

**McCreightPartners Introduces
Power-Wire America (PWA) Insights Series**

PWA Insights Chapter 2

PWA - A Post-Pandemic New New Deal

Building a Better Post-Pandemic America

COVID has created a massive economic upheaval that has left tens of millions of U.S workers temporarily unemployed and/or structurally disenfranchised. Reinvigorating the economy and getting people back to work presents us with three distinct options:

1. **Reopen the economy and let free market forces work**
2. **Subsidize structural unemployment and underemployment**
3. **Launch a Post-Pandemic New New Deal – Infrastructure and Power-Wire America**

Power-Wire America – Infrastructure for the Post-Pandemic Economy

Option #3 (Power-Wire America) explores the potential for a national infrastructure investment program focused on national investment in advanced communication and sustainable energy technologies to address economic and structural unemployment issues. While elements of Options #1 and #2 will definitely be part of the response to the present crisis, **Option #3 offers a way to accelerate our recovery through the funding of structural improvements that will spur the creation of near term jobs and sustain future growth.**



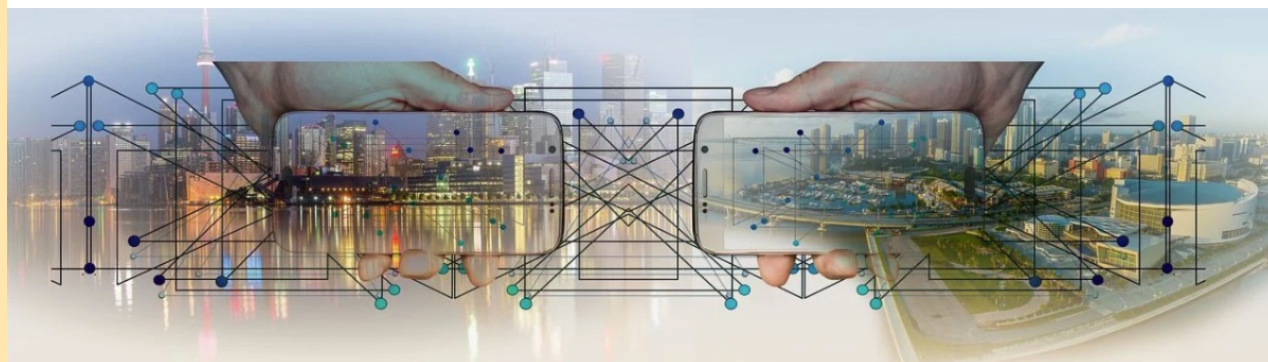
There are significant historical precedents for the United States undertaking such massive public/private initiatives to meet great economic challenges. The building of the railroads in the 19th Century, the New Deal launched during the last Great Depression in the 1930's and

construction of the Interstate Highway System in the 1950's offer three powerful examples of how the country met large scale national economic challenges through a combination of federal funding and private sector ingenuity.

Creating Sustainable Infrastructure for the New World of Work and Commerce

While the magnitude, duration and impact of the COVID pandemic on the US economy is still being determined, it is clear that the pre-pandemic nature of work and commerce will never be the same. The surprising revelation that we not only can, but may prefer to, work, learn, and even play remotely, is not a fad – it's a trend. Work From Home (WFH) means tens of millions of people will neither commute to, nor occupy, offices and factories. It also means that millions of retail sales and service jobs previously provided in physical locations (stores, shopping malls, etc.) will be replaced by online distribution behemoths like Amazon. Even traditional in-person service industries like healthcare and education will be supplemented and even supplanted by telemedicine and distance learning.

Countering current job loss while creating the new world of work, learning and play, will require rapid expansion to two major sectors of the U.S. economy: broadband communications (both terrestrial and satellite 5G), and power generation from new sources.



5G pipes are going to be the superhighways of the new global economy. They will spawn a tsunami of new products with the proliferation of billions of Internet of Things (IoT) devices. The explosive demand for information and communication technology will drive a parallel demand for new power generation with expanded distribution capabilities.

Very importantly, all of the above will require levels of cybersecurity that we haven't even begun to contemplate – let alone provision with appropriate standards, equipment and oversight.

The magnitude of the “**Power-Wiring**” of America could easily match the scope and scale of the three previous national programs that built modern America: the railroads, the New Deal, and the Interstate Highway System. Each of these great initiatives offered Americans the opportunity to harness their energy to build out the new infrastructure while acquiring the new skills necessary to launch the next great phase of the United States' economic future.

Chapters entitled **Power-Wire America**, which explore the specific ways the Power-Wiring of America may create both challenges and opportunities for the communications, power, healthcare, education, transportation, public safety and national security sectors of the U.S. economy.

McCreightPartners has been pleased to work with leading organizations in all these segments in the past to make and implement strategies that have positioned them to thrive on change. Let us know how we can help you achieve similar results.

Matt Walton has been a McCreight Partner for over a decade. He specializes in communications, healthcare, public safety, emergency management and national security.



McCreightPartners Insights are intended to be valuable to our clients as the voice of our Alliance Partners and Research & Operations Center (ROC) professionals. We welcome your thoughts and experiences.



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