



# **THE DEPARTMENT OF LICENSING AND CONSUMER PROTECTION FY 2024 PERFORMANCE PLAN**

**DECEMBER 1, 2023**

# CONTENTS

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<b>Contents</b>	<b>2</b>
<b>1 The Department of Licensing and Consumer Protection</b>	<b>3</b>
<b>2 2024 Objectives</b>	<b>4</b>
<b>3 2024 Operations</b>	<b>5</b>
<b>4 2024 Strategic Initiatives</b>	<b>6</b>
<b>5 2024 Key Performance Indicators and Workload Measures</b>	<b>7</b>

# **1 THE DEPARTMENT OF LICENSING AND CONSUMER PROTECTION**

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*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 2024 OBJECTIVES

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### Strategic Objective

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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.

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### 3 2024 OPERATIONS

Operation Title	Operation Description	Type of Operation
<b>Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia.</b>		
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
<b>Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act.</b>		
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
<b>Create and maintain a highly efficient, transparent, and responsive District government.</b>		
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 2024 STRATEGIC INITIATIVES

Title	Description	Proposed Completion Date
Create a change in current Culture within the Agency and by having open, transparent, and dialogic communication.	Improve information sharing amongst various business units, to increase collaboration, teamwork, and productivity. This initiative will help improve and develop trust and transparency among DLCP employees. By the end of the FY24, DLCP will conduct ongoing, weekly, and monthly staff engagements, including meetings, surveys, and office hours with the agency director to solicit feedback and comments on how best to improve agency operations.	9/30/2024
Equip, Connect, Engage, and Empower Employees	Focus Employee Engagement, Training and Development, and Wellness Programs on delivering beneficial engagement opportunities for agency employees. We will continue to implement a comprehensive process that include quarterly agency programs, monthly activities, and team buildings. Within some of these efforts it we will refine training requirements and focus on career path advancements for employees. To better understand the changing culture and demographics of our workforce, we will develop predictive models and data-driven approaches for assessing our talent pipeline. We will evolve our Human Resources (HR) communication with employees and focus on continuing to modernize and improve HR processes and technologies to drive employee access.	9/30/2024
Training Academy	Training Academy will expand its curriculum with online courses that can include interactive video trainings on Customer Service, How to Effectively Use Chat, and Call Center Basics.	9/30/2024
Coordinated Outreach	In FY 24, DLCP will continue its coordinated outreach campaign that will actively engage communities across the District about DLCP process and procedures. These includes workshops in the communities, educational sessions, online videos, and online and in-person training sessions. DLCP will hold training sessions on flavored tobacco sales in the District. DLCP will target outreach to Businesses selling e-cigarettes in all wards with focus on low-moderate income neighborhoods. These neighborhoods are the most vulnerable populations that includes immigrants and individuals where English is not their first language. This will help them better understand their consumer protection rights.	9/30/2024

## 5 2024 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

### Key Performance Indicators

Measure	Directionality	FY 2021	FY 2022	FY 2023	FY 2024 Target
<b>Provide timely and efficient processes to promote and improve the progression and business development in the District of Columbia.</b>					
Percent of businesses applying online that receive their license within one (1) business day from the date of submission	Up is Better	91.4%	93.3%	90.6%	80%
Percent of Business Licensees for which prescreening is required, that receive a regulatory investigation within 15 business days	Up is Better	98.5%	95.5%	87.9%	85%
Percent of Basic Business License, Corporation, and Occupational and Professional Licensing transactions that are conducted online	Up is Better	87.4%	91.8%	94%	80%
Percent of compliant businesses that have renewals processed within one (1) business day from the date of application receipt	Up is Better	93.3%	95.4%	97.8%	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	91.9%	92.1%	92.9%	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	New in 2023	53.9%	60%
<b>Protect consumers through the investigation of unfair or deceptive business practices, and the timely enforcement of the Consumer Protection Procedures Act.</b>					
Percent of Consumer Protection cases closed within 30-days from date of complaint submission	Up is Better	95.2%	90.9%	97.9%	85%
<b>Create and maintain a highly efficient, transparent, and responsive District government.</b>					
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	New in 2023	97.7%	85%

Workload Measures

Measure	FY 2021	FY 2022	FY 2023
<b>Business Licensing and Registration and Renewal, Business Service Center, Corporation Division, Occupational and Professional Licensing, Weights and Measures</b>			
Number of business compliance surveys conducted	1,326	1,534	3,592
Number of professional licenses renewed	38,253	33,235	16,993
Number of professional licenses issued	7,549	6,851	6,380
Number of other corporate filings registered	72,601	77,882	76,335
Number of corporate entities registered	22,179	21,171	20,086
Number of applications submitted for new business licenses	10,093	10,755	10,898
Number of business licenses issued	26,173	27,944	26,256
Number of business licenses renewed	13,781	17,803	15,710
Number of customers serviced by the Small Business Resource Center (SBRC)	4,785	3,956	3,682
Number of elevator certificates issued	4,018	2,468	2,901
Number of special events issued	14	74	60
Number of weighing and measuring devices approved	8,229	7,678	5,440
Number of Short-Term Rental licenses applications approved	Not Available	New in 2023	808
<b>Enforcement Unit, Consumer Protection, Special Events and Vending Enforcement</b>			
Number of Consumer Protection Investigations conducted	1,259	1,834	1,820