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# ULI Washington and the Smart Growth Alliance: Reality Check on Growth

Chesapeake Bay Foundation  
Coalition for Smarter Growth  
Fannie Mae  
George Mason University  
Greater Washington Board of Trade  
Metropolitan Washington Builders' Council  
Metropolitan Washington Council of Governments (pending)  
University of Maryland

The Washington District Council of the Urban Land Institute (ULI) is committed to fulfilling the ULI mission at the local level by creating and assuming leadership on regional land use issues. In 2004, ULI Washington, the Smart Growth Alliance and other prominent area institutions and organizations will convene diverse community stakeholders and policy leaders to work on *Reality Check on Growth (Reality Check)*.

*Reality Check* is a one-day participatory GIS-based exercise similar to those recently completed in Los Angeles and Utah. Nearly 300 regional political, business, development, community, and environmental leaders will be invited to collaboratively analyze and develop alternative growth scenarios for our rapidly growing region. The objective of Reality Check is to gain attention, further understanding, and galvanize action for regional planning to deal with the serious ramifications of current growth patterns and trends in the Washington region.

## Major Roles and Responsibilities:

**Co-Chairs: Roger Winston and Len Forkas**

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| <p><b>I. Data Collection/GIS</b> (Peter Crowley &amp; Len Bogorad)</p> <ul style="list-style-type: none"><li>a. Identify data and GIS requirements and sources</li><li>b. Produce map for visioning exercise</li><li>c. Analyze results</li></ul> <p><b>II. Visioning Exercise Leader</b> (Bob Harris &amp; John Coe)</p> <ul style="list-style-type: none"><li>a. Produce parameters of visioning exercise and rules</li><li>b. Develop guide book for participants</li><li>c. Train facilitators and scribes</li></ul> <p><b>III. Communications/Outreach</b> (Rita Bamberger &amp; Rich Thometz)</p> <ul style="list-style-type: none"><li>a. Identify key stakeholders</li><li>b. Produce pre-event materials</li><li>c. Establish media relations program</li><li>d. Produce post-event report</li><li>e. Coordinate post event scorecard and follow-through</li></ul> |  |
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**IV. Finance/Sponsorship** (David Flanagan & Mike Jones)

- a. Prepare and administer budget (approximately \$300,000)
- b. Identify sponsorship sources and create appropriate mechanism to collect and recognize contributions
- c. Solicit contributions
- d. Identify and solicit other sources of revenue

**V. Program** (Laura Cole and John Bailey)

- a. Develop agenda for day of event
- b. Identify and recruit luncheon speaker

- c. Coordinate speakers and manage event
- d. Wrap-up

**VI. Post Implementation** (Stewart Schwartz, John McClain, Gerrit Knaap, Paul DeJardin)

- a. Analyze results of Reality Check exercise and policy implications
- b. Work with area organizations to further outcome of Reality Check
- c. Develop metrics for annual report card
- d. Track policy changes stemming from reality check