

**ULI Washington & Smart Growth Alliance  
Reality Check on Growth  
Fall 2004**

The Washington District Council of the Urban Land Institute (ULI) is committed to fulfilling the ULI mission on the local level by creating and assuming leadership on regional land use issues. In fall of 2004, ULI Washington will bring together major diverse community stakeholders and policy leaders--who have previously not been connected--to work on Reality Check on Growth (Reality Check).

Reality Check is a one-day participatory GIS-based exercise similar to those recently completed in Los Angeles and Utah. Nearly 300 regional political, business, development, community, and environmental leaders will be invited to collaboratively analyze and develop alternative growth scenarios for our rapidly growing region. The objective of Reality Check is to gain attention, further understanding, and galvanize action for regional planning to deal with the serious ramifications of current growth patterns and trends in the Washington region.

Chairs:            Roger Winston, Linowes and Blocher, LLP  
                      Len Forkas, Milestone Communities, Inc.

Alliances:

- \* Smart Growth Alliance (Greater Washington Board of Trade, Chesapeake Bay Foundation, Coalition for Smarter Growth, Metropolitan Washington Builders' Council)
- \* Metropolitan Washington Council of Governments (pending)
- \* Fannie Mae
- \* George Mason University
- \* University of Maryland

Major Roles and Responsibilities:

- I. Data Collection/GIS (Peter Crowley & Len Bogorad)
  - a. Identify data and GIS requirements and sources
  - b. Produce map for visioning exercise
  - c. Analyze results
  
- II. Visioning Exercise Leader (Bob Harris & John Coe)
  - a. Produce parameters of visioning exercise and rules
  - b. Develop guide book for participants
  - c. Train facilitators and scribes
  
- III. Communication/Outreach (Thomatz)
  - a. Identify key stakeholders
  - b. Produce pre-event materials
  - c. Establish media relations program
  - d. Produce post-event report
  - e. Coordinate post event scorecard and follow-through
  
- IV. Finance/Sponsorship (David Flanagan/Charles Jones)
  - a. Prepare and administer budget (approximately \$300,000)

- b. Identify sponsorship sources and create appropriate mechanism to collect and recognize contributions
  - c. Solicit contributions
  - d. Identify and solicit other sources of revenue
- V. Post Implementation (John McClain)
- a. Analyze results of Reality Check exercise and policy implications
  - b. Develop metrics for annual report card
  - c. Track policy changes stemming from reality check