

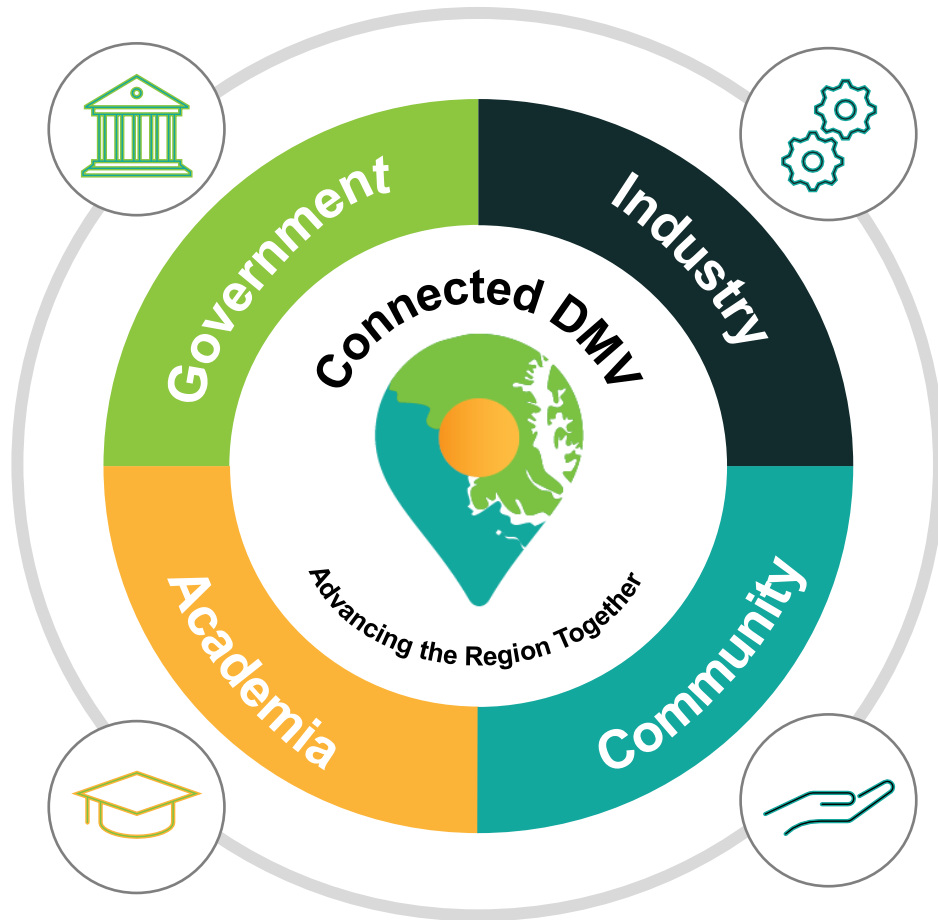


Regional Economic Development Strategy (REDS)
MWCOG Planning Directors Technical Advisory Committee

July 16, 2021



CONNECTED DMV OVERVIEW



WE ARE A 501(c)(3) THAT IS:

- Governed by regional leaders
- Breaking down regional silos
- Delivering initiatives and results
- Preparing for the digital age
- Lifting marginalized communities
- Uniting regional organizations
- Gaining momentum

Founding Organizations



VISION

To improve how the DMV lives, learns, works, and prospers

MISSION

To deliver regional initiatives together for a stronger and more equitable future





REDS BACKGROUND

THE MANDATE

COVID-19 brought us together. REDS originated from leaders across different functional / sectoral silos and jurisdictions calling for a unified regional effort. Based on the fact that the region did not have a regional economic development strategy (“REDS”) or forum, the COVID-19 Strategic Renewal Task Force commissioned the REDS Steering Committee in July 2020 to establish the foundation for cross-border, cross-sector economic development collaboration.

THE PROBLEM

Despite our unmatched talent, assets, and resources, our region lags peers in key economic competitiveness areas, and our socioeconomic divide and siloed approach to economic development has left growth opportunities on the table. We could be doing so much more together!

THE MISSION

To establish an enduring regional alliance and culture that provide a cross-jurisdictional platform, with active industry, academia, and community participation, to enhance cooperation, communication, and collaboration for equitable economic development across our region

COVID-19 Strategic Renewal Task Force

- Regional Organizations
- Academia
- Public Sector
- Industry & Community
- Federal Government

Task Force Host
Hon. Anthony Williams /
Jack McDougle

Connected DMV
Stu Solomon

Council of Governments <i>Chuck Bean</i>	Montgomery Economic Devel. <i>Benjamin Wu</i>	University <i>Dr. Wayne Frederick, Howard Univ.</i>	Banking <i>Richard Bynum, PNC</i>	Mobility <i>Stephanie Davis, Volkswagen Group</i>
Greater Wash. Board of Trade <i>Jack McDougle</i>	Fairfax Economic Development <i>Victor Hoskins</i>	Community College <i>Dr. Anne M. Kress, NVCC</i>	Communications <i>Tony Lewis, Verizon</i>	Non-Profit Association <i>Scott Frisch, AARP</i>
Consortium of Universities <i>Dr. Andrew Flagel</i>	Prince George's County <i>Hon. Todd Turner</i>	K-12 <i>Katherine Bradley, CityBridge</i>	Community / Civic <i>Radha Muthiah, Cap Area Food Bank</i>	Public Relations <i>Evan Kraus, APCO Worldwide</i>
WMATA <i>Paul Wiedefeld</i>	DC Mayor Rep. <i>Eugene D. Kinlow</i>	Health & Human Services <i>Glenn Blanchette</i>	Community / Civic <i>Denise Rolark Barnes, Was. Informer</i>	Real Estate Dev. & Construction <i>Sameer Bhargava, Clark</i>
Federal City Council <i>Hon. Tony Williams</i>	Public Health Official <i>Dr. Annetta Arno, DC Health</i>	Cyber & Infr. Security Agency <i>Bill Ryan</i>	Consulting <i>Nora Gardner, McKinsey & Co.</i>	Retail & Supply Chain <i>Brian Kenner, Amazon</i>
Economic Club <i>Mary Brady</i>	Commonwealth of Virginia <i>Cassidy Rasnick</i>	FEMA <i>Kim Kadesch</i>	Cybersecurity <i>Jim Cook, The MITRE Corp.</i>	Small Business <i>Anne Mahlum, Solidcore</i>
2030 Group <i>Bob Buchanan</i>	State of Maryland <i>Kelly M. Schulz</i>	Joint Force Headquarters - NCR <i>Major General Omar Jones</i>	Healthcare <i>Ken Samet, MedStar Health</i>	Technology <i>Samuel Gordy, IBM</i>
Metro. Wash. Airport Authority <i>Jack Potter</i>	Maryland Governor Rep. <i>Allison Mayer</i>	Accounting <i>Tim Gillis, KPMG</i>	Hospitality <i>David Grissen, Marriott</i>	Tourism & Entertainment <i>Elliott Ferguson, Destination DC</i>
DMV Chambers of Commerce <i>David Harrington</i>	Northern VA Technology Council <i>Bobbie Kilberg</i>	Advanced Manufacturing <i>Tim O'Brien, Micron</i>	Legal <i>Manny Rouvelas, K&L Gates</i>	Utilities <i>Dave Velazquez, Pepco Holdings</i>
NOVA Chamber of Commerce <i>Julie Coons</i>	Maryland Tech Council <i>Martin Rosendale</i>	Aerospace & Defense <i>Lesley Kalan, Northrop Grumman</i>	Life Sciences <i>Rich Bendis, BioHealth Innovation</i>	Venture Capital / Private Equity <i>Stacey Dion, The Carlyle Group</i>

Task Force Recommendations

Initiative Origination (June 2020 – January 2021)						Delivery & Transition (2021 to Date)	
June	July	August	September	October	January	March	May
Regional Resilience Exercises	Regional Economic Development Strategy	Pandemic Prevention & Biodefense Initiative	Economic Renewal & Equity Scorecard	Regional Quantum Innovation	Regional Hydrogen Center	Discussion Focused on Equity and Future of Regional Collaboration	Discussion of Digital Currency; Transition to DMV Regional Congress
Coordinated Contact Tracing	Flexible Work Schedules	Safe Environments: Accelerated Pilots	Regional Initiative Funding Committee				
Regional Data Protection	Regional Cybersecurity Initiative	Connectivity For All					

Regional Focus Areas

- Regional Collaboration
- Health & Education
- Infrastructure & Technology



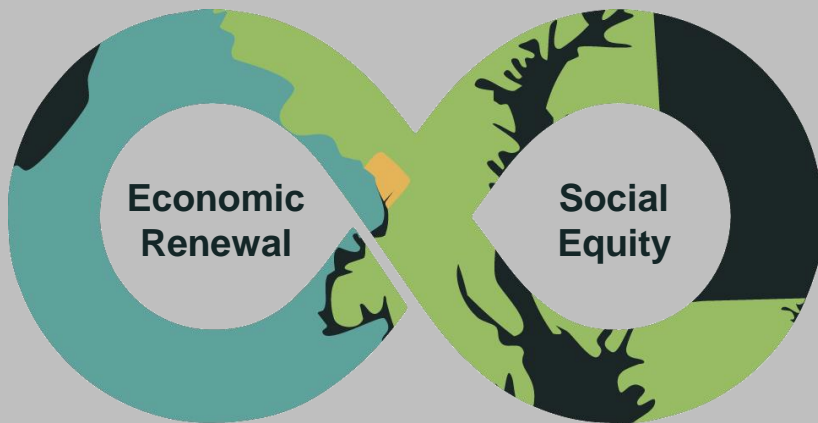
REDS 1.0 OVERVIEW & REPORT

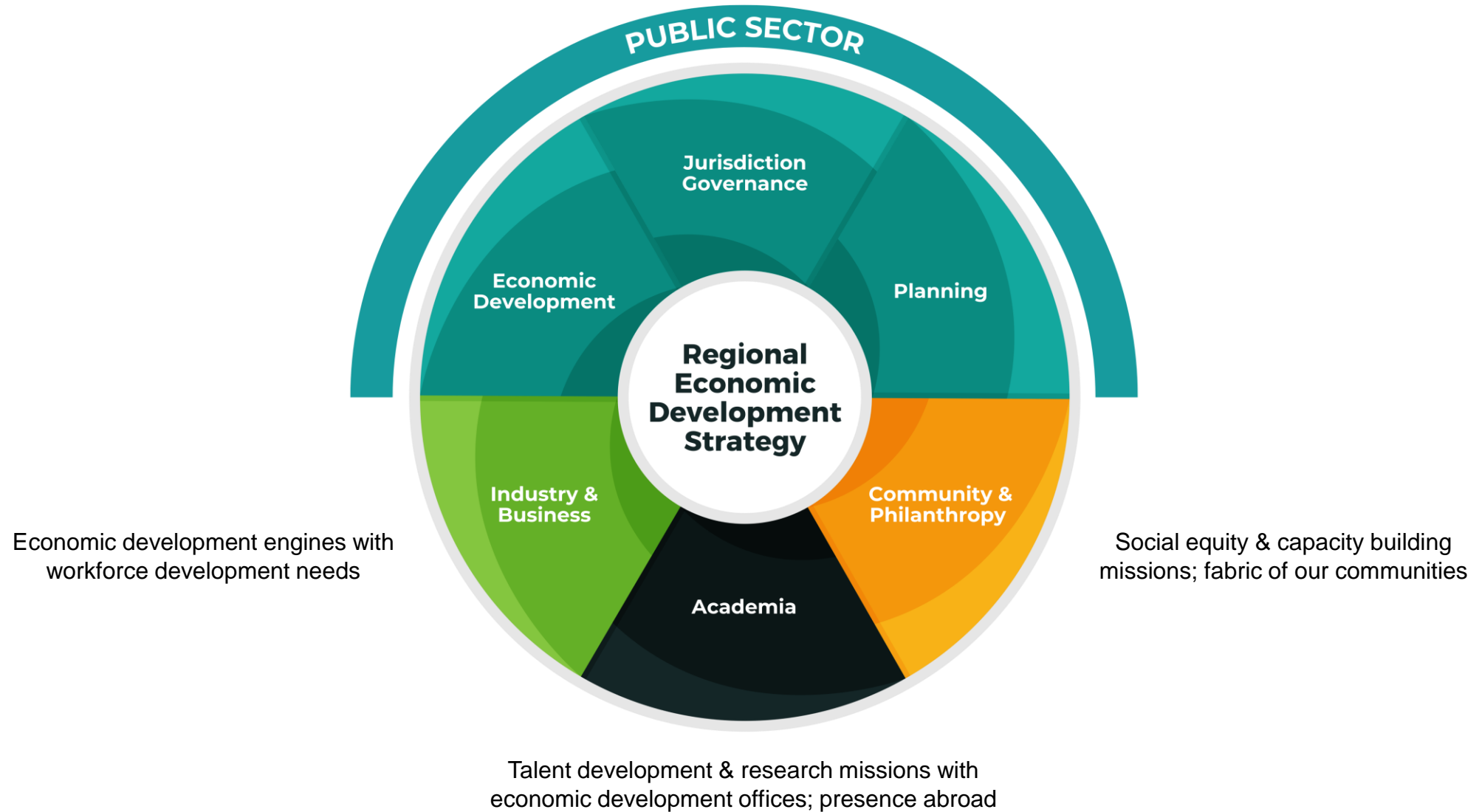
REDS MISSION:

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REDS 1.0 OBJECTIVES:

- **Lay the groundwork for regional collaboration** to increase opportunity for all and lift the regional economy
- **Build a foundation** that can be sustained and growth over time
- **Identify** shared interests, complementary resources, and opportunities for partnership
- **Deliver an actionable strategy** to guide regional economic development efforts
- **Design and secure commitments for initial collaborations** in areas such as talent development, workforce enablement, jobs creation, market strengthening and activation, and an innovation ecosystem development
- **Emphasize the linkages** between economic renewal and social equity





REDS Steering Committee (as of 7/16/21) **CONNECTED DMV**



Fairfax County EDA Victor Hoskins <i>Co-Chair</i>	Prince George's County EDC David Iannucci* <i>Co-Chair</i>	DC Deputy Mayor for Planning & Economic Development John Falcicchio <i>Co-Chair</i>	Consortium of Universities of the Washington Metropolitan Area Andrew Flagel	Kaleidoscope Affect Linda Singh	Connected DMV Stu Solomon	The Greater Washington Board of Trade Jack McDougle***
Alexandria Economic Development Partnership Stephanie Landrum**	Montgomery County EDC Benjamin H. Wu	Washington DC Economic Partnership Keith Sellars	Northern Virginia Community College Anne Kress	McGuireWoods LLP Jim Dyke	Destination DC Elliott Ferguson	The 2030 Group Bob Buchanan
Arlington Economic Development Telly Tucker	Howard County EDA Larry Twele	U.S. Federal Government To be confirmed	Prince George's Community College Falecia Williams	Pepco Felecia Greer	The Economic Club of Washington, D.C. Mary Brady	United Way of the National Capital Area Rosie Allen-Herring
Washington Metropolitan Area Transit Authority Shyam Kannan	Metropolitan Washington Council of Governments Chuck Bean	To be confirmed	To be confirmed	Washington Business Journal Alex Orfinger	Enterprise Community Partners David Bowers	

- Public Sector
- Industry & Business
- Academia
- Community & Philanthropy

* Liaison to Maryland National Capital Region Economic Development Alliance (MDNCREDA)

** Liaison to Northern Virginia Economic Development Alliance (NOVA EDA)

*** Liaison to Council of Economic Development Officials (CEDO)

ECONOMIC MOBILITY RANK OF THE TOP 50 LARGEST REGIONS

13th DMV REGION

OF THE TOP 150 LARGEST COUNTIES

2nd FAIRFAX COUNTY

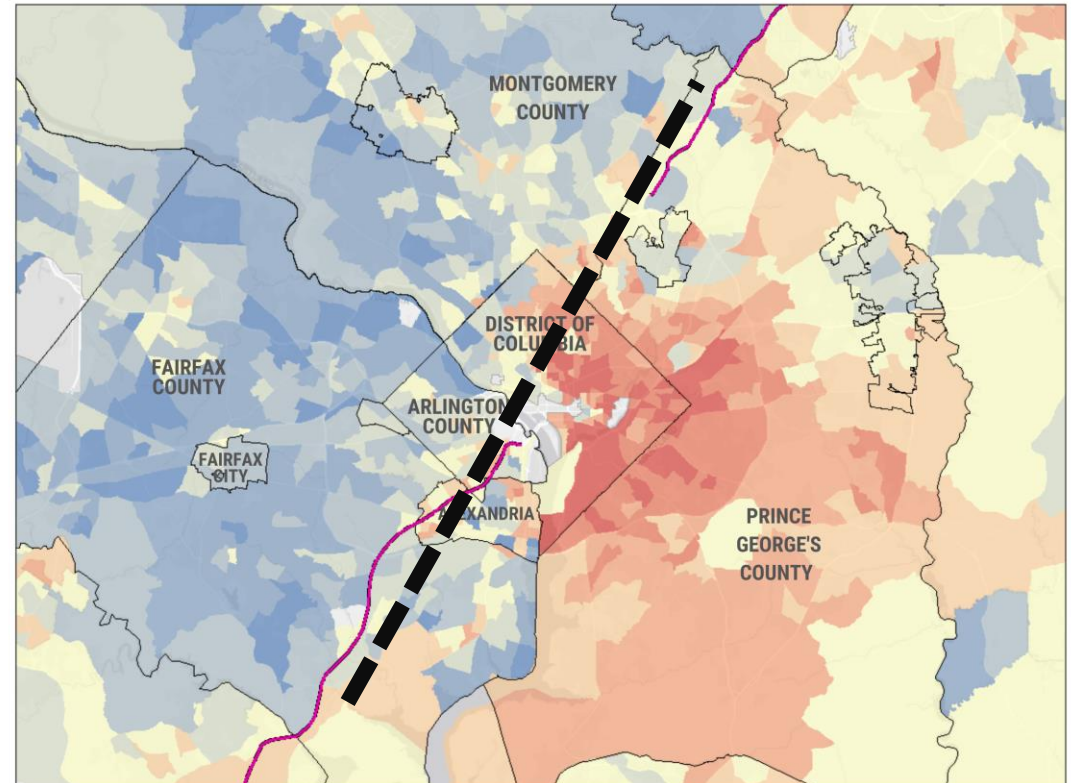
12th MONTGOMERY COUNTY

107th PRINCE GEORGE'S COUNTY

142nd DISTRICT OF COLUMBIA

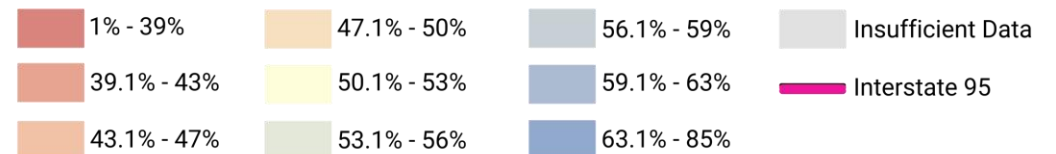
INFORMATION FROM ARCGIS & OPPORTUNITY INDEX

DMV: CHILDREN'S OUTCOMES IN ADULTHOOD BY CENSUS TRACT
ALL RACES & ETHNICITIES CHILDREN:
HOUSEHOLD INCOME WITH PARENTS IN 50TH PERCENTILE



LEGEND

ADULT HOUSEHOLD INCOME PERCENTILE (ALL)



SOURCE: ARCGIS, OPPORTUNITY INSIGHTS: OPPORTUNITY ATLAS

Regional Economic
Development Strategy
REDS 1.0 Report

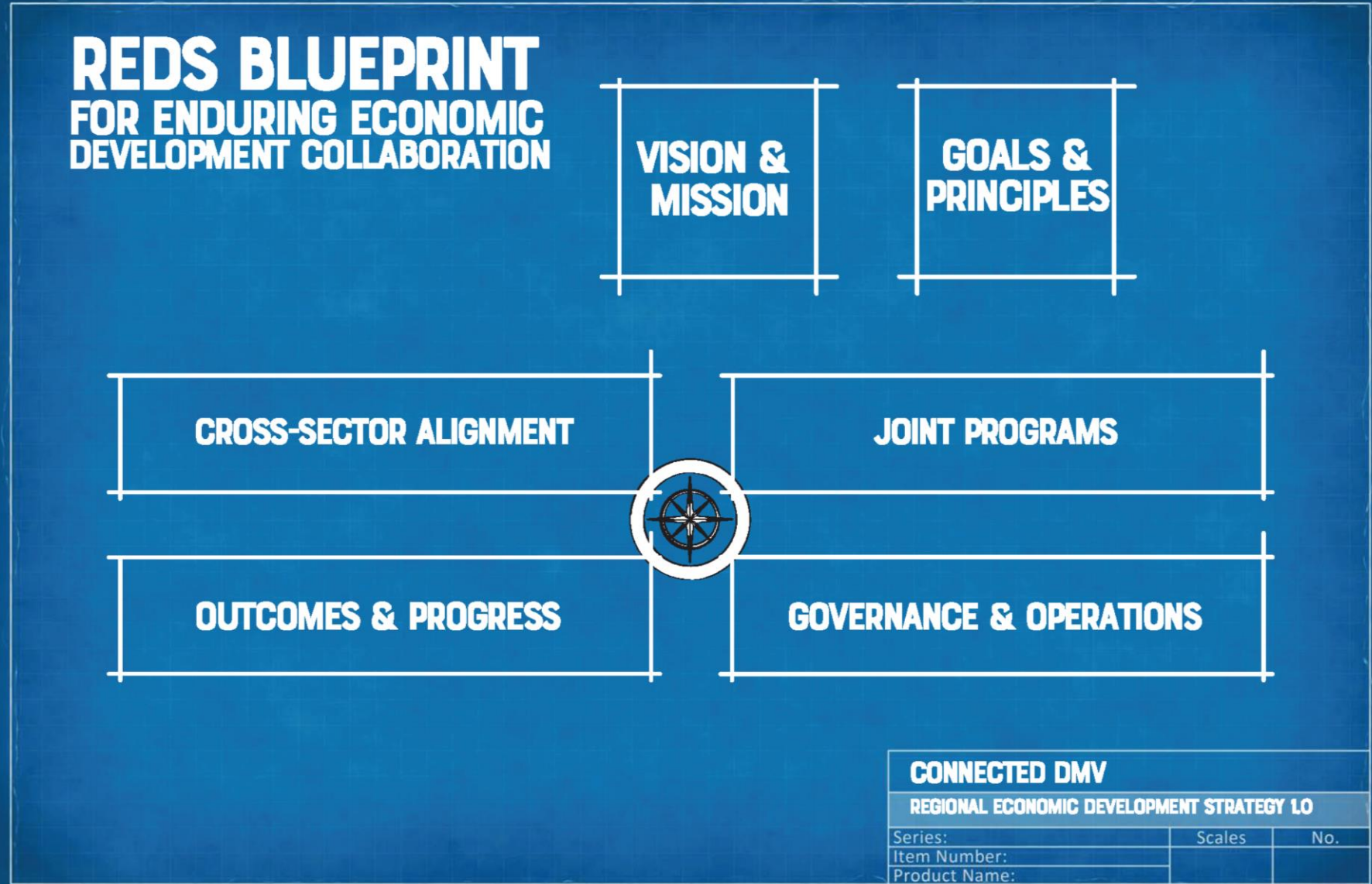
ONE.

A BLUEPRINT FOR
ENDURING
COLLABORATION
TO ADVANCE
ECONOMIC
OPPORTUNITY
AND EQUITY IN
GREATER
WASHINGTON

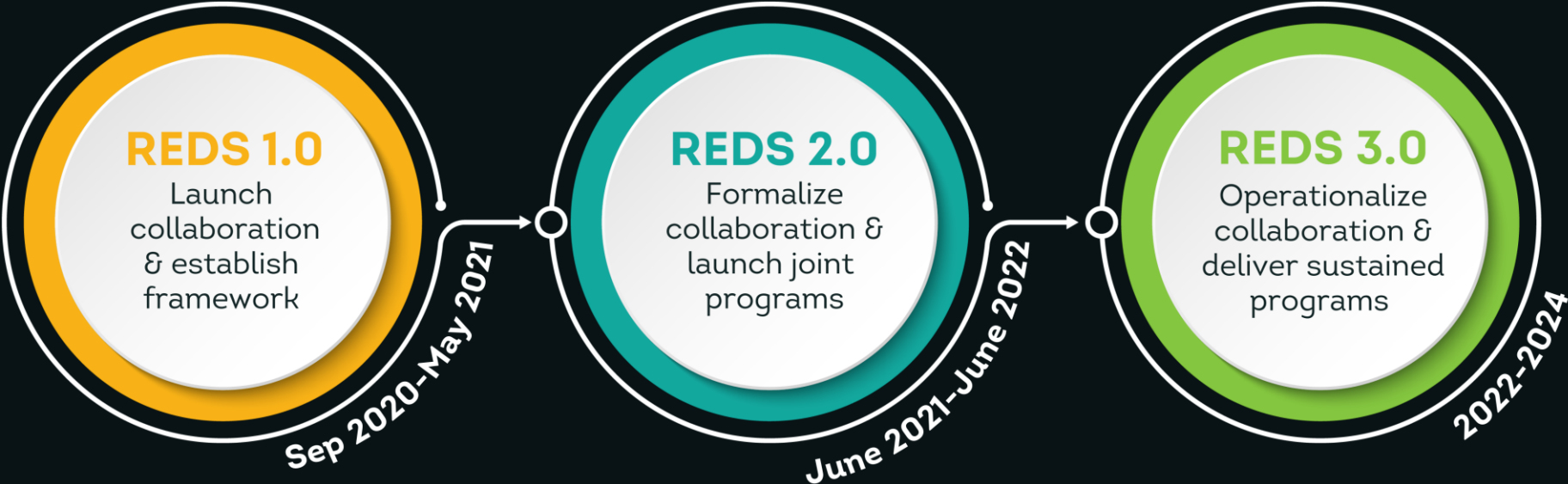


[connecteddmv.org/reds](https://www.connecteddmv.org/reds)

Key elements for enduring regional collaboration



The Roadmap





REDS 2.0 PLAN

HIGH-POTENTIAL ENTRY POINTS FOR REGIONAL COLLABORATION FOR DEVELOPMENT DURING REDS 2.0



REGIONAL EQUITABLE GROWTH

- Plan, design, and build the first release of a collaborative, data-driven DMV Atlas with pilot use cases synthesizing cross-sector data sets to unearth new equitable growth opportunities and improve regional planning, investment, and programming
- Launch a regional leadership workstream focused on closing the region's East-West divide along ten equity impact areas, and informing DMV Atlas development as well as other REDS joint programs

REGIONAL BRANDING & MARKETING

- Host visioning sessions to include full cross-sector representation to define a joint regional branding and marketing program
- Organize the first joint regional outreach delegation to attend a national or global tradeshow
- Launch planning of a major, local, net-new event focused on a regional industry cluster growth area

REGIONAL TALENT PIPELINE

- Initiate development of a regional career opportunities platform with available upskilling/reskilling resources, internships, apprenticeships, and jobs
- Establish a forum to develop coordinated regional actions to secure federal, state, and philanthropic funds, resources, and programs related to talent and workforce development



REGIONAL PARTNERSHIPS

Partner with regional institutions to create an enduring, locally grounded, and accessible data and decision-support function



DATA SOURCING & VISUALIZATION

Integrate existing public, private, and academic data sets to assist with a range of regional initiative planning and evaluation activities



AI-DRIVEN INSIGHTS

Incorporate latest social science and analysis methods for net-new insights on economic opportunity, mobility, and equity



ONGOING ASSESSMENT FOR TARGETED IMPACT

Visually spotlight trends relating to the DMV's East–West divide to regional leaders to spur action and assess progress over time



FOOD SECURITY

Addressing regional food insecurity is a complex challenge. Fragmented networks of government agencies and nonprofits provide food relief services to support distressed communities via multiple, sometimes overlapping programs. While some network actors have been able to aggregate data on a portion of the services meeting the region's needs, a comprehensive picture of regional efforts remains out of reach. By overlaying data from various regional food relief participants into the DMV Atlas, we can enable deeper insights on food insecurity across the region while also expanding the conversation to address opportunities across multiple dimensions of equity and access (such as to skills and workforce development, digital connectivity, transportation, and health and wellness).



311 OPTIMIZATION

The services rendered under non-emergency communications (311) are diverse and non-equitable. Local jurisdictions deliver 311 services, but there is significant variation on how they are delivered, and what is delivered. For example, there are only 5 dedicated 311 operations across the 24 jurisdictions in the DMV. Even when services are available to marginalized communities, often these residents' awareness of or ability to engage these services is limited. By incorporating a regional view, we can find ways to optimize services across the region, align and normalize services rendered, and close the equity gap in the services being delivered.



“Only by working together across the region – government, industry, academia, philanthropy, and community organizations – can we maximize strategic growth opportunities, effectively market ourselves to the world, and prepare all communities for prosperity in the face of ever-present technology transformation and industry disruption.”

**ONE REGION.
ONE TEAM.
ONE PLAN.
ONE RESULT.
ONE STRONGER DMV.**



THANK YOU!

GEORGE THOMAS

VICE PRESIDENT, INNOVATION & STRATEGIC INITIATIVES

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