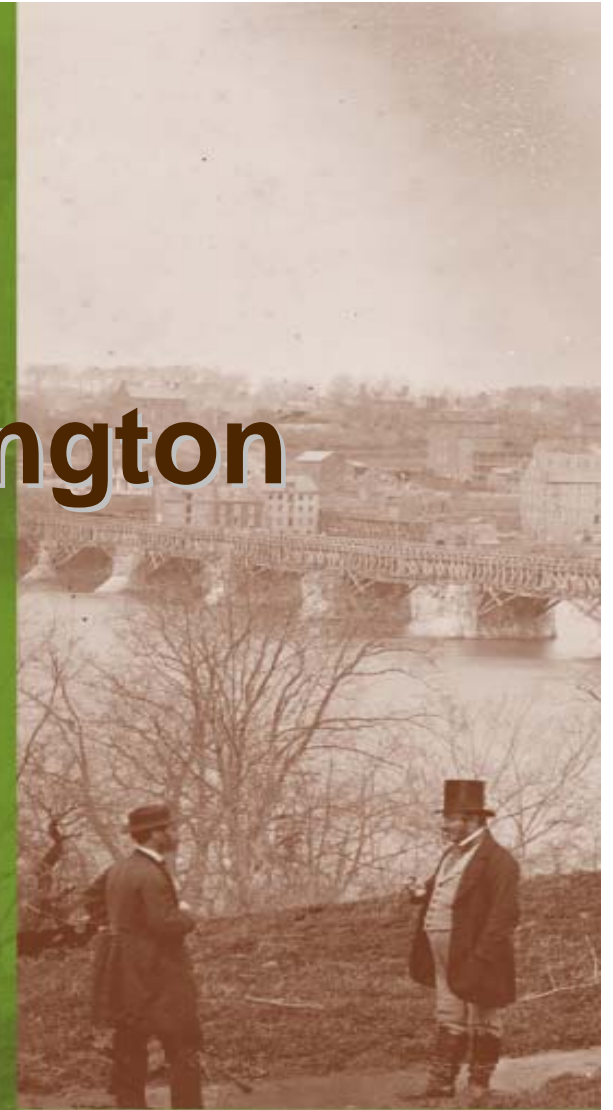


Envision Greater Washington

Design by Sage Communications



GREATER WASHINGTON
Board of Trade

POTOMAC
CONFERENCE



Potomac Conference Winter Meeting Overview

- **Topic: “A Conversation About Our Region’s Future” follow on to February 2005 Reality Check**
- **145 Leaders from private, non-profit and public sectors**
- **Overview of lessons learned from other regions who are implementing visioning programs**
- **Reviewed Greater Washington growth projections and implications including federal perspective**
- **Breakout sessions focused on what next**
- **Closing plenary – brings us to today, next steps**



GREATER WASHINGTON
Board of Trade

POTOMAC
CONFERENCE

ENVISIONING A GREATER WASHINGTON VISION

- National Capital Region working in new ways across old boundaries to make and execute a regional vision of a prosperous, competitive and equitable community.



GREATER WASHINGTON
Board of Trade

POTOMAC
CONFERENCE



IF WE HAD A VISION:

“What would you expect will be different in 5, 10, 20 or 50 years if we had a visioning process?”

- **Improved transportation/mobility**
- **Regional balance (in housing, jobs and schools)**
- **Improved environmental quality**
- **Better regional land use planning**





WHAT NOW?

“What have you heard over the last two days that makes the most sense for us to consider as we move forward in this region?”

- **Single coordinating group – multiple implementers**
- **Sense of urgency**
- **Cultivation of leadership**
- **Look at best practices from similar regions**
- **Identify commonalities and common values**
- **Use technology to help educate the community about these issues**
- **Involve the citizenry**



WHO MAKES IT HAPPEN?

“Who needs to be involved in the discussion and how would you engage them?”

- Engage broad base of leaders in the community
- Include all sectors/jurisdictions
- Identify key leader(s) to spearhead visioning effort
- Personal contacts
- Public forums
- Media plan
- Marketing tools
- Federal, state and local leadership and involvement



GREATER WASHINGTON
Board of Trade

POTOMAC
CONFERENCE

ENVISIONING A GREATER WASHINGTON

Next Steps

- Phase One – 90 Day, June 30, 2006
- Phase Two – 60 Day, August 31, 2006



ENVISIONING A GREATER WASHINGTON

Phase One – 90 Days

Establish a Working Group made up of ~ 30 persons -reflecting an even mix from the public, business and civic sectors.

Working Group's Charge

1. Define desired outcomes.
2. Develop work plan that includes organizational vehicle and governance, research and scenario planning, communications and public engagement and a timeline for implementation with key milestones.
3. Identify stakeholder groups and method of ongoing engagement.
4. Develop draft budget and prospect list to fund work plan.
5. Vet and seek support of proposal from key regional and sector stakeholders.



ENVISIONING A GREATER WASHINGTON

Phase Two – 60 Days

If proposal is supported at the end of Phase One...

Work Group would:

1. Seek support from increasing number of stakeholders.
2. Initiate new governance structure.
3. Develop project launch tactics and materials.
4. Seek initial funding.
5. Disband.



ENVISIONING A GREATER WASHINGTON

FOR DISCUSSION

- 1. Approve Phase One**
- 2. Approve in-kind administrative support to aid Work Group.**
- 3. Agree to vet and review Work Plan in 90 days.**
- 4. Suggest 10 key leaders from your sector to participate on Work Group**

