

A Regional Conversation with Amazon

FINAL RUN OF SHOW (updated 2/20 -10am) Feb 21, 2019

Location: GMU Founders Hall Multi-Purpose Room (3351 North Fairfax Drive, Arlington)

Arrival Time:

Staff Volunteers: 5:30 WALK THROUGH in Multi-Purpose Room

Panel Members: 5:45 PM -Pre/Brief in Green Room

Additional Arrival/Parking Information

Drop Off: Use 3351 North Fairfax Drive, Arlington, VA 22201-4426 to get to the front of the building.

Parking: If people are driving and parking in the parking garage they should put *Founders Way North, Arlington, VA* into their wayfinding app. This will take them to the garage entrance—located through an alley off of both Washington Blvd; and on 10th street (between Washington and Wilson).

<https://info.gmu.edu/campus-maps-and-directions/arlington-campus-directions/>

Dress: Business Attire

Set up:

- Registration: Guest and Media Registration in hallway
 - Stanchions, Name Tags, Multiple Copies of Guest Lists, Media List, pens, Staff tags
- Wayfinding Signage in multiple places
- Security Perimeter: Identified by stanchions
- Light Refreshments: Provided by GMU
- Panel: Small Riser with SIX Comfy Chairs/6 Microphones.
- Audience: Seated in FAN style set up with 2 aisles for ease of microphone Access

Panel

- Chuck Bean, Washington Council of Governments (Moderator/Host)
- Holly Sullivan, Amazon
- Andrew VanHorn, JBG Smith
- Stephen Moret, Virginia Economic Development Partnership
- Victor Hoskins, Arlington Economic Development
- Jeanette Chapman, Fuller Institute

Reserved Seating (front row)

- Dr. Cabera, George Mason
- David Wu, George Mason
- Christian Dorsey, ARL County Board
- Libby Garvey, ARL County Board
- Brian Huseman, Amazon
- Andrea Fava, Amazon
- Other?

LiveStream: Session will be livestreamed on a COG channel; and shared on other sites (Chat Function Turned ON)

SME: There will be SME and others in the audience that Chuck or panel members may reference at some point in the discussion (See complete list on attachment)

Abbreviated Schedule

4:00 PM	Registration and Livestream SET UP
5:00 PM	Sound and AV Check
5:30 PM	Staff/Volunteer WALK THROUGH
5:45 PM	PANEL Members arrive in Green Room
6:00 PM	PRE-BRIEF with Panel
6:00 PM	Registration Opens
6:20 PM	ALL panelists have lapel microphones connected
6:30 PM	Program begins
8:00 PM	Program concludes

FULL RUN OF SHOW

5:30 PM	Staff/Volunteer WALK THROUGH
6:00 PM	Registration and Doors Open <u>SLIDE NOTE:</u> General SLIDE ON SCREEN
6:00 PM	PRE-BRIEF with Panel in Green Room; All panelists suited with microphones
6:15 PM	COG Livestream site LIVE with Welcome Slide
6:25 PM	Panel members take seat on stage

6:30 PM Chuck introduces himself, welcomes everyone to “A Conversation with Amazon”, thanks George Mason University for hosting and invites Dr. Cabrera, President of George Mason University to offer a welcome.

GMU President Dr. Cabrera offers 2-minute welcome (From front of stage with handheld microphone)

6:33 PM **Chuck** *Bean thanks GMU and makes brief introductory remarks about COGs role in the region, introduces Panelists and reviews format for the evening*

We know that Arlington has hosted a number of sessions on various topics related to AMZ in Arlington (and the region), but we have the opportunity to be here tonight with Amazon and JBG and a few other guests. Some of the topics that have come up in other sessions include:

- § The Economic Impacts for Arlington and the benefits to the region?
- § People have expressed interest in learning more about the new jobs created by Amazon and what it's like to work at Amazon??
- § We have heard about how questions about the development itself, infrastructure, timing, and how JBG will work with trade unions?
- § I sense that people are curious about Amazon (and JBGs) approach for becoming part of the community, and working with stakeholders, including government, residents, non-profits, and other businesses? Especially on issues like housing and transportation.
- § And, of course there is lots of interest in the region about an ongoing commitment to the environment and sustainability?

6:35 PM **Chuck:** Again, thank you to our panelists for being here tonight. Let's start with a view of the economic scenario that the Fuller Institute highlighted. Jeanette, can you share a little insight and what you learned about the benefits of AMZ coming to the region?

Jeanette: *Asks to project 2-3 slides emphasizing the economic impacts in the region (Jeanette can reference the slides as she responds from her chair)*

SLIDE NOTE: JC 1 SLIDES/ Transition to GENERAL SLIDE

6:41 PM

Chuck: Everyone is excited to have the chance to learn more about Amazon's plans to come here to Arlington. So, Holly, we are thrilled to have you here tonight. I am wondering if you might share a little about AMZ and why you selected Arlington and the region?

***Holly :** References a few slides (from her chair)-as she talks about Amazon as a company, their guiding principles and why they chose Arlington and the region.*

(SLIDE/VIDEO NOTE: AMZ SLIDE 1/Video; Transition to General Slide

6:50 PM

NOTE: IF it is not highlighted in the first response from Amazon, suggest asking follow up)

Chuck: I know everyone wants to know what Amazon is planning now that you have announced that New York will not be one of your future sites? Is there anything you can share at this point with our audience?

AMZ Response (BRIEF)

6:53 PM

Chuck: Victor and Stephen, you were both instrumental in leading Arlington's efforts in collaboration with the Commonwealth of Virginia and the City of Alexandria to recruit Amazon to Arlington. I am wondering if you can each share a little of what this means for the Commonwealth and for Arlington's economic growth?

Victor/Stephen: Each offer a few insights on what it means for the State and County: job growth; vacancy rates in Arlington; revenue, positive revenue helps business, economy, resident/business tax sharing, etc. etc. etc.

7:00 PM

Chuck: Andy, The timing of the Amazon RFP very nicely coincided with your (merger/buying) Vornados portfolio and being able to submit a proposal working with the County and the State. I know you have been working closely with AMZ on real estate path of growth , I am wondering if you might share a few specifics about what buildings Amazon will occupy and the timeline for filling space in the proposed locations?

***Andy:** Offers a brief overview of the buildings proposed; the timeline, and how they will work with ARL, AMZ, and the community. (MAYBE reference 1-2 graphical slides) while they talk?*

SLIDE NOTE: JBG-TBD/Transition to Discussion SLIDE

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7:05 PM

Chuck: I want to make sure we have lots of time to take questions from the audience. I want to take one topic at a time as opposed to randomly scanning the audience. The topics I have been tracking include:

- Incentives and project benefits for the region
- Amazon's plans for integrating into the community
- Headquarters site development
- Hiring and workforce development
- Other (and time permitting, we will open to other topics not yet covered)

It will be important that we also get to as many topics and participants as possible, so ask that everyone is concise and brief (less than 1 minute) as you ask a question or offer a comment.

I also recognize that people have different views and perspectives. I ask that everyone is respectful –as others ask their question or offer their thoughts. I also ask that you are respectful in your delivery of your question or comment.

7:07 PM

Let's start with ***incentives and project benefits for the region***
.....any
additional comments or questions not already addressed? We
have a
couple of people with microphones who will assist us –and since
this
session is being livestreamed, I ask that you wait until the
microphone
gets to you.

So, again, JUST on the topic of incentives. Let's get started. I will take a couple of questions/comments-and then ask our panelists to offer comment

NOTES:

- *Chuck, with help from COG team scans the audience and selects 3-4 individuals to ask a question/offer comment.*
- *Chuck will be deliberate in the 'one minute' rule –reminding people each time if they are longer.*

Panel Reflections

7:17 PM
many

Chuck: Throughout the last several months, I know people have been curious about what people can expect with the new Campus when Amazon arrives.

Holly expands on specific principles and values; and share a little insight into the Amazon work environment, commitment to sustainability, dogs on campus, minimum wages, transit benefits, etc.

7:20 PM **Chuck:** Thank you. I want to offer another reminder—that we are working through as many topics as possible, but one at a time and concise. One other significant area of curiosity is **How will Amazon integrate into the community and how do you typically engage with other stakeholders and partners?**

Chuck and COG team will take 4-5 questions/comments from the audience AMZ will highlight their approach and share some of the engagement to date that has been done (with some participants in the audience); And offer lessons learned from other cities; JBG will do the same; and Victor and Stephen can talk about how the County has worked with other new companies to help them integrate into the State/Arlington

7:28 PM **Chuck:** Earlier in the evening, we heard a little bit about site development for Amazon's headquarters. And, just wanted to open it up to see if there were any additional questions or comments specifically related to the **Headquarters site?**

Chuck will take 2-3 questions and offer members of the panel an opportunity to reflect.

7:35 PM **Chuck:** There has been a significant interest about job opportunities, training and internship programs, opportunities for establishing project labor agreements. Again, I ask that everyone is concise and also respectful of how you deliver your question/comment; and of others as they offer their thoughts. Let's open it up for specific questions or comments on **hiring and workforce?**

Again, we will gather 4-5 comments/questions specifically on jobs, workforce, and training opportunities--before turning back to our panel for insights? (NOTE: try to get as many voices in the room as possible)

Chuck asks panel to offer feedback and reflection on specific items that surfaced

7: 42 PM *IF TIME Permits. We have time for a few just a few other topics that we NOT yet talked about tonight? Let's get to a few of these.....*

*NOTE: **Chuck** takes 2 (maybe 3 depending on time) questions/comments and then asks the panel to reflect*

BACK POCKET QUESTION:

Holly, I know that Amazon is committed to helping employees with using multi-modal options for getting to work. Can you share any incentives or plans to continue this for employees in this region?

7: 52 PM **Chuck:** I want to take a minute to ask each of our panel guests to take just a few minutes for closing reflections as we finish out our evening.

Each Panel member does a one minute SUMMARY reflection (1 minute each).

7:58 PM **Chuck:** A reminder that there is a lot of information available on the Arlington County /Amazon website; the State also has a website. We encourage everyone to follow the updates. We will post the livestream video of tonight's' conversation on the COG website. (**Chuck** insert other COG reminders).

In addition, I know that the Arlington County Board will be having a public hearing on March 16th on Arlington's performance agreement.

And, there will be many other opportunities for engagement over the course of time related to specific projects and site plans.

Again, I want to thank our panelists and to all of you for a robust discussion tonight. I want to offer a special thanks to GMU for your hospitality this evening. Thank you!

STAFF/VOLUNTEER ROLES

Role	Location	Team Members
<i>Overall</i>	<i>Anywhere Needed</i>	<i>Bryna Helfer, Toni Andrews, Steve Kania</i>
<i>Guest Registration</i>	<i>Front Table</i>	<i>Julie, Rachel Lubar, Pat Warren, Roger Munter, Jerusalem Solomon,</i>
<i>Media Check In and Monitoring</i>	<i>Front Table and In the room</i>	<i>Erika Moore, Laura (COG), Kelly Rindfinz, GMU-TBD</i>
<i>Rovers</i>	<i>Anywhere Needed</i>	<i>Jennifer K Smith, Christina Winn, Una,</i>
<i>Panel /Elected Escort</i>	<i>Hallway</i>	<i>Richard Tucker, David Cristeal, Shannon Flanagan Watson</i>
<i>Sound/Audio</i>	<i>In the Room</i>	<i>Kenny and GMU Team</i>
<i>Livestream</i>	<i>In the room</i>	<i>Jeremy Carpel, David Wood</i>
<i>Chat</i>	<i>In the Room (BRING LAPTOPS)</i>	<i>Jill Hunger, Megan, Ryan Hudson, Jill Kerr (TBD)</i>
<i>Notes</i>	<i>In Room</i>	<i>Jerusalem, Roger</i>
<i>Microphones</i>	<i>In Room</i>	<i>Monica, Tim C, Bob Sweeney</i>
<i>Slide Production</i>	<i>In Room</i>	<i>Bryna or Christina</i>
<i>Other</i>	<i>TBD</i>	<i>Andrea Fava, Tim Aiken, Erik Beach</i>

SME and Others

- Transportation:
 - Dennis Leach (ARL, Transportation),
 - Renee Hamilton (VDOT),
 - Christian Dorsey (CB Chair, WMATA Board),
 - Conti Srianch (COG Transportation)
- Housing:
 - David Cristeal (ARL Housing),
 - Christian Dorsey (CB Chair),
 - Paul Desjardin (COG Housing)
- Economic Development: S
 - Sally Duran (Economic Development Commission);
 - Alex Iams(Arlington Economic Development)
- Planning:
 - Anthony Fusarelli (ARL Planning)
- AMZ:
 - Brian Huseman (VP Amazon)
- Business Community:
 - Kate Bates (ARL Chamber of Commerce) ,
 - Glenda McMullin(CC BID)
- Civic/Neighborhoods:
 - Carol Fuller (CC Civic Association)

