

APRIL 2020

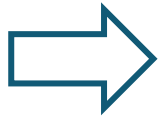
PREPARING INDIANA FOR THE COVID-19 CRISIS

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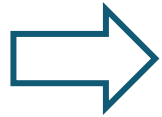




Takeaways

Planning for the next phases of the COVID-19 crisis

- Indiana and its cities and communities will survive.
- What can we learn from the past?
- How will communities be reshaped?
- What factors leave cities more vulnerable or protected?
- How can Indiana chamber executive's and economic developers help prepare communities to open and recover?



Urbanization > infectious disease

Our communities will survive and grow again.

Worse pandemics have not altered the course of urbanization.

- Spanish of 1918, London Cholera Epidemic & more.
- Strategic, intentional action matters.
 - Both to current period of lockdown and mobilization and to subsequent period of reopening and recovery.



Covid-19 Hot Spots

Global Superstar Cities

- London, New York

Industrial Centers

- Wuhan, Detroit, Northern Italy
- Linked by industrial supply chains

Jet Set Places

- Ski slopes of the U.S. Rocky Mountains & European Alps



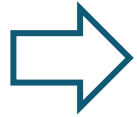
Covid-19 reinforces class divides

How We Work

- Affluent professional workers can work remotely and isolate safely using delivery.
- Frontline service workers, 30 million workers, are exposed and use transit to get to work.

How We Live: Density Divide

- *Rich place density vs poor place density.*



Some communities are more vulnerable than others

- Density if one of many factors
- Age
- Class
- Health and Fitness
- Childlessness
- Multi-Generational Families
- Religiosity
- Social Capital



The Virus will reshape our cities, suburbs, and rural areas.

Pull Factors

Out to Suburbs and Rural Area

- Remote work
- Fear of mass transit
- Desire for private amenities like backyards and play areas
- Rural gentrification

Push Factors

In toward Cities and Urban Cores

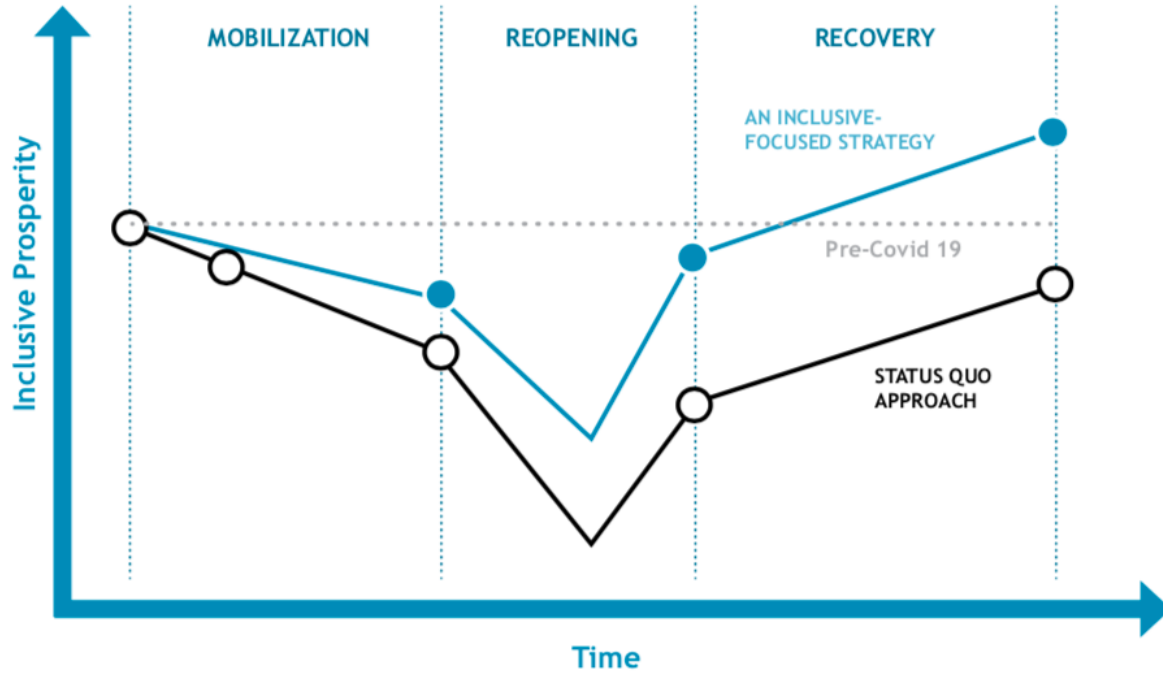
- Clusters like high-tech, finance, media and entertainment require proximity.
- Walkable/bikeable areas will become more desirable.

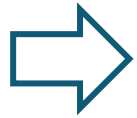


How can we prepare now and plan for a recovery?



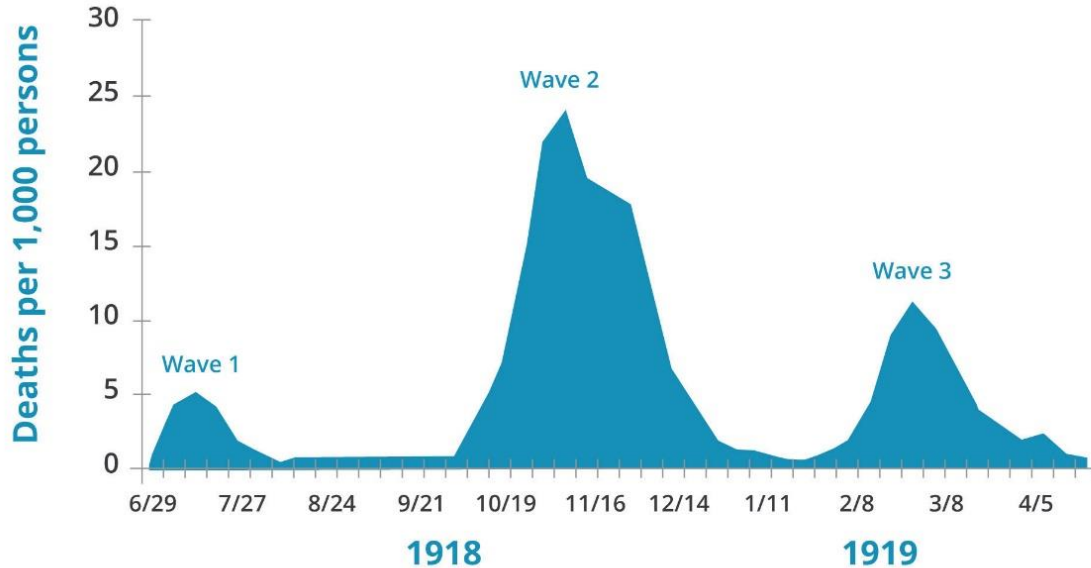
FRAMEWORK FOR RESILIENT AND INCLUSIVE PROSPERITY





Prepare for a period of adjustment as we reopen

Pandemics occur in waves



Four Key Dimensions

**Health Screenings &
Temperature
Checks**

**Personal Protective
Equipment**

**Design for Social
Distancing**

**Personalized
Service Provision**

1. Assess Leading Industries and Clusters

Some of those clusters in Indiana are at greater risk than others.

- Create a working group or SWAT team to work with clusters to identify critical “pain points,” as well as growth opportunities (i.e. life sciences throughout the state).
- Develop an immediate cluster assessment plan, informed by survey data, roundtable discussions and other data sources.
- Identify and create appropriate support programs for each cluster and initiative, realizing that these will differ depending on the cluster.
- Long-term plan for cluster recovery and growth (supply chain expansion)

2. Enlist and Ready Anchor Institutions

Eds and meds are key anchor institutions that can help drive recovery.

- Convene universities such as IU, Purdue, IUPUI, Notre Dame, Indiana State and others to develop an action plan for reopening their facilities, especially dorms and dining halls safely.
- Engage local anchor institutions to boost local purchasing and hiring.
- Engage anchors in longer-run economic recovery efforts.

3. Pandemic-Proof Airports and Transit Hubs

Airports and transit hubs are critical to regional economies. They must prepare now to reopen.

- Develop an action plan for redesigning hubs such as Indianapolis Airport and other regional airports for necessary social distancing and health and temperature screenings.
- Evaluate policies for handling of baggage, security checks, boarding and on-ground transportation.

4. Prepare Large-Scale Civic Assets

Stadiums, arenas, convention centers, and performing arts centers have to prepare now.

- Create a taskforce to ready regional civic assets for the transition period, especially for metros/ communities that have invested heavily in these assets.
- Bring together local economic development and destination marketing organizations to develop a public awareness campaign about safety procedures and the reopening of amenities.
- Consider combining economic development organizations and destination marketing organizations to support community placemaking efforts, in a time when there's dire budget and fiscal constraints.

5. Modify Vital Infrastructure and Public Space

Transit and public space must be adjusted for a period of social distancing.

- Create a working group to focus stimulus dollars on required retrofits and redesigns.
- Mobilize a retrofit of public transit assets such as buses, commuter rail, and stations as required.
- Address open space retrofits and redesigns and ensure required sanitation and cleaning.
- Focus place-making initiatives for health and safety.
- Pedestrianizing central business districts areas and neighborhoods.
- Partner with providers to increase bike and scooter shares as needed; look to places like South Beach for inspiration.

6. Prepare for More Remote Work

Cities can learn from one another about how to best support the growing cadre of remote workers.

- Create a remote work task force; this is an opportunity for smaller Indiana communities to attract new talent (especially boomerang).
- Focus talent recruitment and retention efforts on remote workers as a key priority for economic development for the upcoming budget cycles.
- Convene telecommunication providers to assess broadband strength and capabilities.
- Develop and promote efforts to create community on-line and in the real world.
- Learn from programs like Tulsa Remote.

7. Ensure Main Street Survives

Imagine our cities with block after block of empty storefronts.

- Mobilize for financial assistance now.
- Establish a task force to pursue the creation of small business loan and support programs; will be essential for chambers and economic developers to partner on this.
- Create a working group of medical professionals to provide advice on health and wellness protocols.
- Execute an outreach plan to local businesses to ensure they are aware of loan programs.
- Deploy a “Made in ...” campaign as a means for promoting local businesses and services.
- Partner with local anchor institutions to commit to temporary local purchasing.

8. Protect the Arts and the Creative Economy

Imagine our communities devoid of creative arts and culture.

- Establish a team to marshal funding and technical assistance for arts and cultural organizations, including designing for social distancing.
- Convene philanthropic organizations such as Indiana Philanthropy Alliance, private donors, and large-scale anchors to create budget support gap measures for creative and arts organizations.
- Provide necessary technical assistance for reopening.
- Create a micro-funding mechanisms to support small-scale community arts-based initiatives.

9. Upgrade Jobs for Frontline Service Workers

They need better PPE, higher pay, and more benefits.

- Mobilize to provide PPE and for the long-term for frontline service workers.
- Engage local designers and manufacturers in design of effective but non-obtrusive PPE.
- Create a task force of large-scale service employers, grocery stores, delivery services, to provide appropriate wages and benefits.
- Work with employment offices and workforce providers to mobilize to fill employment openings at grocery stores and warehouses and for delivery workers.

10. Protect Less-Advantaged Communities

The economic fallout of the pandemic falls heaviest on the least-advantaged.

- Partner to develop a coordinated strategy for addressing and mitigating the health-care vulnerabilities of less advantaged communities.
- Focus the efforts of related initiatives and working groups for anchor institutions, small business and arts and cultural institutions on the challenges of less advantaged areas (both in urban and rural Indiana).
- Focus workforce and placement initiatives on developing training and job opportunities for residents of less advantaged neighborhoods.

Discussion

