



THE DEPARTMENT OF LICENSING AND CONSUMER PROTECTION PROPOSED FY 2025 PERFORMANCE PLAN

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1 THE DEPARTMENT OF LICENSING AND CONSUMER PROTECTION

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

Services: DLCP is responsible for regulating business activity in the District of Columbia. The agency protects consumers, issues business and professional licenses, registers corporations, inspects weighing and measuring devices used for monetary profit, and issues special events permits.

2 PROPOSED 2025 OBJECTIVES

Strategic Objective

Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia.

Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act.

Create and maintain a highly efficient, transparent, and responsive District government.

3 PROPOSED 2025 OPERATIONS

Operation Title	Operation Description	Type of Operation
Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia.		
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
Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act.		
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 such as goods and services sold from street vendors. This includes Program Codes (3001, 3002, 3003).	Daily Service
Create and maintain a highly efficient, transparent, and responsive District government.		
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
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

4 PROPOSED 2025 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia.					
Percent of businesses applying online that receive their license within one (1) business day from the date of submission	Up is Better	93.3%	90.6%	80%	80%
Percent of Business Licensees for which prescreening is required, that receive a regulatory investigation within 15 business days	Up is Better	95.5%	87.9%	85%	85%
Percent of Basic Business License, Corporation, and Occupational and Professional Licensing transactions that are conducted online	Up is Better	91.8%	94%	80%	80%
Percent of compliant businesses that have renewals processed within one (1) business day from the date of application receipt	Up is Better	95.4%	97.8%	80%	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	92.1%	92.9%	85%	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	New in 2023	53.9%	60%	60%
Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act.					
Percent of Consumer Protection cases closed within 30-days from date of complaint submission	Up is Better	90.9%	97.9%	85%	85%
Create and maintain a highly efficient, transparent, and responsive District government.					
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	97.7%	85%	85%
Percent of new hires that are District residents	Up is Better	New in 2023	35.3%	No Target Set	No Target Set
Percent of employees that are District residents	Up is Better	New in 2023	53.5%	No Target Set	No Target Set
Percent of required contractor evaluations submitted to the Office of Contracting and Procurement on time.	Up is Better	New in 2023	35.1%	No Target Set	No Target Set

Key Performance Indicators (continued)

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Percent of new hires that are current District residents and received a high school diploma from a DCPS or a District Public Charter School, or received an equivalent credential from the District of Columbia	Up is Better	New in 2023	20%	No Target Set	No Target Set
Percent of agency staff who were employed as Management Supervisory Service (MSS) employees prior to 4/1 of the fiscal year that had completed an Advancing Racial Equity (AE204) training facilitated by ORE within the past two years.	Up is Better	New in 2023	Not Available	No Target Set	No Target Set

Workload Measures

Measure	FY 2022	FY 2023
Business Licensing and Registration and Renewal, Business Service Center, Corporation Division, Occupational and Professional Licensing, Weights and Measures		
Number of business compliance surveys conducted	1,534	3,592
Number of professional licenses renewed	33,235	16,993
Number of professional licenses issued	6,851	6,380
Number of other corporate filings registered	77,882	76,335
Number of corporate entities registered	21,171	20,086
Number of applications submitted for new business licenses	10,755	10,898
Number of business licenses issued	27,944	26,256
Number of business licenses renewed	17,803	15,710
Number of customers serviced by the Small Business Resource Center (SBRC)	3,956	3,682
Number of elevator certificates issued	2,468	2,901
Number of special events issued	74	60
Number of weighing and measuring devices approved	7,678	5,440
Number of Short-Term Rental licenses applications approved	New in 2023	808
Enforcement Unit, Consumer Protection, Special Events and Vending Enforcement		
Number of Consumer Protection Investigations conducted	1,834	1,820