Smart Growth Begins at the Local Level – January 14th, 2004
COG Staff Review of Take Aim Media, Inc. Initial Shoot Comments

General Comments:

1) There needs to be more minority representation throughout, with elected officials, citizens, and images of minority neighborhoods.

2) Redundant Images -- There are several images that are repeated often that offer possibilities to expand the number of featured projects. The Ellington Apartments at 13th & U Streets in Washington, DC and Bethesda Row are each shown more than once. Out of a total of 100 separate shots, about 50 of them could be identified by COG Staff. About half of the remaining shots are currently unidentified (housing construction), while the other half are most likely stock footage (fox in a field, scientist working in a lab). An initial shot location roster reveals the following numbers;

			Elected Officials	
Arlington County	VA	10		
City of Alexandria	VA	2	Bob Dorsey	Rockville, MD
City of Fairfax	VA	1	Joyce Woodson	City of Alexandria, VA
City of Manassas	VA	2	Judith Davis	City of Greenbelt, MD
Fairfax County	VA	3	Gerald Connolly	Fairfax County, VA
Montgomery County	MD	11	Phil Mendelson	District of Columbia
Prince George's County	MD	2		
Washington	DC	17		

It should be noted that the goal of the video is to highlight best practices within the region, and therefore may not have examples from every jurisdiction. At this point in time, there needs to be some more footage of Loudoun County, Prince William County, Frederick County and Fairfax County. COG Staff suggests adding shots of these jurisdictions to scene 24 and is currently seeking suggestions for additional projects and images to feature in the video.

3) Quotation marks -- Single quotation marks are used only for quotes within a quote. To create emphasis in the headings, use double quotation marks.

4) Backgrounds -- Wherever a background must be used, as with the opening title and the closing sequence, a green or blue background would work better than the current flowing 'red lava' one. The wipes across the screen are also distracting to the eye when viewing charts. Take Aim has agreed to provide several options for COG Staff review.

	Existing Video Images	Existing Narration	Comments
1	~~Montage:~~ • ~~Historical Still Images from locations in the Metropolitan Area~~	~~(music) tempo increases throughout~~	**This scene has been eliminated.**
2	Host On Camera inter-cut with historical still images from locations in the Metropolitan Area followed by current day images of same locations that depict substantial growth. • Bethesda Metro Center past & present • Silver Spring redevelopment; Georgia Ave & Colesville Rd. past & present • Clarendon; Hudson & 10th past & present • Ballston? past & present	HOST TBD (VO): Across the Metropolitan Washington region, communities are facing challenges that threaten our quality of life. Between now and the year 20-30, our region could add more than 55,000 people and more than 43,000 jobs <u>per year</u>. Where will all these people live? And can we accommodate them while preserving our remaining open spaces, controlling traffic congestion, and minimizing damage to our air and water quality? ~~We need solutions to manage this unprecedented growth. One is called "Smart Growth." It refers to development that revitalizes or creates~~ **mixed use** ~~communities that are pedestrian friendly and, connected to transportation options.~~ In the next few minutes, we'll explore Smart Growth and how it can help meet the challenges faced by the urban centers and inner and outer suburbs of the Metropolitan Washington region. Our local elected officials, developers and citizens must join together to address this challenge and forge common solutions.	**This scene has been changed from the initial shoot. MDPC Chair Jouce Woodson has agreed to read the narration from this scene and act as the introductory on-screen host.**
3	**Title:** *SMART GROWTH BEGINS AT THE LOCAL LEVEL*	**(music)**	
4	• Aerial shot of downtown from over Prince George's County • People walking in Old Town • Bethesda Row • New houses springing up in farmland • The Chesapeake Bay Bridge.	NARRATOR (VO): The Washington region radiates out from the urban core of our nation's capitol. Vibrant neighborhoods can be found in the city, its suburbs and surrounding towns. Further out, new communities seem to spring up daily, bordering	

		farm country to the north, south, and west…	
		…and the Chesapeake Bay to the east.	
5	• An otter swimming • Jefferson Memorial • Chinatown Arch.	NARRATOR (VO): Environmental, cultural, and historical treasures make this a diverse region that truly has something for everyone…	
6			
7	• University of Maryland • George Mason University • Johns Hopkins Montgomery Campus	NARRATOR (VO): … many colleges and universities create a high education level… ensuring a world-class workforce…	**Would it be possible to show Howard, GWU or Georgetown University as opposed to Johns Hopkins University? Right now we have 2 MD and 1 VA school images.**
8	• NOAA buildings; Silver Spring • A bio/chem lab • Novell building; Dulles corridor	NARRATOR (VO): …that fuels a consistently strong and varied job market. We lead the nation in federal, bioscience, and high tech employment.	**COG Staff recommends substituting this IRS Headquarters Building at New Carrollton Metrorail station for the NOAA shot.**
9	• Crowds of people downtown	NARRATOR (VO): It's no wonder so many thousands of new residents flock here each year.	
10	• Congested highway	NARRATOR (VO): But with our success comes the challenge of accommodating so many new people, without negatively impacting our high quality of life.	
11	Word on screen: *Development* • New housing construction • Land being cleared for development • Chesapeake Bay Watershed sign	NARRATOR (VO): The Chesapeake Bay Foundation estimates that if we do not change our development policies, open land will be developed at a rate of nearly 150 square miles each year in the greater Chesapeake Bay watershed.	**Change the word on screen "Development" to "Challenges"**
12	• Three American Forests images of tree canopy in 1972, 1984 and 1997	Over the past 30 years this development has dramatically reduced our regional tree canopy, which in turn has negatively impacted our air and water quality.	**Source: American Forests**
13	• Freeway interchange shot blurred as background • Chart showing comparative cost to provide services.	NARRATOR (VO): This suburban development pattern is expensive for local and state governments – as well as for homeowners: Taxes rise to pay for new infrastructure and commutes become longer and costlier.	**For the chart, remove the y-axis label and gridlines. Change the word "unit" in the title to read "housing unit." Make the bars wider so that the neighborhood type label fits**

			completely within the bar making it easier to read. Finally, can we also add a $ sign in front of the 26,000 and 54,000 just to make it more apparent what the numbers mean. **Source: "The Costs of Sprawl"; Transit Cooperative Research Program; Transportation Research Board; 2000.**
14	Word on screen: ***Transportation*** • Traffic congestion • Bus in Chinatown • MARC train; Rockville • Reagan National Airport • Metro train	NARRATOR (VO): Traffic congestion has become a daily hassle for hundreds of thousands of commuters, even with buses commuter rail, three major airports, and our world class Metrorail system -- the nation's second busiest.	**Eliminate the word on screen "Transportation"** **Suggested Prince George's shots:** **- New Carrollton Metrorail station** **- Greenbelt Metrorail station** **- Branch Avenue Metrorail station**
15	• Traffic shot blurred as background • Chart showing time lost to congestion	NARRATOR (VO): The Washington region ranks ~~third~~ second in the nation in congestion, and ~~fifth~~ sixth in time spent in travel delays. The cost is time away from work, leisure, friends, and family – and some of the worst air pollution in the country.	**Edit narration to read "second in the nation in congestion, and sixth in time spent in travel delays"** **Title should be changed from "Annual Hours Spent in Congestion" to "Annual Hours Spent in Traffic Congestion".** **The source should be: "2003 Urban Mobility Report"; Texas Transportation Institute; Texas A&M University; 2003.**
16	Word on screen: ***Environment*** • Wilson Bridge • Rainfall runoff to sewer • Goose on Potomac rapids	NARRATOR (VO): But building more roads and parking lots cannot be the sole solution -- in fact, it ultimately *adds* to our environmental problems. Paved surfaces allow chemicals and sediment to run into the tributaries of the Potomac River and Chesapeake Bay, harming our sensitive ecological resources.	**Eliminate the word on screen "Environment"**

17	• Large smokestack blurred as background • Chart showing code-red ozone days • Bus exhaust • Busy rural road with new housing development	NARRATOR (VO): The Metropolitan Washington region has been cited by the U.S. Environmental Protection Agency for poor air quality. On hot, humid, hazy days, ozone reaches dangerous levels for those with respiratory diseases – especially children and the elderly. If we don't meet federal air quality standards, we stand to lose more of our region's already-limited federal transportation funds, worsening land use and transportation problems.	**Add stock footage of a smoggy highway scene or exhaust image before smokestack image to more accurately represent our major source of pollution.** **Change chart title to "Number of Code Red Days", remove gridlines and axis titles and rotate bar values.** **Source: Metropolitan Washington Council of Governments, Department of Environmental Programs**
18	Word on screen: ***Housing*** • Housing development going up in further-out suburbs. • Farm with subdivisions	NARRATOR (VO): Last but not least, new housing construction has not kept pace with the increase in residents. The result: a workforce housing crisis that prevents many of our essential service workers from living near their jobs, forcing them to venture further out – creating auto-dependence, longer commutes, and negative impacts to rural areas and other greenspaces.	**Eliminate the word on screen "Housing"** **Add housing graph or photo of service workers.**
19	• Housing construction shots blurred as background • Chart showing shortfall of housing units	NARRATOR (VO): A recent study found a shortage of about 67,000 units to house the region's workers -- a shortage that is projected to increase six-fold by 20-10.	**The new numbers for this chart are 43,200 housing units in 2000 and 218,200 housing units in 2025. Remove gridlines and axis titles and put 43,200 in the chart as opposed to just 43.** **Source: "Future Housing Supply and Demand Analysis for the Greater Washington Area"; The Center for Regional Analysis, School of Public Policy, George Mason University; November 2002.**
20	• COG Board meeting	~~NARRATOR (VO):~~ ~~So what *are* the answers? One of them is Smart Growth.~~	**COG Staff recommends eliminating this scene.**
21	***WHAT IS SMART GROWTH?***	(music)	

22	• Titles • Ellington Apartments; U St, DC • Metrorail; Grosvenor? • Housing construction • Touch football game • Couple sitting on porch	NARRATOR (VO): 'Smart Growth' means different things to different people, however, it does not mean 'no-growth.' Here in Metropolitan Washington, Smart Growth means finding smart solutions to the challenges of continued development that are inevitable in our vibrant and prosperous region. We must ensure that new development and transportation facilities are wisely tied together, and promote growth that revitalizes existing communities or creates well-planned new ones. Old or new, Smart Growth communities must be desirable places to live, work, and play that create a sense of place and draw people to them.	**Eliminate the narration and titles and place J Davis' comments here instead. She pretty much covers the message verbatim.**
23	• EPA offices • Fashion Center at Pentagon City • Latino marching band on parade • Red fox in a field • Smart Growth Network logo	NARRATOR (VO): The Smart Growth Network, **convened by the United States Environmental Protection Agency,** is a coalition of diverse organizations formed to encourage Smart Growth development that serves the economy, the community, and the environment. The Network has developed a set of principles in an effort to define Smart Growth.	
24	Ten "Smart Growth Principles: • **Provide a Variety of Transportation Choices** (Use a shot of passengers boarding at the Woordbridge VRE station) • **Create Walkable Neighborhoods** • **Mix Land Uses** (Use a shot of Reston Town Center) • **Create a Range of Housing Opportunities and Choices** • **Take Advantage of Compact Building Design** (Will place a shot of Belmont Bay site plan or	NARRATOR (VO): ~~The first of the Network's ten principles is to~~ The Network's ten principles are provide a variety of transportation choices… …~~second, to~~ create walkable neighborhoods… …~~third, to~~ mix land uses… …~~fourth, to~~ create a range of housing opportunities and choices… …~~fifth, to~~ take advantage of compact building design… …~~sixth, to~~ foster distinctive, attractive places with a strong sense of place…	**The detailed listing of the Smart Growth Network Principles needs to be tightened up. Eliminate the "second, to..." and ", third, to..." enumeration of the list and read the list as a long sentence. All 10 principles could be scrolled up the screen or fade in and out quicker as opposed to the individual slides we have now.**

similar outer-suburban project here) • **Foster Distinctive, Attractive Places with a Strong Sense of Place** • **Strengthen and Direct Development Towards Existing Communities** (Will use a shot of downtown Leesburg here) • **Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas** (Will place an identifiable image of Frederick County farmland here) • **Encourage Community and Stakeholder Collaboration** • **Make Development Decisions Predictable, Fair, and Cost-effective** (Will use footage of charette or developer meeting here)	…~~eighth, to~~ strengthen and direct development towards existing communities… …~~seventh, to~~ preserve open space, farmland, natural beauty, and critical environmental areas… …~~ninth, to~~ encourage community and stakeholder collaboration… …and ~~tenth, to~~ make development decisions predictable, fair, and cost effective… ~~In the next few minutes, we'll visit some~~ Throughout Metropolitan Washington, there are communities that ~~exemplify the Smart Growth principles. These developments~~ are models for areas seeking their own Smart Growth solutions.	
25	Words on screen: **"Providing Transportation Options"**	(music)	**Eliminate individual slide and display the title over the video of scene 26.**
26	• Metro on I-66 • Merrifield/Dunn Loring Metro • King Street Station – Alexandria, VA	NARRATOR (VO): Providing a variety of transportation options is crucial to the quality of life in Metropolitan Washington. And coordination between land use and transportation is part of the equation – planning connections between pedestrian, bike, transit, and road systems helps alleviate traffic congestion and offers alternatives to driving.	
27	• Ballston 3D animation – Arlington, VA	NARRATOR (VO): Transit Oriented Development is a term used to describe building neighborhoods in conjunction with developing transit infrastructure. Theses lively and productive neighborhoods attract new homes and businesses, thereby reducing development pressures in other parts of the region.	**Source: Ballston graphic**

28	• Teens walking downtown Manassas? • Two people walking through an underpass; Greenbelt, MD? • Mother & child walking over foot-bridge; Washingtonian, Gaithersburg, MD	NARRATOR (VO): Fostering walkable neighborhoods is another transportation option. Locations that encourage walking to jobs, shopping, schools, public transportation and other services are attractive to residents and good for the environment. Walkable neighborhoods must be safe and accessible for pedestrians of all ages and abilities.	**Show a senior citizen with mobility issues as opposed to a child walking. This gets closer to the heart of providing easy access for all segments of the population.** **Add a shot of a school crossing or a Mt. Pleasant street scene.**
29	Words on screen: **"Mixing Land Uses and Expanding Choices"**	(music)	**Eliminate individual slide and display the title over the video of scene 30.**
30	• Pentagon Row – Arlington, VA	NARRATOR (VO): Mixing land uses in close proximity to each other allows people to live near jobs, shopping, and other services. Residents are more likely to walk, bike and use public transportation, making for active, safe, and environmentally-friendly communities.	
31	• Houses and "Affordable Dwelling Unit" townhouses in "South Riding"; Loudoun County • New housing construction • "Clarendon Court Apts; Arlington "Special Afforable Housing Protection District"	NARRATOR (VO): Within these communities must be a range of housing opportunities and choices – to provide quality housing for people of all income levels. A mix of single and multi-family homes serves a varied population. Of course, Smart Growth will not solve all of our housing needs -- building affordable housing in desirable communities remains a major financial and political challenge in our expensive region.	**Perhaps substitute an affordable housing project in Fairfax, Prince William or Montgomery County for the Clarendon Court shot.**
32	• Bethesda Row • **King Farm – Rockville, MD**	NARRATOR (VO): Taking advantage of compact development patterns is another positive land use choice. It provides an alternative to conventional development. Compact Development makes more efficient use of land and resources, creates convenient access to activities, supports more transit options, reduces the cost of providing public services and utilities, and encourages a senses of community through close proximity to friends and neighbors. "Infill" projects ~~such as The King Farm~~ can be balanced with parks and open space preservation.	**Perhaps include a shot of the new development around the new Largo Town center Metro station in Prince George's County.** **When the last line of the scene is being read "Infill projects can be balanced..." can we have a better park shot instead of the tiny plot of grass in the parking lot.**
33	Words on screen: **"Fostering a Sense of 'Place' and Preserving Open Spaces"**	(music)	**Eliminate individual slide and display the title over the video of scene 34.**

34	• Downtown Manassas, VA	NARRATOR (VO): Fostering distinctive, attractive locations with a strong sense of place makes for communities that reflect the values and culture of their residents. Buildings should enhance a neighborhood not just because of the services inside, but because they make an aesthetic contribution to the look and feel of the place.	
35	• Ellington Apartments, urban renewal at U St./13th St.; DC • Silver Spring Transportation Center	NARRATOR (VO): Directing new development into existing neighborhoods and corridors throughout the region encourages reinvestment and revitalization, helps cure urban decay, and takes advantage of existing infrastructure. It limits the costs of expanding roads and public services into undeveloped areas – because access to transportation, jobs, shopping, and schools ~~are~~ is already in place. And it generates new jobs and services in existing communities, lessening the need for long commutes.	**Edit narration to read "…and schools IS already in place."**
36	• Urban renewal.; Downtown DC • Bird standing by river • Clarendon Marketplace • 7th St.; DC • Chess players in Dupont Circle • Man walking dog • MCI center • Wilson Bridge Construction	NARRATOR (VO): Improving existing locations also preserves open spaces, which does even more than protect critical and beautiful habitats. It actually helps existing communities in many ways: It bolsters local economies, improves the quality of life, increases property values, opens tourism opportunities, and decreases the need for the construction of expensive new infrastructure.	
37	Words on screen: **"Encouraging Community Equity and Collaboration"**	(music)	**Eliminate individual slide and display the title over the video of scene 38.**
38	• Video of Clarendon Partnership charette	NARRATOR (VO): The Smart Growth Principles also encourage community and stakeholder collaboration in finding solutions that suit the people they affect. When citizens have ownership in plans and projects, there's a much better chance of successful community building. Development decisions must be kept predictable, fair, and cost-effective. When planning and decision-making can be easily anticipated, the projects that result are in the best interest of residents.	**Add footage of the Washington, DC Citizen's Summit III.**
39	• Townhouses and single family houses	NARRATOR (VO) One size does not fit all areas, and the principles of Smart Growth	**Strike the last sentence, "Smart Growth is not a panacea" but keep**

	in a new development • Montgomery County Courthouse; Rockville, MD • Georgetown Harbor; DC • COG Board meeting	should be uniquely applied to each project. Whatever the local goals may be, a focused vision of where and how to grow is important, as is an understanding of how each community fits into the larger regional picture. ~~Smart Growth is not a panacea, but it can be used to help manage existing development and guide how we grow in the future.~~	**the shot of Gerald Connolly. Replace the shot of Georgetown Harbor with a shot a Georgetown neighborhood, perhaps showing both residential and retail such as a shot of Wisconsin Ave. looking up Q St.**
40	*WORKING TOGETHER*	(music)	
41	• Mary K Hill speaking with a developer	~~NARRATOR (VO):~~ ~~There are many Smart Growth solutions to meet the challenges of living in a thriving region. But only when all interested parties work together from the beginning of the process will a development project satisfy the whole community. Developers, planners, local officials, and citizens need to collaborate, so all of their hopes and concerns are heard~~ **Across jurisdictions** ~~a project becomes a shared vision.~~	**COG Staff recommends eliminating this scene.**
42	**Citizen (OnCamera)**	CITIZEN (words to the effect that): *I like my neighborhood the way it is now, but I understand growth is coming and I want us to do it right. ~~I want to be sure we get high quality development, and that we have choices in building sizes, housing types, and prices.~~ I want assurances that property values and traffic won't be negatively impacted. ~~I want to know how our parks and open spaces will be affected, and whether the neighborhood will still be safe for my children.~~ I guess what I'm saying is that I want to be included in the process – I want to have a say.*	**This scene does not exist in the first edit of the video.**
43	**Developer (On Camera)** • David Flanagan, President, Elm Street Developers	DEVELOPER (words to the effect that): *I want to make the project approval process as smooth as possible, and I know that means gaining the support of local citizens and government officials. They need to know that I want my development to be a positive addition to the community, just as much as they do. To do that requires open dialogue.*	
44	**Public Officials (On Camera)** • J Davis; Greenbelt, MD • Phil Mendelson, DC • Mary K Hill, Prince William, VA	PUBLIC OFFICIAL (words to the effect that): *I need to balance the concerns of my constituents with the needs of incoming residents. We need economic growth but must also be concerned with fostering a stronger sense of place and a feeling of community. The fact is, development is coming, so let's*	**Move J. Davis' comments to scene 22** **Phil Mendelson states that "Anything in the District or inner suburbs is going to be smart growth". Perhaps**

		manage it to the best of our ability.	**there is something a little more regionally positive that can be pulled from the interview with him.**
45	• Clarendon Partnership charette	~~NARRATOR (VO):~~ ~~The most effective way to achieve neighborhood buy-in is through participatory citizen meetings held before project design work begins. Time spent upfront will ensure that the residents and the developer end up with a well-designed neighborhood that best suits the desires of each community.~~	**COG Staff recommends eliminating this scene.**
46	***THE BOTTOM LINE***	(music)	
47	• Aerial shot of sprawling subdivisions • Urban construction site • Metro train leaving suburban station • Rapids on a river • Barbershop on a main street • Elderly people using Arlington Transit • Infill townhouse project, Silver Spring • Cyclists on Georgetown Branch trail • People walking downtown • Outdoor volleyball game • Map of the region • Charette images • A person rowing	NARRATOR (VO): The bottom line is that growth in the Metropolitan Washington region is inevitable because more and more people continue to be drawn to the benefits of the region. Just as inevitable are the challenges of continued growth – from a lack of available funds for transportation, to concerns about air and water quality. As we've seen, the principles of Smart Growth can help us direct our limited resources to meet these challenges and encourage well-planned communities, with efficient transportation, good housing choices, that help to preserve clean air, water, and open spaces for everyone. But it's up to us to make sure we grow smarter. We are the stewards of our region's future, and only we have the power to make growth serve us well. These are regional concerns and no one jurisdiction can solve them alone. We need individuals at the local level throughout our region to understand the issues and contribute to the solutions. So we must let our voices be heard – and make wise choices <u>now</u> to manage growth and maintain the high quality of life we all enjoy.	**The COG map displayed in this scene is missing a label for Manassas.**