



## GreaterWashington2050

*Coalition E-Update No. 2, April 7, 2008*

### **Dear Greater Washington 2050 Coalition Members and Friends:**

**Greater Washington 2050** is building momentum following its second meeting on March 28. The Greater Washington 2050 Coalition also welcomed several new members and launched its web site, [www.greaterwashington2050.org](http://www.greaterwashington2050.org). Please note, the May 23 (the Friday before Memorial Day) meeting has been rescheduled for May 30.

### **March 28 Meeting Outcomes**

- Greater Washington 2050 Coalition Chairman Sharon Bulova (Fairfax County) opened a great “virtual” panel discussion on regional growth agreements and compact best practices underway in several regions. Representatives from the Chicago, Denver and San Diego regions recounted their achievements, challenges and lessons learned by telephone conference call and accompanying PowerPoint presentations.
- In assessing these regional programs, Coalition members concluded that the National Capital Region appears to have some of the building blocks common to these and other efforts, such as regional and local visions and alternative growth scenarios. A comprehensive and coordinated “campaign” that engages residents, businesses and civic organizations was viewed as critical for long-term success.
- The Coalition received an update on some preliminary thoughts on crafting an outreach campaign for the National Capital Region. Stewart Schwartz and Kristin Pauly are the initial members of our communications/campaign subcommittee. Several Coalition members agreed to help the subcommittee with its important work. Check out the web site for the summary of the first meeting or to join the subcommittee.

### **Next Meeting/Please Mark Your Calendar**

**Date/Time: Friday, April 25; 10:00 a.m. to 12:00 noon**

**Location: COG, 777 North Capitol Street NE, Suite 300, Washington, DC 20002**

At the next meeting the Coalition will engage three interesting topics that will advance its Greater Washington 2050 work program goals:

- Can the future be changed? COG’s Transportation Planning Board has led an analysis of alternative growth scenarios, testing several “what if” options to see if policy changes will yield measurable improvement in traffic congestion and pollution. The Coalition will learn more about these scenarios and how their outcomes can shape future regional policies and priorities.
- Many Greater Washington 2050 initiative supporters were reluctant to embark on more “visioning” until stakeholders had a better sense of current local and regional vision plans. COG has begun an analysis of these plans to identify what is expected to be many areas of

agreement and likely several gaps and inconsistencies. The Coalition will guide staff in targeting area vision plans and discuss how best to assess common policy goals and priorities.

- The communications/campaign subcommittee will hold a conference call on April 15 (email staff if you wish to be notified of the time and access information) and will report on further progress in shaping an outreach strategy for Greater Washington 2050..

### **Future Meetings/Please Mark Your Calendar**

**Friday, May 23 (CANCELLED)**

**Friday, May 30 (RESCHEDULED/NEW DATE)**

**Thursday, June 26**

**Friday, July 18**

All meetings are scheduled to begin at 10:00 a.m. and end by 12:00 noon and will be located at COG. Dates for the balance of 2008 will be announced at future meetings.

### **More Information**

The Greater Washington 2050 web site is up and running! Check out [www.greaterwashington2050.org](http://www.greaterwashington2050.org) for information and presentations from previous meetings, reports and studies of interest, links to best practices and coming soon, a place to post comments and suggestions and dialogue with your fellow regional leaders.

### **Greater Washington 2050 Staff Contacts**

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### **Greater Washington Recap**

Greater Washington 2050 is a new regional initiative to improve the quality of life for Washington area residents in the next 50 years by fostering stronger regional awareness, leadership and action. Led by COG and a coalition of public, business, civic and environmental stakeholders, Greater Washington 2050 will build on what many people now believe is an opportunity for convergence on big issues of growth, transportation and the environment, in part owing to concerns about the impacts of climate change and energy availability and cost. Greater Washington 2050 will shape agreement on broad regional goals, identify actions large and small that can help achieve goals, measure progress, and promote stronger civic engagement.