

AGENDA ITEM #10
July 14, 2009

MEMORANDUM

July 10, 2009

TO: County Council

FROM: Shondell Foster, Research Associate *Sh*

SUBJECT: Council of Governments Briefing on the Greater Washington 2050 Report

The Council will receive a briefing from the Metropolitan Washington Council of Governments (COG) on the Greater Washington 2050 report, "Priorities for a Growing Region". David Robertson, Executive Director, and Paul DesJardin, Director of Community Planning and Services, will brief the Council.

The Greater Washington 2050 regional initiative, led by COG, sought to find answers on ways to improve the quality of life for Washington area residents. This initiative brought together civic, business, and environmental stakeholders to form the Greater Washington 2050 Coalition. The Coalition sought to identify specific steps to propose and advance regional goals for that would ignite a public discussion to develop a vision for the future of this region.

An independent research firm, OpinionWorks, conducted the study for this report. The first phase of research consisted of four focus group discussions with metro area residents, two groups in Fairfax, Virginia and two groups in Greenbelt, Maryland. Participants identified a range of challenges and priorities that were then used to generate a survey questionnaire used in the second phase. Phase two of this research involved telephone surveys of 1,313 randomly selected adults across all jurisdictions in the metro area. The full research methodology can be found on the last page of the report.

This report highlights the public's opinion of the region's performance on basic priorities, such as land use, education, transportation, environment, housing, and public safety. It identifies which of these priorities are long-term issues as well as how urgently the public wants to see the region address these issues. For example, transportation ranks highest among the priorities for long-term issues for the region and for Montgomery County residents (© 1). However, the survey identifies the most urgent priority for both the region and the County as creating higher

quality public schools (© 2). The report also concluded that the priorities most important for the future success of the region are quality schools, public safety, and good jobs.

Included in this packet for Councilmembers is the printed “Priorities for a Growing Region” report. It can also found online at <http://www.greaterwashington2050.org/>, which also provides additional information on the Greater Washington 2050 initiative.

This packet contains:

Circle

Priorities for a Growing Region

Montgomery County Survey Results Compared to Regional Results

1-2

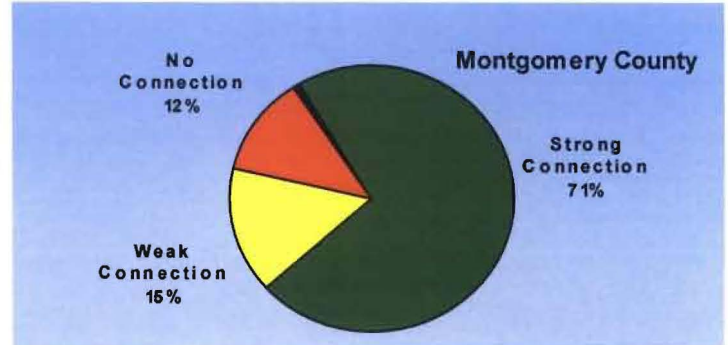
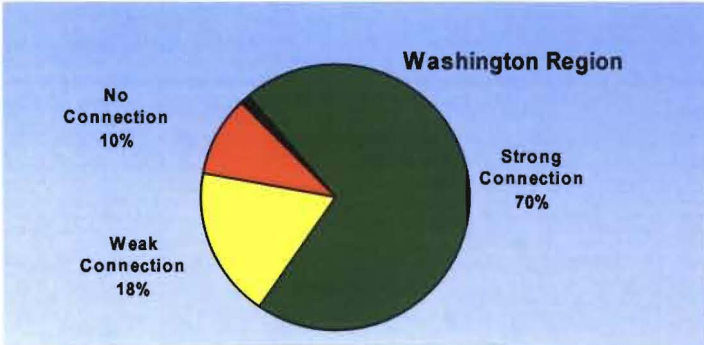
Goals for the National Capital Region

3-4

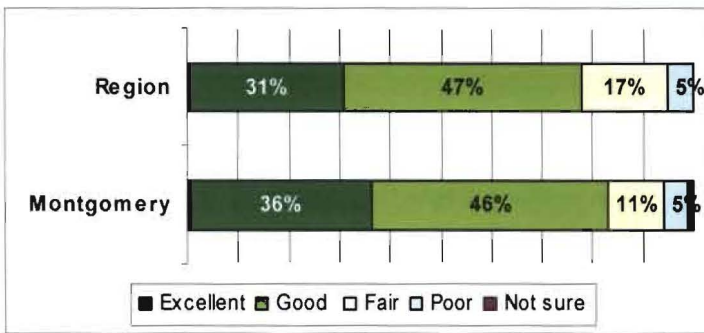
Priorities for a Growing Region

Montgomery County Survey Results Compared to Regional Results

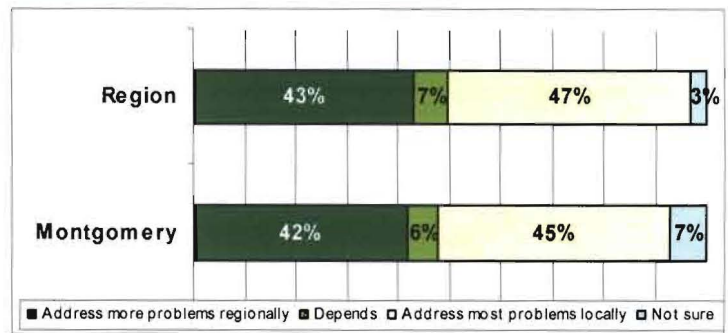
A Feeling of Connection



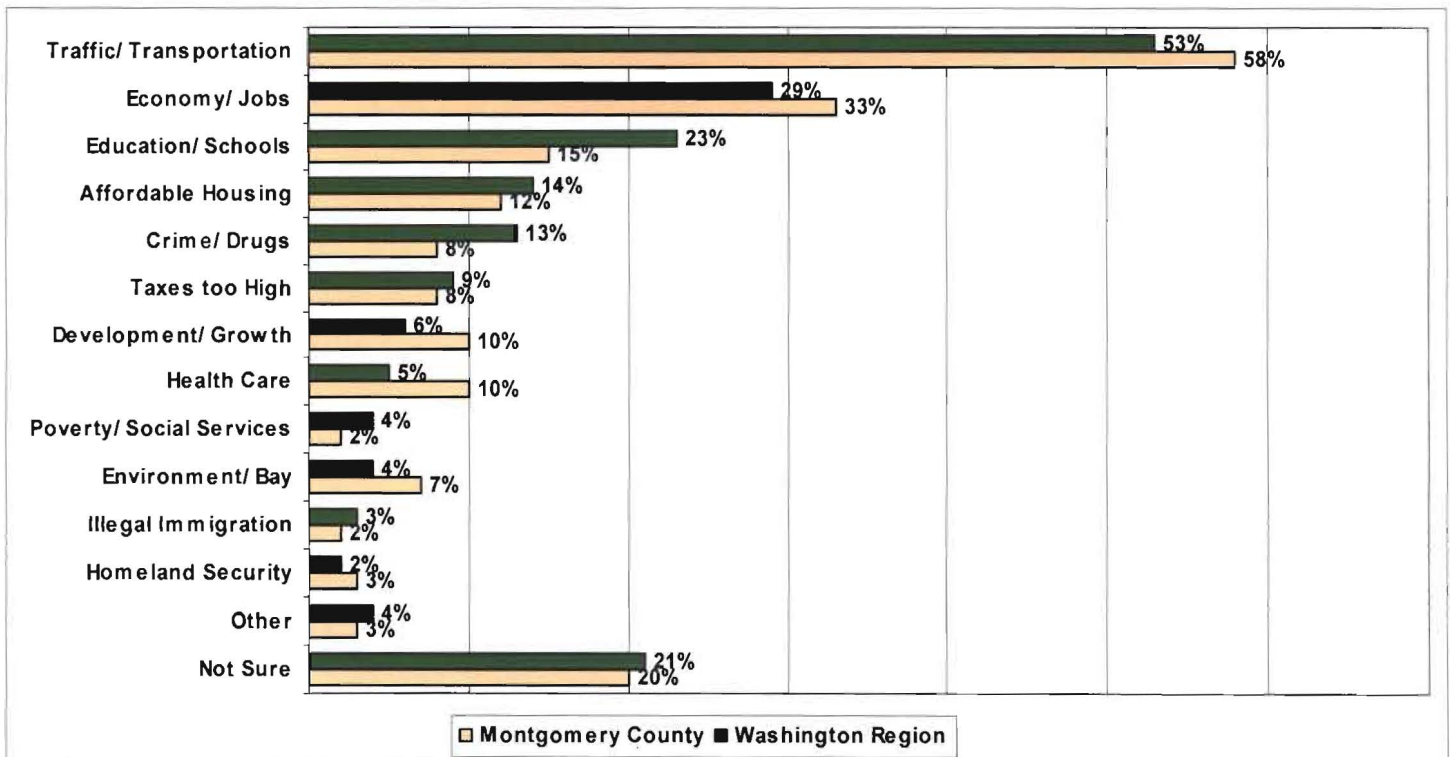
Rating the Region



Regional vs. Local Problem Solving



Most-Important Long-Term Issues





Report Card for the Region

Rated on a 4.0 scale, where A=4, B=3, C=2, D=1 and Fail=0

Issue	Region	Montgomery County
A community that respects people of all backgrounds	2.95	3.16
Interesting arts and cultural opportunities	2.93	3.22
Recreational opportunities for people of all ages	2.90	3.05
Enough parks and green space	2.80	3.00
A clean environment	2.71	2.94
Emergency preparedness to deal with terrorist threats	2.66	2.74
Enough transportation choices to get around the region	2.61	2.73
Safe streets and neighborhoods that are free of crime	2.50	2.65
The quality of the public schools	2.50	2.84
Help for people who are in need	2.47	2.71
Good access to health care for all residents.	2.43	2.51
Jobs that are easy to get to	2.35	2.48
Growth and development that is well-planned	2.25	2.37
Neighborhoods where people can walk to activities	2.19	2.22
The availability of good jobs for everyone who wants one	2.17	2.31
Housing that people of all incomes can afford	1.81	2.06

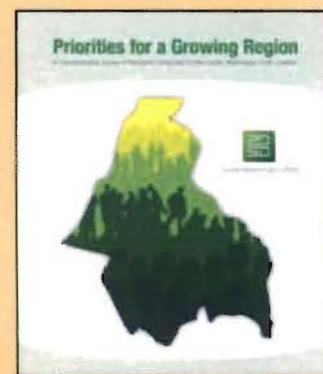
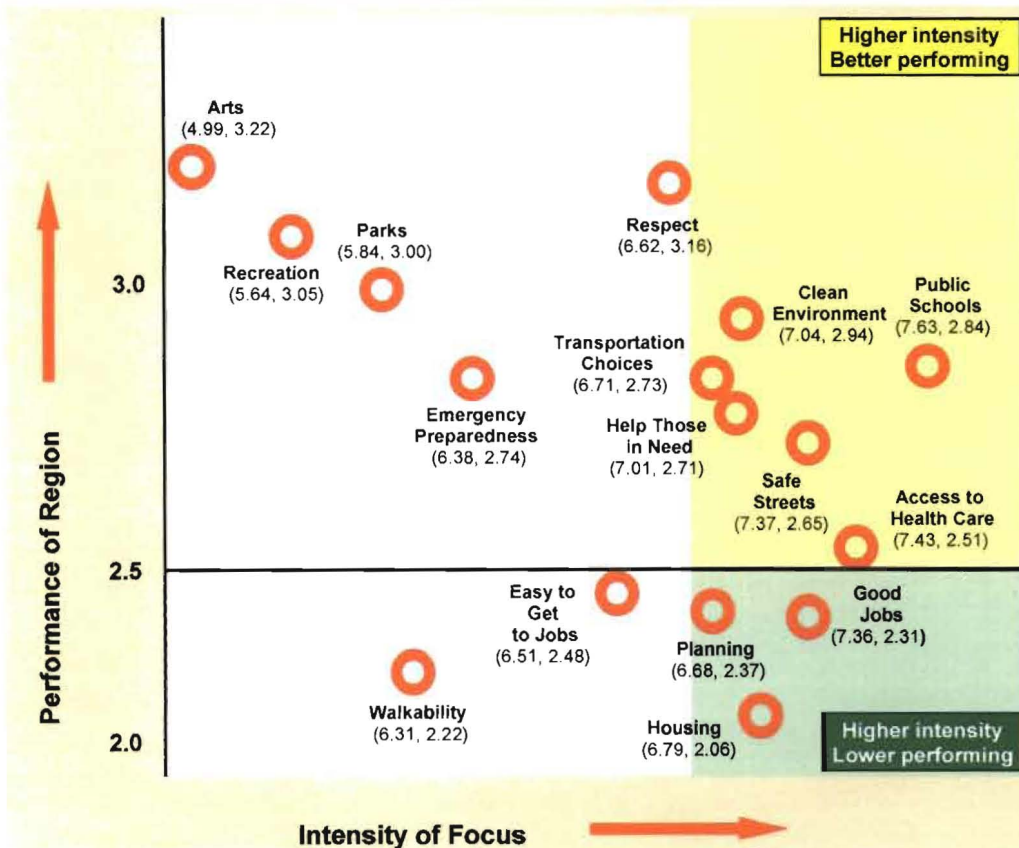
Intensity of Public Priorities

Rated on a 10-point scale

Priority	Region	Montgomery County
Higher quality public schools	7.77	7.63
Safer streets and neighborhoods that are free of crime	7.52	7.37
More good jobs for everyone who wants one	7.30	7.36
Better access to health care for all residents	7.19	7.43
More help for people who are in need	6.99	7.01
A cleaner environment	6.77	7.04
More housing that people of all incomes can afford	6.76	6.79
Growth and development that is better-planned	6.74	6.68
Better transportation choices to get around the region	6.61	6.71
Better emergency preparedness to deal with terrorist threats	6.60	6.38
Jobs that are easier to get to	6.48	6.51
A community that better respects people of all backgrounds	6.18	6.62
Neighborhoods where people can walk to activities	6.03	6.31
More parks and green space	5.75	5.84
More recreational opportunities for people of all ages	5.60	5.64
More interesting arts and cultural opportunities	5.00	4.99

Where Would the Public Place the Resources?

Montgomery County Priorities (For Regional Priorities refer to Pg. 12 of full version)



For detailed accounts of the findings refer to the full version of:

Priorities for a Growing Region: A Comprehensive Survey of Residents for the Greater Washington 2050 Coalition

Greater Washington 2050 is a regional initiative to improve the quality of life for Washington area residents by developing a vision for the future and inspiring leadership to enhance our region.

www.greaterwashington2050.org

Goals for the National Capital Region

The Greater Washington 2050 initiative is seeking regional coordination and commitment towards a shared vision based on goals for the National Capital Region. To create a comprehensive vision, broad public consensus is needed by government, business, and nonprofit organizations. The Greater Washington 2050 Coalition has proposed the following regional goals for public discussion based on recent survey results and existing regional policy. These goals will seek to address new and existing challenges, advance regional collaboration, and leverage our assets to compete in the new, global economy.

Land Use Goals

- We seek the enhancement of established neighborhoods of differing densities with compact, walkable infill development and preservation of open space, farmland and environmental resource land in rural areas.
- We seek transit-oriented and mixed-use communities emerging in regional activity centers that will capture new employment and household growth.

Transportation Goals

- We seek a broad range of public and private transportation choices for our Region which maximizes accessibility and affordability to everyone and minimizes reliance upon single occupancy use of the automobile.
- We seek a transportation system that maximizes community connectivity and walkability, and minimizes ecological harm to the Region and world beyond.

Environmental Goals

- We seek to maximize protection and enhancement of the Region's environmental resources by meeting and exceeding standards for our air, water, and land.
- We seek preservation and enhancement of our Region's open space, green space, and wildlife reserves.

Climate and Energy Goals

- We seek a significant decrease in greenhouse gas emissions, with substantial reductions from the built environment and transportation sector.
- We seek efficient public and private use of energy region-wide, with reliance upon renewable energy and alternative fuels for buildings, vehicles, and public transportation.

Economic Goals

- We seek a diversified, stable, and competitive economy, with a wide range of employment opportunities and a focus on sustainable economic development.
- We seek to enhance the economic prosperity of each jurisdiction and the Region as a whole through balanced growth and access to high-quality jobs for everyone.
- We seek to fully recognize and enhance the benefits that accrue to the region as the seat of the National government and as a world capital.

Housing Goals

- We seek a variety of housing types and choices in diverse, vibrant, safe, healthy, and sustainable neighborhoods, affordable to persons at all income levels.
- We seek to make the production, preservation, and distribution of affordable housing a priority throughout the Region.

Health and Human Services Goals

- We seek healthy communities with greater access to quality health care and a focus on wellness and prevention.
- We seek to provide access and delivery of quality social services to all residents.

Education Goals

- We seek to provide greater access to the best education at all levels, from pre-kindergarten to graduate school.
- We seek to make our Region a pre-eminent knowledge hub, through educational venues, workforce development, and institutional collaboration.

Public Safety Goals

- We seek safe communities for residents and visitors.
- We seek partnerships that manage emergencies, protect the public health, safety, welfare, and preserve the lives, property and economic well-being of the Region and its residents.

Greater Washington 2050 is a regional initiative to improve the quality of life for Washington area residents by developing a vision for the future and inspiring leadership to enhance our region.

www.greaterwashington2050.org