

## Introductions/Welcome remarks

- Chuck Bean
- Sponsors – Washington Gas, Truist
- Commissioner President Reuben Collins, Charles County, Maryland

## Does Your County, City, or Town Have “Reputational Equity”?

- Typology of Communities in the DMV
- What is Reputational Equity?
- Diversity, Equity, Inclusion & Belonging
- Intervention Frames
- Check List

Discussion

Closing

TOWN HALL SERIES | SEPT 2020 - JAN 2021

## *Leaning In to 2021:* More **Equitable**, More **Resilient**



Featuring:  
Prof. Jim Johnson, UNC  
Prof. Jeanne Milliken Bonds, UNC

Leaning in to 2021: More *Equitable*, More *Resilient*

**Does Your County, City, or Town Have  
“Reputational Equity”?**

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October 2020

# **The DMV Region Balance of Population**

# Balance of Population Change Equation

- **Population Change = In-Flows – Out-Flows**

where

In-flows = [Births + In-Migrants]

&

Out-flows = [Deaths + Out-Migrants]

# Typology of Communities

Demographic Experience B		Drivers
Balanced Growth	G R	Births > deaths and in-migration > out-migration. <b>Positive Total Change</b>
Migration Magnets	O W	Deaths > births but population loss is averted because in-migration > out-migration. <b>Positive Total Change</b>
Natural Growth	T H	Out-migration > in-migration but this population loss is offset by births > deaths. <b>Positive Total Change</b>
Biologically Declining	D E C	In-migration > out-migration but net migration not substantial enough to offset deaths > births. <b>Negative Total Change</b>
Emptying Out	L I N	Births > deaths but out-migration > in-migration, resulting in net population loss. <b>Negative Total Change</b>
Dying	E	Deaths > births and out-migration > in-migration, resulting in population loss. <b>Negative Total Change</b>

# Communities Experiencing Balanced Growth

Area	2019 Population Estimate	Absolute Change 2010-2019	Natural Increase	Net Migration
Loudon County, VA	413,538	101,190	35,515	65,029
District of Columbia	705,749	103,982	41,806	61,065
Prince William County, VA	470,335	68,326	44,415	23,766
Frederick County, MD	259,547	26,144	9,883	16,441
Montgomery County, MD	1,050,688	79,404	65,198	14,268
Charles County, MD	163,257	16,693	7,725	9,062
Arlington County, VA	236,842	29,146	20,011	8,915
Manassas Park City, VA	17,478	3,235	1,479	1,717
Falls Church City, VA	14,617	2,373	847	1,499
Alexandria City, VA	159,428	19,430	18,455	1,019

# Communities Experiencing Natural Growth, 2010-2019

Area	2019 Population Estimate	Absolute Change 2010-2019	Natural Increase	Net Migration
Fairfax County, VA	1,147,532	65,829	91,341	-26,151
Prince George's County, MD	909,327	45,298	59,220	-13,467
Manassas City, VA	41,085	3,286	4,528	-1,294
Fairfax City, VA	24,019	1,465	1,719	-271

# Gross and Net Migration Flows, 2017-2018

Area	In-Flows	Out Flow	Net Flows
Arlington County, VA	16,200	18,572	-2,327
Loudon County, VA	14,791	12,880	+1,911
Prince William County, VA	17,690	17,951	-261
Charles County, MD	5,731	5,164	+567
Montgomery County, MD	27,259	32,326	-5,067
Prince George's County, MD	26,676	30,075	-3,399
Washington, DC	29,548	31,587	-2,039



# Difference in Per Capita AGI of In- and Out-Migrants, 2017-2018

Area	In-Migrant Per Capita AGI	Out-Migrant Per Capita AGI	Difference
Arlington County, VA	\$60,718	\$72,579	\$-11,861
Loudon County, VA	\$50,052	\$53,483	\$ -3,431
Prince William County, VA	\$30,462	\$35,157	\$ -4,695
Charles County, MD	\$28,893	\$33,782	\$ -4,889
Montgomery County, MD	\$44,188	\$51,827	\$ -7,639
Prince George's County, MD	\$27,699	\$30,216	\$ -2,517
Washington, DC	\$57,698	\$62,108	\$ -4,410

# Net Migration Component of Population Change, 2010-2019

Area	Total Migrants	International Migrants	Domestic Migrants
District of Columbia	61,065	33,805	27,260
Charles County, Maryland	9,062	1,317	7,745
Frederick County, Maryland	16,441	5,131	11,310
Montgomery County, Maryland	14,268	73,211	-58,943
Prince George's County, Maryland	-13,467	46,700	-60,167
Arlington County, Virginia	8,915	17,445	-8,530
Fairfax County, Virginia	-26,151	81,327	-107,478
Loudoun County, Virginia	65,029	18,174	46,855
Prince William County, Virginia	23,766	19,882	3,884
Alexandria city, Virginia	1,019	17,677	-16,658
Fairfax city, Virginia	-271	1,956	-2,227
Falls Church city, Virginia	1,499	490	1,009
Manassas City, Virginia	-1,294	1,939	-3,233
Manassas Park city, Virginia	1,717	1,179	538

# People and Firms are Consumers of Place

**What forces are likely to determine where people and firms locate in the future?**

# Migration Drivers of the Future

- Cost of Living
- Remote Work
- Social Distancing
- Diversity, Equity, and Inclusion
- Others?

# Reputational Equity

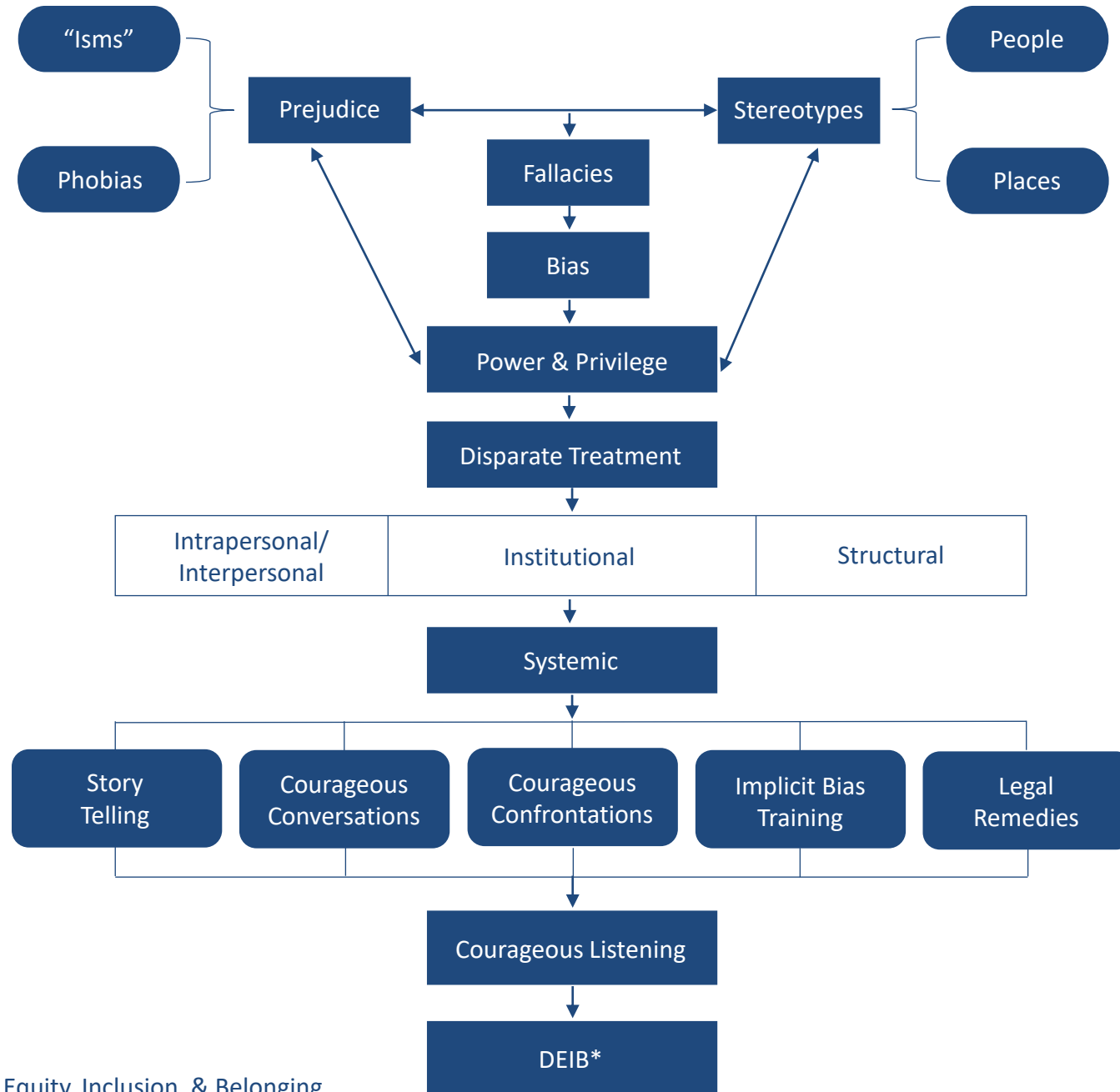
# What is Reputational Equity?

Demonstrated commitment to dismantling all forms of “Isms” and “Phobias” that manifest at multiple levels in society— intrapersonal/interpersonal, institutional, structural, and systemic—by embracing the social determinants of health and the triple bottom line principles of sustainability to ensure community viability, cohesiveness, prosperity, and resiliency.

# **Diversity, Equity, Inclusion & Belonging**

**A Solutions Approach to Managing “Certain-Uncertainty”**

# Framework for Addressing Societal Inequities

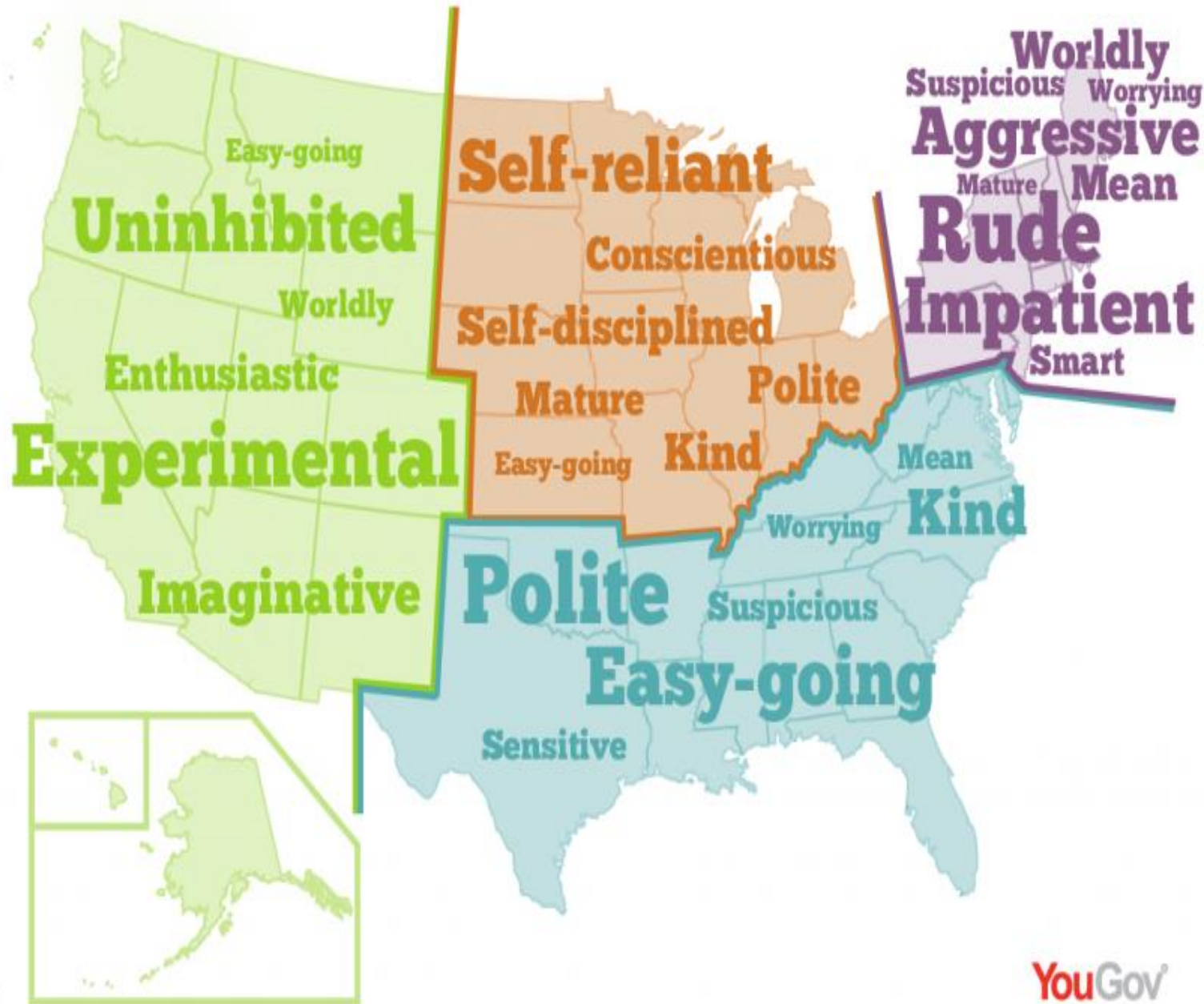
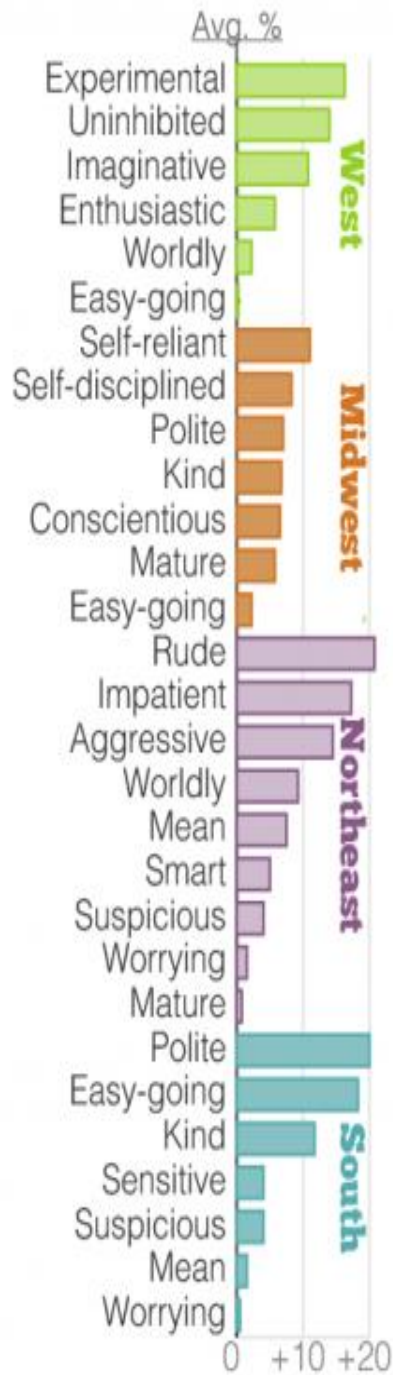


\*Diversity, Equity, Inclusion, & Belonging



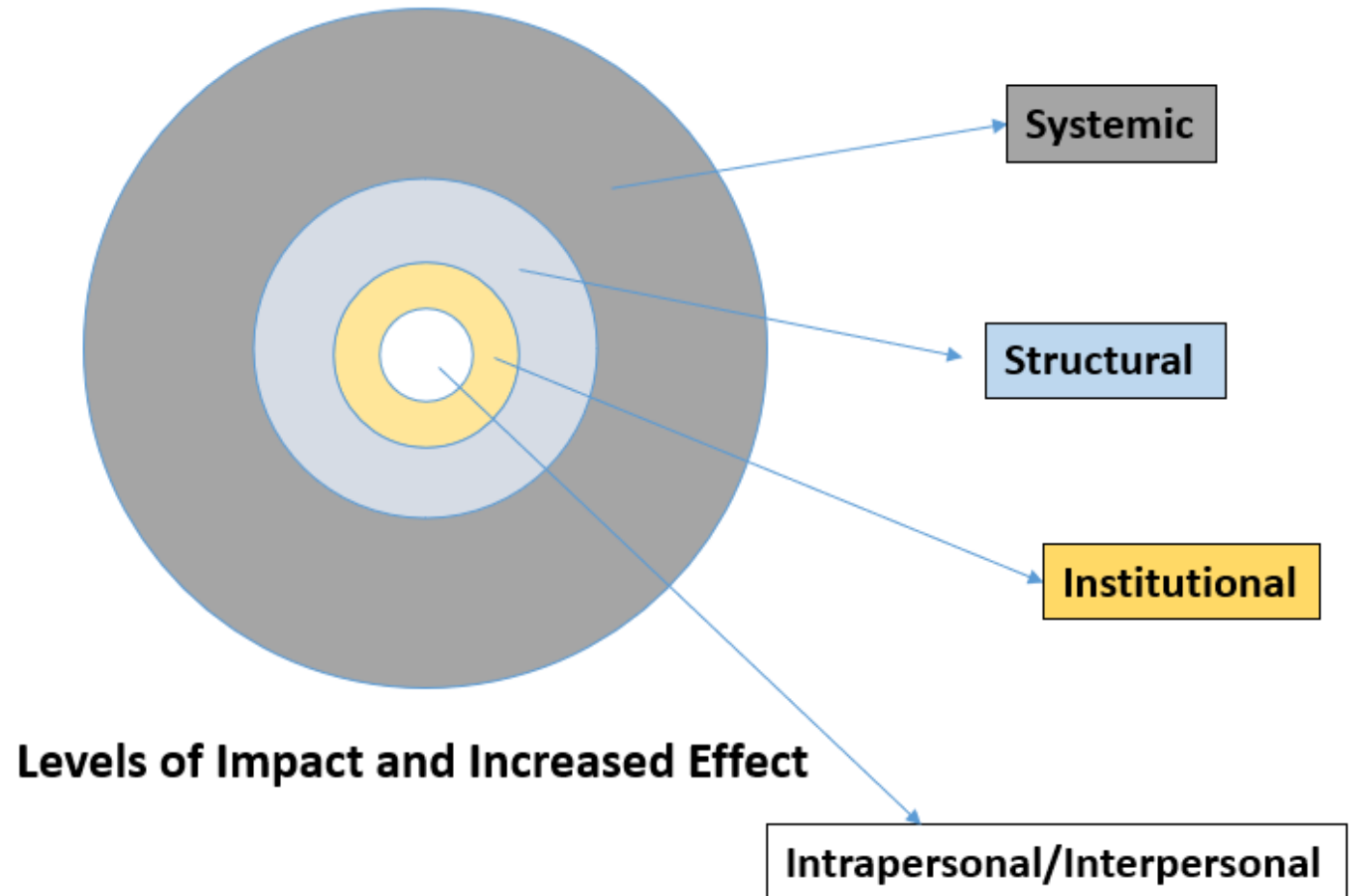
# Definitions

- Prejudice—“feeling, favorable or unfavorable, toward a person or thing, prior to, or not based on, actual experience.” (Allport, 1979)
- Preconceived—usually unfavorable—evaluation of another person based on that person’s personal characteristics.
- Stereotype—general beliefs used to categorize people, objects, & events while assuming those beliefs are accurate generalizations of the whole group.
- *Fallacy of Composition— inference that something is true of the whole from the fact that it is true of some part of the whole.*
- *Fallacy of Reduction—assigning a group characteristic to an individual group member.*



# “Isms” and Phobias

- Racism
- Sexism
- Ageism
- Ableism
- Classism
- Anti-Semitism
- Heterosexism (Homophobia)
- Trans-sexism (Transphobia)
- Islamophobia



# “Isms” and Phobias

## Intrapersonal/Interpersonal

Personal feelings and behaviors of individual members of one race/ethnic/gender group that is intended to have a differential and/or harmful effect on the members of another race/ethnic/gender group.

## Institutional

Policies of the dominant race/ethnic/gender institutions and the behavior of individuals who control these institutions and implement policies that are intended to have a differential and/or harmful effect on minority race/ethnic/gender groups.

## Structural

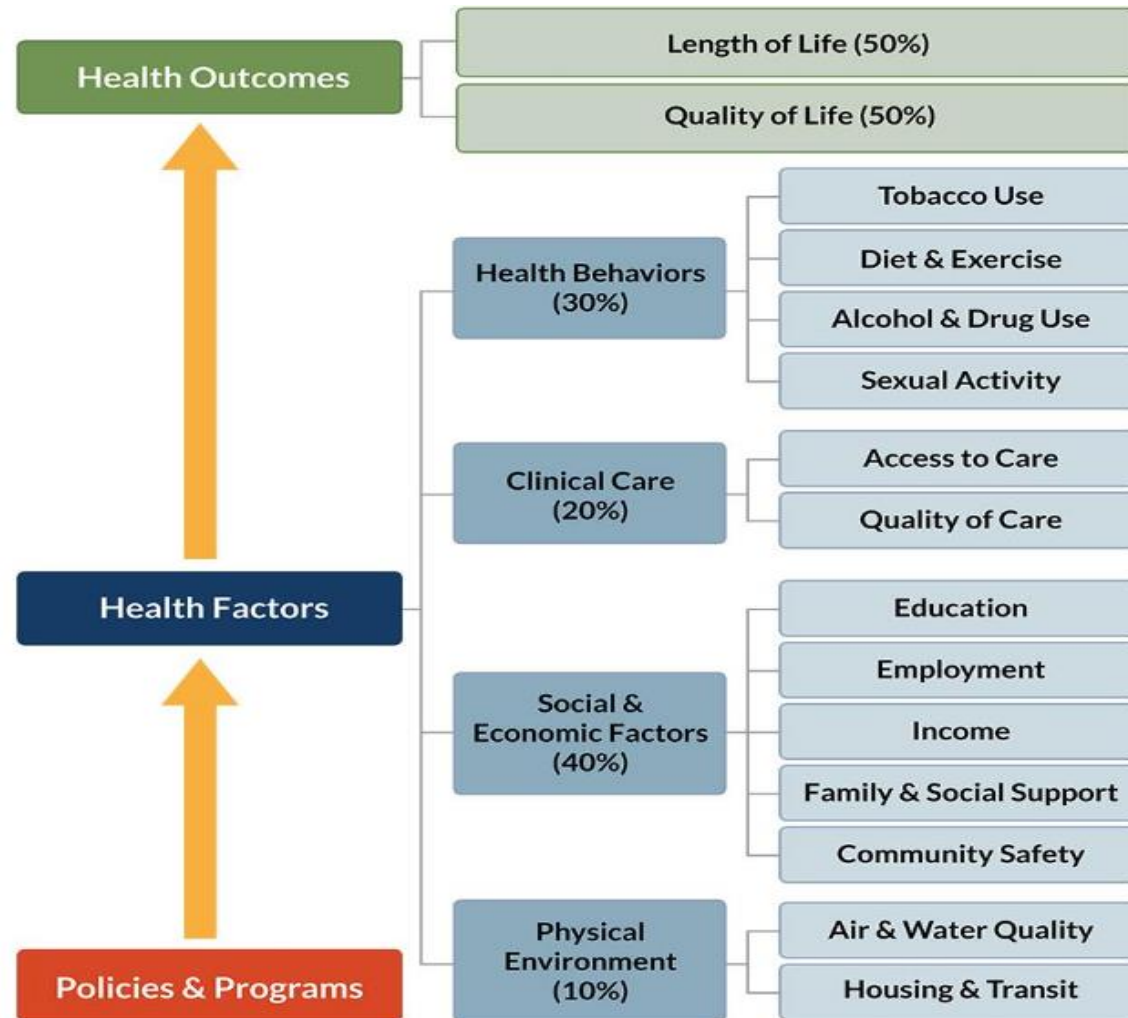
Normalization and legitimization of an array of historical, cultural, institutional and interpersonal dynamics that routinely advantage Whites while producing cumulative and chronic adverse outcomes for people of color.

## Systemic

A system that celebrates and rewards some groups or cultures over others.

# **Intervention Frames**

# Social Determinants of Health



“... the conditions in which people are born, grow, live, work and age. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels.”

# Health Factors and Policies

**Health Behaviors**

- Tobacco use
- Diet & exercise
- Alcohol & drug use
- Sexual activity

**Clinical Care**

- Access to care
- Quality of care

**Social and Economic Factors**

- Education
- Employment & income
- Family & social support
- Community safety

**Physical Environment**

- Air & water quality
- Housing & transit

# Robert Wood Johnson Foundation Health Rankings

Rank ▼	County	Rank ▼	County
1	Fairfax (FI)	1	Montgomery (MO)
2	Arlington (AR)	2	Howard (HO)
3	Loudoun (LO)	3	Carroll (CO)
4	Falls Church City (FC)	4	Frederick (FR)
5	York (YO)	5	Talbot (TA)
6	Albemarle (AL)	6	St. Mary's (SM)
7	Alexandria City (AX)	7	Calvert (CA)
8	Stafford (ST)	8	Harford (HA)
9	Prince William (PW)	9	Queen Anne's (QA)
10	Goochland (GO)	10	Anne Arundel (AN)
11	Poquoson City (PQ)	11	Prince George's (PG)
12	Hanover (HN)	12	Garrett (GA)
13	Powhatan (PO)	13	Charles (CH)
14	Botetourt (BO)	14	Worcester (WO)
15	Fairfax City (FA)	15	Baltimore (BL)
16	James City (JC)	16	Kent (KE)
17	Virginia Beach City (VB)	17	Washington (WA)
18	Fauquier (FU)	18	Cecil (CE)
19	Rockingham (RG)	19	Caroline (CR)
20	New Kent (NK)	20	Wicomico (WI)
21	Frederick (FD)	21	Allegany (AL)
22	Fluvanna (FV)	22	Somerset (SO)
23	Stafford (ST)	23	Frederick (FR)

[Maryland](#)

[Virginia](#)

[Washington, DC](#)

The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work, and play. They provide a starting point for change in communities.

## Find County Rankings

How healthy is your community?

Enter your state, county, or ZIP

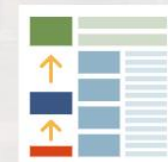
Search

## Use the Data

Find and understand the data you need - in this site and beyond - to move to action.

Learn More

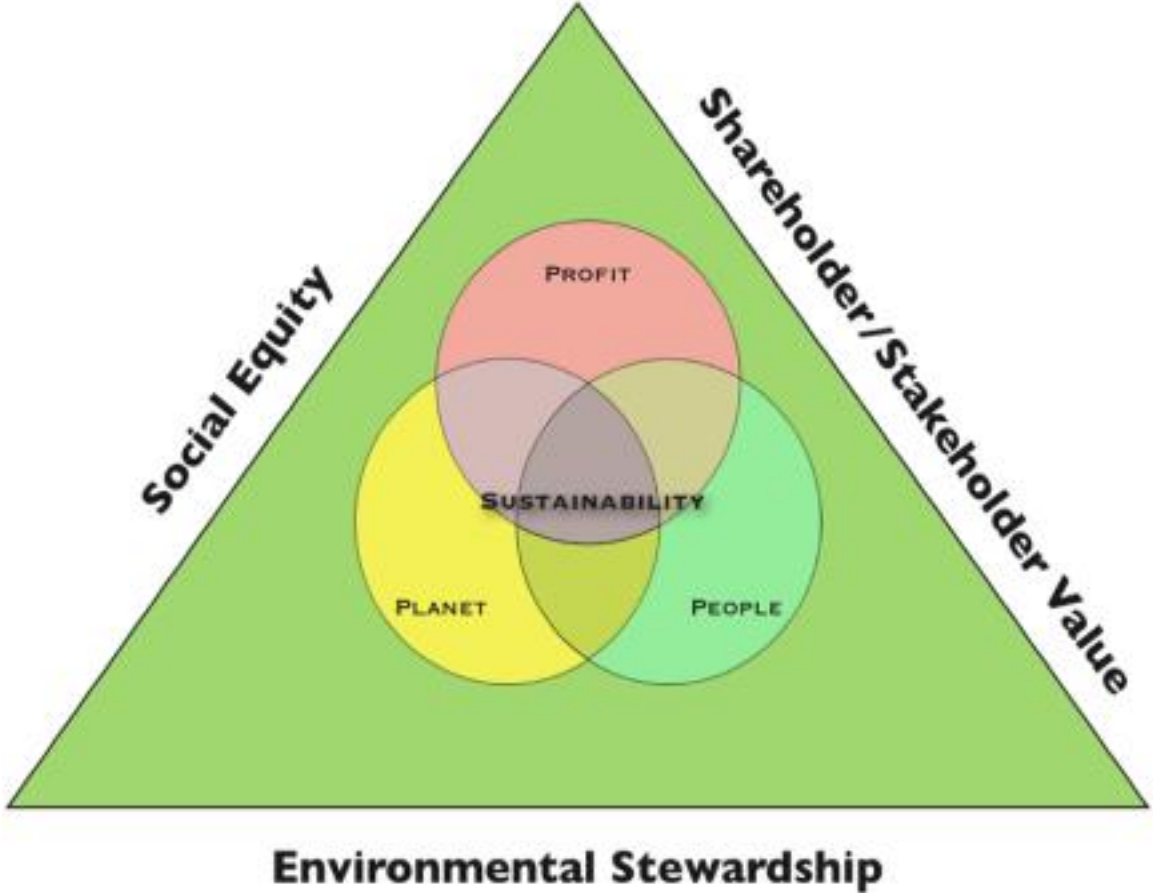
## Measures & Data Sources



Explore Our Model



# Triple Bottom Line Sustainability Model



# Do well while doing good

- Local, National, Global Change
- Generate competitive returns
- Market Size Potential
  - \$500 billion to \$12 trillion
- The GIIN (Global Impact Investing Network)
  - Annual Impact Investor Survey 2019: Respondents collectively manage \$239 billion (total U.S. Market \$502 billion)
  - 56 percent of the respondents target social and environmental impact objectives; 36 percent target only social objectives; 7 percent only target environmental objectives
  - [www.thegiin.org](http://www.thegiin.org) (list of social impact investment entities)

# System Change

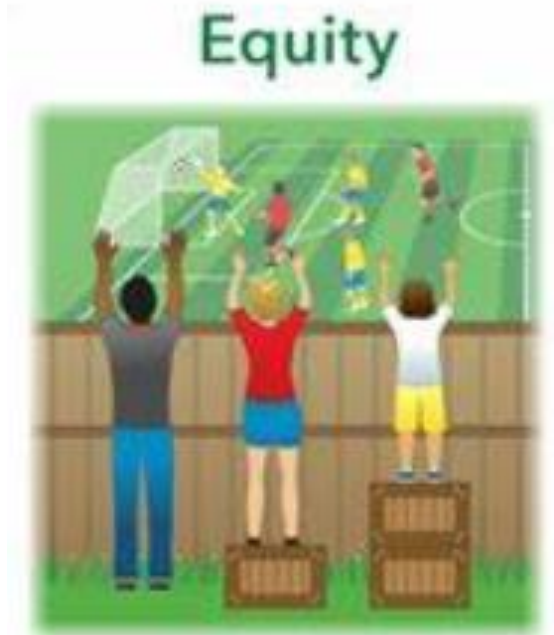
- **Generational wealth transfer**
  - \$30 trillion in wealth changing hands
- **Women investors**
  - control 60% of the wealth
- **Philanthropy and Policy**
  - systems change
- **Collaboration for a viable capital stack**
  - layer and leverage philanthropic, corporate and public tools

# The Reputational Equity Checklist for Counties, Cities & Towns

- ✓ Core operating principles
- ✓ Infrastructure Development & Redevelopment
- ✓ Business Development and Retention
- ✓ Workforce Development & Retention
- ✓ Community Stabilization
- ✓ Financing

# Core Operating Principles

- Unlearning old ways of “thinking” and “doing”
- Entrepreneurial mindset
- Unwavering commitment to innovation
- Collaborative Engagement of Key stakeholders
- Disciplined Execution of Strategy
- Promotes environmental and climate justice
- Welcomes courageous conversations and courageous confrontations
- Engages in courageous Listening
- Equity Performance Indicators and Metrics
- Transparency in Reporting (Equity Scorecard)
- **Maintains commitment to equity in times of crisis**



# Infrastructure Development & Redevelopment

- Walkable, age-friendly
- YIMBY Zoning
- Legacy pollutant free public spaces
- Brownfield Redevelopment
- Green Space
- Porous Paving & Complete street ordinances
- Affordable housing preservations strategies



*YIMBY – “Yes In My Backyard” – unites and advocates pro-development and pro-density policies; sees a lack of housing supply as a major cause of unaffordable rents, as well as zoning laws that restrict growth.*

# Business Development & Retention

- Inclusive business ecosystem
- Worker cooperatives and employee-owned businesses
- Commitment to supplier diversity in contracting & procurement
- Recruits triple bottom line sustainable businesses
- Makers' spaces strategically positioned throughout the jurisdiction



# Workforce Development & Retention

- Strives to expand the talent base by avoiding the “just like me syndrome”
- Eliminates barriers to employment
- Local and target area hiring ordinances
- Pays Living Wages
- Embraces flexibility
- Empathy and Compassion



# Community Stabilization

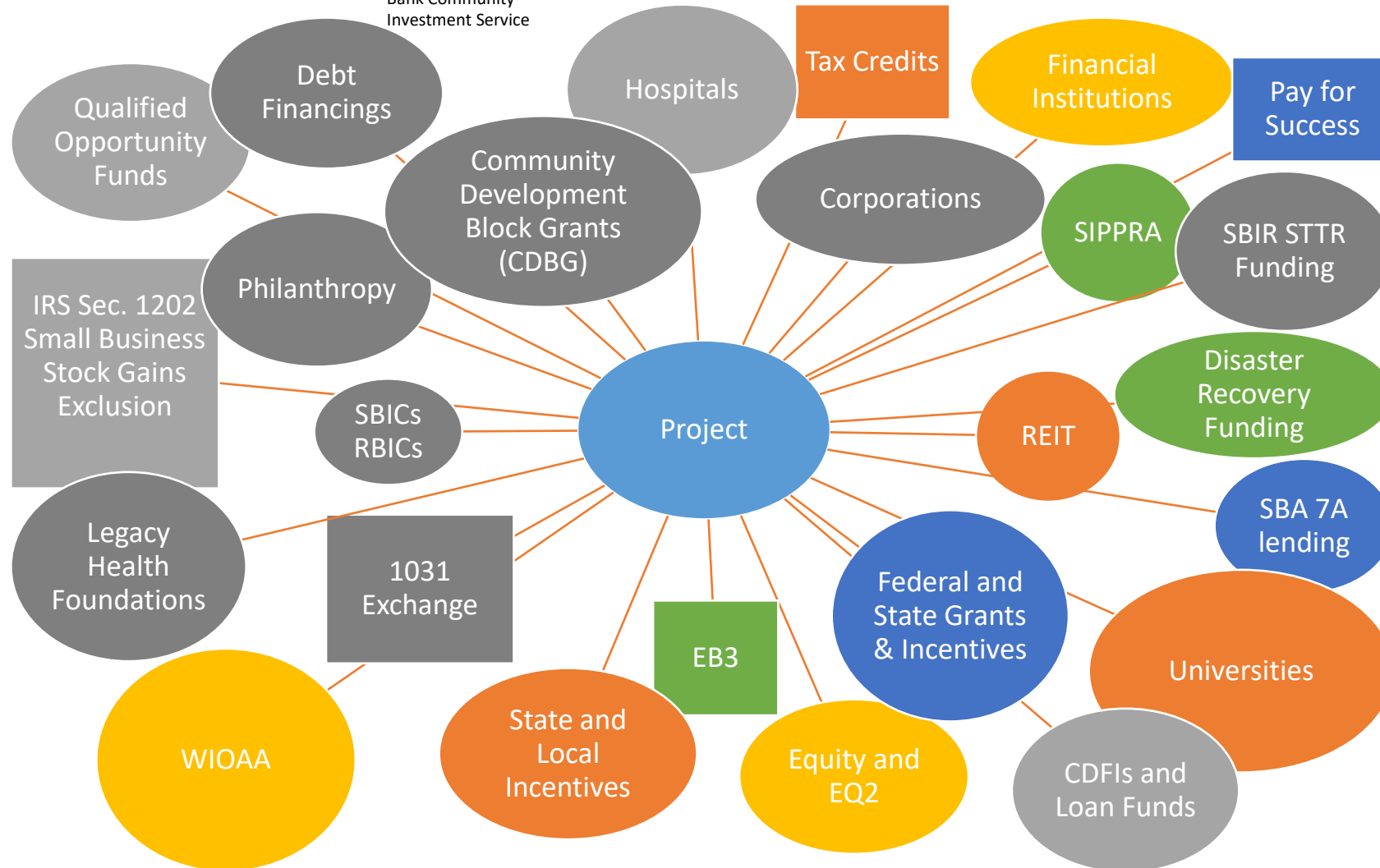
- Just cause eviction policies
- Rent stabilization
- Relocation protections
- Right of return policies
- Proactive code enforcement
- Community Benefit Agreements

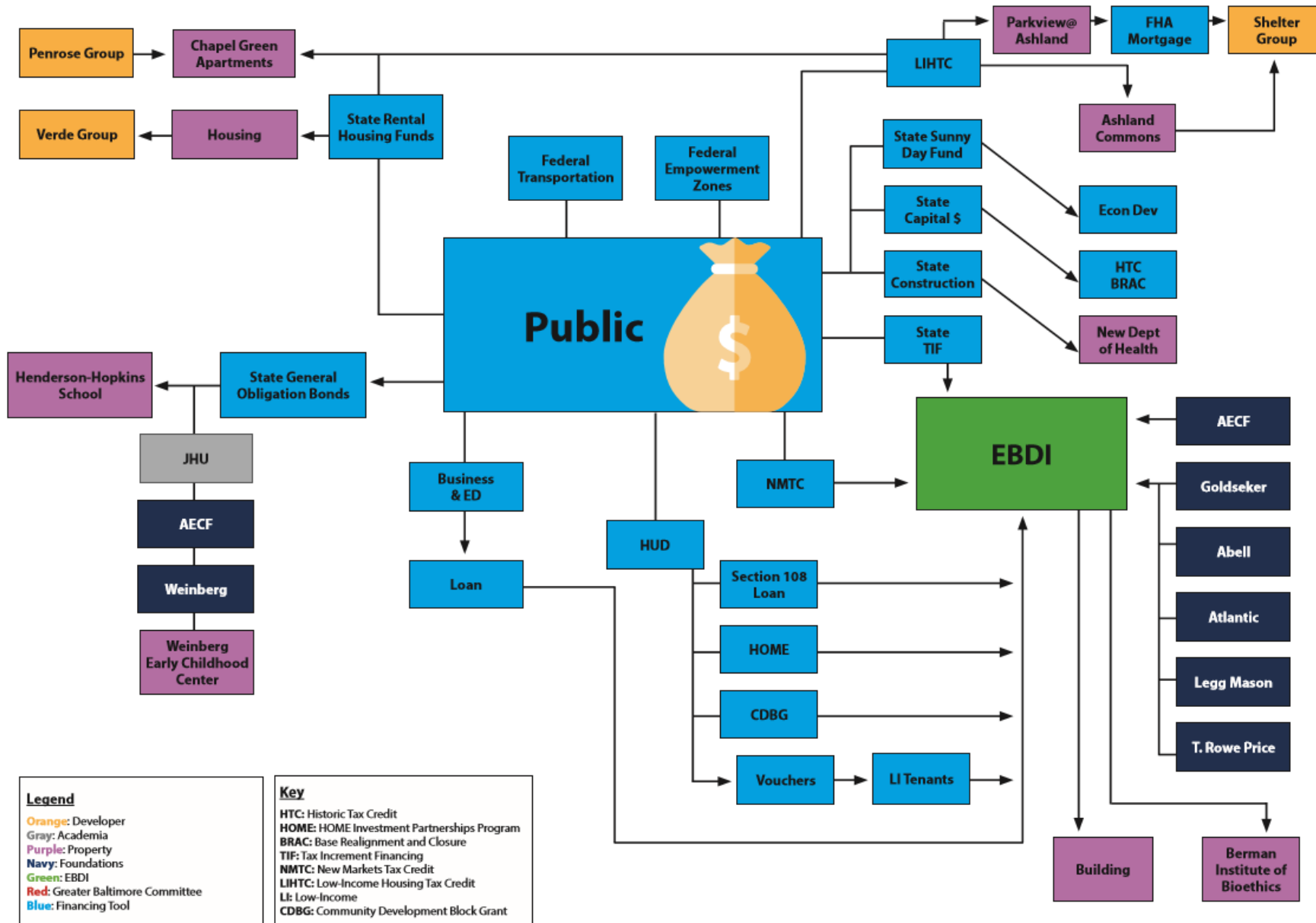
# Financing

- Public mitigation funding for small businesses impacted by infrastructure improvements
- Lost cost capital for business in commercial districts experiencing rapid change and potential displacement
- Financial assistance for renters displaced by development
- Equitable Development Venture Fund and new investments to support business, housing

# Layer and Leverage the Capital Stack

- Construction loans
- Permanent financing
- Equity Bridge loans
- Federal Home Loan
- Bank Community Investment Service





# Questions