



**GREATER  
WASHINGTON  
PARTNERSHIP**

FROM BALTIMORE TO RICHMOND.  
ADVANCING INCLUSIVE GROWTH.

# Preface Report to the **Regional Blueprint for Inclusive Growth**



September 2021

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# Inclusive Growth is the Defining Issue and Opportunity of Our Time

**The Capital Region—from Baltimore to Richmond**—has extraordinary diversity, tremendous assets, and immense potential. Our region encompasses world-class universities and research institutions, leading growth industries, and a rich diversity of people and cultures. As the third-largest regional economy in the U.S. and the seventh largest in the world, the Capital Region has the talent, jobs, transportation, and innovation ecosystem foundations to prosper.

Despite these assets, the Capital Region lags other large regions nationwide when it comes to average growth rates and racial inclusion in areas such as educational attainment, employment, business ownership, financial wealth creation, health outcomes, affordable housing, digital connectivity, and transportation access<sup>1</sup>. These disparities are deeply embedded in our economy, and we believe our region's future success hinges on its ability to grow equitably and inclusively. The data clearly indicates that more inclusive economies create a better economic future for everyone, helping to harness local potential, build resiliency, and attract talent and investment. Inclusive growth should be at the forefront of business decisions for every company across the Capital Region.

With input from community, public, and private sector stakeholders, the Greater Washington Partnership is developing a Blueprint for Inclusive Growth to present a practical set of regional solutions and actions. The Blueprint will provide a roadmap to make **the Capital Region the most inclusive economy in the nation within 10 years** by amplifying existing efforts in the region, identifying further potential for cross-sector collaboration, and highlighting opportunities to catalyze solutions at scale.

By working together to create a prosperous, equitable, and resilient society for people of all backgrounds and incomes, we can make the Capital Region the best place to live, work, raise a family, and build a business. We have an intertwined economic future, and our region's ability to thrive depends on the success of us all.



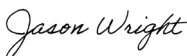
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The Inclusive Growth Strategy Council is a coalition of business leaders and organizations dedicated to thinking strategically about the long-term inclusive growth needs of the region and driving change today.

For more detail, please see the Partnership's [Inclusive Growth Strategy Council](#).



# Our Vision for the Future

The Greater Washington Partnership aims to make the Capital Region the **nation's leading economic engine of inclusive growth and shared prosperity**, creating a more attractive region to live, and a greater magnet for talent and business development.

# Our Commitment

The work of the Greater Washington Partnership is possible due to the many leaders in the Capital Region who are committed to driving inclusive growth across the public, private, and social sectors. Thank you for all that you do. We are excited to support these efforts, to be responsible partners, and to work collaboratively to make our region the most inclusive economy in the country.

# Executive Summary

The Capital Region is poised to be the nation's leading economic engine of inclusive growth and shared prosperity.

The region has the raw ingredients – rich diversity, cultural vibrancy, a robust business ecosystem, an educated population, and renowned higher education institutions – as well as committed business, civic, academic, and public sector leaders who are working to create a flourishing, inclusive region that we are all proud to call home.

As the third largest regional economy in the U.S., the Capital Region is home to 210 public companies, the seat of the nation's government, and a highly educated workforce. Despite these factors, the region's economy lags U.S. average growth rates (1.0% vs. 1.6% per annum, respectively<sup>1</sup>) and racial disparities persist across areas such as education, employment, health, housing, and access to transportation and digital infrastructure<sup>1</sup>. These gaps reflect structural inequities and historical discrimination, and contribute to unbalanced economic outcomes.

## Inequity Gaps In Detail

### INCOME

There is a **\$43k** average median income gap between white and Black households in the Capital Region and a **\$34k** gap between white and Latinx households<sup>1</sup>

White children with parents in the bottom quartile of income are **2.5x** more likely to move into the top **20%** of earners than their Black peers and **1.4x** more likely than their Latinx peers<sup>1</sup>

### BUSINESS OWNERSHIP

The region's business owners are **8-12x** more likely to be white than Black or Latinx<sup>1</sup>

### STEM

There are up to **2.2x** more white STEM graduates in the Capital Region than Black or Latinx graduates<sup>1</sup>

### JOB QUALITY

White residents are nearly **1.5x** more likely to be employed in a high-quality job than Black residents<sup>1</sup>

### HOME OWNERSHIP

Black residents are **half as likely** to be homeowners compared to white residents<sup>1</sup>

### TRANSPORTATION ACCESS

Black residents are almost **3x** more likely to live in an area with low vehicle ownership and low transit access<sup>2</sup>

### LIFE EXPECTANCY

Black newborn **life expectancy** is over a decade lower than white newborns<sup>1</sup>



The Greater Washington Partnership recognizes that prioritizing inclusive economic growth will ensure all members of society can prosper and thrive, regardless of their race, gender, or zip code.

We define inclusive growth as economic growth that creates a prosperous, equitable, and resilient society for people of all backgrounds and incomes, particularly for those facing the greatest barriers, by broadly expanding economic opportunity and enhancing quality of life across the Capital Region.

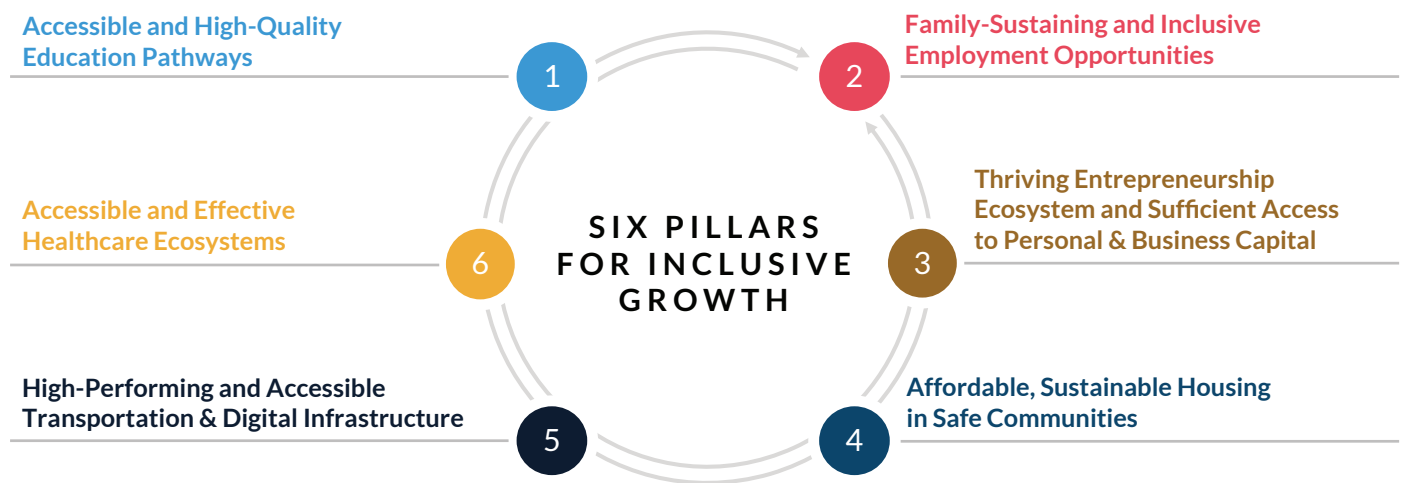
Inclusive growth is both a moral and an economic imperative. Cities and regions that prioritize inclusivity achieve longer-term growth by becoming a magnet for talent, business, and investment. By focusing on inclusive growth, our region can identify and nurture new sources of talent, create a more sustainable and resilient economy, and mitigate the stifling impacts of inequality. **Analysis by McKinsey & Company estimates that in the Capital Region alone, closing the racial wealth gap has the potential to unlock an estimated \$35-50B in GDP by 2028<sup>1</sup>.**

Driving inclusive growth requires a collaborative strategy: government, community, and private sector stakeholders each have a unique role to play in advancing solutions that promote broad participation and inclusive economic opportunity. Dedicated leaders and organizations across our region have a long history of fostering inclusive growth; our aim is to amplify these efforts and leverage the strength of the business community by creating economic opportunity and making inclusive growth a strategic

priority. The Partnership’s Board of Directors and Inclusive Growth Strategy Council, representing over 40 of the region’s largest employers, are actively working to make the Capital Region the nation’s **leading economic engine of inclusive growth and shared prosperity**, making it a more attractive place to live, work, and build a business.

As part of this effort, the Partnership is working with community and public and private sector stakeholders to develop a **Blueprint for Inclusive Growth**—an action-oriented roadmap to make the region the most inclusive in the nation. The Blueprint will set forth a **10-year strategy to help close the racial equity gap** in the Capital Region. It will elevate existing work in the region and emphasize regional collaboration opportunities.

Advancing inclusive growth requires a holistic approach across sectors and systems; we have identified six interconnected priority pillars on which our region must make progress to achieve this vision.





*In this Preface report*, the Partnership has outlined our current understanding of the challenges within each pillar, as well as initial solutions that focus on areas where the private sector is best equipped to affect change or to establish cross-sector partnerships. This report integrates initial research, best practices, and stakeholder insights and will be continuously refined via interviews, focus groups, and working groups. The Partnership will build from this Preface Report to publish the complete Inclusive Growth Blueprint in mid-2022.

The Greater Washington Partnership invites you to share your perspective and to help advance inclusive growth solutions – projects, policies, and initiatives – that strengthen the Capital Region. We recognize there are many dedicated actors across the Capital Region who are leading inclusive growth efforts. The Partnership’s Board of Directors and Inclusive Growth Strategy Council look forward to continuing to build and sustain strong partnerships that will make our region the nation’s leading economic engine of inclusive growth and shared prosperity.

There is a diversity of opinions on inclusive growth; many individuals and organizations have their own views and perspectives on the drivers and challenges of inclusive growth, as well as how best to design and implement solutions. This Preface report expresses the Greater Washington Partnership’s understanding of inclusive growth in the Capital Region, informed by contributors from the public, private, and social sectors.

# Context

## The Current State of the Capital Region

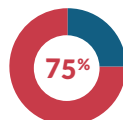
The Capital Region from Baltimore to Richmond is the third largest regional economy in the U.S. and boasts a diverse population, thriving businesses, and a budding startup community. It is a global economy that is home to 210 public companies employing 1.3 million residents and a highly educated workforce with 3.3 million residents possessing a bachelor's degree or higher<sup>3</sup>. It is the seat of the nation's government and provides unparalleled access to federal agencies and laboratories. Despite these factors, the region's economy lags U.S. average growth rates (1.0% vs. 1.6% per annum, respectively<sup>1</sup>) and racial disparities persist across areas such as education, employment, health, housing, and access to transportation and digital infrastructure<sup>1</sup>.

These racial gaps contribute to inequitable economic outcomes; in 2016, the Urban Institute released a report stating, "white households in DC have a net worth 81 times greater than Black households", underscoring the severity of DC's racial wealth gap<sup>4</sup>. This gap exists across the broader region as well: the average median income gap between white and Black households in the Capital Region is \$43K, and the average gap between white and Latinx households is \$34k<sup>1</sup>. Moreover, economic mobility remains constrained for Black and Latinx residents in our region, as white children with parents in the bottom quartile of income are 2.5x more likely to move into the top 20% of earners than their Black peers and 1.4x more likely than their Latinx peers<sup>1</sup>.

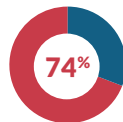
These statistics highlight the generational impact of structural racism and underscore the need to address racial barriers to improve outcomes across the region. The COVID-19 pandemic has exacerbated these inequities as Black and Latinx communities shoulder both the virus's health and economic impacts disproportionately.

**Black residents** across each of the Capital Region's metro areas experience an undue burden in COVID-19 **death rates**.

### BLACK RESIDENTS COMPRISE:



46% of the DC population<sup>5</sup> but account for **75% of COVID-related deaths** as of July 2021<sup>6</sup>



65% of the Baltimore population but account for **74% of COVID-related deaths** as of July 2021<sup>7</sup>



31% of the Richmond population but account for **61% of COVID-related deaths** as of July 2021<sup>8</sup>

The majority of jobs lost in the pandemic are in industries that pay low average wages, where Black and Latinx workers are overrepresented<sup>10</sup> (**6%** loss of jobs in industries that pay low average wages as of July 2021)<sup>9</sup>.

Black and Latinx workers have also experienced far slower job recovery than white workers, with **8.2%** of Black workers and **6.6%** of Latinx workers unemployed in July 2021 compared to **4.8%** of white workers<sup>9</sup>.





Nationally, more individuals and companies are acknowledging the United States' history of systemic racism and its continued impact on achieving inclusive growth. Many individuals live in cities where a lack of inclusivity hinders growth and economic prospects. For example, the Bay Area's remarkable economic growth in recent years created unintended consequences in the region's cost of living, resulting in one-third of Bay Area residents (nearly 2 million people) struggling to make ends meet<sup>11</sup>. Inclusive growth and shared prosperity will benefit everyone and create competitive advantages for our region. It is imperative that the Capital Region address these issues immediately.

The Capital Region is home to a thriving network of private, public, and social sector leaders with a long history of working alongside local communities to address challenges, who continue to steward impactful inclusive growth efforts. This ongoing work is vital to the current and future success of our region and the inherent cross-sector nature of inclusive growth efforts.

All sectors must work together to leverage each of their unique attributes—shaping policy, engaging the community, driving quality employment, and channeling business investment—to move the needle toward inclusive growth. The business community has a critical role to play in supporting existing efforts and advancing inclusive growth by creating economic opportunity for historically underserved populations. The Partnership has a proven track record of leveraging the interest and commitment of the private sector to collaborate with other sectors in closing the region's racial wealth gap and creating prosperity for all.

The Partnership strives to develop a Blueprint for Inclusive Growth for all residents, and recognizes there are other communities in our region who face barriers to economic inclusion, including the Asian American and Pacific Islander community, the American Indian and Alaska Native community, the LGBTQ community, women, and others. This Preface report explicitly calls out the Black and Latinx communities in many instances as the data indicates these communities experience significant disparities in economic inclusion across our six pillars.



# A Roadmap to Inclusive Growth

The Partnership is developing a **Blueprint for Inclusive Growth**, with input and support from the community and public and private actors, to provide a roadmap to make the region the most inclusive economy in the nation. The Blueprint will outline a **10-year strategy to help close the racial equity gap** in the Capital Region with an emphasis on identifying regional collaboration opportunities and amplifying existing efforts.

The Blueprint includes six priority pillars for inclusive growth that address the unique needs of the Capital Region and highlight areas for continued support and collaboration. This 10-year strategy will set the foundation for sustained, long-term commitment through phased execution.

For the strategy to be successful, we need metrics to measure our region's progress. The Blueprint will feature a combination of quantitative and qualitative metrics that, in combination with proposed solutions, actions, and case studies showcasing existing, impactful work in the region, will provide stakeholders with a framework that encourages unification across the region to move more cohesively toward inclusive growth.

# Case for Inclusive Growth

## Defining Inclusive Growth

The COVID-19 pandemic, coupled with highly publicized instances of police brutality and the resulting protests, have sparked an unprecedented national conversation around social inequities, racial injustice, and the need for economic reform. Inclusive growth is inherently holistic as it touches every aspect of an individual's life—from education, employment, and wealth to health, housing, and transportation. Racial disparities exist across all domains and addressing them requires acknowledgment of their prevalence and a planned and deliberate approach to eradicate them.

Inclusive growth encompasses a broad range of social and economic development issues and has no single, universal definition. Each interpretation incorporates a nuanced focus and plan of action to achieve equity unique to a specific place and the people who comprise those communities. For instance, the Brookings Institution defines inclusive growth as “any period of growth during which there is poverty reduction is considered inclusive <sup>12</sup>.” On the other hand, the Urban Institute uses a more specific explanation of when growth or economic recovery is truly inclusive: “An inclusive recovery occurs when a city overcomes economic distress in a way that enables all residents – especially historically excluded populations – to benefit from and contribute to economic prosperity <sup>13</sup>.” Despite differences, in nearly every interpretation, it is essential for all segments of society to benefit from economic growth.

At the Greater Washington Partnership, we define inclusive growth **as economic growth that creates a prosperous, equitable, and resilient society for people of all backgrounds and incomes across the Capital Region, particularly for those facing the greatest barriers, by broadly expanding economic opportunity and enhancing quality of life.** This definition contains three core components: framework, solutions, and actions. First, creating an equitable and sustainable society for everyone frames the foundation of the priority pillars that underpin this work. Second, certain demographics face historical disinvestment and structural inequities; by focusing on these groups, we can generate or amplify targeted and right-sized solutions to address their greatest barriers. Third, our vision to expand economic opportunity and enhance the quality of life for all residents of the Capital Region provides a north star to drive actions that help close the racial wealth gap.



# Inclusive Growth is an Economic and Moral Imperative

Economic growth across the United States is tied to centuries of decision-making in the public and private spheres that deprived certain segments of the population – typically along racial lines both nationally and regionally – of the opportunity to freely pursue education, engage in meaningful work, and build generational wealth.

While there is a compelling moral argument for addressing barriers disproportionately impacting specific populations, inclusive growth is an economic imperative: regions that are more diverse and inclusive grow faster and more sustainably. History demonstrates this; nationally, GDP per capita increased by 40% between 1960-2010 with greater participation and inclusion of women and black men in the workforce<sup>14</sup>.

**GWP-commissioned analysis by McKinsey & Company estimates that in the Capital Region alone, closing the racial wealth gap has the potential to unlock an estimated \$35-50B in GDP by 2028.<sup>1</sup>**

Our region cannot achieve this economic return without collective action, and failing to prioritize inclusive growth can result in public safety issues, lack of housing options, declining access to jobs, and health implications.

In the past two years, the COVID-19 pandemic coupled with highly publicized episodes of police brutality further amplified the gaps in racial opportunity and outcomes, and resulted in increased calls for meaningful and sustained change. Our current racial reckoning is long overdue and encourages deep introspection and a recognition that everyone has a role to play in helping the Capital Region close the racial wealth gap. There is concerted excitement and a renewed commitment around the private sector's role in driving inclusive growth. The private sector has a unique and powerful role in its ability to provide funding to address social issues, create high quality employment opportunities, and exert influence on critical policy matters. The Greater Washington Partnership's Board of Directors and Inclusive Growth Strategy Council serve as examples of the momentum and commitment from the business community to drive change and provide a model for effective cross-sector collaboration in service of inclusive growth in the Capital Region.

# Blueprint Vision & Structure

Through the Blueprint for Inclusive Growth, we aim to unite and catalyze efforts to make the Capital Region the nation's **leading economic engine of inclusive growth and shared prosperity**, making it a more attractive place to live, and a greater magnet for talent and business investment.

We are committed to fostering a collaborative strategy, and we believe that actors across the region – including the public, private, and social sectors—all have a unique role to play in advancing solutions that promote inclusive economic opportunity. The Blueprint for Inclusive Growth will incorporate extensive stakeholder engagement across sectors and amplify existing work in the region, as well as identify opportunities to drive inclusive growth through innovative solutions and cross-sector partnerships.

## Structure of the Blueprint

We identified six interconnected priority pillars on which our region must make progress to achieve this vision. Advancing inclusive growth requires a holistic approach; issues cannot be solved in siloes, as inclusive growth challenges are interconnected. For example, providing an individual with access to higher education will not enable them to thrive if they do not have stable housing, good health, reliable transit, and financial wealth to sustain themselves and their family.

These pillars are the foundation for a new Inclusive Growth Blueprint.



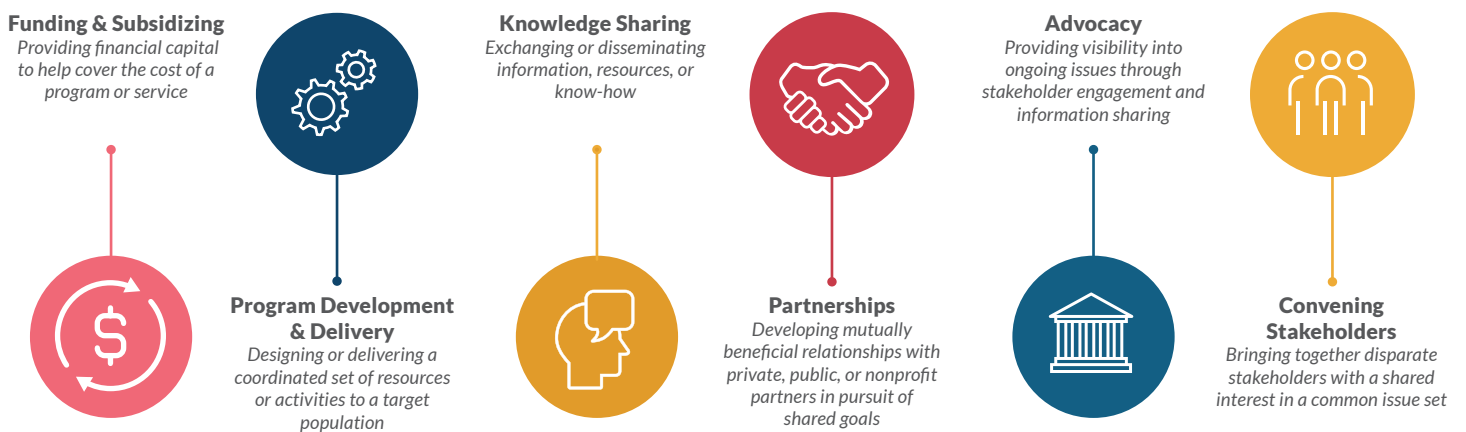


Within each pillar, the Blueprint will present specific solutions and tactical actions to enact change. Where appropriate, these solutions and actions will be paired with quantifiable metrics to help measure and evaluate the region's progress toward inclusive growth.



## Actions

The Partnership has catalogued six types of actions that existing organizations frequently use to drive inclusive growth solutions. Throughout the Blueprint development process, we will identify actions across these action types and analyze where each sector may be best positioned to add value.





# Metrics

As we develop the Blueprint, the Partnership will explore which outcomes (e.g., unemployment rate) and intermediate outputs (e.g., number of skills-based training programs) to track to measure progress and to assess if our region is achieving success. We will engage stakeholders and experts in these discussions to set numerical goals, qualitative metrics, and establish timeframes for action, as appropriate. The Partnership developed an [Inclusive Growth Regional Dashboard](#) to track progress against metrics and priorities that will be identified in the Blueprint.

# Methodology

The Blueprint will be developed through detailed analysis of each metro area within the Capital Region, ongoing secondary research, and in-depth stakeholder engagement. The initial phase focused on gathering insights from private, public, and social sector leaders to identify priority pillars for inclusive growth and preliminary solutions. The next phases of Blueprint development will focus on refining and validating solutions, tactical actions, and quantifiable metrics.

To date, we have engaged more than 100 stakeholders through a combination of expert interviews and guidance from the Partnership's Board of Directors and Inclusive Growth Strategy Council leadership. As the Partnership develops the Blueprint, we will hold focus groups and cross-sector working groups to solicit feedback and translate ideas into action.

For further detail on methodology, please see the Appendix.



# Initial Solution Hypotheses

*In this Preface report*, the Partnership outlines our current understanding of the challenges within each pillar, as well as potential solutions and actions to address these challenges. We call out the Black and Latinx demographics in various instances where the data shows that these communities are disproportionately affected by the challenges.

This preliminary understanding integrates insights from initial research and stakeholder engagement; solutions and actions will be validated and refined as the Blueprint is developed. This includes incorporating existing regional efforts into the tactical actions recommended within the Blueprint, as well as setting quantifiable metrics to track progress. The Partnership will also collaborate with community stakeholders to refine and prioritize Blueprint recommendations.



# 01

## Accessible and High-Quality Education Pathways

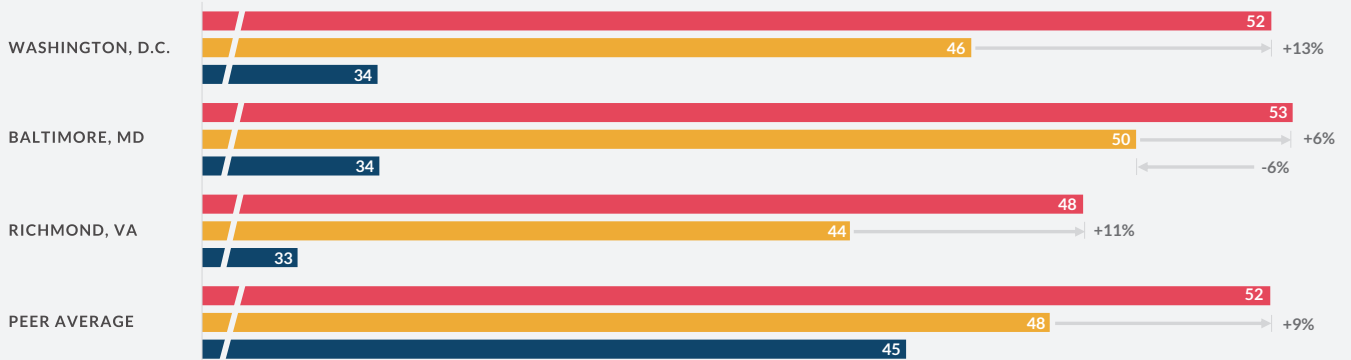
Within each of the Capital Region’s metro areas, there are significant racial disparities in educational achievement. This educational divide restricts the economic opportunities for Black and Latinx residents and limits the region’s talent pool for knowledge-based, high-growth industries.

These inequalities permeate every level of the education system, with Black and Latinx students facing lower pre-school enrollment rates in early childhood education, gaps in K-12 reading and math proficiencies, lower high school graduation rates, and gaps in bachelor’s degree and STEM degree attainment.



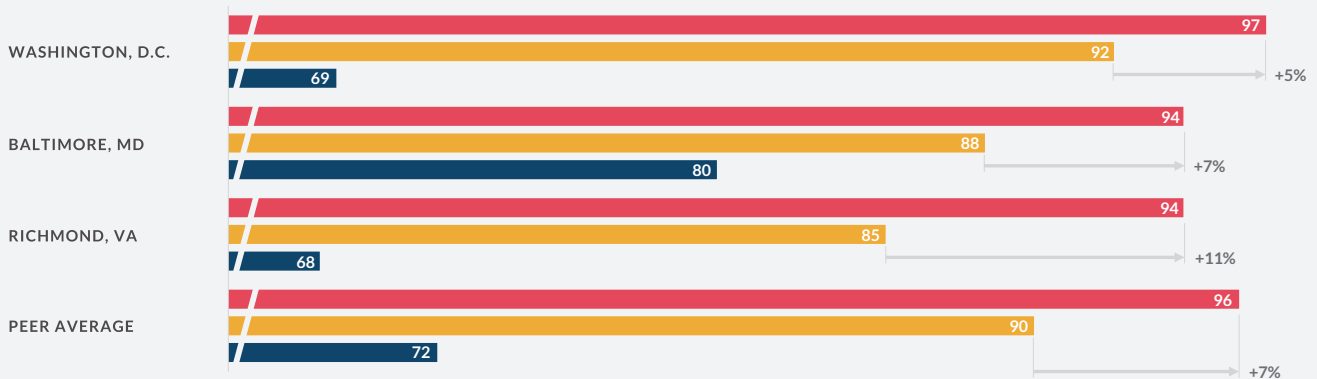
White Black Latinx

**POPULATION UNDER AGE 5 ENROLLED IN PRESCHOOL BY RACE (%), 2019**



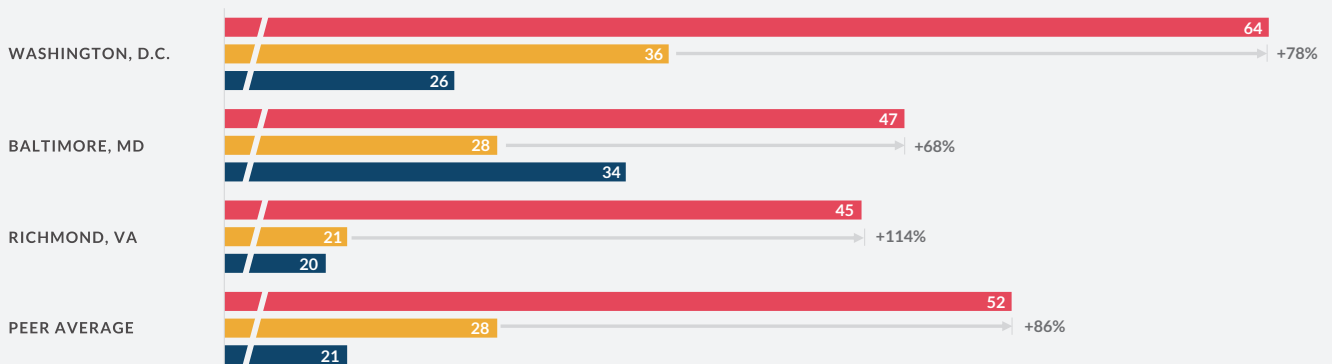
Source: U.S. Census Bureau

**TOTAL HIGH SCHOOL GRADUATION BY RACE (%) POPULATION 18 YEARS AND OLDER, 2019**



Source: U.S. Census Bureau

**PERCENT OF TOTAL POPULATION WITH BACHELOR'S DEGREE OR HIGHER (%), 2019**



Source: U.S. Census, IPEDS



4<sup>th</sup> and 8<sup>th</sup> grade Black students in Richmond are **underperforming their white peers** in reading and math proficiency scores by ~40%<sup>1</sup>



There are up to **2.2x more white STEM graduates** in the Capital Region than Black and Latinx graduates<sup>1</sup>

To close the equity gap across education levels and improve the Capital Region’s access to a diverse talent pipeline, the Blueprint may focus on the following solutions and actions:

SOLUTION	POTENTIAL ACTIONS
Increase access, quality, and affordability of <b>early childhood education</b> for Black and Latinx residents	<ul style="list-style-type: none"> <li>• Lower the cost of early childhood education enrollment by providing scholarships and subsidizing fees</li> <li>• Improve quality standards of education (e.g. curriculum, teacher skill level, kindergarten readiness, trauma-informed care)</li> <li>• Make early childhood education more accessible to Spanish-speaking families (e.g. provide translation services, hire bilingual staff)</li> <li>• Increase access to early childhood education by increasing the number of available pre-K spots</li> <li>• Advocate for universal pre-K</li> </ul>
Close the gap in test scores for Black and Latinx students in the <b>K-12 education</b> system	<ul style="list-style-type: none"> <li>• Partner with schools, universities, and corporations to foster enriching learning environments</li> <li>• Enhance school curriculums to incorporate hands-on education and college/career readiness training</li> <li>• Provide technology tools to bridge the digital divide in education</li> <li>• Expand supplemental after-school and summer programming to support student performance at grade level</li> <li>• Create support groups and provide resources for students to alleviate at-home distractions/ disadvantages (e.g. laundry facilities, childcare, Wi-Fi access)</li> <li>• Better equip teachers for diverse classrooms with cultural sensitivity, trauma-informed and anti-racist trainings</li> </ul>
Increase <b>high school graduation rates</b> for Black and Latinx students	<ul style="list-style-type: none"> <li>• Offer student support through programs to improve graduation rates (e.g., mentorships, dual enrollment, online programs)</li> <li>• Provide resources and coaching for application and enrollment into 2- and 4-year degree programs</li> <li>• Provide opportunities for career-readiness training and paid work experience</li> <li>• Provide alternative high school education programming for at-risk students</li> </ul>
Increase the number of Black and Latinx graduates from <b>2- and 4-year colleges</b>	<ul style="list-style-type: none"> <li>• Lower cost barriers by increasing scholarship funding and subsidizing tuition for Black and Latinx students</li> <li>• Provide support systems for enrolled students (e.g., wrap-around services, first generation resources)</li> <li>• Expand college preparation programs for Black and Latinx students</li> <li>• Support minority-serving institutions (i.e. HBCUs, HSIs) through funding and partnerships</li> <li>• Increase degree and certificate opportunities that directly feed into employment and career readiness programs</li> </ul>
Increase diverse representation in <b>STEM</b> fields	<ul style="list-style-type: none"> <li>• Increase corporate partnerships with STEM education programs to provide students of color experiential learning, work experience, and mentoring opportunities particularly with employees of color</li> <li>• Increase funding for STEM scholarships</li> <li>• Provide schools with the tools and resources needed to attract and retain diverse STEM teachers</li> <li>• Increase access to STEM pathways in higher education (e.g., credentialing, micro-credentialing, certifications)</li> </ul>

References:

- [Forbes | Students of Color Are Missing Out on STEM Opportunities. So the Planet Is Missing Out On Their Brilliance. Here’s How We Finally Achieve Equity in High School STEM \(September 2020\)](#)
- [The Urban Institute | What separates the most- and least-inclusive cities in the country? \(April 2018\)](#)

# 02

## Family-Sustaining and Inclusive Employment Opportunities

Across the Capital Region, there is opportunity to narrow the unemployment rate which is higher than 6% in all three MSAs<sup>1</sup>. Significant racial disparities persist in unemployment levels, as Black and Latinx unemployment rates exceed white unemployment rates in each metro area.

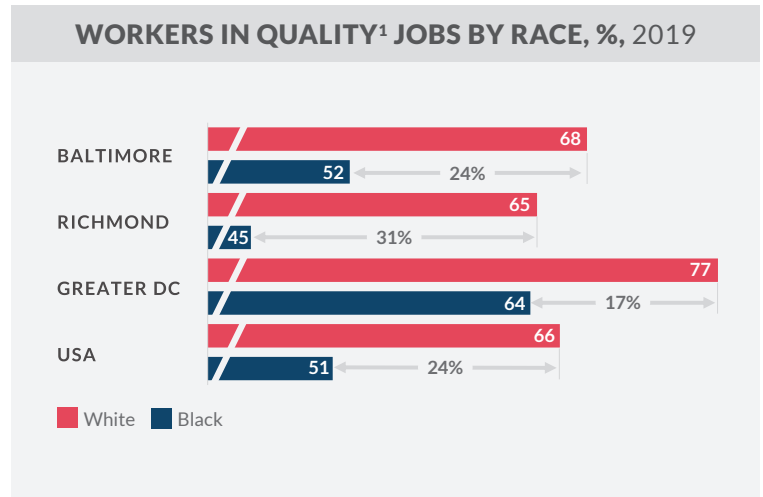
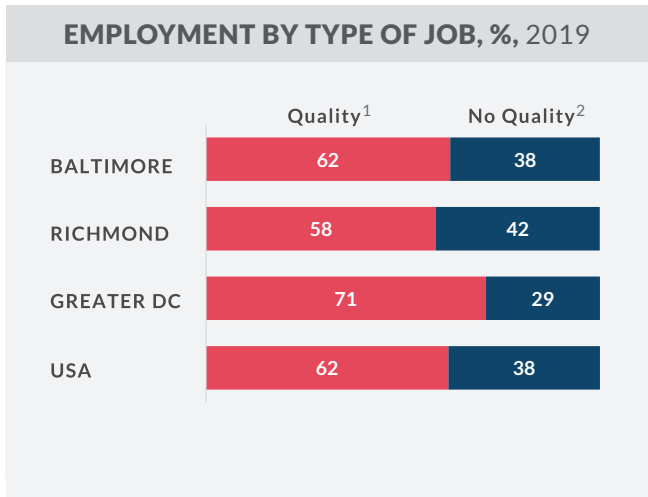
Even among employed residents, racial inequities exist. A 2020 report by McKinsey & Co and the Partnership's Capital CoLAB found only 17% of the region's tech workers are Black and only 5% of workers are Latinx, despite making up 25% and 9% of the total workforce, respectively<sup>15</sup>. This underrepresentation contributes to the region's tech talent supply gap; by 2025, the forecasted supply gap for the Capital Region is approximately 50% for tech talent (occupations that develop technology) and about 67% for tech adjacent talent (occupations that use technology extensively)<sup>15</sup>.



**Pillar 02: Family-Sustaining and Inclusive Employment Opportunities**

Across the region, Black workers are much less likely to be in quality jobs paying a family-sustaining wage<sup>1</sup> (defined as making sufficient income to meet minimum standards given the local cost of living<sup>16</sup>) than white workers, limiting their ability to provide for their families and their economic mobility. Black and Latinx workers are disproportionately employed in sectors subject to job loss due to automation (such as food service, customer service & sales, and office support) and are underrepresented in the region’s tech talent pool<sup>15</sup>.

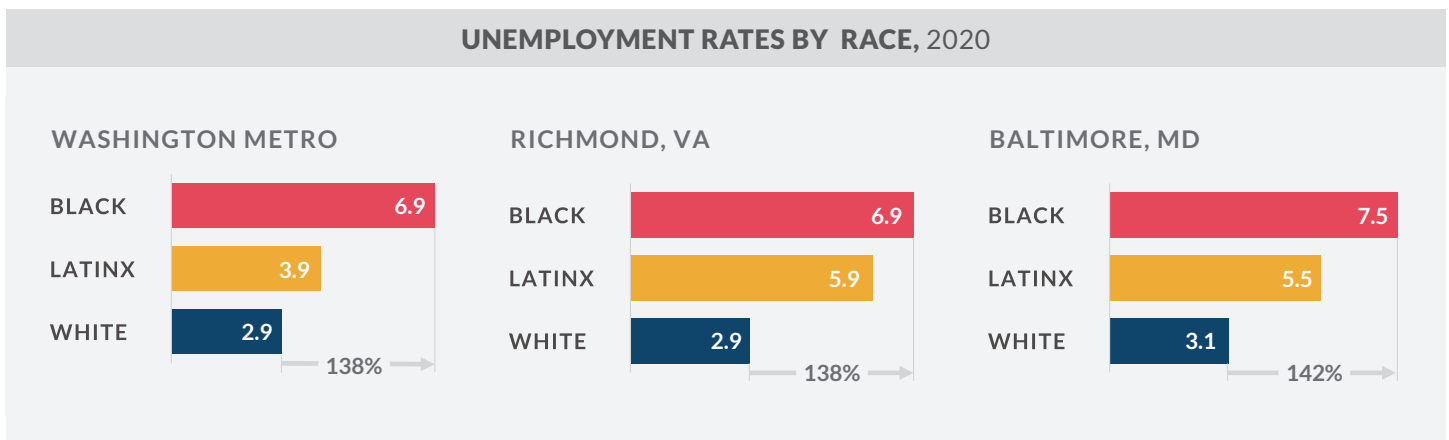
COVID-19 has exacerbated these employment inequities as it has accelerated the adoption of remote and hybrid work which is not applicable for many these roles. An EY study on the future of work in the Capital Region found that this region has the second-largest pool of remote-capable workers behind the Bay Area; however, these remote and hybrid work opportunities are distributed inequitably across demographic and socioeconomic backgrounds<sup>17</sup>. Due to the strong correlation between remote work and educational achievement and the overrepresentation of Black and Latinx workers in frontline jobs, only 41% of Black workers and 28% of Latinx workers are in remote-capable jobs, compared with 56% of white workers<sup>17</sup>. This divide creates new challenges for the Black and Latinx workforce as companies prioritize new working arrangements that favor higher-skilled, remote-capable workers.



Source: Emsi, Living Wage MIT

Source: Emsi, Living Wage MIT

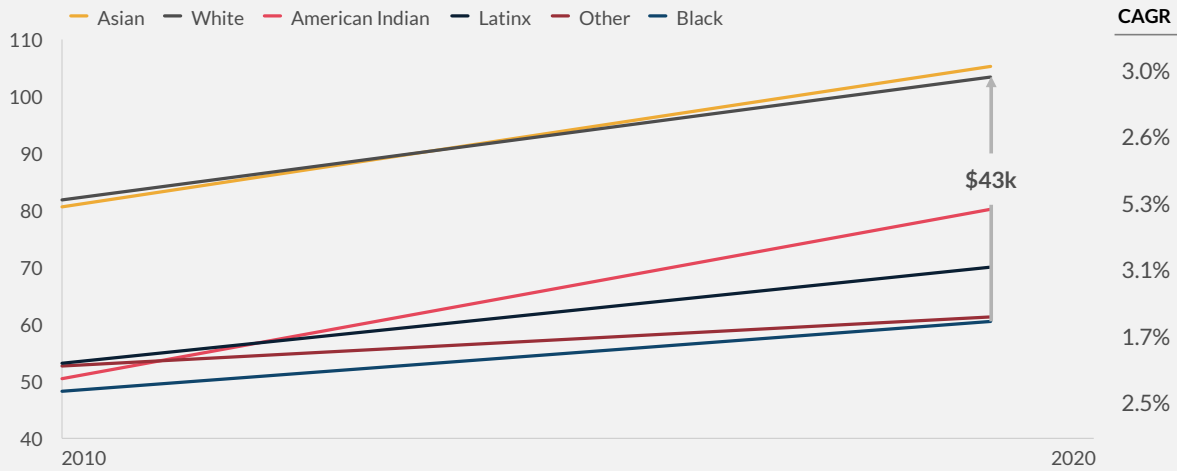
1. Occupations with the median hourly income equal or above the living wage of two adults (both working) with two children according the MIT living wage benchmark
2. Occupations with the median hourly income below the living wage of two adults (both working) with two children according the MIT living wage benchmark



Source: Moody’s Analytics, BEA

- 1 = highest LFPR
- 1 = lowest unemployment

**MEDIAN HOUSEHOLD INCOME BY RACE, CAPITAL REGION MSA AVERAGE, \$ THS. (2010-2019)**



Source: Moody's Analytics, Census American Community Survey

- Note: The Gini index, or Gini coefficient, is a measure of the distribution of income across a population. It is often used as a gauge of economic inequality, measuring income distribution among a population. The coefficient ranges from 0 (or 0%) to 1 (or 100%), with 0 representing perfect equality and 1 representing perfect inequality



White residents are nearly **1.5x more likely to be employed in a high-quality job** than Black residents<sup>1</sup>



Across the region, unemployment rates for the Black population exceed the white population by **138-142%**; the Latinx population exceeds the white population by **34-103%**<sup>1</sup>



The average annual median income gap between white and Black households in the Capital Region is **\$43k**; the gap between white and Latinx households is **\$34k**<sup>1</sup>



**13%** of Black and Latinx residents live in poverty, compared to only **5%** of white residents<sup>1</sup>



Among all U.S.-based companies with 100 or more employees, Black people hold just **3% of executive or senior-level roles**<sup>18</sup>

To improve career opportunities, expand access to family-sustaining jobs, and enhance the Capital Region’s talent pool, the Blueprint may focus on the following solutions and actions:

SOLUTION	POTENTIAL ACTIONS
<p>Increase <b>access to high-quality, family-sustaining jobs</b> for Black and Latinx workers</p>	<ul style="list-style-type: none"> <li>• Create and expand easily accessible and streamlined employment services and programs for Black and Latinx job seekers (e.g. job matching for qualified residents)</li> <li>• Expand support systems to enable workers to access and maintain family-sustaining jobs (e.g., networking opportunities, career coaching, access to information/resources)</li> <li>• Connect employers with organizations that facilitate access to a strong talent pool</li> <li>• Make infrastructure and community-based economic investments to increase employment opportunities for Black and Latinx residents (e.g., building highways, libraries, parks, etc.)</li> <li>• Commit to hiring from local talent pools, rather than other regions</li> <li>• Target growth in sectors that concentrate on family-sustaining jobs</li> </ul>
<p>Enhance the <b>quality of jobs</b> held by Black and Latinx workers</p>	<ul style="list-style-type: none"> <li>• Subsidize and supplement childcare services for employees in need</li> <li>• Support upgrading jobs that are not family-sustaining (e.g., increase wages &amp; benefits, improve working conditions, wrap-around services)</li> <li>• Create networks of firms and organizations to share best practices on enhancing and sustaining quality jobs</li> </ul>
<p>Expand <b>upskilling and development opportunities</b> for Black and Latinx workers</p>	<ul style="list-style-type: none"> <li>• Increase and support accessible technical and vocational education, coaching, stackable credentials, and apprenticeship programs for professionals with non-technical backgrounds</li> <li>• Reduce barriers to certification obtainment through stipends for trainees, subsidizing cost, providing resources, etc.</li> <li>• Develop industry coalitions in partnership with community colleges and local institutions to build and strengthen career pathways for in-demand skills</li> <li>• Create and support programs to reorient formerly incarcerated individuals into the workforce</li> </ul>
<p>Increase and improve corporate commitments to <b>DEI practices</b></p>	<ul style="list-style-type: none"> <li>• Partner with and support workforce development and training organizations preparing diverse talent for leadership and executive roles (e.g. Management Leadership for Tomorrow, National Association of Black Accountants, Inc., Society of Hispanic Engineers)</li> <li>• Determine employer-specific goals to hire and retain more unrepresented leaders, including Black, Latinx, Asian and women workers at various levels, and tie executive compensation to DEI metrics</li> <li>• Update hiring practices to be more inclusive (e.g., competency-based hiring, bias training for interviewers, diverse representation on executive candidate slates)</li> <li>• Invest in Black and Latinx leaders through intra-company mentorship programs, affinity groups, etc. to drive retention and advancement</li> <li>• Increase diversity in corporate Board composition</li> <li>• Increase transparency in DEI reporting in areas like representation and pay equity</li> </ul>

References:

- [Baltimore Together | Comprehensive Economic Development Strategy Interim Report \(January 2021\)](#)
- [Gotham Gazette | Two Plans Map Path Forward for Devastated New York City Economy \(July 2020\)](#)
- [The Hechinger Report | How career and technical education shuts out Black and Latino students from high-paying professions \(October 2020\)](#)

## Thriving Entrepreneurship Ecosystem and Sufficient Access to Personal and Business Capital

The Capital Region has a high business survival rate but struggles to develop and support a successful startup ecosystem, reflecting an underinvestment in R&D and venture capital compared to other regions<sup>1</sup>. Though we have examples of success—Virginia is currently ranked number 1 for doing business by CNBC—challenges are evident in DC and Baltimore, where firms face higher costs of doing business than the U.S. average<sup>1</sup>, which hinders their ability to attract companies and grow their economies.

Our region also lags other leading metros in overall business ownership, and there are substantial racial disparities in ownership levels, with Black- and Latinx-owned businesses greatly under-represented compared to white-owned businesses<sup>1</sup>. These inequities are compounded by COVID-19, as businesses owned by people of color have experienced a disproportionate impact: in the first two months of the pandemic, the number of Black-owned small businesses fell by 41%, compared to 17% for white-owned small businesses<sup>18</sup>. Notably, 40% of the revenues of Black-owned businesses are in the sectors shown to be more vulnerable during the COVID-19 pandemic – including leisure, hospitality, and retail – compared with 25% of the revenues of all U.S. businesses<sup>10</sup>. As of December 2020, 41% of business owners of color in the U.S. were concerned with the permanent closure of their business compared to 31% of white business owners<sup>17</sup>.

In addition to concerns over business ownership and access to commercial capital, residents in the Capital Region have greater difficulty gaining access to personal credit, with mortgage denial rates up to 11% higher than the national average<sup>1</sup>. Non-white residents face much greater challenges, with an 82-270% gap in mortgage denials between white and Black residents and a 100-167% gap between white and Latinx residents<sup>1</sup>.





Capital Region metros **did not rank** in the top 25 for startup density or total business owners per capita<sup>1</sup>



Business owners in the Capital Region are **8-12x more likely to be white** than Black or Latinx<sup>1</sup>



Black and Latinx residents are **1.4x less likely to be able to live off accumulated assets** than white residents in the Capital Region<sup>1</sup>

**THE CAPITAL REGION HAS A HIGH BUSINESS SURVIVAL RATE BUT STRUGGLES TO DEVELOP AND SUPPORT A SUCCESSFUL STARTUP ECOSYSTEM**

Preliminary, proprietary, pre-decisional

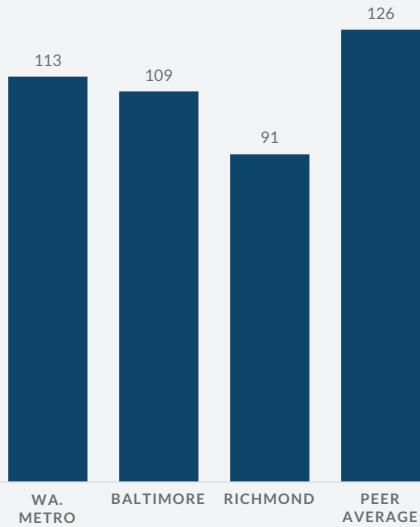
Public and private innovation pipeline

	Research	Commercialization	Startup	Growth company
	Academic science and engineering R&D (USD per capita), 2018	Venture capital per 1M people (3 year average), 2017-2019	Startup density (no. per 1,000 establishments), 2014	5-year business survival rate (% of new establishments), 2014
WASHINGTON, D.C.	\$147	\$313	139	52.4%
BALTIMORE	\$1,160	\$128	122	52.2%
RICHMOND	\$199	\$60	126	52.0%
PEER AVERAGE	\$504	\$127	122	50.5%

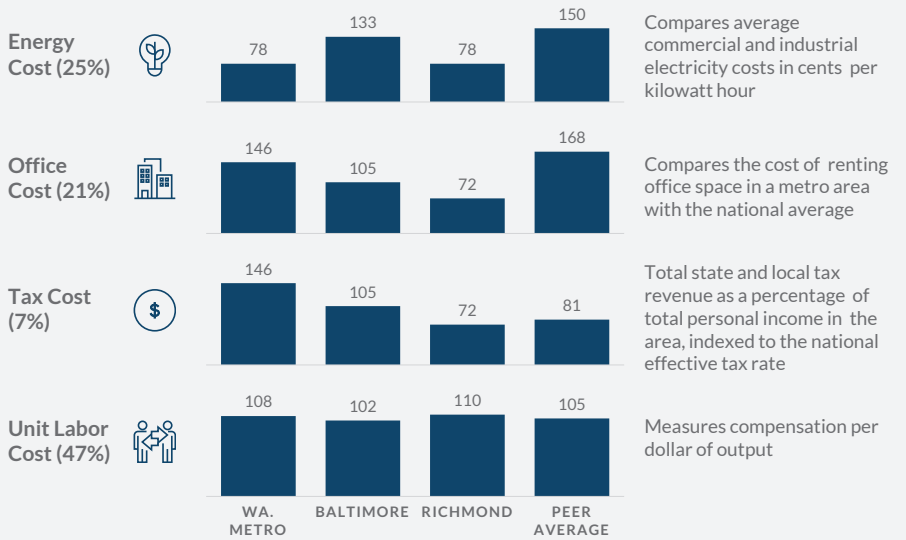
Source: Kauffman Foundation; National Science Foundation; U.S. Census; U.S. Patent and Trademark Office; Moody's; Small Business Administration

### THE GREATER DC AREA AND BALTIMORE COMPANIES FACE HIGHER COSTS OF DOING BUSINESS THAN U.S. AVERAGE

Cost of Doing Business  
2017, 100=US Average 174.0



NOTE - Values are indexed off of US average, which is assigned 100



Source: Moody's Analytics

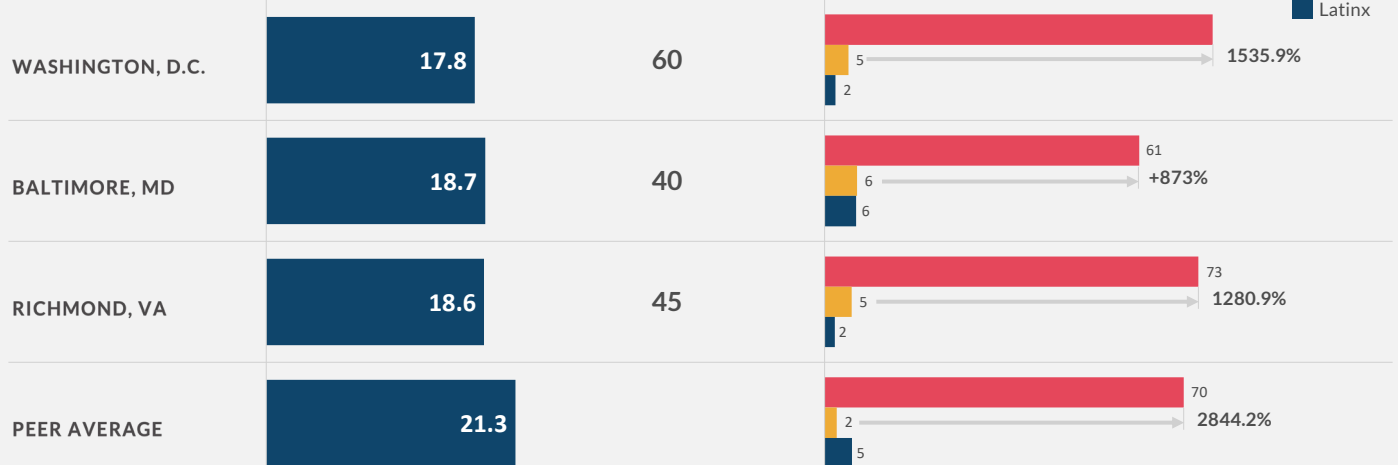
### THE CAPITAL REGION LAGS OTHER LEADING METROS IN OVERALL BUSINESS OWNERSHIP

Total business owners by 1,000 people  
2017

Rank among top 100  
MSAs by population

Percentage of business  
owners by race 2017

White  
Black  
Latinx



Source: U.S. Census Bureau

To establish a thriving entrepreneurial ecosystem and support businesses owned by people of color, the Blueprint may focus on the following solutions and actions.

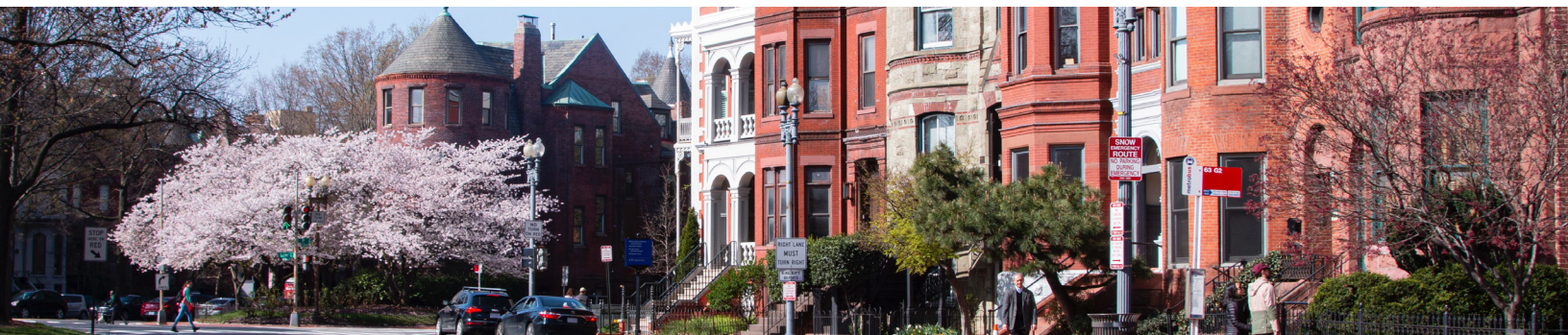
SOLUTION	POTENTIAL ACTIONS
Establish a thriving ecosystem for <b>startups</b> , particularly for Black, Latinx and women founders	<ul style="list-style-type: none"> <li>• Create and expand investment funds to support entrepreneurs of color, including seed and venture capital</li> <li>• Increase and support diverse investors (e.g., people of color, women)</li> <li>• Expand regional incubator and accelerator programs (e.g. community-oriented innovation programs, mentorship programs, resource trainings)</li> <li>• Convene entrepreneurs and founders to enable networking, knowledge-sharing, resource sharing, and funding opportunities</li> <li>• Channel more resources into scientific and innovative R&amp;D</li> <li>• Include creative incubators and “maker spaces” in building designs</li> </ul>
Increase the number and viability of <b>Black and Latinx owned businesses</b>	<ul style="list-style-type: none"> <li>• Secure regional commitments around supply chain diversity and ensure minority business enterprises (MBEs) have the credentials, business skills, and resources needed to scale</li> <li>• Increase the availability of no-cost and low-cost capital for business owners of color</li> <li>• Build CDFI and MDI internal capacity to facilitate more effective capital deployment (e.g., via technology modernization or funding and TA for human resources)</li> <li>• Expand access to resources that foster business skill development, information sharing, networking, and profitability (e.g., mentoring programs, business networks, tech-supported platforms)</li> <li>• Create partnerships and coalitions to help Black and Latinx businesses develop networks with other diverse entrepreneurs within and outside of the Region</li> <li>• Prevent small business displacement by providing tools and resources to enable small business owners to go from tenants to landholders</li> </ul>
Lower the <b>cost of operating businesses</b>	<ul style="list-style-type: none"> <li>• Provide incentives and resources to operate businesses in underserved areas</li> <li>• Provide subsidized administrative and technical support (e.g. recruiting, IT training)</li> <li>• Expand the volume of available, affordable, and energy efficient commercial spaces</li> <li>• Simplify regulations and taxes</li> </ul>
Increase <b>access to personal credit and capital</b> for Black and Latinx communities	<ul style="list-style-type: none"> <li>• Support financial education and wealth generation programs from early childhood through adulthood</li> <li>• Secure lending goals from financial institutions and employ innovative loan systems (e.g., first-loss capital pools)</li> <li>• Explore and invest in innovative wealth-building products (e.g., baby bonds, multidimensional credit scoring, digital banking services, community lending programs)</li> <li>• Educate on and invest in programs that offer tax relief for low-income families and individuals (e.g., tax abatement programs)</li> <li>• Provide “stability funds” to provide cash assistance to employees experiencing hardship</li> </ul>

References:

- [Baltimore Together | Comprehensive Economic Development Strategy Interim Report \(January 2021\)](#)
- [Bloomberg CityLab | What the New Urban Anchors Owe Their Cities \(September 2017\)](#)
- [Drexel University | Philadelphia’s Next Challenge: From Urban Revitalization to Inclusive Prosperity \(October 2019\)](#)
- [McKinsey & Company | The Case for Accelerating Financial Inclusion in Black Communities \(2020\)](#)

## Affordable, Sustainable Housing in Safe Communities

The Capital Region has a critical shortage of affordable housing. As our economy has grown, housing demand has outpaced supply, causing rental and housing prices to rise; rising home values generally benefit homeowners but create financial burdens for renters<sup>19</sup>. A 2019 report by the Urban Institute found a current affordability gap of 264,000 housing units in the low-cost range within the DC metro area, and that from 2000-2017, DC experienced a net loss of 126,000 lower-cost rental units (defined as less than \$1300 a month in inflation-adjusted 2016 dollars)<sup>20</sup>. Throughout the COVID-19 pandemic, housing prices have continued to rise across each of the metro areas in the Capital Region, further impacting affordable housing availability<sup>21,22</sup>. Lack of affordable and attainable housing does not just burden residents – it also affects employers in the region, as rising housing costs make it difficult to attract and retain workers<sup>19</sup>.



This affordability gap unduly affects Black and Latinx residents, who are much less likely to be homeowners<sup>1</sup> and are therefore more vulnerable to housing insecurity and displacement. This disparity becomes even more apparent when considering homelessness as all three metro areas in the Capital Region have higher shares of Black homeless populations than the U.S. average<sup>1</sup>. Beyond affordability, disparities persist even once Black and Latinx residents become homeowners – across the Capital Region’s metro areas, Black-owned homes were valued at 15-19% less than the average value for white owners in 2018<sup>24</sup>.

We must ensure that our residents have the opportunity to live in safe, thriving communities. The Capital Region experiences crime across all MSAs, as violent crime is on the rise nationwide and Baltimore persists as one of the most violent cities<sup>1</sup>.

As of March 2021, each metro area had a deficit of affordable and available units for households at or below 50% of area median income (AMI), respectively<sup>23</sup>

**DC deficit:** 147,023

**Baltimore deficit:** 55,591

**Richmond deficit:** 26,348

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Black residents are **half as likely** to be homeowners compared to white residents<sup>1</sup>

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**Over 50%** of Black residents are rent burdened (compared to 35% nationally)<sup>1</sup>

Black and Latinx residents are **2.7x** more likely to be denied a mortgage loan in the Greater DC and Baltimore metros than their white peers<sup>1</sup>

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Baltimore has **more than double** the national average of violent crimes per 1,000 residents<sup>1</sup>

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All 3 metro areas have **higher shares of Black homeless populations** than the U.S. average (61-78% Black vs. national average of 40% Black)<sup>1</sup>

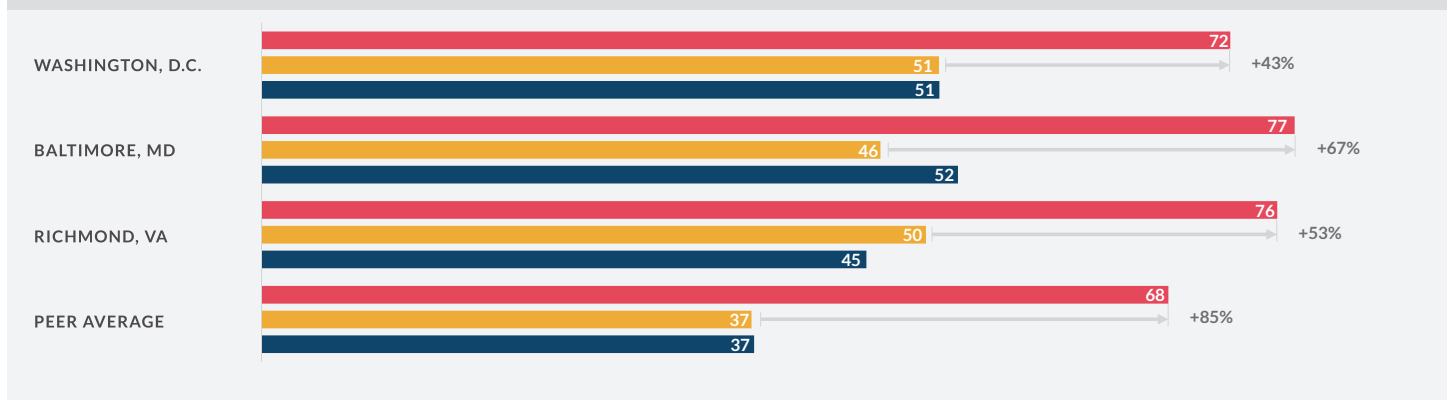
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DC has the highest displacement of any metro area, with **36%** of residents living in areas that have experienced displacement<sup>25</sup>



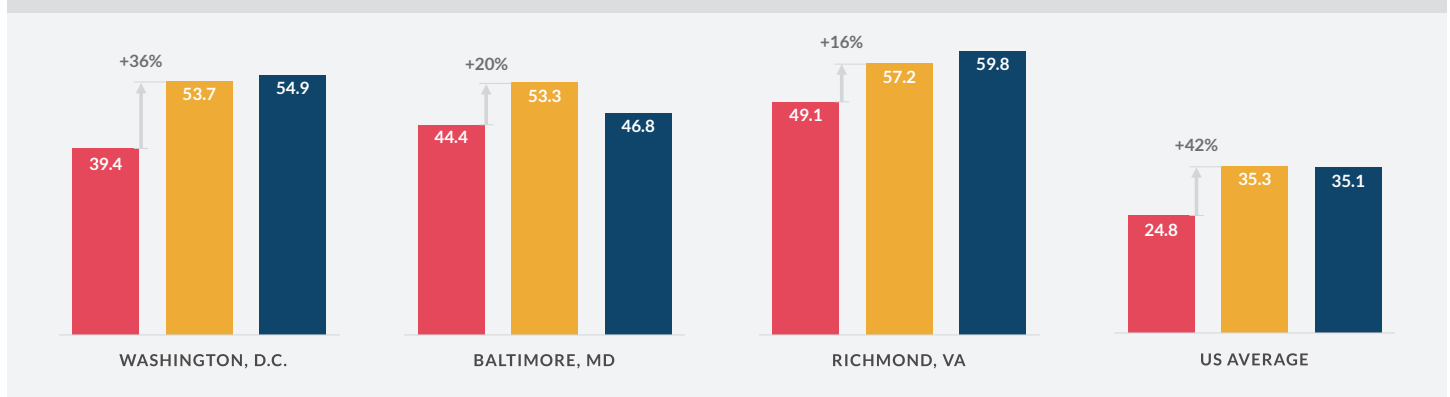
White Black Latinx

### PERCENTAGE OF OWNER OCCUPIED HOUSE UNITS BY RACE, 2019



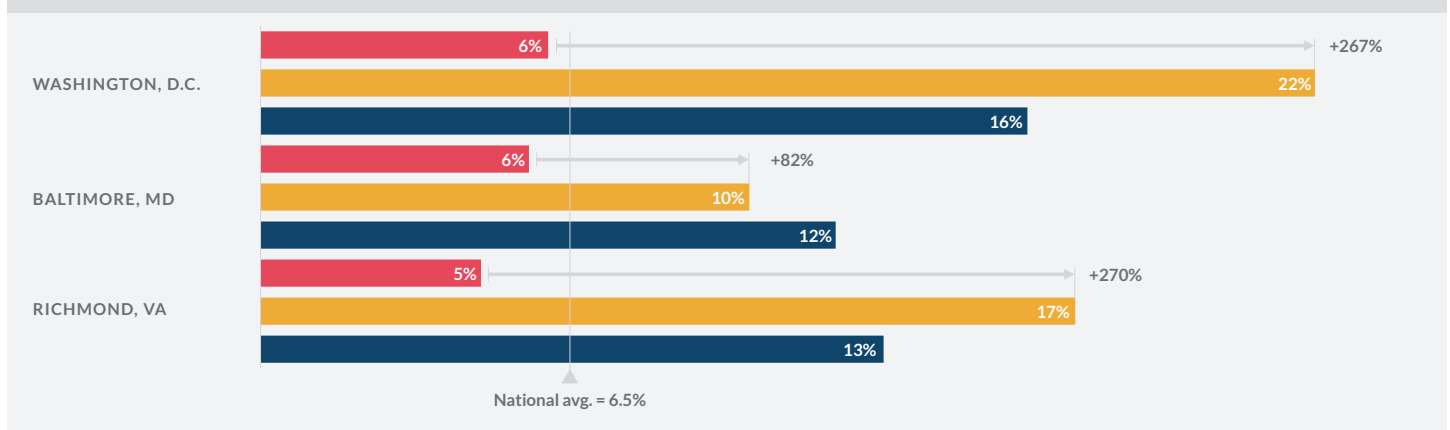
Source: U.S. Census Bureau

### RENT BURDENED HOUSEHOLDS BY RACE, 2019



Source: U.S. Census Bureau

### MORTGAGE DENIAL RATE BY METRO AND RACE, 2017



Sources: FDIC National Survey of Unbanked and Underbanked Households, Zillow Mortgage Denial Research

1. More than 20% of Baltimore residents' banking status is unknown, which could contribute to the low reported unbanked rate

To increase housing affordability and security and strengthen communities, the Blueprint may focus on the following solutions and actions.

SOLUTION	POTENTIAL ACTIONS
Reduce the number of <b>unhoused Black and Latinx residents</b>	<ul style="list-style-type: none"> <li>• Support ongoing homeless reduction initiatives</li> <li>• Invest in innovative, interim housing solutions</li> <li>• Advocate for free housing for formerly homeless residents</li> <li>• Invest in wraparound services to support individuals experiencing homelessness</li> </ul>
Increase <b>housing affordability and security</b> for Black and Latinx residents	<ul style="list-style-type: none"> <li>• Increase funding for affordable housing and housing equity initiatives and incentivize developers and landlords to keep housing affordable for low-income residents</li> <li>• Provide rent subsidies and employer-sponsored housing for low-paid service and blue-collar workers</li> <li>• Advocate at the state and federal levels for policy that increases tenant protections, liberalizes zoning rules, catalyzes transit-oriented development, and supports rent stabilization</li> <li>• Design and invest in a community-based planning process to build connections and ensure new development incorporates community input, preserves affordable housing, and prevents displacement</li> <li>• Invest in community land trusts, land held by private corporations and made available for residential/commercial development aimed to benefit the community</li> </ul>
Expand <b>Black and Latinx home ownership</b>	<ul style="list-style-type: none"> <li>• Expand the number of affordable homes in which the occupant is paying no more than 30 percent of gross income for housing costs, including utilities</li> <li>• Secure minority lending commitments from financial institutions</li> <li>• Invest in alternative models of home ownership (e.g., rent to own, community/group housing)</li> <li>• Provide financial programs and resources to help families secure housing</li> </ul>
Improve <b>community safety and environment</b>	<ul style="list-style-type: none"> <li>• Bolster ongoing violence reduction efforts (e.g., gun violence, domestic abuse, human trafficking, sexual assault)</li> <li>• Advocate for legislation to reduce crime, such as conflict mediation, transformative justice, harm reduction, gun control, etc.</li> <li>• Re-examine and improve police and community engagement programs (e.g., community support networks, accountability task forces)</li> <li>• Promote sustainable communities by investing in projects concerning energy preservation, water conservation, etc.</li> <li>• Promote the development of public green spaces, park, and other community beautification efforts</li> <li>• Invest in community spaces and resources such as recreational centers</li> </ul>

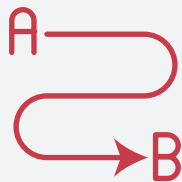
References:

- [Bloomberg City Lab | From Gentrification to Decline: How Neighborhoods Really Change \(April 2019\)](#)
- [Bloomberg CityLab | What the New Urban Anchors Owe Their Cities \(September 2017\)](#)
- [Drexel University | Philadelphia’s Next Challenge: From Urban Revitalization to Inclusive Prosperity \(October 2019\)](#)
- [High Line Network | Best Practices Toolkit: Strategies and Tactics for Early-Phase Infrastructure Reuse Projects \(2019\)](#)
- [Howard County Council | Draft Recommendations from the Racial Equity Task Force \(May 2021\)](#)
- [Urban Institute | Can a Community Land Trust Give Long-Term Residents a Foothold in a Changing Neighborhood? \(January 2018\)](#)
- [Urban Institute | Equitable Development Planning and Urban Park Space: Early Insights from DC’s 11th Street Bridge Park Project \(July 2016\)](#)
- [Washington Business Journal | D.C. is getting serious about buying buildings to use as affordable housing. But how will it all work? \(June 2021\)](#)
- [U.S. Department of Housing and Urban Development | Glossary of Terms to Affordable Housing](#)

# 05

## High-Performing and Accessible Transportation & Digital Infrastructure

The Capital Region’s transportation infrastructure has not kept pace with its economic growth, resulting in longer commute times and lack of access to jobs, housing options, and other amenities. Infrastructure challenges, as described in the Partnership’s [Capital Region Blueprint for Regional Mobility](#), also impact employers’ ability to recruit talent and maintain a productive workforce<sup>2</sup>.

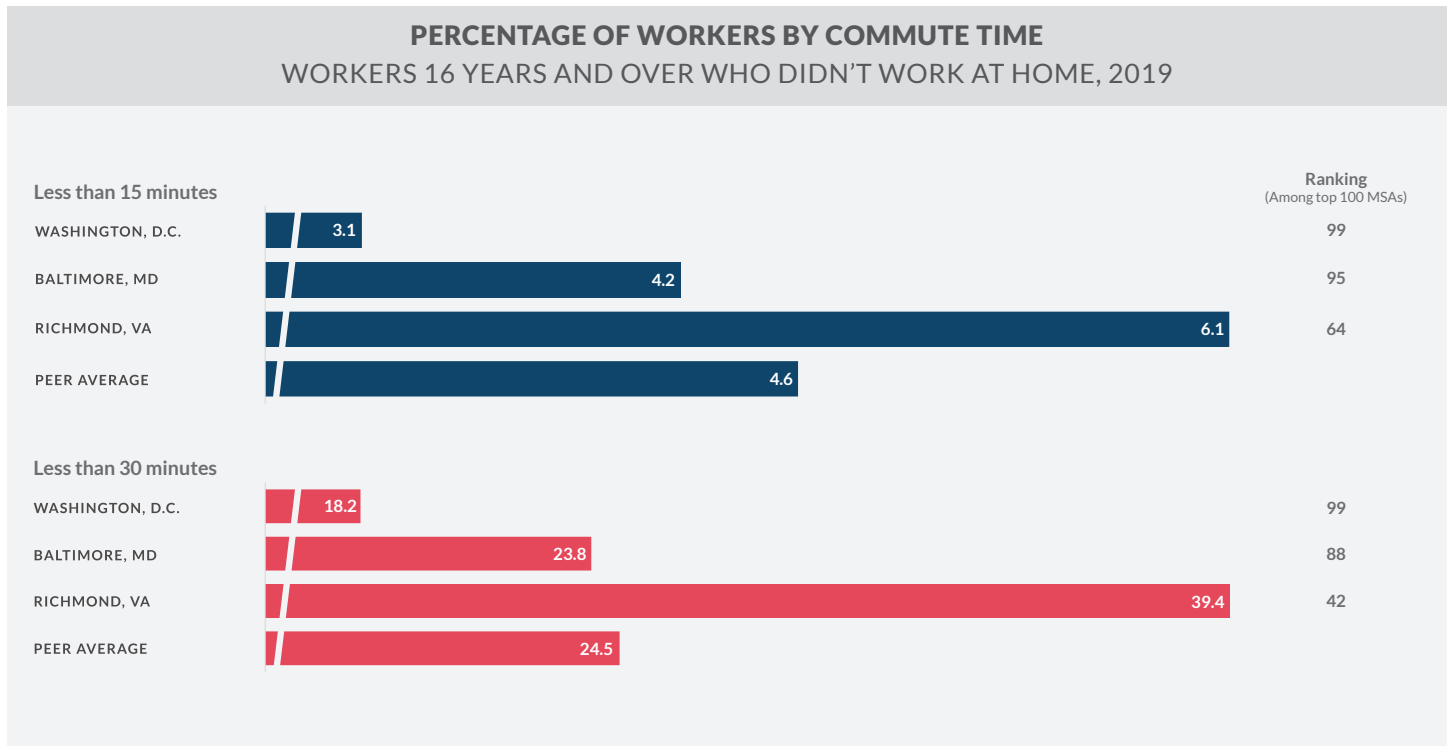


Washington and Baltimore metro area residents face **longer than average commute times** (only ~20% of workers have a commute of less than 30 minutes – roughly the national average commute time)<sup>1,26</sup>.

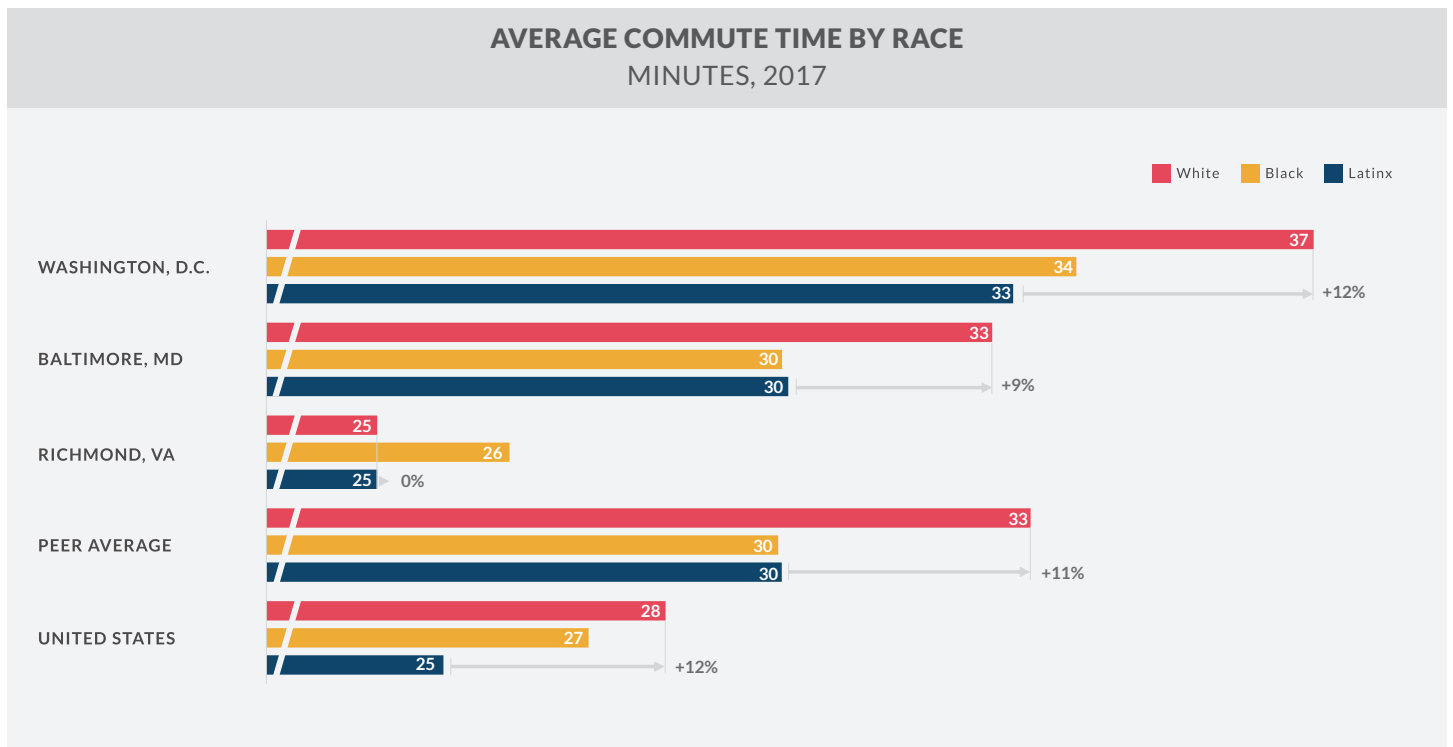


In the Capital Region and within a 45-minute commute, only **28%** of jobs are accessible using a vehicle and only **11%** of jobs are available using public transit.





Source: U.S. Census, National Equity Atlas



Source: U.S. Census, National Equity Atlas

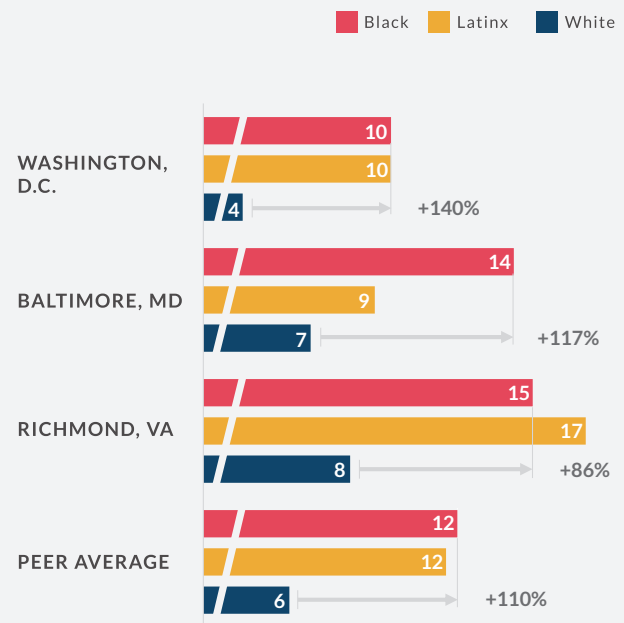
Our region’s infrastructure issues disproportionately affect Black and Latinx households that are more likely to depend on public transportation and live in areas with poor transit accessibility<sup>2</sup>. Black and Latinx residents are also more likely to experience gaps in digital connectivity. These racial disparities limit Black and Latinx residents from accessing jobs, information, and essential services, exacerbating inequities across other priority pillars.

Across the Capital Region’s MSAs, Black commuters are **89-143% more dependent** on public transportation than white commuters<sup>1</sup>

Black residents are **2.9x** more likely to live in an area with low vehicle ownership and low transit access<sup>2</sup>

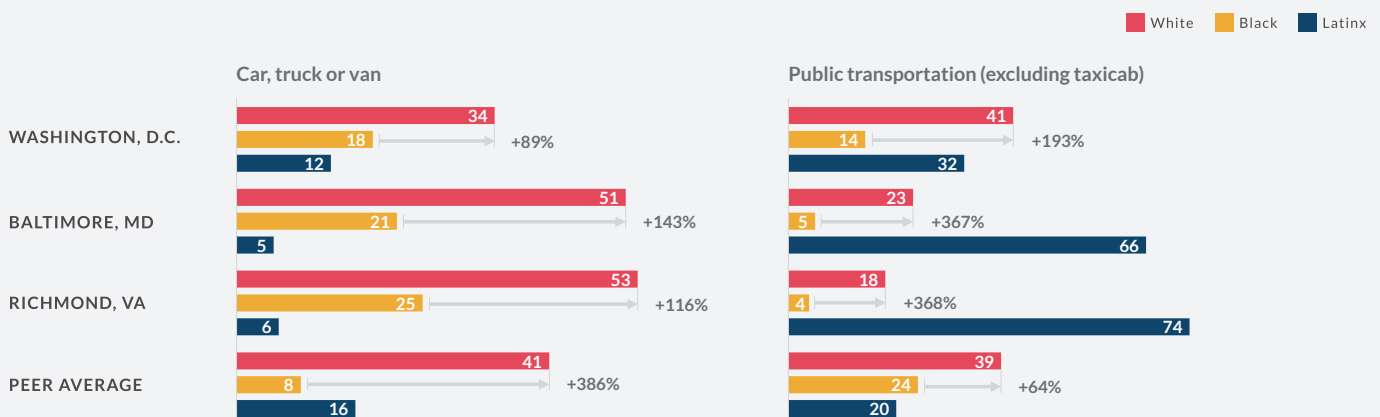
Black and Latinx households are over **2x** more likely to experience gaps in digital connectivity than white households in the Capital Region<sup>1</sup>

### POPULATION WITHOUT BROADBAND BY RACE, PERCENT HOUSEHOLDS 2019



Source: Census American Community Survey

### MEANS OF TRANSPORTATION TO WORK (%) WORKERS 16 YEARS AND OVER IN 2019



Source: Census American Community Survey

To promote transportation and digital connectivity equity, the Blueprint may focus on the following solutions and actions.

SOLUTION	POTENTIAL ACTIONS
<p>Improve the <b>quality and affordability of transit</b></p>	<ul style="list-style-type: none"> <li>• Expand all-day, frequent service (including weekends), on key bus routes, specifically those that increase access to jobs and education for underserved populations</li> <li>• Create means-tested low-income regional transit passes, and, where fiscally able, adopt zero fare transit options</li> <li>• Enhance the public transit customer experience by implementing tech-based solutions that enable fare capping</li> <li>• Promote DEI training for transportation agencies and offices to cultivate an equity-focused culture</li> <li>• Implement a bus network redesign for the Washington metro area</li> <li>• Increase all day, frequent service on Baltimore’s light rail system and construct a rapid transit option connecting east and west parts of the metro area</li> <li>• Construct the second Pulse bus rapid transit corridor in the Richmond metro area and enhance bus stop amenities in historically disinvested communities</li> </ul>
<p>Expand multimodal transportation <b>access to jobs and services</b></p>	<ul style="list-style-type: none"> <li>• Bring jobs and essential destinations closer to historically disinvested communities by creating new or redeveloped equitable transit-oriented communities at existing and new rail stations</li> <li>• Subsidize vanpools and car share services for disadvantaged populations to better access jobs located outside of transit networks</li> <li>• Expand transit service to job centers in suburban areas</li> <li>• Equitably cite and develop sustainable infrastructure solutions in historically disinvested communities (e.g., charging stations, bike lanes, safe pedestrian amenities)</li> <li>• Subsidize the cost of alternative modes of transit such as bikeshare</li> </ul>
<p>Increase <b>digital connectivity</b> for Black and Latinx households</p>	<ul style="list-style-type: none"> <li>• Prioritize Black and Latinx communities in digital infrastructure development</li> <li>• Promote affordable home internet and computer offers to low-income Black and Latinx residents</li> <li>• Enhance and expand free public internet access in libraries, community centers, etc.</li> <li>• Provide digital resources and training for Black and Latinx residents through employee subsidies</li> <li>• Support the expansion of broadband coverage and explore universal broadband access</li> </ul>

References:

- [Bloomberg CityLab | For a Strong Economy, Focus on Inclusive Growth \(September 2017\)](#)
- [Gotham Gazette | Two Plans Map Path Forward for Devastated New York City Economy \(July 2020\)](#)
- [High Line Network | Best Practices Toolkit: Strategies and Tactics for Early-Phase Infrastructure Reuse Projects \(2019\)](#)
- [Howard County Council | Draft Recommendations from the Racial Equity Task Force \(May 2021\)](#)
- [Urban Institute | Projects in Chicago and St. Louis Show How Technology Can Support Inclusion \(November 2019\)](#)



# 06

## Accessible and Effective Healthcare Ecosystems

There are profound health inequities across the Capital Region, resulting in racial discrepancies in health outcomes and quality of life. Black and Latinx residents in our region experience systemic barriers to living healthy lives, such as inadequate access to affordable, high-quality healthcare, food insecurity, and racism and discrimination within the health system.

It is important to acknowledge that the other priority pillars reflect the social determinants of health, including education access and quality, income and working conditions, community context, social protections, housing, transportation access, and environmental factors<sup>27</sup>. For example, an individual in a lower-income or hourly job may not have access to employer-sponsored healthcare or be able to afford health insurance coverage. Thus, this individual may struggle to pay the costs of preventative health services, leading to worse health outcomes than individuals with access to quality healthcare. Similarly, an individual living in a neighborhood with high rates of violence or environmental pollution may encounter higher health risks than if they lived elsewhere, or an individual lacking adequate transportation options to healthcare facilities may visit their providers less often. Racial disparities across these social determinants contribute to health inequity for Black and Latinx residents. COVID-19's disproportionate impact on communities of color has also exacerbated this challenge.

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Latinx residents are **14-43% more likely** to not have health insurance coverage than white residents<sup>1</sup>

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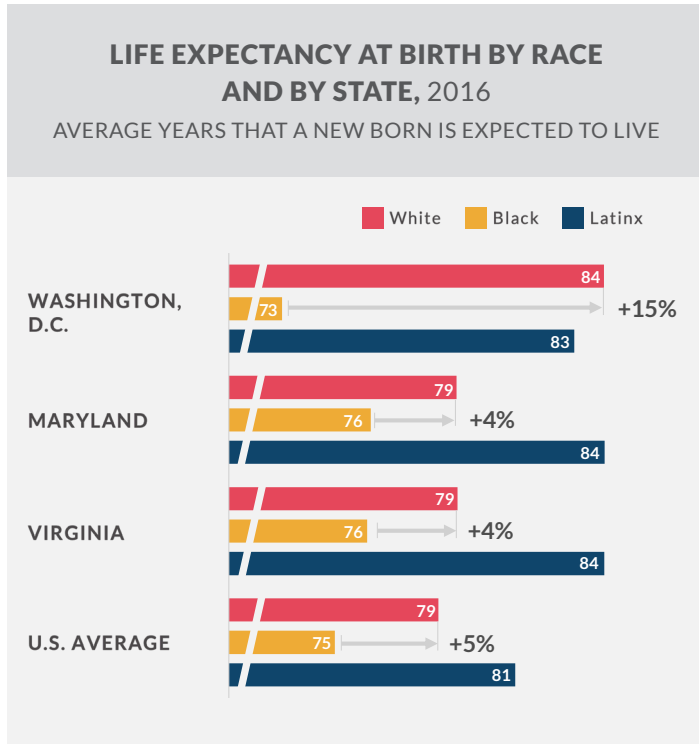
Life expectancy for Black newborns is more than **a decade lower** than white newborns in the region<sup>1</sup>

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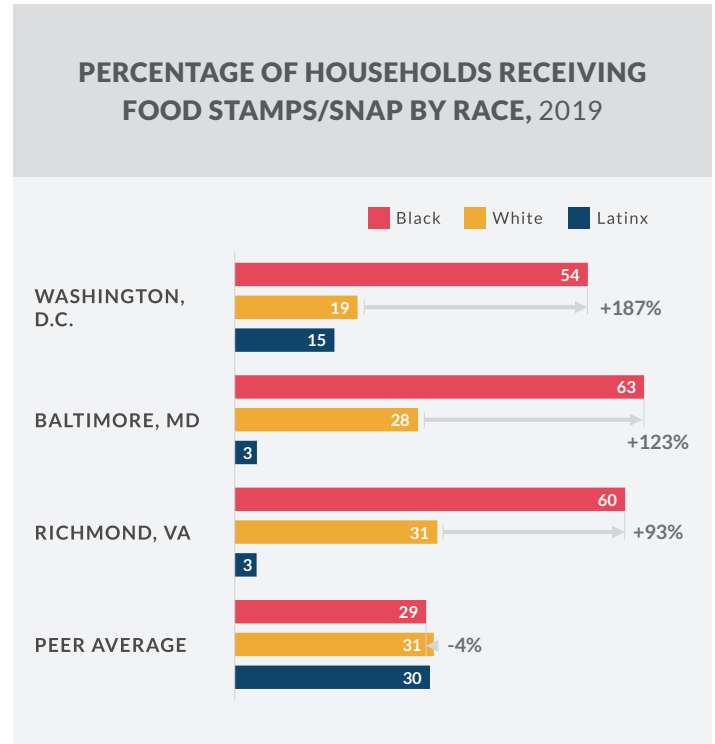
Black infant mortality rates are **85-200% higher** than those of white residents; DC has the highest rates with **13.9** deaths per **1,000** live births among Black residents<sup>1</sup>

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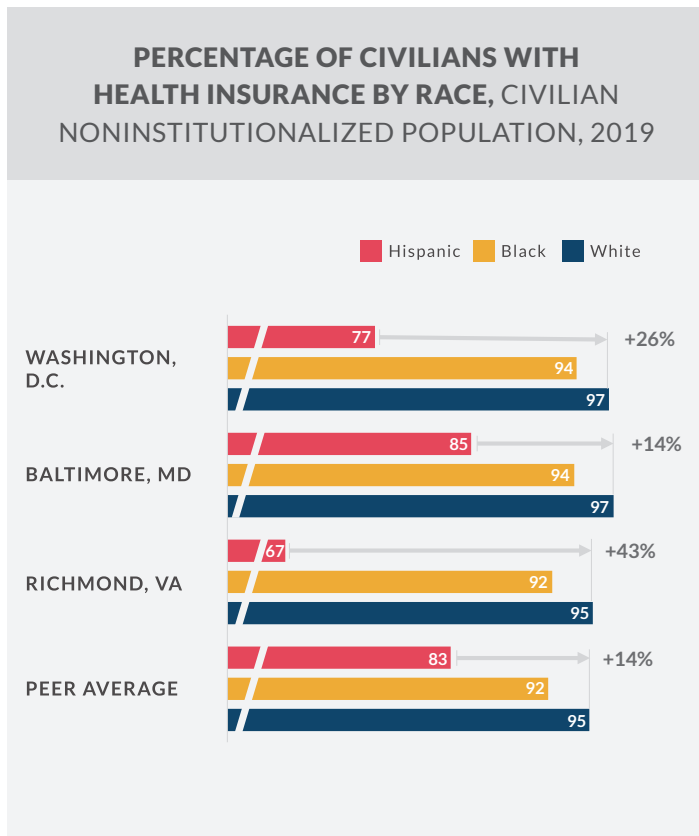
Food insecurity is a significantly larger challenge for communities of color – Black residents are **93-187% more likely** to be receiving SNAP assistance than white residents<sup>1</sup>



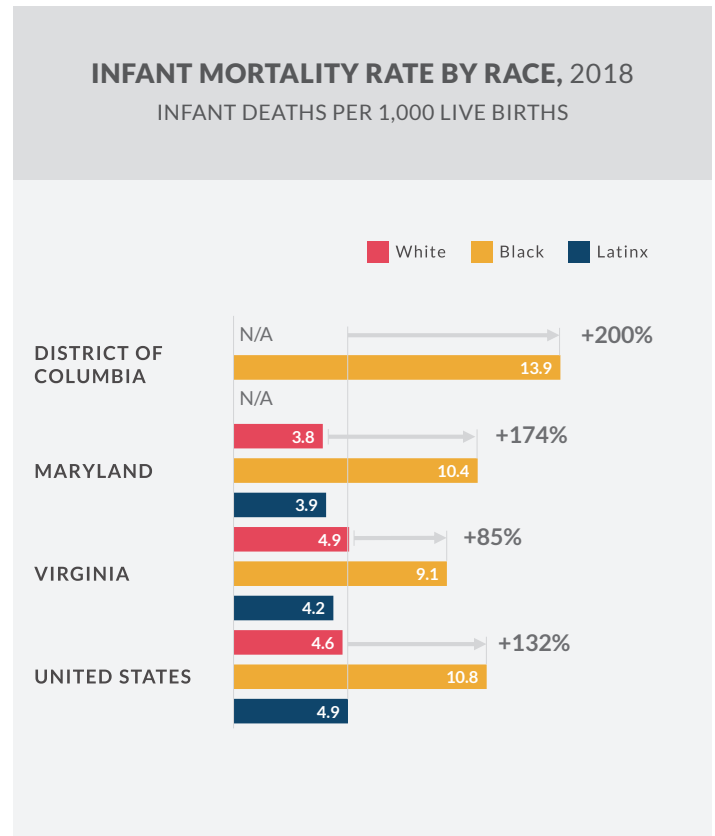
Source: CDC Wonder, National Equity Atlas



Source: U.S. Census Bureau



Source: U.S. Census Bureau



Source: Kaiser Family Foundation

To promote health equity and improve health outcomes for our region’s residents, the Blueprint may focus on the following solutions and actions.

SOLUTION	POTENTIAL ACTIONS
<p>Improve access to <b>quality and equitable healthcare</b> for Black and Latinx residents</p>	<ul style="list-style-type: none"> <li>• Fund and support more healthcare facilities and community health &amp; wellness programs in low-income communities (e.g., increase hospital coverage, increase pre-existing conditions treatment, health screenings, health education, etc.)</li> <li>• Support organizations and initiatives working to offset the impact of negative environmental factors</li> <li>• Create and expand coalitions/collaboratives to address health inequities and further integrate fragmented healthcare systems in communities of color</li> <li>• Foster innovation in healthcare R&amp;D efforts for diseases that disproportionately affect Black and Latinx populations (e.g., sickle cell anemia, lupus, etc.)</li> <li>• Increase the number and availability of Black medical practitioners and service providers</li> <li>• Improve access to quality pre-natal and newborn medical care for Black infants and mothers (e.g., doula and midwife programs, pre-natal mental health services)</li> <li>• Expand access to mental health services</li> <li>• Improve ambulance response times</li> </ul>
<p>Lower <b>healthcare costs</b> and expand <b>health insurance coverage</b> for Black and Latinx communities</p>	<ul style="list-style-type: none"> <li>• Strengthen the quality and availability of employer-provided plans and lower healthcare costs for employees</li> <li>• Expand access to low-cost healthcare</li> <li>• Lower cost barriers to health insurance coverage</li> <li>• Create or expand programs to cover the uninsured</li> </ul>
<p>Increase <b>food security</b> for Black and Latinx communities</p>	<ul style="list-style-type: none"> <li>• Increase resources for food assistance</li> <li>• Simplify access to food assistance programs</li> <li>• Expand children’s food resources for non-school time (weekends, summer)</li> <li>• Repurpose and donate food loss/waste to families in need by partnering with grocery stores, restaurants, etc.</li> <li>• Create and support community cohorts and alliances to gather resident input and drive equitable food policies</li> </ul>
<p>Improve <b>access to fresh groceries</b> and meals</p>	<ul style="list-style-type: none"> <li>• Support the placement of perishables and fresh produce in convenience stores</li> <li>• Create incentives for grocery stores to open in food deserts</li> <li>• Promote local produce / small farmer campaigns</li> <li>• Ensure provision of fresh produce under government sponsored food benefit programs</li> <li>• Provide fresh meals for residents at schools, community centers, etc.</li> <li>• Create cross-sector coalitions aimed at improving food access</li> <li>• Provide community spaces to host dialogue and provide resources on nutritional education</li> </ul>

References:

- [ABC News | Black Women Turn to Doulas as Maternal Mortality Crisis Deepens \(April 2021\)](#)
- [Howard County Council | Draft Recommendations from the Racial Equity Task Force \(May 2021\)](#)
- [New England Journal of Medicine \(NEJM\) Catalyst | Health Care Equity: From Fragmentation to Transformation \(September 2020\)](#)



# Join Us to Build the Blueprint

Making progress on these priorities requires thoughtful collaboration across public, private, and social sectors and will impact our region's trajectory in a meaningful way.

The Greater Washington Partnership invites you to join us in shaping the development of the Blueprint, and ultimately in advancing and implementing specific inclusive growth solutions – projects, policies, and initiatives – that strengthen the Capital Region. These solutions will form the basis of the Inclusive Growth Blueprint, an action-focused roadmap for the Partnership and stakeholders across the region.

The Partnership will continue to develop this work in conjunction with our regional partners through 2021 and into 2022, with the complete Inclusive Growth Blueprint to be published mid-2022.

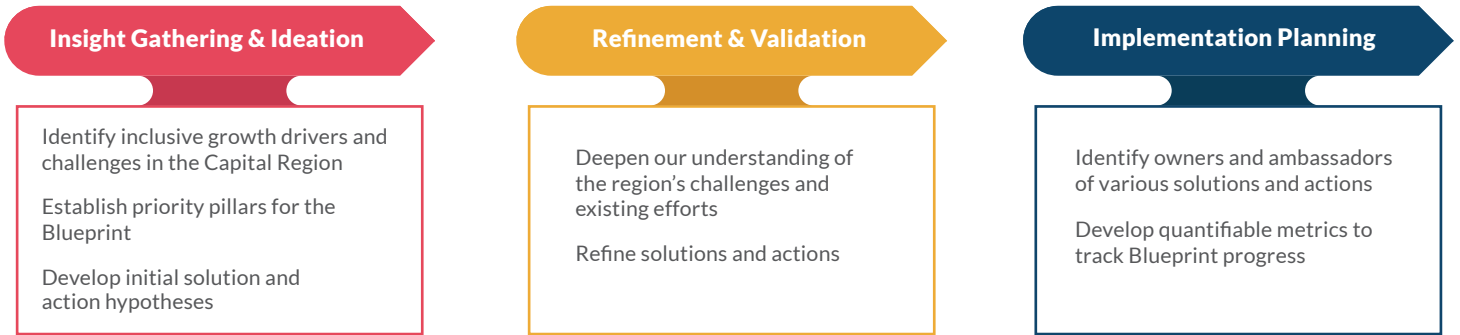
## Get Involved

- Stakeholder focus groups and community engagement
- Expert working groups and public events
- 1:1 interviews
- Learn more at: <https://greaterwashingtonpartnership.com/inclusive-growth/>
- For questions or comments, please reach out to Francesca Ioffreda ([fioffreda@greaterwashingtonpartnership.com](mailto:fioffreda@greaterwashingtonpartnership.com))

## Appendix

# Blueprint Methodology

## Phases of Blueprint Development



## Current State Assessment

To deepen our understanding of the greatest challenges in the Capital Region and the factors that lead to economic disparity, the Partnership commissioned McKinsey & Company to conduct a [Racial Disparities Regional Diagnostic](#). This diagnostic assessed the performance of the Capital Region across economic indicators and inclusive growth drivers, highlighting gaps and strengths at the MSA level.

In addition to the Racial Disparities Diagnostic, the Partnership collected current state data through research efforts and stakeholder engagement to gain further insight into each metro area and the Capital Region as a whole.

These assessments highlighted critical challenges across the economy, human capital, financial and resourcing systems, and institutions and community. In turn, these challenges served as a tool to distinguish areas of intervention in the region, forming the foundation of the six priority pillars for inclusive growth.

## Research

To refine the priority pillars for inclusive growth and their solution hypotheses, the Partnership conducted extensive research through multiple channels:

### ACADEMIC LITERATURE:

*Best practices and case studies to inform the priority pillars for inclusive growth, understand inclusive growth drivers, and identify potential solutions*

### LANDSCAPE SCAN OF THE CAPITAL REGION:

*Existing inclusive growth goals and initiatives within each MSA to highlight impactful work already being done in the region and potential solutions and actions for the Blueprint*

### BRIGHT SPOTS:

*Stories of success from outside the Capital Region to inform the design, strategy, and implementation of the Blueprint*

### STAKEHOLDER INSIGHTS:

*Research into additional programs, organizations, and other regions gained from expert interviews and ongoing stakeholder engagement*

## Stakeholder Engagement

To refine the priority pillars for inclusive growth and their solution hypotheses, the Partnership conducted extensive research through multiple channels:



### Greater Washington Partnership Board of Directors:

*Serves as the steering committee of the Blueprint and will help catalyze solutions*



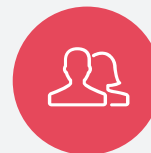
### Inclusive Growth Strategy Council:

*Represents diverse business and community voices in guiding the Blueprint's development and supporting its promotion and implementation*



### Focus Groups:

*Convenings of regional actors to provide specific, regional, and sectoral input to help develop and validate hypotheses in selected issue areas, as well as provide input for solutions*



### Interviews:

*Provide expert insight into emerging priorities and solutions to help inform and shape the Blueprint*



### Working Groups:

*Workshops with cross-sector stakeholders to validate the Blueprint's solutions, actions, and metrics, as well as translate ideas into action, accelerating tactical problem-solving and implementation planning*



# Closing

This document reflects the Greater Washington Partnership's current understanding of inclusive growth drivers, the Capital Region's challenges, and the solutions and actions needed to guide inclusive growth efforts. This understanding was formed through engagement with a wide variety of stakeholders, including those listed here, and does not necessarily reflect the views of any individual contributor, nor the official policy or position of any single organization.

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Salamander Hotels & Resorts, Co-Chair, Inclusive Growth Strategy Council

**Jason Wright**  
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## Inclusive Growth Strategy Council Members



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In preparing this report, the Greater Washington Partnership sought the expertise of numerous stakeholders, including public officials, chambers of commerce, city councils, nonprofit leaders, academic and research institutions, and private sector organizations. We wholeheartedly thank these individuals and entities for their thoughtful contributions to our work and for helping to shape the inclusive growth roadmap for our region.

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## End Notes

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## About the Greater Washington Partnership

The Greater Washington Partnership is a first-of-its-kind civic alliance of CEOs drawing from the leading employers and entrepreneurs committed to making the Capital Region – from Baltimore to Richmond – one of the world’s best places to live, work, and thrive. Working in collaboration with leaders across our communities, the Partnership connects and leverages the region’s extraordinary assets to advance inclusive, actionable solutions that strengthen the Capital Region as a leading global region and center for commerce and innovation.

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