

[PLAN]DC

THE DC OFFICE OF PLANNING



JOBS + COMMERCE

OVERVIEW

The District has a strong and growing economy. Most jobs are concentrated in government, professional and business services (lawyers, architectural services, engineering services, accounting services, etc.), hospitality and tourism, healthcare and life sciences, and social impact jobs (non-profit organizations, issue advocacy, social enterprises, etc.). The District's workforce has one of the highest levels of educational attainment in the nation which has fueled diversification and growth. However, economic prosperity has not reached all people equally. Unemployment rates are three times higher for people whose highest level of educational attainment is high school compared to those with bachelor's degrees. Recognizing the importance of jobs and commerce, the Comp Plan includes an Economic Development Element. A major goal of the Element is to better connect residents to jobs and economic opportunities, particularly in disadvantaged communities. Many of the Element's policies aim to increase access to quality jobs while simultaneously leveraging opportunities to expand and diversify the economy.

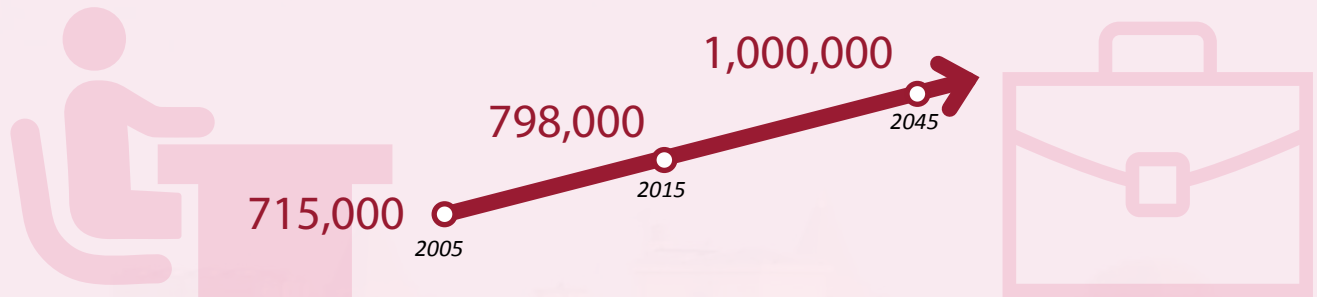


COMMUNITY ENGAGEMENT OUTCOMES

As the District's population continues to increase, the need to diversify the economy, plan for job growth, foster small business success, and sustain neighborhood commercial districts is more important than ever. This concern was reflected by community members during the seven "Plan DC" citywide community meetings in the fall of 2016 and also throughout various engagement forums last year. Community members voiced their desire to ensure that jobs provide opportunities for persons with a variety of education and skill levels. There was interest in promoting small businesses and entrepreneurship, increasing neighborhood serving retail, providing educational opportunities to support career pathways, and increasing housing production at all price points. In addition, there was a strong desire to increase access to opportunity for all residents, regardless of income level, educational attainment or race/ethnicity. Participants called for better schools, high quality public education, increased job training opportunities, and local hire requirements, among other priorities. Overall, there was general agreement that the District's recent growth will continue to expand job opportunities but that growth should benefit all residents.

BACKGROUND + FACTS

OF JOBS



Source: State Data Center Cooperative Forecast, State Data Center, Data Roundtable Presentation

JOBS IN THE REGION COMPARED TO THE DISTRICT

3.28 MILLION

jobs in the Metro region

25%

are in DC

Source: Data analyzed from Bureau of Labor Statistics, BLS, State Data Center, Data Roundtable Presentation

DC RESIDENTS THAT WORK IN DC

75%

of employed DC residents work in DC.

INCOME GAP

5% of residents make **52 TIMES** the income of the bottom 20% of residents

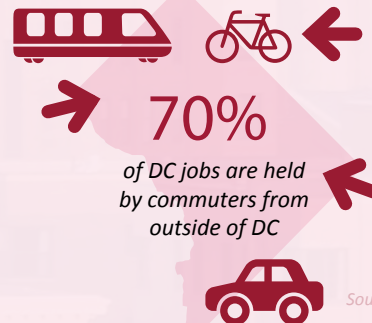


Source: "A City Breaking Apart: The Incomes of DC's Poorest Residents Are Falling, While Economic Growth is Benefiting Better-Off Residents." DC Fiscal Policy Institute, 25 February 2016.

COMMUTERS INTO DC

70%

of DC jobs are held by commuters from outside of DC



Source: U.S. Census

TAXABLE SALES

\$12.7 BILLION

in taxable retail and restaurant sales in 2016 representing a 28% increase over 2010 sales.

Source: WDCEP 2016 Development Report



UNEMPLOYMENT

8.7%

6.1%

2012

2016



Source: Bureau of Labor Statistics

COMP PLAN DIRECTION

The Comp Plan addresses the future of the District's economy and the creation of economic opportunity for current and future District residents. The Economic Development Element provides much of the policy direction, but economic development is also a key part of Land Use, Transportation, Housing, and other Plan elements. Comp Plan policies and programs seek to sustain core industries, attract new and diverse industries, accommodate future job growth, foster the success of small businesses, revitalize neighborhood commercial centers, improve resident job skills, and help a greater number of District residents find and keep jobs in the Washington regional economy. Examples of the current policy direction on jobs and commerce from the Comp Plan are as follows.

DIVERSIFY AND GROW THE DISTRICT ECONOMY.

Since the city is growing and will continue to grow into the future, the Comp Plan identifies the need to stabilize and diversify the District's economy. This includes policies and programs that support large industries that form the base of the District's economy. These policies also include recommendations to support industries like technology, non-profit advocacy and the creative arts that can expand economic opportunities.

Examples:

Policy ED-1.1.2: Economic Linkages. Leverage the potential of core industries to provide new employment opportunities, particularly the growth of businesses that supply essential goods and services to the government, universities, hospitals, law firms, hotels, non-profits, and other major employers in the city.

Policy ED-1.1.3: Diversification. Diversify the District's economy by targeting industries with the greatest potential for growth, particularly technology-based and creative industries, retail, international business, and the building trades.

ENSURE SPACE FOR ALL MARKET SEGMENTS.

The large expected growth in jobs will necessitate the construction of additional space for new jobs. At the same time, technology is reshaping the way we work, impacting the demand for space and patterns of commerce. The location and amount of employment-related development must also be balanced with the need for housing and land for public uses and infrastructure. The Comp Plan provides policies to guide the growth of major industries to achieve a balanced economy and maximize access to jobs for District residents.

Examples:

Policy ED-2.3.4: Lodging and Accommodation. Support the development of a diverse range of hotel types, serving travelers with varying needs, tastes, and budgets. New hotels should be encouraged both within Central

Washington and in outlying commercial areas of the city, particularly in areas which presently lack quality accommodation.

Policy ED-2.4.1: Institutional Growth. Support growth in the higher education and health care sectors. Recognize the potential of these industries to provide employment and income opportunities for District residents, and to enhance the District's array of cultural amenities and health care options.

Policy ED-2.5.1: Industrial Land Retention. Retain an adequate supply of industrially zoned land in order to accommodate the production, warehousing, distribution, light industrial, and research and development activities which sustain the local economy, support municipal services, and provide good employment opportunities for District residents.

PROMOTE SMALL AND LOCALLY-OWNED

BUSINESSES. Small and locally-owned businesses are an important part of what makes the District's neighborhood commercial areas thrive. They also catalyze neighborhood renewal, provide local jobs, and sustain the diversity of shopping areas. The Comp Plan includes policy direction to support small and locally-owned businesses, including providing access to capital, encouraging the creation of small business incubators, as well as promoting business growth and assisting businesses that are displaced.

Example:

Policy ED-3.2.1: Small Business Retention and Growth. Encourage the retention, development, and growth of small and minority businesses through a range of District-sponsored technical and financial assistance programs.

Policy ED-3.2.2: Small Business Incubators. Provide low-cost rental space ("incubators") for small, home-grown businesses and start-up companies, particularly companies that are responsive to technological and economic innovation in the marketplace. A variety of spaces should be considered for business incubators, including vacant storefronts and surplus public buildings.

Policy ED-3.2.3: Access to Capital. Expand access to equity, debt capital, long-term debt financing, and small business loans for small and medium-sized businesses. These tools should be used to leverage private investment in facade improvements, new and expanded business ventures, streetscape improvements, and other outcomes that help revitalize commercial districts and generate local jobs.

INCREASE ACCESS TO JOBS AND

EMPLOYMENT. The District’s economic development agenda needs to create good quality jobs for District residents. The policies and programs in the Comp Plan are aimed at increasing access to employment opportunities, increasing workforce development, improving the educational attainment levels of District residents, and providing transportation access to District jobs.

Example:

Policy ED-4.1.2: Career-Oriented Curriculum. Encourage the DC Public Schools and Public Charter Schools to continue to provide career magnet campuses, such as McKinley Technology High School and Marriott Hospitality Charter School. District government will advocate on behalf of its residents for expanded vocational training within its public schools.

Policy ED-4.1.6: Agency Coordination. Promote collaboration between the District’s education, human services, juvenile justice, and workforce development agencies to better serve the city’s youth, reduce barriers to employment, and connect District students with education and training opportunities that lead to successful employment.

Policy ED-4.2.3: Focus on Economically Disadvantaged Populations. Focus workforce development efforts on economically disadvantaged communities, particularly those with many unemployed or marginally employed residents. Assistance should also be focused on groups most in need, including persons with limited work skills, single mothers, youth leaving foster care, ex-offenders, and persons with limited English proficiency.

