

COALITION FOR SMARTER GROWTH

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2010: A Year in Review

The year 2010 marks our thirteenth as the Washington region's leading smart growth advocate – and what a year it has been!

We are proud to be the leading organization addressing where and how the Washington region grows. We partner with communities in planning for the future and offer solutions to the interconnected challenges of housing, transportation, energy, and the environment. The Catalogue for Philanthropy has twice honored us as one of the best small nonprofits in the region.



Coalition for Smarter Growth staff, from left to right: Alison Shea, Rebecca Perring, Stewart Schwartz, Cheryl Cort, and Laura DeSantis.

It's often said that real opportunity comes with a crisis, and these tough economic times make smart growth solutions more important than ever. The high cost of long commutes has added additional strain on family budgets and some say it has exacerbated the real estate problems in the outer suburbs. Add to this our nation's dependence on oil, climate change, and the fiscal crisis, and there's no question we need to be more efficient in our land use and transportation investments. Fortunately, our advocacy is putting walkable, bikeable, and transit-accessible communities at the center of the agenda for local and regional leaders. We're also thrilled about new attention to our issues at the federal level.

This year, we released three groundbreaking reports: *Cool Communities*, *Invest Prince George's*, and *Building Stronger Communities*. Our seven years of work with Fairfax County, local developers, and conservation and community partners culminated in the historic plan to redesign Tysons Corner. We helped to block transit service cuts, and we moved the dialog forward with more than 60 quotes in the *Washington Post* and other prominent outlets. Nearly 1,000 people attended our ever-popular neighborhood walking tours and educational forums, which are building an engaged constituency for policy solutions and well-designed neighborhoods.

In a huge step for the Coalition, we convened our new advisory board – the Champions Council. The seven inaugural members of the Council are leading experts in the business, housing, development, online media, and academic fields, and we are lucky to have them as our ambassadors. We are committed to being around for the long haul and our Champions are helping us get there.

Read on to find out about our greatest successes in 2010.



Regional

You know we work locally, but did you know we also spend a lot of time helping to shape our region's planning efforts? In addition to releasing a groundbreaking report, we also successfully shaped regional planning efforts this year.

Our service on the Council of Governments' (COG) Greater Washington 2050 committee resulted in *Region Forward*, a sustainable vision now endorsed by all 21 local governments. We ensured that transit-oriented development, affordable housing, environmental restoration, and equitable economic development were at the core of the vision. We also helped to craft COG's application for a federal regional sustainability grant. While we didn't win the grant, the consensus we helped to achieve will guide future regional planning activities.



We are proud to have broken new ground in the analysis of regional development projects with the release of our report, *Cool Communities: Identifying Climate Friendly Developments in the Washington D.C. Region*. We analyzed the travel characteristics and greenhouse gas emissions from eleven development projects in the region. Our report garnered several print, TV, and radio stories.

Transportation Choices

When we're not riding around town on those super cool new Capital BikeShare bikes (seriously, they're great), we are working hard to win better transportation choices for you that will improve your daily commute.



Metro's decision makers.

Early this year when Metro announced its severe operating budget shortfalls, we sprang into action. Our Fair Share for Metro campaign stopped the proposed drastic service cuts that would have taken away the service so many of us use every day. Partnering with groups including Action Committee for Transit, Greater Greater Washington, Amalgamated Transit Union, and Prince George's Advocates for Community-based Transit, we won increased state and local funding and the rollback of nearly all proposed service cuts while working to minimize fare increases. Our Fair Share for Metro petition, signed by thousands of people, played a key role in swaying

We also worked hard to prevent the drastic service cuts of local transit, such as the Fairfax Connector bus.



Fairfax County

After seven long years, the plan for a sustainable redesign of Tysons Corner finally passed. Our staff spent countless hours working to shape the redesign plan, share best practices from around the nation, and reach out to Fairfax residents. Our numerous email alerts kept you in the loop while our walking tour on the eve of the plan approval inspired the 50 decision makers, residents, and planners who joined us and earned extensive TV coverage. We are proud to count this groundbreaking plan for a sustainable Tysons among our biggest wins in our thirteen year history.

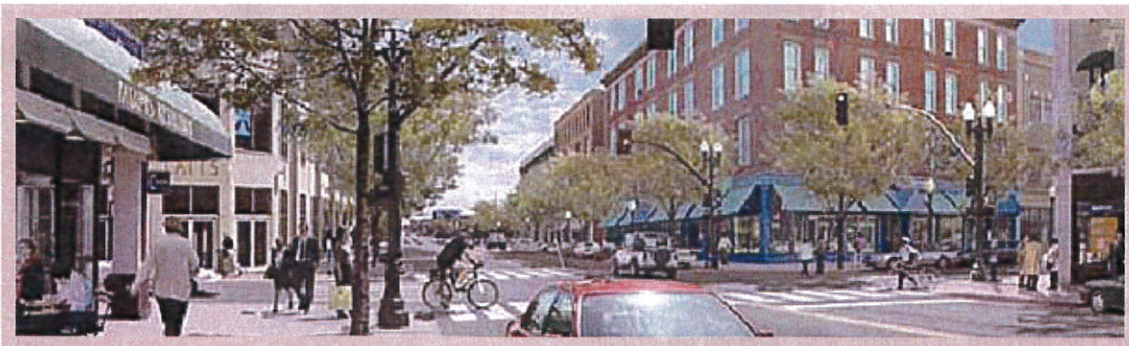


Photo by Flickr user Wayan Vota

This is a truly historic moment for Fairfax County and the Washington region as we begin the bold effort to transform this traffic-choked “edge city” into a walkable, mixed-use, sustainable community focused around Metro stations. The nation is watching us lead the way in the first true redesign of a typical suburban jobs center. Over the next 40 years, the new Tysons Corner will add over 80 million square feet of development and 100,000 residents will live in walkable, green neighborhoods anchored by new Metrorail stations and circulator bus service.

But we weren't all Tysons, all the time. We won some restored funding for affordable housing, stormwater management, Metro, and local bus service in the county budget. We also shared our expertise and ideas as part of the Springfield Metro redevelopment and Baileys Crossroads planning processes. Seeking to jumpstart a comprehensive vision plan for the Route 1 corridor, we continued our extensive outreach to the community, business, and civic leaders. In October, we organized a well-received popular educational forum with over 100 attendees. Our three experts, including former Indianapolis Mayor Bill Hudnut, shared ideas for revitalization, urban design, housing, transportation, and environmental restoration. We hear strong support for revitalization and transit, with local citizens calling for a transit study and Congressmen Connolly and Moran working on a new transit initiative.

The year culminated in our successful Future of Fairfax Forum and Fundraiser. Over 120 business, development, architecture, conservation, housing, civic, and government leaders came together to hear a common vision for the future from Fairfax County Chairman Sharon Bulova and the Coalition for Smarter Growth. Three top national experts in demographics and the real estate market, urban design, and transportation reform shared a wealth of ideas to inspire Fairfax's move toward revitalized, mixed-use, walkable, and transit-oriented centers and corridors.



Graphic by Urban Advantage



Online Advocacy in 2010



281,871

Emails Sent to
CSG Supporters

And

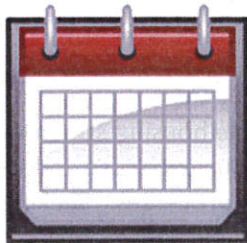
1,816

New Email
Subscribers



3,020 Petition Signatures and Emails
Sent To Decision Makers

**Not including the several thousand petition signatures from our joint
Metro campaign!*

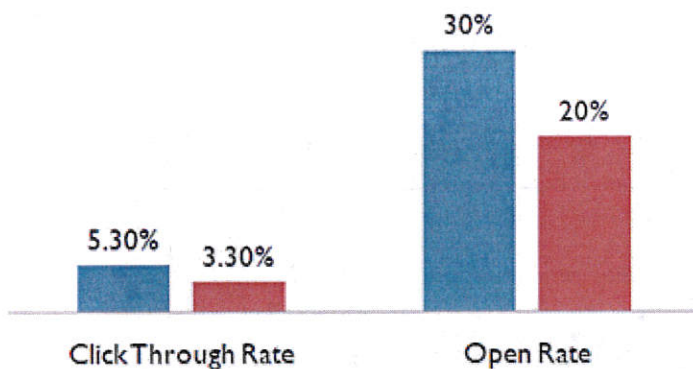


982 Walking Tours and Forums RSVPs

How We Measure Up

CSG vs. Industry Standards

■ CSG ■ Nonprofit Industry



Click Through Rate: The percent of people who clicked a link.
Open Rate: The percent of people who opened an email.

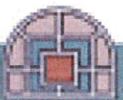


665 Twitter
Followers



72 Facebook
Fans

Launched July 29



Walking Tours and Forums

Since we started our Walking Tours and Forums Program in 2006, the series has really taken off. This year alone, more than 1,000 people participated (Hint—sign up early). These events offer the opportunity to learn about development and planning issues straight from the experts – and often from a variety of viewpoints. Our speakers are some of the nation's top smart growth “celebrities” and include planners, developers, architects, government representatives, and civic activists. Whether you're new to the world of smart growth or an experienced planner, these events are a fun and interactive learning experience.



We're already planning for another great year of smart growth events, so be sure to keep an eye out for announcements starting in January.

Walking Tours

- NOMA Neighborhood
- Rhode Island Avenue Metro Station
- Tysons Corner
- U Street Corridor
- Alexandria
- Columbia Heights
- White Flint
- West End

Forums

- Parking Innovations in San Francisco
- Transportation Demand Management
- Route I: Inspiration for Revitalization
- A New Transportation Paradigm with Ian Lockwood
- Fast & On Time: The Next Generation of Priority Metrobus Service for the City
- Future of Fairfax
- Urban Hipsters and Long-time Residents Unite! Housing Strategies to Preserve Mixed Income Neighborhoods as D.C. Grows



Prince George's County

If you ride Metro out to the Addison Road station, there's a good chance you'll see Cheryl Cort, our Policy Director. Thanks to generous foundations, we were able to dedicate significant time to our Prince George's campaign this year.

Our longtime participation in the county-led Envision Prince George's planning process paid off: our recommendations for transit-oriented development, walkable communities, and mixed-income housing were adopted verbatim. We continued our work with the community around the Addison Road Metro station on a proposed development and an area plan, seeking a higher standard for urban design and commitment to existing plans. In Langley Park, we collaborated with partners and the community to preserve affordable housing along the Purple Line route.



At New Carrollton, where we offered the first design concepts eight years ago, we supported a new station plan that includes affordable housing. We also provided input to the county's winning federal grant application for southern Green Line planning. To take advantage of the election cycle, we released a smart growth platform as a tool to educate both candidates and voters. Finally, we also continued a successful partnership with the faith-based group Partnership for Renewal in Southern and Central Maryland (PRISCM), jointly winning the first-ever Ford Foundation grant to local groups in the D.C. region, supporting our work for equitable development.

We released two major reports with regional application. Our *Invest Prince George's* report, aimed at investors nationwide, highlights the tremendous untapped value of Prince George's County's 15 Metro stations. This innovative online report is the first of its kind for CSG and is aimed at encouraging transit-oriented development on the east side of the region. The online guide features maps, zoning information, key government contacts, and the remarkably convenient travel times to downtown and area airports for all 15 Metro stations.



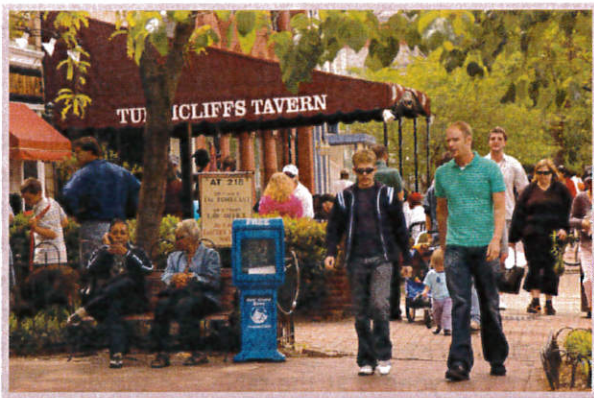
The second report, *Building Stronger Communities: Moving Toward a Comprehensive Housing Strategy for Prince George's County*, is a comprehensive assessment of the county's housing programs and offers reform recommendations for the incoming County Executive and County Council.

We believe 2011 is going to be an exciting year for the county, with new leadership and new energy ready to capitalize on the county's many assets.



District of Columbia

D.C. is making great strides toward sustainability, thanks to the commitment of city officials and residents -- but we're working to push the city to go even further. Our vision is for D.C. to become a model of sustainability and inclusiveness for the rest of the country and a place where improvements are enjoyed by all residents of the city. This year our efforts focused on pedestrian safety and housing choices.



Three years of advocacy and our online campaign helped to pass the Sidewalk Assurance Act, requiring the D.C. Department of Transportation to add or complete sidewalks when it performs scheduled reconstruction of streets that are missing sidewalks.

Elsewhere around the city we worked with residents to improve their neighborhoods. We won pedestrian safety improvements near the Fort Totten Metro station, including installation of a missing sidewalk in front of the Metro police station, a safer intersection, and an important new pedestrian path to the station on a public right-of-way that was improperly blocked by a landowner. Along 16th Street NW, we completed a volunteer-based petition drive for a bus/bike-only lane, which would serve as a city-wide model if implemented. A decision maker called our petition signatures "an impressive show of support." In Ward 3, we provided policy expertise and technical support to the resident-led Connecticut Avenue Pedestrian Action, a group working to improve pedestrian safety conditions along upper Connecticut Avenue.

Finally, we continued our advocacy for a greater range of housing options. We ensured that inclusionary zoning works for everyone, worked within the D.C. Affordable Housing Alliance, and joined the Defeat Poverty campaign focused on housing, workforce development, and other investments in D.C.'s human capital. Two special D.C. forums this fall were aimed at drawing together new and long-time residents in common support of sustainable transportation and affordable housing.



Photo by Flickr user whiteknuckled.



Photo by Bill Adler



Community Transit-Oriented Development

Great things are happening all over the Washington region. Each day, our staff can be found from Prince George's to Loudoun, sharing expertise, talking to residents, and weighing in on the seminal decisions that shape our neighborhoods. As communities seek more transit, redevelopment, safer walking and bicycling, parks, and stream restoration, we work to ensure everyone is at the table and the details are done right.



Montgomery County

We focused on the most significant county decisions about where and how to grow. In April, emails generated by our online campaign helped to encourage the County Council to unanimously approve the White Flint Sector Plan, which outlines a vision for a vibrant, walkable center for North Bethesda anchored by the White Flint Metro Station. We contrasted the efficiency of White Flint with the proposed massive expansion of Science City. Our press coverage highlighted the problems with growth far from a Metro station, the high cost of new infrastructure including the proposed \$3.4 billion expansion of I-270, and the worsening of the region's east-west jobs imbalance and traffic.

Loudoun County

We served as key advisors to a resident-led effort to substantially revise the draft Loudoun Countywide Transportation Plan, which proposed an unaffordable \$2 billion in road expansion, with six- and eight-lane roads through communities and a failure to adopt land use, transit, local street network, and bike/walk solutions. We helped hire a national consultant, who offered a highly critical review of the plan and proposed better alternatives, and sponsored an educational forum on sustainable land use and transportation solutions.

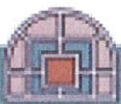


City of Alexandria and Arlington County

We weighed in on the East Falls Church Metro plan, Crystal City, the Beauregard Corridor Plan, Potomac Yard development and transit, and Alexandria's housing master plan update and transportation priority plan.

Elsewhere around the region

We offered smart growth presentations and consulting in Charles County, the City of Richmond, the City of Charlottesville and Albemarle County, Henrico County, the Shenandoah Valley, and the City of Virginia Beach.



Our Amazing Volunteers

We are very grateful for the dedication and passion of our fellows, interns, and volunteers. Their meaningful contributions played a big role in our success this year. There isn't enough room to thank everyone, but we do wish to recognize the outstanding contributions made by:

Alison Crowley and Claire Gron, CSG Policy Fellows -- We were thrilled to have their incredible housing and planning expertise in our office. They gave untold hours of research, writing, and editing to help us complete our Prince George's reports.

Ryan Hall and Cameron Conway -- From helping us run our walking tours and forums to fixing our portable microphone, these CSG volunteers are rockstars.

Chris Allen -- This year's Year in Review has a brand new look, thanks to Chris. We really appreciate the time he spent designing this document.



One of our star volunteers, Jonathan King, hands out fliers at Metro Center to prevent devastating Metro service cuts.

Thank You to Our Partners



Our policy steering committee includes representatives of the Audubon Naturalist Society, Chesapeake Bay Foundation, Sierra Club, Piedmont Environmental Council, Action Committee for Transit, Arlington Coalition for Sensible Transportation, Southern Environmental Law Center, Montgomery Countryside Alliance, Clean Water Action, Greater Greater Washington, and many more.

We work with local community groups ranging from Ward 3 Vision to Loudoun Citizens for a County Transportation Plan, the Mount Vernon Council of Citizens Associations, and the Partnership for Renewal and Reinvestment in Southern and Central Maryland. We partner with the development and business communities through the Washington Smart Growth Alliance, and with housing partners through the Northern Virginia Affordable Housing Alliance and D.C. Affordable Housing Alliance, among others. Our national partners include Smart Growth America, Transportation for America, Reconnecting America, and the National Trust for Historic Preservation.



Looking Ahead



Photo by Jon Reaves

We are excited about the changes we've won but we couldn't have done it without your help. With your continued support, 2011 will be our most successful year yet. Our vision to make the national capital region a sustainable, inclusive model for the rest of the nation is within reach.

With each passing day, support is growing for walkable, bikeable neighborhoods, energy efficient communities, vibrant streets, and better transportation choices. We look forward to working with you to make our shared vision a reality!

We are grateful for the continued support of:

Morris & Gwendolyn Cafritz Foundation, Community Foundation of the National Capital Region, Enterprise Community Partners, Ford Foundation, Keith Campbell Foundation, MARPAT Foundation, Meyer Foundation, Prince Charitable Trusts, Woodbury Fund, our individual and corporate donors, and our fiscal agent, the Piedmont Environmental Council.

