



EMPOWERING

Key Background and Context

Regional forecasts indicate that the Washington DC region will add 1 million jobs in the next 30 years and that the regional population will grow by 1.9 million people from 4.9 million to 6.8 million. ¹

Two thirds of those jobs are projected to be in service industries such as (1) engineering, computer and data processing; (2) business services; and, (3) medical research. What can be done to help people gain access to the jobs of today and prepare for the jobs of tomorrow?

First Source Facts

The First Source Program, established in 1984 and administered by the Department of Employment Services (DOES), ensures that projects developed in whole or in part with District of Columbia funds, or with other funds which the District administers, give priority to District residents for newly created jobs.

The law requires all beneficiaries of contractual agreements totaling \$100,000 or more to enter into a First Source Agreement with DOES by which **51% of new hires must be district residents**. In addition, contractual beneficiaries must utilize DOES as a first source for recruitment, referral, and placement of employees.

While the program is intended to increase District residents' access to these new jobs, it has not yet reached its full effectiveness and has historically only averaged about a 35% District new hire compliance rate.

Under Mayor Gray's leadership significant improvements have been made to the program:

- DOES created a Job Matching Division and a Quality Assurance Division;
- DOES recently launched an electronic compliance database which allows DOES to capture First Source data in a timely manner, track employers' performance and new hires, and improve its ability to identify non-compliant employers;
- In February 2011, Mayor Gray strengthened the program by elevating additional oversight responsibilities to the Deputy Mayor for Planning & Economic Development, including referring and recommending monetary fines and sanctions to any contractor that violates First Source.

These improvements are first steps toward strengthening this important program for District residents and employers.

¹ **Source:** Metropolitan Washington Council of Governments, Growth Trends to 2030: Cooperative Forecasting in the Washington Region



Occupations in High Demand

The highest growth occupations in District and the region are shown below, separated by occupations requiring a high school diploma or GED and those requiring a college degree.

High school diploma or GED occupations that are expected to be in high demand:			
CATEGORY	AVG ANNUAL OPENINGS	OCCUPATIONS	TRAINING
Service Occupations	3,600 DC 4,000 DC region	Security Guards, Janitors & Cleaners, Waiters & Waitresses, Food Preparation & Serving Workers, Maids & Housekeeping Cleaners, Home Health Aides, Police & Sheriff's Patrol Officers, Detectives & Criminal Investigators, Dining Room & Cafeteria Attendants & Bartender Helpers, Dishwashers, Counter Attendants	Mostly short-term on-the-job training, some long-term on-the-job training
Office & Admin. Support	2,200 DC 3,700 DC region	Executive Secretaries & Administrative Assistants, Customer Service Representatives, Office Clerks, General, Receptionists & Information Clerks, Information & Record Clerks, Managers of Office & Administrative, Secretaries, Bookkeeping, Accounting, & Auditing Clerks	Mostly short-term to moderate-term on-the-job training
Sales & Related Occupations	520 DC 1,000 DC region	Cashiers, Retail Salespersons	Short-term on-the-job training
Mgt., Business, & Financial	260 DC 500 DC region	Purchasing Agents, Compliance Officers	Long-term on-the-job training
Prof. & Related Occupations	220 DC 270 DC region	Teacher Assistants, Social & Human Service Assistants	Short-term and moderate-term on-the-job training
Inst., Maintenance, & Repair	130 DC 500 DC region	Maintenance & Repair Workers, General	Moderate-term on-the-job training

College degree occupations that are expected to be in high demand:			
CATEGORY	AVG ANNUAL OPENINGS	OCCUPATIONS	TRAINING
Associate degree	1,300 DC 2,500 DC region	Computer Specialists, Paralegals and Legal Assistants, Registered Nurses, Legal Secretaries	
Bachelor's degree	4,300 DC 12,000 DC region	Business Operations Specialists, Accountants and Auditors, Public Relations Specialists, Network and Computer, Systems Administrators, Network Systems and Data Communications Analysts, Computer Systems Analysts, Computer Software Engineers, Applications, Human Resources, Training, and Labor Relations Specialists, Market, Research Analysts, Teachers and Instructors, Writers and Authors, Editors, Employment, Recruitment, and Placement Specialists, Elementary School Teachers, Computer Software Engineers, Systems Software Engineers	
Bachelor's degree, plus work exp.	2,200 DC 2,500 DC region	General and Operations Managers, Management Analysts, Financial Managers, Chief Executives, Administrative Services Managers, Computer and Information Systems Managers	
Professional degree	1,700 DC 1,100 DC region	Lawyers, Social Scientists and Related Workers, Political Scientists, Economists	

Source: DC Department of Employment Services

Ward 8 has been hit harder by the recession than any other part of the city. In 2007, before the current economic downturn, Ward 8 had the highest unemployment rate in the city at 14.3%. Four years later as the downturn has continued, Ward 8's rate is still the highest in the city, but it has jumped to 24.2%.

Of all Ward 8 businesses, only 50 employed more than 50 employees apiece. Seventy-seven percent of the remaining businesses employed between 1-5 people, further emphasizing the role of small/micro businesses play in the local economy.

In 2007, there also were 62 non-profits in the Ward, 54 of which employed fewer than 25 employees. The non-profit sector as a whole employed 1,778 people, and 1,357 of those (76%) are employed by four large non-profit organizations. Over the next five years, as a result of current and planned development, the District expects the private sector to create approximately 7,000 new jobs at nearly 500 new establishments in Ward 8. In particular, the top employment sectors for those jobs are expected to occur in area shown in the table below:

SECTOR	PROJECTED NUMBER OF NEW JOBS	PROJECTED NUMBER OF NEW ESTABLISHMENTS
Health Care & Social Assistance	2,698	98
Transportation, Warehousing, & Utilities	1,303	4
Administrative Services	563	27 (5 in investigation and security services)
Professional & Technical Services	291	48 (12 in computer systems design)
Education Services	209	18 (majority in elementary & secondary educ.)

Source: DC Department of Employment Services

Today's Summit Discussion: What does this mean for Ward 8?

Although some new jobs in Ward 8 are forecasted for the short-term (3-5 years) and some for the long-term (5-15 years), the vast majority of jobs for Ward 8 residents for the foreseeable future will still be found in other locations throughout the District and the region. Investments in workforce development should be focused on both securing initial jobs as well helping to build a career ladder -- a clear pathway for continued progression to more challenging and more skill-based jobs with higher pay. For example, securing an entry-level job as a home health aide and then completing additional education to become a registered nurse.

Improving Ward 8 residents' access to education, job training, and job opportunities will be very important for the immediate and long-term future in order to ensure that un- and underemployed residents have the skill sets needed for high demand jobs. Addressing barriers to employment, such as former incarceration and substance abuse, must also be part of the strategy. Finally, the multiple factors that affect an individual's ability to get and maintain a job – childcare, transportation, housing, health – must be recognized and addressed comprehensively as part of an overall economic development strategy.

Jobs and economic development are two of the Mayor's top priorities and critical components of the "One City" vision. The District government is committed to improving our residents' readiness for jobs, particularly those who are unemployed or underemployed. We can't do it alone. It will take innovation and leadership by the private sector and government, strong partnerships with non profits and community organizations. As important, it will take the individual contributions by residents to assist themselves, a relative, a friend or a neighbor along the path to employment. At today's Community Summit, we want to discuss specific ways for all of these stakeholders to help unemployed and underemployed residents of Ward 8 become more job-ready for the jobs in key growth areas over the next 1-2 years.



Public Worksession Participants. Source: DCOP



Public Meeting Participants. Source: DCOP



Sector Spotlight: Department of Homeland Security



The US Department of Homeland Security (DHS) headquarters on the West Campus of the historic Saint Elizabeths Hospital will consolidate 14,000 current DHS employees from other office locations in the region to work at the new headquarters. While

very few new jobs at the department's headquarters will be created with this move, the development itself will create some employment and small business opportunities.

DHS and the homeland security industry is growing in the nation and in our region. Area of projected new job growth range from security to administrative support to information technology. In addition, there will be the need for support services for regional DHS office locations, such as food service, landscaping, and building security. Finally, the development of the East Campus of Saint Elizabeths provides an opportunity for indirect jobs related to the homeland security industry and support services.

The District is currently researching the "DHS Economy" to understand what employment and business opportunities are available now and will be available in the future. Part of this work includes developing a strategy to link these opportunities to the residents and businesses in Ward 8. As this study is ongoing, the District wants to use the Summit to get feedback on some initial ideas.

Which of these potential strategies could be used to best prepare residents and businesses for future opportunities related to the new DHS headquarters:

- 1** Promote mentoring and internship programs at DHS West Campus
- 2** Expand adult education and career pathway development in DHS fields (security, information technology)
- 3** Build a community empowerment center on St. Elizabeths East Campus to be a one-stop center for connecting residents and businesses to employment and procurement opportunities
- 4** Link residents to construction or near-term jobs
- 5** Launch small business incubation program that would provide space and support for start up businesses