

Arlington's Strategy to Address BRAC Impacts and Opportunities

Presentation to the
Metropolitan Washington Council of Governments
Board of Directors Meeting
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BRAC Overview

- Not like previous BRACs
 - Complex and diverse -- All branches involved
 - Geographically broad
 - Different focus: security not cost-savings
- Key problems:
 - Coordination – no single POC
 - Lack of detailed information

Key Themes for Arlington

- We should view BRAC impacts as an **opportunity**.
- We may not know what's going to happen until it does: **prepare to be reactive!**
- We must think very carefully about finding other replacements for this **economic anchor**.
- Where possible, new programs and initiatives should have **relevance beyond BRAC**.

8 Topics/ 34 Recommendations

1. **Infrastructure Development:** Improving Crystal City's functionality during and after BRAC
2. **Planning and Development Policies:** Facilitating the redevelopment of Crystal City
3. **Business/Workforce Assistance:** Helping workers transition and businesses thrive
4. **Business/Tenant Incentives:** Enhancing Crystal City's competitive position as a premier business location
5. **Communications and Outreach:** Informing to ease concerns and highlight opportunities
6. **Federal and State Legislative Initiatives:** Pursuing support to mitigate impacts
7. **Marketing Strategies:** Promoting Crystal City's advantages and opportunities
8. **Monitoring/Management/Evaluation:** Ensuring efficient and effective plan implementation

Top Ten First Steps

1. Establish a **BRAC** transition center
2. Streamline the **permitting** process
3. Initiate a formal **planning** process
4. Formulate **funding** strategies
5. Develop a **marketing and communications** plan
6. Conduct **research** to understand workforce and business needs
7. Establish a focal point for **coordination** of BRAC activities
8. Develop a **project-specific** work plan
9. Formulate **business** incentive strategies
10. Institute an **ongoing** monitoring, management and evaluation program

For More Information...

[WWW. BRACArlingtonva.us](http://WWW.BRACArlingtonva.us)