

REGION FORWARD 2.0 ASSESSMENT



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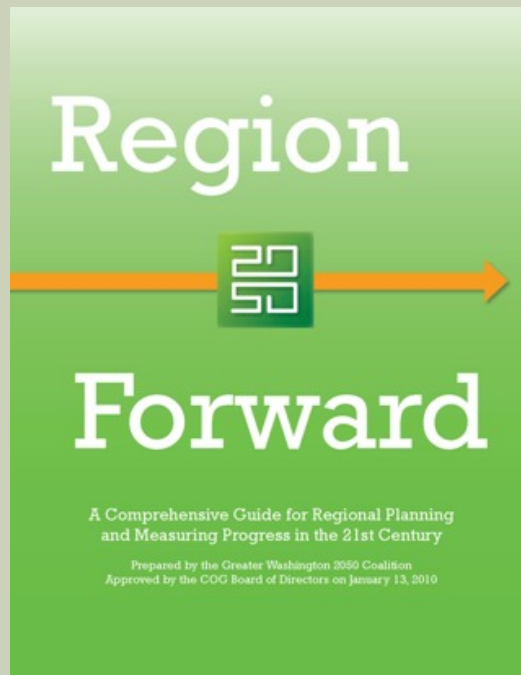


ABOUT MZ STRATEGIES, LLC

- Mariia Zimmerman, Principal and Founder
- Based in Arlington, VA
- Small consulting business with national reputation
- Regional and Transportation Planning + Sustainability + Equitable Development + Strategic Planning



DECEMBER 2014 ASSESSMENT



- Interviews
 - Senior COG staff
 - Coalition Leadership – past and present
 - Subset of Coalition members: local official, non-profits, philanthropy
- COG Focus Group
 - Cross sector of COG program offices represented
- Asked about Value of Region Forward Coalition, Ways to Improve Meeting and Products, Potential Future Coalition Roles, Top Priorities to Address in 2015

KEY FINDINGS - STRUCTURE

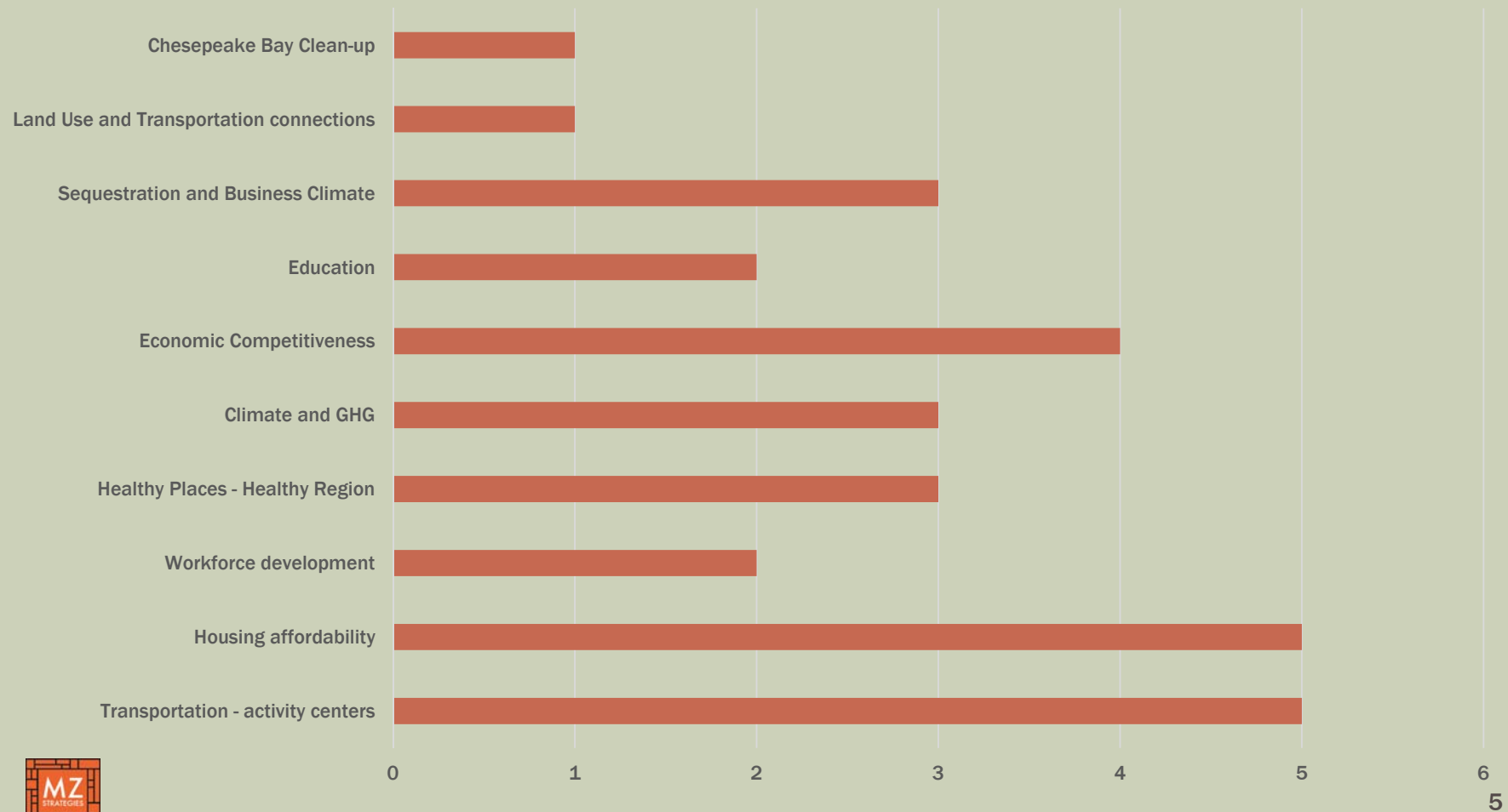
1. The Coalition is an important venue, but is failing to meet its potential.
2. Meeting structure and frequency are a challenge to sustaining momentum.
3. COG staff need to be proactive and support leadership in driving Region Forward agenda and *Push Communications* more broadly.

The Coalition's meeting at Mosaic in Merrifield offered members a chance to see Region Forward in action. Interest in future meetings in the region vs. at COG?



KEY ISSUES FOR THE REGION

Top Region Forward Topics for 2015



KEY FINDINGS – 2015 OPPORTUNITIES

- 1. Economic Competitiveness is a powerful theme for 2015 that connects the Vision and Four Pillars with regional action.**
- 2. Elevate and rebrand Region Forward with a State of the Region report and forum.**
- 3. Leverage and re-align existing technical assistance opportunities to support Activity Centers and Place + Opportunity.**

The GW2050 Coalition hosted Reality Checks. Interest in hosting regional forum to discuss key issues affecting regional growth and economic competitiveness?



PROPOSED 2015 THEME AND TOPICS

- **Overarching 2015 Region Forward Theme: Regional Economic Competitiveness**
 - **January Meeting** – Sets the context and identifies priorities for how to address by the Coalition in the coming year through meetings, events and products
 - **April Meeting** – Focus on infrastructure and connecting regional activity centers
 - **July Meeting** – Focus on housing affordability and workforce development
 - **October Meeting** – Focus on regional business climate and changing industry dynamics / federal sequestration
- **Region Forward Forum – State of the Region Report: How are we performing against a subset of Region Forward targets related to economic competitiveness?**

COALITION GOALS FOR THE YEAR

■ Region Forward 2.0

- Relevant and Substantive
- Interactive
- Direction Setting

