

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, ICMA-CM, CPM
City Manager

SUBJECT: ***Status Report***

DATE: July 15, 2021

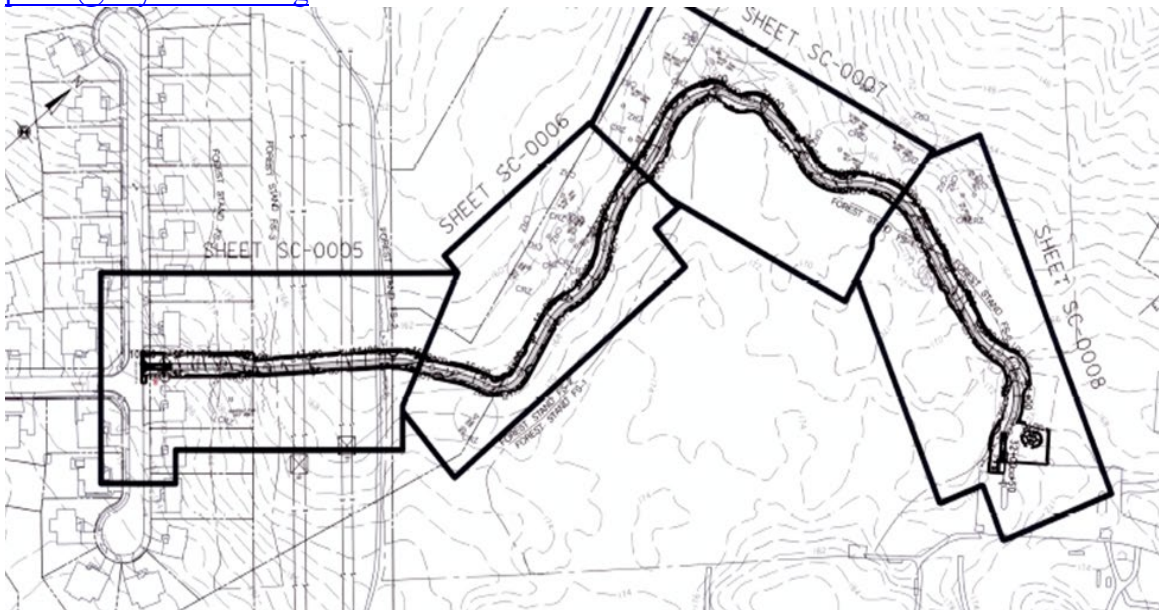
Status Report

1. Heritage Trail – Jericho Park to Adnell Woods

The City of Bowie has contracted with Vino Consulting Group, LLC. for the installation of a new trail. The trail will extend from Jericho Park to Falling Water Court in the Adnell Woods subdivision. Notice to proceed for the construction was given on Monday, July 12, 2021 and this project is expected to be completed by the end of this year. The contractor will begin the work from Jericho Park and finish the project between 13200 & 13116 Falling Water Court.

If there are any questions regarding this project, please contact the City's Project Manager Pat Rush at 240-544-5689 or

prush@cityofbowie.org.



2. Economic Development Committee (EDC)

The EDC met Wednesday morning and heard a briefing from Connected DMV about their recently released Regional Economic Development Strategy. A copy of the Connected DMV slides is attached. The full Strategy can be downloaded from <https://www.connecteddmv.org/reds> . The EDC also identifies their topics and meeting schedule for the work year September 2021 through June 2022. The EDC will not meet in August; they will next meet Wednesday September 8, 2021 at 7:30 AM.

3. Brick Paver Replacement in Northridge – Road Closure

In the June 24, 2021 Status Report, Council was informed of the construction schedule for the replacement of brick pavers in the Northridge community. Quetzal Drive at Fletchertown Road is scheduled for construction between July 19 and July 28, 2021. To shorten the construction duration, the Contractor, Priority Construction requested to shut down the intersection from July 19 to approximately July 26. While the road closure does cause some inconvenience to the Northridge community, a public street route remains available to all properties. Priority Construction will hand deliver notification letters to the residents as well as place electronic message boards and detour signs.



Regional Economic Development Strategy (REDS)

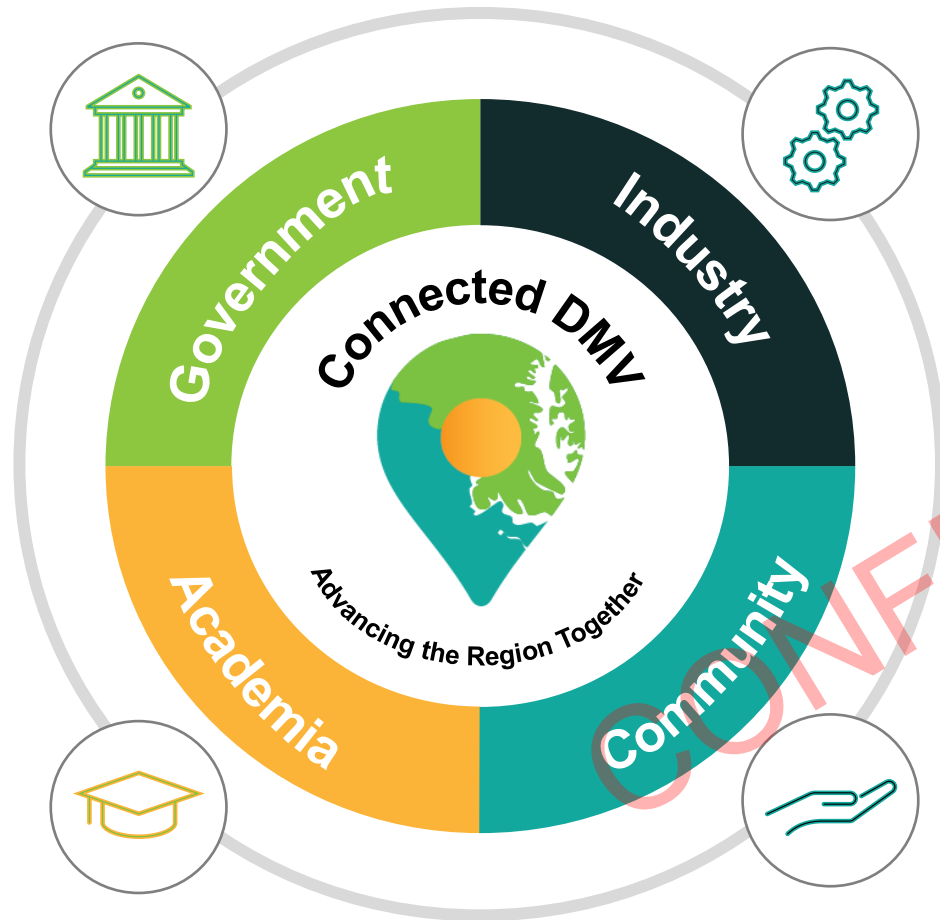
The City of Bowie Economic Development Committee

July 14, 2021



CONNECTED DMV OVERVIEW

CONFIDENTIAL



WE ARE A 501(c)(3) THAT IS:

- Governed by regional leaders
- Breaking down regional silos
- Delivering initiatives and results
- Preparing for the digital age
- Lifting marginalized communities
- Uniting regional organizations
- Gaining momentum

Founding Organizations



VISION

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

MISSION

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





REDS BACKGROUND

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THE MANDATE

COVID-19 brought us together. REDS originated from leaders across different functional / sectoral silos and jurisdictions calling for a unified regional effort. Because the region did not have a regional economic development strategy (“REDS”) or forum, the COVID-19 Strategic Renewal Task Force commissioned the REDS Steering Committee in July 2020 to establish the foundation for cross-border, cross-sector economic development collaboration.

THE PROBLEM

Despite our unmatched talent, assets, and resources, our region lags peers in key economic competitiveness areas, and our socioeconomic divide and siloed approach to economic development has left growth opportunities on the table. We could be doing so much more together!

THE MISSION

To establish an enduring regional alliance and culture that provide a cross-jurisdictional platform, with active industry, academia, and community participation, to enhance cooperation, communication, and collaboration for equitable economic development across our region

COVID-19 Strategic Renewal Task Force

- Regional Organizations
- Academia
- Public Sector
- Industry & Community
- Federal Government

Task Force Host

Jack McDougale /
Hon. Anthony Williams

Connected DMV

Stu Solomon

Council of Governments <i>Chuck Bean</i>	Montgomery Economic Devel. <i>Benjamin Wu</i>	University <i>Dr. Wayne Frederick, Howard Univ.</i>	Banking <i>Richard Bynum, PNC</i>	Mobility <i>Stephanie Davis, Volkswagen Group</i>
Greater Wash. Board of Trade <i>Jack McDougale</i>	Fairfax Economic Development <i>Victor Hoskins</i>	Community College <i>Dr. Anne M. Kress, NVCC</i>	Communications <i>Tony Lewis, Verizon</i>	Non-Profit Association <i>Scott Frisch, AARP</i>
Consortium of Universities <i>Dr. Andrew Flagel</i>	Prince George's County <i>Hon. Todd Turner</i>	K-12 <i>Katherine Bradley, CityBridge</i>	Community / Civic <i>Radha Muthiah, Cap Area Food Bank</i>	Public Relations <i>Evan Kraus, APCO Worldwide</i>
WMATA <i>Paul Wiedefeld</i>	DC Mayor Rep. <i>Eugene D. Kinlow</i>	Health & Human Services <i>Glenn Blanchette</i>	Community / Civic <i>Denise Rolark Barnes, Was. Informer</i>	Real Estate Dev. & Construction <i>Sameer Bhargava, Clark</i>
Federal City Council <i>Hon. Tony Williams</i>	Public Health Official <i>Dr. Annetta Arno, DC Health</i>	Cyber & Infrs. Security Agency <i>Bill Ryan</i>	Consulting <i>Nora Gardner, McKinsey & Co.</i>	Retail & Supply Chain <i>Brian Kenner, Amazon</i>
Economic Club <i>Mary Brady</i>	Commonwealth of Virginia <i>Cassidy Rasnick</i>	FEMA <i>Kim Kadesch</i>	Cybersecurity <i>Jim Cook, The MITRE Corp.</i>	Small Business <i>Anne Mahlum, Solidcore</i>
2030 Group <i>Bob Buchanan</i>	State of Maryland <i>Kelly M. Schulz</i>	Joint Force Headquarters - NCR <i>Major General Omar Jones</i>	Healthcare <i>Ken Samet, MedStar Health</i>	Technology <i>Samuel Gordy, IBM</i>
Metro. Wash. Airport Authority <i>Jack Potter</i>	Maryland Governor Rep. <i>Allison Mayer</i>	Accounting <i>Tim Gillis, KPMG</i>	Hospitality <i>David Grissen, Marriott</i>	Tourism & Entertainment <i>Elliott Ferguson, Destination DC</i>
DMV Chambers of Commerce <i>David Harrington</i>	Northern VA Technology Council <i>Bobbie Kilberg</i>	Advanced Manufacturing <i>Tim O'Brien, Micron</i>	Legal <i>Manny Rouvelas, K&L Gates</i>	Utilities <i>Dave Velazquez, Pepco Holdings</i>
NOVA Chamber of Commerce <i>Julie Coons</i>	Maryland Tech Council <i>Martin Rosendale</i>	Aerospace & Defense <i>Lesley Kalan, Northrop Grumman</i>	Life Sciences <i>Rich Bendis, BioHealth Innovation</i>	Venture Capital / Private Equity <i>Stacey Dion, The Carlyle Group</i>

Task Force Recommendations

Initiative Origination (June 2020 – January 2021)						Delivery & Transition (2021 to Date)	
June	July	August	September	October	January	March	May
Regional Resilience Exercises	Regional Economic Development Strategy	Pandemic Prevention & Biodefense Initiative	Economic Renewal & Equity Scorecard	Regional Quantum Innovation	Regional Hydrogen Center	Discussion Focused on Equity and Future of Regional Collaboration	Discussion of Digital Currency; Transition to DMV Regional Congress
Coordinated Contact Tracing	Flexible Work Schedules	Safe Environments: Accelerated Pilots	Regional Initiative Funding Committee				
Regional Data Protection	Regional Cybersecurity Initiative	Connectivity For All					

Regional Focus Areas

-  Regional Collaboration
-  Health & Education
-  Infrastructure & Technology



REDS 1.0 OVERVIEW & REPORT

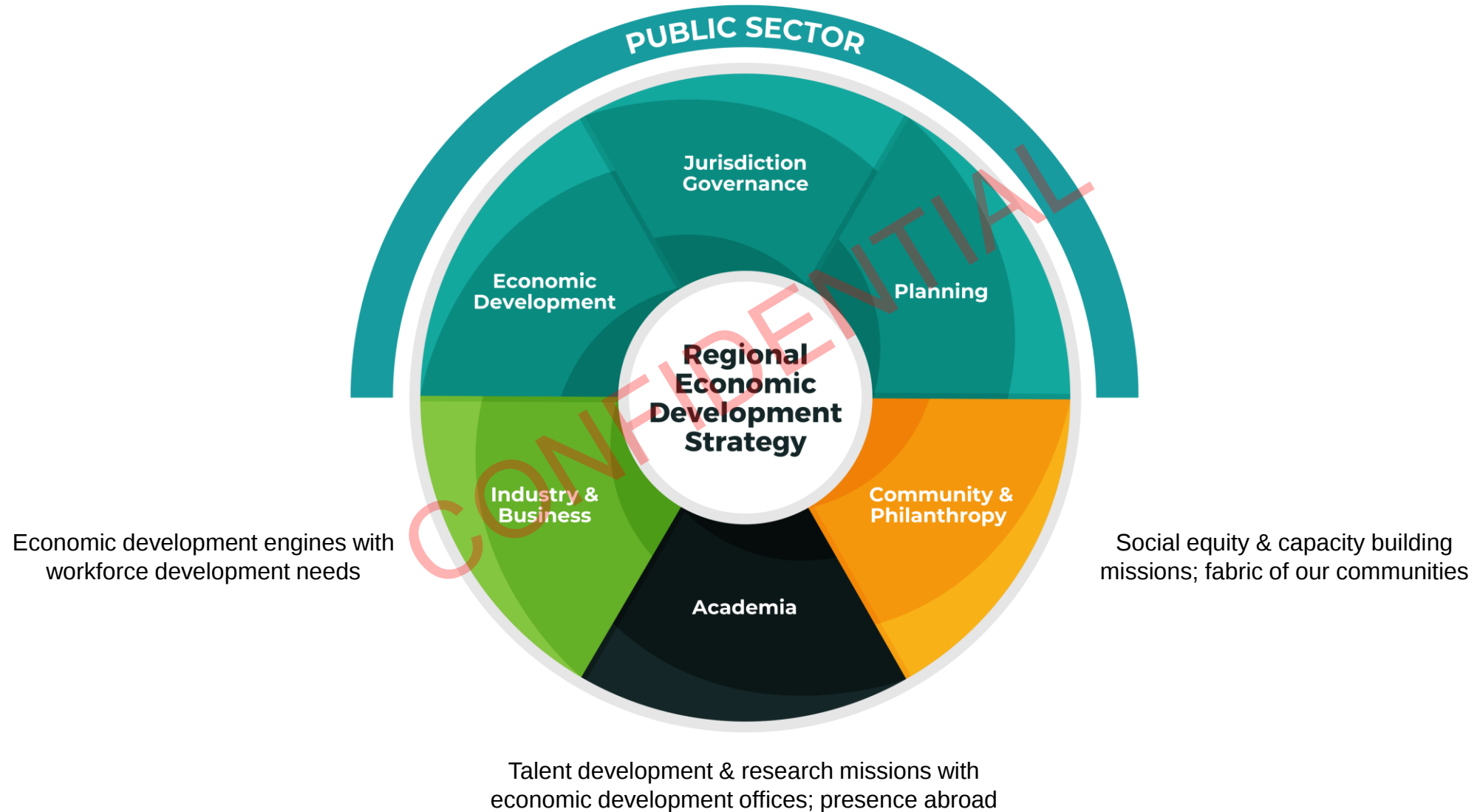
REDS MISSION:

To establish an enduring regional alliance and culture that provide a cross-jurisdictional platform, with active industry, academia, and community participation, to enhance cooperation, communication, and collaboration for equitable economic development across our region

REDS 1.0 OBJECTIVES:

- **Lay the groundwork for regional collaboration** to increase opportunity for all and lift the regional economy
- **Build a foundation** that can be sustained and growth over time
- **Identify** shared interests, complementary resources, and opportunities for partnership
- **Deliver an actionable strategy** to guide regional economic development efforts
- **Design and secure commitments for initial collaborations** in areas such as talent development, workforce enablement, jobs creation, market strengthening and activation, and an innovation ecosystem development
- **Emphasize the linkages** between economic renewal and social equity





REDS Steering Committee

Fairfax County EDA <i>Victor Hoskins Co-Chair</i>	Prince George's County EDC <i>David Iannucci* Co-Chair</i>	DC Deputy Mayor for Planning & Economic Development <i>John Falcicchio</i>	Consortium of Universities of the Washington Metropolitan Area <i>Andrew Flagel</i>	Kaleidoscope Affect <i>Linda Singh</i>	Connected DMV <i>Stu Solomon</i>	The Greater Washington Board of Trade <i>Jack McDougale***</i>
Alexandria Economic Development Partnership <i>Stephanie Landrum**</i>	Montgomery County EDC <i>Benjamin H. Wu</i>	Washington DC Economic Partnership <i>Keith Sellars</i>	Northern Virginia Community College <i>Anne Kress</i>	McGuireWoods LLP <i>Jim Dyke</i>	Destination DC <i>Elliott Ferguson</i>	The 2030 Group <i>Bob Buchanan</i>
Arlington Economic Development <i>Telly Tucker</i>	Howard County EDA <i>Larry Twele</i>	U.S. Federal Government <i>To be confirmed</i>	Prince George's Community College <i>Falecia Williams</i>	Pepco <i>Felecia Greer</i>	The Economic Club of Washington, D.C. <i>Mary Brady</i>	United Way of the National Capital Area <i>Rosie Allen-Herring</i>
Washington Metropolitan Area Transit Authority <i>Shyam Kannan</i>	Metropolitan Washington Council of Governments <i>Chuck Bean</i>	MWCOG Region Forward Coalition / PDTAC <i>To be confirmed</i>	<i>To be confirmed</i>	Washington Business Journal <i>Alex Orfinger</i>	Enterprise Community Partners <i>David Bowers</i>	

	Public Sector		Industry & Business
	Academia		Community & Philanthropy

* Liaison to Maryland National Capital Region Economic Development Alliance (MDNCREDA)

** Liaison to Northern Virginia Economic Development Alliance (NOVA EDA)

*** Liaison to Council of Economic Development Officials (CEDO)

ECONOMIC MOBILITY RANK OF THE TOP 50 LARGEST REGIONS

13th DMV REGION

OF THE TOP 150 LARGEST COUNTIES

2nd FAIRFAX COUNTY

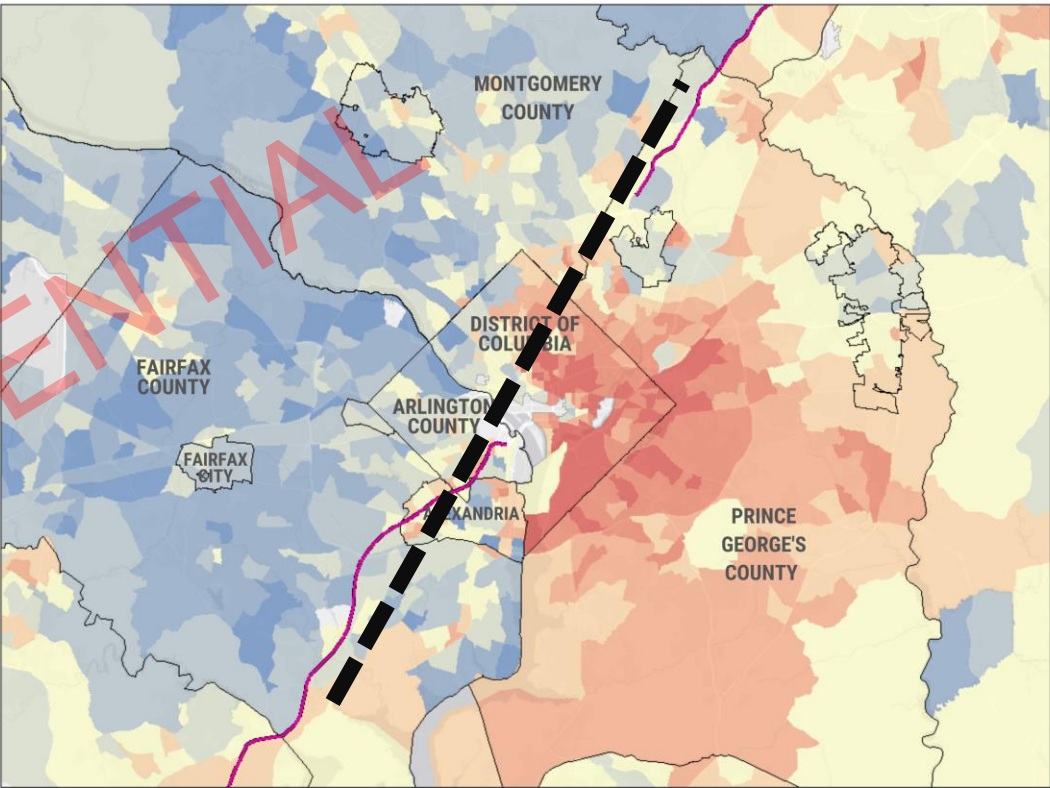
12th MONTGOMERY COUNTY

107th PRINCE GEORGE'S COUNTY

142nd DISTRICT OF COLUMBIA

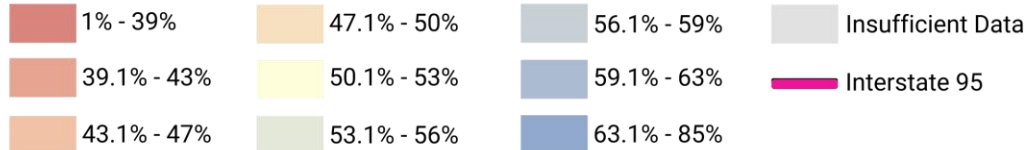
INFORMATION FROM ARCGIS & OPPORTUNITY INDEX

DMV: CHILDREN'S OUTCOMES IN ADULTHOOD BY CENSUS TRACT
ALL RACES & ETHNICITIES CHILDREN:
HOUSEHOLD INCOME WITH PARENTS IN 50TH PERCENTILE



LEGEND

ADULT HOUSEHOLD INCOME PERCENTILE (ALL)



SOURCE: ARCGIS, OPPORTUNITY INSIGHTS: OPPORTUNITY ATLAS

Regional Economic
Development Strategy
REDS 1.0 Report

ONE.

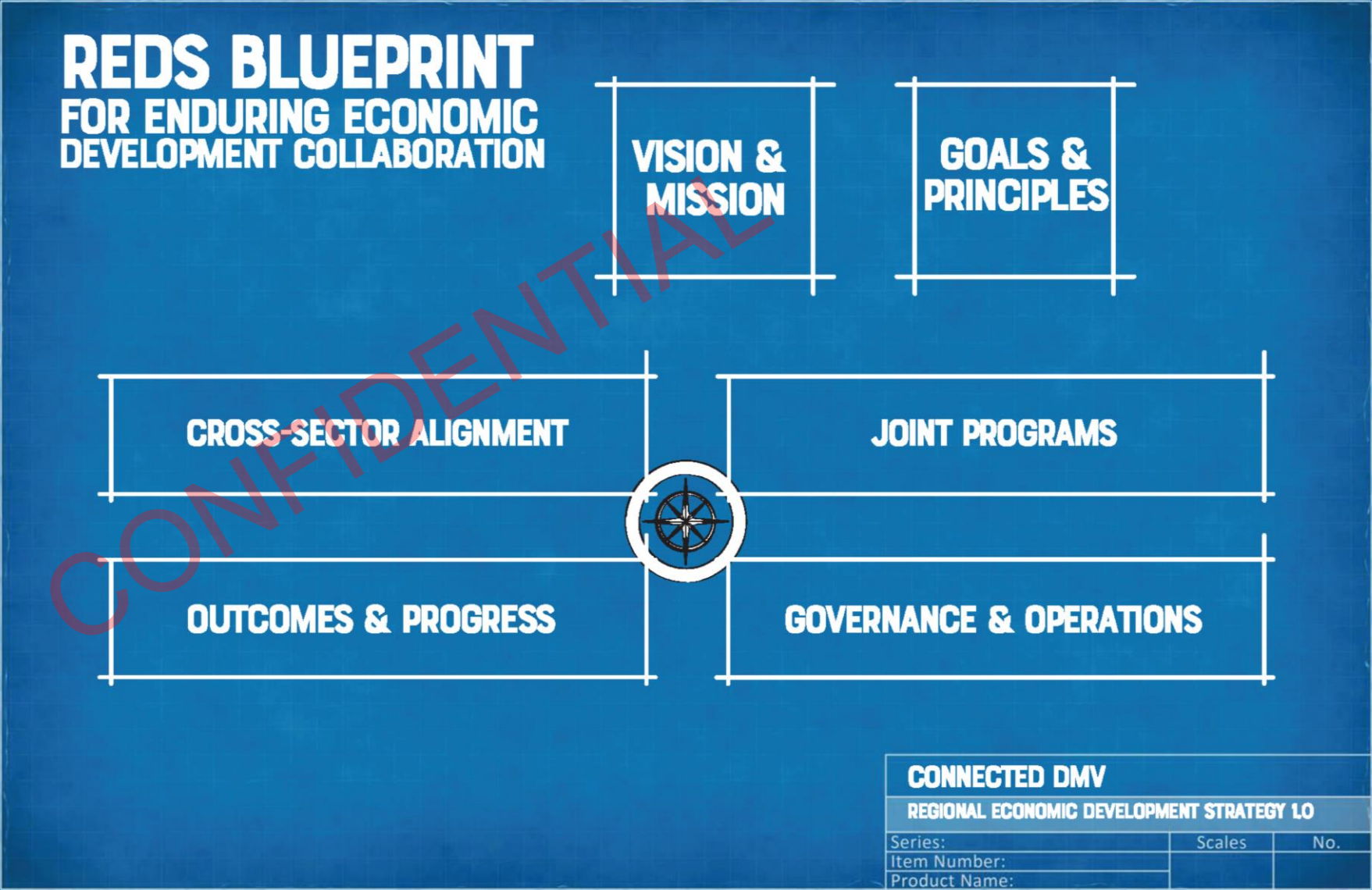
A **BLUEPRINT** FOR
ENDURING
COLLABORATION
TO ADVANCE
ECONOMIC
OPPORTUNITY
AND EQUITY IN
GREATER
WASHINGTON

[connecteddmv.org/reds](https://www.connecteddmv.org/reds)

<https://www.connecteddmv.org/reds-report>

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Key elements for
enduring regional
collaboration



The Roadmap





REDS 2.0 PLAN

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HIGH-POTENTIAL ENTRY POINTS FOR REGIONAL COLLABORATION FOR DEVELOPMENT DURING REDS 2.0



REGIONAL EQUITABLE GROWTH

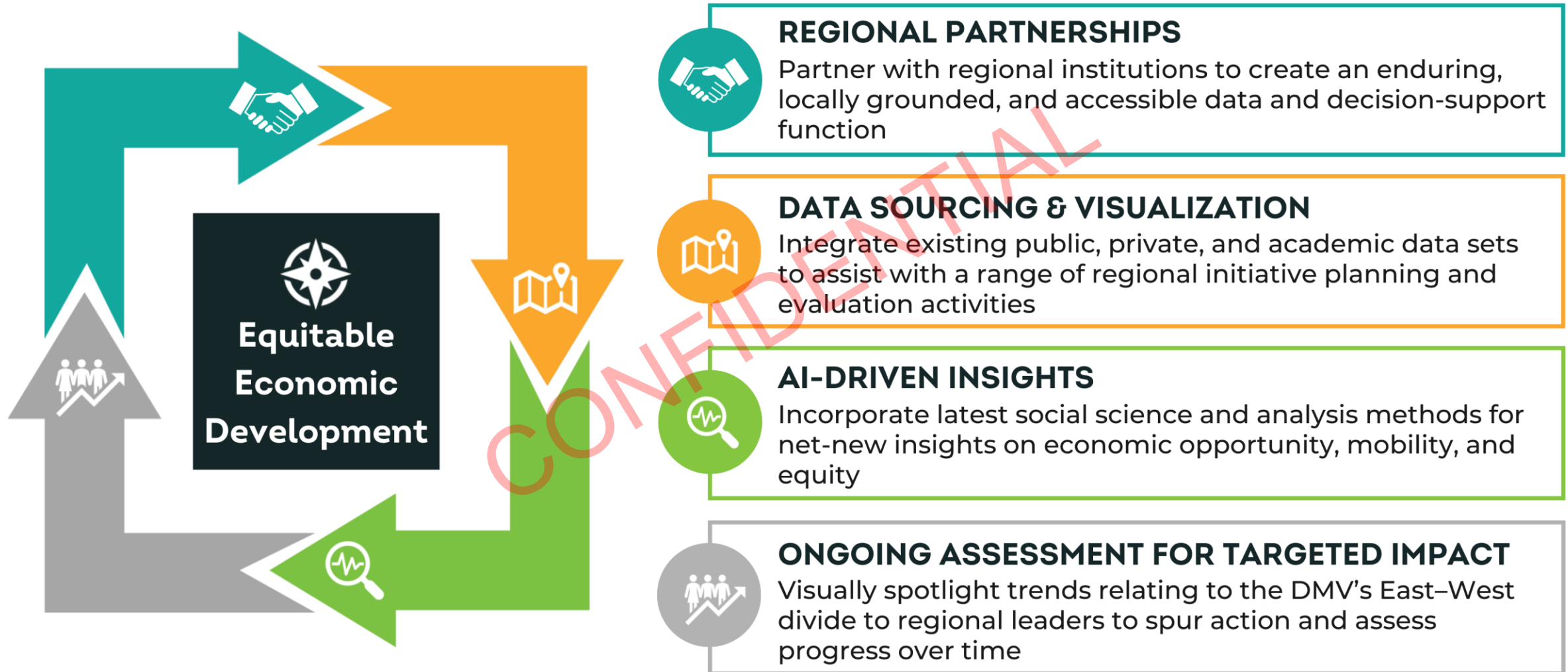
- Plan, design, and build the first release of a collaborative, data-driven DMV Atlas with pilot use cases synthesizing cross-sector data sets to unearth new equitable growth opportunities and improve regional planning, investment, and programming
- Launch a regional leadership workstream focused on closing the region's East-West divide along ten equity impact areas, and informing DMV Atlas development as well as other REDS joint programs

REGIONAL BRANDING & MARKETING

- Host visioning sessions to include full cross-sector representation to define a joint regional branding and marketing program
- Organize the first joint regional outreach delegation to attend a national or global tradeshow
- Launch planning of a major, local, net-new event focused on a regional industry cluster growth area

REGIONAL TALENT PIPELINE

- Initiate development of a regional career opportunities platform with available upskilling/reskilling resources, internships, apprenticeships, and jobs
- Establish a forum to develop coordinated regional actions to secure federal, state, and philanthropic funds, resources, and programs related to talent and workforce development





FOOD SECURITY

Addressing regional food insecurity is a complex challenge. Fragmented networks of government agencies and nonprofits provide food relief services to support distressed communities via multiple, sometimes overlapping programs. While some network actors have been able to aggregate data on a portion of the services meeting the region's needs, a comprehensive picture of regional efforts remains out of reach. By overlaying data from various regional food relief participants into the DMV Atlas, we can enable deeper insights on food insecurity across the region while also expanding the conversation to address opportunities across multiple dimensions of equity and access (such as to skills and workforce development, digital connectivity, transportation, and health and wellness).



311 OPTIMIZATION

The services rendered under non-emergency communications (311) are diverse and non-equitable. Local jurisdictions deliver 311 services, but there is significant variation on how they are delivered, and what is delivered. For example, there are only 5 dedicated 311 operations across the 24 jurisdictions in the DMV. Even when services are available to marginalized communities, often these residents' awareness of or ability to engage these services is limited. By incorporating a regional view, we can find ways to optimize services across the region, align and normalize services rendered, and close the equity gap in the services being delivered.



“Only by working together across the region – government, industry, academia, philanthropy, and community organizations – can we maximize strategic growth opportunities, effectively market ourselves to the world, and prepare all communities for prosperity in the face of ever-present technology transformation and industry disruption.”

**ONE REGION.
ONE TEAM.
ONE PLAN.
ONE RESULT.
ONE STRONGER DMV.**



THANK YOU!

GEORGE THOMAS

VICE PRESIDENT, INNOVATION & STRATEGIC INITIATIVES

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