

October 26, 2012 Meeting Summary

I. Welcome and Announcements

Chairman Eric Olson welcomed participants and encouraged a round of introductions from Coalition members and guests. Paul DesJardin of the COG staff shared with the group the results of the comments received from the Coalition on the Activity Centers map, including the response to the individual letters and comments. David Robertson, COG's Executive Director, spoke to the group about his retirement from COG and encourage Coalition members to attend the COG Annual Luncheon in December.

SUSTAINABILITY

II. Briefing on "What Our Region Grows"

(Due to scheduling issues, this item was moved to first on the agenda.) Stuart Freudberg, Director of COG's Department of Environmental Programs (DEP) introduced the item, noting that the Region Forward Baseline report identified the loss of agricultural land as being among the "Major Challenges" the region must address. John Galli and Brian LeCouteur, also of COG DEP staff presented the draft report, "*What Our Region Grows*," which describes regional agricultural fresh food production and demand. Mr. Galli indicated that the report was produced by the Regional Agricultural Workgroup and COG staff, and presented several recommendations to the Coalition for providing support for local farms and agricultural support businesses.

PROSPERITY

III. "Economy Forward"

COG Board Chairman Frank Principi briefed the Coalition on the report, *Economy Forward: A Call to Action to Spur Economic Growth and Competitiveness in Metropolitan Washington*. Mr. Principi noted that the Board approved the report at its September meeting, and that it tasks the Coalition with several key products that will support the 2013 work program of the Coalition and the COG Board. Mr. Principi stated that the products include the Activity Centers Strategic Investment Plan, an Industry and Labor Market Analysis, and a Regional "Branding" initiative. Mr. Olson, Ms. Hynes and Ms. Tregoning led a discussion on how the Coalition will undertake these new tasks including the potential need to refocus existing teams of Coalition members, the potential need for additional resources as well as the inclusion of stakeholder and organizations not currently represented. Mr. DesJardin stated that COG staff will develop a work plan from this feedback, to be approved by the COG Board in early 2013.

IV. Activity Centers Map Update

Mr. DesJardin reminded members that, in July, the Coalition approved the release of a draft map of Activity Centers for public comment. Mr. Robertson stated that he and Mr. DesJardin have been briefing local government boards and councils on the new Map in advance of the planned final approval by the COG Board in November. In addition, in late September, Mr. DesJardin stated that COG staff and local planning members led the initial data collection efforts for the Activity Center Strategic Investment Plan / IMI work.

ACCESSIBILITY

V. WMATA Strategic Planning and Region Forward

Arlington Board Chair and Coalition Vice Chair Mary Hynes introduced the discussion, noting WMATA's Board of Directors and Management are preparing the system for the next 35 years of growth. Ms. Hynes also noted that the WMATA Board had been using *Region Forward* to guide their strategic planning efforts. Shyam Kannan, WMATA's Director of Planning, presented the results of that effort, "Momentum", noting how Metro has evolved to respond to changing patterns of growth and evolution of major employment and residential areas such as Tysons Corner, Bethesda, and Silver Spring. Mr. Kannan led an interactive discussion with Coalition members that replicated the Momentum website research into the goals, interests, and needs of Metro users that will guide the WMATA Board with their final recommendations.

VI. Other business

District of Columbia Vice Chair Harriet Tregoning concluded the meeting, reminding Coalition members of the January 25, 2013 meeting date.