

GE –

I'm here today to discuss the Greater Washington 2050 Initiative. I'd like to start out by thanking Jeff Parnes for inviting me and my colleague to be here today and provide a brief overview of this regional effort. I will start out by providing an introduction to the Council of Governments, talk about previous regional efforts to put GW 2050 into some context. I will then discuss GW 2050, the task forces doing some of the early heavy lifting, and finish with some of the milestones we hope to achieve over the spring and summer of 2009.



## Metropolitan Washington Council of Governments (COG)

- **Regional organization of 21 local governments, represented through COG's Board of Directors**
- **Federally-designated Metropolitan Planning Organization for the region**
- **An advocate for its members**
- **A regional information source and technical consultant**

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In case some of you may not be familiar with regional councils, the Metropolitan Washington Council of Governments, or COG, is one of several hundred regional councils or metropolitan planning organizations in the United States.

COG has seventeen member local governments, including the District of Columbia, nine cities and counties in Suburban Maryland, and seven cities and counties in Northern Virginia. All policy and program oversight is provided by a 27 member Board of Directors --- elected officials from our member local governments and representatives from the two state legislatures.

## Regional Planning in Metropolitan Washington

**1962 – The Radial Corridor Plan or “wedges and corridors”**

**1967 – Washington Metropolitan Area Transit Authority Compact**

**1974 – COG advocates more comprehensive planning**

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Starting about 50 years ago, this region’s political, business, and civic leaders, supported by visionary planners, established a direction for dealing with growth in the 1960’s with the Radial Corridor Plan or Wedges and Corridors. This plan, produced by the federal government, built on the historic L’Enfant Plan and McMillion plan and reestablished regional planning. It was soon adopted by COG and local governments in the early 60s.

The plan featured a Multi-modal transportation system of roads and transit along corridors with concentrated development. Corridors radiate from of region's center or core like spokes on a wheel. The wedges in between the corridors were intended to be reserved for open space and remain free of development.

- Transit system is eventually built. Road system not completed.

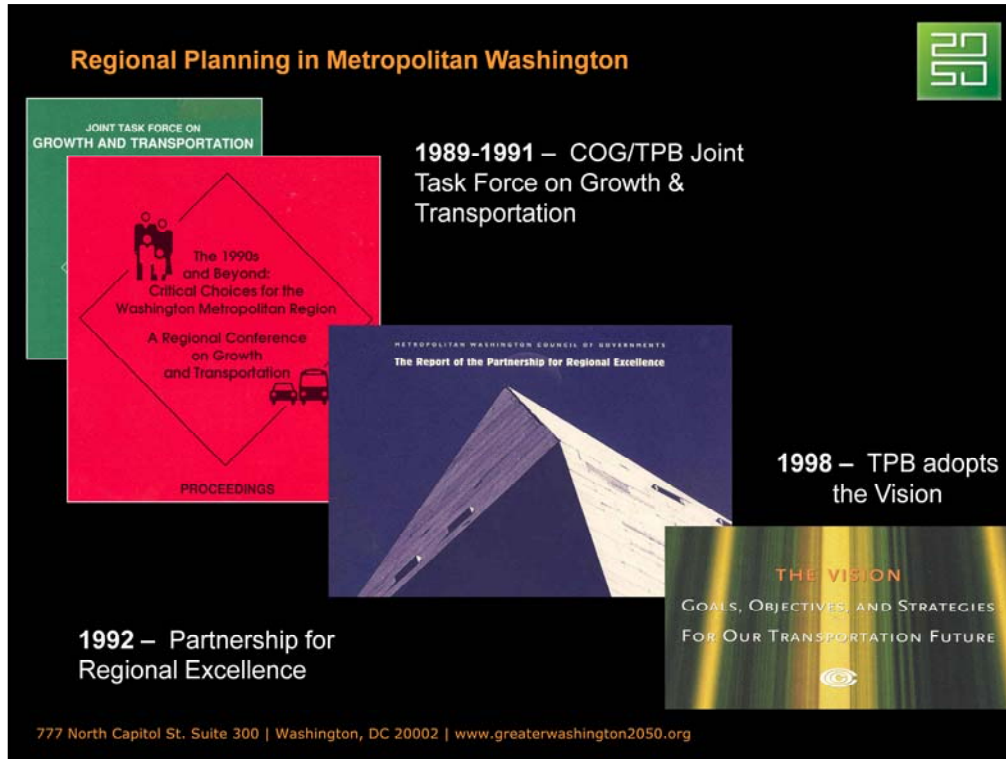
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In the early mid 1960s local governments all came together in a historic way to form a regional compact around transportation issues which would give berth to the Washington Metro and WMATA

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1974, COG and its member governments began to look at growth in a more comprehensive manner. COG held a conference on regional growth and examined previous regional initiatives and releases findings from the project Wedges and Corridors Plan. Findings say Wedges and Corridors Plan only concerned with physical development (transportation system) of the region. Says future planning must also concern environmental, social, and psychological (quality of life) concerns.

- 1975, COG establishes the Cooperative Forecasting Program to guide the region's growth.



- In November 1989, COG/TPB held a Growth and Transportation Conference Attended by 160 leaders in the public, private and civic sectors. Participants urge for a regional approach to address growth and transportation issues.
- 1990-91. COG/TPB Joint Task Force on Growth and Transportation releases its report Legacy of Excellence, which identifies the need for a new regional vision, not business as usual.
- In 1992, COG continues to build off these efforts and initiates the Partnership for Regional Excellence. This was 200 member group, one-third public officials, one-third private sector representatives, one-third civic leaders. In one year, Partnership conducts a series of meetings. Extensive public outreach, 13 town meetings.
- Partnership recommends better integration of transportation, land use, and environmental planning; quality of life initiatives like affordable housing, safer neighborhoods and good schools; and economic development.
- In 1998, the TPB adopts the Vision, capping a nine-year that started with the 1989 Conference on Growth and Transportation.



February 2005 – ULI Washington, Washington Smart Growth Alliance, COG and others co-sponsor 1-day event

300 Participants - 1/3 Government, 1/3 Business, 1/3 Civic

COG's Cooperative Forecasts of jobs, people and housing were the baseline growth assumptions

Participants “re-allocated” 1.6 million jobs and 2 million people to COG's Regional Activity Centers and other locations using LEGOs to represent jobs and housing

ULI event served to raise consciousness about the need for looking at alternative futures

Common principles identified by participants

- Preserve and Protect open space
- Focus development near transit stations
- Maintain jobs-housing balance
- Concentrate development along transportation corridors

Envision Greater Washington was essentially a proposal for a regional visioning process. Key stakeholders, involved in Envision Greater Washington, including COG, GWBOT, and the community foundation met to consider approaches to advancing the objectives set forth through Reality Check and Envision Greater Washington and determined COG was best suited to lead this regional effort.

Both working groups concluded that COG was best suited to lead this regional effort and to invite active participation by organizations and individuals representing other stakeholders. There was also agreement that this effort could not be solely led by COG and the public sector. The public sector was very interested in pursuing a regional effort, but many felt that there had been enough regional visioning and were more interested in a process that would provide more strategic direction. These efforts soon resulted in Greater Washington 2050.

# Greater Washington 2050



**Focus:** Regional agreement on issues of growth, transportation, and the environment

**Leadership:** GW2050 Coalition is led by a public, business, civic and environmental stakeholders

*Chair, Sharon Bulova, Vice Chair of Fairfax County Board*



## Task Forces

- Planning Principles
- Compact
- Planning Tools
- Communications and Outreach

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Greater Washington 2050 is a new regional initiative to improve the quality of life for Washington area residents in the next 50 years by fostering stronger regional awareness, leadership and action today and in the next few years. Led by COG and a coalition of public, business, civic and environmental stakeholders, Greater Washington 2050 will build on what many people now believe is an opportunity for convergence of agreement on big issues of growth, transportation and the environment. Greater Washington 2050 will identify actions that advance areas of agreement, assess progress and measure performance. In short, Greater Washington 2050 seeks to shape the future by supporting sound regional action today.



# Greater Washington 2050



## Communications and Outreach Task Force

*Don Edwards (W.R.E.N.), Chair*

- Commission Regional Attitudinal Survey on growth and quality of life issues



Survey: ☒ Excellent:  
Good:  
Fair:  
Poor:

- Regional Conversations  
*Organized by the Washington Regional Equity Network (W.R.E.N.)*



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# Greater Washington 2050



## Planning Principles Task Force

*Hon. George Leventhal, Chair*

### ➤ Preliminary Adopted Principles

*October 2008*

*Serving to Guide Other Task Forces*



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# Greater Washington 2050



## Compact Task Force

*Hon. Catherine Hudgins, Chair*

- Examine regional agreements
- Draft a Regional Compact



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The Compact Task Force is charged with drafting a compact or agreement for the National Capital Region. To date, the Task Force has been examining agreements or structures successfully used in other regions to promote greater regional collaboration, set goals and assess regional progress.

How detailed should the Compact be? How long? Early on the Task Force determined that the Compact itself should be relatively short, with explanations, procedures, implementation strategies, and the like being addressed in narrative appendices or annexes. The Task Force believes that “short and crisp” will make the Compact more easily understood and may make it more acceptable to the COG jurisdictions.

- Who or what should be the parties to the Compact?

There are three groups of possible parties (entities and institutions) the Task Force addressed: COG jurisdictions; other governmental entities; and non-governmental entities with clear stakeholder interests.

# Greater Washington 2050

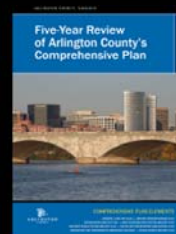
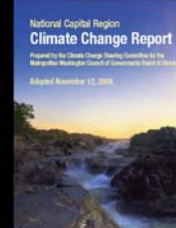


## Planning Tools Task Force

*Hon. Alan Imhoff, Co-Chair*

*Harriet Tregoning, Co-Chair*

- Determine Goals and Strategies
- Define metrics and measures – water quality, air quality, affordable housing, etc...to assess progress as a region.



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**Strategies:** Regulatory, executive, financial, and educational strategies to be considered by jurisdictions as conducive to Compact fulfillment. These will essentially a list of best practices jurisdictions can consider while working to achieve the goals agreed upon.

**Metrics:** Specific metrics for periodic review to ascertain the level of success of the region in fulfilling the Compact; certain metrics, where capable of being modeled can inform jurisdictions prior to decision or action. Metrics are currently being analyzed and will be recommended by Planning Tools Task Force

## Greater Washington 2050



### Scenario Thinking Workshop

November 20, 2008

- Learn about important **regional and national issues and trends** from a panel of experts
- Review **four potential scenarios** for the region
- Develop **strategic responses** or “big moves” to the futures to scenarios
- Identify **common strategic responses** that could address issues or conditions in multiple scenarios



On November 20th 2008 Greater Washington 2050 hosted 90 regional leaders from the public, private and nonprofit sectors for a Scenario Thinking Workshop at the Metropolitan Washington Council of Governments. The purpose of the workshop was to raise awareness about key risks and opportunities our region faces, identify especially robust strategies likely to produce good results no matter how the future unfolds, and explore the extent to which participant's hopes for the future are aligned around a shared strategic direction.

Discussions in the workshop centered on four scenarios of how the Greater Washington area could evolve over the decades ahead. Scenario sets used in transportation and urban planning typically present modest variations on a future judged to be most likely and have a quantitative character than tends to create an aura of certainty. The GW 2050 scenarios are intentionally different. They explore the possibility of “tectonic changes” in areas such as energy, global climate change, the economy, emerging technologies, demographics, and the Federal presence and role. The scenarios were designed to help regional leaders break away from conventional “modest variations” thinking to explore together very different alternative futures and the kind of policies that could be adaptive across a wide range of future circumstances.

Choice to use scenario planning – strategic rather than traditional visioning

Royal Dutch Shell

Describe Workshop

## Greater Washington 2050



### Scenario Development

- Research and Trends
- Expert Interviews
- Focus Groups
- Write Four Scenarios





### Scenarios

- High Tech Green
- Federal Dispersal
- Hot & Gridlocked
- Cooperation in Hard Times

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### High Tech Green

High tech developments come together in a Green Industrial Revolution

A greener economy creates millions of new Green Collar jobs

The end of the era of cheap energy brings an end to urban sprawl, flight from the exurbs

A shift to more clustered, mixed use, walkable, transit-oriented development

### Federal Government Dispersal

A slow pull-out driven by high rents, construction costs, security concerns, accelerating in the late 2020s

Pull-out disrupts local economy, triggers urgent efforts to diversify the economic base

Fierce competition between jurisdictions for new businesses and jobs

### Hot and Gridlocked

Oil prices fall, stay moderate, derailing efforts to respond strongly to climate change and frustrate the movement toward Smart Growth; traffic worsens

The Greater Washington area is focused on developing and implementing adaptation strategies as well as reducing greenhouse gas emissions

### Cooperation in Hard Times

U.S. economic growth is constrained by a shrinking labor force, an aging society, runaway health costs, high energy prices, and massive government debt

A national/ regional focus on identifying the most cost-effective ways to move forward -- Expanded regional cooperation

Interest in the concept of making the region a "Knowledge Hub"

## Greater Washington 2050

Next Steps following Scenario Workshop



- Examine “Big Moves” or Actions Consistent in Every Scenario
- Present Common Themes to Coalition on Jan. 30<sup>th</sup> with Recommendations
- Draft Report Summarizing Process & Outcomes



# Greater Washington 2050



## Fall 2008

- October 24 – Preliminary Approval of:
  - Principles
  - Regional Compact Structure
- November 20 – Scenario Thinking Workshop

## Winter / Spring 2009

- Publish results of Scenario Workshop
- Publish results of Regional Survey
- Seek wider approval and action on principles, goals, metrics and compact
- Continue outreach / participation / inclusion

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