

The Department of Licensing and Consumer Protection FY2023

Agency The Department of Licensing and Consumer Protection

Agency Code CRO

Fiscal Year 2023

Mission

The mission of the Department of Licensing and Consumer Protection is to protect the economic interests of residents, businesses, and visitors in the District of Columbia by licensing and regulating businesses and enforcing the Consumer Protection Procedures Act.

Strategic Objectives

| Objective Number | Strategic Objective |
|------------------|--|
| 1 | Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia. |
| 2 | Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act. |
| 3 | Create and maintain a highly efficient, transparent, and responsive District government. |

Key Performance Indicators (KPIs)

| Measure | Directionality | FY 2023 Target |
|---|----------------|----------------|
| 1 - Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia. (6 Measure records) | | |
| Percent of businesses applying online that receive their license within one (1) business day from the date of submission | Up is Better | 80% |
| Percent of corporate registrations processed online, meeting the customer's request for expedited service of one (1) or three (3) business days | Up is Better | 85% |
| Percent of compliant businesses that have renewals processed within one (1) business day from the date of application receipt | Up is Better | 80% |
| Percent of Basic Business License, Corporation, and Occupational and Professional Licensing transactions that are conducted online | Up is Better | 80% |
| Percent of Business Licensees for which prescreening is required, that receive a regulatory investigation within 15 business days | Up is Better | 85% |
| Percent of occupational and professional license applications reviewed within (3) business days from the date of submission of a complete application | Up is Better | 60% |
| 2 - Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act. (1 Measure) | | |
| Percent of Consumer Protection cases closed within 30-days from date of complaint submission | Up is Better | 85% |
| 3 - Create and maintain a highly efficient, transparent, and responsive District government. (1 Measure) | | |
| Percent of Customer Relationship Management (CRM) cases that are resolved within 3 business days from date of receipt by the agency | Up is Better | New in 2023 |

* Updated February 15, 2023

Operations

| Operations Title | Operations Description | Type of Operations |
|--|--|--------------------|
| 1 - Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia. (1 Activity) | | |
| Business Licensing and Registration and Renewal, Business Service Center, Corporation Division, Occupational and Professional Licensing, Weights and Measures | Responsible for the review, issuance, and renewal of business, occupational and professional licenses within the District. Additional programmatic areas include the Corporations, Business Service Center, Weights and Measures registrations, and Special Events and Vending. This includes Program Codes (7000, 2065, 2070, 2075, 2080, 2090, 2095, 7085). | Daily Service |
| 2 - Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act. (1 Activity) | | |
| Enforcement Unit, Consumer Protection, Special Events and Vending Enforcement | Responsible for processing all civil infractions with the Office of Administrative Hearings, collecting fines, and taking other appropriate actions. Pursues business that try to exploit District residents financially and conducts investigations of unlicensed business activity. Ensures regulatory compliance for special events and vending from public space | Daily Service |

| Operations Title | Operations Description | Type of Operations |
|---|--|--------------------|
| | such as goods and services sold from street vendors. This includes Program Codes (3001, 3002, 3003). | |
| 3 - Create and maintain a highly efficient, transparent, and responsive District government. (2 Activity records) | | |
| Personnel, Training and Employee Development, Property Management, Information Technology, Risk Management, Legal, Fleet Services, Communications, Customer Service, Performance Management, Internal Audit | Responsible for providing administrative support and the required tools to achieve operational and programmatic results. This includes Program Codes (1010, 1015, 1030, 1040, 1055, 1060, 1070, 1080, 1085, 1090, 1095). | Daily Service |
| Budget Operations, Accounting Operations, ACFO Operations | Responsible for providing comprehensive and efficient financial management services to, and on behalf of, District agencies so that the financial integrity of the District of Columbia is maintained. This division is standard for all agencies using performance-based budgeting. This includes Program Codes (110F, 120F, 130F). | Daily Service |

Workload Measures (WMs)

| Measure |
|--|
| 1 - Business Licensing and Registration and Renewal, Business Service Center, Corporation Division, Occupational and Professional Licensing, Weights and Measures (13 Measure records) |
| Number of Short-Term Rental licenses applications |
| Number of weighing and measuring devices approved |
| Number of professional licenses issued |
| Number of other corporate filings registered |
| Number of customers serviced by the Small Business Resource Center (SBRC) |
| Number of elevator certificates issued |
| Number of professional licenses renewed |
| Number of business licenses issued |
| Number of corporate entities registered |
| Number of special events issued |
| Number of business compliance surveys conducted |
| Number of business licenses renewed |
| Number of applications submitted for new business licenses |
| 2 - Enforcement Unit, Consumer Protection, Special Events and Vending Enforcement (1 Measure) |
| Number of Consumer Protection Investigations conducted |
| 3 - Personnel, Training and Employee Development, Property Management, Information Technology, Risk Management, Legal, Fleet Services, Communications, Customer Service, Performance Management, Internal Audit (1 Measure) |
| Number of records requests completed by the Records Team |

Strategic Initiatives

| Strategic Initiative Title | Strategic Initiative Description | Proposed Completion Date |
|---|--|--------------------------|
| Business Licensing and Registration and Renewal, Business Service Center, Corporation Division, Occupational and Professional Licensing, Weights and Measures (2 Strategic Initiative records) | | |
| Corporations Registration System Replacement | In FY 23, DLCP will develop the statement of work and begin the procurement for the replacement for the Corporations Registration System. This will incorporate all corporate registration processes with sophisticated online filings into one user friendly platform. This will result in making it easier for business community to register business organizations in the District of Columbia. | 09-30-2023 |
| Mobile Food Vending Pilot Program | In FY 23, DLCP will partner with DC Health and the District Department of Transportation (DDOT) to develop and implement a Mobile Food Vending Pilot Program. A corner stone of this initiative is equity: residents who reside on the east side of the Anacostia River should have access to healthy food and groceries just as easily as their neighbors who reside in any other District neighborhood. It will allow the agency to bridge the existing gaps by making it easier for healthy food and grocery providers to operate in Southeast neighborhoods through mobile vendors, on a Pilot basis which can be built upon for permanent programming. This is to promote entrepreneurship through new business models to provide for the food needs of all District residents citywide. The intention is to provide novel solutions for mobile food and grocery vending outside of existing vending licensure classes while also not infringing on basic food safety or traffic or parking requirements. | 09-30-2023 |

| Strategic Initiative Title | Strategic Initiative Description | Proposed Completion Date |
|---|--|--------------------------|
| Enforcement Unit, Consumer Protection, Special Events and Vending Enforcement (5 Strategic Initiative records) | | |
| Strengthened Agency Enforcement | In FY 23, DLCP will standardize the generation and issuance of Notices of Infraction (NOI). Specifically, the agency will incorporate Consumer Protection, Short-Term Rental, and all other DLCP NOIs into one format. This will make review, approval, and mailing platforms more user friendly which will lead to faster NOI processing and issuance. This will also enable the agency to have more sophisticated-complex NOI data sets to analyze for strategic enforcement and performance monitoring. | 09-30-2023 |
| Strengthen Weights and Measures Education and Enforcement to Protect Consumers | During FY 23, DLCP will increase enforcement of Office of Weights and Measures (W&M) to protect consumers with multiple enforcement efforts such as new device inspections, routine inspections, complaint-based inspections, targeted proactive inspection as well as drive-up events that will also serve as educational and outreach opportunities. DLCP will issue Notice of Infraction (NOI) and take other appropriate necessary enforcement actions to businesses that have inaccurate commercial W&M devices, and those that failed to register their devices with DLCP or obstruct inspections to ensure compliance. The agency will host drive-up inspection events twice a year for farmer's market merchants to have their devices inspected or re-inspected. The agency will use these drive-up outreach and educational opportunities to provide merchants information about W&M regulations and requirements. | 09-30-2023 |
| Consumer Protection Unit Enhanced Enforcement | In FY 23, DLCP's Consumer Protection Unit will enhance its enforcement capabilities by proactively targeting businesses engaged in commonly known deceptive practices. This includes unlicensed businesses continuing to operate in the District and focusing on companies illegally towing. DLCP will collaborate with sister agencies including DDOT, DPW, MPD to educate District employees about regulations around towing. | 09-30-2023 |
| Enforcement of the Flavored Tobacco Product Prohibition Amendment Act | In FY 23, DLCP will begin strategic enforcement of the Flavored Tobacco Product Prohibition Amendment Act. The agency will conduct targeted and complaint-based investigations and ensure enforcement of the prohibition on the purchase, sale, manufacture, and distribution of flavored tobacco products and flavored synthetic products containing nicotine; and the sale of any electronic smoking device within ¼ mile of a middle school or high school. | 09-30-2023 |
| Consumer Protection and Procedure Act Review and Assessment | In FY 23, DLCP will review and assess the Consumer Protection and Procedures Act (CPPA) and identify a list of items that the agency wants to pursue and consider for legislative change with the goal of improving enforcement efficacy. During this review and assessment period, the agency will explore the idea of creating an inter-agency and stakeholder CPPA working group. | 09-30-2023 |
| Personnel, Training and Employee Development, Property Management, Information Technology, Risk Management, Legal, Fleet Services, Communications, Customer Service, Performance Management, Internal Audit (2 Strategic Initiative records) | | |
| Training Academy | In FY 23, DLCP will plan, develop, and execute a Training Academy platform that will be the central training repository for all agency specific trainings for DLCP staff. This includes the ability to see all courses and quizzes required for staff certifications. This will also allow DLCP staff to create trainings, evaluations and other tools to ensure staff have the most up to date techniques for interacting with internal and external customers. | 09-30-2023 |
| Coordinated Outreach | In FY 23, DLCP will launch a coordinated outreach campaign that will actively engage communities across the District about DLCP process and procedures. These include workshops in the communities, educational sessions, online videos, and online and in-person training sessions. The agency will also continue to focus on residents in Wards 7 and 8 and will have a strategic focus on the most vulnerable populations at all Wards –including immigrants and individuals where English is not their first language, to help them better understand their consumer protection rights. | 09-30-2023 |