



GreaterWashington2050

**Greater Washington 2050
Communications & Outreach Task Force**

June 30, 2008 Conference Call

Participants:

Don Edwards, The Washington Regional Equity Network
Matt Larsen, The Washington Regional Equity Network
Lisa Rother, The Urban Land Institute, (for Al Dobbins, Urban Land Institute)
Lee Ruck, Metropolitan Washington Council of Governments
Jeanne Saddler, Metropolitan Washington Council of Governments

Notes

Don Edwards discussed the need to hear from the other GW2050 planning groups in order to put in place a communications/messaging campaign. Lee Ruck of COG, who has attended the meetings of all the planning groups, summarized their discussions.

- The Principles task force discussed definitions of terms. The group suggested avoiding buzz words and defining terms in a narrative.
- The group suggested being more general in the normative principle and more specific when describing how to achieve the principle. All members felt the more specific the language used, the more difficult it would be to sell to the public. Conversely, they felt the more general the language and terms, the more likely it is that a document will just sit on the shelf.
- The group was moving toward a “mom and apple pie” set of principles and a set of specific annexes describing how to achieve those principles.
- The Compact task force discussed who will be the signatories to the GW2050 effort. There was movement toward the concept of “auxiliary endorsements from groups (such as business and environmental groups) that wouldn’t require a total commitment. A kind of “bully-pulpit endorsement.
- The Planning Tools task force discussed having a scenarios workshop. Such a meeting might be held in September.

Don thanked Lee for the report, and said there still is a need to hear directly from the other task force participants. Don asked about the discussion (at the June meeting of the communications task force) about using grad students to help us in reaching out to a younger demographic.

Jeanne said she will follow up on that suggestion again. Lisa Rother said she will speak with ULI's Young Leaders group about working with GW2050. Lee Ruck asked if they can help us use the social media sites on the Internet.

Matt Larsen mentioned that we need to wait until we can confirm our message with the other planning groups before moving forward, adding that the campaign's message and branding will drive the entire effort. He said we need more content from the other planning groups to help us develop a message.

Jeanne suggested proposing a few general messages to which the other planning groups could react.

Don said he appreciated everyone's input, but said we still need to get other members of the communications committee and the planning group members involved before making a decision.

Take Aways from the Call:

Jeanne will forward notes to Don and the group.

Don said he will discuss the call with Al Dobbins, who was tied up and missed the call.

Jeanne will speak with Bill Bronrott about the call.

Lisa will check with ULI's Young Leaders Group to see if they can work with us.

Don – a follow-up to this call still is “to be determined.”

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