



USA Confronting A Triple Challenge: COVID-19, Recession, & Social Justice

VML Mayors Institute

October 2020





OLD DOMINION
UNIVERSITY

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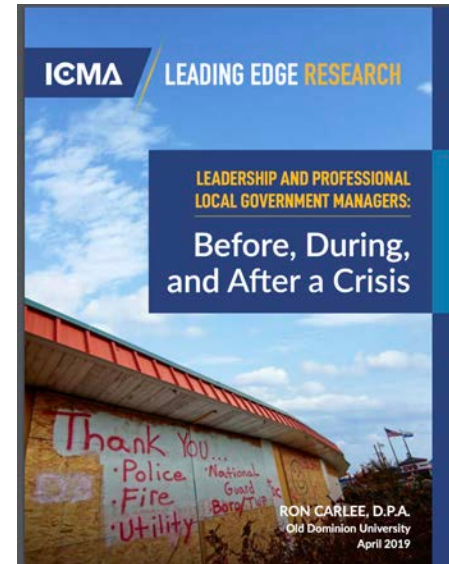




Community Leadership During a Crisis

Virginia Municipal League – Virginia Mayors Institute

October 6, 2019



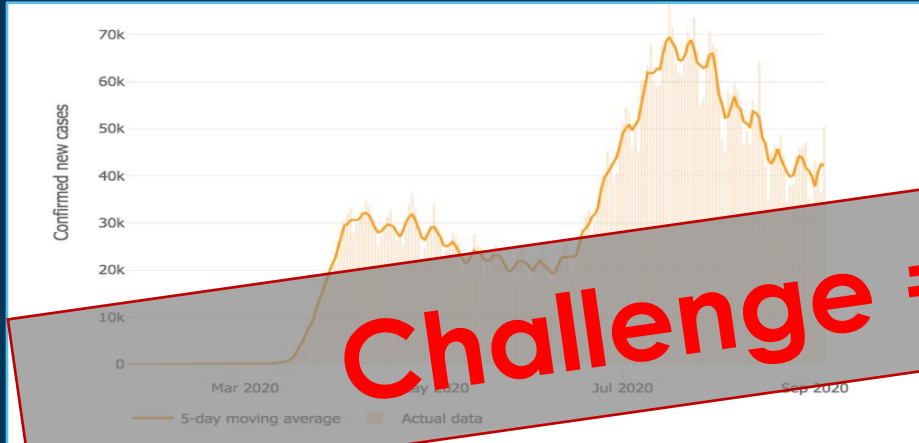
Critical Functions

1. Provide oversight
2. Communicate with other elected officials
3. Communicate and engage with the public
4. Reinforce community values; “brand” the crisis
5. Learn from others
6. Learn from your experience and share





Three Challenges in the U.S.



Challenge #1
COVID-19



Challenge #2
Economic Recession



Challenge #3
Social Justice

Challenge #4 POLARIZED POLITICS



Challenge #5 Climate – It Changes



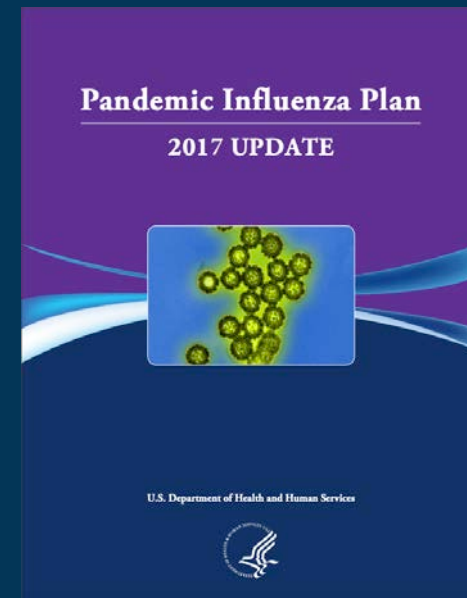
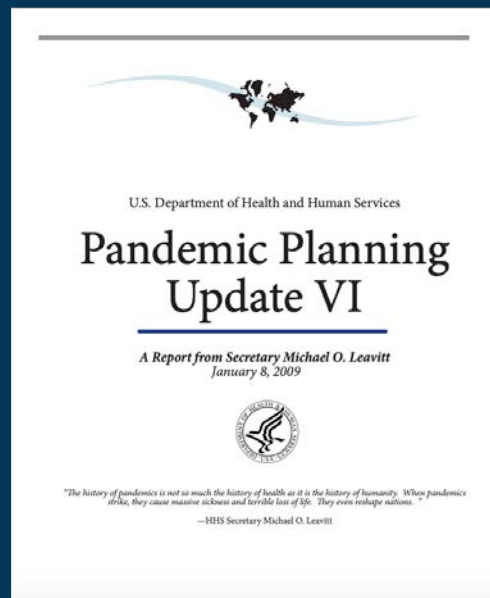
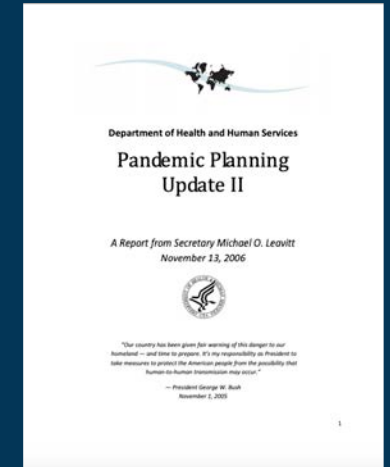
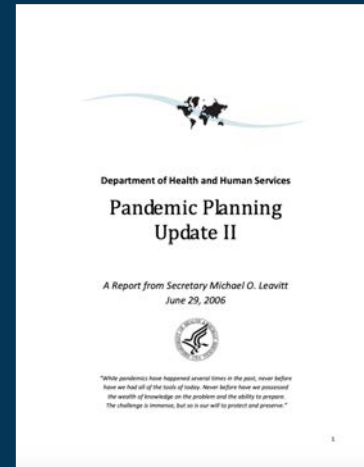
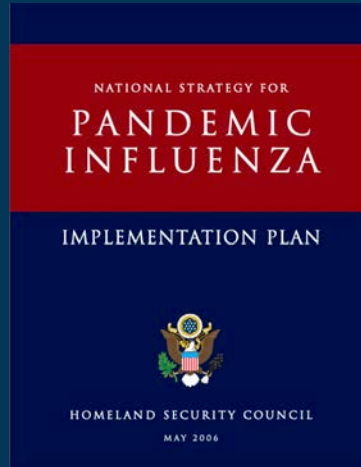
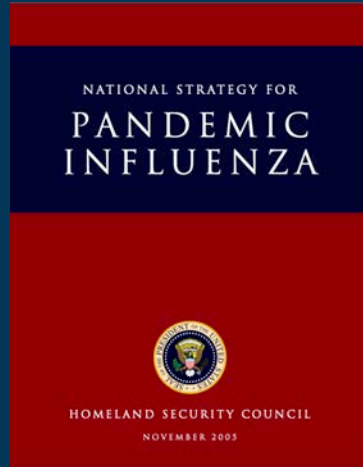
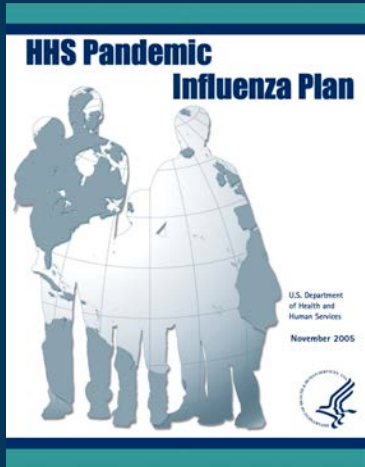


What happened?
Where are we?
What's next?

From Crisis to Recovery



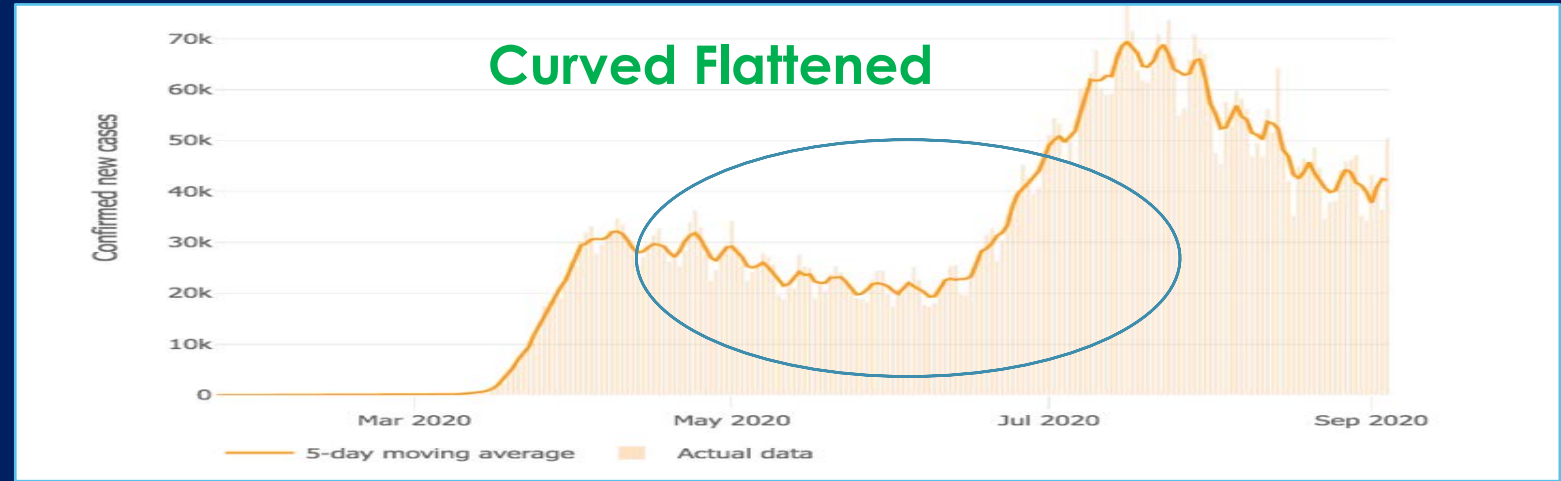
We didn't see if coming



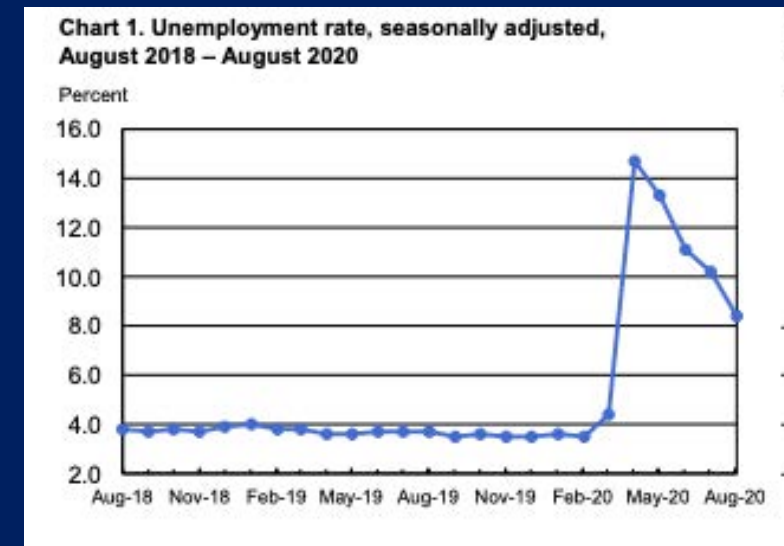


What happened?

LOCK
DOWN



FREAK-
OUT





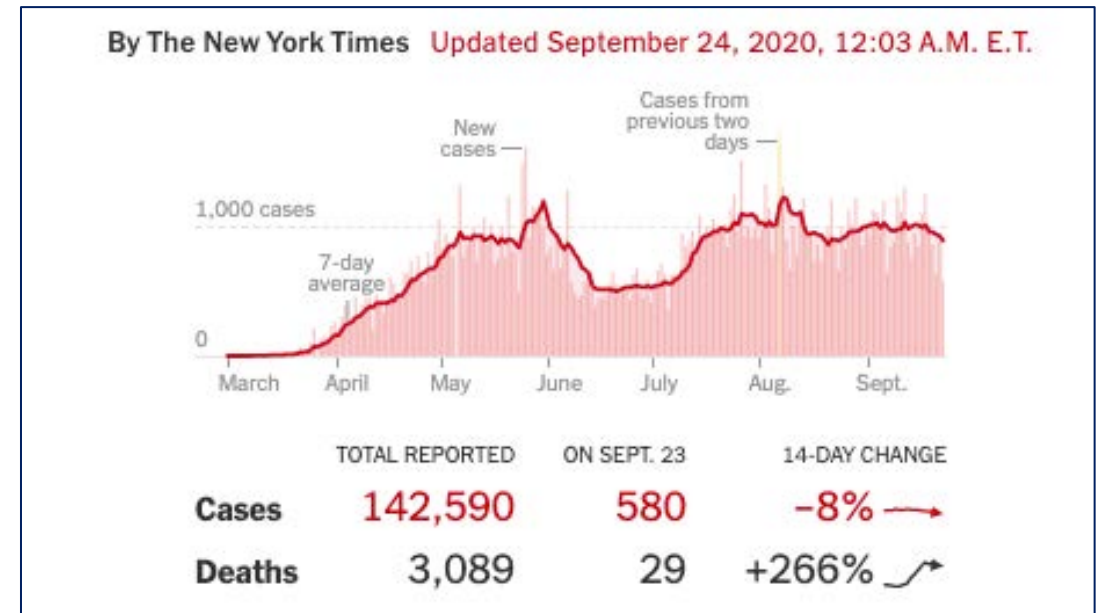
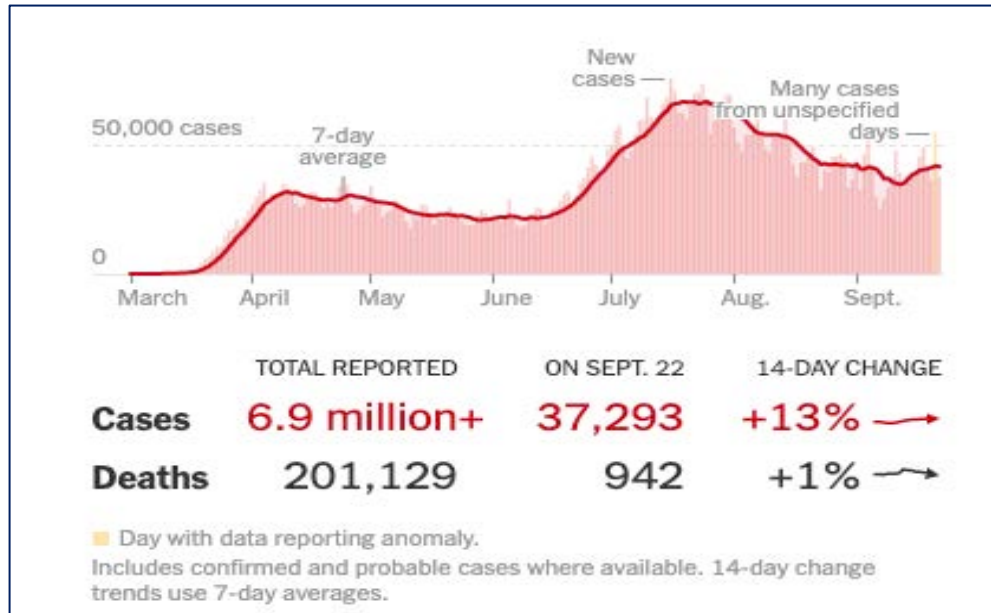
Challenge #2 Recession

Jurisdiction	Vulnerable Taxes as Percent of Total Revenue	Total Revenue Losses
City	11.8%	4.4%
County	6.6%	1.5%
Town	31.1%	14.6%

Tax	Mild Scenario	Moderate Scenario	Severe Scenario
Admissions taxes	100%	100%	100%
Business and franchise license taxes	10%	25%	40%
Hotel and motel lodging taxes	50%	60%	70%
Restaurant and meal taxes	50%	75%	90%
Sales and use taxes	20%	30%	40%



Where are we?

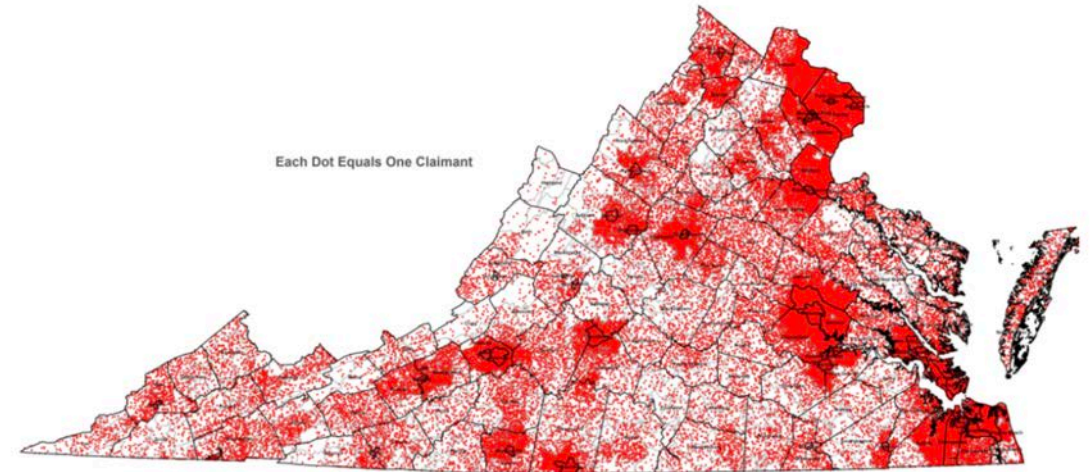


<https://www.nytimes.com/interactive/2020/us/coronavirus-us-cases.html>

September State Revenue Report



Continued Unemployment Insurance Claimants by Zip Code Area
Week Ending September 12, 2020



6.1% Unemployment
More than double a year ago

- The revised forecast anticipates a decline of 1.8 percent in total general fund revenue collections in fiscal year 2021.
- In Virginia, payroll employment fell 7.0 percent in July from July of last year.
 - Northern Virginia fell by 8.0 percent;
 - Hampton Roads fell 5.8 percent;
 - Richmond-Petersburg fell 6.7 percent.



Social Justice

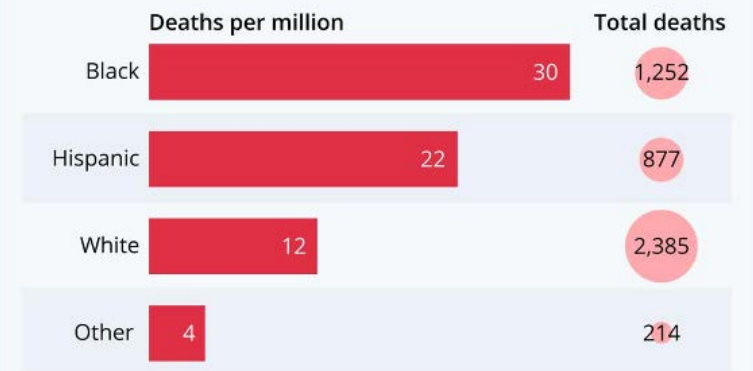
COVID19 Death Rate 2.4X Higher
African American compared with White Americans

Unemployment 1.5x Higher
African American Men compared with White Men

Killed by Police 2.5x Higher
African Americans compared with White Americans

U.S. Police Shootings: Blacks Disproportionately Affected

Number of people killed in police shootings in the U.S. since January 01, 2015



As of May 28, 2020
Source: The Washington Post



Forbes statista



What is a Mayor to do?

1. Build confidence
2. Build relationships
3. Maintain situational awareness
4. Do contingency planning
5. Reinvent & Reimagine
6. Act when needed

- The Virus
- The Economy
- The Social Fabric



Stop the virus



**THANK YOU FOR FOLLOWING
SOCIAL DISTANCING GUIDELINES**

BE SAFE. BE SMART. HAVE FUN.
DARENC.COM/STAYSAFE

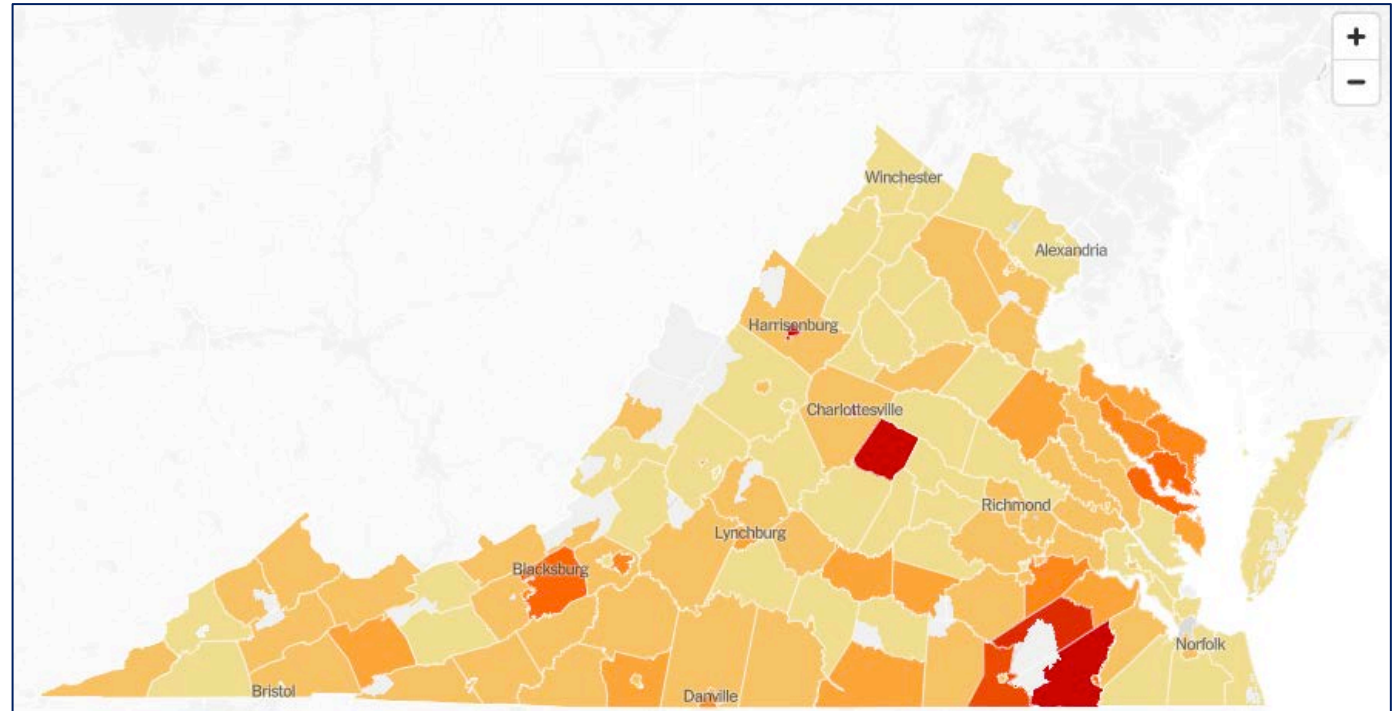


EVENTS, RESTAURANTS, & BARS



Situational Awareness

- The Virus
- Revenues & Expenses
- Social Unrest



<https://www.nytimes.com/interactive/2020/world/coronavirus-maps.html>



Build Confidence Through Partnerships

- **Use Clear, Consistent, and Transparent Messaging**
- **Avoid Undue Attention to the Frequency of Socially Undesirable Behaviors**
- Foster a Sense of Efficacy and Avoid Fatalism
- Appeal to the Collective Good of One's Community
- Use Messengers Trusted by the Target Audience
- Tailor the Framing of the Message to the Audience
- Link Prevention Behaviors to People's Identities
- Highlight Social Disapproval of a Target Audience Member's Failure to Comply When It Occurs
- Highlight the Growing Prevalence of Behavior Change within the Target Audience When It Occurs
- **Avoid Repeating Misinformation, Even to Debunk It**

- The Virus
- Justice
- The Election



Contingency Planning

- At what point in a COVID-19 spike would action be taken and what would the actions be?
- What amounts of loss revenue would trigger what actions?
- What levels of protest would trigger what actions?
- What are other threats to your community?



Engage with the full community

Build Understanding



Stay Safe.

Thank You!

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