



E M P L O Y E R

100 

E N G A G E M E N T

A report summarizing the Bowser Administration's year-long dialogue with an initial collection of Washington, DC's largest, fastest growing and most innovative employers.

WE HEAR YOU.

What is Employer Engagement 100?

Embedded in the fabric of the city of Washington, DC are institutions large and small that shape the culture and vibrancy of our great city. The Deputy Mayor's Office for Planning and Economic Development (DMPED) connected with more than 100 DC-based businesses, institutions, and organizations in 2018, to learn why they love DC and what the DC of tomorrow could look like.

A representative sample of DC's largest and fastest growing companies were selected to share their input for the initial pilot program.

This report highlights the results of those conversations and the District of Columbia's commitment under the Bowser Administration to creating an equitable, inclusive, and thriving economic community for the city, by the city.

Colleges & Universities



Universities Included:	8*
Est. revenue:	\$4.3B
Est. no. of employees:	22,000

Colleges and universities add a dynamism to the talent, research, and ideas that help shape the foundation of Washington, DC's business community.

OPPORTUNITIES FOR SUPPORT

- Increase workforce development initiatives
- Improve permitting process and regulatory requirements
- Improve communication between city government and universities
- Provide more job and internship opportunities for students in the tech and innovation sector

WORK IN PROGRESS

- Increasing partnerships through programs including DC Anchors Partnership, DC Fed Tech, SYEP, and Mentoring for Mature Businesses.

Healthcare



Hospitals included:	7*
Est. revenue:	\$10B
Est. no. of employees:	27,000

The healthcare industries of Washington, DC leverage a diverse talent pool and gain access to top universities for talent development, research, and partnerships.

OPPORTUNITIES FOR SUPPORT

- Increase access to public transit and reduce congestion
- Provide additional ecosystem building and networking events through partnerships
- Expand the role of hospitals in improving health and wellness programs in the DC community

WORK IN PROGRESS

- Examining ways to support, recruit, and retain businesses in the healthcare and technology cluster.

Professional Services



Organizations included:	12*
Est. revenue:	\$188B
Est. no. of employees:	50,000

Washington, DC provides an ideal environment for service based businesses in close proximity to the right mix of clients, decision makers, and US legislators.

OPPORTUNITIES FOR SUPPORT

- Increase tech training starting at the primary school level
- Narrow the talent gap through increased cybersecurity and tech-based programs

WORK IN PROGRESS

- DC is fostering local partnerships with startups, universities, and government entities to expand local public/private partnerships related to workforce development programs.

EMPLOYER

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ENGAGEMENT

Hospitality & Tourism



Hospitality groups included: 8*
Est. revenue: \$81B
Est. no. of employees: 27,000

Free world-class museums, art, and federal buildings fuel one of DC's largest business sectors: hospitality and tourism. Travel continues to thrive as the city expands and grows. DC's proximity to other large cities, and access to top educational institutions provide an added touch for this industry.

OPPORTUNITIES FOR SUPPORT

- Improve talent acquisition, training programs, and time-to-hire of qualified candidates
- Examine employee retention best practices
- Increase childcare support and investments
- Improve public transportation options in off-peak hours

WORK IN PROGRESS

- Building an integrated relationship between DMPED, Department of Employment Services (DOES), and the Hotel Association of Washington, DC.

Media & Communications



Companies included: 5*
Est. revenue: \$921M
Est. no. of employees: 5,500

As the gathering place for international and national leaders, researchers, and subject matter experts, Washington, DC provides access to resources, peers, and business networks vital to the media industry.

OPPORTUNITIES FOR SUPPORT

- Improve talent retention
- Increase local partnerships to create opportunities to DC residents/students

WORK IN PROGRESS

- DC is working with agencies to match talent to job openings in the mass communications sector.

Fastest Growing Companies



Companies included: 20*
Est. revenue: \$2.08B
Est. no. of employees: 27,000

DC-based tech and innovation businesses can tap into top and diverse talent pools and gain direct access to federal and local ecosystems. Also, investors see increased opportunity in ROI compared to companies based in the Bay Area due to comparatively lower cost of living.

OPPORTUNITIES FOR SUPPORT

- Improve aging real estate portfolio to accommodate tech industry
- Emphasize and expand on the current diverse talent pool in DC
- Re-examine DC Taxes and Incentives
- Expand short-term lease opportunities

WORK IN PROGRESS

- Improving the Department of Consumer and Regulatory Affairs (DCRA) permitting process and user experience.

Nonprofit Organizations



Organizations included: 8*
Est. revenue: \$6.3B
Est. no. of employees: 28,000

For nonprofits, being based at the global epicenter of advocacy allows for partnerships with local government and other nonprofits which help accelerate their missions forward.

OPPORTUNITIES FOR SUPPORT

- Increase public transit and parking access
- Provide additional talent acquisition assistance
- Increase affordable housing
- Enhance local engagement efforts across all 8 Wards through public/private partnerships

WORK IN PROGRESS

- City officials are connecting with WMATA and DDOT to ensure DC's transit systems and traffic flow are reliable and efficient.

Technology



Organizations included: 17*
Est. revenue: \$741B
Est. no. of employees: 4,500

For technology-focused businesses, Washington, DC provides many amenities that benefit employees, heavy support of the start-up community, and a strong security technology ecosystem.

OPPORTUNITIES FOR SUPPORT

- Consider modifying capital tax gains compared to regional jurisdictions
- Attract more experienced tech talent
- Incentivize private developers to modernize their commercial real estate offerings
- Cultivate DC-based tech CEO events and ecosystems
- Expand tech executive roundtables for other sectors

WORK IN PROGRESS

- DC is fostering local partnerships with startups, universities, and government entities.

Retail



Organizations included: 5*
Est. revenue: \$741B
Est. no. of employees: 4,500

Washington, DC's increased tourism and decade-long residential boom has led to significant growth in retail hubs across the city.

OPPORTUNITIES FOR SUPPORT

- Explore best practices to improve brick and mortar traffic
- Provide greater insight into DC demographics and wards
- Increase workforce development programs

WORK IN PROGRESS

- Connecting retailers to local makers
- Showcasing innovations of big-box retailers

Employer Engagement PROGRESS



Throughout 2018, DMPED and partners worked to understand and respond to DC employers' concerns, priorities, and ideas. Some of the most impactful engagements and responses are included below.



Together with the Washington DC Economic Partnership, DC hosts the first-ever #WeDC Fest, mirroring its activation at South by Southwest featuring 150 speakers and local entrepreneurs.



Connect.DC and DC agencies partner to provide advanced technology training opportunities to youth and adults.



Mayor Bowser kicks off the transformation of the former Thaddeus Stevens Elementary School into a DCPS Early Childhood Education Center.



The Department of Employment Services launches the DC Talent Initiatives to partner with local, regional, and national businesses to expand the pipeline for young adults into professional services, technology, and media/communication.



DC invests an additional \$12.5 million in childcare including a \$2.5 million refundable tax credit for up to \$1,000 per child in DC childcare and \$10 million in payments to DC child care providers.



Mayor Bowser signs a bill to fully fund Metro with a proposal of \$178.5 million per year from FY19 to FY 2059.



The Housing Production Trust Fund investments increase each year from \$58.6 million in FY15 to \$167.6 million in FY18.



By 2025, the Bowser Administration plans to produce 36,000 total units of housing in DC alone and 240,000 units across our region.



DCRA launches DC Property & Permit Center Portal, a one-stop shop for permits.



DMPED, in partnership with the DC Chamber of Commerce, holds health technology roundtables with stakeholders from startups, academia, researchers, policy makers, and the health industry to improve health tech.