



FAIRFAX COUNTY ECONOMIC ADVISORY COMMISSION

ECONOMIC RECOVERY FRAMEWORK: PRELIMINARY FINDINGS

OCTOBER 2020

HR&A
Analyze. Advise. Act.

SCOPE OF WORK

HR&A is supporting Fairfax County and the County Economic Development Authority to develop an economic recovery strategy in the wake of the COVID-19 pandemic. This strategy will guide the County through stabilization and outline recommendations for fostering an equitable, inclusive recovery.

TASK 1: NEEDS ASSESSMENT & WORKING RECOVERY FRAMEWORK

- Existing Conditions Review & Stakeholder Engagement (*ongoing*)
- Working Recovery Framework Production (*upcoming*)

TASK 2: ECONOMIC IMPACT OF COVID-19 ASSESSMENT

- Pre-COVID-19 Landscape Assessment (*completed*)
- Forward-Looking Scenario Development (*upcoming*)
- Economic Impact Analysis (*upcoming*)

TASK 3: RECOVERY STRATEGY AND PROGRAM RECOMMENDATIONS

- Strategy and Program Recommendations (*upcoming*)

STAKEHOLDER ENGAGEMENT

To date, HR&A has conducted a series of virtual roundtables with stakeholders who bring varied experiences of the pandemic and ideas for recovery. HR&A will also receive additional input from a questionnaire sent to interested participants who were not available for roundtables. Stakeholders consulted so far include:

County Officials & Civic Leaders

- Fairfax County Chief Equity Officer
- Fairfax County Department of Planning & Development
- Fairfax County Facilities Management Department
- Fairfax County Housing & Community Development
- Fairfax County Land Development Services
- Arc of Northern Virginia
- Community Foundation for Northern Virginia
- Arts Fairfax
- Visit Fairfax
- Edu-Futuro
- Britepaths

County & Non-Profit Health Service Providers

- Fairfax County Health Department
- Cornerstones, Inc.
- Northern Virginia Family Service
- North Virginia Health Foundation
- Reston Community Center

Major Employers

- BF Saul Company Hospitality Group
- Boston Properties
- Great American Restaurants
- Holland & Knight

Small Businesses

- Bauza Accounting
- Belle Jar Design
- Caison Janitorial, Inc.
- Fava Pot
- Infina, Ltd.
- Interstate Moving & Logistics
- Lake Anne Brew House
- Ono Brewing Company
- SOAR Community Network
- Strategy and Management Services

Business Support/Minority Chambers

- Korean-American Chamber of Commerce VA
- Mason Small Business Center
- NOVA Chamber

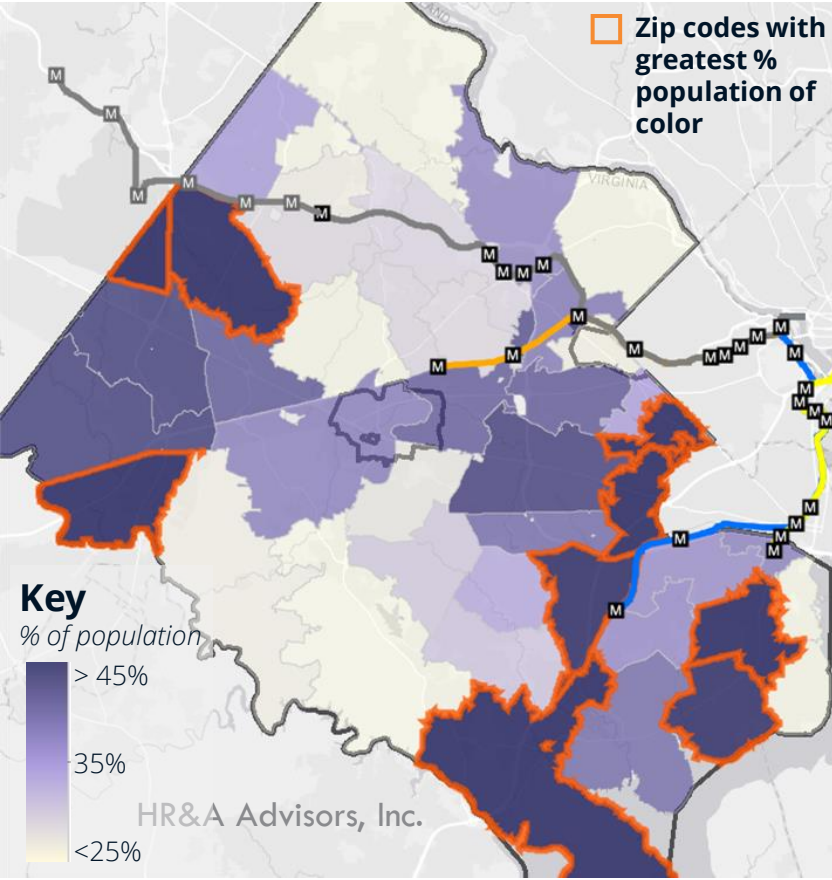
Higher Education

- George Mason University
- Northern Virginia Community College

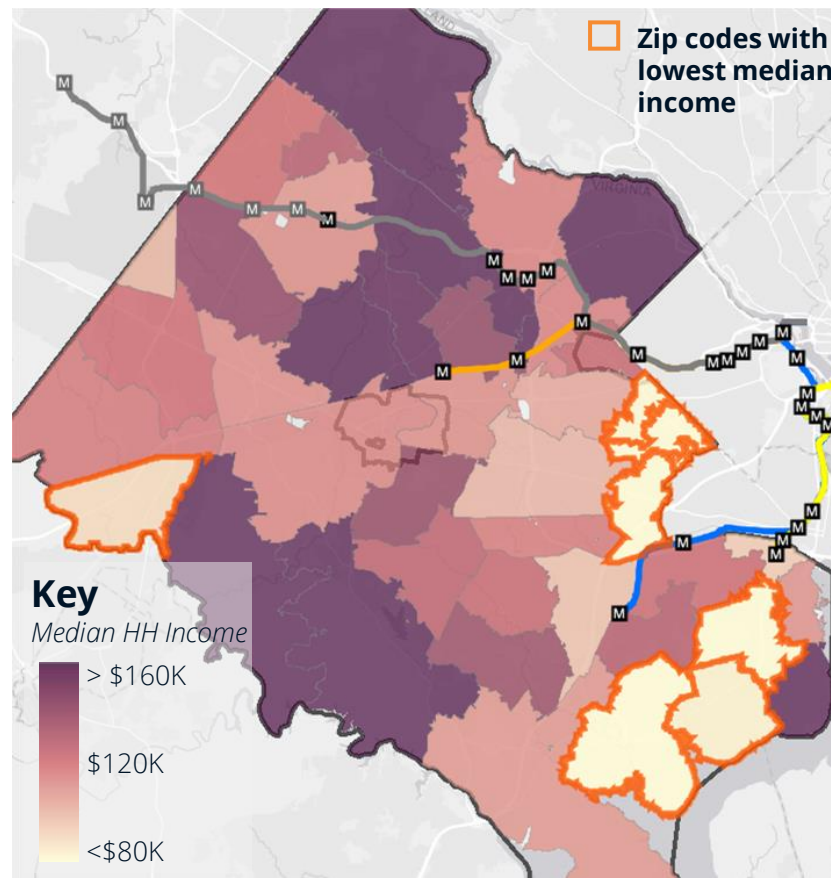
DISPARATE HEALTH OUTCOMES

Areas of the county with the greatest concentrations of people of color and low-income households also experienced the greatest number of COVID-19 cases per 100,000 residents.

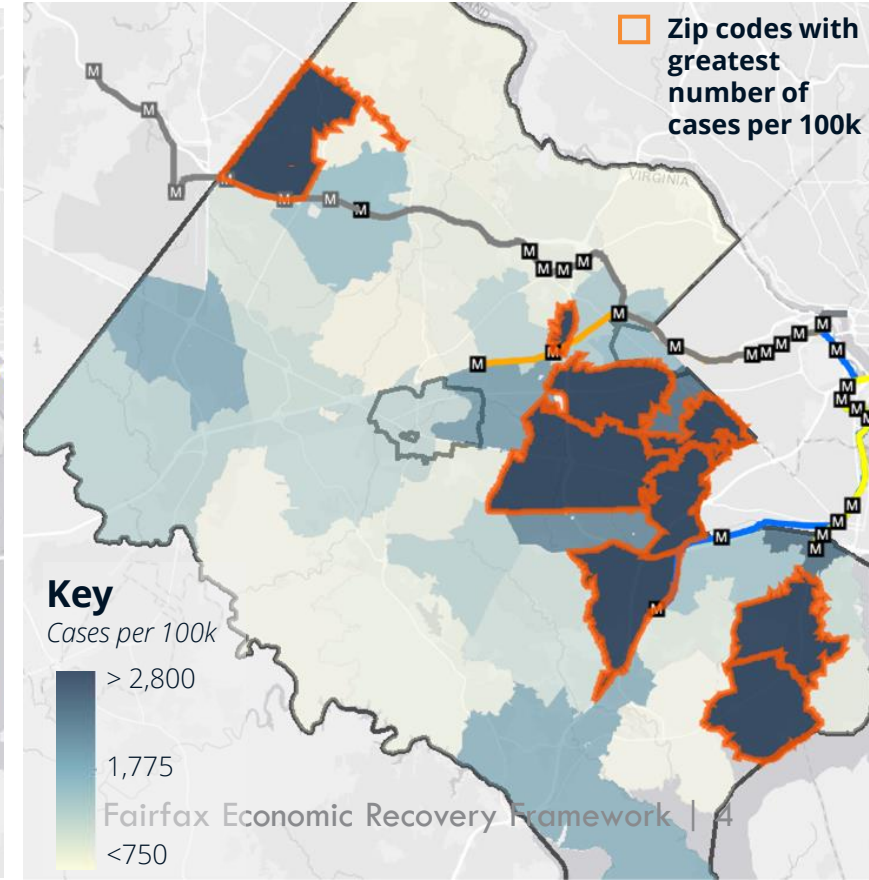
PERCENT POPULATION OF COLOR



MEDIAN HOUSEHOLD INCOME



COVID-19 CASES PER 100K



COUNTY OFFICIALS & CIVIC LEADERS

- Key Impacts
- Key Opportunities

“There have been disproportionate impacts on **Latinx, Hispanic, and immigrant communities**, in part due to these individuals’ employment in essential industries...”

“There were residents who were struggling prior to the pandemic, but now a wave of **newly vulnerable households** have also emerged...”

“**Tourism and restaurant industries** were hit particularly hard relative to other sectors...”

“Many households cannot afford **access to the internet** and lack basic digital literacy skills...”

“**Target resources** towards the hardest hit industries. This is key since other industries like tech are thriving...”

“**Continue to invest in programs** that support economic mobility and enrich residents’ lives (job training, continuing education, disability support resources) despite budget shortfalls...”

COUNTY & NON-PROFIT HEALTH SERVICE PROVIDERS

- Key Impacts
- Key Opportunities

*“The pandemic has **strained the capacity** of service providers in terms of staff and funding...”*

*“**Raising funds** over the next year to sustain increased levels of service will be challenging, as recovery funds are running out and there is likely to be a drop in giving...”*

*“The virtual economy has made **outreach more challenging**, but there have been some opportunities for **additional connections between the private and public sector...**”*

*“Consider the **health impacts** that arise from the work of various county departments and coordinate planning across departments...”*

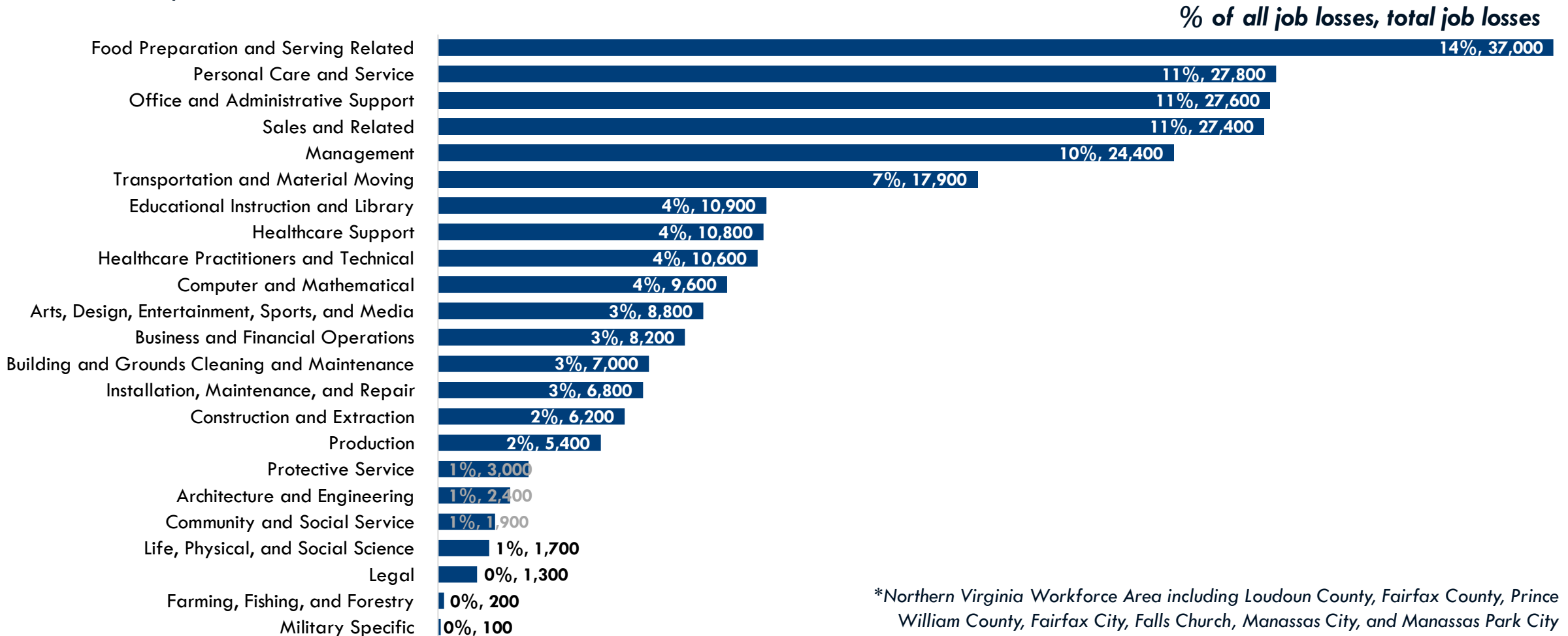
*“Streamline services where possible and adopt strategies that **enhance the efficiency of service provision** to populations in need...”*

*“Provide **funding that offers greater timeframe flexibility** and **less cumbersome reporting requirements** to build more sustainable support...”*

DISPARATE IMPACTS ON INDUSTRIES

INITIAL UNEMPLOYMENT CLAIMS BY OCCUPATION IN NORTHERN VIRGINIA*

March 1 – September 19, 2020



*Northern Virginia Workforce Area including Loudoun County, Fairfax County, Prince William County, Fairfax City, Falls Church, Manassas City, and Manassas Park City
Source: Virginia Employment Commission

MAJOR EMPLOYERS

- Key Impacts
- Key Opportunities

“While professional service firms have fared relatively well, **other industries are in crisis...**”

“**Decisions on real estate space needs and upgrades are being deferred** until there is more certainty about the future...”

“There is a stunning liquidity crisis and **recovery will vary** across industries...”

“Establish messaging around reopening employment centers to **rebuild consumer confidence...**”

“**Create a universal solution** that eliminates the need for filing individual property valuation appeals in 2021...”

“**Double down on investment** in tourism and leisure travel...”

“Increase the efficiency of the permitting process and **eliminate unknowns** for all industries that are adapting their physical spaces...”

“Continuing to **prioritize business attraction and retention...**”

SMALL BUSINESSES & BUSINESS SUPPORT

- Key Impacts
- Key Opportunities

“Securing adequate and sustainable funding is an ongoing challenge...”

“Consumer confidence is still low, stifling patronage of local and minority-owned businesses...”

“Talent attraction, development, and day to day staffing have become more challenging during the pandemic...”

“Business support services have shifted to survival mode for most providers...”

“Our customer base includes many of the hardest-hit industries, so we are feeling the ripple effects up and down the supply chain as restaurants and hotels struggle...”

“A lack of childcare support is restricting the available workforce...”

“Put together safety guidelines that offer clarity on workplace safety and to reassure customers...”

“Reach out to businesses with unified messaging and a “one-stop shop” for resources...”

“Streamline online permitting and offer more guidance to ensure that delays do not stand in the way of businesses making necessary changes to reopen...”

“Advocate for rent deferment or arrange some other deal between landlords and small business owners...”

IMPACTS ON HIGHER EDUCATION

Community colleges and public institutions are facing widespread budget cuts, which would reduce their capacity to serve their students most in need and continue offering their many public benefits.

AAC&U News, May 2014

Where Value Meets Values: The Economic Impact of Community Colleges

“The higher earnings and reduced need for social services among community college graduates **saves \$46.4 billion a year in government spending.**”

The New York Times

Community Colleges Can Be Engines of Economic Recovery

“**Community college job training programs substantially increase participants’ earnings,** and because tuition costs are relatively low, they typically provide a good return on public investment.”

NOVA AND GEORGE MASON UNIVERSITY OFFER STUDENTS AFFORDABLE PATHWAY TOWARD FOUR-YEAR DEGREE

May 22, 2018

“Our power to grow together to support the region is **fundamental to the growth of the Northern Virginia economy.** It’s also an essential component of our mission of **inclusive excellence,** which ensures that all students who want a degree can earn one.”

HIGHER EDUCATION

- Key Impacts
- Key Opportunities

*“The pandemic has resulted in **more last-minute decisions from students**, impacting school enrollment...”*

*“**Uncertainty around receiving sufficient funding** from the State Legislature...”*

*“Many students do not have the necessary **resources to learn remotely and online...**”*

*“Schools are beginning to **reevaluate how they use institutional real estate...**”*

*“Curriculums will likely shift to **focus on retraining and reeducating** for a wave of new jobs...”*

*“Advocate for and become a partner in **addressing the digital divide...**”*

*“**Support new workforce training, upskilling, and reskilling** that offers creative solutions to the potential shift in job opportunities...”*

*“Build on the healthy competition with other Northern Virginia EDAs and **build partnerships that strengthen the brand of the institutions...**”*

*“**Advocate at the state level** to ensure each institution receives enough funds to sustain support for their student populations...”*

STAKEHOLDER ENGAGEMENT | PRELIMINARY TAKEAWAYS

- Prior to the COVID-19 pandemic, Fairfax County's economy was thriving. However, **not all residents had the opportunity to participate in this success** and reap the benefits.
- Recovery requires a **sector-specific approach** to ensure support is highly targeted to the unique needs of each industry.
- Certain **workforce supports transcend industry lines** (childcare, crucial support resources, etc.).
- Stakeholders are looking to the County to support economic recovery by **optimizing their internal processes** and **building back consumer confidence**.
- In the long-term, **an equitable recovery should build toward a “new normal”** that uses this moment as an opportunity address existing disparities in the County.

RECOVERY PRECEDENTS | SECTOR-SPECIFIC PLANS & WORKFORCE SUPPORT



New York City permanently extended **outdoor dining year-round** and loosened propane heater restrictions for the winter months.



A growing number of cities have **capped food delivery fees** at 15% to support local restaurants.



The City of Austin awarded **\$900K to support childcare providers** and passed the Save Austin's Vital Economic Sectors Act to identify more funds.



Louisiana published the **Early Childhood Strong Start Framework** with guidelines for classroom operations, family engagement, and more.



The Maryland DOE published the **Recovery Plan for Child Care** identifying a series of strategies for supporting service providers.

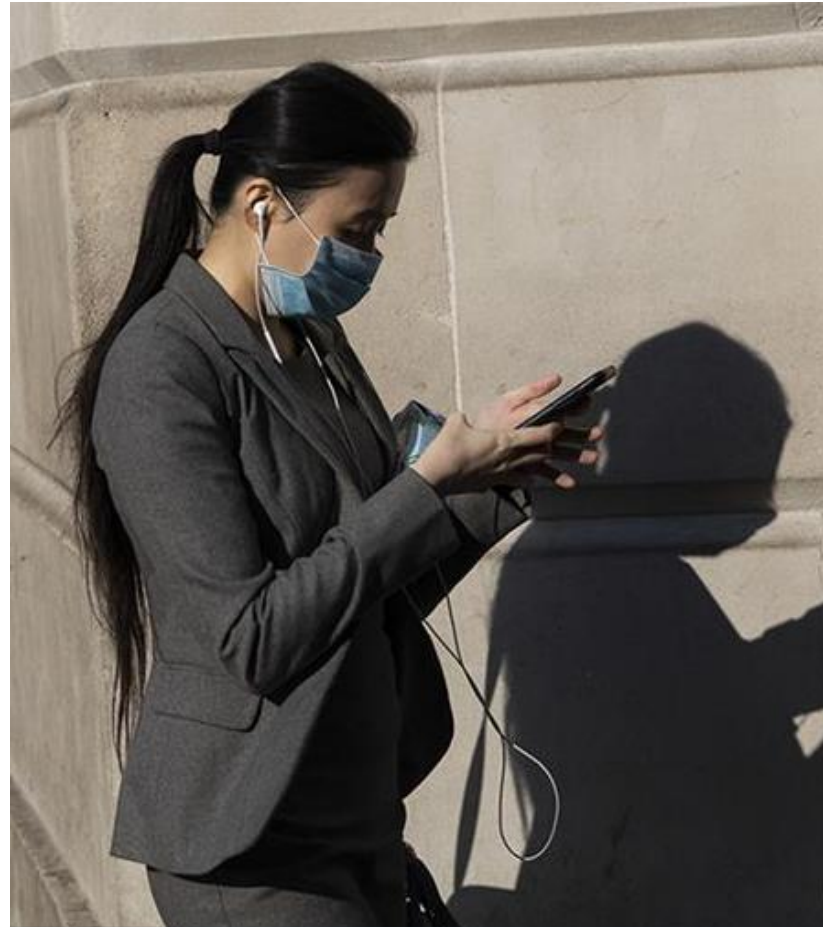
RECOVERY PRECEDENTS | PROCESS OPTIMIZATION & CONSUMER CONFIDENCE



Arlington County requested **partial year financial information 4 mo early** to prepare for drastic changes in 2021 property valuations.



Counties across the country have expanded their permitting capacity by **allowing virtual building inspections**.



The UK has developed a **"return to the office" marketing campaign** to highlight the social and productive benefits of working in an office.

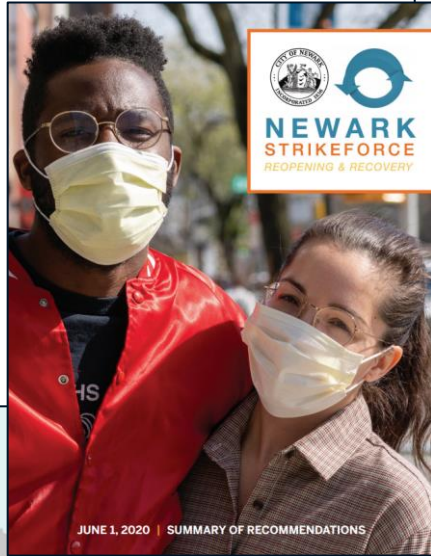


Tulsa launched a recruitment initiative aimed at attracting new talent to the city. The program provides grants to remote workers for moving to the city and engaging with the community.



Counties in Upstate NY are exploring **partnerships with glamping providers** to expand outdoor accommodations for tourists.

RECOVERY PRECEDENTS | EQUITABLE RECOVERY & ESTABLISHING A "NEW NORMAL"



PRESS RELEASE
PRESIDENT OF THE BOROUGH OF BROOKLYN
ERIC ADAMS
BROOKLYN BOROUGH HALL 209 JORALEMON STREET BROOKLYN, NEW YORK 11201 PHONE 718.602.3832 FAX 718.602.3778

BP ADAMS RELEASES "REAL RECOVERY NYC" PLAN TO ENSURE FAIR, EQUITABLE RECOVERY AND REFORM AFTER COVID-19 PANDEMIC AND MASS PROTESTS GRIP FIVE BOROUGHS

Cook County COVID-19 Response Plan
from **Rapid Response to Equitable Recovery**

Building Bridges, Not Walking on Backs:
A Feminist Economic Recovery Plan for COVID-19

HRA FORD FOUNDATION

A Racially Equitable & Resilient Recovery
Seattle Planning Commission

C40 MAYORS' AGENDA FOR A GREEN AND JUST RECOVERY

A photograph showing a person riding a bicycle on a path that has been painted with vibrant, colorful geometric patterns. The scene is outdoors with trees and a building in the background.

A GUIDE FOR
A Just and Resilient Recovery



Rebuild better: A framework to support an equitable recovery from COVID-19

NEXT STEPS

- Complete stakeholder outreach and engagement
- Develop Working Recovery Framework
- Conduct impact analysis and identify recovery scenarios
- Develop final report, including strategy and program recommendations



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