: US Census; Lightcast; Minneapolis Fed “How occupational licensing limits access to jobs among workers of color”

Key workforce development initiatives (2/2)

What would it take to execute?

Improve pathways to job in target sectors:

1. Build on career pathways work focused on in-demand sectors from WIOA State Unified Plan (construction, healthcare, hospitality, infrastructure, business services and IT, and law enforcement), and expand to develop clear pathways for sectors targeted for growth in the economic strategy (life sciences, education and research, communications and design, consulting services, and emerging technologies) (DME, WIC)
2. Work with employers and other stakeholders to fill gaps in training and credentialing for target sectors, including public-private skills development partnerships (more detail to follow), apprenticeship programs, and stackable credentials (DME, WIC, DMPED)








Support residents' attainment of "gateway jobs" that can kickstart greater economic mobility through employment, targeted to specific populations, including young residents without bachelor's degrees. (DOES, WIC)

Reduce barriers to [occupational licensing](#) by 1) reviewing licensing requirements; 2) examining potential for reciprocity in licensing; 3) streamlining licensing for qualified immigrants with professional experience; and 4) reviewing all blanket prohibitions on licensure for people with criminal records (e.g., D.C. Law 23-205) (DLCP, DME)

Continue Career Coach DC and explore opportunities for expansion to other learners in the District (DME)

Scale existing education and career **pathway scholarship programs** (DME)

Public-private skills development partnerships: Overview

Options	Pros	Cons	Example
<p>1. State-run, industry-driven skills training programs aimed at residents, with programs designed by industry and training provided by postsecondary institutions or other training programs</p>	<p>High impact</p> <p>Non-financial incentive that invests in human capital (rather than through tax breaks)</p> <p>Addresses most critical location decision for firms (talent)</p>	<p>Typically requires large amount of funding</p> <p>Not typically well-suited for occupations that require a Bachelor's degree</p>	  
<p>2. Direct partnerships between higher education providers (e.g., community colleges, universities) and employers</p>	<p>Directly connects talent supply and demand, without large funding needs from government</p>	<p>Programs not as far-reaching as government-run programs noted above, which work with many companies and training providers</p>	 
<p>3. Employer-led skills development programs</p>	<p>Privately funded and provided skills training programs</p>	<p>Mainly geared towards employers with specific skill needs (e.g., coding) and with ability to make significant investments</p>	 

Thank you!

comeback.dc.gov

IV. DIRECTOR'S UPDATES

AHNNA SMITH
EXECUTIVE DIRECTOR



Welcome New WIC Staff!



Marcus Shaw
Program Analyst

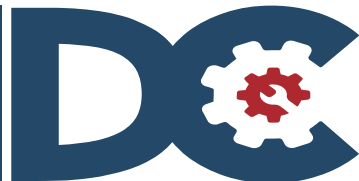


Portia Bates
Grants Management Specialist



FY23 Priorities

- I. Expand business engagement programming via launch of employer focused, skills-based hiring technical assistance initiative which seeks to increase awareness of District resources and use of inclusive talent development practices.
- II. Continue to build and modernize the workforce development system data infrastructure to increase knowledge about customer performance outcomes, strengthen and improve services for residents and employers, and inform future investments.
- III. Continue to deliver the Mayor's COVID recovery investments (employer-led training grants; IT and healthcare occupational skills training; and Career Coach DC) and prepare for potential shifts in FY24.
- IV. Increase workforce system efficiency through coordination of public, private, and non-profit sector partner engagement, and policy development and implementation.
- V. Planning for March 2024 WIOA State Plan submission.



FY23 Priorities

- I. Expand business engagement programming via launch of employer focused, skills-based hiring technical assistance initiative which seeks to increase awareness of District resources and use of inclusive talent development practices.
 - **Talent Development Technical Assistance Grant = Awarded to District Bridges in January 2023**
 - **Save the Date: Workforce Summit Scheduled for June 1st and 2nd**
 - **Aligning with other industry-led efforts, including FC2-led Construction Intermediary**



FY23 Priorities

- II. Continue to build and modernize the workforce development system data infrastructure to increase knowledge about customer performance outcomes, strengthen and improve services for residents and employers, and inform future investments.
- **Continue to build out My Journey DC platform and expand available resources**
 - **Partner with PAIRIN, OCTO, UDC, DHS, and OSSE to develop data sharing agreements in order to integrate key agency customer performance data into My Journey DC**



FY23 Priorities

- III. Continue to deliver the Mayor's COVID recovery investments (employer-led training grants; IT and healthcare occupational skills training; and Career Coach DC) and prepare for potential shifts in FY24.
- **FY23 Employer Partnership Training Grant Solicitation**
 - Received 6 applications; currently reviewing and plan to make awards in coming weeks
 - **Continue to expand Career Coach DC services and resources, including launch of a community of practice to share learnings and best practices with partner agencies**
 - **Coaching offered in 13 locations throughout DC**



FY23 Priorities

IV. Planning for March 2024 WIOA State Plan submission.

- **Solicitation development underway for contractor to support community engagement, data analysis, and plan creation.**
- **Will leverage Board Committees and work closely with the Mayor's Office of Community Affairs to solicit community engagement.**



Additional Areas of Focus

- **Organizational and team development**
 - Working with The Management Center and George Washington University's Center for Excellence in Public Leadership to support team trainings and management coaching.
- **Awaiting Council appointees to the WIC Board**
 - Antwanye and Ahnna have been meeting with members of the Committee on Executive Administration and Labor
 - *CM Bonds (At-Large), Chairperson*
 - *CM McDuffie (At-Large)*
 - *CM Frumin (W3)*
 - *CM T. White (W8)*
 - *CM Lewis-George (W4)*



V. BOARD DISCUSSION AND BOARD MEMBER UPDATES

ANTWANYE FORD, CHAIRMAN
AHNNA SMITH, EXECUTIVE DIRECTOR



Discussion Items

US Conference of Mayors Winter Conference, January 2023

National Governor's Association Winter Workforce Summit, February 2023

WIC Board Leadership Meeting, January 2023



WIC Board Committees

Executive Committee

Equity and Inclusive Hiring Committee

Policy Committee

Education and Workforce Alignment Committee



VI. PUBLIC COMMENT



VII. ADJOURN



APPENDIX



Conflicts of Interest – WIC/WIOA

From the WIC Policy Manual:

“All WIC members and staff serve a public interest and trust role and have a clear obligation to conduct all affairs in a manner consistent with this concept. All decisions of the WIC are to be based on promoting the workforce system, including employers and jobseekers of the District of Columbia. This policy applies to all WIC members and staff and is intended to supplement, but not replace, any applicable Federal or District laws governing conflicts of interest.”

“WIC board members must be aware of and abide by the WIOA Conflict of Interest Policy in 29 U.S.C. § 3111 (f) which states, “A member of a State board may not: a. vote on a matter under consideration by the State board— i. regarding the provision of services by such member (or by an entity that such member represents); or ii. that would provide direct financial benefit to such member or the immediate family of such member; or b. engage in any other activity determined by the Governor to constitute a conflict of interest as specified in the State plan.”



Conflicts of Interest – WIC/WIOA

“If a board member experiences an actual or potential Conflict of Interest, the board member shall take the following steps:

- Remove him or herself from the topic or issue involving the Conflict of Interest; and
- Not take any action on the impacted topic or issue until the Conflict of Interest has been resolved.

The Conflict of Interest may be resolved by having an independent third party review the actual or apparent Conflict of Interest and issue a written report or statement indicating that it is permissible to proceed with the impacted topic or issue.”



Conflicts of Interest - BEGA

The District's Board of Ethics and Government Accountability (BEGA) is another great resource and source of information regarding what to do if there is a conflict of interest.

[BEGA Policy Manual](#): This is a plain language version, primarily targeted to DC government employees, but there is some useful information for your awareness regarding local regulations.

An individual may also request a Formal Advisory Opinion from BEGA:

Requests for a formal advisory opinion may also be submitted in writing to the BEGA, One Judiciary Square 441 4th Street, NW, 830 South, Washington, DC 20001. It should contain a complete statement of the facts, including your name, address and phone number, your official position, a brief description of your agency, commission or office and the nature of the question.

