



**Reality Check Plus
Communications Strategy**

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Overview

This communications strategy will guide all communications activities on behalf of Reality Check Plus. The strategy reflects interviews with numerous representatives from all four Maryland regions and from the statewide Reality Check Executive Committee, as well as background research of economic development, environmental and housing industry data available for all four regions and statewide.

Statewide key messages provided in this document highlight important aspects of the Reality Check Plus **process**, which are in turn complemented by key messages that are tailored for each region. Regional messages reflect the complexities, challenges and opportunities faced by each of the four regions in three key areas – economic development, natural environment and housing.

Finally, the tactics section of this document details the communications tools that will be used to promote Reality Check Plus among our key audiences.

Key Audiences

For the purpose of this communications strategy, Reality Check Plus key audiences include the following from throughout Maryland's four regions:

- State and local elected officials
- State and local government staffs
- Regional planning organizations – interstate and intrastate
- Large employers, medium and small businesses
- Civic and community leaders
- Environmental organizations
- Transportation specialists
- Real estate professionals and developers
- Housing activists

Our communications efforts will focus on outreach to organizations and media outlets that serve these audiences, *i.e.*, key conduits of information. Members of the Reality Check Plus Communications Team will work with local, regional and statewide organizations and media outlets.

Statewide	
Key Messages	
Message #1	<p>Reality Check Plus is both a regional and a statewide visioning exercise that will collectively rethink how the State of Maryland and its four regions grow in the future</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Four consecutive one-day exercises and a statewide exercise that will stimulate discussions about the thorniest problems faced by Maryland’s regions and by the state as a whole ▪ Patterned after successful like exercises held in Los Angeles, Utah, Chicago and Washington D.C. ▪ Expected growth of 1.1 million people and 600,000 jobs will tax our roads, schools, parks, health systems over the next 25 years ▪ About 1,000 participants from Maryland’s four regions ▪ Pre-event guidebook will educate participants about the challenges we face and the consequences if we don’t act ▪ Focus will be on common values across all regions of the state ▪ Affordable housing, clean air, clean water/drinking water, education, transportation, health care, quality of life and public safety are the major challenges that the exercise will address on a regional and statewide level ▪ Projections show that Maryland’s overall population will grow by 20% between 2005 and 2030 ▪ Projections show that Maryland’s overall number of households will grow by 25% between 2005 and 2030 ▪ Projections show that Maryland’s overall number of jobs will grow by 18% between 2005 and 2030 ▪ The median housing price in Maryland has increased by 79.7% from 1997 to 2004. Garrett, Queen Anne’s, and Montgomery Counties’ median housing prices have more than doubled over the same time period. Those with slower rates of increase (below the Maryland total) include Allegany County, Baltimore City, Harford County, and Baltimore County. (Please note: there are several jurisdictions where 1997 median housing value data are not available.) ▪ Demographic Changes <ul style="list-style-type: none"> ○ It is important to note the age composition of Maryland’s future population. Some actually believe there will be a shortage of qualified workers in the future to fill projected jobs. There may be an imbalance of housing types to meet the needs of the population. The population 65 and over will increase from 11% of the population to nearly 20% of the population. ○ Between 2000-2010, the population supports strong job growth with a majority of the population growth occurring in the 20-64 age range. For the period of 2010-2020, there is a tremendous jump in the population over 65 indicating that a large portion of the labor force is reaching retirement age. Between 2020 and 2030, the state has the largest increase in those over 65 in the series, while the working age population decreases. By 2030, the population over 65 will comprise nearly 20% of the states population a substantial increase from the 2000 figure of 11%.
Message #2	<p>Reality Check Plus will create a shared, interdependent vision for Maryland’s future by collaboratively addressing growth challenges that are faced by all four of the state’s regions</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Intended to stimulate regional solutions to regional problems by elected and community leaders; emphasizes the important role that communities play in setting state policy

	<ul style="list-style-type: none"> ▪ Outcomes from Reality Check Plus will stimulate local decision-making that respects and considers where local and regional solutions overlap, and will encourage their adoption ▪ Post-event implementation will help guide participants as they consider and implement solutions within their own communities. The results will be integrated into a comprehensive vision for the future of Maryland. That vision will capture the collective wisdom of exercise participants through a series of maps that will illustrate where future jobs and households are desired – and where they are not. The results will be compared against current development trends and policies. ▪ Reality Check Plus will identify specific tools and policy changes at the state and local levels that can produce the desired change. In addition, a public awareness campaign will be launched to build support among elected leaders for this Blueprint for a Livable Maryland.
<p>Message #3</p>	<p>Reality Check Plus will foster an environment that promotes deliberation, dialogue and negotiation about issues that affect virtually every resident of Maryland’s four regions, and by doing so lay the groundwork for implementing a shared vision for Maryland’s future</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Collaborative dialogue that will explore challenges and engage participants in a deliberation about how to address them ▪ Purpose is to promote discussion and points of agreement, rather than dissention ▪ Discussion is also intended to create awareness of challenges that participants all share in their respective regions and as Maryland residents ▪ Establishes leadership for growth challenges and develops a broad-based consensus on contentious issues; gives courage and support to leaders in private, public, nonprofit and citizens organizations

Central Maryland

Key Messages

<p>Message #1</p>	<p>Reality Check Plus will provide us with a forum for collectively determining how we can harness Central Maryland's strong economic engine while also preserving our existing communities and our natural resources</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Proximity to DC is a major strength of region ▪ BRAC relocations having positive impact ▪ I-95 corridor as "main street" of region ▪ Economic engine of the state ▪ Physical location along the Atlantic seaboard, a strong employment base, a good mass transportation network, a proud architectural tradition, a moderate climate, proximity to the Chesapeake Bay, and relative housing affordability are plusses ▪ Unique characteristics include the region's urbanity and density, a strong north-south transportation corridor, robust university educational systems, the importance of the arts and the sailing/boating industry ▪ Region has successfully transitioned from manufacturing to service/information economy ▪ Risk of not developing a meaningful consensus on the future of development ▪ Destruction of natural resources due to increased growth and water impacts associated with it ▪ Focus on continuing to be competitive; importance of sustaining and further supporting quality of life factors in order to maintain the region's ability to attract jobs and thereby fuel the economy ▪ The median housing price in Maryland has increased by 79.7% from 1997 to 2004. Garrett, Queen Anne's, and Montgomery Counties' median housing prices have more than doubled over the same time period. Those with slower rates of increase (below the Maryland total) include Allegany County, Baltimore City, Harford County, and Baltimore County. (Please note: there are several jurisdictions where 1997 median housing value data are not available.) ▪ Jobs in Central Maryland are projected to grow by 16% between 2005 and 2030
<p>Message #2</p>	<p>Reality Check Plus is about creating a larger, regional vision for Central Maryland's future that reflects the needs and concerns of a diverse group of stakeholders</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Rapidly growing NIMBYism ▪ Deterioration of natural environment ▪ Traffic congestion ▪ Politics are very parochial, with little view to regional or long-term thinking ▪ Economic development decisions are concentrated on the state level; as a result, business influence on economic development decisions is diminished ▪ BRAC, redevelopment of urban areas, biomedical are opportunities to pursue ▪ According to the Maryland Department of Planning's most recent population projections, Montgomery County will have the largest population increase in the State between 2000 and 2030 ▪ The Central Maryland region overall is projected to grow in population by 14% between 2005 and 2030. ▪ The number of households in Central Maryland is projected to grow by 20% between 2005 and 2030

Message #3	<p>Reality Check Plus provides the opportunity to discuss critical – and often complex – development, environmental, housing and infrastructure challenges that otherwise might not be addressed for political, social and economic reasons</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none">▪ Chance to redirect how we grow and balance the need for new development with the preservation of existing communities and natural resources▪ Accountability and inactivity following the exercise are risks▪ Massive transportation gridlock is a long-term risk▪ Growth in Central Maryland is spurring growth in other regions
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Eastern Shore	
Key Messages	
Message #1	<p>Reality Check Plus is an opportunity to consider how we retain the farms and small businesses that are our economic backbone today while also diversifying our job base in ways that are environmentally sustainable</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ 85% of Eastern Shore is agricultural land, with significant protected land ▪ Small town character ▪ Environment, rural nature, bay and ocean are key strengths ▪ Good infrastructure ▪ Participative government, also lots of citizen involvement ▪ Tourism and small businesses form economic base ▪ Jobs in the Eastern Shore are projected to grow by 23% between 2005 and 2030
Message #2	<p>The Reality Check Plus exercise is the right forum to come to terms with how we preserve our Chesapeake Bay heritage on a regional level and at the same time find ways to protect and honor the unique character of our small towns</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Not enough belief in regionalism and too much distinctiveness – each county tries to have its own identity, almost competing with themselves ▪ Large amount of land that’s not controlled by easement or planned; development is by piecemeal, not by planning ▪ Growth battles between towns/counties, developers and land conservationists ▪ Growth pressures near military base at Aberdeen Proving Ground ▪ State needs to be a helper/guide ▪ More equitable distribution of state dollars for local needs ▪ Need for funding mechanisms that support infrastructure development ▪ Attractiveness of the area could change if too many people come. Growth pressure vs. environment. Middletown, Delaware and Pennsylvania impacts are moving south/west. ▪ Try to maintain rural character by assisting farms with adapting to current/future market needs ▪ Emphasis on preservation of culture, communities, land ▪ According to the Maryland Department of Planning’s most recent population projections, the fastest growing county between 2000 and 2030 will be Cecil County located on the Eastern Shore, followed by St. Mary’s and Charles Counties, both in Southern Maryland. Frederick (Western Maryland) and Caroline Counties are also going to experience high rates of population growth over the next 30 years. In Caroline County, the projection represents a drastic shift. In the 1990s, Caroline County was 15th out of 24 in terms of percent increase in population. In the next 30 years, it is projected to climb to 5th out of 24 jurisdictions. Another example of this phenomenon is illustrated in Dorchester County, where the population increased by just 1.45% during the 1990s and is expected to climb to 30%. ▪ The Eastern Shore region is projected to grow in population by 38% overall between 2005 and 2030 ▪ The number of households in the Eastern Shore is projected to grow by 43% between 2005 and 2030

Message #3	<p>Reality Check Plus provides the opportunity to discuss critical – and often complex – development, environmental, housing and infrastructure challenges that otherwise might not be addressed for political, social and economic reasons</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none">▪ Need to think more regionally; lack of comprehensive planning▪ Expectations differ – need for smart growth tools has created frustrations▪ Importance of balance and multi-stakeholder participation to ensure decisions reflect a community-wide vision and also address common concerns▪ Ability to channel infrastructure where we want it is a challenge – must support larger strategic goals. Water, sewer, broadband, industrial parks being done haphazardly.▪ Encourage entrepreneurial activities that support small businesses▪ Consider positive and negative impacts of encouraging/discouraging people from moving to ES▪ Small percentage of younger residents because of lack of affordable housing and entry level jobs; likewise, a gap between income and housing prices▪ Rural area aging more rapidly than other parts of the state; impact on hospitals, social services▪ Transportation challenges – how to accommodate transportation needs without bringing development or with managing development?▪ Need for adequate public facilities, sewer and water, public services, although building of sewer plants could create capacity for more growth▪ Conflicts between towns and counties about authority▪ Funding challenges – local tax revenue based on housing costs
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Southern Maryland	
Key Messages	
Message #1	<p>Reality Check Plus is an opportunity to discuss how to economically sustain Southern Maryland communities without negatively impacting our natural environment while preserving Southern Maryland's character</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Rural character ▪ Patuxent River military base has a significant impact Southern Maryland ▪ Unique environmental characteristics – bay, rivers, soil types, wetlands ▪ Significant amount of waterfront is not used because of critical area law ▪ BRAC and homeland security present economic development opportunities ▪ Need to broaden economic engine of region – different industries ▪ Importance of creating a more balanced pattern of growth ▪ Jobs in Southern Maryland are projected to grow by 33% between 2005 and 2030
Message #2	<p>Reality Check Plus provides a chance to find intelligent, collaborative solutions for addressing development pressures on both a local and on a regional level</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Road impacts, transportation pressures ▪ Agricultural origins impact political leadership ▪ History of pulling together when we need to ▪ Often eclipsed by DC area – “Where is Southern Maryland?” ▪ Need new taxing options to pay for transportation infrastructure needs ▪ According to the Maryland Department of Planning's most recent population projections, the fastest growing county between 2000 and 2030 will be Cecil County located on the Eastern Shore, followed by St. Mary's and Charles Counties, both in Southern Maryland. Calvert County (Southern MD), the fastest growing county in the 1990s, is projected to continue to grow, but at a slower rate. ▪ Southern Maryland is projected to grow in population by 43% between 2005 and 2030. ▪ The number of households in Southern Maryland is projected to grow by 54% between 2005 and 2030.
Message #3	<p>The Reality Check Plus exercise is a forum for discussing critical – and often complex – development, environmental, housing and infrastructure challenges that otherwise might not be addressed for various political, social and economic reasons</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Creative zoning that curtails sprawl, addresses appropriate mass transit and other infrastructure needs ▪ Risks if growth is not addressed include overcrowded roads and demands for services ▪ Charles County faces the most development pressure from DC region ▪ Watershed/Bay issues – pressures of roads, water, sewer and environmental pollution ▪ Military dependent economy ▪ Fastest growing part of the state ▪ Facing huge infrastructure needs due to growth ▪ Water quality issues

Western Maryland	
Key Messages	
Message #1	<p>Reality Check Plus provides Western Maryland the opportunity to consider how to maintain our local and regional identities and the natural resources that support them while balancing the pressures of economic stability, diversity and growth</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Easternmost Frederick and Washington counties have strong agricultural traditions ▪ Allegany and Garrett have transitioned from manufacturing to tourism as their main industries ▪ Westernmost counties have low population versus higher population of easternmost Frederick and Washington counties ▪ Enhancement and preservation of natural resources is essential region-wide ▪ Washington and Frederick counties seek to preserve their rural heritage while still sustaining their respective local economies ▪ Historic small towns such as Hagerstown, Cumberland and Frederick ▪ Gateway to the mountains in both the eastern- and westernmost counties of the region ▪ The median housing price in Maryland has increased by 79.7% from 1997 to 2004. Garrett, Queen Anne's, and Montgomery Counties' median housing prices have more than doubled over the same time period. Those with slower rates of increase (below the Maryland total) include Allegany County, Baltimore City, Harford County, and Baltimore County. (Please note: there are several jurisdictions where 1997 median housing value data are not available.) ▪ The number of households in Western Maryland is projected to grow by 41% between 2005 and 2030 ▪ Jobs in Western Maryland are projected to grow by 23% between 2005 and 2030
Message #2	<p>Reality Check Plus is a forum where diverse Western Maryland stakeholders can work collectively to consider both what to preserve in the future and where future growth should take place</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Interstate highways in the easternmost counties have changed development and commuting patterns ▪ Growth pressures faced by Washington and Frederick counties as counties closest to Washington D.C. metropolitan region ▪ Allegany and Garrett counties affirmatively want new growth ▪ According to the Maryland Department of Planning's most recent population projections, the fastest growing county between 2000 and 2030 will be Cecil County located on the Eastern Shore, followed by St. Mary's and Charles Counties, both in Southern Maryland. ▪ Western Maryland overall is projected to grow in population by 36% between 2005 and 2030
Message #3	<p>Reality Check Plus presents an important opportunity for Western Maryland at large to realize that it's not too late to do things better</p> <p><u>Supporting Information</u></p> <ul style="list-style-type: none"> ▪ Moving jobs to city and community centers is an important aspect of sustaining Western Maryland ▪ Frederick and Washington counties are considering how to economically support mass transit while maintaining their rural character ▪ Risk to natural resources as development spreads outward from Deep Creek Lake in western-most counties ▪ Self-determination of land vs. external constraints – property rights as values clash in western-most counties

Tactics

The following tactics are proposed in support of the key messages previously outlined in this document:

News conference – April 2006

A statewide news conference in April 2006 will announce the Reality Check Plus exercises. Consideration is also being given to holding four regional news conferences to attract local media.

News releases

News releases will be issued at the news conference in April 2006 and for each region prior to the exercise. Post-event, we will prepare and distribute regional news releases on the afternoon of each exercise. When appropriate, we anticipate preparing and distributing a news release with details about the implementation phase of the project.

Media list and media interviews

A media list of approximately 250 local, regional and statewide prints, broadcast and internet reporters has been compiled. This list will be updated regularly and used to transmit news releases and media advisories about the regional and statewide events. The list will also be used for the purpose of arranging pre-event interviews with local media.

Media advisories

Media advisories will be distributed preceding each news conference and also preceding each regional exercise. If the statewide event is held, we will also issue an advisory preceding this event.

Media training

Media training will be provided for regional leadership committee co-chairs on an as-needed basis. The training will be conducted by Beth Offenbacher.

Editorial Board meetings

Meeting with editorial boards for the 12-15 daily newspapers in the state will be slated starting in February 2006. Beth Offenbacher will coordinate this with the regional PR and media relations coordinators and with the regional leadership committee co-chairs.

Media center

An online media center, complete with background information about Reality Check Plus, will be created on the Reality Check Plus website. The intent is to provide reporters with easily accessible information about the event, its relevance and newsworthiness.

Media kit

A media kit, containing information about the Reality Check Plus exercise, its relevance and newsworthiness will be prepared for distribution at news events and for posting to the on-line Media Center on the Reality Check Plus website.

Day-of-event media coordination and press center

Day-of event media coordination will be provided during each regional event and the statewide event, including use of a press center at each event. Advance registration (apart from the event registration itself) for the media will be required for planning purposes and will be coordinated by the communications team. Communications team staff will check in reporters on the day of the event. An on-site press center (likely a small room or area at the meeting facility) will provide information for reporters and a quiet place for one-on-one interviews and story preparation.

Newsletter articles and website blurbs

Newsletter articles and website blurbs will be prepared and distributed to supporting organizations and sponsors in order to promote pre-event awareness of Reality Check Plus. Post-event articles will also be distributed as part of efforts to create awareness of the events' successes and lay the groundwork for the implementation phase.

Drumbeat calendar and promotional opportunities

A bi-weekly calendar of promotional opportunities will be prepared and distributed regularly. This calendar will highlight opportunities for brochure distribution and for presentations to interested local, regional and statewide audiences. Additionally, a standard PowerPoint presentation will be prepared that can be used by regional leadership committee co-chairs and the executive committee as part of efforts to create pre-event awareness of Reality Check Plus.

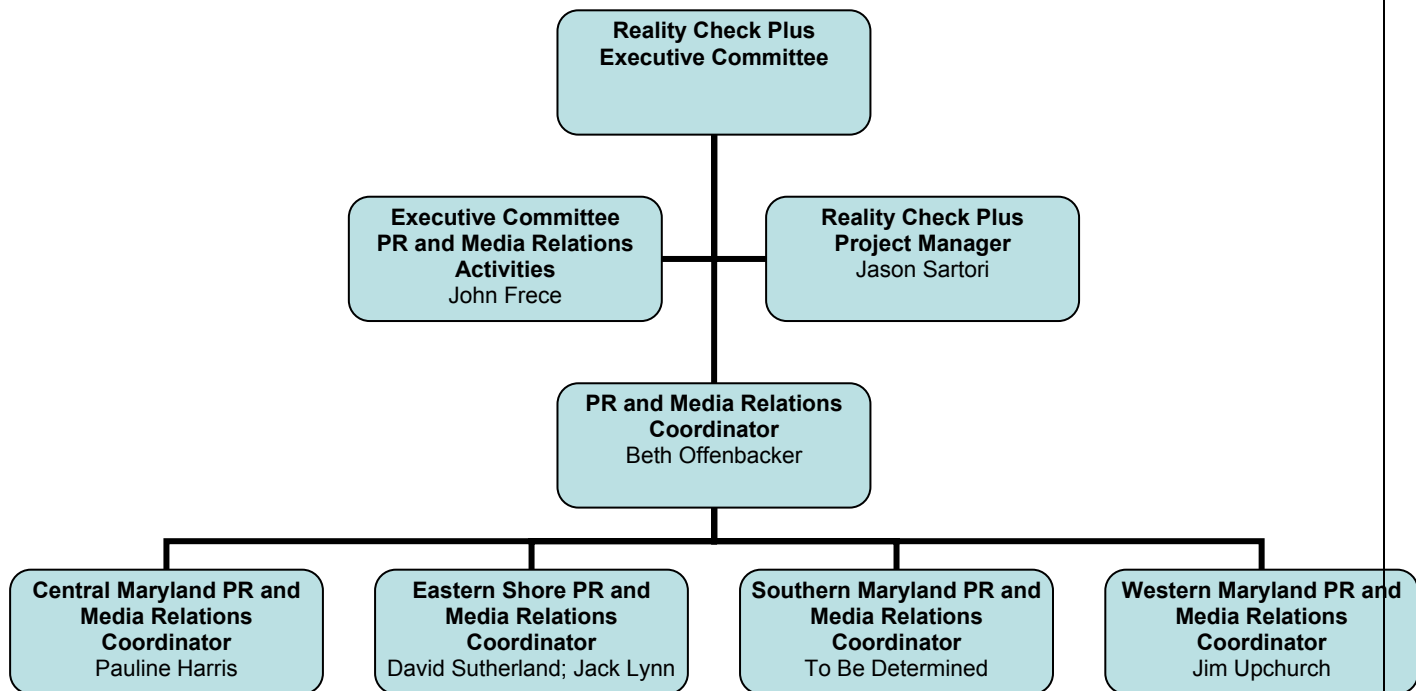
Calendar of PR and Media Events	
January 2006	Prepare draft communications strategy Newsletter articles and website blurbs Update media list Media center updated Drumbeat calendar
February 2006	Finalize communications strategy Editorial board meetings Newsletter articles and website blurbs Update media list Media center updated Drumbeat calendar Media training Media interviews
March 2006	Editorial board meetings Newsletter articles and website blurbs Update media list Media center updated Drumbeat calendar Media training Media interviews
April 2006	Editorial board meetings Media advisory about news conference(s) Hold news conference(s) Newsletter articles and website blurbs Update media list Media center updated Drumbeat calendar Media kit Media interviews
May/June 2006	Pre-event media advisories Media kit Day-of-event media coordination Post-event news releases Newsletter articles and website blurbs Update media list Media center updated Drumbeat calendar Media interviews
Summer 2006	Post-event news release regarding implementation Newsletter articles and website blurbs Update media list Drumbeat calendar Media center updated

Reality Check Plus Communications Team

The activities of the Reality Check Plus Communications Team are directed by the Reality Check Plus Executive Committee. John Frece provides strategic direction for the team’s efforts, with day-to-day guidance and direction provided by Project Manager Jason Sartori.

Beth Offenbacher of Waterford, Inc., the firm that provided like services to the Reality Check Washington exercise, serves as the coordinator for all public relations and media relations activities for Reality Check Plus. She will work closely with each region’s designated public and media relations coordinator and with each of the region’s committee co-chairs to implement this communications strategy.

Media spokespersons for the project will include members of the Communications Team (*see below*), the Reality Check Executive Committee and co-chairs for each of the four regional leadership committees.



Reality Check Plus Communications Team

At A Glance – What is Reality Check Plus?

What	<p>A series of unique community exercises that will address some of the thorniest problems facing the State of Maryland as it adds 1.1 million people and 600,000 new jobs over the next 25 years.</p> <p>Participants will negotiate a blueprint for regional and statewide growth based on demographic, geographic and economic data assembled specifically for these events. Diverse groups will discuss stakeholder priorities, local and regional planning issues and how to best accommodate anticipated growth in each region.</p>
Who	<p>About 1,000 political, business, environmental, real estate and civic leaders from the state's four regions:</p> <ul style="list-style-type: none">• Western Maryland – <i>Allegany, Frederick, Garrett, and Washington Counties</i>• Southern Maryland – <i>Calvert, Charles, and St. Mary's Counties</i>• Eastern Shore – <i>Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties</i>• Central Maryland – <i>Baltimore City and Anne Arundel, Baltimore, Carroll, Harford, Howard, Montgomery, and Prince George's Counties</i> <p>The event is jointly sponsored by the Urban Land Institute's Baltimore District Council, the National Center for Smart Growth Research and Education at the University of Maryland and 1000 Friends of Maryland.</p>
How It's Different	<p>Reality Check Plus differs from previous visioning exercises because it is privately led, statewide in scope and action-oriented.</p> <p>Following the four regionally-based Reality Check Plus exercises, the results will be integrated into a comprehensive vision for the future of Maryland. That vision will capture the collective wisdom of exercise participants through a series of maps that will illustrate where future jobs and households are desired – and where they are not. The results will be compared against current development trends and policies.</p> <p>Reality Check Plus will identify specific tools and policy changes at the state and local levels that can produce the desired change. In addition, a public awareness campaign will be launched to build support among elected leaders for this Blueprint for a Livable Maryland.</p>
When	<p>The four exercises will be held over four consecutive weeks in May and June of 2006.</p>
Where	<p>Four locations across the State of Maryland – one in each region. Specific locations for each exercise will be announced in early 2006.</p>
Website	<p>www.realitycheckmaryland.org</p>

Background About Reality Check Plus

In the next 30 years Maryland is expected to grow by 1.1 million people. It will also experience widespread employment growth. **Reality Check Plus** is the first statewide effort to look ahead and ask, "What should Maryland look like in 30 years?" Answering this question will be about 1,000 leaders from the public, business and civic sectors.

It begins with a series of visioning exercises in the four regions of the state. Participants working in diverse groups of 8-10 regional leaders will allocate expected growth using chips or Legos® on large scale regional maps. The solutions developed by each group will be compared against current trends and plans for the purpose of developing a shared vision for the future of this state. These results and ideas will form the framework for recommended policy changes and actions needed to achieve this vision.

Selected Reality Check Exercises

Washington, D.C.

February, 2005

Using maps and colored Legos® representing jobs and housing, 300 decision makers from 21 jurisdictions in the Washington, D.C. region recently played 'Reality Check,' a one-day exercise sponsored by the ULI Washington, the Washington area district council of the Urban Land Institute. The unique program, first offered by ULI Los Angeles, is designed to foster collective visioning about community growth.



The Washington event brought together a diverse group of stakeholders, including politicians, developers, environmentalists, and business and civic leaders, all of whom worked together to create scenarios to accommodate the 2 million additional residents and 1.6 million new jobs anticipated for the region by 2025.

(Source: ULI website)

More: www.RealityCheckWashington.org

Los Angeles, CA *October 2002*

ULI Los Angeles, in partnership with the University of Southern California (USC) Lusk Center for Real Estate, conducted a visioning exercise in October 2002 to raise awareness of the impending population increase forecasted for the region. Close to 200 community leaders from the public, private, and not-for-profit sectors gathered to try to envision where to accommodate the Los Angeles region's projected growth. The outcome of the exercise was a series of growth models presenting alternative visions for how Los Angeles might accommodate new residents.

(Source: ULI website)

More: Visit the ULI website at www.uli.org and use "Reality Check Los Angeles" as the search criteria

Vision North Texas

April 2005

Vision North Texas made an important contribution to the future quality of life, economic desirability and long-term sustainability of the Dallas-Fort Worth Metroplex. It increased public awareness about important regional land use issues that affect mobility, air quality, water supply and other economic and environmental resources. In addition,

it served as a forum for discussion and education about public and private sector actions to address these concerns.

(Source: Vision North Texas website)

More: Visit www.visionnorthtexas.org

Other Examples

ULI members, District Councils, and others who have been involved with regional visioning efforts include:

- **Sacramento Region Blueprint Transportation and Land Use Study** – www.sacregionblueprint.org
- **Envision Central Texas** – www.envisioncentraltexas.org
- **Envision Utah** – www.envisionutah.org
- **Compass Southern California** – www.socialcompass.org
- **Chicago Metropolis 2020** – www.chicagometropolis2020.org
- **Myregion.org** – www.myregion.org

(Source: ULI website)