

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

00:01:14 --> 00:01:15: affordable

00:01:15 --> 00:01:18: housing project,

00:01:18 --> 00:01:19: so we're excited about even in the midst of all

00:01:19 --> 00:01:22: this,

00:01:22 --> 00:01:24: we're still marking some of these milestones for housing and

00:01:24 --> 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
00:03:59 --> 00:04:04: shaping regarding
00:03:59 --> 00:04:04: the actionable recovery and economic resilience strategies
00:04:04 --> 00:04:08: for your central
00:04:04 --> 00:04:08: business district. Our presentation will be about 50 minutes
00:04:08 --> 00:04:10: 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
00:04:47 --> 00:04:52: 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
00:04:57 --> 00:04:58: 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

00:08:48 --> 00:08:50: 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

00:08:58 --> 00:08:59: 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
00:15:49 --> 00:15:54: training
00:15:54 --> 00:15:57: for career pathways in advanced manufacturing and eight
00:15:57 --> 00:16:02: other tradeable
00:16:02 --> 00:16:06: sectors on Long Island where we're also Co.
00:16:06 --> 00:16:10: Locating a much needed Community Resource Center.
00:16:10 --> 00:16:14: Focus on wrap around social services and programs
00:16:14 --> 00:16:20: targeting teen
00:16:20 --> 00:16:21: and youth adults around gang activity avoidance.
00:16:21 --> 00:16:25: Lastly, just want to highlight some work that Bruce Katz
00:16:25 --> 00:16:31: recently shared with me about their acceleration for America
00:16:31 --> 00:16:36: Initiative
00:16:36 --> 00:16:38: in Cincinnati,
00:16:38 --> 00:16:43: and it's really work on an equitable recovery.
00:16:43 --> 00:16:47: It's identifying specific ways that a community alliance of
00:16:47 --> 00:16:53: primarily
00:16:53 --> 00:16:57: communities of color can come together to identify ways for
00:16:57 --> 00:17:01: them to build wealth to.
00:17:01 --> 00:17:05: Far better participate in the economic recovery by leveraging
00:17:05 --> 00:17:08: anchor
00:17:08 --> 00:17:09: procurement by having a seat at the table in real
00:17:09 --> 00:17:11: estate decisions by supporting small and black owned
00:17:11 --> 00:17:14: businesses in
00:17:14 --> 00:17:18: specific ways by increasing. To access the capital by driving
00:17:18 --> 00:17:22: quality placemaking and diminishing impacts of a parasitic
00:17:22 --> 00:17:25: economy.
00:17:25 --> 00:17:26: I think these are some really interesting specific things that
00:17:26 --> 00:17:30: I know you are already doing some really good work
00:17:30 --> 00:17:34: around,
00:17:34 --> 00:17:37: but I think there are lots of examples of ways
00:17:37 --> 00:17:41: to kind of to focus in on the ways that
00:17:41 --> 00:17:44: communities of color and underserved communities can
00:17:44 --> 00:17:47: better participate in
00:17:47 --> 00:17:50: the recovery efforts underway. You're going to hear a lot
00:17:50 --> 00:17:53: more specifics from my colleagues and I'm going to turn
00:17:53 --> 00:17:56: it over to David.
00:17:56 --> 00:17:59: Thanks James, and good morning everybody.
00:17:59 --> 00:18:02: We could go to the first slide.
00:18:02 --> 00:18:05: 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

00:20:45 --> 00:20:48: perspective,

00:20:48 --> 00:20:51: I think that it's important to be thinking about the

00:20:51 --> 00:20:54: difference between commodity and specialty retail.

00:20:54 --> 00:20:59: OK, now hospitality.

00:20:59 --> 00:21:00: You know Washington central business district has been vital

00:21:00 --> 00:21:04: an

00:21:04 --> 00:21:05: authentic,

00:21:05 --> 00:21:10: in part because of visitors and this isn't going to

00:21:10 --> 00:21:13: change.

00:21:13 --> 00:21:17: Re Purposing Hospitality uses should be because it's part of

00:21:17 --> 00:21:21: a strategy for repositioning hospitality.

00:21:21 --> 00:21:24: It's not necessarily a strategy in and of itself.

00:21:24 --> 00:21:26: The repositioning of hospitality assets is A is a result

00:21:26 --> 00:21:30: of execution of a strategy,

00:21:30 --> 00:21:31: and while. It's it's a nuanced,

00:21:31 --> 00:21:35: I think. It's an extremely important nuance to make next

00:21:35 --> 00:21:38: slide.

00:21:38 --> 00:21:41: Most people look at demographics 1st and I like to

00:21:41 --> 00:21:45: look at traffic patterns 1st and you know,

00:21:45 --> 00:21:48: as we saw in some of the earlier Maps and

00:21:48 --> 00:21:50: and aerals that we're showing the central business district is.

00:21:50 --> 00:21:53: It's just in the way of everybody.

00:21:53 --> 00:21:56: 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

00:23:08 --> 00:23:14: individuals you know

00:23:14 --> 00:23:15: who become entrepreneurs because of unemployment or

00:23:15 --> 00:23:20: displacement are customarily

00:23:20 --> 00:23:23: thought of as a necessity.

00:23:23 --> 00:23:26: Entrepreneurs and we're at a point in the economic cycle

00:23:26 --> 00:23:30: that corresponds with an increase in necessity,

00:23:30 --> 00:23:34: entrepreneurs.

00:23:34 --> 00:23:37: Necessity entrepreneurs are an asset and we need to be

00:23:37 --> 00:23:42: thinking of these lower wage workers and people of color

00:23:42 --> 00:23:46: that are part of this pool of potential necessity.

00:23:46 --> 00:23:49: Entrepreneurs and they're going to help save our central

00:23:49 --> 00:23:52: business

00:23:52 --> 00:23:55: district.

00:23:55 --> 00:23:58: There's also a serendipity of timing and circumstance.

00:23:58 --> 00:24:03: Here, owners have more vacancy to fill.

00:24:03 --> 00:24:06: They are likely to be more flexible than they have

00:24:06 --> 00:24:09: been in the past in terms of the sorts of

00:24:09 --> 00:24:12: uses that they're going to be willing to put in

00:24:12 --> 00:24:15: spaces. And perhaps be offering lower rents because just

00:24:03 --> 00:24:07: simply
 00:24:07 --> 00:24:11: supply and demand says that that should be happening and
 00:24:11 --> 00:24:17: perhaps also to be funding a greater percentage of capital
 costs through tenant improvement allowances and landlord
 00:24:17 --> 00:24:19: contributions in the
 00:24:19 --> 00:24:21: form of buildout work.
 00:24:21 --> 00:24:24: Next slide.
 00:24:25 --> 00:24:30: And I wanted to talk just a little bit about
 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 to face.

00:26:02 --> 00:26:02: Small businesses are going to lead the way back from COVID-19,

00:26:02 --> 00:26:06: and they're also going to leave the central business district being an authentic series of interesting differentiated nodes for residents,

00:26:06 --> 00:26:10: workers and visitors. An eye this is really the underpinning of creating an audacious new vision.

00:26:11 --> 00:26:16: That looks forward, and that's aspirational for this area.

00:26:16 --> 00:26:20: So with that I'm going to hand it over to Bill or I'm sorry I'm going to hand it over to Maggie.

00:26:20 --> 00:26:22: Don't don't get me, David.

00:26:22 --> 00:26:26: Well, thanks David for just listing some of the trends that you you know wanted to share today and so I wanted to take some time to really dig a little bit deeper into what we're talking about is looking at equitable and inclusive development for this DVD.

00:26:26 --> 00:26:29: For me, this picture of that Black Lives Matter posit kind of put it out there for me,

00:26:29 --> 00:26:32: it's OK. It's it's amazing that we are supporting Black lives in this moment,

00:26:32 --> 00:26:36: but now what? What are the tangible things that and resources that are put in place to actually make black lives better and that can really be brought into other disadvantaged communities as well? And so as we thought about what the new CBD looks like,

00:26:36 --> 00:26:40: we really saw that as there is,

00:26:40 --> 00:26:43: as there are repositioning of existing assets,

00:26:43 --> 00:26:46: how do we then start to integrate Community needs alongside that repositioning so we see the opportunity for DC is to be able to re imagine how community serving anchors? As well as businesses owned by people of color can now thrive in the downtown market.

00:26:46 --> 00:26:50: And looking at this concept of nodes.

00:26:50 --> 00:26:53: Where we can really say?

00:26:53 --> 00:26:57: Here are some potential nodes of opportunity.

00:26:57 --> 00:26:59: Nodes of retail and office uses that support needs that were brought up in several of the stakeholder interviews that we had and go to the next slide.

00:26:59 --> 00:27:03:

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00:27:51 --> 00:27:55:

00:27:55 --> 00:28:00:

00:28:00 --> 00:28:03:

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
00:54:35 --> 00:54:38: Plaza,
00:54:38 --> 00:54:43: and the reason for choosing this is that it it
00:54:43 --> 00:54:46: just sits at this important juncture between the federal
00:54:46 --> 00:54:51: character
00:54:51 --> 00:54:52: of them all in the Federal Triangle and the actual
00:54:52 --> 00:54:55: downtown of the district. This space has potential to really
00:54:55 --> 00:54:58: be DC's front porch,
00:54:58 --> 00:55:01: and it's a place it could be a place where
00:55:02 --> 00:55:05: people really want to go and meet each other.
00:55:05 --> 00:55:06: Central to that and then you can see in the
00:55:06 --> 00:55:11: pictures of the left is making sure that new ideas
00:55:11 --> 00:55:16: are flexible,
00:55:16 --> 00:55:17: that they are inclusive using tables and chairs and constant
00:55:17 --> 00:55:22: programming so that people feel that they can properly social
00:55:22 --> 00:55:25: distance,
00:55:25 --> 00:55:25: but also that they can create safe spaces for themselves
00:55:25 --> 00:55:32: and feel like they really belong.
00:55:32 --> 00:55:36: Next
00:55:36 --> 00:55:41: and then Lastly, we chose another area a little bit
00:55:41 --> 00:55:46: to the West along Pennsylvania Ave in Golden Triangle to
00:55:46 --> 00:55:51: demonstrate how transforming open space could spur
00:55:51 --> 00:55:55: investment in this
00:55:55 --> 00:55:58: idea of an innovation hub and maybe solidified that identity
00:55:58 --> 00:55:59: that is needed for a proper innovation hub to thrive.
00:55:59 --> 00:56:01: The idea would be to use some of these residual
00:56:01 --> 00:56:06: spaces that come from L'enfant's plan.
00:56:06 --> 00:56:09: Kind of, I mean, of course,
00:56:09 --> 00:56:13: a lot of these are very beautiful,
00:56:13 --> 00:56:18: but could they be? Made more authentic with art constant
00:56:18 --> 00:56:18: changing exhibits from local artists.
00:56:18 --> 00:56:22: Bold statements that really exhibit that this is a gateway
00:56:22 --> 00:56:26: into a really creative and kind of thriving zone for
00:56:26 --> 00:56:26: the city,
00:56:26 --> 00:56:26: and these would also provide a space I think for
00:56:26 --> 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 I 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
 01:01:34 --> 01:01:36: spring,
 01:01:36 --> 01:01:40: but maybe even on to fall.
 01:01:40 --> 01:01:41: So there are several of you who could speak up
 01:01:41 --> 01:01:45: to this point,
 01:01:45 --> 01:01:46: but Maggie, I'm wondering if you would respond to Andrew's
 01:01:46 --> 01:01:49: 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
 01:02:42 --> 01:02:44: that align
 01:02:44 --> 01:02:47: with just supporting.
 01:02:47 --> 01:02:49: 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
 01:03:29 --> 01:03:30: could
 01:03:30 --> 01:03:34: be a part of it,
 01:03:34 --> 01:03:37: and I think that the opportunity to engage the federal
 01:03:37 --> 01:03:39: government as think about the government in this case is
 01:03:39 --> 01:03:42: part of the private of the public.
 01:03:42 --> 01:03:45: Private partnerships. A little ironic to think that way,
 01:03:45 --> 01:03:49: but the federal government leases a huge amount of space,
 01:03:49 --> 01:03:50: can tell landlords what they expect landlords to do with
 01:03:50 --> 01:03:53: respect to the public realm,
 01:03:53 --> 01:03:55: and that's just in addition to what GSA can do
 01:03:55 --> 01:03:58: with some of the buildings that either.
 01:03:58 --> 01:03:59: Front on the study area we had here or there
 01:03:59 --> 01:04:02: actually in it,
 01:04:02 --> 01:04:05: and I think could participate in workforce training programs in
 01:04:05 --> 01:04:09: improving the public space in front of the building.
 01:04:09 --> 01:04:11: Something other than just putting up bollards.
 01:04:11 --> 01:04:14: Yeah, if I may, I'd like to dovetail in that
 01:04:14 --> 01:04:15: Bob that we could also look from the city's perspective
 01:04:15 --> 01:04:18: at the federal government.
 01:04:18 --> 01:04:19: Almost in the same model as we look at public
 01:04:19 --> 01:04:21: private partnerships.
 01:04:21 --> 01:04:24: In this case would be public public,
 01:04:24 --> 01:04:25: but where there are opportunities for us to even think
 01:04:25 --> 01:04:27: about placemaking,
 01:04:27 --> 01:04:29: we have, as one of the recommendations,
 01:04:29 --> 01:04:31: that assessment of parks and open space.
 01:04:31 --> 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
01:05:41 --> 01:05:44: Districts
01:05:44 --> 01:05:48: 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
01:05:53 --> 01:05:56: 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
01:06:05 --> 01:06:09: 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
01:06:19 --> 01:06:23: of
01:06:19 --> 01:06:23: the ways that Washington can continue to express its

wonderful
commitment.

01:06:23 --> 01:06:24: To the local and to those communities that need to
01:06:24 --> 01:06:28: have these opportunities to invest and grow.
01:06:28 --> 01:06:31: I'll go ahead and call in the next hand that
01:06:35 --> 01:06:38: was from Sakina Sakina Khan going to answer.
01:06:38 --> 01:06:41: Hi there your question, excuse me so happy one.
01:06:41 --> 01:06:44: Thank you to the panel and I know it was
01:06:44 --> 01:06:47: an enormous amount of work and and conversations and
01:06:47 --> 01:06:51: 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
01:06:58 --> 01:07:03: some of
01:06:58 --> 01:07:03: the more kind of granular information around inclusive
01:07:03 --> 01:07:06: 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
01:07:39 --> 01:07:43: 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

01:12:55 --> 01:12:57: what

01:12:57 --> 01:13:01: we can begin to do in hospitality and retail,

01:13:01 --> 01:13:05: and certainly thinking about the downtown area and so have

01:13:05 --> 01:13:09: some models that we're considering have some ideas in

01:13:09 --> 01:13:11: development,

01:13:11 --> 01:13:14: have a very engaged board instead of private sector

01:13:14 --> 01:13:15: partners,

01:13:15 --> 01:13:19: but would love to kind of dig in a little

01:13:19 --> 01:13:22: bit further offline now I'll be happy to make that

01:13:22 --> 01:13:26: connection.

01:13:26 --> 01:13:29: And the person the initial director just was really trailblazing

01:13:29 --> 01:13:33: with how she connected that that operation.

01:13:33 --> 01:13:37: Great, thank you so much.

01:13:37 --> 01:13:42: Alright, so before I go to the next hand raised

01:13:42 --> 01:13:45: I received a question from I think it's Tripti Mr

01:13:45 --> 01:13:48: Patel.

01:13:48 --> 01:13:52: If you could go ahead and ask your question.

01:13:52 --> 01:13:54: Good evening, um. I just want to say Mr.

01:13:54 --> 01:13:57: Gilcrest I'm from the state of Louisiana,

01:13:57 --> 01:14:02: so thank you for rebuilding my beloved home city of

01:14:02 --> 01:14:03: New Orleans.

01:14:03 --> 01:14:06: That means a lot to me and thank you for

01:14:06 --> 01:14:09: this wonderful presentation.

01:14:09 --> 01:14:11: And as we were going through this presentation,

01:14:11 --> 01:14:14: you know, I notice that you were talking about economic

01:14:14 --> 01:14:17: growth and equality.

01:14:17 --> 01:14:20: And so I am the ANC Commissioner for 2803,

01:14:20 --> 01:14:23: which is the historic Foggy Bottom.

01:14:23 --> 01:14:26: So I literally am a hop,

01:14:26 --> 01:14:29: skip and a jump from downtown DC.

01:14:29 --> 01:14:32: 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 ascension 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: as 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

01:23:58 --> 01:24:01: enterprises end so

01:23:58 --> 01:24:01: she became a pipeline both for the translational medicine

01:24:01 --> 01:24:04: coming

01:24:04 --> 01:24:07: out of the University, but it also was still an

01:24:07 --> 01:24:10: incubator for the start of business is all on one

01:24:10 --> 01:24:12: campus so one of the things I would also recommend

01:24:12 --> 01:24:15: is that we think broadly about how we define that

01:24:15 --> 01:24:17: to your point you use that term and many people

01:24:17 --> 01:24:19: use it different ways.

01:24:19 --> 01:24:21: There's a certain amount of flexibility there that I think

01:24:21 --> 01:24:24: you can use to your advantage that,

01:24:24 --> 01:24:26: again, this is not sort of A1 size fits all

01:24:26 --> 01:24:29: but but I would just again encourage you to be

01:24:29 --> 01:24:33: creative as you look at exploring that mob.

01:24:33 --> 01:24:36: Outlook Mail, so go ahead.

01:24:36 --> 01:24:37: Oh, I just wanted to cosign with Bill said about

01:24:37 --> 01:24:41: the term.

01:24:41 --> 01:24:44: When you say Innovation district right I think that's the

01:24:44 --> 01:24:47: beauty of innovation in what anything right?

01:24:47 --> 01:24:48: And so I just want to provide 2 examples from

01:24:48 --> 01:24:49: 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 that?

01:26:13 --> 01:26:14:

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

01:27:41 --> 01:27:44: area boundary

01:27:41 --> 01:27:44: into the Mount Vernon Triangle and 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 and,

01:28:27 --> 01:28:30: I'm wondering 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

01:28:54 --> 01:28:59: proposal,

01:28:59 --> 01:29:04: which on the surface, both because of property values and

01:29:04 --> 01:29:09: 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

01:34:55 --> 01:34:57: 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

01:35:09 --> 01:35:12: 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

01:39:39 --> 01:39:42: assignments

01:39:42 --> 01:39:45: that I can possibly imagine.

01:39:45 --> 01:39:48: And I'm going to speak a short about something that

01:39:48 --> 01:39:50: sort of comes from the heart and from the brain

01:39:50 --> 01:39:52: about where we need to go.

01:39:52 --> 01:39:54: I think we know the future for vehicles,

01:39:54 --> 01:39:55: 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

01:40:20 --> 01:40:23: working

01:40:23 --> 01:40:26: at Home Remote working the alternatives.

01:40:26 --> 01:40:29: An all of that. I think we could we we

01:40:29 --> 01:40:33: have to pay attention to it and we have to

01:40:33 --> 01:40:38: listen to the arguments and see how much more clearly

01:40:38 --> 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
 01:45:16 --> 01:45:17: 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
 01:45:36 --> 01:45:39: 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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