

RECOVERY WEEKLY CHECK-IN WITH DMPED

Economic Recovery Updates

March 2, 2021

[CORONAVIRUS.DC.GOV/RECOVERY](https://coronavirus.dc.gov/recovery)

DMPED
OFFICE OF THE DEPUTY MAYOR FOR
PLANNING & ECONOMIC DEVELOPMENT

WE ARE
WASHINGTON
GOVERNMENT OF THE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

Welcome

Sybongile Cook,
Director of Business Development and Strategy, DMPED

📢 PPE Pick Up Dates have been extended! 📢

DOWNTOWNDC BID PICK-UP DATES:

Monday, March 1 - Thursday, March 4, from
9 am - 4 pm

ANACOSTIA BID PICK-UP DATES:

Monday, March 1 - Thursday, March 4, from
9 am - 4 pm

- To sign up visit
<https://coronavirus.dc.gov/node/1522401>



Mayor's Office on Women's Policy and Initiatives (MOWPI)

Jennifer Porter, Executive Director, MOWPI



MAYOR'S OFFICE ON WOMEN'S POLICY & INITIATIVES

WOMEN'S HISTORY MONTH 2021

JENNIFER L. PORTER, MPH, MCHES
EXECUTIVE DIRECTOR



OUR MISSION

The Mayor's Office on Women's Policy and Initiatives (MOWPI) is committed to enhancing the quality of life for all women and their families within the District of Columbia. MOWPI, working in conjunction with the District of Columbia Commission for Women, serves as a liaison between the public and private sectors and the Mayor. The office tracks local women's issues, concerns and proposals and presents these ideas to the Mayor.



MOWPI PROGRAMS

ECONOMIC EMPOWERMENT

- WorkSmart Wage Negotiation Classes (AAUW)
- Women's Equality Day
- Conversations with Women Who Lead Series
- Washington Women of Excellence Awards

CIVIC ENGAGEMENT

- #WomenOnBoard
- #BeTheMovement- Policy Boot Camp
- Legislative Days
- Partner Policy Engagement

HEALTH & WELLNESS

- Women's Heart Health
- Well Women Wednesdays
- #MaternalMondays
- Maternal and Infant Health Summit
- Breast Cancer Awareness
- Domestic Violence Awareness

OUR OBJECTIVES

- To enhance the health and quality of life for all women and their families within the District of Columbia.
- To foster economic opportunities for women by establishing public and private partnerships that improve key issues women face in the District.
- To engage women and girls in civic life by sharing service opportunities and resources that help them lead and excel in their communities.
- To empower communities and organizations to advocate for policy and systematic change that help women thrive.





WHO WE ARE

- MOWPI, working in conjunction with the DC Commission for Women, is in a unique position to serve as a liaison between the public and private sectors and the Executive Office of the Mayor.
- We work with our Mayor's Office of Community Affairs sister agencies to reach women in an intersectional and collaborative way with programmatic offerings, trainings and community outreach.
- The office is committed works to liaise with women's organizations to amplify government resources, policy initiatives and opportunities that help women thrive.

MAYOR MURIEL BOWSER PRESENTS

WOMEN'S HERSTORY MONTH

2021

MOWPI
MAYOR'S OFFICE ON WOMEN'S POLICY AND INITIATIVES

WE ARE
WASHINGTON
DC
GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

MAYOR MURIEL BOWSER PRESENTS

WOMEN'S HERSTORY MONTH 2021

Join Mayor Muriel Bowser and the Mayor's Office on Women's Policy and Initiatives this March for a celebration of women's extraordinary contributions to the District of Columbia during Women's History Month.

UPCOMING EVENTS

- 03/01 – #MATERNALMONDAYS**
3:00 pm | www.facebook.com/MomHealthDC
- 03/02 – WOMEN'S DISTRICT ECONOMIC RECOVERY TOWNHALL**
4:00 pm | bit.ly/DETRCallO3O2
- 03/08 – INTERNATIONAL WOMEN'S DAY**
- 03/17 – WELL WOMEN WEDNESDAY**
6:00 pm | www.facebook.com/DCMOWPI
- 03/18 – FINANCIALLY FIT DC WOMEN**
5pm-6pm | <https://bit.ly/2OUMYa7>
- 03/23 – WORK SMART SALARY NEGOTIATION WORKSHOP**
6:00 pm | <https://bit.ly/3aNOjrQ>
- 03/25 – QUEER WOMEN OF WASHINGTON AWARDS**
6:30 pm | <https://bit.ly/3qapxqi>
- 03/30 – WASHINGTON WOMEN OF EXCELLENCE AWARDS
HONORING THE SHEROES OF DC**
6:00 pm | <https://dcwomenawards.eventbrite.com>

WE ARE
WASHINGTON
GOVERNMENT OF THE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

MOWPI

Stay Connected With Us

The Mayor's Office on Women's Policy and Initiatives



@DCMOWPI

WWW.WOMEN.DC.GOV

Special Guest

Donna Cooper, Regional President, Pepco

Bio

Donna Cooper, Pepco region president, is responsible for leading relations with key stakeholders in Pepco's Washington, D.C., and Maryland service area, including with state and local officials, community leaders, and business, consumer, and nonprofit organizations. In that capacity, she plays a critical role in shaping policy and managing issues to deliver value to customers and key stakeholders. Pepco is a subsidiary of Pepco Holdings, which serves 2 million customers as the parent company of Pepco; Delmarva Power, an electric and gas utility serving Delaware and the rest of the Delmarva Peninsula; and Atlantic City Electric, an electric utility serving southern New Jersey. Pepco Holdings is a subsidiary of Exelon Corporation, one of the nation's leading energy services companies.

Prior to being named region president in 2013, Cooper advanced through a series of positions with the company, including senior public affairs manager and region vice president, District of Columbia, where she was responsible for managing relationships with the city and local government agencies, business organizations and community leaders. Before joining Pepco, Cooper was the policy director to the Council of the District of Columbia. Her previous roles also include clerk/director of the Committee on Government Operations, Council of the District of Columbia, executive director of the National Organization of Black County Officials Inc., and assistant professor at South Carolina State University.

Civic Involvement

Cooper is actively involved with organizations that support customers in the Washington and Montgomery and Prince George's County Maryland region. She is a Mayoral Appointee on the District of Columbia Sustainable Energy Utility Advisory Board, co-chair of the Washington DC Economic Partnership, a member of the District of Columbia Building Industry Association, chair of the Greater Prince George's Business Roundtable, and a member of the D.C. Campaign to Prevent Teen Pregnancy board.

Education

Cooper was awarded a bachelor's degree in political science from South Carolina State University, a master's degree in public affairs from Indiana University of Pennsylvania, and a doctorate of philosophy in political science from Howard University.

Pepco is Committed to Our Customers and Communities, and to Enabling an Inclusive, Clean and Equitable Energy Future



67%

Pepco's DC workforce reflects the diversity of our community

\$3.6 million

Charitable contributions made by Pepco/Exelon in 2020



359,000

District of Columbia (DC) Electric Customers Served

37%

Spend with diverse suppliers in 2019



- 7,700 solar projects
- 90MW connected to the distribution grid

Performing Essential Work: Employee and Customer Safety

- In response to coronavirus, we made changes to our practices and procedures to support the health and safety of our employees and customers
- We developed and implemented a company-wide guidance on the wearing of masks, provided masks to all employees, and continue to work to ensure sufficient supplies.
- We instituted work from home (WFH) policies and procedures in mid-March; currently nearly half of all Pepco employees are WFH:
 - Approximately 90 percent of our Customer Care representatives and nearly 100 percent of those in our Support Services functions are WFH (e.g., external affairs, legal, engineering, comms).
- For those employees that must report to a job site, we implemented protective procedures, including:
 - Following the CDC and jurisdictional guidance, large gatherings, including meetings, have been eliminated throughout our properties.
 - Having field crews and personnel respond directly from home and/or at pre-established mustering sites to help reduce social distancing needs among our field personnel.
 - Staggering shifts for crews and limiting and moving crews to reduce interactions and providing protective equipment.
 - Providing additional vehicles and allowing crew to use their personal vehicles to report to job sites.

Powering Our Communities Through COVID-19

Customer Support

- Multi-pronged approach to reach customers
- Suspended service disconnections and late fees and restored services
- Enhancing and extending customer support programs
- Establishing payment arrangements and helping customers secure company and community assistance

Community Support

- Increased community support
 - \$825,000 in March and April to COVID-19 Relief Efforts
 - \$350,000 in June to small business relief in partnership with Washington Area Community Foundation
 - \$250,000 in June to UDC to support Community Scholars Program
- Delivered 750 meals to healthcare workers



Partnership Agreement

Pepco and the Washington Interfaith Network

Pepco formally announced a partnership agreement with the Washington Interfaith Network (“WIN”) on Thursday, January 28th.

Overview:

- The purpose of the partnership is to work collaboratively to advance the economic and social vibrancy, sustainability and growth of the communities that we are privileged to serve and are a member of, with diversity and inclusion being foundational elements.
- Pepco is partnering with WIN and other key partners to achieve sustainable outcomes in the following areas outlined: (1) Wages; (2) Workforce Development/DC Infrastructure Academy/Hiring; (3) Diversity Spending/Contracting and Procurement (African American/minority spend and participation); (4) Benning Service Center Operations; (5) Green Energy; (6) Affordability; and (7) Capital Investments.

Women: Current State

A Snapshot

Pew Research

- A Century After Women Gained the Right To Vote, Majority of Americans See Work To Do on Gender Equality
 - 45% volunteer that a society where women have equal rights with men would include equal pay. An additional 19% say there would be no discrimination in hiring, promotion or educational opportunities. About one-in-ten say women would be more equally represented in business or political leadership-
 - There is also a gender gap in these views, with 64% of women – compared with 49% of men – saying the country hasn't gone far enough in giving women equal rights with men.
 - **Lean In.Org-** In all of Lean In's research on the state of women at work: **Women are having a worse experience than men. Women of color are having a worse experience than white women. And Black women in particular are having the worst experience of all.**
-
- Law professor Kimberlé Crenshaw coined the term “intersectionality” in 1989 to describe how overlapping and intersecting identities evoke distinct forms of discrimination.⁴⁰ For example, Black women are discriminated against both because they are women and because they are Black. The combined effects of this double discrimination can be greater than the sum of its parts—imagine the compounded effect of being Black, Muslim, an immigrant, and a woman.⁴¹
 - Black women are underrepresented in the workplace for many reasons. One big factor is a “broken rung” at the first critical step up to manager. For every 100 men promoted to manager, only 58 Black women are promoted, despite the fact that Black women ask for promotions at the same rate as men.¹ And for every 100 men hired into manager roles, only 64 Black women are hired.² That means there are fewer Black women to promote at every subsequent level, and the representation gap keeps getting wider.

Closing the Gap

- Allies (Internally and Externally)
- Mentorship and Sponsorship
- Advocating for Oneself
- Supporting Each Other
- Taking Risks
- Flexible, Nimble and Open to Change
- Intentional and Deliberate Actions (Internally and Externally)

Special Guest

Heidi Shephard, Project Director, DC Women's
Business Center



Washington, DC Women's Business Center

*Heidi Sheppard, Project Director
Sade Mckoy, Communication Specialist
Monti Taylor, Resource Coordinator
Latoria Brent, Small Business Counselor*

***Office of the DC Deputy Mayor for
Planning and Economic Development***

March 2, 2021

WWW.DCWBC.ORG

DCWBC Mission and Vision

The DCWBC envisions a thriving ecosystem of women entrepreneurs in the DC Metro region, who have access to the tools, capital, knowledge, and networks to create a supportive environment in which to grow their businesses.

Our mission is to empower women entrepreneurs to build resilient and successful businesses, strengthen their community's economy, and create wealth for their families.

We provide free one-on-one counseling, webinars, training courses, access to funding resources, and networking opportunities for women in the DC Metro Region.

DCWBC.ORG

Washington, DC Entrepreneurs

2014-2019

- DC was in the top 10 metropolitan areas with the highest employment growth rate by women-owned businesses.
- The number of DC women-owned businesses increased 21% (all businesses increased only 9%)

2020

- 120,802 female business owners in the DC metro area, which amounts to 41.9% of all business owners

2021

- State of Women Entrepreneurs in DC Metro Region
- Need for more data and information
- NCRC and DCWBC research study and survey

The potential of women entrepreneurs for spurring economic growth has not been fully realized

42% of all U.S. businesses are owned by women

Just 25% of women business owners seek business financing

- Are less likely to seek business loans than male business owners
- Ask for roughly \$35,000 less in business financing than men

Women-owned businesses added half a million jobs over a period of 10 years

- With the right financial resources, women-owned businesses can add even more jobs and help spur economic growth



**42% of all businesses are owned by women,
however, they generate just 4.3% of total
revenue/year**

Why the disparities?

- 50% of these women-owned businesses are concentrated in three industries, typically those that generate lower revenue

Women entrepreneurs ask for and receive less financial resources

- fewer and smaller loans translate to lower revenues
- less likely to receive funding in early-stage ventures from angel investors, as well as financing from VC firms

Women lead in Sidepreneurship



Sidepreneurship - part time entrepreneurs

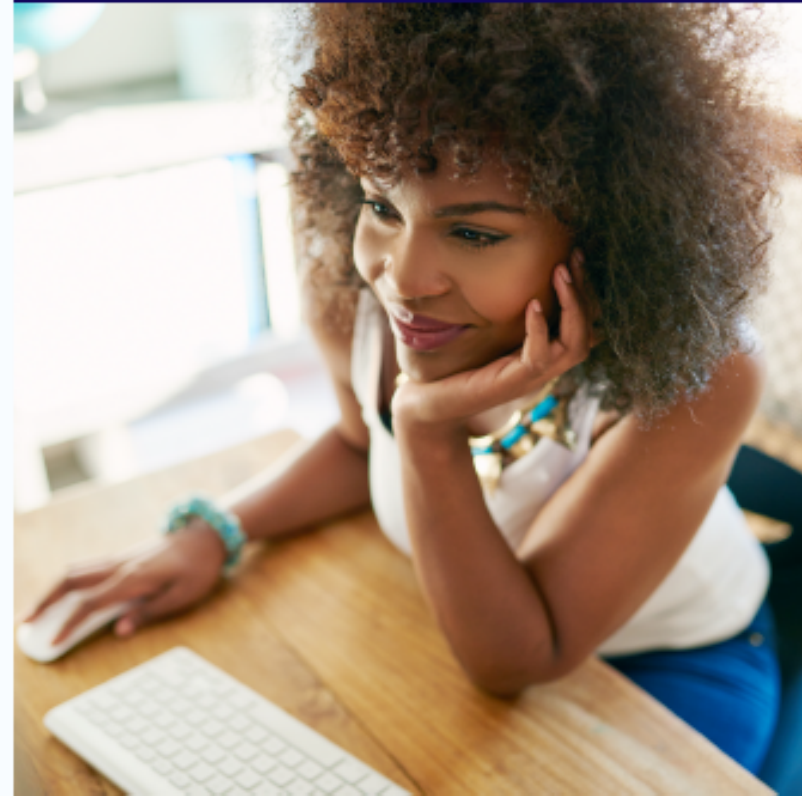
Often produces low revenue growth

- Revenue growth among sidepreneurs is driven by an increase in the number of part time firms, not by an increase in average revenue per firm
- Sidepreneurs may end their business when returning to full time job

May be a reason for another disparity in 2019:

- Women of color accounted for 50% of all women-owned businesses, but only made up approximately 27% of total women-owned businesses' revenue.
- \$65,800 vs \$218,800

Four million new jobs and \$981 billion in revenue would be added if the average revenue of minority women-owned firms matched that of white women-owned businesses.



Women were starting businesses in droves....

2019

- Women started 1,821 net new businesses every day.
- 64% of new women-owned businesses were started by women of color
- Latina women-owned businesses grew more than 87%
- Women only started 30% of new businesses but have the same survival rate

2020- COVID effects

- Female-owned businesses in the U.S. plummeted 25% from February to April 2020
- 42% of owners had to lay off employees
- Male business owners received an average of \$6,655 more per PPP loan than female business owners
- Around 3.4 male-owned businesses received a PPP loan for every female-owned business
- Women received less information regarding the current federal Paycheck Protection products
- Women were told they qualified for a loan less frequently than men, despite being equally qualified



There is **HOPE!**

In 2020, due to the COVID-19 pandemic

- 68% of all businesses were able to pivot their business model either permanently or temporarily

Heading into 2021, small business owners are remarkably optimistic

- 83% believe their business will perform better in 2021 than 2020
- 93% plan to hire in the new year

Successful entrepreneurs need:

- Access to Funding
- Training
- A Robust Support Network

DCWBC can help women entrepreneurs succeed!

Contact Us

info@dcwbc.org

Learn more about us!

dcwbc.org

DCWBC.ORG

Our Vision

Clean, Sustainable and Resilient Energy Future

Thriving Communities, Affordable Energy Solutions and World-Class Customer Experience

Economic Opportunity, Equity and Continued Growth

Our Focus

Safety and Security



Reliable and Excellent Service



Strong Partnerships & Connecting Customers and Communities



Diverse, Equitable, Inclusive and Innovative Culture



Policy, Regulatory and Financial Progress



Special Guest

Dr. Carolyn Rudd, Chair, DC Chamber of Commerce

Carolyn B. Rudd, Ed.D. Founder, President & CEO •CRP, Incorporated



Who is Carolyn B. Rudd?

- B.S. & M.Ed. - Virginia State University
- Doctorate - College of William & Mary
- Board of Trustees - University of the District of Columbia (appointed by Mayor Bowser and confirmed by DC Council)
- Chair of Board - DC Chamber of Commerce
- Former Chair, DC Commission for Women (appointed by Mayor Bowser)
- Life Member - Delta Sigma Theta Sorority, Incorporated
- Other former Boards
 - ❖ Family Matters of Greater Washington
 - ❖ Religious Coalition for Reproductive Choice
 - ❖ Leadership Greater Washington

CRP, Incorporated

Date of establishment: 1988

Mission: Providing technological solutions to our clients!

Ownership type: Minority Woman-Owned

Certified Business Enterprise (CBE)

Core Services

- Research
- Data/Statistical Analysis
- Program Evaluation
- Logistics & Meeting Planning (face-to-face and virtual)
- Staffing Augmentation (new service as a result of the pandemic)

Number of employees (pre-pandemic) - 20

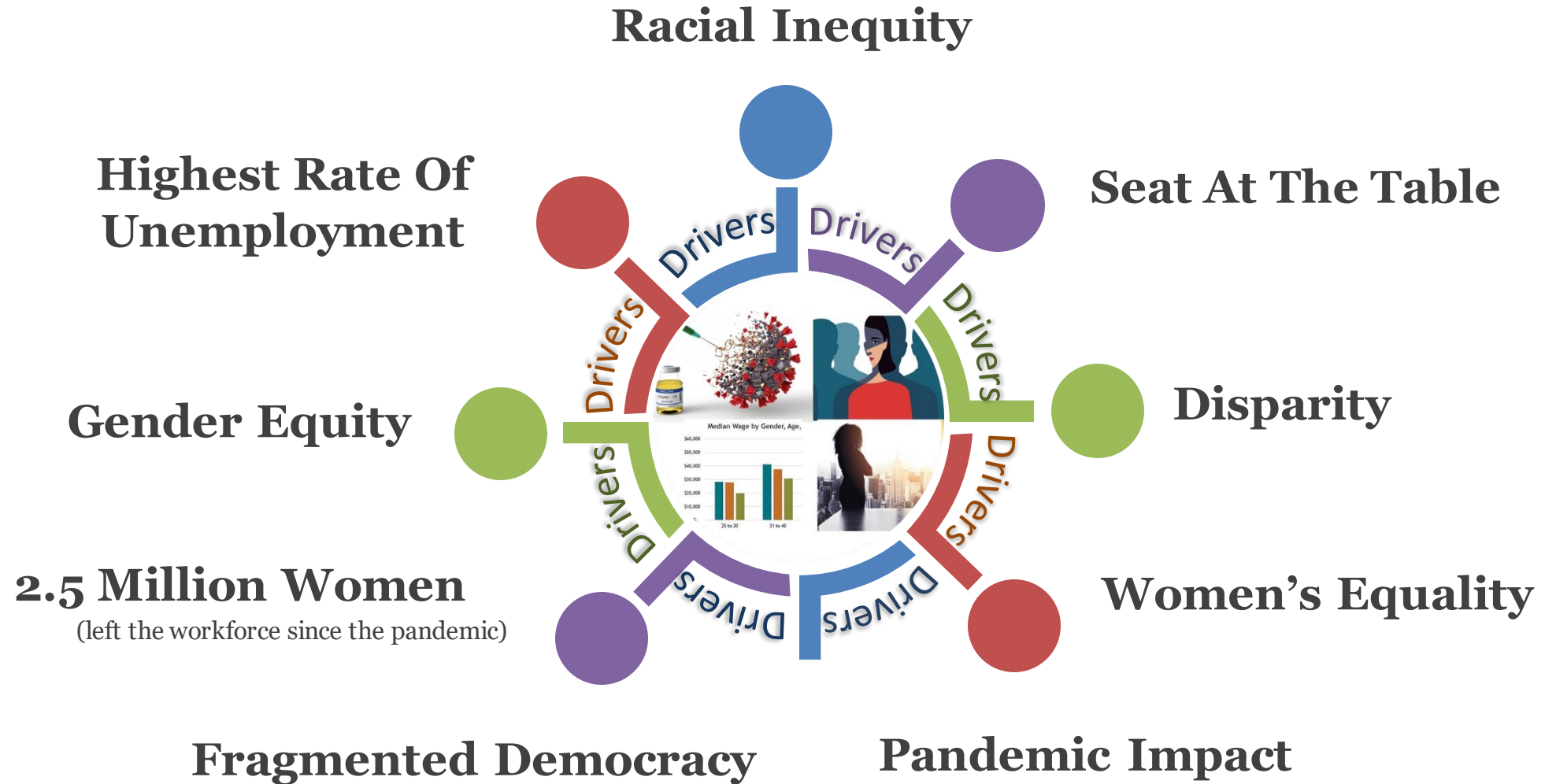
Number of employees (since pandemic) – 100 plus

Celebrating 32 plus years in business

2017 - DC Chamber of Commerce
Small Business of the Year

2018 - Top 100 minority
businesses in the DMV

Leading From A Woman's Perspective



Tenants of Success

Building a network/relationships

Developing a loyal and competent staff

Providing quality services (on time and within budget)

Being available and flexible for your client(s)

To Whom Much Is Given... Much Is Expected

Open Discussion

Q & A

CORONAVIRUS.DC.GOV/RECOVERY

CORONAVIRUS.DC.GOV

IDMPED
OFFICE OF THE DEPUTY MAYOR FOR
PLANNING & ECONOMIC DEVELOPMENT

WE ARE
WASHINGTON
GOVERNMENT OF THE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR