



## **Deputy Mayor for Planning and Economic Development, Office of the DHCD (DB)**

---

### **MISSION**

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) supports the Mayor in developing and executing the District's economic development vision.

### **SUMMARY OF SERVICES**

DMPED assists the Mayor in the coordination, planning, supervision, and execution of programs, policies, proposals, and functions related to economic development in the District of Columbia. DMPED sets development priorities and policies, coordinates how the District markets itself to businesses and developers, and recommends and ensures implementation of financial packaging for District development, attraction, and retention efforts. DMPED also works to achieve its mission by focusing on outreach to the business community and neighborhood stakeholders, and by forging partnerships between government, business and communities to foster economic growth for residents of the District of Columbia.

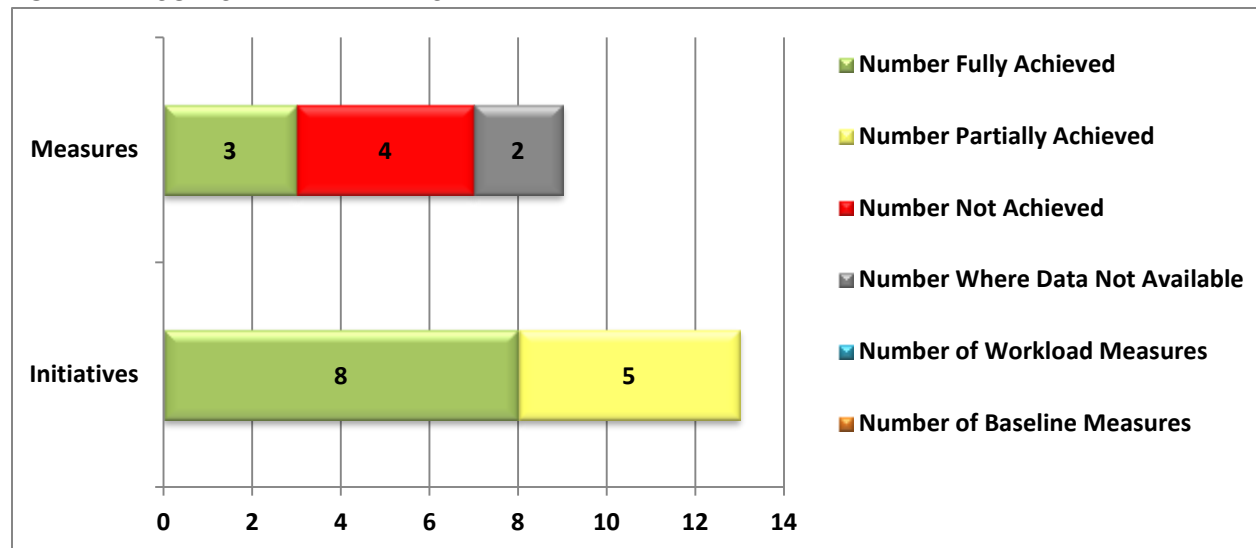
### **ACCOMPLISHMENTS**

- ✓ Economic development trade mission to China in June 2012
- ✓ Long awaited demolition of Skyland Shopping Center in September 2012 3.
- ✓ Release of the Five Year Economic Development Strategy in September 2012

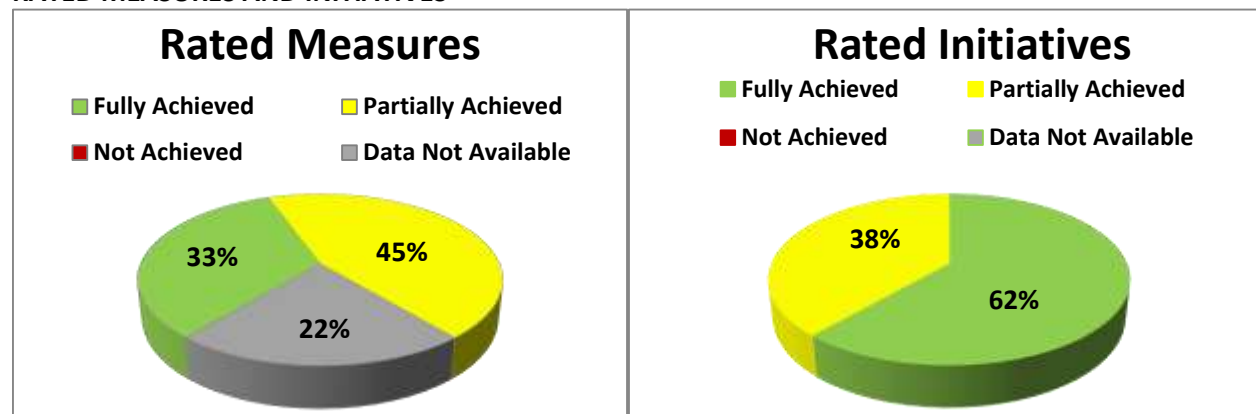


## OVERALL OF AGENCY PERFORMANCE

### TOTAL MEASURES AND INITIATIVES



### RATED MEASURES AND INITIATIVES



**Note:** Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



## Performance Initiatives – Assessment Details


### Performance Assessment Key:

 Fully achieved     Partially achieved     Not achieved     Data not reported


### Agency Management

#### **OBJECTIVE 1: Manage and deliver the District's economic development programs and projects.**


##### **INITIATIVE 1.1: Increase portfolio of industrial revenue bond transactions.**

-  **Response to Initiatives:** The DC Revenue Bond Program surpassed its goals for FY 2012 closing 12 bond deals during the fiscal year. The total dollar value of deals closed was just over \$321 million. Of those 12 closed deals, 5 were conversions of older bond deals that now have program fees. Additionally, during the fiscal year, the IRB team participated in several different public seminars to help increase the knowledge of industrial revenue bond transactions as a financing tool. (Fully Achieved)

##### **INITIATIVE 1.2: Increase the Outreach to the retailers along the H Street Corridor to become aware and knowledgeable of the H St NE Grant Program.**

-  **Response to Initiatives:** In Fiscal Year 12, DMPED increased its outreach efforts to the retailers along the H Street Corridor by providing relevant information about the H Street NE Retail Priority Project Grant (RPAG) through DMPED's website and other mediums. Additionally, an online application process was started for easier submission of grant applications. Informational sessions were held within the corridor during the fiscal year to educate the public about the H Street RPAG and its requirements. DMPED continued to partner with numerous agency partners during the fiscal year including the Department of Small and Local Business Development, the Department of Transportation, the Department of Consumer & Regulatory Affairs (DCRA) and the Office of Tax & Revenue (OTR). During FY 12, DMPED collaborated with DCRA and OTR on developing an internal process to check each applicants "clean hands" status, and thereby, eliminated extra costs to the applicants. (Fully Achieved)

##### **INITIATIVE 1.3: Continue Progress on the Great Streets Program.**

-  **Response to Initiatives:** During FY 12, the Great Streets Program initiated the H Street NE Retail Priority Project Grant to attract new businesses to the corridor and to support existing businesses already. Additionally, funding became available during FY 12 to create the grant programs for the Georgia Avenue and Pennsylvania Avenue corridors. Grant solicitations for these corridors were released in FY 13. (Fully Achieved)



#### **INITIATIVE 1.4: Continue making progress relative to the New Communities initiative.**

**Response to Initiatives:** During FY 12, a number of measures were accomplished relating to the identification of offsite housing and accomplishment of New Communities site development milestones. Specifically:

- For Barry Farm, significant progress was made on Sheridan Station Phase III. This project is targeted to break ground in Summer 2013. The Request for Qualifications/Proposals for Barry Farm was released in September 2012 and responses are due in March 2013. Additionally, DMPED continued to work with the Department of General Services on the draft design/development documents for the new Barry Farm Recreation Center. Construction is anticipated to commence in Summer 2013.
- For Lincoln Heights/Richardson Dwelling, construction of 24 of the 29 units for of Phase I of the Eden Place at Beulah Crossing project is complete and 10 units have been sold to date. Construction for 4800 Nannie Helen Burroughs Avenue began in January 2012 and is scheduled to be completed in May 2013. Negotiations continue for the Land Disposition Agreement for 5201 Hayes Street.
- For Northwest One, A small area plan has been developed in coordination with the Office of Planning. Additionally, DMPED worked with the development team for SeVerna Phase II to identify a proposed number of replacement units for Northwest One as part of the SeVerna II project in exchange for a subsidy towards development of the project. DMPED loan documents were executed in December 2012 and the project broke ground in January 2013.
- For Park Morton, construction of “The Avenue” was completed during FY 12 with 27 low income units being provided for existing Park Morton families.

For human capital, • Workforce Development – In each of the New Communities, the providers have met their goal in ensuring that career assessments identifying industry related fields has been completed by residents and continues to be an ongoing objective as deemed necessary. DOES continues to partner with DMPED’s Human Capital program on offering much needed resources and training opportunities for residents of the New Communities. DOES has presented their list of services and resources, (i.e.: SYEP program enrollment information) during the New Communities Advisory Council meetings. DOES also provided onsite services to the Barry Farm community on a monthly basis throughout FY’12. Through Bank on DC , over 75 residents throughout the New Communities have received financial literacy and opened bank accounts during the previous fiscal year. • Youth Employment and Education - Youth Development programs are funded by DMPED’s Human Capital program and offered in the New Communities. Providers of each respective ‘Youth Development’ organization, works closely with the case management providers in the communities in an effort to ensure they are targeting the appropriate youth for services. The case management providers meet with the heads of households, both in case management and non-case management to ensure that their children are engaged in age appropriate programs. The case managers also assist the families and youth with completing the SYEP application process. The case management providers also ensure that there is consistent engagement with the youth development



grantees where youth of the New communities is concerned. The DMPED Human Capital team conducts site visits, reviews the monthly and close out reports of the youth development and wellness grantees, and speaks to the families regarding their level of involvement and satisfaction with the programs in place. The interest and participation by youth continues to increase, and the families involved continue to support the involvement of youth development and wellness programs throughout the New Communities.

- **Safety & Security** - Morton's Public Safety Concerns are addressed by the District of Columbia Housing Authority Police Department along with the Metropolitan Police Department. The New Communities Advisory Council the New Communities invites residents to assist on the Public Safety Committee during the monthly New Communities meetings. DCHA-PD, MPD and WMATA –PD consistently attend the New Communities Advisory Council meetings and provide updates on the latest crime statistics, along with actions taken to resolve criminal activity in and around the community. The Public Safety representatives also provide phone numbers for outreach; and, dates, times and locations of the PSA meetings are provided by MPD.
- **Physical and Mental Health** - The case management providers within each of the New Communities refer residents who are enrolled in case management and non-case management residents, to Community Based Organizations (CBO's) providing assessments and treatment options for substance abuse. Addiction Prevention and Rehabilitation Administration (APRA) providers participated in the annual Health fair for New Communities sites.
- **Senior Health and Programming** – Community wellness programs are funded by DMPED's Human Capital program and offered in the New Communities. Providers of each respective 'Wellness' organization, works closely with the case management providers in the communities in an effort to ensure they are targeting the appropriate seniors for services. The case management providers meet with the seniors both in case management and non-case management to ensure that their immediate concerns are being addressed related their housing and health. The case management providers also ensure that at least one time annually, there is a level of emergency preparedness training that is rendered in the community in addition to the annual Health fair. The emergency preparedness training is provided by DHSEMA and they always provide Emergency Supply kits to the New Communities residents concluding their training. **(Partially Achieved)**

#### **INITIATIVE 1.5: Continue to move forward on large scale planning and development projects**

**Response to Initiatives:** During FY 12, DMPED made significant strides in moving forward the large scale planning and development projects: the Walter Reed Army Medical Center and the St. Elizabeths East Campus. For the Walter Reed project, the draft final reuse plan was approved by the Local Redevelopment Authority (LRA) in January 2012 and approved by the DC Council in July 2012. The reuse plan was submitted in a timely fashion to the U.S. Department of Housing and Urban Development in August 2012. Due to a delay in funding availability, the LRA was not able to solicit development advisory services to develop the master developer request



for qualifications until the beginning of FY13. The RFQ was recently issued on January 31, 2013. The following items were completed in FY 12 for the St. Elizabeths project:

- the master, transportation and conceptual infrastructure plans were completed in June 2012;
- historic stabilization work on a number of buildings on campus began in the Winter of 2012;
- the Phase One Development Solicitation was released in the fall of 2012 but is currently postponed; and
- Ongoing coordination with General Services Administration, DHS, local officials, community members, and the Mayoral-Appointed Advisory Board.

### **Partially Achieved**

#### **INITIATIVE 1.6: Promote the preservation of affordable housing through the rehabilitation and new construction of housing that includes affordable units for District residents of all incomes.**

**Response to Initiatives:** In FY 12, we have 6 completed projects that produced 219 market rate units and 237 affordable units. In addition, there are 30 projects that are under construction and they are expected to bring in 2,220 market rate units and 976 affordable units for the District. (Partially Achieved)

#### **INITIATIVE 1.7: Promote compliance with the Affordable Housing Clearing House Directory Act of 2008.**

**Response to Initiatives:** In FY 2012, DMPED led a strategic plan committee that is in the process of 1) evaluating the current system, along with OCTO, that was built with Quick Base, a web based program about 2 years ago; 2) identifying the areas that need to be improved in order to achieve higher stakeholder participation, data accuracy and reporting capability; 3) developing a strategic plan in order to streamline the process of data collection and information integration. The redeveloped system will consolidate all affordable housing inventories of the DC Housing Authority, DC Housing Finance Agency, Office of Planning, Department of Housing and Community Development, Deputy Mayor for Planning and Economic Development and Deputy Mayor for Health and Human Services cluster agencies for efficient data repository and easy reporting access to support press requests, Council hearings and performance management. We anticipate completing many of these items in FY14 along with identifying additional funding needed to support this initiative. (Partially Achieved)

### **OBJECTIVE 2: Help businesses relocate to and expand within the District of Columbia, generating jobs that can be held by District residents.**

#### **INITIATIVE 2.1: Provide business development training and opportunities to HUBZone certified companies located in the District of Columbia.**

**Response to Initiatives:** In FY12 DMPED worked with DSLBD and the federal Small Business Administration to launch HUBDC, a national pilot program that publicized advantages of HUB Zone certification to District small businesses. This collaboration



with SBA marks the first coordinated effort in recent memory to help District businesses in lower-income communities obtain federal contracts. Now that HUBDC has launched, DSLBD manages the program on a day-to-day basis. (Fully Achieved)

**INITIATIVE 2.2: Expand the local technology sector.**

- **Response to Initiatives:** In FY12, DMPED attracted Fortify.vc into the District, which was the first technology accelerator in the Washington region. DMPED also worked with Council to pass the Social E-Commerce Act of 2012, establishing performance-based incentives to retain LivingSocial, and the Technology Sector Enhancement Act, improving the DC Tech Incentives program in ways that particularly benefited startups. DMPED also worked with the Department of Employment Services to enroll 10 technology businesses in the Summer Youth Employment Program through a targeted pilot program. (Fully Achieved)

**INITIATIVE 2.3: Reinvigorate the Workforce Investment Council to provide oversight of the District's workforce system.**

- **Response to Initiatives:** During FY 12, the Workforce Investment Council (WIC) established quarterly public meetings of the full WIC Board to ensure that all decisions are carried out in a fair and transparent manner. Working with other District agencies, the WIC developed a new Memorandum of Agreement (MOA) for the DC American Jobs Center (DCAJC) network that will ensure cross-program coordination and increased service levels through one-stop career centers. The WIC also took significant steps to improve youth services, designing a new performance-based grant structure for year-round in-school and out-of-school youth programs. Finally, the WIC convened a Workforce Intermediary Task Force charged with making recommendations to the Mayor and the Council on a range of issues relating to the implementation of the pilot project, which released its final recommendations in February 2012. These recommendations were adopted by the Mayor and Council and funding for a pilot project was identified as part of the FY13 budget process. (Fully Achieved)

**OBJECTIVE 3: Demonstrate the viability of the communications department as a means to better manage internal communications, affect media coverage and influence stakeholder management.**

**INITIATIVE 3.1: Update project information as highlighted under the "development projects" tab of the website.**

- **Response to Initiatives:** During FY 12, DMPED reviewed, edited and updated content under the "development projects" tab of its website. Information that was out of date was updated to ensure that the current content provides accurate information to website visitors. (Fully Achieved)



**INITIATIVE 3.2: Produce content as needed to keep DMPED staff informed.**

- **Response to Initiatives:** In FY2012, DMPED developed an internal process for tracking legislation, solicitations, and community meetings which we are currently utilizing. Further, DMPED is currently working on a formalized method of communicating more effectively with its stakeholders. (Partially Achieved)

**INITIATIVE 3.3: Continue to provide forums for regular economic development updates on projects to communities across Washington, D.C.'s eight wards**

- **Response to Initiatives:** One of the hallmarks of the last fiscal year was the opportunity to meet with numerous Advisory Neighborhood Commission members and community organizations from all over the District. DMPED has engaged in these conversations to better understand the history and challenges certain projects have faced and to forge key relationships with community members in the process. We continue to engage with Ward Council members, ANC's and other organizations as part of our process during the creation of new development solicitations. Additionally, we provide regular updates on our entire inventory of active projects via participation of Economic Development Roundtables. (Fully Achieved)





## Key Performance Indicators – Details

### Performance Assessment Key:

● Fully achieved     
 ● Partially achieved     
 ● Not achieved     
 ● Workload measurement

	KPI	Measure Name	FY 2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program	
	●	1.1	Ratio of private funds to public funds leveraged through DMPED projects	3:1	3:1	3:1	No Data (6.7:1)	No Data	
	●	1.2	Percentage of Subgrantee's budget spent on programmatic costs	85%	65%		No Data (0% New grant program no programmatic costs)	No Data	
	●	1.3	Percentage of scheduled monitoring reports as defined in agency monitoring plan completed for each grant awarded	95%	100%		37.50%	37.50%	
	●	1.4	Number of affordable housing units developed	0	0		424	0% (No target provided)	
	●	2.1	# of jobs created for DC residents	1,240	5,973		7,564	126.64%	
	●	2.2	# of square feet of retail space created	337,600	300,000		2,038,885	679.63%	
	●	2.3	# of grocery stores per capita	12,360	0		12,359.92	0% (No target provided)	
	●	2.4	Sq footage of shopping center retail space per capita	8.6	0		8.2	0%	



	KPI	Measure Name	FY 2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program
●	3.1	# of economic development community meetings held	80	55		60	109.09%	