



Woman's Economic Development Network

# What do Bubble Wrap, Post Pandemic Cities and Economic Resilience have in Common?



*Centralina*  
Economic Development District

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# “There will be a new normal, in terms of cities and everything else, is speculation.”

(Batty, 2020)

Many nodes and links in these networks will change.

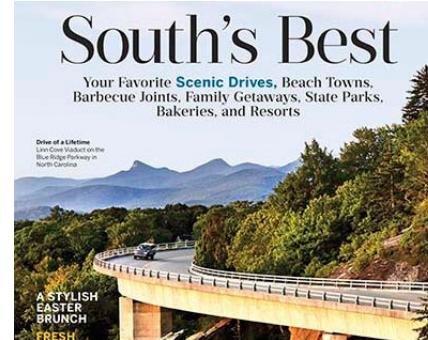
Perhaps a bigger casualty of this crisis will be air travel and tourism.

Some networks may well disappear while new ones will take their place.

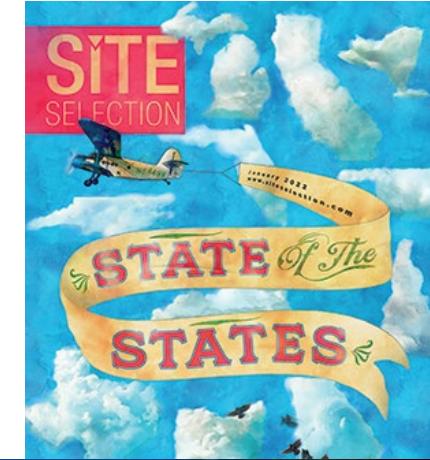
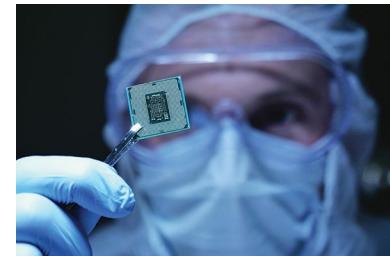
Major changes in modes of transport with many public transports declining rapidly, many people working from home and many supply chains being refashioned.

The hardest to return to pre-pandemic times will be restaurants, pubs and large entertainment venues.

Ramifications will be deep and wide and the new normal that emerges will be very different from that of the immediate past.



## International Companies Ramp Up Regional Investment



# COVID Accelerated Everything, What's Next?

Why are we here today? – Travel patterns, workplace, relationships, personal preferences

ED Goal 1 - Tackle economic recovery and promote equitable resilience.

ED Goal 2 - Innovate our response to economic shocks.

ED Goal 3 – Support our cities and region's ability to compete for talent and promote quality of life.

Tactics – Examine, Elevate and Promote

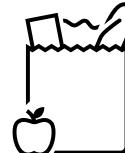
Who Benefits? - Urban, Suburban, Rural

# Geography Matters

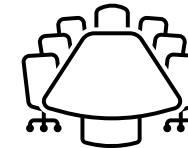
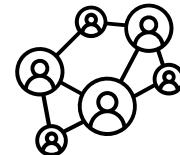
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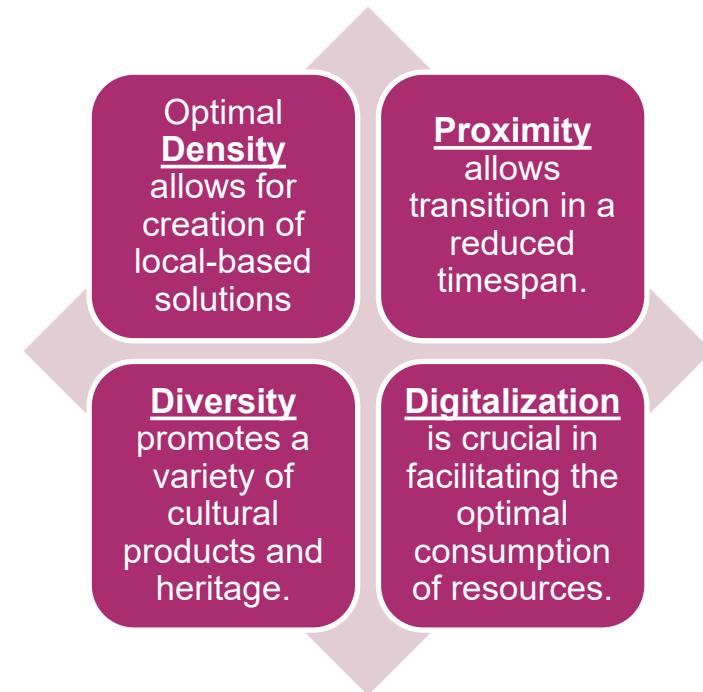


# Economic Resilience Disruptors

- Supply Chain/Global Markets Elasticity
- Just in time delivery
- Climate/Energy/Environment
- Diversity/Equity/Inclusion
- Small Business/Entrepreneurs
- Public Safety
- Childcare
- AI/Workforce Development
- Human Capital
- Great Resignation/Silver Tsunami
- K-12 Education
- Transportation/Transit/Freight/Airport Connectivity
- Land Use/Fair Housing/Diverse Housing
- Infrastructure Capacity/Broadband Availability & Access

# Examine

(Moreno et al., 2021. Smart Cities, *Introducing the 15-minute City*, 4, 93-111)





# City Tactics

(JLL Global Real Estate Services 2/22)

The pandemic further accelerated the trend in certain countries. Large companies in the U.S. such as **Tesla** have moved their headquarters to **lower-cost, more business-friendly cities.**

“As cities emerge from a difficult couple of years, those with a **critical mass of people, broad mix of industries and major universities** are best positioned to continue to attract talent and companies,”

“Before the pandemic, talent-rich secondary cities were already attracting people and companies with their **affordability and high quality of life,**”



# Elevate Solutions

**Advocate** for concepts that would reorient urban development into paths that support both environmental and equitable paths.

**Emphasize** accessibility and proximity, via walking or cycling, which have numerous social, economic and environmental benefits.

**Incorporate** digital solutions to improve livability and enable spatial-temporal dimensions that enhance the quality of life.



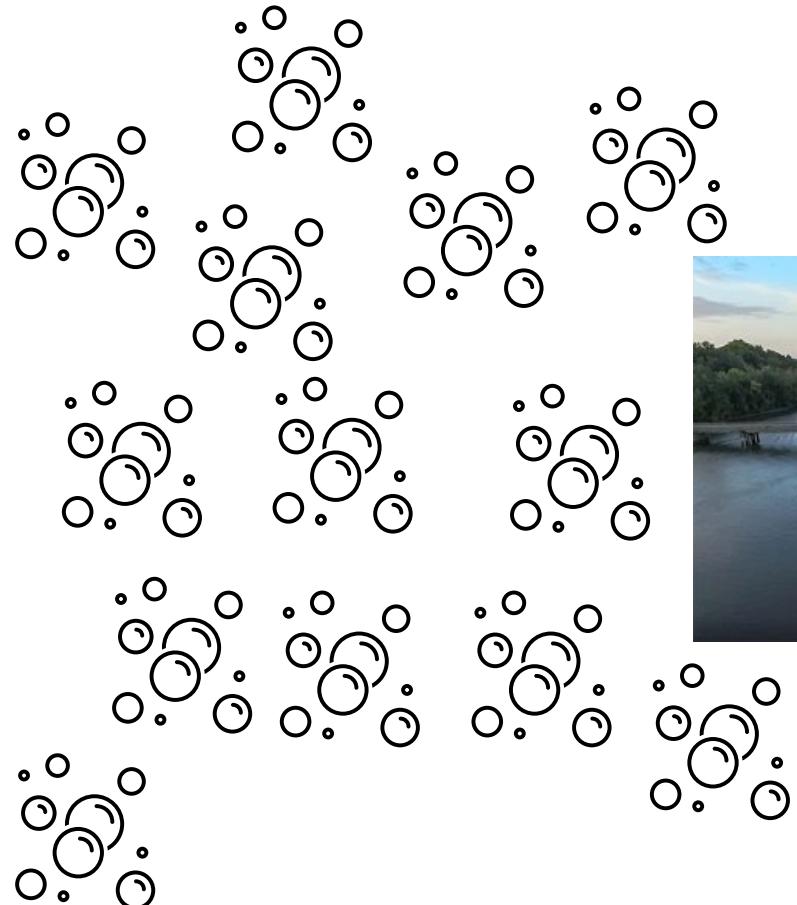
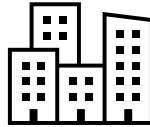
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# Promote

**Support** the emergence of new socio-economic structures and force new planning models that ensure a safe and sustainable economic future.

**Respect** the importance and the connections of density, proximity, diversity and digitalization.

**Re-think** the city concept, build a more humane urban fabric, that is safe, more resilient, sustainable and inclusive.



# Thank You!



**National Bubble Wrap Day  
Monday, January 31, 2022**