

## **MDPC AGENDA ITEM 3**

### **MEMORANDUM**

**Date:** May 14, 2003

**To:** Members, COG Board of Directors

**From:** Joyce Woodson, Chair  
Metropolitan Development Policy Committee

**Subject:** Smart Growth Begins at the Local Level  
Educational CD-ROM Project

#### **Background**

During calendar year 2000, the Metropolitan Development Policy Committee (MDPC) of the Metropolitan Washington Council of Governments (COG) approved an initiative for a regional/local "Planning Dialogue Series." The purpose of the dialogue series was to encourage information sharing among area local officials and to provide a better understanding of the regional context and impact of local planning policies and actions. What emerged from the discussions was a consensus that there was a need to better educate and inform citizens and local elected officials about the value of "Smart Growth" principles in making wise land use decisions.

#### **Purpose**

"Smart Growth Begins at the Local Level" will educate residents, local officials and other community stakeholders about the importance of "Smart Growth" policies and techniques through a multi-media (CD-ROM and Website) presentation. A sampling of best management or best development practices will also be included. The presentation is a practical tool to bring the dialogue directly to our local communities and would be a valuable resource for maintaining the region's high quality of life while addressing concerns of growth, congestion, and air quality.

#### **Project Team**

A work group comprised of members of the MDPC and the Metropolitan Development Citizens Advisory Committee (MDCAC) has been working over the past year to develop a script for the CD-ROM. The group has recommended the development of a concise (approximately 7 minute) video formatted on a

business-card sized CD-ROM format. Based upon discussions with several groups, a professional scriptwriter will revise the current staff draft script and weave a more concise story from the current story boards. This 'teaser' presentation would potentially fit on a business card style CD-ROM and would invite users to visit the COG website for detailed case studies of successful development projects and local “Smart Growth” policies.

### **Funding and Consultant Services**

In September 2002, COG received \$50,000 in funding from the U.S. Environmental Protection Administration (EPA) to support development of “Smart Growth Begins at the Local Level”. COG’s video consultant, Take Aim Media, estimated production costs of approximately \$35,000 for development of the video and a mass duplication fee of approximately \$1-\$2 per CD-ROM.

### **Project Review Protocols**

The attached matrix details a proposed schedule for completion of “Smart Growth Begins at the Local Level”, including protocols for review of the script by the COG Board, COG policy committees and EPA. Staff is working with the consultant and work group to complete the project by the end of this calendar year.

For more information on the project, contact Paul DesJardin of the COG staff (phone: 202-962-3293; e-mail: [pdesjardin@mwkog.org](mailto:pdesjardin@mwkog.org) )