

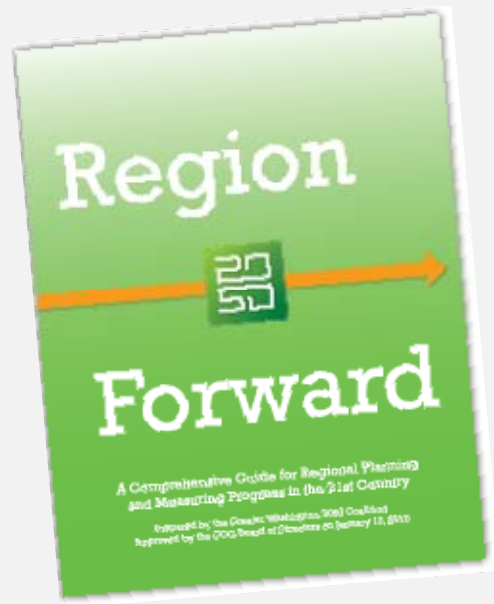
# ECONOMY FORWARD

COG's call to action for a more  
competitive metropolitan Washington

**Planning Directors Committee**  
October 19, 2012



# What is Economy Forward?



*Region Forward* is COG's vision for a more accessible, sustainable, prosperous and livable metropolitan Washington.

*Economy Forward* is an offshoot of the vision that focuses on the region's key economic needs and specific actions to strengthen economic competitiveness and spur and sustain job growth.



# What did we learn?

## Metropolitan Washington's Competitive Advantages:

Educated Workforce

Entrepreneurial Climate

International Connections

Vibrant Activity Centers

Federal Government Access

## Metropolitan Washington's Priorities for Growth:

Skills Mismatch

A New Image

Transportation Investment

More Strong Centers

Federal-Regional Partnership

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**COG must** refocus its current and upcoming projects with the goal of improving regional economic growth and competitiveness.

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## How will COG make this happen?

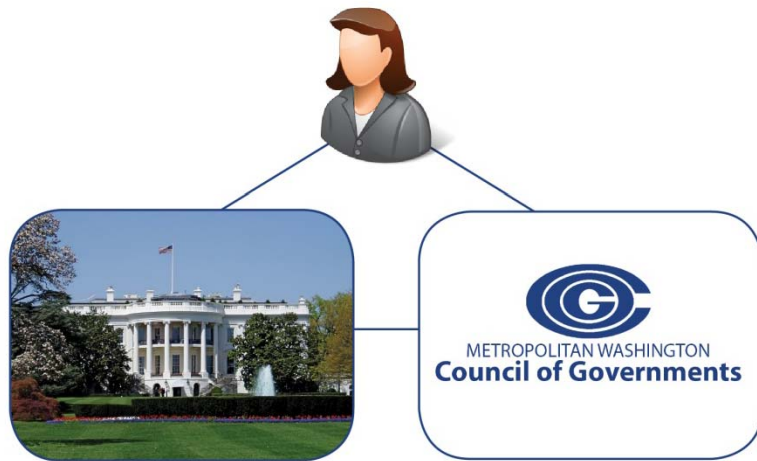
The COG Board, the Region Forward Coalition and the Transportation Planning Board will lead the development of:

- **A Regional Transportation Priorities Plan**
- **An Activity Center Investment Plan**
- **A Regional Brand**
- **Industry and Labor Market Analysis**
- **A Federal-Regional Liaison**

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# A Federal-Regional Liaison



- Federal downsizing has created a sense of urgency for stronger partnership
- Need a single point of contact
- Promising dialogue with WHO-Intergovernmental Relations

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# Industry & Labor Market Analysis



- Significant disconnect between workforce and business community
- Regional data on current and projected workforce demands is needed
- Economic prosperity is a cornerstone of Region Forward
- RFC, with additional stakeholders and resources, should lead the effort

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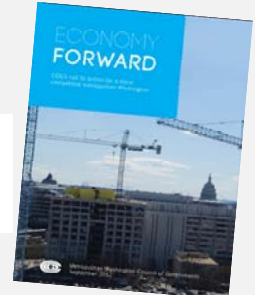


## A Regional Brand



- Not just a government town
- High growth industries have redefined the marketplace
- Regional data critical to telling the region's story
- Industry and labor market analysis conducted by RFC will help rebuild our brand

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# A Regional Transportation Priorities Plan

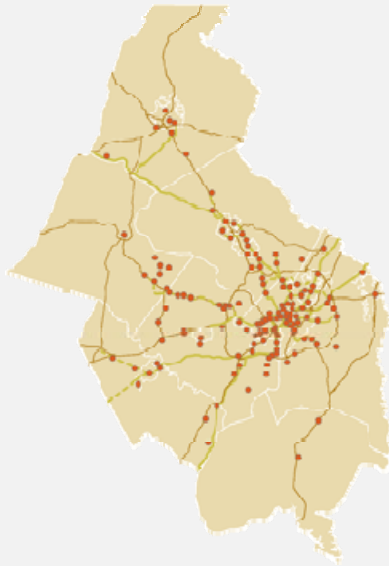


- High performing transportation system is critical to economic competition
- Concern is mounting that there is no regional solution
- TPB developing 10-15 priority strategies/funding

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# An Activity Center Investment Plan



- Vibrant activity centers increasingly help the region attract and retain businesses and workers
- RFC developing an Activity Centers Investment Plan for governments, developers, and other groups to create strong centers with the right mix of jobs, housing, and transit

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competitive metropolitan Washington

**COG Board of Directors**  
September 12, 2012