Video

Washington DC: Downtown Economic Resilience

Date: November 19, 2020

00:00:10 --> 00:00:13: Good morning everyone.
00:00:13 --> 00:00:17: I believe that we are welcoming Andrew Trueblood to the
00:00:17 --> 00:00:19: stage to kick this off.
00:00:22 --> 00:00:24: Hi Marilyn, this is Sharon Carney,
00:00:24 --> 00:00:28: actually deputy Mayor Phil check is going to be joining
00:00:28 --> 00:00:29: us for just a minute.
00:00:29 --> 00:00:31: I don't know if he is on.
00:00:31 --> 00:00:33: Yet China Santastic, thank you.
00:00:33 --> 00:00:36: We've had a lot of schedule changes this morning,
00:00:36 --> 00:00:40: but I think he is going to be joining for
00:00:40 --> 00:00:41: just a second.
00:00:41 --> 00:00:43: Can you sing normal day?
00:00:43 --> 00:00:44: Oh OK, I can hear him.
00:00:44 --> 00:00:48: I can't see him but here.
00:00:48 --> 00:00:49: No, sorry, if you can't,
00:00:49 --> 00:00:51: you can see it.
00:00:51 --> 00:00:54: Their mascot.
00:00:54 --> 00:00:58: Yes, I am actually on site of a ribbon cutting
00:00:58 --> 00:01:02: that we're doing with Mary browser.
00:01:02 --> 00:01:04: 179 units of housing, 50%
00:01:04 --> 00:01:05: am I.
00:01:07 --> 00:01:10: And then we also have a A.
00:01:10 --> 00:01:14: Groundbreaking that we're going to as well for another affordable
00:01:14 --> 00:01:15: housing project,
00:01:15 --> 00:01:18: so we're excited about even in the midst of all
00:01:18 --> 00:01:19: this,
00:01:19 --> 00:01:22: we're still marking some of these milestones for housing and
00:01:22 --> 00:01:24: economic development,

00:01:24 --> 00:01:27: but I just wanted to get on and say thank
00:01:27 --> 00:01:29: you for all of your work.
00:01:29 --> 00:01:33: A few days I'm sure it's been quite intense,
00:01:33 --> 00:01:37: but it will be really helpful for us as we
00:01:37 --> 00:01:43: tried to guide ourselves through this and yesterday we announced
00:01:43 --> 00:01:47: a bit of good news in that we have cobbled
00:01:47 --> 00:01:50: together 100 million dollar grant Fund.
00:01:50 --> 00:01:55: I called the bridge Fund which will support our hospitality
00:01:55 --> 00:02:00: industry so some of the work that you have done
00:02:00 --> 00:02:01: I'm sure.
00:02:01 --> 00:02:04: We'll talk about ways that we can help support that
00:02:04 --> 00:02:08: industry because of the tremendous job losses that we've seen
00:02:08 --> 00:02:09: over the last few months.
00:02:09 --> 00:02:12: But we're excited to get your recommendations.
00:02:12 --> 00:02:14: I can turn it over to Andrew now for a
00:02:15 --> 00:02:16: little bit more,
00:02:16 --> 00:02:18: but just wanted to thank you all for taking the
00:02:18 --> 00:02:22: time to go through this intensive effort with us,
00:02:22 --> 00:02:25: and I can't wait to see what you all have
00:02:25 --> 00:02:26: come up with.
00:02:26 --> 00:02:28: Thank you, so thank you very much John.
00:02:28 --> 00:02:30: Keep the good news coming.
00:02:30 --> 00:02:33: Absolutely keep working on that.
00:02:36 --> 00:02:38: Great thank you Deputy Mayor Anne I will just keep
00:02:38 --> 00:02:41: it short 'cause I really want to hear all that
00:02:41 --> 00:02:43: you have put together in like 48 hours so I
00:02:43 --> 00:02:45: don't know how many hours of sleep were involved in
00:02:45 --> 00:02:46: those 48,
00:02:46 --> 00:02:48: but I'm assuming not many.
00:02:48 --> 00:02:51: So you know, thank you all for taking the time.
00:02:51 --> 00:02:54: I think it's interesting. I was chatting with the regional
00:02:54 --> 00:02:56: planning Director this morning.
00:02:56 --> 00:02:59: We get together once a month and when I mentioned
00:02:59 --> 00:03:01: this panel that all of them perked up,
00:03:01 --> 00:03:04: all of them. And it's interesting because I think these
00:03:04 --> 00:03:07: questions are really universal and it's interesting too,
00:03:07 --> 00:03:10: because you know, I could see whatever coming out of
00:03:10 --> 00:03:12: this being really helpful for other cities like DC.
00:03:12 --> 00:03:15: But also, you know, even in nurse ring suburbs like
00:03:15 --> 00:03:19: Montgomery County in Alexandria and others in other cities so.

00:03:19 --> 00:03:22: I think we're really excited to hear what you have
00:03:22 --> 00:03:22: to say.
00:03:22 --> 00:03:25: I'm really excited to think about how we can put
00:03:25 --> 00:03:28: it into practice and move as we're putting our plans
00:03:28 --> 00:03:30: for recovery and planning together.
00:03:30 --> 00:03:33: So I will not say much more other than thank
00:03:33 --> 00:03:36: you and I'm excited to hear what you have to
00:03:36 --> 00:03:36: say.
00:03:39 --> 00:03:43: I'm. I guess I'm picking it up here.
00:03:43 --> 00:03:44: My name is Marilyn Taylor,
00:03:44 --> 00:03:48: Ann's panel chair. I have the privilege of welcoming all
00:03:48 --> 00:03:50: of you to this virtual meeting.
00:03:50 --> 00:03:54: We will be discussing with you our presentation of a
00:03:54 --> 00:03:59: set of observations and recommendations that we are shaping regarding
00:03:59 --> 00:04:04: the actionable recovery and economic resilience strategies for your central
00:04:04 --> 00:04:08: business district. Our presentation will be about 50 minutes long
00:04:08 --> 00:04:10: and we hope you stay afterwards,
00:04:10 --> 00:04:12: an. And for the Q&A session,
00:04:12 --> 00:04:16: which we really would respect and wonderfully accept,
00:04:16 --> 00:04:20: and consider the comments that you have to make to
00:04:20 --> 00:04:20: us,
00:04:20 --> 00:04:23: I'd like to take just a minute to tell you
00:04:23 --> 00:04:25: all about our organization,
00:04:25 --> 00:04:29: the Urban Land Institute founded way back in the 1930s
00:04:29 --> 00:04:30: in the depression.
00:04:30 --> 00:04:35: Actually, we are land use and real estate research institution
00:04:35 --> 00:04:39: with more than 45 thousand members who are committed to
00:04:39 --> 00:04:41: the responsible use of land.
00:04:41 --> 00:04:47: Since 1947, our Advisory Services Program Pro has brought together
00:04:47 --> 00:04:52: you Ally volunteers to advise communities in creating.
00:04:52 --> 00:04:57: Practical an audacious strategies for addressing the most challenging issues
00:04:57 --> 00:04:58: of our time,
00:04:58 --> 00:05:01: and we're certainly facing them now.
00:05:01 --> 00:05:05: Each advisory Service panel has local sponsors.
00:05:05 --> 00:05:08: In this case the Washington DC Economic Partnership,
00:05:08 --> 00:05:12: the Office of the Deputy Mayor and the Office of
00:05:12 --> 00:05:14: Planning our those sponsors.
00:05:14 --> 00:05:18: We thank you for this extraordinary opportunity and for the

00:05:18 --> 00:05:24: excellent briefing and the challenging questions you have put before
00:05:24 --> 00:05:24: us.
00:05:24 --> 00:05:27: Our process includes many meetings with a broad range of
00:05:27 --> 00:05:30: stakeholders whose names are listed here.
00:05:30 --> 00:05:35: We very much appreciate the invaluable insights you have shared
00:05:35 --> 00:05:35: with us.
00:05:35 --> 00:05:39: And here is the panel of experts who have volunteered
00:05:39 --> 00:05:42: their time for this challenging assignment.
00:05:42 --> 00:05:47: Bill Gilchrist public administrator. David Greensfelder,
00:05:47 --> 00:05:50: economist and retail strategist. Diane Gormley,
00:05:50 --> 00:05:54: Barnes, planner, and mobility expert James Lima,
00:05:54 --> 00:05:58: development strategist for both public and private sectors,
00:05:58 --> 00:06:03: Julie Brooke to architect and urban designer Maggie Parker,
00:06:03 --> 00:06:06: community developer, and me Marilyn Taylor,
00:06:06 --> 00:06:10: an architect who's in love with cities and can't get
00:06:10 --> 00:06:12: enough of this stuff.
00:06:12 --> 00:06:17: We also extend a special recognition to our local advisor,
00:06:17 --> 00:06:21: Bob Peck. Alife Long Washingtonian and a great public sector
00:06:21 --> 00:06:22: leader.
00:06:22 --> 00:06:25: Thank you so much, Bob.
00:06:25 --> 00:06:28: So here's our starting point.
00:06:28 --> 00:06:32: Washington, The district, DC. Whatever name you use is a
00:06:32 --> 00:06:36: city unlike any other across the United States.
00:06:36 --> 00:06:38: It is the federal city,
00:06:38 --> 00:06:42: the home of our national government with a formality and
00:06:42 --> 00:06:45: a monumentality that express government power,
00:06:45 --> 00:06:49: prestige, and duty. At the same time,
00:06:49 --> 00:06:53: it's a vital local neighborhood based city leading an everyday
00:06:53 --> 00:06:53: life.
00:06:53 --> 00:06:57: But it's a life with great disparities regarding income,
00:06:57 --> 00:07:01: health and education outcomes and quality of life.
00:07:01 --> 00:07:03: And today, like most American cities,
00:07:03 --> 00:07:08: it faces the severe challenges of Covid and its consequences,
00:07:08 --> 00:07:10: as well as the severely shaken economy.
00:07:10 --> 00:07:15: Disproportionate impacts on low income households and people of color.
00:07:15 --> 00:07:20: Societal division climate change. And systemic racism.
00:07:20 --> 00:07:25: In our presentation, we will share responses that are particularly

00:07:25 --> 00:07:28: focused on three sets of strategies.
00:07:28 --> 00:07:35: Short one short-term actions for recovery for attracting people safely
00:07:35 --> 00:07:36: back to the CBD.
00:07:36 --> 00:07:41: Two equity based initiatives to build new sectors and business
00:07:41 --> 00:07:45: models for economic resilience and wealth building.
00:07:45 --> 00:07:51: And three placemaking for extending and sharing an exclusive,
00:07:51 --> 00:07:56: all welcoming public realm. With that as the panel chair,
00:07:56 --> 00:08:01: I will launch the presentation and I now hand the
00:08:01 --> 00:08:04: microphone virtually to James Lima.
00:08:06 --> 00:08:09: Good morning everyone. Thanks so much Marilyn.
00:08:09 --> 00:08:11: Thank you for being here.
00:08:11 --> 00:08:14: I'm going to move quickly through a lot of content
00:08:14 --> 00:08:17: an we're covering a pretty complex set of issues.
00:08:17 --> 00:08:22: We want to speak to opportunities to reimagine the central
00:08:22 --> 00:08:24: business district as a hub.
00:08:24 --> 00:08:26: Of more equitable economic growth,
00:08:26 --> 00:08:29: innovation, cultural vibrancy and inclusion.
00:08:29 --> 00:08:32: So first look at the economic geographies.
00:08:32 --> 00:08:36: The Great News is that the region continues to grow
00:08:36 --> 00:08:39: as a regional economic powerhouse.
00:08:39 --> 00:08:43: The challenges, of course, for the central businesses is to
00:08:43 --> 00:08:43: better.
00:08:43 --> 00:08:48: Compete with increasing competition that is drawn people to Clarendon
00:08:48 --> 00:08:50: and Courthouse in Arlington.
00:08:50 --> 00:08:52: Massive plans in Crystal City Ressons,
00:08:52 --> 00:08:58: Dulles Technology Corridor and the growing Teody district in Silver
00:08:58 --> 00:08:59: Spring.
00:08:59 --> 00:09:02: Next slide, please. Just a quick look at the CBD,
00:09:02 --> 00:09:05: so is a formidable business tourist district for sure.
00:09:05 --> 00:09:08: With some vacancy challenges that were,
00:09:08 --> 00:09:10: you know, preceding the pandemic.
00:09:10 --> 00:09:14: There's really a heavy skew Tord office worker,
00:09:14 --> 00:09:16: of course, versus downtown residential,
00:09:16 --> 00:09:20: and it's pretty extraordinary to have a almost 12 to
00:09:20 --> 00:09:23: one ratio of worker to downtown resident.
00:09:23 --> 00:09:26: You've flagged this as a key area to address.
00:09:26 --> 00:09:30: It's certainly challenging. We will speak to that.
00:09:30 --> 00:09:34: The lack of diversity is is clearly a vulnerability that

00:09:34 --> 00:09:35: we're seeing,
00:09:35 --> 00:09:39: making it harder for the district to bounce back from
00:09:39 --> 00:09:40: the public health.
00:09:40 --> 00:09:42: Economic shocks to the system.
00:09:42 --> 00:09:44: You know, talking to developers,
00:09:44 --> 00:09:48: they've made it crystal clear that the economics of office
00:09:48 --> 00:09:50: conversion to residential,
00:09:50 --> 00:09:53: you know essentially not economically viable.
00:09:53 --> 00:09:55: This is very much in our own teams.
00:09:55 --> 00:09:58: DNA to say we've got to figure out a way
00:09:58 --> 00:09:59: to do this.
00:09:59 --> 00:10:02: You know, I think we want to encourage you to
00:10:02 --> 00:10:05: keep an eye open for kind of innovative and unique
00:10:05 --> 00:10:06: opportunities,
00:10:06 --> 00:10:10: maybe for overbuild similar to work we've done with the
00:10:10 --> 00:10:14: Robin Hood Foundation in New York for affordable and market
00:10:14 --> 00:10:15: rate housing.
00:10:15 --> 00:10:18: Above libraries, post offices and other low rise civic,
00:10:18 --> 00:10:23: another underutilized properties and kind of urban core.
00:10:23 --> 00:10:25: Next slide.
00:10:25 --> 00:10:28: A core tenet of the work that my firm does
00:10:28 --> 00:10:32: is really think about making the economic argument for investments
00:10:32 --> 00:10:33: in place.
00:10:33 --> 00:10:37: You know the economic value of placemaking as an important
00:10:37 --> 00:10:41: tool in your planning and economic development toolkit.
00:10:41 --> 00:10:47: But we see that all central businesses are stakeholders here,
00:10:47 --> 00:10:50: you know, can be doing more to make that economic
00:10:50 --> 00:10:55: and social argument for increased investment in capital investment,
00:10:55 --> 00:10:58: but also really representative programming.
00:10:58 --> 00:11:03: That is providing a sense of inclusion and diversity.
00:11:03 --> 00:11:09: Three, both the stewardship of the Physical place management and
00:11:09 --> 00:11:13: in the in the capital work that happens to have
00:11:13 --> 00:11:16: the district across sectors next.
00:11:16 --> 00:11:20: This diagram is really to emphasize that interdisciplinary solutions are
00:11:21 --> 00:11:22: needed for complex problems.
00:11:22 --> 00:11:26: A multi pronged cross agency and cross sector approach will
00:11:26 --> 00:11:31: help strengthen the ability to attract and retain talent investment,

00:11:31 --> 00:11:34: and so these vibrant places are known to be critical
00:11:34 --> 00:11:37: pieces of creating prosperous economies.
00:11:37 --> 00:11:40: There also opportunities to create that kind of diversity,
00:11:40 --> 00:11:44: an equity and stronger communities are going to help you
00:11:44 --> 00:11:46: better compete for four.
00:11:46 --> 00:11:47: Investment and for talent.
00:11:51 --> 00:11:55: That see 40 green and just recovery initiative globally foregrounds
00:11:55 --> 00:11:57: the benefits of a 15 minute city.
00:11:57 --> 00:12:01: We're seeing that throughout throughout the world and across the
00:12:02 --> 00:12:02: US today.
00:12:02 --> 00:12:05: And while your central business district is expensive,
00:12:05 --> 00:12:08: it's also quite walkable and to see it in this
00:12:08 --> 00:12:11: relative term is is encouraging so you know how can
00:12:12 --> 00:12:15: we break down the physical and psychological barriers that may
00:12:15 --> 00:12:19: detur us from moving happily through the district from neighborhood
00:12:20 --> 00:12:21: to neighborhood,
00:12:21 --> 00:12:25: node to node? Let's take a look at your particular
00:12:25 --> 00:12:25: node,
00:12:25 --> 00:12:28: so one key, one next slide is your primary.
00:12:28 --> 00:12:31: You know CV area is.
00:12:31 --> 00:12:35: Is not physically proximate to these major economic investment areas
00:12:35 --> 00:12:37: of dense mixed use development.
00:12:37 --> 00:12:41: How can we see Southwest Waterfront and Capitol Riverfront not
00:12:41 --> 00:12:43: as competition but in fact?
00:12:43 --> 00:12:48: Increasingly important assets that we got to find ways to
00:12:48 --> 00:12:52: better connect to this economic hub and again end up
00:12:52 --> 00:12:55: with that sort of 1 + 1 = 3 result.
00:12:57 --> 00:12:59: So you have incredible vibrant nodes,
00:12:59 --> 00:13:02: right? The CBD is not a singular place.
00:13:02 --> 00:13:05: Rather, it's many distinct neighborhoods,
00:13:05 --> 00:13:07: and again, the question is,
00:13:07 --> 00:13:11: how can we better leverage those distinct identities by matching
00:13:12 --> 00:13:16: them with opportunities to invest in an innovation economy?
00:13:16 --> 00:13:18: More cultural arts in education,
00:13:18 --> 00:13:21: in place in the visitor experience next.
00:13:25 --> 00:13:30: Just really a world class collection of cultural institutions.

00:13:30 --> 00:13:35: Next slide and we say that innovation economies are sustained
00:13:35 --> 00:13:37: by a cultural infrastructure,
00:13:37 --> 00:13:40: formal, an informal arts, parks,
00:13:40 --> 00:13:45: food and beverage. And you have a world class agglomeration.
00:13:45 --> 00:13:47: You're also rich in 3rd place is,
00:13:47 --> 00:13:49: you know, a bridge between home and work.
00:13:49 --> 00:13:52: Diverse communities, culture and Commerce.
00:13:52 --> 00:13:55: Research and innovation. We need to invest in more of
00:13:55 --> 00:13:58: these and make them important new connectors.
00:14:00 --> 00:14:04: And yet we know from the experience of these these
00:14:04 --> 00:14:08: shocks to the system this year that racial inequities have
00:14:08 --> 00:14:10: only been amplified.
00:14:10 --> 00:14:14: You know, for example, more black businesses you know are
00:14:14 --> 00:14:14: closed,
00:14:14 --> 00:14:18: worsening existing, and activities in those communities.
00:14:18 --> 00:14:21: What are some of the ways that we can make
00:14:21 --> 00:14:24: the CBD more economically resilient,
00:14:24 --> 00:14:30: more resilient as a community and with more resilient infrastructure?
00:14:30 --> 00:14:34: A more diversified economy. Next slide.
00:14:34 --> 00:14:36: Is more critical than ever,
00:14:36 --> 00:14:41: right? So a central business district that lacks economic diversity
00:14:41 --> 00:14:44: is not an adaptable district.
00:14:44 --> 00:14:47: It is not in a resilient economy or a resilient
00:14:47 --> 00:14:48: community.
00:14:48 --> 00:14:54: It's suffering greater impacts. It's having incredibly painful impacts for
00:14:54 --> 00:14:57: the people who are sustaining it.
00:14:57 --> 00:15:02: Its ability to bounce back and bounce forward is greatly
00:15:02 --> 00:15:03: constrained.
00:15:03 --> 00:15:06: So we need you to keep growing your knowledge economy,
00:15:06 --> 00:15:09: leveraging the world class research institutions.
00:15:09 --> 00:15:13: I mean really extraordinary research and other institutions in your
00:15:13 --> 00:15:14: backyard.
00:15:14 --> 00:15:17: The corporate, philanthropic, and government partners.
00:15:17 --> 00:15:20: And I just want to highlight one initiative that we
00:15:20 --> 00:15:23: strongly encourage you to Focus City resources on,
00:15:23 --> 00:15:26: which is the opportunity to continue to grow that innovation
00:15:26 --> 00:15:30: and knowledge economy to establish in the central business district

00:15:30 --> 00:15:32: a downtown innovation district cluster,

00:15:32 --> 00:15:34: in partnership with those world class.

00:15:34 --> 00:15:37: Partners in and around the district.

00:15:37 --> 00:15:41: Bill Gilchrist will speak. To the need an opportunity for

00:15:41 --> 00:15:45: more innovative upskilling the workforce training.

00:15:45 --> 00:15:49: Here's an example we're working on now for workforce training

00:15:49 --> 00:15:54: for career pathways in advanced manufacturing and eight other tradeable

00:15:54 --> 00:15:57: sectors on Long Island where we're also Co.

00:15:57 --> 00:16:02: Locating a much needed Community Resource Center.

00:16:02 --> 00:16:06: Focus on wrap around social services and programs targeting teen

00:16:06 --> 00:16:10: and youth adults around gang activity avoidance.

00:16:10 --> 00:16:14: Lastly, just want to highlight some work that Bruce Katz

00:16:14 --> 00:16:20: recently shared with me about their acceleration for America Initiative

00:16:20 --> 00:16:21: in Cincinnati,

00:16:21 --> 00:16:25: and it's really work on an equitable recovery.

00:16:25 --> 00:16:31: It's identifying specific ways that a community alliance of primarily

00:16:31 --> 00:16:36: communities of color can come together to identify ways for

00:16:36 --> 00:16:38: them to build wealth to.

00:16:38 --> 00:16:43: Far better participate in the economic recovery by leveraging anchor

00:16:43 --> 00:16:47: procurement by having a seat at the table in real

00:16:47 --> 00:16:53: estate decisions by supporting small and black owned businesses in

00:16:53 --> 00:16:57: specific ways by increasing. To access the capital by driving

00:16:57 --> 00:17:01: quality placemaking and diminishing impacts of a parasitic economy.

00:17:01 --> 00:17:05: I think these are some really interesting specific things that

00:17:05 --> 00:17:08: I know you are already doing some really good work

00:17:08 --> 00:17:09: around,

00:17:09 --> 00:17:11: but I think there are lots of examples of ways

00:17:11 --> 00:17:14: to kind of to focus in on the ways that

00:17:14 --> 00:17:18: communities of color and underserved communities can better participate in

00:17:18 --> 00:17:22: the recovery efforts underway. You're going to hear a lot

00:17:22 --> 00:17:25: more specifics from my colleagues and I'm going to turn

00:17:25 --> 00:17:26: it over to David.

00:17:30 --> 00:17:34: Thanks James, and good morning everybody.

00:17:34 --> 00:17:37: We could go to the first slide.

00:17:37 --> 00:17:41: You know there are dramatic changes that we've are

experiencing
00:17:41 --> 00:17:45: because of the COVID-19 pandemic and these range from how
00:17:45 --> 00:17:48: we work and live to equity issues and so is
00:17:48 --> 00:17:49: Marilyn said in the beginning.
00:17:49 --> 00:17:52: It really is time for a grand new vision for
00:17:52 --> 00:17:55: the central business district business.
00:18:01 --> 00:18:03: Next slide, please.
00:18:03 --> 00:18:06: Looking forward, office is going to be a place for
00:18:06 --> 00:18:08: collaboration and creativity,
00:18:08 --> 00:18:12: whereas production is going to continue to be done distributively
00:18:12 --> 00:18:15: just much like we're having a distributed workforce right now.
00:18:15 --> 00:18:17: Next slide.
00:18:17 --> 00:18:19: The US has minimally 50%
00:18:19 --> 00:18:23: more retail space on a per capita basis than the
00:18:23 --> 00:18:26: next most heavily retailed country,
00:18:26 --> 00:18:32: and it's just simply too much next slide.
00:18:32 --> 00:18:34: But the other thing that I want to say is
00:18:34 --> 00:18:36: that retail is not dead.
00:18:36 --> 00:18:40: We're going through a period of evolution and re purposing
00:18:40 --> 00:18:42: retail space that's no longer needed,
00:18:42 --> 00:18:45: makes room for new demand generators,
00:18:45 --> 00:18:49: whether they are office workers or visitors or residents who
00:18:49 --> 00:18:52: then are going to patronize the remaining retail,
00:18:52 --> 00:18:54: creating a more vital reset.
00:18:54 --> 00:18:58: And this is what we call the new equilibrium.
00:18:58 --> 00:19:02: Next slide. Retail projects are going to still need to
00:19:02 --> 00:19:04: be dynamic and differentiated.
00:19:04 --> 00:19:07: The question isn't whether we have retail Armageddon.
00:19:07 --> 00:19:11: We're going through a period of evolution and retails constantly
00:19:11 --> 00:19:12: evolving it.
00:19:12 --> 00:19:16: Switch operators are going to be the fittest and survive.
00:19:16 --> 00:19:17: Next slide.
00:19:19 --> 00:19:23: I'd like to differentiate between commodity,
00:19:23 --> 00:19:27: retail and specialty retail and commodity retail is retail,
00:19:27 --> 00:19:32: where you're really making a choice between price and convenience.
00:19:32 --> 00:19:37: So whether it's buying a phone or getting a pen.
00:19:37 --> 00:19:40: You know, it's it's whether you need to have it
00:19:40 --> 00:19:43: right now and price is not an important factor,
00:19:43 --> 00:19:46: or whether it's something that you could wait for or

00:19:46 --> 00:19:49: that you would travel further for and in order to
00:19:49 --> 00:19:53: get a better price you're purchasing function is a tradeoff
00:19:53 --> 00:19:56: between price and convenience. Next slide,
00:19:56 --> 00:19:58: please.
00:19:58 --> 00:20:02: Specialty retail, by contrast, I think this is very important
00:20:02 --> 00:20:05: for the central business district is really about how we
00:20:06 --> 00:20:07: allocate discretionary time,
00:20:07 --> 00:20:11: so time that's not spent at work or taking care
00:20:11 --> 00:20:14: of the exigencies of life and discretionary income.
00:20:14 --> 00:20:18: So the income that's not meant or earmarked for rent,
00:20:18 --> 00:20:21: or a mortgage. Or, you know the fixed costs of
00:20:21 --> 00:20:22: staying alive.
00:20:22 --> 00:20:26: And because we're allocating these scarce resources,
00:20:26 --> 00:20:29: the purchases, whether it's a nice dinner out.
00:20:29 --> 00:20:32: Or or clothing or some other thing tend to have
00:20:32 --> 00:20:33: a more emotional component,
00:20:33 --> 00:20:37: and for that reason a sense of place becomes much
00:20:37 --> 00:20:38: more important.
00:20:38 --> 00:20:41: So as we think about how to reframe the nodes
00:20:41 --> 00:20:45: in the central business district from a commercial perspective,
00:20:45 --> 00:20:48: I think that it's important to be thinking about the
00:20:48 --> 00:20:51: difference between commodity and specialty retail.
00:20:51 --> 00:20:54: OK, now hospitality.
00:20:54 --> 00:20:59: You know Washington central business district has been vital an
00:20:59 --> 00:21:00: authentic,
00:21:00 --> 00:21:04: in part because of visitors and this isn't going to
00:21:04 --> 00:21:05: change.
00:21:05 --> 00:21:10: Re Purposing Hospitality uses should be because it's part of
00:21:10 --> 00:21:13: a strategy for repositioning hospitality.
00:21:13 --> 00:21:17: It's not necessarily a strategy in and of itself.
00:21:17 --> 00:21:21: The repositioning of hospitality assets is A is a result
00:21:22 --> 00:21:24: of execution of a strategy,
00:21:24 --> 00:21:26: and while. It's it's a nuanced,
00:21:26 --> 00:21:30: I think. It's an extremely important nuance to make next
00:21:30 --> 00:21:31: slide.
00:21:31 --> 00:21:35: Most people look at demographics 1st and I like to
00:21:35 --> 00:21:38: look at traffic patterns 1st and you know,
00:21:38 --> 00:21:41: as we saw in some of the earlier Maps and
00:21:41 --> 00:21:45: and aerials that we're showing the central business district is.
00:21:45 --> 00:21:48: It's just in the way of everybody.
00:21:48 --> 00:21:50: It's in a great location,

00:21:50 --> 00:21:52: you know. And and this is just,
00:21:52 --> 00:21:55: you know, evidenced by the Metro system design,
00:21:55 --> 00:22:00: you can see the important connection points both on ground
00:22:00 --> 00:22:01: underground and.
00:22:01 --> 00:22:04: So we need to. We need to be aware that
00:22:04 --> 00:22:08: we have an asset that is extremely well located in
00:22:08 --> 00:22:09: the overall trade area,
00:22:09 --> 00:22:13: literally at the center next slide.
00:22:13 --> 00:22:15: And as we think about the built form,
00:22:15 --> 00:22:19: it's really important to think about active uses and small
00:22:19 --> 00:22:22: businesses need active districts to survive,
00:22:22 --> 00:22:25: and they in turn are going to give back to
00:22:25 --> 00:22:27: these active districts.
00:22:27 --> 00:22:30: So we need to. We need to build districts where
00:22:30 --> 00:22:34: the pedestrian is interacting with the built environment.
00:22:34 --> 00:22:38: Next slide and this is differentiated from inactive uses and
00:22:38 --> 00:22:41: where the flow of the district is broken.
00:22:41 --> 00:22:44: So don't let the flow be broken.
00:22:44 --> 00:22:49: We need retail ready space and transparency built into design
00:22:49 --> 00:22:54: guidelines and this is going to help retail districts and
00:22:54 --> 00:22:59: commercial districts overall be more dynamic and engaging.
00:22:59 --> 00:23:02: So lower wage workers and people of color you know
00:23:02 --> 00:23:08: are disproportionately impacted by COVID-19 and an individuals you know
00:23:08 --> 00:23:14: who become entrepreneurs because of unemployment or displacement are customarily
00:23:14 --> 00:23:15: thought of as a necessity.
00:23:15 --> 00:23:20: Entrepreneurs and we're at a point in the economic cycle
00:23:20 --> 00:23:23: that corresponds with an increase in necessity,
00:23:23 --> 00:23:26: entrepreneurs.
00:23:26 --> 00:23:30: Necessity entrepreneurs are an asset and we need to be
00:23:30 --> 00:23:34: thinking of these lower wage workers and people of color
00:23:34 --> 00:23:37: that are part of this pool of potential necessity.
00:23:37 --> 00:23:42: Entrepreneurs and they're going to help save our central business
00:23:42 --> 00:23:42: district.
00:23:42 --> 00:23:46: There's also a serendipity of timing and circumstance.
00:23:46 --> 00:23:49: Here, owners have more vacancy to fill.
00:23:49 --> 00:23:52: They are likely to be more flexible than they have
00:23:52 --> 00:23:55: been in the past in terms of the sorts of
00:23:55 --> 00:23:58: uses that they're going to be willing to put in
00:23:58 --> 00:24:03: spaces. And perhaps be offering lower rents because just

simply
00:24:03 --> 00:24:07: supply and demand says that that should be happening and
00:24:07 --> 00:24:11: perhaps also to be funding a greater percentage of capital
00:24:11 --> 00:24:17: costs through tenant improvement allowances and landlord contributions in the
00:24:17 --> 00:24:19: form of buildout work.
00:24:19 --> 00:24:21: Next slide.
00:24:21 --> 00:24:24: And I wanted to talk just a little bit about
00:24:25 --> 00:24:30: developmental economics and without without depending on on David Ricardo,
00:24:30 --> 00:24:33: I want to point to critical minimum effort growth models,
00:24:33 --> 00:24:38: economic developments not possible unless there's a critical minimum level
00:24:39 --> 00:24:41: of investment made an and you know,
00:24:41 --> 00:24:43: we might say that, hey,
00:24:43 --> 00:24:47: the central business district has received a lot of investment,
00:24:47 --> 00:24:50: but coming out of covid.
00:24:50 --> 00:24:51: Yeah, it's going to need.
00:24:51 --> 00:24:53: It's going to need a shot in the arm and
00:24:54 --> 00:24:56: this might come from the public sector,
00:24:56 --> 00:24:59: the private sector, but likely from a combination of both.
00:24:59 --> 00:25:01: So in addition to infrastructure investment,
00:25:01 --> 00:25:04: we're going to be talking about that a little bit
00:25:04 --> 00:25:05: as we go further.
00:25:05 --> 00:25:08: Business attraction investment should buy be prioritized.
00:25:08 --> 00:25:11: The city needs to invest in people who are going
00:25:11 --> 00:25:12: to operate small businesses,
00:25:12 --> 00:25:15: and this might be through micro loans or grants education
00:25:15 --> 00:25:16: programs.
00:25:16 --> 00:25:19: You know how to write a business plan management and
00:25:19 --> 00:25:22: operational practices and best practices.
00:25:22 --> 00:25:26: Financial education and this kind of this kind of backup
00:25:26 --> 00:25:30: for necessity entrepreneurs is going to help create a whole
00:25:30 --> 00:25:33: new generation of people who are going to make our
00:25:33 --> 00:25:35: make our areas more dynamic.
00:25:35 --> 00:25:39: We need to streamline red tape that could also include
00:25:39 --> 00:25:44: creating an Ombudsman position to help walk applicants through all
00:25:44 --> 00:25:47: of the steps for permits and licenses that they need
00:25:47 --> 00:25:52: to start businesses and finally creating mentorship programs so that.
00:25:52 --> 00:25:57: Necessity entrepreneurs are paired with successful entrepreneurs who can help

00:25:58 --> 00:26:02: them walk through the hurdles that they are inevitably going
00:26:02 --> 00:26:02: to face.
00:26:02 --> 00:26:06: Small businesses are going to lead the way back from
00:26:06 --> 00:26:06: COVID-19,
00:26:06 --> 00:26:10: and they're also going to leave the central business district
00:26:11 --> 00:26:16: being an authentic series of interesting differentiated nodes for residents,
00:26:16 --> 00:26:20: workers and visitors. An eye this is really the underpinning
00:26:20 --> 00:26:22: of creating an audacious new vision.
00:26:22 --> 00:26:26: That looks forward, and that's aspirational for this area.
00:26:26 --> 00:26:29: So with that I'm going to hand it over to
00:26:29 --> 00:26:32: Bill or I'm sorry I'm going to hand it over
00:26:32 --> 00:26:32: to Maggie.
00:26:32 --> 00:26:36: Don't don't get me, David.
00:26:36 --> 00:26:40: Well, thanks David for just listing some of the trends
00:26:40 --> 00:26:43: that you you know wanted to share today and so
00:26:43 --> 00:26:46: I wanted to take some time to really dig a
00:26:46 --> 00:26:50: little bit deeper into what we're talking about is looking
00:26:50 --> 00:26:53: at equitable and inclusive development for this DVD.
00:26:53 --> 00:26:57: For me, this picture of that Black Lives Matter posit
00:26:57 --> 00:26:59: kind of put it out there for me,
00:26:59 --> 00:27:03: it's OK. It's it's amazing that we are supporting Black
00:27:03 --> 00:27:04: lives in this moment,
00:27:04 --> 00:27:08: but now what? What are the tangible things that and
00:27:08 --> 00:27:12: resources that are put in place to actually make black
00:27:12 --> 00:27:15: lives better and that can really be brought into other
00:27:15 --> 00:27:19: disadvantaged communities as well? And so as we thought about
00:27:19 --> 00:27:21: what the new CBD looks like,
00:27:21 --> 00:27:23: we really saw that as there is,
00:27:23 --> 00:27:26: as there are repositioning of existing assets,
00:27:26 --> 00:27:30: how do we then start to integrate Community needs alongside
00:27:30 --> 00:27:34: that repositioning so we see the opportunity for DC is
00:27:34 --> 00:27:38: to be able to re imagine how community serving anchors?
00:27:38 --> 00:27:41: As well as businesses owned by people of color can
00:27:41 --> 00:27:43: now thrive in the downtown market.
00:27:43 --> 00:27:46: And looking at this concept of nodes.
00:27:46 --> 00:27:48: Where we can really say?
00:27:48 --> 00:27:51: Here are some potential nodes of opportunity.
00:27:51 --> 00:27:55: Nodes of retail and office uses that support needs that
00:27:55 --> 00:28:00: were brought up in several of the stakeholder interviews that
00:28:00 --> 00:28:03: we had and go to the next slide.

00:28:03 --> 00:28:05: So we broke these out into kind of four areas,
00:28:05 --> 00:28:09: which really a lot of it builds on existing translator
00:28:09 --> 00:28:11: already going on in the market.
00:28:11 --> 00:28:15: And then Secondly, really looks to build on collaborations that
00:28:15 --> 00:28:17: we just want to re emphasize.
00:28:17 --> 00:28:19: And so one leveraging existing anchors.
00:28:19 --> 00:28:22: You know there are a lot of strong anchor educational
00:28:22 --> 00:28:25: institutions that surround the district,
00:28:25 --> 00:28:28: one that we want partnership that we were made aware
00:28:28 --> 00:28:30: of through our processes.
00:28:30 --> 00:28:34: Consideration of an innovation district between GW.
00:28:34 --> 00:28:36: In the garden, in the Golden Triangle.
00:28:36 --> 00:28:40: But we wanted to really highlight there are some opportunities
00:28:40 --> 00:28:44: to look at the Community College system or other universities
00:28:44 --> 00:28:48: throughout the district where there could be some collaboration and
00:28:48 --> 00:28:51: saying within this an innovation district,
00:28:51 --> 00:28:54: how are we supporting students throughout the the area?
00:28:54 --> 00:28:58: But then how does that then support ancillary businesses and
00:28:58 --> 00:28:59: opportunities?
00:28:59 --> 00:29:04: Secondly, aligning existing opportunities for affordable options so.
00:29:04 --> 00:29:07: We know from the market data that there's a ton
00:29:07 --> 00:29:11: of Class B and Class C Office space from there,
00:29:11 --> 00:29:15: though it does provide a lot more opportunities for nonprofits
00:29:15 --> 00:29:18: or social entrepreneurs to office in the CBD.
00:29:18 --> 00:29:22: And so why not take advantage of that connection of
00:29:22 --> 00:29:28: resources of socially minded organizations where there are maybe efficiencies
00:29:28 --> 00:29:34: around administrative resources or collaborations that can take place?
00:29:34 --> 00:29:38: Thirdly, looking at elevating partnership opportunities and so we see,
00:29:38 --> 00:29:42: we think that Workforce Development is a key part of
00:29:42 --> 00:29:45: that Bill will talk about that in detail a little
00:29:45 --> 00:29:46: bit more briefly,
00:29:46 --> 00:29:49: but one example that we wanted to bring up is
00:29:49 --> 00:29:53: we know that there's a high unemployment and under employment
00:29:53 --> 00:29:57: of workers that come from hospitality as well as the
00:29:57 --> 00:30:01: restaurant industries. Obviously, it seems like you all have

just
00:30:01 --> 00:30:03: committed 100 million dollars too,
00:30:03 --> 00:30:08: though. Those efforts, but we wanted to ensure that existing
00:30:09 --> 00:30:12: strategies like the make food work strategy,
00:30:12 --> 00:30:15: is now an opportunity to say.
00:30:15 --> 00:30:16: How do we call it?
00:30:16 --> 00:30:21: Co locate resources in the CBD where we know those
00:30:21 --> 00:30:23: workers are our priority.
00:30:23 --> 00:30:29: Thirdly, we're looking at collaboration for small business and.
00:30:29 --> 00:30:31: Business is owned by people of color.
00:30:31 --> 00:30:35: And how do we help to grow them through different
00:30:35 --> 00:30:38: collaborations and so we can go to the next slide
00:30:38 --> 00:30:40: to really delve into those?
00:30:40 --> 00:30:46: Opportunities, so some of the key barriers there are.
00:30:46 --> 00:30:50: Really acknowledging the need for shorter term leases as well
00:30:50 --> 00:30:52: as the need for guarantors,
00:30:52 --> 00:30:54: another type of innovations, etc.
00:30:54 --> 00:30:57: So as we see them other markets you know,
00:30:57 --> 00:31:02: foundations and CDC's have the opportunity to serve as guarantors
00:31:02 --> 00:31:05: on leases as well as take on master leases.
00:31:05 --> 00:31:09: I wanted to uplift mission driven Finance who is currently
00:31:09 --> 00:31:14: working on a real estate investment structure that actually partners
00:31:14 --> 00:31:17: with childcare centers that then provides them.
00:31:17 --> 00:31:20: An affordable rent that allows them to operate in a
00:31:20 --> 00:31:23: way that meets those community needs.
00:31:23 --> 00:31:26: I I would add that I think this is probably
00:31:26 --> 00:31:30: a great opportunity for the bids to consider retention and
00:31:30 --> 00:31:32: attraction of existing employers.
00:31:32 --> 00:31:37: Thirdly, wanted suggests highlights, CDF eyes and accelerators that are
00:31:37 --> 00:31:38: focused on people of color,
00:31:38 --> 00:31:42: seeing them as a way to help build a pipeline
00:31:42 --> 00:31:45: of businesses that can be in the CBD and fourthly
00:31:45 --> 00:31:47: really focusing on ownership models.
00:31:47 --> 00:31:51: Chicago Train has a really great model where they actually
00:31:51 --> 00:31:55: invest alongside investors that are people of color and shopping
00:31:55 --> 00:31:57: center acquisitions.
00:31:57 --> 00:32:01: And so how are we collectively helping people build wealth?
00:32:01 --> 00:32:04: We can go to the next slide.

00:32:04 --> 00:32:06: So with this one we really wanted to hone in
00:32:06 --> 00:32:10: and set a broader framework for just kind of acknowledging
00:32:10 --> 00:32:11: what's in the room,
00:32:11 --> 00:32:14: right? So we can talk about inclusion and we can
00:32:14 --> 00:32:16: talk about equity,
00:32:16 --> 00:32:18: but we also have to acknowledge that a lot of
00:32:19 --> 00:32:22: people mentioned they do not feel safe in the CBD,
00:32:22 --> 00:32:26: and these are people of color specifically whether they're going
00:32:26 --> 00:32:28: to visit or they go to office.
00:32:28 --> 00:32:31: They're literally every day, and so when you're dealing with
00:32:32 --> 00:32:33: the district that is 70%
00:32:33 --> 00:32:37: white. And you're trying to talk about equity and inclusion.
00:32:37 --> 00:32:39: You're already starting at it at a deficit,
00:32:39 --> 00:32:42: and so these are some of the things that we
00:32:42 --> 00:32:44: wanted to frame our recommendations,
00:32:44 --> 00:32:47: which is 1 inclusion cannot be performative if that's a
00:32:47 --> 00:32:49: waste of time in our mind you have to be
00:32:49 --> 00:32:50: tangible,
00:32:50 --> 00:32:52: and some of the ways to tangibly look at equity
00:32:52 --> 00:32:55: inclusion is is through ownership and wealth creation,
00:32:55 --> 00:32:59: and those being primary strategies and anything that you all
00:32:59 --> 00:33:00: do.
00:33:00 --> 00:33:03: Thirdly, because the market is fluctuate ING,
00:33:03 --> 00:33:05: we have to be able to say and acknowledge how
00:33:06 --> 00:33:10: small businesses in specifically businesses owned by people of color
00:33:10 --> 00:33:12: bring a new value proposition.
00:33:12 --> 00:33:14: If they're coming in and saying,
00:33:14 --> 00:33:18: creating a more vibrant neighborhood and it's in a market
00:33:18 --> 00:33:20: that is is depreciating,
00:33:20 --> 00:33:23: then you know, let's rethink about how they are included
00:33:23 --> 00:33:26: in those wealth building strategies.
00:33:26 --> 00:33:30: Last thing, we want to acknowledge that working with Community.
00:33:30 --> 00:33:33: Rather than for, the community has to be at the
00:33:33 --> 00:33:34: forefront.
00:33:34 --> 00:33:38: But in order to even be in that conversation with
00:33:38 --> 00:33:39: the Community,
00:33:39 --> 00:33:41: quote unquote is a relative term,
00:33:41 --> 00:33:45: and so be with it being relative and acknowledging again
00:33:45 --> 00:33:48: that you know that the CBD is not very diverse.
00:33:48 --> 00:33:51: In order to really meet these goals,

00:33:51 --> 00:33:55: there has to be collaboration outside of the immediate CBD,
00:33:55 --> 00:33:59: and so we are really focused on and really want
00:33:59 --> 00:34:01: to leave the impression that.
00:34:01 --> 00:34:04: What is what happens in the future growth of the
00:34:04 --> 00:34:08: CBD also has major implications for the district and those
00:34:09 --> 00:34:11: partnerships across the district.
00:34:11 --> 00:34:14: DC essentially are going to help the growth of the
00:34:14 --> 00:34:14: CD,
00:34:14 --> 00:34:18: and so with that I'll pass it on to bills.
00:34:18 --> 00:34:21: Alright, thank you very much Maggie appreciate that.
00:34:21 --> 00:34:24: Thank you and I want to really emphasize points that
00:34:25 --> 00:34:27: have been made by the previous speakers,
00:34:27 --> 00:34:30: Maggie and James and David and bring perhaps a virtual
00:34:30 --> 00:34:34: highlighter onto a very critical aspect of success in looking
00:34:34 --> 00:34:37: at any sort of resilience and revitalization for the central
00:34:37 --> 00:34:41: business district. And that's going to be on workforce training.
00:34:41 --> 00:34:44: We're out of critical point of inflection right now.
00:34:44 --> 00:34:48: And re evaluating what the possibilities are for both retaining.
00:34:48 --> 00:34:53: Business is for expanding new opportunities of economic development and
00:34:53 --> 00:34:57: also for bridging over this period of covid into the
00:34:57 --> 00:35:02: new revitalization revitalized Central business district and regional economy.
00:35:02 --> 00:35:04: And what's going to be a critical component of that
00:35:05 --> 00:35:07: is making sure that we have workforce readiness to be
00:35:07 --> 00:35:11: able to take full advantage of these economic opportunities as
00:35:11 --> 00:35:14: they develop. One thing that we notice both through our
00:35:14 --> 00:35:18: research and through our interviews is that the concept of
00:35:18 --> 00:35:22: matching workforce opportunity with employment demand is not for a
00:35:22 --> 00:35:25: new to the district and City of Washington.
00:35:25 --> 00:35:29: You have some very impressive accomplishments an through the consortium,
00:35:29 --> 00:35:32: particularly with the Workforce Investment Council,
00:35:32 --> 00:35:38: Department of Employment Services and the Greater Washington Community Foundation.
00:35:38 --> 00:35:42: Some wonderful models. Robust models have been infected that can
00:35:42 --> 00:35:43: match employers.
00:35:43 --> 00:35:46: With workforce that then, through a training program can be
00:35:46 --> 00:35:50: brought in to the job opportunities at those employers afford.
00:35:50 --> 00:35:53: But we also feel that is an opportunity to really

00:35:53 --> 00:35:57: widen the bandwidth to really strengthen this capacity to be
00:35:57 --> 00:36:01: able to capture the broad range of opportunities that follow
00:36:01 --> 00:36:04: the types of strategies at the cities pursuing and that
00:36:04 --> 00:36:08: we're recommending in this report and what I'd like to
00:36:08 --> 00:36:11: do is to perhaps propose an outline or model that
00:36:11 --> 00:36:14: you might like to follow in order to pursue some
00:36:14 --> 00:36:19: greater opportunities to leverage workforce and employment conjunction to be
00:36:19 --> 00:36:20: able to assure.
00:36:20 --> 00:36:22: So we have that opportunity as new jobs,
00:36:22 --> 00:36:26: new industries come online or that we revitalize those that
00:36:26 --> 00:36:27: are that are existing,
00:36:27 --> 00:36:31: tested and true. And that we have a more structured
00:36:31 --> 00:36:34: approach to be able to get a broad bandwidth of
00:36:34 --> 00:36:38: employment opportunities aligned for the Community for the residents.
00:36:38 --> 00:36:41: Of Washington, DC and the focus again,
00:36:41 --> 00:36:43: particularly at the equity aspects,
00:36:43 --> 00:36:46: to be able to close the disparity gaps that we
00:36:46 --> 00:36:50: have around both the adverse impact from Cobett covid and
00:36:50 --> 00:36:51: the economic shrinkage.
00:36:51 --> 00:36:54: But on the recovery to ensure that we use this
00:36:54 --> 00:36:57: as an opportunity to make ground to in order to
00:36:57 --> 00:37:02: really ensure greater participation by communities of color in the
00:37:02 --> 00:37:06: economic revitalization. And we're talking across a range of opportunity
00:37:06 --> 00:37:08: both as salary employees,
00:37:08 --> 00:37:12: but also around. Entrepreneurship around business ownership where we can
00:37:12 --> 00:37:16: even have opportunities where minority owned businesses are also taking
00:37:16 --> 00:37:20: advantage of this bandwidth capacity to bring more employment opportunities
00:37:20 --> 00:37:22: to communities of color next.
00:37:24 --> 00:37:27: So one of the things we would like to recommend
00:37:27 --> 00:37:31: is that you consider institutionalizing a training program again across
00:37:31 --> 00:37:33: the range of employment options,
00:37:33 --> 00:37:35: and that in order to do that,
00:37:35 --> 00:37:39: we structure a consortium that really builds upon what we've
00:37:39 --> 00:37:40: already started for.
00:37:40 --> 00:37:44: Bring multiple anchor employers leverage that that form with resources

00:37:44 --> 00:37:47: from foundations and government agencies,
00:37:47 --> 00:37:51: but really make a broader clearinghouse of convening of identifying
00:37:51 --> 00:37:55: job opportunities and looking at the training gaps between.
00:37:55 --> 00:37:59: The available workforce and what those opportunities would would require
00:37:59 --> 00:38:01: and really need to source,
00:38:01 --> 00:38:05: so we're hoping that we can establish an effective one
00:38:05 --> 00:38:09: stop service where any potential employer new businesses,
00:38:09 --> 00:38:13: either locating into the district businesses expanding or new incubation,
00:38:13 --> 00:38:17: coming out of the community itself can go to this
00:38:17 --> 00:38:20: form and find a a clean and consistent alignment of
00:38:20 --> 00:38:24: resources to be able to identify workforce and where there
00:38:24 --> 00:38:26: is training that is needed.
00:38:26 --> 00:38:29: To have resources aligned, as Maggie mentioned,
00:38:29 --> 00:38:32: looking at that even community colleges or other forms that
00:38:33 --> 00:38:36: we may be able to provide training capacity for this
00:38:36 --> 00:38:39: program for this outreach and what we're looking for with
00:38:39 --> 00:38:43: Washington DC, perhaps with the central business district as a
00:38:43 --> 00:38:45: a testing ground for this model that,
00:38:45 --> 00:38:49: given the breadth and variety of investment that we see
00:38:49 --> 00:38:50: coming into this area.
00:38:50 --> 00:38:53: Looking at a consortium of this type that has multiple
00:38:53 --> 00:38:57: anchor institutions and government and not for profit leverage.
00:38:57 --> 00:39:00: Would be a great means of really testing this model,
00:39:00 --> 00:39:03: but certainly could be applied across the entire city next.
00:39:06 --> 00:39:09: So in addition to looking at the workforce and entrepreneurship
00:39:09 --> 00:39:10: opportunities again,
00:39:10 --> 00:39:13: building on some of the comments that my colleagues have
00:39:13 --> 00:39:14: made earlier,
00:39:14 --> 00:39:17: this form could actually expand to really become a single
00:39:17 --> 00:39:18: point of entry for business,
00:39:18 --> 00:39:21: attraction, retention, and workforce development.
00:39:21 --> 00:39:23: Essentially, really becoming a one stop.
00:39:23 --> 00:39:26: We would hope that there might be opportunities within the
00:39:26 --> 00:39:28: central business business district,
00:39:28 --> 00:39:31: the final home physical location for this place,
00:39:31 --> 00:39:33: so it actually is anchored not just in terms of
00:39:33 --> 00:39:34: its mission,

00:39:34 --> 00:39:36: but also in terms of its location.
00:39:36 --> 00:39:40: We would like to coordinate these initiatives with local small
00:39:40 --> 00:39:40: businesses,
00:39:40 --> 00:39:44: new startups and provide technical assistance and ongoing assistance to
00:39:44 --> 00:39:46: small and disadvantaged businesses,
00:39:46 --> 00:39:50: and again, a clearinghouse for programs and incentives not just
00:39:50 --> 00:39:54: for local businesses but also for national developers to get
00:39:54 --> 00:39:56: the word out that the CBD downtown Washington DC is
00:39:56 --> 00:40:00: ready for business is committed to equity and inclusion,
00:40:00 --> 00:40:03: and has put a structure together to facilitate that outcome
00:40:03 --> 00:40:07: for businesses that are interested in supporting that mission.
00:40:07 --> 00:40:10: And the city itself will continue to monitor its own
00:40:10 --> 00:40:12: goals around inclusion and equity,
00:40:12 --> 00:40:15: and this program could become a great resource even for
00:40:15 --> 00:40:18: them as a compliment for their aspirations and outcome.
00:40:18 --> 00:40:21: One of the things that I also want to press
00:40:21 --> 00:40:24: is that I've seen this model work and I've seen
00:40:24 --> 00:40:27: it work well in the city of New Orleans when
00:40:27 --> 00:40:29: I was working for Mitchell.
00:40:29 --> 00:40:32: Andrew, one of the outcomes of 1/4 study that we
00:40:32 --> 00:40:33: did along Claiborne,
00:40:33 --> 00:40:37: was the opportunity to really establish this kind of clearinghouse
00:40:37 --> 00:40:39: for workforce development.
00:40:39 --> 00:40:42: Given the anchor institutions that we're building,
00:40:42 --> 00:40:46: particularly on the medical services in downtown New Orleans.
00:40:46 --> 00:40:48: An I we started at Ground Zero.
00:40:48 --> 00:40:50: We did not have the kind of framework that even
00:40:51 --> 00:40:51: you have in place.
00:40:51 --> 00:40:54: You've got a great consortium to start working with you
00:40:55 --> 00:40:58: ahead of the curve in terms of matching workforce opportunities
00:40:58 --> 00:41:01: with employment opportunities for many other cities.
00:41:01 --> 00:41:04: But I also would really push you all to look
00:41:04 --> 00:41:07: at this broadening of your base of broader inclusion of
00:41:08 --> 00:41:12: anchor institutions and really looking at stronger ways to network
00:41:12 --> 00:41:16: across the demand for workforce training and for matching employers
00:41:16 --> 00:41:19: with those those workforce opportunities.
00:41:19 --> 00:41:22: This is some activity that I think you can do

00:41:22 --> 00:41:26: in terms of looking at near term opportunities is to
00:41:26 --> 00:41:28: get engaged in looking at this model soon,
00:41:28 --> 00:41:33: because as you have employment opportunities come into the CD
00:41:33 --> 00:41:33: in downtown.
00:41:33 --> 00:41:36: You want to get ahead of that curve is possible
00:41:36 --> 00:41:38: in matching the workforce.
00:41:38 --> 00:41:40: Opportunities for those employment opportunities.
00:41:40 --> 00:41:43: So again, I congratulate you for the work that you
00:41:43 --> 00:41:45: or have already done in this regard,
00:41:45 --> 00:41:48: but we really encourage you to broaden that model to
00:41:48 --> 00:41:51: be able to capture the full range of opportunities that
00:41:51 --> 00:41:54: lie ahead and that we're also recommending in this report
00:41:54 --> 00:41:54: next.
00:41:57 --> 00:42:00: So in addition to looking at areas of economic development,
00:42:00 --> 00:42:03: I'm also a architect and urban designer.
00:42:03 --> 00:42:06: As a city administrator, and all of these recommendations really
00:42:06 --> 00:42:10: congeal around how we develop and create place in space
00:42:10 --> 00:42:13: and what we'll be doing for the remainder of the
00:42:13 --> 00:42:17: presentation is talking about how many of these recommendations might
00:42:17 --> 00:42:21: congeal around certain scenarios in specific locations within the study
00:42:21 --> 00:42:24: area will be focusing primarily from the public domain around
00:42:24 --> 00:42:28: placemaking, or will be also talking about how these places.
00:42:28 --> 00:42:32: As they are redesigning, we considered help to support our
00:42:32 --> 00:42:38: economic opportunity goals both around investment and workforce development next.
00:42:38 --> 00:42:40: So looking at the public domain,
00:42:40 --> 00:42:44: just unpacking some of the opportunities and strategies that we
00:42:44 --> 00:42:48: see and how we'd like to suggest you approach considerations.
00:42:48 --> 00:42:51: We want to certainly celebrate the diversity of the urban
00:42:51 --> 00:42:55: character James mentioned earlier in his analysis of this district
00:42:55 --> 00:42:58: that you really are a a range of experiences and
00:42:58 --> 00:43:01: characteristics. This is not a one size fits all environment
00:43:01 --> 00:43:04: and there must not be A1 size fits all solution.
00:43:04 --> 00:43:07: But we think there are many tactics and tools that
00:43:07 --> 00:43:11: can be applied specifically to enhance the character of each
00:43:11 --> 00:43:14: space we want to privatize the nodes or non commercial
00:43:14 --> 00:43:17: and neighborhood revitalization and resilience.

00:43:17 --> 00:43:18: And again this isn't in.
00:43:18 --> 00:43:25: Alignment with the range of characteristic characteristics that the CBD
00:43:25 --> 00:43:25: has.
00:43:25 --> 00:43:29: Along with the enhancement in celebration of these spaces,
00:43:29 --> 00:43:32: we want to make sure there are service for what
00:43:32 --> 00:43:35: is critically needed by the Community so we have multiple
00:43:35 --> 00:43:36: mobility options,
00:43:36 --> 00:43:40: different ways of movement to through from about these nodes
00:43:40 --> 00:43:42: to Carters of interest to neighborhoods,
00:43:42 --> 00:43:46: to residential districts, and also that we connect not just
00:43:46 --> 00:43:49: within the district but also with the surrounding areas.
00:43:49 --> 00:43:53: Understanding this is a network and also to the neighborhoods
00:43:53 --> 00:43:54: across Washington DC,
00:43:54 --> 00:43:56: All neighborhoods in. In all cities,
00:43:56 --> 00:43:59: really claim their downtown is also part of their turf.
00:43:59 --> 00:44:03: We want to make sure that there is strong connectivity
00:44:03 --> 00:44:07: that is both welcoming and orienting for everyone's arrival.
00:44:07 --> 00:44:09: We would also like to look at means that we
00:44:09 --> 00:44:13: can re purpose again these unique and wonderful array of
00:44:13 --> 00:44:16: public and open spaces that you have and we purpose
00:44:16 --> 00:44:20: in them, not only for the development around Commerce or
00:44:20 --> 00:44:23: business but also for social and artistic expression.
00:44:23 --> 00:44:26: You have such a rich tapestry in framework to work
00:44:26 --> 00:44:29: off of and we really want to take full advantage
00:44:30 --> 00:44:32: of that in terms of a sense of inclusion.
00:44:32 --> 00:44:36: An completeness. How does this downtown feel and reflect Washington
00:44:37 --> 00:44:37: DC?
00:44:37 --> 00:44:39: As an array of neighborhoods.
00:44:39 --> 00:44:42: And then we would really impress upon you that you
00:44:42 --> 00:44:42: be bold.
00:44:42 --> 00:44:44: These are moments in history.
00:44:44 --> 00:44:47: Be there around health, be there around economic aspects of
00:44:47 --> 00:44:48: parameters,
00:44:48 --> 00:44:52: either on other environmental conditions that cities often take a
00:44:52 --> 00:44:54: moment to rethink who they are,
00:44:54 --> 00:44:57: and we're certainly at a moment in history where cities
00:44:57 --> 00:44:58: across America,
00:44:58 --> 00:45:01: across the world at that moment as the nation's capital,

00:45:01 --> 00:45:04: as a city of tremendous history and importance to this
00:45:04 --> 00:45:07: nation in the world and as a city that represents
00:45:07 --> 00:45:09: such a range of diversity and an.
00:45:09 --> 00:45:11: And potential for such greater inclusion.
00:45:11 --> 00:45:15: We would hope that development and design strategies can be
00:45:15 --> 00:45:15: bold.
00:45:15 --> 00:45:17: And as we've said repeatedly,
00:45:17 --> 00:45:19: through this presentation, abit audacious.
00:45:19 --> 00:45:22: So what I'm going to do now is turn the
00:45:22 --> 00:45:24: presentation over to my colleagues.
00:45:24 --> 00:45:26: We've come up with some recommendations,
00:45:26 --> 00:45:29: a series of thoughts and concepts as to how we
00:45:29 --> 00:45:31: might approach some of these opportunities.
00:45:31 --> 00:45:35: Applying these these approaches that we've been sighting in the
00:45:35 --> 00:45:38: presentation up to now and looking for some of the
00:45:38 --> 00:45:41: outcomes that we've told you or possible.
00:45:41 --> 00:45:43: In this resilience and recovery.
00:45:43 --> 00:45:46: Thank you, Julianne Diane.
00:45:46 --> 00:45:47: Thanks pal.
00:45:50 --> 00:45:51: As you as you see,
00:45:51 --> 00:45:54: you recognize this diagram because we saw it before we
00:45:54 --> 00:45:55: had to.
00:45:55 --> 00:45:58: James identified the variety and scale of nodes that exist
00:45:58 --> 00:46:01: both in in our study area that we were asked
00:46:01 --> 00:46:02: to focus on here,
00:46:02 --> 00:46:06: which is somewhat of an arbitrary boundary for people visiting
00:46:06 --> 00:46:07: the area,
00:46:07 --> 00:46:09: but that we were asked to focus on.
00:46:09 --> 00:46:11: And then the fact that these nodes you know,
00:46:11 --> 00:46:14: expand even beyond that boundary.
00:46:14 --> 00:46:16: Some of them are cultural focused,
00:46:16 --> 00:46:19: some of them are more economic and focus and summer,
00:46:19 --> 00:46:22: civic and focus. We we decided to take a closer
00:46:22 --> 00:46:23: look at three of these areas,
00:46:23 --> 00:46:26: which we're calling innovation row and then a focus on
00:46:26 --> 00:46:29: Freedom Plaza in Franklin Square that we'll talk about in
00:46:29 --> 00:46:32: just a minute to really look at the conceptual,
00:46:32 --> 00:46:35: some conceptual solutions for physical strategies in those areas that
00:46:35 --> 00:46:38: build on all the ideas we've already talked about.

00:46:38 --> 00:46:40: First, I just want to run through a couple of
00:46:41 --> 00:46:44: the sort of fundamental building blocks of placemaking that we
00:46:44 --> 00:46:47: we thought about as we were developing these concepts.
00:46:47 --> 00:46:48: First of all, of course,
00:46:48 --> 00:46:51: your city as a street configuration unlike any other.
00:46:51 --> 00:46:54: City in the nation.
00:46:54 --> 00:46:57: It creates a very unique opportunity with the kind of
00:46:57 --> 00:47:00: grand spaces that exist and we want to keep in
00:47:00 --> 00:47:03: mind that it's a destination for all people coming in
00:47:03 --> 00:47:08: from all directions and then sort of reorienting themselves to
00:47:08 --> 00:47:10: being in the CBD.
00:47:10 --> 00:47:12: What does result in is a very wide right of
00:47:12 --> 00:47:15: way in many locations that allows for a lot of
00:47:15 --> 00:47:15: flexibility.
00:47:15 --> 00:47:18: It's really the envy of cities around the country that
00:47:18 --> 00:47:22: you have when you're when you're looking at mobility planning
00:47:22 --> 00:47:23: and your transportation network.
00:47:23 --> 00:47:26: You've got a lot of right away to work with
00:47:26 --> 00:47:26: its,
00:47:26 --> 00:47:29: you know, we've I as a transportation planner work with
00:47:29 --> 00:47:30: a lot of cities.
00:47:30 --> 00:47:32: Who you know would would kill for an extra ten
00:47:32 --> 00:47:35: 1520 feet in there right away so that they could
00:47:35 --> 00:47:38: accommodate all of the very uses that they're trying to
00:47:38 --> 00:47:43: accommodate. Here you've got this extraordinary opportunity to do that,
00:47:43 --> 00:47:45: in a way, because of the amount of space has
00:47:45 --> 00:47:49: in some locations historically resulted in a pretty car centric
00:47:49 --> 00:47:50: environment.
00:47:50 --> 00:47:54: So we were thinking about mobility and walkability improvements.
00:47:54 --> 00:47:58: You know more climate friendly improvements overtime that they can
00:47:58 --> 00:48:01: build on this opportunity and kind of breakdown a little
00:48:01 --> 00:48:04: bit of that car centric nature in some of these
00:48:04 --> 00:48:07: areas, especially the more neighborhood focused nodes.
00:48:07 --> 00:48:11: And of course, we're building on your on going initiatives.
00:48:11 --> 00:48:15: The K St transitway. The network of protected bike lanes
00:48:15 --> 00:48:19: and then the planned future high capacity transit corridors on
00:48:19 --> 00:48:23: the surface that are creating more of an emerging hierarchy
00:48:23 --> 00:48:27: of mobility and various modes that are available.

00:48:27 --> 00:48:30: And look at how we can build on those in
00:48:30 --> 00:48:31: interesting ways.
00:48:31 --> 00:48:31: Next slide.
00:48:33 --> 00:48:35: And, as we've noted before,
00:48:35 --> 00:48:38: you know with that diagram that the CBD is a
00:48:38 --> 00:48:41: series of places that are very unique and distinct there.
00:48:41 --> 00:48:44: There's not just one that people think of our experience.
00:48:44 --> 00:48:47: A lot of these nodes are destinations for people that
00:48:47 --> 00:48:48: they have very use,
00:48:48 --> 00:48:51: and they have a very physical character,
00:48:51 --> 00:48:53: but in a lot of places the nodes are points
00:48:53 --> 00:48:56: of transition as people around a journey,
00:48:56 --> 00:48:58: they pop up out of the subway station at some
00:48:58 --> 00:49:00: point in this area.
00:49:00 --> 00:49:01: They have to Orient themselves.
00:49:01 --> 00:49:03: In many cases, there are shifting.
00:49:03 --> 00:49:07: From one mode of transportation to another that needs to
00:49:07 --> 00:49:08: be clear and legible,
00:49:08 --> 00:49:11: an an understandable for people.
00:49:11 --> 00:49:14: Whether their visitors or residents using the area an really
00:49:15 --> 00:49:16: our focus was on.
00:49:16 --> 00:49:18: How can we make this system going forward?
00:49:18 --> 00:49:20: Very nimble and very resilient.
00:49:20 --> 00:49:24: You know, in an ever changing environment.
00:49:24 --> 00:49:25: Next slide.
00:49:29 --> 00:49:31: Of course, the key partner in this,
00:49:31 --> 00:49:34: as we've alluded to, you know in many ways so
00:49:34 --> 00:49:35: far in this presentation,
00:49:35 --> 00:49:38: and now we're sort of shifting to the physical.
00:49:38 --> 00:49:42: The physical aspect of that partnership is the private,
00:49:42 --> 00:49:46: the private sector property owners and the development industry.
00:49:46 --> 00:49:50: It's important to realize that we don't always follow the
00:49:50 --> 00:49:53: real estate demand with making public realm improvements,
00:49:53 --> 00:49:57: and we need to start thinking about how public realm
00:49:57 --> 00:49:58: investments can lead demand.
00:49:58 --> 00:50:02: Can create demand can guide demand too to areas that
00:50:02 --> 00:50:04: are beneficial to the community as a whole.
00:50:04 --> 00:50:06: And we started thinking about,
00:50:06 --> 00:50:09: you know in addition to just the sectors of active
00:50:09 --> 00:50:14: retail and hospitality and institutions starting to think about how
00:50:14 --> 00:50:16: we look at this from more of a scale of

00:50:16 --> 00:50:19: a campus or a spine within an area of maybe
00:50:19 --> 00:50:21: it's even a connection between two nodes.
00:50:21 --> 00:50:24: But it's a little bit bigger in scale.
00:50:24 --> 00:50:29: Looking at multiple properties, multiple segments of the network and
00:50:29 --> 00:50:30: how they work together.
00:50:30 --> 00:50:32: And at the end of the day,
00:50:32 --> 00:50:35: it's really about thinking about ways that there's a shared
00:50:35 --> 00:50:39: sense of shared stewardship of the public realm between the
00:50:39 --> 00:50:42: agencies that are tasked with making sure things,
00:50:42 --> 00:50:44: you know, function anaran are safe,
00:50:44 --> 00:50:48: but but the private development industry that's that's benefiting from
00:50:48 --> 00:50:49: that functioning well.
00:50:49 --> 00:50:51: The result of that partnership,
00:50:51 --> 00:50:54: really is an increase in value for everyone in all
00:50:54 --> 00:50:56: senses of the word,
00:50:56 --> 00:50:58: be it monetary or just in terms of quality of
00:50:58 --> 00:50:59: life.
00:50:59 --> 00:51:01: The value proposition there is significant,
00:51:01 --> 00:51:04: and we need. To be thinking about that at all
00:51:04 --> 00:51:04: times,
00:51:04 --> 00:51:06: next slide.
00:51:06 --> 00:51:09: And then of course, you know in this area it
00:51:09 --> 00:51:12: goes without saying that the final piece of this puzzle,
00:51:12 --> 00:51:16: aside from the right away network and the private properties
00:51:16 --> 00:51:20: that surround it is the is the robust open space
00:51:20 --> 00:51:21: network of parks.
00:51:21 --> 00:51:24: Parklets and plazas. We want to make sure that the
00:51:25 --> 00:51:28: that the experience for people who come into this area
00:51:28 --> 00:51:29: is not just.
00:51:29 --> 00:51:33: It doesn't feel just seamless and it doesn't just feel
00:51:33 --> 00:51:34: safe but it,
00:51:34 --> 00:51:38: but it's also enjoyable that there are moments of recreation
00:51:38 --> 00:51:42: and just relaxation that you know and contemplation that can
00:51:42 --> 00:51:44: happen whether planned or not.
00:51:44 --> 00:51:48: By having a really inclusive and active network of open
00:51:48 --> 00:51:49: spaces.
00:51:49 --> 00:51:52: Obviously there's more assessment needed.
00:51:52 --> 00:51:55: You know about where these opportunities are.
00:51:55 --> 00:51:57: Two days isn't enough to evaluate all of them,
00:51:57 --> 00:52:00: but I would just tag on to what both Maggie

00:52:00 --> 00:52:03: and Bill and others have said is that we need
00:52:03 --> 00:52:06: to think about the use of open space in a
00:52:06 --> 00:52:07: more active and flexible way,
00:52:07 --> 00:52:11: and we need to really foster a sense of common
00:52:11 --> 00:52:11: ownership.
00:52:11 --> 00:52:17: And common responsibility. An more active and diverse engagement with
00:52:17 --> 00:52:21: the open space resources that are that are in this
00:52:21 --> 00:52:21: area.
00:52:21 --> 00:52:24: So I will turn to Julie to share some of
00:52:24 --> 00:52:26: our more specific ideas with you.
00:52:26 --> 00:52:30: So everybody, these are a few opportunities that we saw
00:52:30 --> 00:52:34: where programming and flexibility could strengthen the public domain and
00:52:35 --> 00:52:38: I just want to promise before we get into them.
00:52:38 --> 00:52:41: These are just a few examples that we found within
00:52:41 --> 00:52:42: the last day.
00:52:44 --> 00:52:46: Chance.
00:52:46 --> 00:52:49: And the opportunity is for you guys to kind of
00:52:49 --> 00:52:50: use this winter.
00:52:50 --> 00:52:55: And this inflection point to look around and see.
00:52:55 --> 00:52:57: Places that have been ignored.
00:52:57 --> 00:53:00: Places that maybe could use some more life and and
00:53:00 --> 00:53:02: what you could do with them.
00:53:02 --> 00:53:06: I think on the ground is probably the best forum.
00:53:06 --> 00:53:08: Picking these places.
00:53:08 --> 00:53:12: So first for us, we'd like to celebrate the importance
00:53:12 --> 00:53:15: of the Franklin Park redesign.
00:53:15 --> 00:53:19: It's super exciting for the panel.
00:53:19 --> 00:53:22: Programming that's planned there. The food,
00:53:22 --> 00:53:26: the activation of monuments and connectivity.
00:53:26 --> 00:53:30: We'll all go into kind of making this place at
00:53:30 --> 00:53:32: home for the whole district,
00:53:32 --> 00:53:38: including the amazing transit opportunities that are surrounding this area.
00:53:38 --> 00:53:42: We encourage the bed to really go big on this.
00:53:42 --> 00:53:46: Keep going as as you see how Franklin Park evolves.
00:53:46 --> 00:53:50: Can we close off streets to kind of create a
00:53:51 --> 00:53:55: huge festival area for certain weekends or Holidays?
00:53:55 --> 00:53:58: Um? Can we allow people to start to shape this
00:53:59 --> 00:54:01: space as they start to interact with it?
00:54:01 --> 00:54:05: If something kind of moves away from the original design,
00:54:05 --> 00:54:08: like sounds like we should go with it and I

00:54:08 --> 00:54:11: think we've all kind of considered that consider this a
00:54:11 --> 00:54:14: park for a neighborhood park for the whole district.
00:54:14 --> 00:54:17: This would be a place where anyone arriving here from
00:54:17 --> 00:54:21: wherever they are in the district lands and they feel
00:54:21 --> 00:54:22: like they are still at home.
00:54:27 --> 00:54:31: And the next example that we kind of wanted to
00:54:31 --> 00:54:35: highlight was an opportunity to really activate Freedom Plaza,
00:54:35 --> 00:54:38: and the reason for choosing this is that it it
00:54:38 --> 00:54:43: just sits at this important juncture between the federal character
00:54:43 --> 00:54:46: of them all in the Federal Triangle and the actual
00:54:46 --> 00:54:51: downtown of the district. This space has potential to really
00:54:51 --> 00:54:52: be DC's front porch,
00:54:52 --> 00:54:55: and it's a place it could be a place where
00:54:55 --> 00:54:58: people really want to go and meet each other.
00:54:58 --> 00:55:01: Central to that and then you can see in the
00:55:02 --> 00:55:05: pictures of the left is making sure that new ideas
00:55:05 --> 00:55:06: are flexible,
00:55:06 --> 00:55:11: that they are inclusive using tables and chairs and constant
00:55:11 --> 00:55:16: programming so that people feel that they can properly social
00:55:16 --> 00:55:17: distance,
00:55:17 --> 00:55:22: but also that they can create safe spaces for themselves
00:55:22 --> 00:55:25: and feel like they really belong.
00:55:25 --> 00:55:25: Next
00:55:28 --> 00:55:32: and then Lastly, we chose another area a little bit
00:55:32 --> 00:55:36: to the West along Pennsylvania Ave in Golden Triangle to
00:55:36 --> 00:55:41: demonstrate how transforming open space could spur investment in this
00:55:41 --> 00:55:46: idea of an innovation hub and maybe solidified that identity
00:55:46 --> 00:55:51: that is needed for a proper innovation hub to thrive.
00:55:51 --> 00:55:55: The idea would be to use some of these residual
00:55:55 --> 00:55:58: spaces that come from L'enfant's plan.
00:55:58 --> 00:55:59: Kind of, I mean, of course,
00:55:59 --> 00:56:01: a lot of these are very beautiful,
00:56:01 --> 00:56:06: but could they be? Made more authentic with art constant
00:56:06 --> 00:56:09: changing exhibits from local artists.
00:56:09 --> 00:56:13: Bold statements that really exhibit that this is a gateway
00:56:13 --> 00:56:18: into a really creative and kind of thriving zone for
00:56:18 --> 00:56:18: the city,
00:56:18 --> 00:56:22: and these would also provide a space I think for
00:56:22 --> 00:56:26: or we think for people in an area where there's

00:56:26 --> 00:56:30: very little open space to bump into each other.
00:56:30 --> 00:56:33: Interact and blend ideas.
00:56:33 --> 00:56:37: So these are just a few kind of examples of
00:56:37 --> 00:56:42: many across the CBD that show that if we capitalize
00:56:43 --> 00:56:44: on open space.
00:56:44 --> 00:56:48: Capitalize on the just large amount of open space that
00:56:48 --> 00:56:49: is in DZ.
00:56:49 --> 00:56:54: We can find places where this can support development and
00:56:54 --> 00:56:59: support private investment and can really lead to resiliency.
00:57:06 --> 00:57:08: So we come back. This is Marilyn.
00:57:08 --> 00:57:14: We come back to a powerful piece we started with.
00:57:14 --> 00:57:21: Capital investment by foundations. Public sector and private sector.
00:57:21 --> 00:57:27: Moves talent forward. Talent follows place.
00:57:27 --> 00:57:33: Place needs investment. We actually think that the kind of
00:57:33 --> 00:57:38: boy conversations we've had with you back on Tuesday morning
00:57:38 --> 00:57:42: and our sense of great optimism for what can be
00:57:42 --> 00:57:46: done starting small, starting short-term,
00:57:46 --> 00:57:50: and getting ready for the recovery.
00:57:50 --> 00:57:53: The time of which we cannot predict,
00:57:53 --> 00:57:57: but we surely can't miss the moment to achieve your
00:57:57 --> 00:57:59: very aspirational goals.
00:57:59 --> 00:58:02: Thank you very much for your attention,
00:58:02 --> 00:58:06: and now we'd love to bring you into the conversation.
00:58:06 --> 00:58:11: Are you a Lie director of advisory services?
00:58:11 --> 00:58:16: Kelsey Stephen will now take over and moderate the Q&A.
00:58:19 --> 00:58:21: Good morning everyone. Thanks Marilyn.
00:58:21 --> 00:58:24: So as we find ourselves in a virtual space,
00:58:24 --> 00:58:27: I'm just going to quickly touch on the way in
00:58:27 --> 00:58:31: which we're going to facilitate the Q&A with the panel.
00:58:31 --> 00:58:34: Going to be using the raise hand tool so if
00:58:34 --> 00:58:36: you're not sure where that is,
00:58:36 --> 00:58:39: you can go ahead and at the bottom of your
00:58:39 --> 00:58:43: screen click your participants button so that you have on
00:58:43 --> 00:58:47: the right hand side of your screen the white list
00:58:47 --> 00:58:50: of participants at the bottom of that there are a
00:58:50 --> 00:58:51: set of action icons.
00:58:51 --> 00:58:55: The one to the far left is a blue hand.
00:58:55 --> 00:58:58: So you will just click that if you have a
00:58:58 --> 00:59:01: question for the panel an I will be calling on
00:59:01 --> 00:59:04: you to go ahead and ask your question as they
00:59:04 --> 00:59:07: come up in order. I will do my best to

00:59:07 --> 00:59:10: get to everyone and I will be directing them to
00:59:10 --> 00:59:13: Marilyn or a panelist to go ahead and answer your
00:59:13 --> 00:59:18: question. Please feel free if there's a specific panelist you'd
00:59:18 --> 00:59:19: like to reference to,
00:59:19 --> 00:59:23: just go ahead and address them.
00:59:23 --> 00:59:25: So with that one more note,
00:59:25 --> 00:59:28: sorry if you are unable to find the blue hand,
00:59:28 --> 00:59:31: please feel free to just put your name in that
00:59:31 --> 00:59:34: you have a question in the chat if that's if
00:59:34 --> 00:59:37: that's the only way you're able to do that,
00:59:37 --> 00:59:40: and we will try and get to you that way.
00:59:40 --> 00:59:43: Alright with that, go ahead and open it to questions
00:59:44 --> 00:59:44: for the panel.
00:59:48 --> 00:59:51: Alright, so the first thing I saw go up is
00:59:51 --> 00:59:52: Andrew Trueblood,
00:59:52 --> 00:59:56: so Andrew would you like to go ahead and ask
00:59:56 --> 00:59:57: your question?
00:59:57 --> 00:59:59: Yeah, I guess I'll kick it off while folks think
01:00:00 --> 01:00:00: about,
01:00:00 --> 01:00:03: think about their questions and I actually I have two,
01:00:03 --> 01:00:05: but I'll start with this one.
01:00:05 --> 01:00:07: Well, first of all thank you all very much for
01:00:07 --> 01:00:09: all the work that you've done.
01:00:09 --> 01:00:12: This is quite interesting and helpful and I guess you
01:00:12 --> 01:00:13: know we've talked you.
01:00:13 --> 01:00:16: I think you've talked a lot about this area and
01:00:16 --> 01:00:18: some of the assets and then things we should be
01:00:18 --> 01:00:19: thinking about.
01:00:19 --> 01:00:22: I was wondering if you had all have discussed or
01:00:22 --> 01:00:26: would have recommendations about taking advantage of this particular moment
01:00:26 --> 01:00:27: in time in terms of the.
01:00:27 --> 01:00:31: Presidential transition have any recommendations of things that maybe we
01:00:31 --> 01:00:35: should be thinking about asking of the federal government while
01:00:35 --> 01:00:37: we have a new leadership coming in,
01:00:37 --> 01:00:39: I don't know if that came up at all in
01:00:39 --> 01:00:40: your in your,
01:00:40 --> 01:00:43: in your discussions or deliberations.
01:00:43 --> 01:00:46: Oh Andrew, this is this is Marilyn.
01:00:46 --> 01:00:49: I am so happy that you brought this up.

01:00:49 --> 01:00:53: We've been trying to Pete freebie political free for the
01:00:53 --> 01:00:54: moment,
01:00:54 --> 01:00:58: but honestly 1 cannot help but believe in what you
01:00:58 --> 01:00:59: have just asked,
01:00:59 --> 01:01:02: which is if there is ever a time this is
01:01:02 --> 01:01:03: it.
01:01:03 --> 01:01:07: This is the intersection of small business of hard workers
01:01:07 --> 01:01:10: and of the move that we must make to be
01:01:10 --> 01:01:13: more inclusive and create a much more.
01:01:13 --> 01:01:17: Equitable society. So I am going to turn that if
01:01:17 --> 01:01:20: I May 1st at 2 mag in terms of what
01:01:20 --> 01:01:21: we do,
01:01:21 --> 01:01:25: it is the preparation to be ready to move when
01:01:25 --> 01:01:27: the moment is right.
01:01:27 --> 01:01:30: The vaccine will be a big turning point,
01:01:30 --> 01:01:34: which means we have to point ourselves somewhere to spring,
01:01:34 --> 01:01:36: but maybe even on to fall.
01:01:36 --> 01:01:40: So there are several of you who could speak up
01:01:40 --> 01:01:41: to this point,
01:01:41 --> 01:01:45: but Maggie, I'm wondering if you would respond to Andrew's
01:01:45 --> 01:01:46: question First off.
01:01:49 --> 01:01:53: Thanks Marilyn. Honestly, the first thing that came to mind
01:01:53 --> 01:01:56: Angie to your question and I apologize if this is
01:01:56 --> 01:01:59: void of knowing all of the nuances of DC government
01:01:59 --> 01:02:04: is we actually had a really healthy conversation around.
01:02:04 --> 01:02:06: Oh, and now I'm blanking on it.
01:02:06 --> 01:02:09: I guess the Hoover FBI building right,
01:02:09 --> 01:02:12: and So what are some of the existing assets that
01:02:12 --> 01:02:15: are currently federally owned that you all,
01:02:15 --> 01:02:19: could you know, be thinking about how you reposition those
01:02:19 --> 01:02:22: conversations with the federal government?
01:02:22 --> 01:02:26: There may be other people on the panel that want
01:02:26 --> 01:02:27: to talk about that,
01:02:27 --> 01:02:30: but I do think that just kind of what Maryland
01:02:30 --> 01:02:31: has said there.
01:02:31 --> 01:02:35: There are funds and I think a lot of renewed
01:02:35 --> 01:02:38: sensibility of how to really work with.
01:02:38 --> 01:02:42: Variety of businesses that businesses in various partnerships that align
01:02:42 --> 01:02:44: with just supporting.
01:02:44 --> 01:02:47: This kind of inclusive economic development process.

01:02:47 --> 01:02:50: So I don't. I don't necessarily have more to say
01:02:50 --> 01:02:52: than what Maryland has said,
01:02:52 --> 01:02:55: but I do think Andrew you've hit on some really
01:02:55 --> 01:02:56: good points.
01:02:56 --> 01:02:58: I see Bob raising his hand.
01:02:58 --> 01:03:02: Someone let him chime in a little bit there.
01:03:02 --> 01:03:04: I'm gonna if it's OK.
01:03:04 --> 01:03:06: I'm gonna with my old GSA hat on and I
01:03:06 --> 01:03:10: don't speak for the new administration coming in.
01:03:10 --> 01:03:14: But in previous administrations that might look a little bit
01:03:14 --> 01:03:16: more like a by administration.
01:03:16 --> 01:03:22: We did work directly with the district government and give
01:03:22 --> 01:03:23: you example.
01:03:23 --> 01:03:26: The the boundary of the DC downtown bid was redrawn
01:03:26 --> 01:03:29: to include the Federal Triangle so the federal government could
01:03:29 --> 01:03:30: be a part of it,
01:03:30 --> 01:03:34: and I think that the opportunity to engage the federal
01:03:34 --> 01:03:37: government as think about the government in this case is
01:03:37 --> 01:03:39: part of the private of the public.
01:03:39 --> 01:03:42: Private partnerships. A little ironic to think that way,
01:03:42 --> 01:03:45: but the federal government leases a huge amount of space,
01:03:45 --> 01:03:49: can tell landlords what they expect landlords to do with
01:03:49 --> 01:03:50: respect to the public realm,
01:03:50 --> 01:03:53: and that's just in addition to what GSA can do
01:03:53 --> 01:03:55: with some of the buildings that either.
01:03:55 --> 01:03:58: Front on the study area we had here or there
01:03:58 --> 01:03:59: actually in it,
01:03:59 --> 01:04:02: and I think could participate in workforce training programs in
01:04:02 --> 01:04:05: improving the public space in front of the building.
01:04:05 --> 01:04:09: Something other than just putting up bollards.
01:04:09 --> 01:04:11: Yeah, if I may, I'd like to dovetail in that
01:04:11 --> 01:04:14: Bob that we could also look from the city's perspective
01:04:14 --> 01:04:15: at the federal government.
01:04:15 --> 01:04:18: Almost in the same model as we look at public
01:04:18 --> 01:04:19: private partnerships.
01:04:19 --> 01:04:21: In this case would be public public,
01:04:21 --> 01:04:24: but where there are opportunities for us to even think
01:04:24 --> 01:04:25: about placemaking,
01:04:25 --> 01:04:27: we have, as one of the recommendations,
01:04:27 --> 01:04:29: that assessment of parks and open space.
01:04:29 --> 01:04:31: So there may be a time now that we can

01:04:31 --> 01:04:34: actually look at how those spaces might be reconsidered,
01:04:34 --> 01:04:38: programmed, redesign, how they might leverage again to improve the
01:04:38 --> 01:04:38: connectivity.
01:04:38 --> 01:04:41: Another point we're making. Between the federal campus,
01:04:41 --> 01:04:44: federal districts and the rest of the city,
01:04:44 --> 01:04:47: what kind of opportunities that we have to really suit
01:04:47 --> 01:04:50: you that so having some conversations also about the physical
01:04:50 --> 01:04:52: characteristics between the two areas,
01:04:52 --> 01:04:55: I think would be, it would be propitious now to
01:04:55 --> 01:04:58: to ratchet that conversation up alone.
01:04:58 --> 01:05:00: And and I'd like to add just briefly,
01:05:00 --> 01:05:04: that one of the stakeholders that we interviewed made a
01:05:04 --> 01:05:06: couple of interesting points.
01:05:06 --> 01:05:09: One is that the new administration is going to bring
01:05:09 --> 01:05:11: in six to 7000 people to the region to be
01:05:11 --> 01:05:12: proximate to it,
01:05:12 --> 01:05:14: and the 2nd is that,
01:05:14 --> 01:05:18: you know, there is perhaps the prospect for an infrastructure
01:05:18 --> 01:05:18: bill,
01:05:18 --> 01:05:19: and if that's the case,
01:05:19 --> 01:05:24: local businesses often are quite adept at extracting money from
01:05:24 --> 01:05:26: the federal government.
01:05:26 --> 01:05:28: So that that's another opportunity.
01:05:31 --> 01:05:32: And I would just add,
01:05:32 --> 01:05:36: yeah, I very intrigued with the proposal issued this week,
01:05:36 --> 01:05:40: but Julie Wagner at the Global Institute on Innovation Districts
01:05:41 --> 01:05:44: and new Localism is visors for new innovation zones.
01:05:44 --> 01:05:48: And you're so well positioned to capitalize on this and
01:05:48 --> 01:05:53: see ideas to create district development talent development an.
01:05:53 --> 01:05:56: An deploy federal R&D funding in ways that are strategic
01:05:57 --> 01:06:00: and that better connect communities of color that have been
01:06:00 --> 01:06:05: disconnected from the knowledge economy to those resources and opportunities
01:06:05 --> 01:06:09: and just add to that those kind of districts are
01:06:09 --> 01:06:11: a place where simultaneously giving,
01:06:11 --> 01:06:15: giving funding or an opportunity to small businesses,
01:06:15 --> 01:06:19: whether entrepreneurial or just are providing services is one of
01:06:19 --> 01:06:23: the ways that Washington can continue to express its

wonderful
01:06:23 --> 01:06:24: commitment.
01:06:24 --> 01:06:28: To the local and to those communities that need to
01:06:28 --> 01:06:31: have these opportunities to invest and grow.
01:06:35 --> 01:06:38: I'll go ahead and call in the next hand that
01:06:38 --> 01:06:41: was from Sakina Sakina Khan going to answer.
01:06:41 --> 01:06:44: Hi there your question, excuse me so happy one.
01:06:44 --> 01:06:47: Thank you to the panel and I know it was
01:06:47 --> 01:06:51: an enormous amount of work and and conversations and they
01:06:51 --> 01:06:54: just thing that happened over the last couple of days.
01:06:54 --> 01:06:58: So appreciate the the presentation this morning including some of
01:06:58 --> 01:07:03: the more kind of granular information around inclusive economic development,
01:07:03 --> 01:07:06: anchor institutions workforce, wealth building.
01:07:06 --> 01:07:09: I think it gives us a lot to think about.
01:07:09 --> 01:07:12: I did want to ask a question though about the
01:07:12 --> 01:07:13: panels thoughts?
01:07:13 --> 01:07:17: An office office and commercial is the predominant land use
01:07:17 --> 01:07:18: in the area.
01:07:18 --> 01:07:20: It is, you know, a huge generator,
01:07:20 --> 01:07:23: supporter of employment and also revenue.
01:07:23 --> 01:07:26: But we also know that it's challenged,
01:07:26 --> 01:07:30: particularly because of covid, but also prior to cover it.
01:07:30 --> 01:07:34: There were there was some softening in the office market
01:07:34 --> 01:07:39: with increasing vacancy rates due to absorption and supply issues,
01:07:39 --> 01:07:43: so just the panel have any thoughts on office both?
01:07:43 --> 01:07:49: As a landius, both as an economic sector you know
01:07:49 --> 01:07:54: and as a generator of employment in the downtown.
01:07:54 --> 01:07:58: James I think you're the starting point here.
01:07:58 --> 01:08:01: It's a great question. You know we're working in places
01:08:01 --> 01:08:02: like San Jose,
01:08:02 --> 01:08:04: CA that has similar challenges,
01:08:04 --> 01:08:08: and you know, Boston properties as a big footprint there.
01:08:08 --> 01:08:11: You know that there are a lot of institutional and
01:08:11 --> 01:08:15: private commercial owners who get the importance of a great
01:08:15 --> 01:08:18: experience of place and the experience of a district.
01:08:18 --> 01:08:20: And so I think the long term view of you
01:08:20 --> 01:08:24: know their asset appreciation will cause them to say maybe
01:08:24 --> 01:08:25: not my asset,
01:08:25 --> 01:08:28: but maybe we need more residential so that there's a

01:08:28 --> 01:08:31: greater critical mass to support.
01:08:31 --> 01:08:34: The kind of amenities and neighborhood services that will be
01:08:34 --> 01:08:35: sustainable,
01:08:35 --> 01:08:39: and so I think increasingly the the investors will see
01:08:39 --> 01:08:42: it's in their self interest to both invest in place,
01:08:42 --> 01:08:45: but also in finding ways to to create new models.
01:08:45 --> 01:08:48: And I think there are more and more hybrid models
01:08:48 --> 01:08:49: around the world,
01:08:49 --> 01:08:52: whether it's the student hotel throughout Europe,
01:08:52 --> 01:08:54: which is a combination of Co,
01:08:54 --> 01:08:58: work and culture and student dormitories and and standard hotel.
01:08:58 --> 01:09:01: But also you know light industrial with residential.
01:09:01 --> 01:09:03: And new models of Cowork,
01:09:03 --> 01:09:08: and I think the Innovation District is is particularly interesting
01:09:08 --> 01:09:11: as a as a way to repurpose some of the
01:09:12 --> 01:09:13: class B&C space.
01:09:13 --> 01:09:16: I also think that we did hear from some of
01:09:16 --> 01:09:21: the real estate stakeholders that they thought that this was
01:09:21 --> 01:09:25: a time to push for the new sectors boldly to
01:09:25 --> 01:09:30: compete better with Northern Virginia to bring activity around the
01:09:30 --> 01:09:31: life Sciences.
01:09:31 --> 01:09:35: An I think that that there is an opportunity open
01:09:35 --> 01:09:40: the door for conversations with you in the city administration
01:09:40 --> 01:09:45: to strengthen the relationships with the people who normally do
01:09:45 --> 01:09:48: that. Kind of let's go out and see who we
01:09:48 --> 01:09:52: can bring in to create a new sector here so
01:09:52 --> 01:09:55: that it's everybody is going to be doing it,
01:09:55 --> 01:09:58: but we, in our point of view with the quality
01:09:59 --> 01:10:03: and character and difference in values of buildings that are
01:10:03 --> 01:10:06: available for use or reuse this is.
01:10:06 --> 01:10:09: This is a really positive area to push into.
01:10:13 --> 01:10:17: Alright, so I'll go ahead and the next hand was
01:10:17 --> 01:10:19: from Phillip McCauley.
01:10:19 --> 01:10:23: OK, alright thank you again for this presentation.
01:10:23 --> 01:10:26: It was definitely a lot of information and a lot
01:10:26 --> 01:10:28: of helpful information for us.
01:10:28 --> 01:10:31: So thank you again for to the panel was for
01:10:31 --> 01:10:32: doing this.
01:10:32 --> 01:10:35: My question is for Bill maybe I'd love to get
01:10:35 --> 01:10:37: your insight on slides.

01:10:37 --> 01:10:40: I think 42 and 43 in regards to you know
01:10:40 --> 01:10:43: the one Stop shop as relates to like a normal
01:10:43 --> 01:10:44: entry point.
01:10:44 --> 01:10:48: That's something that we kind of discussed a lie overtime
01:10:48 --> 01:10:50: within DC government.
01:10:50 --> 01:10:53: Some of the conversations that we've had with stakeholders.
01:10:53 --> 01:10:55: You know, we have a lot of information out there,
01:10:55 --> 01:10:58: and some sometimes it can kind of be difficult to
01:10:58 --> 01:11:00: to find it and I'm just curious.
01:11:00 --> 01:11:02: You mentioned the city of New Orleans,
01:11:02 --> 01:11:05: but is there another model or example of other cities
01:11:05 --> 01:11:06: or states?
01:11:06 --> 01:11:09: They have a good system has released without one stop
01:11:09 --> 01:11:11: shop for business retention,
01:11:11 --> 01:11:14: expansion and even workforce. Yeah,
01:11:14 --> 01:11:17: at the breadth of program that I was discussing,
01:11:17 --> 01:11:19: we were pretty much out of cutting edge when we
01:11:19 --> 01:11:23: adopted this program and it was really engendered from the
01:11:23 --> 01:11:26: development of the Medical Center as anchor institutions and related
01:11:26 --> 01:11:30: businesses. It followed pretty much a business cluster model and
01:11:30 --> 01:11:34: at the full range of employment opportunities we were able
01:11:34 --> 01:11:35: to pull this consortium together.
01:11:35 --> 01:11:37: So what I would be happy to do,
01:11:37 --> 01:11:40: the person who directed that initiative is part of a
01:11:40 --> 01:11:42: national and international network.
01:11:42 --> 01:11:45: I'd be happy to connect her with you.
01:11:45 --> 01:11:48: And she can certainly elaborate more on some of the
01:11:48 --> 01:11:50: models that you might find applicable.
01:11:50 --> 01:11:53: But the the I think the real opportunity is to
01:11:53 --> 01:11:57: see that other anchor employers understand their interest in coming
01:11:57 --> 01:12:00: to the table with you to help really broaden the
01:12:00 --> 01:12:03: capacity for this kind of initiative.
01:12:03 --> 01:12:06: And especially if you're going to be in a growth
01:12:06 --> 01:12:06: mode,
01:12:06 --> 01:12:10: whatever those sectors of growth are that are employment and
01:12:10 --> 01:12:14: workforce dependent that they see that it's in their interest
01:12:14 --> 01:12:17: to help support this kind of initiative.
01:12:17 --> 01:12:19: But I'd be happy to follow up with you and
01:12:19 --> 01:12:21: get you some other examples to look at.

01:12:21 --> 01:12:23: Great thank you. This is Nina fill up.
01:12:23 --> 01:12:25: Can you just also can I be invited to that
01:12:25 --> 01:12:26: as well?
01:12:26 --> 01:12:30: Absolutely thank you. Yes, this is Suzanne Towns from the
01:12:30 --> 01:12:32: Workforce Investment Council.
01:12:32 --> 01:12:35: I would love to be looked into that too and
01:12:35 --> 01:12:39: just wanted to thank you for the presentation and apologies
01:12:39 --> 01:12:42: if someone was in the queue before me,
01:12:42 --> 01:12:44: but we are.
01:12:44 --> 01:12:47: I'm sorry we are actually in the process of launching
01:12:47 --> 01:12:51: a sector partnership in healthcare that will have several of
01:12:51 --> 01:12:55: the elements that you discussed an in conversations about what
01:12:55 --> 01:12:57: we can begin to do in hospitality and retail,
01:12:57 --> 01:13:01: and certainly thinking about the downtown area and so have
01:13:01 --> 01:13:05: some models that we're considering have some ideas in development,
01:13:05 --> 01:13:09: have a very engaged board instead of private sector partners,
01:13:09 --> 01:13:11: but would love to kind of dig in a little
01:13:11 --> 01:13:14: bit further offline now I'll be happy to make that
01:13:14 --> 01:13:15: connection.
01:13:15 --> 01:13:19: And the person the initial director just was really trailblazing
01:13:19 --> 01:13:22: with how she connected that that operation.
01:13:22 --> 01:13:26: Great, thank you so much.
01:13:26 --> 01:13:29: Alright, so before I go to the next hand raised
01:13:29 --> 01:13:33: I received a question from I think it's Tripti Mr
01:13:33 --> 01:13:33: Patel.
01:13:33 --> 01:13:37: If you could go ahead and ask your question.
01:13:39 --> 01:13:42: Good evening, um. I just want to say Mr.
01:13:42 --> 01:13:45: Gilchrest I'm from the state of Louisiana,
01:13:45 --> 01:13:48: so thank you for rebuilding my beloved home city of
01:13:48 --> 01:13:48: New Orleans.
01:13:48 --> 01:13:52: That means a lot to me and thank you for
01:13:52 --> 01:13:54: this wonderful presentation.
01:13:54 --> 01:13:57: And as we were going through this presentation,
01:13:57 --> 01:14:02: you know, I notice that you were talking about economic
01:14:02 --> 01:14:03: growth and equality.
01:14:03 --> 01:14:06: And so I am the ANC Commissioner for 2803,
01:14:06 --> 01:14:09: which is the historic Foggy Bottom.
01:14:09 --> 01:14:11: So I literally am a hop,
01:14:11 --> 01:14:14: skip and a jump from downtown DC.
01:14:14 --> 01:14:17: And so I was a former hospitality worker.

01:14:17 --> 01:14:20: I was actually laid off due to COVID-19 and as
01:14:20 --> 01:14:24: of yesterday I know the mayor and the city of
01:14:24 --> 01:14:25: DC announced.
01:14:25 --> 01:14:29: At. The Bridge Fund and the right alition project that
01:14:29 --> 01:14:32: is geared towards you know,
01:14:32 --> 01:14:37: making sure that the restaurant industry in the hospitality industry
01:14:37 --> 01:14:38: come back an.
01:14:38 --> 01:14:42: My biggest concern is is that is this plan gonna
01:14:42 --> 01:14:48: include uplifting and improving conditions for service sector employees who
01:14:48 --> 01:14:51: the majority are of women or women and people of
01:14:51 --> 01:14:56: color. And they're being asked to come back to work,
01:14:56 --> 01:14:59: risking their health, acting like safety.
01:14:59 --> 01:15:02: Health Marshalls, you know, trying to enforce a mask,
01:15:02 --> 01:15:05: mandate in social distancing rules,
01:15:05 --> 01:15:09: while having to depend on their patron for their tips.
01:15:09 --> 01:15:11: And I'm just wondering, like.
01:15:11 --> 01:15:15: You know this industry is being classified as essential,
01:15:15 --> 01:15:18: so were the workers that are being classified as essential.
01:15:18 --> 01:15:21: So if they're being classified as essential,
01:15:21 --> 01:15:25: then why isn't the economic investment being passed on down
01:15:25 --> 01:15:25: to them?
01:15:25 --> 01:15:27: And what I mean by that is,
01:15:27 --> 01:15:31: you know, workers in this hospital like in this industry
01:15:31 --> 01:15:33: are being paid a sub minimum wage.
01:15:33 --> 01:15:36: It's currently $5 in the District of Columbia and is
01:15:36 --> 01:15:39: there a way that we can condition this kind of
01:15:39 --> 01:15:41: relief in the hospitality sector?
01:15:41 --> 01:15:45: To get a full minimum wage with tips on top.
01:15:45 --> 01:15:49: Because as I talked to hospitality workers every day,
01:15:49 --> 01:15:54: you know they're literally saying to me that.
01:15:54 --> 01:15:58: They are not able to to survive economically that they're
01:15:58 --> 01:16:01: not making the kind of income that they were pre
01:16:01 --> 01:16:02: COVID-19.
01:16:02 --> 01:16:05: And we know we're going to be in this economic
01:16:05 --> 01:16:06: situation for quite awhile.
01:16:06 --> 01:16:09: Sadly. I know we can we come back from this
01:16:09 --> 01:16:11: and we will build back stronger,
01:16:11 --> 01:16:15: but in the meantime as like I'm hearing about all
01:16:15 --> 01:16:16: this investment,
01:16:16 --> 01:16:20: you know, in the business community and talking about

equity
01:16:20 --> 01:16:24: and equality to make sure that everyone can get uplifted.
01:16:24 --> 01:16:27: You know I'm getting, you know asked by my fellow
01:16:27 --> 01:16:31: colleagues in the industry what is there for us.
01:16:38 --> 01:16:41: This is a very challenging question.
01:16:41 --> 01:16:46: I personally personally to take the opening that Andrew gave
01:16:47 --> 01:16:47: us.
01:16:47 --> 01:16:51: Hope that there is a much brighter light coming around
01:16:51 --> 01:16:52: the corner.
01:16:52 --> 01:16:58: Anna much greater understanding which other countries similar to ours
01:16:58 --> 01:17:03: around the world actually have managed to fully fund.
01:17:03 --> 01:17:08: Without shaking their ascential service industries quite so severely.
01:17:08 --> 01:17:13: I. It's not my area of expertise,
01:17:13 --> 01:17:17: but I do believe that this is the moment we're
01:17:17 --> 01:17:18: seeing it,
01:17:18 --> 01:17:24: with. Stacey Abrams getting an 800,000 voters registered.
01:17:24 --> 01:17:29: I think that this is the moment for finding all
01:17:29 --> 01:17:31: the ways to participate.
01:17:31 --> 01:17:37: Large and small in helping in building an understanding of
01:17:38 --> 01:17:43: what you and your colleagues can reasonably expect.
01:17:43 --> 01:17:48: The contributions you're willing to make to the recovery.
01:17:48 --> 01:17:51: Once you believe that you're safe doing so,
01:17:51 --> 01:17:55: and so it is a challenging personal journey.
01:17:55 --> 01:17:58: But we all in a way share it.
01:17:58 --> 01:18:02: And we wish all of you in that industry which
01:18:02 --> 01:18:06: is so important not just to the revenues and the
01:18:06 --> 01:18:08: taxation that's coming in,
01:18:08 --> 01:18:12: but to the way of life in which we do
01:18:12 --> 01:18:16: learn to engage with each other better and more strongly
01:18:16 --> 01:18:18: an as partners.
01:18:18 --> 01:18:22: So I wish you well and love to continue conversations
01:18:22 --> 01:18:27: as we put forward the ideas that this new administration
01:18:27 --> 01:18:29: may be much more inclined.
01:18:29 --> 01:18:31: So fun.
01:18:31 --> 01:18:33: Thank you Mr and I would love to connect with
01:18:33 --> 01:18:33: you.
01:18:33 --> 01:18:37: Maggie I believe has some additional.
01:18:37 --> 01:18:39: Points to add, yes. Sorry,
01:18:39 --> 01:18:41: I didn't want to cut you off too D,
01:18:41 --> 01:18:44: but one thank you for bringing that to light and

01:18:44 --> 01:18:48: really being willing to share your own personal experience.
01:18:48 --> 01:18:50: I think as you know you know how people think
01:18:50 --> 01:18:54: about economic development is either coming from the top or
01:18:54 --> 01:18:58: coming from a grassroots perspective and I think especially when
01:18:58 --> 01:19:02: we're looking at 'cause the funding that you're talking about
01:19:02 --> 01:19:05: is both locally and or potentially federal funding.
01:19:05 --> 01:19:08: And really is a question around accountability of that.
01:19:08 --> 01:19:10: Sending to you as a,
01:19:10 --> 01:19:15: uh, an employee or past employee of that industry and
01:19:15 --> 01:19:15: so really,
01:19:15 --> 01:19:20: in all honesty, you are probably well positioned more than
01:19:21 --> 01:19:25: most as your position as a ANC Commissioner to have
01:19:25 --> 01:19:28: a voice of accountability in this.
01:19:28 --> 01:19:32: In these efforts, right? And so I think as you
01:19:32 --> 01:19:35: think about what is possible,
01:19:35 --> 01:19:39: it is. The possibilities are really in many ways English,
01:19:39 --> 01:19:43: because what you ask for an who you hold accountable
01:19:43 --> 01:19:46: and how you voice your opinion in that process is
01:19:47 --> 01:19:50: really going to help shape what that looks like.
01:19:50 --> 01:19:54: And so I really just wanted to offer some encouragement
01:19:54 --> 01:19:56: to keep sharing your story,
01:19:56 --> 01:19:59: but also you know if there are ways that either
01:19:59 --> 01:20:04: different models or ways of different examples that can demonstrate
01:20:04 --> 01:20:08: how you all are positioned to really support the hospitality
01:20:08 --> 01:20:11: sector. That's really in aligning that with your voice is
01:20:11 --> 01:20:15: the main way to keep to ensure accountability and ensure
01:20:15 --> 01:20:18: that the things that you are looking for come to
01:20:18 --> 01:20:21: fruition. So I just wanted to tell you thank you.
01:20:23 --> 01:20:26: Thanks Maggie. An so go ahead and move to the
01:20:26 --> 01:20:28: next question,
01:20:28 --> 01:20:30: which is from sharing Carney Sharon.
01:20:34 --> 01:20:37: Good morning and thank you to all of the panelists.
01:20:37 --> 01:20:41: We're deeply appreciative of all the work you've put in
01:20:41 --> 01:20:43: over the last couple of days,
01:20:43 --> 01:20:46: as well as the many folks who were interviewed over
01:20:46 --> 01:20:49: the past two days and everyone who is here on
01:20:49 --> 01:20:49: the call.
01:20:49 --> 01:20:53: We really appreciate your expertise and just putting some thought
01:20:53 --> 01:20:54: into this.
01:20:54 --> 01:20:57: I wanted to hear a little bit more about innovation

01:20:57 --> 01:21:00: districts that terms been thrown around a lot and I
01:21:00 --> 01:21:02: just always find it to be a bit.
01:21:02 --> 01:21:04: Fuzzy.
01:21:04 --> 01:21:07: And incorporate a lot of things.
01:21:07 --> 01:21:10: I would really love to hear more about how you
01:21:10 --> 01:21:14: would recommend measuring the impact of any sort of investment
01:21:14 --> 01:21:18: that would be made in creating an innovation district or
01:21:18 --> 01:21:22: the impact of an innovation district generally.
01:21:24 --> 01:21:26: Yeah, I think that that's it.
01:21:26 --> 01:21:28: James, will you get this off?
01:21:31 --> 01:21:33: Sure, it's a great question there,
01:21:33 --> 01:21:35: there are.
01:21:35 --> 01:21:38: You know easily quantifiable metrics,
01:21:38 --> 01:21:42: and then there are the qualitative right so that.
01:21:42 --> 01:21:47: The number of you know capital funding dollars coming into
01:21:47 --> 01:21:49: the location.
01:21:49 --> 01:21:52: The research dollars patents issued.
01:21:55 --> 01:21:58: Grants for for research.
01:21:58 --> 01:22:02: The number of. Of people who flow through kind of
01:22:02 --> 01:22:04: the apprenticeship internship,
01:22:04 --> 01:22:08: you know, sort of collaborative process.
01:22:08 --> 01:22:10: And then.
01:22:10 --> 01:22:15: More qualitatively, just the kind of like activation of the
01:22:15 --> 01:22:18: place is sort of day and night year round and
01:22:18 --> 01:22:19: sort of occupancy,
01:22:19 --> 01:22:22: and that the ways that you can.
01:22:22 --> 01:22:27: Thick and Ann and grow your entrepreneurship ecosystem,
01:22:27 --> 01:22:32: which is everything from mentoring an umbrella support services to
01:22:32 --> 01:22:34: access to venture capital.
01:22:34 --> 01:22:37: And so it is a great question that requires a
01:22:37 --> 01:22:38: longer answer.
01:22:38 --> 01:22:42: It would be happy to talk to you after.
01:22:42 --> 01:22:45: And if I could offer just another example to do
01:22:45 --> 01:22:47: dovetail that changes,
01:22:47 --> 01:22:51: saying when I was planning and engineering director in Birmingham,
01:22:51 --> 01:22:55: AL, we actually work with the University of Alabama Birmingham
01:22:55 --> 01:22:57: around their Medical Center,
01:22:57 --> 01:22:59: which is one of the strongest nation.
01:22:59 --> 01:23:03: And there was an incubator business called B Band that

01:23:03 --> 01:23:04: was really just,
01:23:04 --> 01:23:07: well it. It was a incubator for start up businesses
01:23:07 --> 01:23:12: for architects for other service industries that were not at
01:23:12 --> 01:23:13: all medically related.
01:23:13 --> 01:23:16: But what the city did with the University and with
01:23:16 --> 01:23:19: the board of that organization was to see how the
01:23:19 --> 01:23:20: two could be merged.
01:23:20 --> 01:23:24: And there was some synergy there in bringing those two.
01:23:24 --> 01:23:26: Bring the operations. Sorry, the two.
01:23:26 --> 01:23:29: The operation of the incubator that be ban had but
01:23:29 --> 01:23:33: also looking at A Center for translational medicine to get
01:23:33 --> 01:23:35: research into the marketplace from UAB.
01:23:35 --> 01:23:38: They didn't have a really strong presence in that in
01:23:38 --> 01:23:39: that area,
01:23:39 --> 01:23:42: and the leverage that the person who really ran the
01:23:42 --> 01:23:44: incubator brought to that.
01:23:44 --> 01:23:47: Enterprise with the University of Alabama was just a a
01:23:47 --> 01:23:49: wonderful fit and she kept her finger in both.
01:23:49 --> 01:23:51: We Co located one of the images.
01:23:51 --> 01:23:54: I showed that when I closed that was actually a
01:23:54 --> 01:23:58: renovated Sears Warehouse where we moved the enterprises end so
01:23:58 --> 01:24:01: she became a pipeline both for the translational medicine coming
01:24:01 --> 01:24:04: out of the University, but it also was still an
01:24:04 --> 01:24:07: incubator for the start of business is all on one
01:24:07 --> 01:24:10: campus so one of the things I would also recommend
01:24:10 --> 01:24:12: is that we think broadly about how we define that
01:24:13 --> 01:24:15: to your point you use that term and many people
01:24:15 --> 01:24:17: use it different ways.
01:24:17 --> 01:24:19: There's a certain amount of flexibility there that I think
01:24:19 --> 01:24:21: you can use to your advantage that,
01:24:21 --> 01:24:24: again, this is not sort of A1 size fits all
01:24:24 --> 01:24:26: but but I would just again encourage you to be
01:24:26 --> 01:24:29: creative as you look at exploring that mob.
01:24:29 --> 01:24:33: Outlook Mail, so go ahead.
01:24:33 --> 01:24:36: Oh, I just wanted to cosign with Bill said about
01:24:36 --> 01:24:37: the term.
01:24:37 --> 01:24:41: When you say Innovation district right I think that's the
01:24:41 --> 01:24:44: beauty of innovation in what anything right?
01:24:44 --> 01:24:47: And so I just want to provide 2 examples from
01:24:47 --> 01:24:48: Dallas 'cause we do have a.

01:24:48 --> 01:24:52: Our group is called Dallas Innovation Alliance and so they
01:24:52 --> 01:24:57: used this concept of innovation district to actually revitalized area
01:24:57 --> 01:25:00: of downtown called the Westin which had seen a ton
01:25:00 --> 01:25:03: of just depressed property values.
01:25:03 --> 01:25:07: Increased homelessness. A lot of turnover in the retail spaces
01:25:07 --> 01:25:10: and so by calling it and really having a lot
01:25:10 --> 01:25:15: of alignment of resources and collaboration between the local government
01:25:15 --> 01:25:20: and private sector calling and having an innovation district was
01:25:20 --> 01:25:24: a huge component and helpful in RVH vitalization of the
01:25:24 --> 01:25:24: area.
01:25:24 --> 01:25:28: Secondly, I think they use this.
01:25:28 --> 01:25:30: The innovative aspect right of saying?
01:25:30 --> 01:25:34: How do we serve the broader community to their advantage?
01:25:34 --> 01:25:38: So something that they have worked on during Covid is
01:25:38 --> 01:25:42: this mobile learning lab which allows for there to actually
01:25:42 --> 01:25:44: be Wi-Fi in areas that are,
01:25:44 --> 01:25:48: I guess, Wi-Fi deserts, and so really thinking about.
01:25:48 --> 01:25:51: And so I wanted to highlight that as you know,
01:25:51 --> 01:25:54: when we think about innovation districts,
01:25:54 --> 01:25:58: it it doesn't always just have to be in that.
01:25:58 --> 01:26:02: Specific place, but there are a broad range of collaborations
01:26:02 --> 01:26:06: that can support surrounding neighborhoods as well.
01:26:08 --> 01:26:13: James, did you have something that just just re emphasized
01:26:13 --> 01:26:14: that?
01:26:14 --> 01:26:17: These innovation districts are made up of people and people
01:26:17 --> 01:26:21: have choices about where they want to spend their time,
01:26:21 --> 01:26:25: and so focusing on the experience of place and what
01:26:25 --> 01:26:29: we called the cultural and social infrastructure is so critical
01:26:29 --> 01:26:33: it's much more proximity sensitive for the food and beverage
01:26:33 --> 01:26:37: and cultural. Another kind of social kind of connection ecosystem,
01:26:37 --> 01:26:41: less so about the range of housing choices and quality
01:26:41 --> 01:26:44: housing options at different price points.
01:26:44 --> 01:26:46: That's a really important factor,
01:26:46 --> 01:26:49: but you have that as an asset and a resource,
01:26:49 --> 01:26:51: just not in the district.
01:26:51 --> 01:26:54: So I just want to say that you can identify
01:26:54 --> 01:26:58: those as qualitative metrics as well that are really improving
01:26:58 --> 01:27:00: quality of experience.

01:27:02 --> 01:27:04: Thank you, I appreciate that.
01:27:06 --> 01:27:09: Thanks Sharon, so the next question through the chat I
01:27:09 --> 01:27:10: saw is from Rogers,
01:27:10 --> 01:27:14: who's a senior housing planner for the Office of Planning.
01:27:14 --> 01:27:16: Or do you want to go ahead and speak up
01:27:16 --> 01:27:19: and ask your question related to housing?
01:27:19 --> 01:27:21: Sure, thank you. So yeah,
01:27:21 --> 01:27:24: a lot of our previous planning efforts to go back
01:27:24 --> 01:27:27: a ways for the East End of downtown and one
01:27:27 --> 01:27:30: of them was really trying to achieve a mix of
01:27:30 --> 01:27:33: housing and office in the East End of the study
01:27:33 --> 01:27:33: area.
01:27:33 --> 01:27:36: And it it's been relatively successful,
01:27:36 --> 01:27:41: especially along Massachusetts Ave and across the study area boundary
01:27:41 --> 01:27:44: into the Mount Vernon Triangle an by going forward.
01:27:44 --> 01:27:48: You know there's been this issue about the conversions of
01:27:48 --> 01:27:52: office to housing and we know it's very expensive and
01:27:52 --> 01:27:53: not many sites.
01:27:53 --> 01:27:57: Are good for it, so to the extent that the
01:27:57 --> 01:27:58: district does.
01:27:58 --> 01:28:03: Apply resources to get it done.
01:28:03 --> 01:28:06: Where do you think we can get the most where
01:28:06 --> 01:28:09: in the study area can we get the most bang
01:28:09 --> 01:28:10: for our Buck?
01:28:10 --> 01:28:11: And as I said in the chat,
01:28:11 --> 01:28:15: is it? Helping to activate the parks so they don't
01:28:15 --> 01:28:19: become dead spaces after office hours and hoping to support
01:28:19 --> 01:28:22: the small businesses in the area.
01:28:22 --> 01:28:25: As the previous effort tried to create sort of mixed
01:28:25 --> 01:28:27: use neighborhoods though an,
01:28:27 --> 01:28:30: I'm wondering if if the panel sees it as just
01:28:30 --> 01:28:34: any warehousing can go in the area or concentrating it
01:28:34 --> 01:28:38: in certain parts of the study area and so that'll
01:28:38 --> 01:28:41: I'll let the I look forward to hearing what the
01:28:41 --> 01:28:42: panel says.
01:28:44 --> 01:28:48: I guess we could say that what we heard from
01:28:48 --> 01:28:54: many stakeholders is skepticism to even criticism of the proposal,
01:28:54 --> 01:28:59: which on the surface, both because of property values an
01:28:59 --> 01:29:04: also because of construction costs and values.
01:29:04 --> 01:29:09: Seems to be very reluctant to engage with that particular

01:29:09 --> 01:29:11: possibility we watched in NYC.
01:29:11 --> 01:29:16: Stranger things happen in terms of buildings being converted to
01:29:17 --> 01:29:22: uses an oftentimes being converted to multiple uses in that
01:29:22 --> 01:29:23: same building.
01:29:23 --> 01:29:27: The way that many office blocks were constructed in the
01:29:27 --> 01:29:32: 80s in the 90s in downtown Washington are those big
01:29:32 --> 01:29:34: blocks big floorplates around.
01:29:34 --> 01:29:39: Sometimes a pleasant, but sometimes a very small atrium,
01:29:39 --> 01:29:44: and the conversion, the design conversion challenge is really huge.
01:29:44 --> 01:29:48: Running up the bill. But I also think that it
01:29:48 --> 01:29:54: should be questioned not just as a consequence of the
01:29:54 --> 01:29:57: bottom line outcome for the developer,
01:29:57 --> 01:30:02: rather for the desirability of how to.
01:30:02 --> 01:30:05: Take the essence of the new housing plan,
01:30:05 --> 01:30:10: which distributes our responsibility for affordable housing it to every
01:30:10 --> 01:30:13: Ward of the city with a target and figure out
01:30:13 --> 01:30:15: where those places are.
01:30:15 --> 01:30:18: Who have the most capacity to lead the charge in
01:30:18 --> 01:30:21: getting this started and learn from them.
01:30:21 --> 01:30:25: But once again, I'm turning to my partner on this
01:30:25 --> 01:30:25: panel.
01:30:25 --> 01:30:30: James Lima for his thoughts about this.
01:30:30 --> 01:30:32: Yeah, it's a great question.
01:30:32 --> 01:30:34: I can't really answer it.
01:30:34 --> 01:30:38: Place specific. Just 'cause I haven't spent enough time to
01:30:38 --> 01:30:40: really give a thoughtful answer on that,
01:30:40 --> 01:30:43: but I think housing development is A is a tool
01:30:43 --> 01:30:46: you can deploy to achieve some other planning,
01:30:46 --> 01:30:50: economic and social objectives, and so I would say you
01:30:50 --> 01:30:50: know,
01:30:50 --> 01:30:54: where are you trying to activate where you trying to
01:30:54 --> 01:30:57: jump start a new node of of of of investment?
01:30:57 --> 01:31:00: Where is there already an infrastructure or?
01:31:00 --> 01:31:05: A places that are culturally socially significant that needs again
01:31:05 --> 01:31:07: this sort of diversity of programming.
01:31:07 --> 01:31:10: So just try to think of where there's both the
01:31:10 --> 01:31:14: opportunity to unlock the potential of something existing in the
01:31:14 --> 01:31:18: district with more day and night activation of the space.

01:31:18 --> 01:31:22: But also are there opportunities to create clusters so that
01:31:22 --> 01:31:25: you can have a greater effect of the kind of
01:31:25 --> 01:31:27: critical mass of again day night,
01:31:27 --> 01:31:30: year round user.
01:31:30 --> 01:31:32: And if I could add in here too,
01:31:32 --> 01:31:33: I do think we've had.
01:31:33 --> 01:31:38: We had a couple conversations about the difference between housing
01:31:38 --> 01:31:41: itself and affordable kind of reachable housing,
01:31:41 --> 01:31:44: and I think it's important to note that.
01:31:46 --> 01:31:53: That you should keep keep a close eye on the
01:31:53 --> 01:31:54: the.
01:31:54 --> 01:31:58: I guess the inclusivity that is being created by the
01:31:58 --> 01:32:00: housing that's going in the CBD,
01:32:00 --> 01:32:06: and if that's actually contributing or hurting the feeling that
01:32:06 --> 01:32:10: the feelings of people coming to the to the area.
01:32:10 --> 01:32:12: And so I just think there's a,
01:32:12 --> 01:32:13: there's a.
01:32:13 --> 01:32:16: I think especially along Massachusetts Ave for example.
01:32:16 --> 01:32:18: I mean, it's it's quite high-end Anan.
01:32:18 --> 01:32:21: Just understanding what that's done to that area.
01:32:21 --> 01:32:25: And if people actually feel that they can.
01:32:25 --> 01:32:27: Participate as a as a real neighbor there.
01:32:30 --> 01:32:32: Um, I'll I'll chime in.
01:32:32 --> 01:32:36: Also, I had the privilege of being on the Rock
01:32:36 --> 01:32:38: Creek West panel last year,
01:32:38 --> 01:32:42: and you know, one thing that all I had was,
01:32:42 --> 01:32:44: you know, one of our.
01:32:46 --> 01:32:48: You know main findings from that panel.
01:32:48 --> 01:32:52: Is the DC really has a denominator problem.
01:32:52 --> 01:32:59: Yeah, the that goes across all strata of housing and
01:32:59 --> 01:33:01: particularly.
01:33:01 --> 01:33:05: Relates to affordability.
01:33:05 --> 01:33:09: I know that there were questions about conversion.
01:33:09 --> 01:33:14: Of different uses an.
01:33:14 --> 01:33:17: You know we didn't have the time to get deeply
01:33:17 --> 01:33:19: into that sort of analysis,
01:33:19 --> 01:33:23: but a number of stakeholders that we interviewed were sceptical
01:33:24 --> 01:33:26: about about land use conversion.
01:33:26 --> 01:33:30: But that doesn't necessarily mean that there are not opportunities.
01:33:30 --> 01:33:34: And again, districtwide a denominator problem of needing to

expand
01:33:35 --> 01:33:37: the denominator of housing at all levels.
01:33:37 --> 01:33:40: You know, even when you create more in the middle,
01:33:40 --> 01:33:44: that might be definition ends up creating you know more.
01:33:44 --> 01:33:47: That's affordable because you're increasing demand.
01:33:51 --> 01:33:53: I'll just add one more thought.
01:33:53 --> 01:33:56: I I know I'm breaking the rule of never have
01:33:56 --> 01:33:59: more than three people respond to a question,
01:33:59 --> 01:34:01: but just to go back to what James brought up
01:34:01 --> 01:34:02: about.
01:34:02 --> 01:34:04: You know all all locations not being equal,
01:34:04 --> 01:34:07: the importance of sort of clustering housing,
01:34:07 --> 01:34:10: you know where there's already some reason?
01:34:10 --> 01:34:14: Or you know some factor of success for building a
01:34:14 --> 01:34:15: neighborhood.
01:34:15 --> 01:34:19: One other thing to think about in a more intentional
01:34:19 --> 01:34:23: strategy for this area you know is is with some
01:34:23 --> 01:34:23: of the.
01:34:23 --> 01:34:26: Long term transportation network plans that you have,
01:34:26 --> 01:34:27: you know I, I don't.
01:34:27 --> 01:34:28: I don't know them intimately.
01:34:28 --> 01:34:30: I'm not sure what the status of all of them
01:34:30 --> 01:34:30: is,
01:34:30 --> 01:34:33: but you know that to be able to demonstrate that
01:34:33 --> 01:34:35: there is an intentional strategy to concentrate.
01:34:35 --> 01:34:38: Housing in certain locations where it can be much more
01:34:38 --> 01:34:40: efficiently served by,
01:34:40 --> 01:34:42: you know, a BRT route or something like that.
01:34:42 --> 01:34:44: I I would, I would say if this is a
01:34:44 --> 01:34:48: an idea that's going to be pursued and potentially selective
01:34:48 --> 01:34:48: in,
01:34:48 --> 01:34:50: you know, incentivizing of housing projects.
01:34:50 --> 01:34:55: Be thinking about. More long-term about the transportation network that
01:34:55 --> 01:34:57: you're trying to build as well.
01:34:57 --> 01:35:00: You know if federal funding is going to be sought
01:35:00 --> 01:35:03: or other kinds of innovative ways of trying to do
01:35:03 --> 01:35:06: some of these capital projects.
01:35:06 --> 01:35:09: Being able to demonstrate that you have an intentional strategy
01:35:09 --> 01:35:12: for how you're going to organize land use and then
01:35:12 --> 01:35:15: serve it with transit is could carry benefits down the

01:35:15 --> 01:35:16: down. The road as well.
01:35:16 --> 01:35:18: So think about the two you know in relationship to
01:35:19 --> 01:35:20: one another as you're moving forward.
01:35:23 --> 01:35:26: Thanks, Diane. I'm so I think the next question is
01:35:26 --> 01:35:29: from Wendy Wendy and see if you're ready to go,
01:35:29 --> 01:35:32: would you like to go ahead and pose your question?
01:35:32 --> 01:35:36: Sure, hi, thank you. This is Wendy closure from the
01:35:36 --> 01:35:39: Department of for hire vehicles in DC and this panel's
01:35:39 --> 01:35:41: been really fascinating.
01:35:41 --> 01:35:45: My question is, is we're thinking about transportation moving forward
01:35:45 --> 01:35:48: and changes in land use and the impacts of covid
01:35:48 --> 01:35:53: if teleworking continues given how concentrated independent the CBD is
01:35:53 --> 01:35:56: on on? Office.
01:35:56 --> 01:36:00: How much did the panel or what were your considerations
01:36:00 --> 01:36:03: that I know no one's got a crystal ball around?
01:36:03 --> 01:36:05: Let's say covid for awhile.
01:36:05 --> 01:36:10: There's another pandemic. What needs to be thought about in
01:36:10 --> 01:36:12: terms of how uses change,
01:36:12 --> 01:36:16: how transportation changes, and how that might impact the vision
01:36:16 --> 01:36:18: we have for the CBD.
01:36:21 --> 01:36:25: Anyone wanna jump in with a couple of comments while
01:36:25 --> 01:36:26: other people process?
01:36:29 --> 01:36:32: I mean, it was interesting that I we had some
01:36:32 --> 01:36:34: discussions with people about,
01:36:34 --> 01:36:37: you know how do they feel commuting patterns are going
01:36:38 --> 01:36:42: to rebound after kovit right now that everyone has discovered
01:36:42 --> 01:36:45: that they can actually be quite productive.
01:36:45 --> 01:36:48: At their kitchen table, at least a couple days a
01:36:48 --> 01:36:48: week,
01:36:48 --> 01:36:51: right? But I think that's going to be very sector
01:36:51 --> 01:36:51: based.
01:36:51 --> 01:36:55: You know we're talking about questions about whether anyone is
01:36:55 --> 01:36:56: going to return to work,
01:36:56 --> 01:36:59: and we're thinking about that in terms of white collar
01:36:59 --> 01:37:00: professions,
01:37:00 --> 01:37:03: right? I mean, there's always going to be huge sectors
01:37:03 --> 01:37:05: of the economy that have,
01:37:05 --> 01:37:07: to, you know, are serving key roles in the CBD

01:37:07 --> 01:37:10: and and need to be able to have their needs
01:37:10 --> 01:37:12: supported by the transportation network.
01:37:12 --> 01:37:15: But you know there are some sectors that are probably
01:37:15 --> 01:37:15: going.
01:37:15 --> 01:37:17: They need that interaction in DC,
01:37:17 --> 01:37:19: maybe even a little bit more.
01:37:19 --> 01:37:22: Weighted towards the need to have in person interaction to
01:37:22 --> 01:37:24: be in the office to be going out to lunch.
01:37:24 --> 01:37:27: You know those sort of things that that may actually
01:37:27 --> 01:37:29: help DC and the CBD rebound a little better than
01:37:29 --> 01:37:32: some other cities that have other challenges.
01:37:32 --> 01:37:34: Weather based or whatever they might be.
01:37:34 --> 01:37:35: You know, like me in Chicago,
01:37:35 --> 01:37:37: they're going to keep people you know,
01:37:37 --> 01:37:40: hoping they can keep this going in two days a
01:37:40 --> 01:37:43: week thing going as long as possible.
01:37:43 --> 01:37:46: I think one of the important thing is to make
01:37:46 --> 01:37:50: sure that the the return is supported by transportation options,
01:37:50 --> 01:37:54: right? We talked in some of our stakeholder interviews about
01:37:54 --> 01:37:58: the fears and concerns that people have about shared forms
01:37:58 --> 01:37:59: of mobility.
01:37:59 --> 01:38:03: Returning on on Metro and their anxiety about that in
01:38:03 --> 01:38:04: some ways,
01:38:04 --> 01:38:07: being the most anxiety inducing part of the prospect of
01:38:07 --> 01:38:09: going back to work.
01:38:09 --> 01:38:12: But I do think that you represent the sort of
01:38:12 --> 01:38:13: the shared vehicle.
01:38:13 --> 01:38:15: Sector you know which is which is different.
01:38:15 --> 01:38:18: We want to make sure that we're not.
01:38:18 --> 01:38:22: Kind of reverting to a very car centric commuting pattern.
01:38:22 --> 01:38:25: You know there are every mode that offers shared mobility
01:38:25 --> 01:38:28: of various kinds needs to be focused on.
01:38:28 --> 01:38:32: At this point, it's sort of helping to overcome those
01:38:32 --> 01:38:33: those points of anxiety,
01:38:33 --> 01:38:35: but.
01:38:35 --> 01:38:37: I and EC especially. I mean I'm only going on
01:38:38 --> 01:38:40: sort of anecdotal feedback that I've heard there may be
01:38:40 --> 01:38:41: more of a rebound,
01:38:41 --> 01:38:44: you know more quickly just because of the kinds of
01:38:44 --> 01:38:45: activities that happen.
01:38:45 --> 01:38:49: I would welcome other people who are more local or

01:38:49 --> 01:38:50: know more about.
01:38:50 --> 01:38:52: Have you worked in the city to weigh in on
01:38:52 --> 01:38:53: that?
01:38:53 --> 01:38:55: But I think the key is making sure that some
01:38:55 --> 01:38:59: of these shared options and these sort of journey to
01:38:59 --> 01:39:02: work options that people haven't thought about before,
01:39:02 --> 01:39:05: like. You know Metro to a bike or a bike
01:39:05 --> 01:39:06: all the way?
01:39:06 --> 01:39:08: Or you know Metro and then and then an Uber
01:39:08 --> 01:39:11: ride to where they're trying to get are made more
01:39:11 --> 01:39:14: seamless and easier to understand and easier to access so
01:39:14 --> 01:39:17: that people don't decide that the best option is to
01:39:17 --> 01:39:20: drive in and employers don't decide that the best option
01:39:20 --> 01:39:20: is,
01:39:20 --> 01:39:25: you know, having forbid to start subsidizing that for their
01:39:25 --> 01:39:29: employees and just creating a huge congestion issue.
01:39:29 --> 01:39:31: You know, so. Wendy love.
01:39:31 --> 01:39:33: I love your Department title.
01:39:33 --> 01:39:39: Yeah, be one of the most complicated multidimensional job assignments
01:39:39 --> 01:39:42: that I can possibly imagine.
01:39:42 --> 01:39:45: And I'm going to speak a short about something that
01:39:45 --> 01:39:48: sort of comes from the heart and from the brain
01:39:48 --> 01:39:50: about where we need to go.
01:39:50 --> 01:39:52: I think we know the future for vehicles,
01:39:52 --> 01:39:54: what it has to be if we want to stop
01:39:55 --> 01:39:55: global warming.
01:39:55 --> 01:39:58: If we want to meet our environmental goals.
01:39:58 --> 01:40:02: And thank goodness the next administration is going to jump
01:40:02 --> 01:40:05: back in and stand up for the country in the
01:40:05 --> 01:40:08: same way that mayors have been standing up for America's
01:40:08 --> 01:40:11: cities in terms of the fundamental necessity.
01:40:11 --> 01:40:13: Of making a shift.
01:40:15 --> 01:40:20: The personalization of the question that's brought up by working
01:40:20 --> 01:40:23: at Home Remote working the alternatives.
01:40:23 --> 01:40:26: An all of that. I think we could we we
01:40:26 --> 01:40:29: have to pay attention to it and we have to
01:40:29 --> 01:40:33: listen to the arguments and see how much more clearly
01:40:33 --> 01:40:38: we can understand what the likely outcomes are going to
01:40:38 --> 01:40:38: be.
01:40:38 --> 01:40:42: I personally believe that the amount of people working from
01:40:43 --> 01:40:46: home will be much higher than a lot of what.

01:40:46 --> 01:40:49: The projectionists are telling us an in part.
01:40:49 --> 01:40:53: That's because there are still many people who are being
01:40:53 --> 01:40:56: ordered back to work and who have to face the
01:40:56 --> 01:40:59: problem in a very different way and for many many
01:40:59 --> 01:41:02: many of them. If they're not bikers,
01:41:02 --> 01:41:05: if they're not people who enjoy a 45 minute walk
01:41:05 --> 01:41:08: to work for all of what it does for your
01:41:08 --> 01:41:09: health and well being,
01:41:09 --> 01:41:13: then it's pretty reliable to go out to your garage.
01:41:13 --> 01:41:16: However, far is away and hop in your car and
01:41:16 --> 01:41:17: say I don't have to.
01:41:17 --> 01:41:21: Interact with anyone, Ann and I do think this is
01:41:21 --> 01:41:25: not your job alone Wendy this is this is a
01:41:25 --> 01:41:28: job that the advocates who are coming.
01:41:28 --> 01:41:33: From all different directions on how we're going to meet
01:41:33 --> 01:41:34: the Paris climate goals,
01:41:34 --> 01:41:39: and do even better than that have to get together
01:41:39 --> 01:41:43: and figure what the boss best pot possible.
01:41:43 --> 01:41:48: Arguments are that can bring together an ever increasing group,
01:41:48 --> 01:41:52: and so I do frequently tip my hand to Jeanette
01:41:52 --> 01:41:55: Sadik Khan who 10 years ago just decided she was
01:41:56 --> 01:42:00: going to close Broadway and leave 7th Ave Open an
01:42:00 --> 01:42:04: she got out buckets and and paint and movable chairs
01:42:04 --> 01:42:07: and created one of the most dynamic,
01:42:07 --> 01:42:11: wonderful times of being in the public space in New
01:42:11 --> 01:42:12: York City.
01:42:12 --> 01:42:15: The Black Lives matter.
01:42:15 --> 01:42:19: Plaza is a is another of very more emotionally charged
01:42:20 --> 01:42:22: and politically difficult.
01:42:22 --> 01:42:26: But taking those steps to do things to test things
01:42:26 --> 01:42:28: and I realize it's D,
01:42:28 --> 01:42:33: OT and the public works Department who have controls of
01:42:33 --> 01:42:34: over those things.
01:42:34 --> 01:42:39: But the decisions you make and the experiments that you
01:42:39 --> 01:42:44: can try to put together around for hire vehicles I
01:42:44 --> 01:42:45: think can be so.
01:42:45 --> 01:42:50: Instructional that that it will become easier and easier to
01:42:50 --> 01:42:51: start.
01:42:51 --> 01:42:53: To make this shift. Good luck.
01:42:53 --> 01:42:56: We would love to help you.
01:42:59 --> 01:42:59: Great.

01:43:02 --> 01:43:05: So it looks like you know we're just shy of
01:43:05 --> 01:43:07: 15 minutes left of our session.
01:43:07 --> 01:43:09: Questions that have come through,
01:43:09 --> 01:43:12: but I'd welcome one to two.
01:43:12 --> 01:43:13: If there out there.
01:43:21 --> 01:43:24: OK goodnight, I can go ahead and close this out
01:43:24 --> 01:43:24: Marilyn.
01:43:24 --> 01:43:27: I don't know if you want to make some closing
01:43:27 --> 01:43:30: remarks and then we'll hand it off to Sharon Carney
01:43:30 --> 01:43:34: from the deputy Mayor's Office of Planning and Economic Development
01:43:34 --> 01:43:37: and Andrew Trueblood of the Office of Planning,
01:43:37 --> 01:43:40: but I'll let you make any closing remarks.
01:43:40 --> 01:43:42: Mayor Marilyn.
01:43:42 --> 01:43:46: Well, I I this is been a wonderful conversation.
01:43:46 --> 01:43:49: It is. It's a pretty scary thing to work on
01:43:49 --> 01:43:53: something that you work on every day with all your
01:43:53 --> 01:43:54: heart and soul.
01:43:54 --> 01:43:57: And we have three days and two nights to work
01:43:57 --> 01:43:57: on it,
01:43:57 --> 01:44:01: but we hope sincerely that we have continued to have
01:44:01 --> 01:44:04: have thrown in some suggestions,
01:44:04 --> 01:44:08: some strategies, some aspiration's that can be of help to
01:44:08 --> 01:44:11: you as you move forward on this.
01:44:11 --> 01:44:15: The next steps for us are that we will debrief
01:44:15 --> 01:44:16: with our sponsors.
01:44:16 --> 01:44:20: We will learn if there are other tasks that are
01:44:20 --> 01:44:24: appropriate for put us to put into a timely document.
01:44:24 --> 01:44:29: We have obviously information that we weren't didn't have time
01:44:29 --> 01:44:33: to share today and that will go into the report
01:44:33 --> 01:44:34: as well.
01:44:34 --> 01:44:35: So reach out to them,
01:44:35 --> 01:44:39: reach out to us with your further comments.
01:44:39 --> 01:44:42: It's only through this conversation.
01:44:42 --> 01:44:45: That one step at a time we are going to
01:44:45 --> 01:44:48: achieve these enormous environmental,
01:44:48 --> 01:44:53: economic and societal necessities and changes in the way we
01:44:53 --> 01:44:54: live.
01:44:54 --> 01:44:58: So with that I would happily turn this back over
01:44:58 --> 01:44:59: to Andrews.
01:45:03 --> 01:45:05: Great, thank you. I guess I'll take it over and

01:45:05 --> 01:45:08: then maybe kick it to Sharon in case she has
01:45:08 --> 01:45:09: anything else to say.
01:45:09 --> 01:45:12: But really, you know I just want to say thank
01:45:12 --> 01:45:12: you all.
01:45:12 --> 01:45:16: Everyone who participated. Obviously the panelists for all of your
01:45:16 --> 01:45:17: time and expertise.
01:45:17 --> 01:45:19: Maryland for leading the team.
01:45:19 --> 01:45:21: Kelsey, thank you and the ULI folks.
01:45:21 --> 01:45:24: We're putting this together as well as all of the
01:45:24 --> 01:45:27: folks who were interviewed and listed on that side and
01:45:27 --> 01:45:30: took the time to meet with the panelists.
01:45:30 --> 01:45:32: I also want to thank a lot of the DC
01:45:32 --> 01:45:33: government team who.
01:45:33 --> 01:45:35: Who spent a lot of time over the last few
01:45:35 --> 01:45:36: months,
01:45:36 --> 01:45:39: putting the other briefing books and other things Emily Johnson
01:45:40 --> 01:45:40: from OPI,
01:45:40 --> 01:45:43: Tatiana Torres Sub Ungale Cook Me at Lagoon I was
01:45:44 --> 01:45:47: forgetting mess up your last name from Temped.
01:45:47 --> 01:45:50: By Jackson from Dem Pad and Tiffany Thacker,
01:45:50 --> 01:45:51: as well as Ryan hand,
01:45:51 --> 01:45:55: Sakina Khan from OPI. Obviously Sharon thank you as well
01:45:55 --> 01:45:57: as Chad Husky and the folks from The WB from
01:45:58 --> 01:46:00: the Washington DC Economic Partnership.
01:46:00 --> 01:46:01: Just a lot of time,
01:46:01 --> 01:46:04: a lot of effort, a lot of expertise and I
01:46:04 --> 01:46:07: think it was quite valuable so I just want to
01:46:07 --> 01:46:08: thank you all.
01:46:10 --> 01:46:13: Thank you very much.
01:46:13 --> 01:46:15: And I I don't have much to add to that
01:46:15 --> 01:46:16: just want to echo.
01:46:16 --> 01:46:19: Andrew thinks there were obviously a lot of people who
01:46:19 --> 01:46:21: contributed to making this happen,
01:46:21 --> 01:46:24: and so we appreciate everybody's effort and are very much
01:46:24 --> 01:46:25: looking forward to the debrief.
01:46:29 --> 01:46:31: Thank you so um, yes,
01:46:31 --> 01:46:34: now please do extend our thank yous again to the
01:46:34 --> 01:46:38: deputy mayor and that wonderful choice he made to speak
01:46:38 --> 01:46:41: through the mask and tell us about the great new
01:46:41 --> 01:46:44: announcement of the bridge program.
01:46:44 --> 01:46:47: So we look forward to continuing our conversation.

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