

# **Improving the Washington Region's Global Competitiveness**

**Presented to:  
Region Forward Coalition**

**April 24, 2015**

# Washington Metro Area, 1950



**Population: 1,464,089**  
**Employment: 592,400**  
**38.4% Federal Jobs**

ca. 1950. "Afternoon rushhour traffic circles the Lincoln Memorial to the Arlington Memorial Bridge, mid 1950s." DDOT DC Historic Photograph Collection.

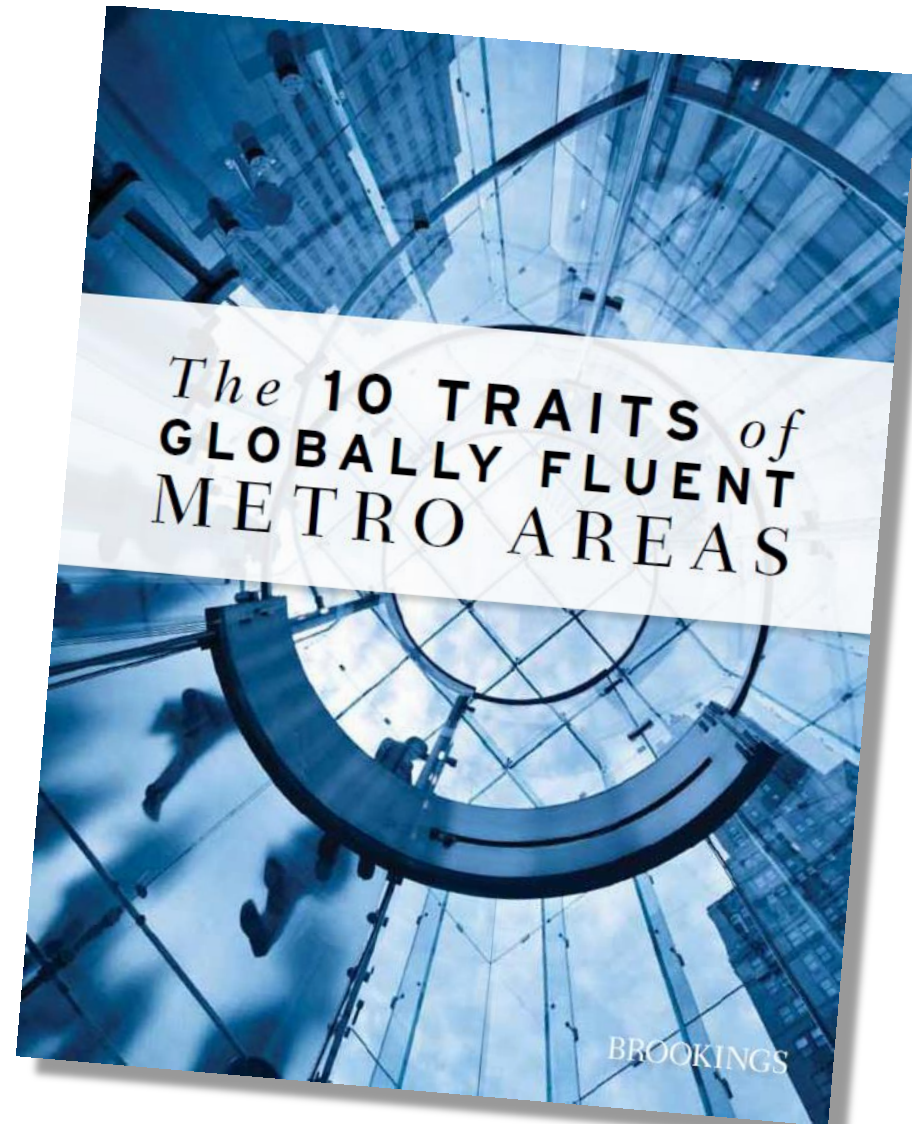
Image Source: <http://www.flickr.com/photos/ddotphotos/4853400846/in/set-72157624457000512/> Flickr / ddotphotos

# Washington Metro Area, 2013

**Population: 5,949,859**  
**Employment: 3,079,000**  
**12.1% Federal Jobs**

# How Globally Fluent is the Washington Metro Area?

“Global fluency is the level of global understanding, competence, practice, and reach that a metro area exhibits in an increasingly interconnected world economy.”



# How Globally Fluent is Washington?

| Trait  | Status | Summary   |
|--|--------|---|
| 1. Leadership with a Worldview                           | -      | Leadership focus remains local, not global                                      |
| 2. Legacy of Global Orientation                          | +      | Strong, but mostly legacy of Fed Gov  |
| 3. Specializations with Global Reach                     | ?      | Top specializations are Fed related, high concentrations in low-wage industries |
| 4. Adaptability to Global Dynamics                       | +      | Feds are adaptable, private sector less so                                      |
| 5. Culture of Knowledge and Innovation                   | ?      | Knowledge industries are geared to Fed Gov, need to import skilled workers      |
| 6. Opportunity/Appeal to World                           | +      | Strong, but not for business travel   |
| 7. International Connectivity                            | ?      | IAD is underused asset, little cargo activity                                   |
| 8. Ability to Secure Investment for Strategic Priorities | -      | Multiple systems in region complicate investment decisions                      |
| 9. Government as Global Enabler                          | ?      | Intraregional competition   |
| 10. Compelling Global Identity                           | -      | “Official” Washington image persists  |

# What are other regions doing?



# **What are other regions doing?**

- Regional groups usually form in response to crisis
- Strong leadership from business and elected leaders was critical
- All have public and private representation
- Most have significant local government funding
- All work to improve the whole region and try to put aside historical rivalries
- Most successful groups have focused on a few industries and/or initiatives

# **An Agenda for Global Fluency**

1. Explore Targeted Opportunities for Public-Private Partnerships
2. Improve Connectivity among Business and Financial Communities
3. Reinforce the Region's Competitive Advantages
4. Develop a Sustainable Funding Model for Infrastructure Investments
5. Maximize Impact of Washington Dulles International Airport
6. Develop a Regional Messaging and Marketing Approach



**Thank you.**

**Questions?**



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