

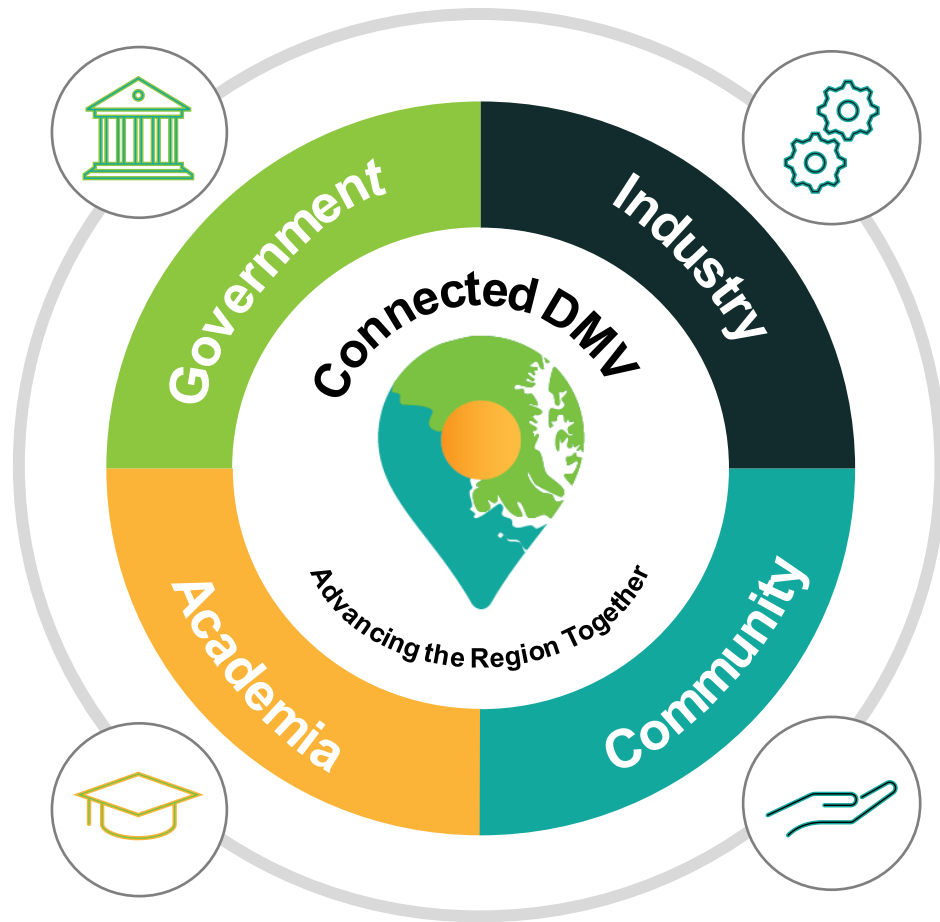


Regional Economic Development Strategy (REDS)
Region Forward Coalition Briefing

January 22, 2020

1. Connected DMV Background
2. COVID-19 Strategic Renewal Task Force
3. Regional Economic Development Strategy (REDS) 1.0

What is CONNECTED DMV ?



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

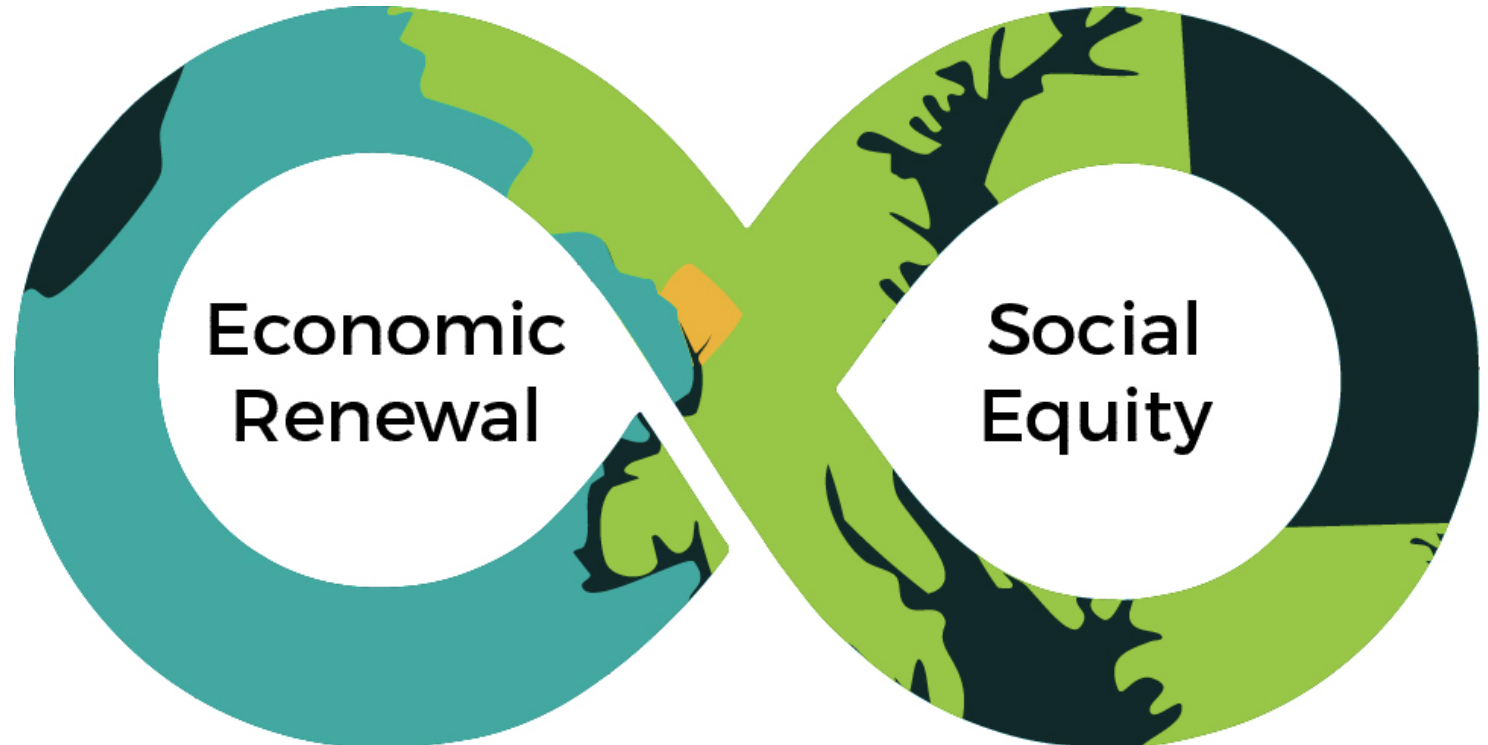


VISION

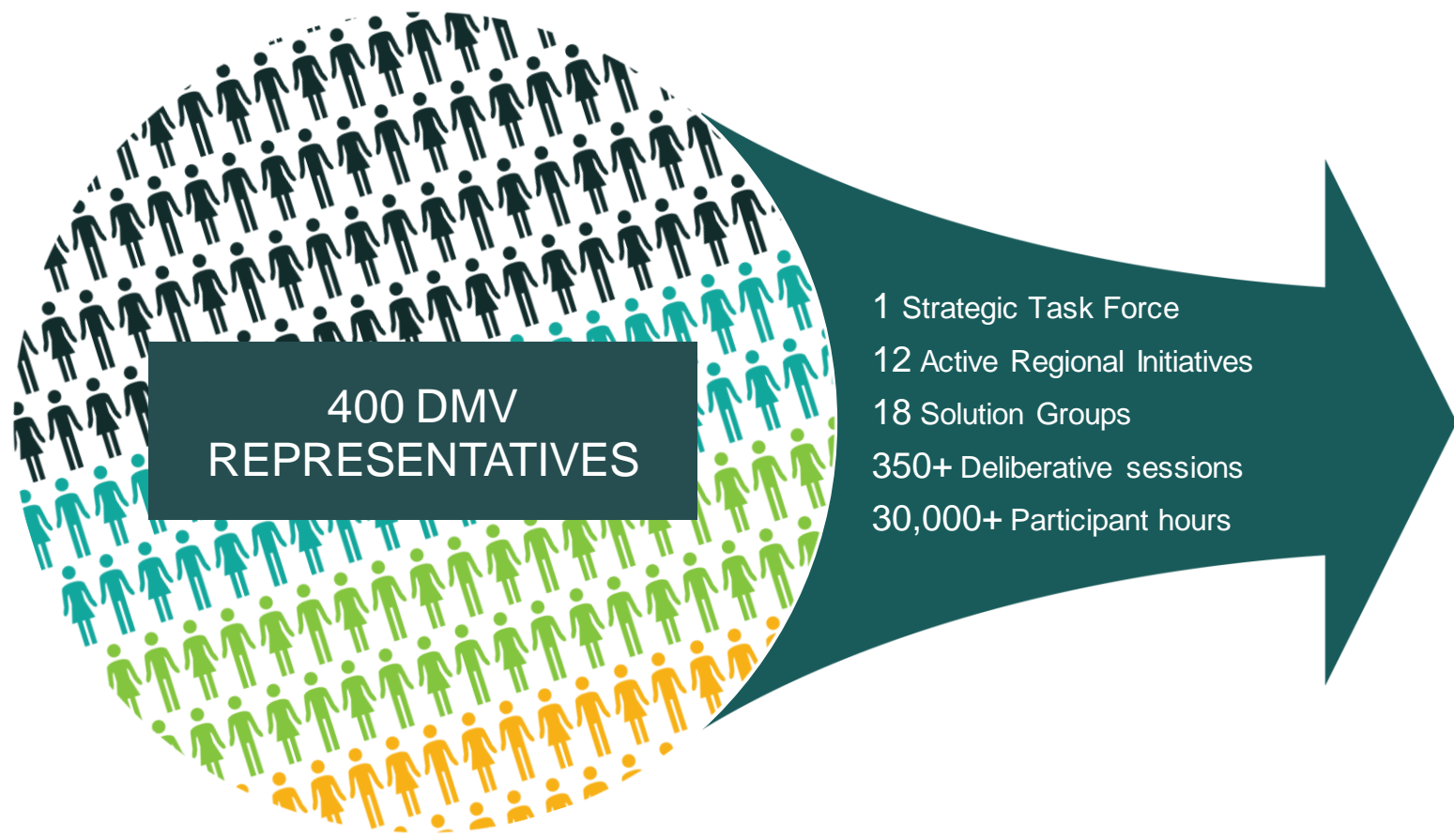
To improve how the DMV lives, learns, works, and prospers

MISSION

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



OUR ACTIVE NETWORK OF LEADERS IS SHAPING OUR FUTURE TOGETHER



Industry | Community | Government | Academia

51 LEADERS FROM ACROSS THE REGION

51 leaders across sectors gathered from May to October 2020 to co-design actionable recommendations to accelerate and enable our region's recovery following the outbreak of the COVID-19 pandemic.



5 UNIFYING GOALS

The Task Force rallies around the vision of making the DMV a recognized global leader in resilience, innovation, competition, and equality.

COVID-19 Strategic Renewal Task Force goals:

- DELIVERING EQUITY
- BUILDING RESILIENCE
- EQUIPPING OUR PEOPLE
- REIMAGINING INFRASTRUCTURE
- ACCELERATING JOB GROWTH & THE ECONOMY



3 FOCUS AREAS

The Task Force evaluates recommendations to drive economic renewal and deliver social equity spanning the following categories:

- REGIONAL COLLABORATION
- HEALTH & EDUCATION
- INFRASTRUCTURE & TECHNOLOGY



12 APPROVED INITIATIVES

In Phase 1, the Task Force approved 12 actionable initiatives to proactively shape the future of our economy through stronger infrastructure, integrated resilience planning, and strategic economic development actions that attract innovators, small and large businesses, and other organizations to thrive in our nation's capital region.

Task Force Members

- 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 & Infrac. 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 2020 | | | | | Operations & Delivery 2021 | | |
|--------------------------------|---|---|---------------------------------------|--------------------|-------------------------------|----------------------|-----|
| June | July | August | September | October | January | March | May |
| Regional Resilience Exercises | Regional Economic Development Strategy | Pandemic Prevention & Biodefense Initiative | Economic Renewal & Equity Scorecard | Quantum Innovation | January 28 Meeting | Pending Confirmation | |
| 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

Problem Statement: The DMV lags in overall economic competitiveness nationally despite our wealth of talent, institutions, access, and assets. Our region's economic development has been constrained by geopolitical divisions, limited coordination, and socioeconomic inequalities.

Recommendation: To develop a Regional Economic Development Strategy for integrated, equitable, and transparent economic renewal across the DMV

Summary: Commission a six-month Working Group to:

- Establish clear scope, outcomes, measurements and process for a regional economic development strategy
- Answer to a Steering Committee of regional public-private economic development leaders
- Develop priorities for enhancing regional strengths, attracting new industries, and advancing regional cooperation
- Partner with regional EDAs / EDCs, Planning Departments, MWCOG, Board of Trade, WMATA, Regional Orgs, Industry & Community
- Publish REDS version 1.0 in Spring 2021

Benefits & Value

- Illuminates regional aspects of economic equity, resilience, and growth
- Clarifies our regional challenges, strengths, and opportunities
- Enables the DMV to identify targeted reforms and improve competitiveness
- Highlights potential areas, initiatives, and mechanisms for DMV collaboration
- Increases public-private cooperation and investment
- Launches an ongoing process whereby jurisdictional plans are coordinated and benefit from a larger regional plan
- Improves decision-making by increasing transparency of initiatives and benefits

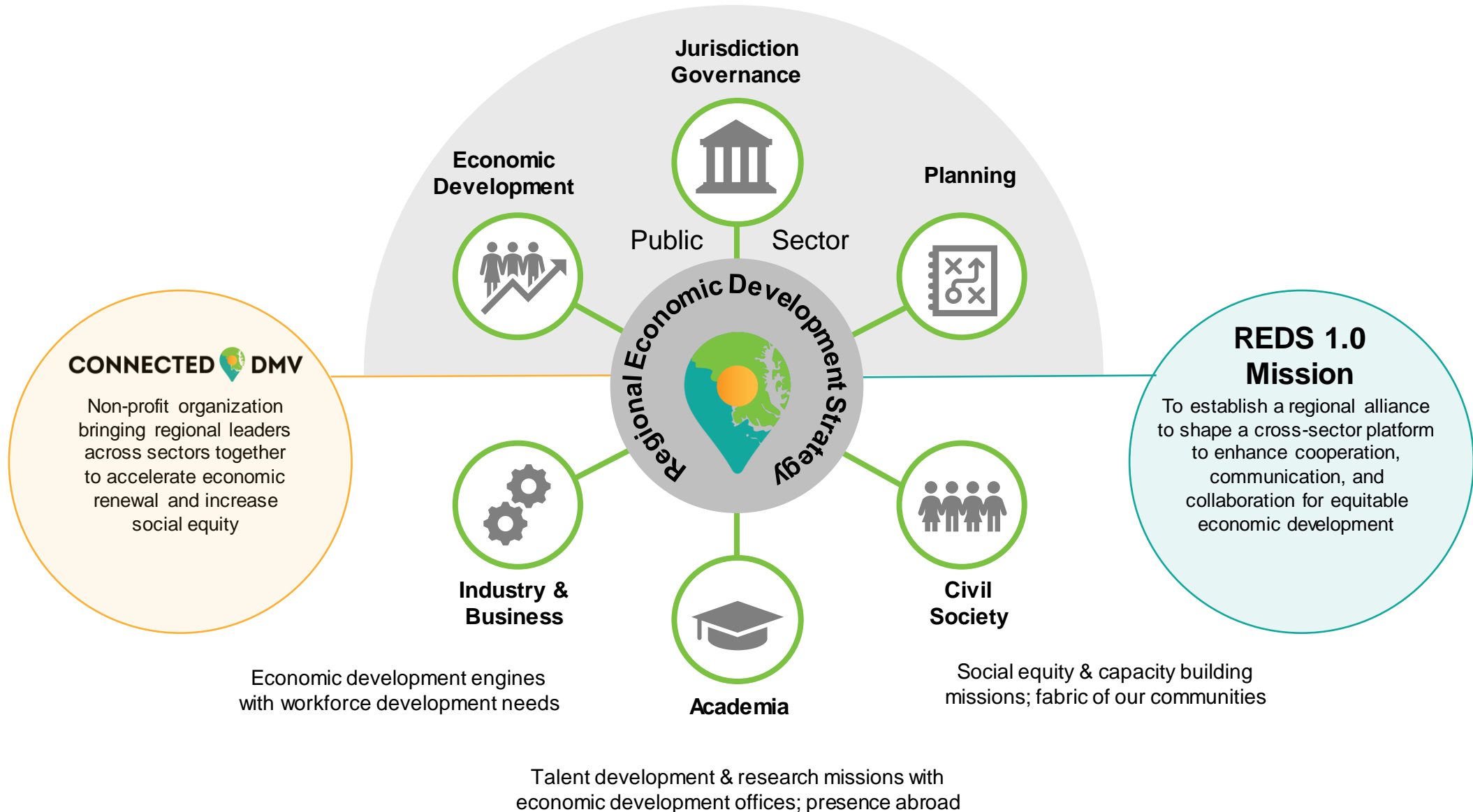
Timeline

Task Force
Recommendation
Approved
(Jul 16)

Six-Month Effort
(October – March)

February 5:
Fifth Working
Group Meeting

February 1:
Third Steering
Committee Meeting



REDS 1.0 Mission: To establish a regional alliance that provides a cross-jurisdictional platform, with active industry and academia participation, to enhance cooperation, communication, and collaboration for equitable economic development across the DMV

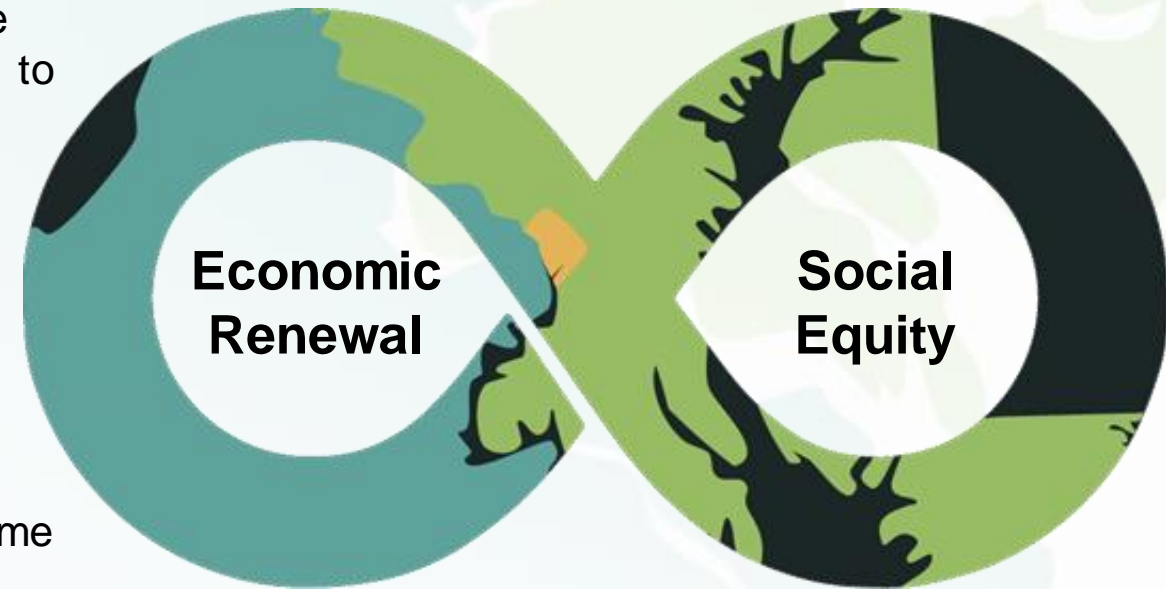
Lay the groundwork for collaboration between the regional economic development, planning, and governance functions in the public sector; and partner with academia, industry, and investment to increase opportunity for all and lift the regional economy

Identify shared interests, complementary resources, and opportunities for partnership

Deliver an actionable strategy to guide regional economic development efforts on a continuing basis

Build a base (REDS 1.0) that can be sustained and grown over time

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



Strategic Renewal
Task Force



REGIONAL INITIATIVES

REDS Initiative

Steering Committee

- Senior representatives from key regional organizations
- Provides accountability and direction
- Approving authority for key deliverables
- Meets 4 times over 6 months

Working Group

- Staff representatives from organizations on Steering Committee and other key stakeholders
- Responsible for scope, timeline, and deliverables
- Accountable to the Steering Committee
- Meets 8 times over 6 months; sub-groups meet on tasks as needed

Steering Committee Members

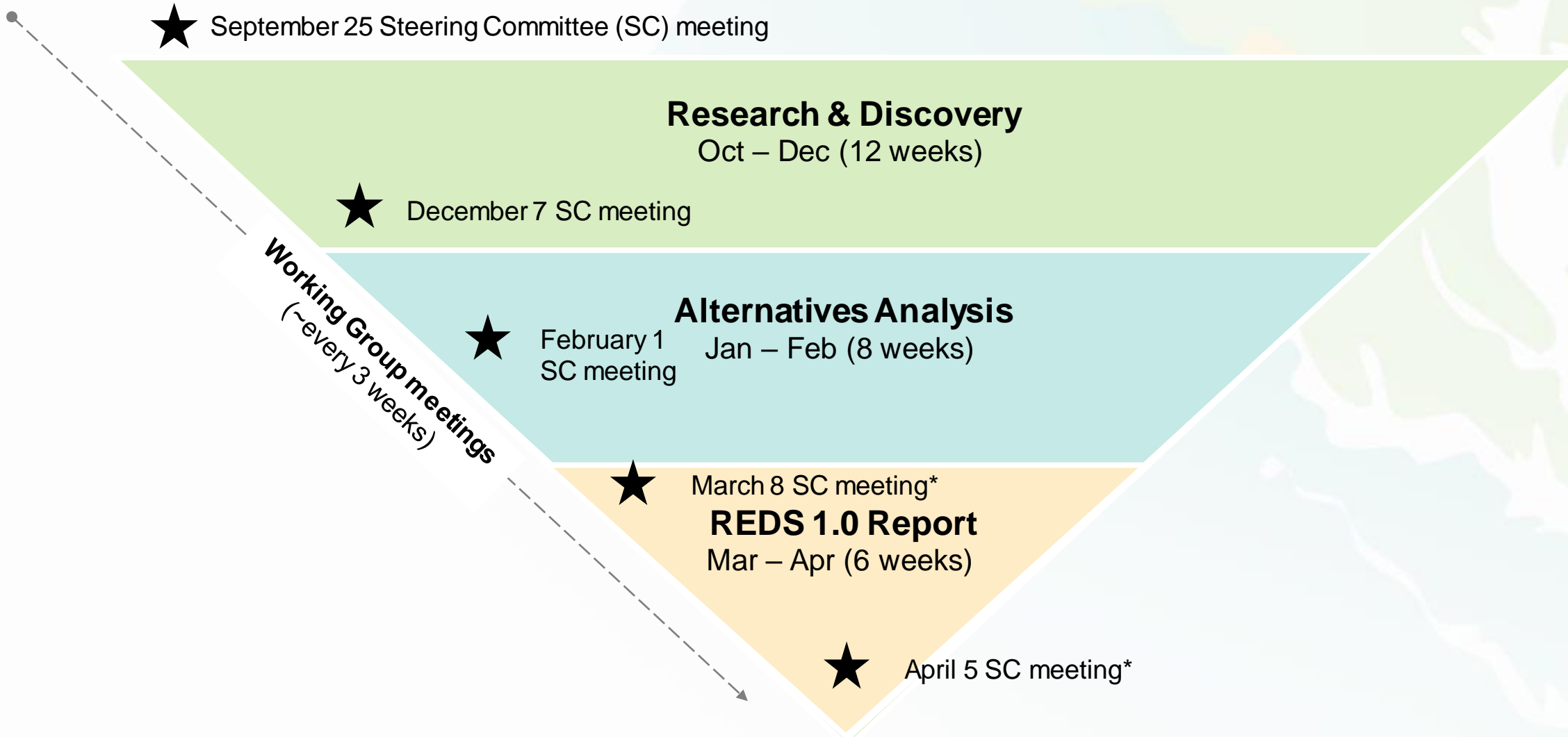
- Public Sector / Economic Development Organizations
- Regional Organizations
- Industry & Community Organizations

| | | | |
|--|--|---|--|
| Fairfax County EDA <i>Victor Hoskins</i> | Consortium of Universities <i>Andrew Flagel</i> | Public Policy <i>Jeannette Chapman (Fuller Institute)</i> | Retail <i>To be confirmed</i> |
| DC DMPED <i>John Falcicchio</i> | WMATA <i>Shyam Kannan</i> | IT & Cloud Computing <i>To be confirmed</i> | Finance—Community Bank <i>To be confirmed</i> |
| Montgomery County EDC <i>Benjamin Wu</i> | Wash. DC Economic Partnership <i>Keith Sellars</i> | Bio / Life Sciences <i>To be confirmed</i> | Finance—National Bank <i>To be confirmed</i> |
| Prince George’s County EDC <i>David Iannucci*</i> | United Way of the Nat’l Capital Area <i>Rosie Allen-Herring</i> | Energy <i>Name Pending (Pepero)</i> | Real Estate & Development <i>Bob Buchanan (The 2030 Group)</i> |
| Alexandria Econ. Devel. Partnership <i>Stephanie Landrum**</i> | Washington Business Journal <i>Alex Orfinger</i> | Cybersecurity <i>Julie Xiang (Merlin International)</i> | Manufacturing <i>Tim O’Brien (Micron)</i> |
| Connected DMV <i>Stu Solomon</i> | Services / Consulting <i>Matt Erskine (Booz Allen Hamilton)</i> | Hospitality <i>Name Pending (Marriott)</i> | Arts & Humanities <i>To be confirmed</i> |
| Board of Trade <i>Jack McDougle***</i> | Philanthropy <i>Travis Reindl (Bill & Melinda Gates)</i> | Retail <i>To be confirmed</i> | Sports & Entertainment <i>To be confirmed</i> |
| Council of Governments <i>Chuck Bean****</i> | Venture Capital / Private Equity <i>Phil Bonner (Arden Ventures)</i> | Restaurants & Night Life <i>To be confirmed</i> | Aerospace & Defense <i>Name Pending (Lockheed Martin)</i> |

Working Group Members

| Organization | Name | Title |
|---|---------------------|---|
| Connected DMV | George Thomas | VP Innovation & Strategic Initiatives |
| Connected DMV | Geoffrey King | Director, Business Solutions |
| Fairfax County Economic Development Authority | Alex Iams ★ | Executive Vice President |
| Fairfax County Economic Development Authority | Jatinder Khosla | Manager, International Business Investment |
| Fairfax County Economic Development Authority | Spencer Wood | Manager, National Business Investment |
| Fairfax County Economic Development Authority | Kieran Collinson | Research Fellow |
| DC Office of Deputy Mayor for Planning & Economic Development | Tatiana Torres | Director of External Engagement, Economic Recovery Unit |
| Montgomery County Economic Development Corporation | Sarah Miller | VP of Strategy |
| Alexandria Economic Development Partnership | Ryan Touhill ★ | Chief of Staff |
| DC Office of Planning | Sakina Khan | Deputy Director of Planning |
| DC Office of Planning | Emily Johnson | Cross Systems Planner |
| Montgomery County Planning Department | Tanya Stern | Deputy Director of Planning |
| Montgomery County Planning Department | Benjamin Kraft ★ | Researcher |
| Greater Washington Board of Trade | Ashley Desing | Director, Stakeholder Engagement |
| Metropolitan Washington Council of Governments | Paul DesJardin ★ | Director, Community Planning Services |
| Washington Metropolitan Area Transit Authority | Shyam Kannan ★ | VP of Planning |
| Washington Metropolitan Area Transit Authority | Seth Garland | Director of Station Planning |
| The Brookings Institution | Joseph Parilla | Fellow, Metropolitan Policy Program |
| Stephen S. Fuller Institute, George Mason University | Jeannette Chapman ★ | Director |
| Booz Allen Hamilton | Daniel Kocen | Associate |
| Booz Allen Hamilton | Alex Carre | Senior Consultant |

REDS 1.0 Timeline & Phases



REDS Completed by April 2021

I. Research & Discovery

- A. Explore successful **regional collaboration models** (US/global)
- B. Identify **successful regional ED initiatives**
- C. **Engage regional stakeholders** in interviews & focus groups
- D. Conduct regional **economic competitiveness assessment**
- E. **Take inventory & assess** regional ED capacities; explore joint efforts
- F. Highlight **3–5 collaboration areas** for potential

II. Alternatives Analysis

- A. Evaluate **operational models** for regional ED collaboration
- B. Nominate major **program emphases and activities**
- C. Describe **anticipated outcomes** over short, medium & long terms and estimated level of engagement
- D. Highlight opportunities and challenges associated with each approach, **assess feasibility, and align with existing capacities**

III. Recommendations & Report

- A. Synthesize information to devise recommendations for **delivery model, governance structure & major focus areas**
- B. **Organize strategy** by focus area including implementation tactics, timing, success measures, participating entities & partners
- C. **Present strategy** to REDS Steering Committee and key stakeholders
- D. **Develop communications plan** to include tools such as a website, email distribution, updated for the public and media, etc.



QUESTIONS?



THANK YOU!