

Updated July 7, 2004
Implementation Plan for “Smart Growth Begins at the Local Level”

“Smart Growth Begins at the Local Level” will be used as a tool to educate residents, local officials and other community stakeholders about the importance of “Smart Growth” policies and techniques through a multi-media CD-ROM. The CD-ROM highlights the responsibilities and successes of local government policies while acknowledging the common concerns which elected officials and citizens encounter (e.g., neighborhood opposition, traffic, loss of open space, increased density, etc.). The CD and accompanying website also contain numerous examples of local best management or best development practices. “Smart Growth Begins at the Local Level” is a practical tool to bring the dialogue directly to our local communities and a valuable resource for maintaining our region’s high quality of life while addressing concerns of growth, congestion, and air and water quality.

Local and Regional Stakeholder Organizations

In addition to the COG Board of Directors and the Metropolitan Development Policy Committee, “Smart Growth Begins at the Local Level” has been presented to a number of technical and advocacy groups, including the Urban Land Institute; American Planning Association (APA); “A Greater Washington”; the Planning Directors Technical Advisory Committee (PDTAC); Chesapeake Bay Land, Growth and Stewardship Subcommittee (LGSS); and the TPB Citizen’s Advisory Committee. In addition, COG staff and Metropolitan Development Policy Committee (MDPC) / Metropolitan Development Citizen’s Advisory Committee (MDCAC) members continue to work to brief interested stakeholder organizations in the Washington region. To date more than 300 copies of the CDs have been distributed to organizations and stakeholders throughout the Washington area, including COG member jurisdictions’:

- Boards of Supervisors / City / County Councils
- COG “Mayors and Chairs” group
- Planning Commissions
- Planning Departments
- Economic Development offices

Regional advocacy groups, including:

- National Capital Area Chapter of the American Planning Association (NCAC-APA)
- Urban Land Institute (ULI)
- ULI Washington
- Smart Growth Alliance
- The Greater Washington Board of Trade
- The Greater Washington Initiative
- The Brookings Institution
- Chesapeake Bay Foundation
- Coalition for Smarter Growth
- A Greater Washington
- Interstate Commission on the Potomac River Basin
- Metropolitan Washington Airports Authority
- National Capital Planning Commission
- Northern Virginia Regional Commission
- Northern Virginia Regional Park Authority
- Northern Virginia Transportation Commission
- Washington Metropolitan Area Transit Authority

- Washington Metropolitan Area Transit Commission
- Washington Suburban Sanitary Commission
- Chesapeake Bay Region Land Growth and Stewardship Subcommittee
- Washington Suburban Transit Commission

University and educational institutions, including:

- Washington Area Consortium of Universities
- University of Virginia - Institute for Environmental Negotiation
- Metropolitan Institute at Virginia Tech
- University of Maryland School of Architecture; Dept. of Planning and Preservation
- The National Center for Smart Growth
- George Mason University School of Public Policy

Local media, including:

- Roger Lewis (U-MD / Washington Post)
- Local Cable Access stations:
 - Office of D.C. Cable
 - Bowie Community Television
 - City of College Park (Channel 10-B)
 - Frederick County, Video Services (Channel 19)
 - City of Gaithersburg (Channel 13)
 - City of Greenbelt (Channel B-10)
 - City of Rockville, Cable TV Office (Channel 11)
 - County Cable Montgomery (Channel 55)
 - Community television of Prince George's (Channel 18)
 - Takoma Park Television (Channel 15)
 - Arlington Info31 (Channel 31)
 - Comcast (City of Alexandria, Channel 10)
 - Loudoun County (Channel 2)
 - Comcast Studio 3 (Prince William, Channel 3)
 - Fairfax City Screen 12
 - Fairfax County (Channel 16)
 - Falls Church Community TV (Channel 38)

ULI “Reality Check Advisory Board” members including:

- Milestone Communities, Inc.
- Linowes and Blocher, LLP
- The Holladay Group
- Squire, Sanders & Dempsey L.L.P.
- Robert Charles Lesser & Co., LLC
- Urban Land Institute – Washington District Council
- Smart Growth Alliance
- Northmarq Capital, Inc.
- LandDesign, Inc.
- Elm Street Development, Inc.
- Holland & Knight LLP
- Ken Thompson & Associates, Inc.

Citizen groups / neighborhood associations: COG staff continues to compile mailing labels / contact information for neighborhood associations and community groups. *To date several thousand names / addresses have been identified.*

COG Policy and Technical Committees

COG Policy and Technical Committees will play a critical role in the dissemination and implementation of “Smart Growth Begins at the Local Level”. In addition to review and approval by the Metropolitan Development Policy Committee (MDPC) and COG Board of Directors, COG staff, with assistance from MDPC members, will schedule briefings with:

- National Capital Region Transportation Planning Board (TPB)
- Metropolitan Washington Air Quality Committee (MWAQC)
- Chesapeake Bay Policy Committee (CBPC)
- Planning Directors Technical Advisory Committee (PDTAC)
- TPB Technical Committee
- COG Chief Administrative Officers (CAOs) Committee

In addition to the policy and technical committees listed above, COG staff and MDPC / MDCAC members will brief COG’s:

- TPB Citizens Advisory Committee (TPB CAC)
- Air Quality Public Advisory Committee (AQPAC)

The purpose of these briefings will be to review the video and facilitate discussions on how the committee members and the agencies / organizations they represent could best use the video and materials. In addition, these presentations will offer an opportunity for COG committee officials to comment on content and policy issues to be incorporated in the Website and Implementation Kit.

Federal agency partnerships

In recognition of the importance of the federal presence in the Washington region, COG staff will make presentations to and seek partnerships with appropriate federal government agencies, including:

- National Capital Planning Commission (NCPC)
- Environmental Protection Agency (EPA)
- General Services Administration (GSA)
- Department of Housing and Urban Development (HUD)
- Other agencies to be identified

Speaker’s Bureau

COG staff will work to establish a “speaker’s bureau” comprised of elected officials and other key policy committee members to assist in presentations of “Smart Growth Begins at the Local Level” and serve as knowledgeable advocates for the principles.

Advisory Group

Building on the COG Board’s policy focus on growth, COG staff will seek nominations from the Board for an “Advisory Group” of elected officials to make recommendations about issues pertaining to Smart Growth and to advise staff on ways to sustain and implement this project. The Advisory Group would include representatives from the District of Columbia, Maryland and Virginia, as well as from “Central”, “Inner Suburb”, and “Outer Suburb” jurisdictions.

Progress Report

Staff and Advisory Group members will brief the Board on progress to during the July COG Board retreat.

Sustainability / Additional Resources

COG staff, MDPC / MDCAC members and the Advisory Group will provide copies of “Smart Growth Begins at the Local Level” and work to identify potential funding sources to sustain the program and “next steps” in the process.

Feedback

Questions, comments, and feedback about the Information Kit, Website, and CD-ROM can be addressed on the “Feedback Forum” page on the website.