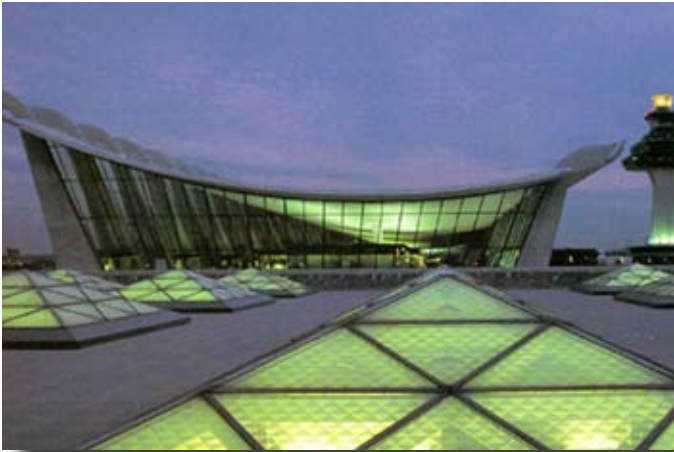


Greater Washington 2050 Work Program



**Approved by:
COG Board of Directors
12/12/07**



What is COG?

For more than 50 years, the Metropolitan Washington Council of Governments, known as COG, has helped develop solutions to issues of regional importance. The organization is comprised of elected officials from 21 local governments, members of the Maryland and Virginia legislatures, and members of the U.S. Congress.

Background

COG has been at the forefront of regional planning and visioning efforts throughout its history. As part of its 50th anniversary in 2007, COG held a forum that predicted a future of rapid growth, increasing traffic congestion, and affordable housing and environmental problems. To face these challenges and enhance the quality of life in the National Capital Region, COG has launched Greater Washington 2050.

This effort arose following the Reality Check on Growth event in February 2005 and the Potomac Conference in February 2006. In 2006, COG, the Greater Washington Board of Trade and the Community Foundation for the National Capital Region co-convened work groups to review and make recommendations on a proposal to launch a regional visioning campaign, known as Envision Greater Washington.

COG's Metropolitan Development Policy Committee (MDPC), as the COG Board's principal policy advisor on growth and development, also monitored and reviewed the proposal and a recent staff business plan expanded on it.

During their April 2007 meeting, the COG Board of Directors recommended next steps on Envision Greater Washington, specifically:

- What are the specific elements/activities that would be carried out through a visioning effort, how will it be funded, and how will progress be measured?



- How can the region avoid reinventing the wheel and how can we be sure there is added value from this effort?
- Does the region need more planning or should we focus our resources on advancing the vision and plans we already have?
- What will be different, better and/or measurable as a result of this effort?

The COG Board charged MPDC with reviewing the Envision Greater Washington report and to identify specific actions that could be quickly implemented by COG or proposed for the work program and budget to advance the principles of:

1. Stronger multi-sector, multi-jurisdictional and citizen engagement
2. Leveraging existing plans and visions
3. Public choice through deeper understanding of the impact and consequences of alternative growth and investment scenarios
4. A commitment to action and outcomes



Greater Washington 2050 Work Program

MDPC established a work group to respond to the COG Board request. The work group felt strongly that any effort must build upon recent and long-term achievements of COG and its member local governments to address growth.

MDPC members presented the recommendations during the COG annual retreat and again during the September 2007 COG Board meeting. On October 10, the COG Board approved the creation of Greater Washington 2050 to foster regional consensus on enhancing the quality of life in the National Capital Region between now and 2050.

As recommended by the Board, the outcomes of Greater Washington 2050 will eventually be formalized through a Greater Washington 2050 Compact, which will define a common regional vision for all stakeholders.

During their December 2007 meeting, the COG Board approved the following work plan and initial budget for the Greater Washington 2050 initiative, as well as a proposed governance structure.

Action 1

A Greater Washington 2050 Coalition (composed of MDPC, representatives from the National Capital Region Transportation Planning Board, Metropolitan Washington Air Quality Committee, and other COG Policy Committees, the federal government, key regional business, civic and environmental stakeholders) shall be established and charged with oversight of the Greater Washington 2050 initiative for a period of 18 months, with a goal of developing a regional Greater Washington 2050 Compact to address growth-related issues.

Major work program tasks:

1. Establish committee governance and responsibilities to oversee Greater Washington 2050 initiative
2. Invite membership and active representation from:
 - a. standing COG policy committees
 - b. federal and state governments
 - c. key regional business, civic and environmental stakeholder organizations

Products:

1. Establishment of the Greater Washington 2050 Coalition to make recommendations to COG

Action 2

To develop the Compact, a literature review and comprehensive assessment of the common goals articulated in existing member jurisdiction comprehensive and functional plans; previous and current regional “visioning” efforts; and applicable federal and state regulations will be carried out.

This research would define specific elements of the Compact to address: land use, economic growth, environmental quality, transportation, affordable housing, population and demographics, health climate and energy. The Compact will include appendices containing a detailed listing of the goals as specifically articulated in the member jurisdiction plans and other documents.

Other COG Policy Committees (Metropolitan Washington Air Quality Committee, National Capital Region Transportation Planning Board, Human Services Policy Committee, Chesapeake Bay Policy Committee, and Climate Change Steering Committee) will provide more detailed goals based on their existing body of work. A summary of the external influences for each level of government: county on local, state on county, federal on all entities will be prepared.

Major work program tasks:

1. Inventory and review local and regional plans, goals, and vision statements
2. Obtain goals and policy statements from standing COG policy committees

Products:

1. Prepare summary document of common regional goals
2. Draft language for the Greater Washington 2050 Compact



Action 3

To assist with Action 2 and with the development of the Compact, COG (on behalf of the Coalition) will undertake a scientific survey to determine citizens’ attitudes concerning growth and quality of life issues in the Washington region.

Major work program tasks:

1. Work with COG policy committees and staff to develop survey questions
2. Consultant undertakes survey and prepares report

Products:

1. Summary report of citizen and stakeholder perceptions concerning growth and quality of life issues

Action 4

COG and TPB staff will greatly expand upon the work of the Regional Mobility and Accessibility Study (RMAS) by developing additional measures of effectiveness (MOEs) for the existing alternative land use and transportation scenarios. Potential indicators include: air quality, water quality and supply, climate change, energy consumption, open space loss / preservation, and affordable housing.

In addition, COG and TPB staff will develop additional technical “tools” for communicating the results of this work to the public.

Major work program tasks:

1. Develop additional economic, transportation, environmental, and quality of life measures of effectiveness
2. Develop new technical tools for communicating the Regional Mobility and Accessibility Study results
3. Expand outreach on findings of impacts to citizens, stakeholders and advocacy groups

Products:

1. Maps, data and other analyses
2. Technical and policy reports, brochures
3. Targeted presentations to:
 - a. Professional associations and panels
 - b. Business, civic and advocacy groups
 - c. Greater Washington 2050 events, conferences, TBD



Transit-Oriented Development Scenario

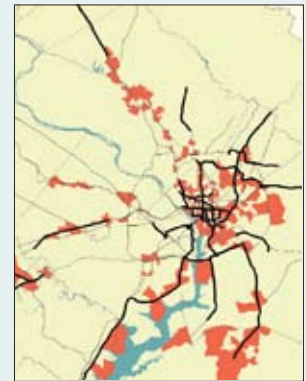
What if more people lived and worked closer to transit?

The Challenge:

70% of new jobs and 80% of new housing in the coming decades will not be located in “transit station areas” (half mile from rail, quarter mile from bus).

The Scenario:

- Locates 125,000 new households (35% of forecast growth) and 150,000 new jobs (19% of forecast growth) closer to transit stations—within a half-mile radius (represented by red areas on the map).
- Adds an extensive transit network (beyond those currently assumed to be planned and funded): 30 miles of new Metrorail; 30 miles of new commuter rail; 218 miles of new light rail and bus rapid transit.





Action 5

The Greater Washington 2050 Coalition will propose a Compact to define a common regional vision for 2050. Among the basic tenets of the Compact would be the willingness of the signatory member jurisdictions to subscribe to: long-range planning of at least 40 years; timely implementation of the stated goals of the Compact; creative financing of public infrastructure and enhanced governmental services to achieve the goals; and development of inter-jurisdictional projects and agreements where necessary to achieve the goals.

Major work program tasks:

1. Work with COG and regional stakeholders to craft the Greater Washington 2050 Compact
2. Develop recommendations for regional governance structures or procedures designed to insure implementation of the Compact
3. Develop local and regional policies to ensure implementation of the Compact

Products:

1. Develop Greater Washington 2050 Compact and Implementation Plan

Action 6

To assess progress in achieving the specific goals of the Compact, a series of metrics will be developed for each element. A tri-annual report detailing an analysis by jurisdiction of the region's progress towards achievement of the goals, consistent with the major update cycles of the TPB's financially Constrained Long-Range Plan (CLRP) and the Cooperative Forecasts will be prepared.

Major work program tasks:

1. Develop quantitative and qualitative metrics for periodic assessments of progress in achieving goals of the Greater Washington 2050 Compact
2. Expand outreach on findings of impacts to citizens, stakeholders and advocacy groups

Products:

1. Quantitative and qualitative economic, environmental and transportation indicators for tri-annual assessment of goals achievement
2. Benchmarking initial report concerning regional progress
3. Incentives for implementing the goals of the Compact which may include the use of the metrics as a tool for distributing federal transportation funds

Action 8

The Greater Washington 2050 Coalition will reach out to all adjacent planning regions to collaborate on a bold 21st century investment plan to address the issues of environmental quality, energy efficiency, climate change, sprawling development and the transportation challenges that face the greater mid-Atlantic region. One near-term opportunity is the transportation reauthorization bill expected in 2009 and the potential to address the climate, national security, energy, freight, high-speed passenger and commuter rail, and transit issues of our rapidly growing region.

Major work program tasks:

1. Enhanced coordination with adjacent regions north, south, east and west of metropolitan Washington to achieve common policy goals for growth
2. Work in collaboration with Baltimore and Richmond and other neighboring Metropolitan Planning Organizations to develop a broad regional transportation investment plan as part of 2009 reauthorization of the surface transportation bill

Products:

1. Coordination and collaboration on Greater Washington 2050 Compact with leadership of adjacent regions
2. Drafting of request for special multi-regional transportation investment plan



Action 7

The Greater Washington 2050 Coalition will develop a Communications Plan to disseminate the purpose and understanding of the Compact with the primary focus being the support of local elected officials in their roles of balancing the need to support local projects and authority with regional planning goals.

Included in the Communications Plan will be specific recommendations on ways to enhance the Transportation Planning Board's public outreach on the alternative growth scenarios developed through the Regional Mobility and Accessibility Study.

Major work program tasks:

1. Development of training and "talking points" to assist elected officials
2. Development of a "communications package" for local jurisdictions to brief their constituents
3. Work to leverage new and existing technologies to more broadly disseminate the information

**Greater Washington 2050
Project Budget and Staffing
December 19, 2007**

Proposed Revenue

Grants, foundations	\$200,000
COG FY09	\$ 50,000
COG FY08	<u>\$150,000</u>
Total	\$400,000

Proposed Expenses

Project management	\$ 50,000
Action 3 — survey consultant	\$ 90,000
Action 4 — development of MOEs	\$150,000
Action 6 — development of metrics	\$ 75,000
Action 7 — communications plan	\$ 25,000
Action 8 — coordination w/other regions	<u>\$ 10,000</u>
Total	\$400,000

Greater Washington 2050 Coalition

