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Friends,

The Coalition for Smarter Growth is a team effort. Our hard-working staff of six is supported by amazing volunteers, wise advisors, smart interns, and passionate community activists. We draw on the expertise of a diverse range of partners, from our founding conservation groups and affordable housing providers, to safe streets advocates, development and planning firms, and many, many more.

Together, we've changed the debate around where and how we grow in the Washington region. Over 83,000 additional residents now make DC their home. Housing near transit is booming. Marriott is just the latest business to announce its intention to move to a Metro station. Suburban residents are asking for more transit, more walkable centers with great amenities, more bike lanes and trails, and safe routes to walk to school for their children.

Amid all of this success, serious challenges remain. First and foremost, we must address the condition of Metro, and our region's crisis in housing affordability and access to jobs. We also face continuing problems stemming from the way our suburbs were designed, and pressure from those still campaigning for an Outer Beltway, new highways, and yet more sprawling growth.

To address these challenges, we stand by the vision that we first defined in the 1990s of a revitalized city, and network of walkable, transit-oriented centers and corridors. These walkable, mixed-use communities absorb growth while reducing driving and traffic. They enhance quality of life and our environment. They work, and they're in demand.

The Coalition for Smarter Growth is still a small nonprofit, and your donations are critical to our success. Thank you for your support, and please stay involved as we fight for Metro fixes, new transit, safer streets, tools to make housing more affordable, and well-designed, walkable, transit-oriented development.

Stewart Schwartz
Executive Director



What we do

& WHERE WE WORK

For 18 years, the Coalition for Smarter Growth has worked for more walkable, transit-oriented, and inclusive places for everyone in the Washington, DC region.

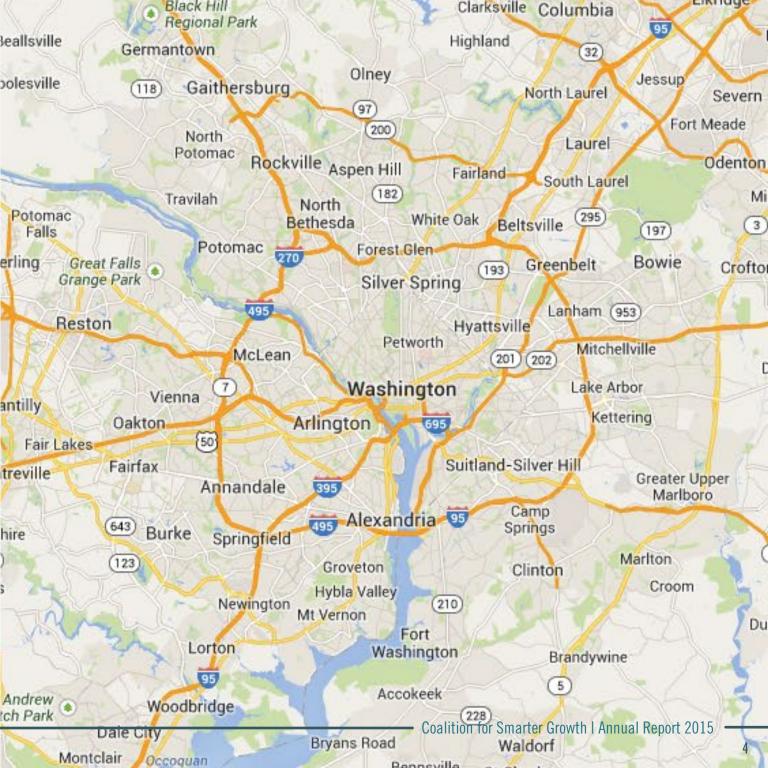
From policy recommendations and research briefs, to keeping an eye on the Maryland and Virginia legislatures, to our on-the-ground education and advocacy programs, our staff of six is working on the ground in our communities and online for better transportation options, smart land use, innovative affordable housing programs, and so much more.

Our work focuses on Montgomery and Prince George's counties in Maryland; Arlington, Alexandria, Fairfax, and Loudoun in Virginia; and the District of Columbia. Our team advises elected officials and city and county staff, provides expert testimony, collaborates with community activists, builds local coalitions, pushes for change through online and direct advocacy, and provides handson education through forums, tours, summits, and other events throughout the year.



PLEASED & PROUD For the third time in four years, the Washington Business Journal has named our Executive Director, Stewart Schwartz to its annual "Power 100" list of most influential local business leaders.





5

Big wins

FIVE OF OUR TOP ACHIEVEMENTS ACROSS THE





Early this year, with the election of Larry Hogan as Governor, we faced real fears that the state of Maryland would withdraw support for this 16-mile light rail line. Our strong coalition pushed into overdrive, eventually convincing Governor Hogan to keep alive this badly-needed connection from Bethesda to New Carrollton. More on page 15.



Seven Corn
LAND USE & TRANSIT-

Smart land use includes making the most of the corridors we already have. In Fairfax's Seven Cosay that county leaders are doing just that! This the Fairfax County Board approved a new plan mixed-use future for this aging strip retail cent





How do you know you've got a winning formula for empowering the next generation of community activists? When over 100 eager students and community members wake up at the crack of dawn to join you for an all-day "unconference" summit on a Saturday morning! More on page 26.

REGION IN 2015





CIS ORIENTED DEVELOPMENT

e aging commercial orners, we're proud to s summer, at our urging for a more walkable, er. More on page 8. In the face of our region's ever-growing housing affordability crunch, we need a variety of policy tools to help more families find homes they can afford. To achieve this, we're continuing to strengthen important DC tools like Inclusionary Zoning and Public Land for Public Good that can ensure we can maintain an inclusive community with good access to jobs as the city prospers. More on page 17.

We continued to hold Montgomery's destructive Midcounty Highway (M-83) proposal at bay, building momentum to remove this out-of-date proposal from county plans for good. Thanks to our pressure, even the county's own Department of Transportation started backing away from its original recommendations, and is now studying a transit alternative. More on page 22.



Midcounty Highway
RETHINKING SPRAWL



Land use

& TRANSIT-ORIENTED DEVELOPMENT

Our land use choices impact how we get around, and our transportation choices impact land use. Transit-oriented development (TOD) is a cornerstone of smart growth. By building our communities with good transit service (and bicycle facilities, and space to walk and play) we give people choices about how to get where they're going, instead of forcing them to drive for every trip.

Speaking up for Seven Corners

BIG WIN - A TOP ACHIEVEMENT

This summer as the Fairfax Board of Supervisors considered the future of the aging Seven Corners corridor, we swung into action.

We educated and empowered our Fairfax supporters, and they sent 390 individual emails to the Board, asking the Board not only to support the new Seven Corners plan, but with better accommodations for affordable homes.

The plan for a walkable future in Seven Corners passed unanimously, and although the Board didn't change the affordability provisions, the county committed to reevaluating its standards for all redevelopment areas.



Forward momentum: DC zoning code

Throughout DC's marathon 8-year-long update to its zoning code, we've mobilized residents to support progressive provisions. While we didn't win everything we hoped, when approved, the updated zoning code will be a major step forward.

The new code will provide better rules for allowing accessory apartments, corner stores, and reduced parking. These changes help the city offer a wider range of less expensive housing, and more walkable neighborhoods.

IT ALL ADDS UP Our grassroots advocacy is no small undertaking. Since 2012, we've organized a LOT of community input on the DC zoning code:

- 1454 letters and emails to DC officials
- 3254 petition signatures in support of the update
- 201 community members testifying in person





GreenPlace

Living in a place where you don't have to drive a car for every trip means an individual can play a small but important role in stopping climate change. At the same time, more and more people want to incorporate walking and being more active into their daily lives. In order to better quantify these two important benefits, we're launching GreenPlace, a certification program for new transit-oriented development (TOD) projects. Quantifying and certifying the benefits of TOD helps public officials and communities make better decisions and approve needed housing in the right place. This year we published evaluation reports on our first five inaugural projects.





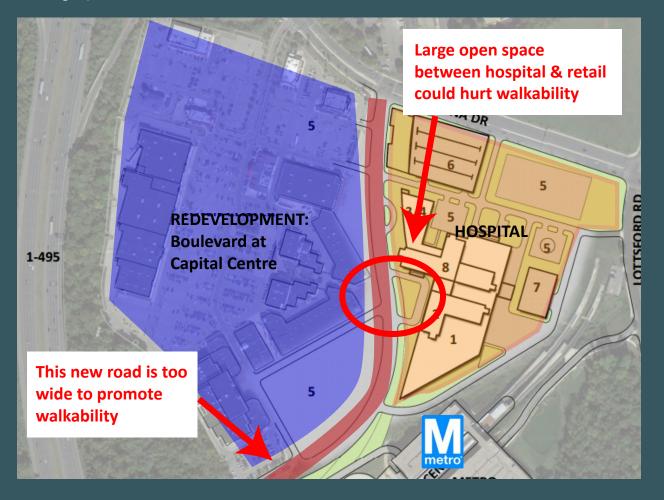
Highway to boulevard

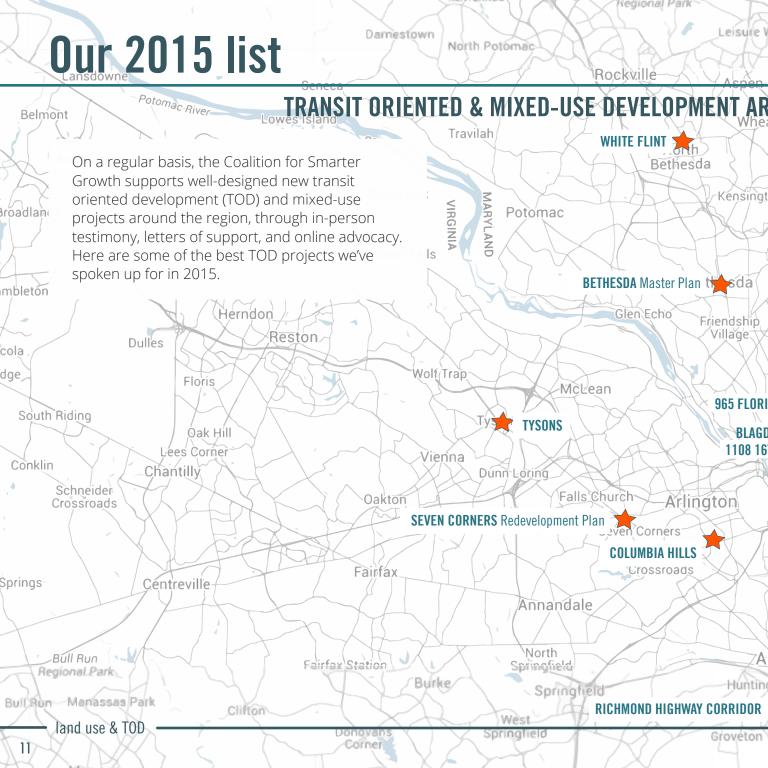
The former SE Freeway on the edge of Capitol Hill is a remnant of the era of destructive urban highways. DC is studying the option of converting it into a neighborhood boulevard, adding new housing, and reconnecting the community to the Anacostia River. We have rallied support for this idea and look forward to further exploring the possibilities in the next year.

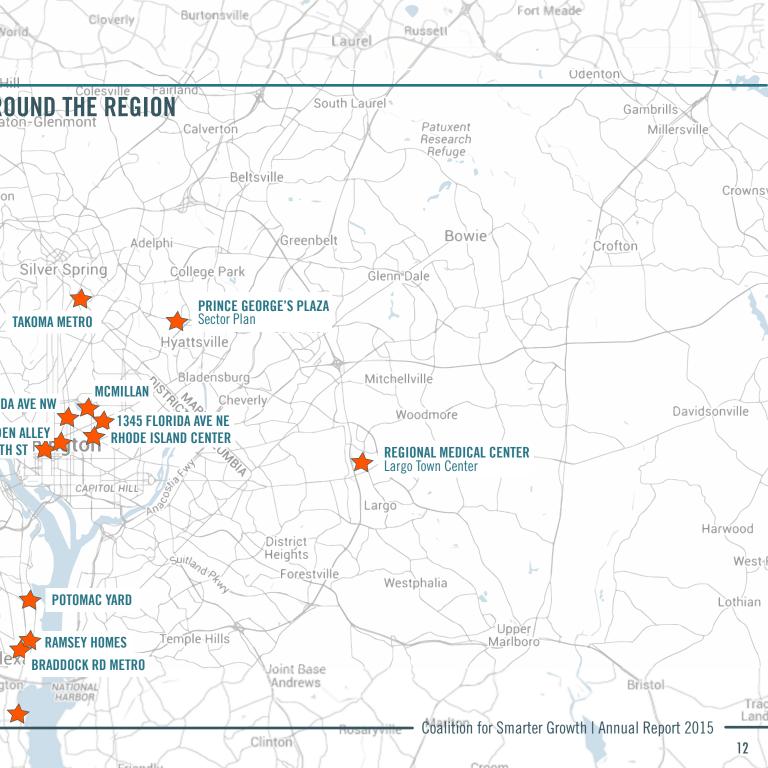


The right design details

Having won a Metro-station location for the Regional Medical Center at Largo Town Center in 2013, we shifted our focus to making sure the design for the hospital and adjacent redevelopment are friendly to all users – not just those in cars. For the center to do its most as an economic engine, we've pushed the county to design streets that knit together the campus with nearby businesses and transit, rather than a wide, high speed access road.









Transit

The old approach of seemingly never-ending highway widening simply doesn't work — inducing more auto-dependent development, more driving, and the inevitable return of congestion. By changing where we grow and how we design our communities, and by diversifying our transportation away from car dependence and to a more balanced mix of transit, walking, cycling, and other options, we reduce CO₂ emissions and make our communities stronger, healthier places.



Our Metro backbone

Metro is the backbone of our regional transit system. Without reinvesting in Metro, our region can't flourish. Funding, service, safety, governance, and leadership – it's been a difficult year for our transit system. We've been busy fighting for both reform and increased investment:

- January: pushing for state and local funding for 8-car trains
- February: stopping service cuts and fare hikes
- April: urging the Federal Transit Administration to support a Potomac Yard infill station
- April: testifying to the WMATA Board on the General Manager position
- October: winning the support of both business and labor on core principles for fixing Metro.

Bring on the BRT!

After winning unanimous Montgomery County Council approval of an 81-mile bus rapid transit system in 2013, the "easy part" is over.

We're coordinating closely with county officials on proposals to fund the system, mobilizing residents to participate in the corridor planning committees, and **spending hundreds of hours on the ground talking to bus riders**. Rarely engaged by planners, bus riders overwhelming support the improved service that the BRT would bring.





Protecting the Purple Line

BIG WIN - A TOP ACHIEVEMENT

It took a massive team effort, but we saved the Purple Line! When newly-elected Governor Hogan signaled he might cancel this long-sought light rail project, we rallied with grassroots supporters and partnered with both the business community and elected officials to make the case for the Purple Line.

In June, Governor Hogan announced he would go ahead with the project. We're thrilled to see the project move forward, but are watching to ensure the funding deal is sealed and that the Governor's cost-cutting proposals don't compromise the reliability of service.



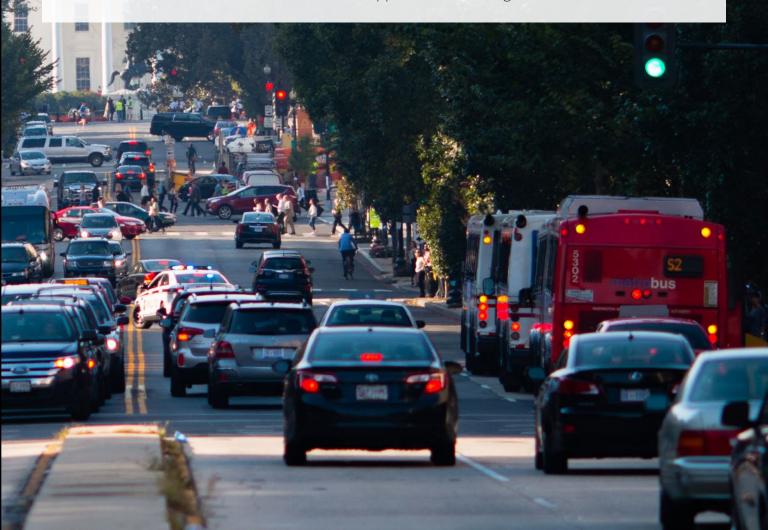
A BIG PUSH So what exactly have our efforts to protect the Purple Line looked like this year? We've...

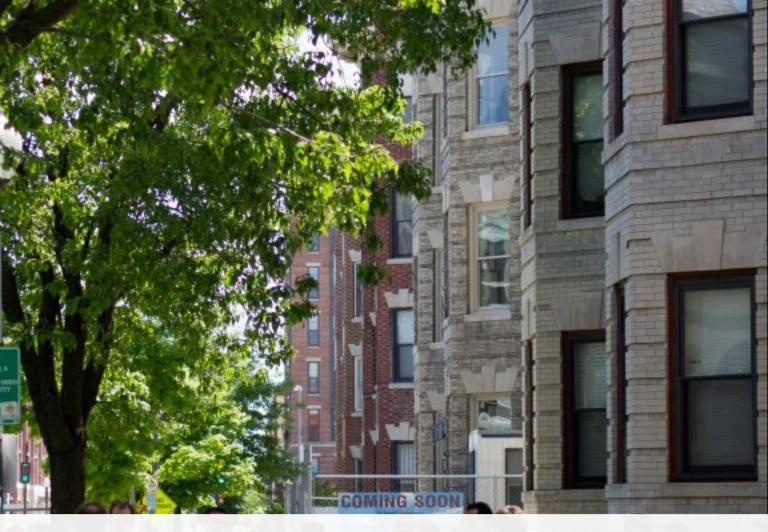
- Sparked our business allies to make the economic case to the Governor.
- Commissioned a national study to document the economic benefits of light rail investment
- Spurred 910 people to email the new Governor
- Became a go-to source for the media, featured in 13 stories
- Organized Transit Night in Annapolis, with over 200 supporters and dozens of elected officials



Half of all rush-hour travelers on DC's 16th Street ride the bus, yet buses are constantly overcrowded, delayed, and bunched together, making for an unpredictable and often-delayed ride. We've been campaigning for improvements, and in late September DC released three draft proposals for dramatically improving bus service on 16th Street.

Now, we're rallying supporters to show DDOT officials that the public stands behind significant transit improvements like dedicated lanes and off-board fare collection. In October, we delivered 108 letters from DC residents in support of such changes.





Affordability

& EQUITY

The high demand for urban, transit-oriented living, which is bringing new investment to long ignored communities, also has a flip side, driving up the cost of housing, hurting many lower-income and even many middle class residents. We have campaigned to increase the supply and diversity of housing and ensure jobs are located within reach of good transit. In addition, we have been in the forefront of supporting additional tools like Inclusionary Zoning and Public Land for Public Good.

Public land

When selling publicly-owned properties for private development, we can structure the deals to make including new affordable housing a top priority. We were thrilled last year when the DC Council did just that -- passing a bill we championed, requiring 30% of new homes built as a result of these public land deals near transit to be affordable.

TRACKING IMPLEMENTATION Today, we're tracking implmentation of the public land bill in new development deals like 965 Florida Avenue NW (pictured below), which will produce 106 new homes affordable to households making less than half of the region's area median income.



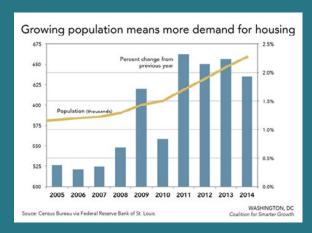
By the numbers: DC's housing affordability crisis in 7 charts

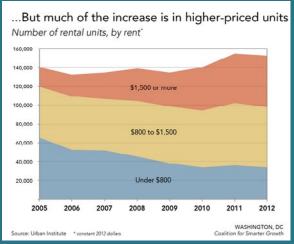
Renting in DC is getting more and more expensive, but it's not the easiest issue to understand. In April, we released seven charts that take a by-the-numbers look at what's causing DC's affordable housing crisis, and its consequences for renters.

WHAT DO THE CHARTS TELL US?

- DC's population growth is driving demand for more housing
- 2. New housing supply stalled during the recession, but is recovering now
- But new housing isn't translating to more affordability
- DC's stock of affordable rentals is declining, and the supply of mid-range units isn't growing
- 5. Rents have increased, but a lot of renters' ability to pay has not
- 6. Rent in DC is rising faster than income, especially for lower-income and working-class renters
- 7. For the District's lower-income and working-class renters, the rent is "too darn high"

See all 7 charts, read the commentary, and join the discussion at Greater Greater Washington: ggwash.org/26526







More mixed-income

Wouldn't it be great if we could harness DC's building boom to ensure more affordable places?

Inclusionary zoning (IZ) does just that. When new condos or apartments are built, IZ reserves 8-10% of the units at prices affordable to those making 80% or less of the area median income (AMI). In return, home builders can build additional market rate units in order to offset the difference in cost.

In DC, IZ has produced 767 affordable units, and many more are coming. We worked hard to get IZ on the books in 2006, and to fix some operational speed bumps since then.

Today, we're working with the DC Zoning Commission to focus the rental program at 60% of AMI, where there is a greater need and where the market isn't meeting the need.



Rethinking

SPRAWL

The demand for compact, transit-oriented development continues to grow, and provides tremendous economic, fiscal, and quality of life benefits. Yet, we still face challenges in the way state and local agencies and some private developers are planning and designing our suburbs and their transportation systems. Proposals for highway expansion would fuel more sprawl and driving, and old approaches to street design would make our communities less safe and attractive for the many people and companies seeking more walkable communities. So we've been busy pushing back against some not-so-good ideas!

Better options than the Midcounty Highway (M-83)

BIG WIN - A TOP ACHIEVEMENT

In March, Montgomery County transportation officials released their 11-year-long study on where to build the controversial and unnecessary Midcounty Highway Extended between Gaithersburg and Clarksburg.

Partnering with the Coalition for Transit
Alternatives to the Midcounty Highway Extended
(TAME) and Georgetown Law Institute for Public
Representation, we made the case against the
highway, prompting strong Council support for
our case, and causing county transportation
officials to shelve their own "preferred alternative"
-- a huge victory!

Since then, we've worked closely with TAME to publish a new report demonstrating the benefit of transit and local road alternatives to the project, including bus rapid transit, that were never studied in the county's original 11-year study.



BETTER ALTERNATIVES Our newest report, co-released with TAME, explores transit alternatives to the Midcounty Highway, which we think deserve more study.



Smarter state laws in Richmond & Annapolis

Our state legislatures play a powerful role in transportation and land use, and can either strengthen or undermine smart growth and modern transportation solutions.

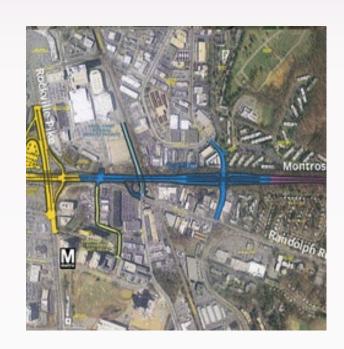
Early this year, we spent a lot of time in Richmond and Annapolis, evaluating and pushing for good legislation on transportation funding, bicycling, and so much more -- as well as pushing back against bad bills.

From legislative alerts to our supporters, to lobby days, to blog posts, we made sure smart growth supporters were informed and engaged at the state level!

A new highway in walkable White Flint? No thanks!

Does it make sense to build a new highway into Montgomery County's newest walkable community? No! This summer, when the state announced it wanted to build another phase of the long-controversial \$119m, 1.6 mile Montrose Parkway between Rockville Pike and Viers Mill Road, we had to speak up.

Between our email alerts, social media blitz, and coverage on Greater Greater Washington, we spurred supporters to send over 100 emails to the State Highway Administration. This is just the beginning of our efforts to protect and enhance walkable TOD in White Flint.





Safer street design in Prince George's

For too long, we've let our streets be designed like rural highways – even near our Metro stations and within busy historic town commercial districts. From meeting with community members and street design experts, to championing a bill at the County Council, we've been leading a full court press for modern standards to make Prince George's streets safer for all users including pedestrians, bicyclists ,and drivers. In October, the council took a step in the right direction, voting to direct the County Executive to produce new street design standards by next October. Sometimes change is incremental, but that doesn't mean it's any less important.

I-66: Fighting for the right fixes

We immersed ourselves in the I-66 debate, building coalitions, sponsoring forums, meeting officials, reviewing technical issues, and sharing recommendations.

We endorsed the I-66 inside the Beltway plan -- peak hour tolling, HOV2 then HOV3, and revenues to fund transit -- as a better option than very costly and destructive widening. It means a

faster and more reliable commute, doubling the number of people moving through.

For outside the Beltway, we pressed for a transit and smart growth first alternative, but lost. Still, our pressure generated guarantees for funding for commuter bus, space for Metro, and better access to transit for people walking and biking.

One more Safe Route to School

Last October, we joined with a group of parents at Wilson Wims Elementary School in Clarksburg, who were organizing for a safe crossing of Snowden Farm Parkway (a wide, four lane, 40mph road) so their children could walk to school. Their only options had been a dangerous unmarked crossing or a long and circuitous bus ride.

Good news! This March, the Montgomery County transportation officials agreed to install a traffic signal, audible pedestrian signal, countdown timer, and marked crosswalks.

A BIG DIFFERENCE As one parent who had led the charge said, "We're glad to see that persistence and dedication can succeed in making an intersection safe before something bad happens." But don't you agree it's time we designed streets to be safe from the outset?





In the community

Our staff of six spends many hours every week in communities throughout the region, talking to community groups, answering questions at neighborhood festivals, and speaking on panels. We also took on several larger community education programs this year -- read on to learn more about them!

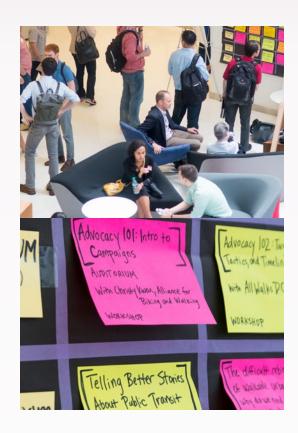
StreetsCamp BIG WIN - A TOP ACHIEVEMENT

Our team had an idea: what kind of momentum could we build if we brought together advocates, community members, and government planners to share ideas and knowledge about how to make our neighborhoods better?

Over 100 enthusiastic participants joined us on a beautiful Saturday in June – yes a Saturday – for the inaugural StreetsCamp. Participants swapped ideas and skills in breakout sessions on topics including transit, pedestrian and bicycle facilities, affordable housing, communications, and more.



BETTER WITH FRIENDS To bring together as many smart, engaged people as possible, we partnered with Arlington's Mobility Lab, WMATA, All Walks DC, Greater Greater Washington, Safe Routes to School, and our host venue, the Georgetown University Urban Planning program.





ANC Spring Training

With booming development in DC, it's more important than ever that neighborhood leaders understand the ins and outs of evaluating projects, and what they'll bring to the neighborhood.

In March, we invited Advisory Neighborhood Commissioners (ANCs) from across the District to learn about urban design, zoning, parking, and transportation, and to share their experience with fellow commissioners.



Walking Tours & Forums Series

Our signature community education program, each year we hold at least 10 walking tours and various community forums in neighborhoods around the region. Over 800 people -- from high school students to retirees to professional planners -- participated in our 2015 series.

CONTINUING EDUCATION CREDIT Though our continuing partnership with the American Planning Association's Northern Virginia section, planning professionals who attend our walking tours and forums can earn credits to maintain their AICP certifications.



2015 WALKING TOURS

- New Carrollton: New modes for a new destination
- Gaithersburg: From transit-oriented history to transit-oriented future
- Crystal City: A transformation in progress!
- Creating a more walkable Capitol Hill & Hill East
- NoMa: Industrial to Walkable

- Union Market & Florida Ave NE: Wholesale takes off
- Rhode Island Avenue: Isolated to Integrated
- Potomac Yard: Metroway and more
- Metro to Mosaic: A Fairfax transformation
- White Flint: Suburban sprawl to a walkable win
- What's up with a more walkable Wisconsin Avenue?

2015 FORUMS

- Growing Responsibly: Protecting Watersheds as the Route 1 Corridor Grows
- I-66 & Our Neighborhoods: A Forum for Community Concerns & Questions
- Modern transit for Upcounty Montgomery

- Tactical Urbanism: A book talk with author Mike Lydon
- Walkable urban streets for great Prince George's transit-oriented development

Who we are

OUR CHAMPIONS COUNCIL & STAFF

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[†] Champions Council business affiliations are for reference only and do not imply endorsement.

^{*}FY2015 numbers are not yet available at print deadline, as our fiscal year ends on December 31. Updated numbers will be available in February.

Our funders

THANK YOU FOR MAKING OUR WORK POSSIBLE

Foundations

Generous support from regional and national foundations comprised 56% of our revenue in 2014.* We are deeply grateful to the following foundations for their commitment to walkable and inclusive communities:

Prince Charitable Trusts • The Morris & Gwendolyn Cafritz Foundation • The Keith Campbell Foundation • Share Fund • Naomi and Nehemiah Cohen Foundation • TransitCenter

Smart Growth Business Council

We launched the Smart Growth Business Council in 2013 to offer a place for smart growth activists and progressive firms to come together to discuss key issues in advancing walkable, inclusive neighborhoods in the Washington region. Corporate support for our work comprised 17% of our revenue in 2014* and comes from architecture, planning, and development firms committed to sustainable, inclusive, walkable, and transit-oriented communities. 2015 members of the Smart Growth Business Council include:





















Individual Supporters

With every year, the support for walkable, sustainable, transitoriented communities grows, and hundreds of individuals are now generously supporting our work. Individual donors provided 27% of our revenues in 2014*, and your support is more important than ever. Foundations find themselves supporting so many needs, so our ability to help more communities become walkable, transit-accessible, and inclusive depends on growing our individual donor base. Thank you to our generous individual donors!

IN MEMORIAM Our very special thanks to Sherry Hiemstra and Decker Anstrom for their generous gift in memory of their son, Tom Anstrom, who loved his city.

	2014			2013			2012		
	Amount	%		Amount	%		Amount	%	
Foundations	\$ 272,500	56%	\$	465,428	69%	\$	440,322	71%	
Individual	\$ 133,456	27%	\$	123,982	18%	\$	123,276	20%	
Corporate	\$ 83,297	17%	\$	78,300	12%	\$	55,100	9%	
Fee-for-service	\$ 750	< 1%	\$	1,988	< 1%	\$	3,817	< 1%	
Total support	\$ 490,003	100%	\$	669,697	100%	\$	622,515	100%	



*FY2015 numbers are not yet available at print deadline, as our fiscal year ends on December 31.

The Coalition for Smarter Growth is grateful to its fiscal agent, the Piedmont Environmental Council (PEC), a 501c3 nonprofit organization based in Warrenton, Virginia. PEC provides accounting, tax reporting, and human resources support to the Coalition for Smarter Growth, and segregates contributions made to CSG. Copies of PEC's most recent audited financial statements and IRS Form 990, which incorporates the activities of the Coalition for Smarter Growth, are available online at pecva.org/donate. If you have questions or wish for further information, please contact Coalition for Smarter Growth Managing Director Alex Posorske at (202) 675-0016.

FINANCIAL INFORMATION

OUR THANKS TO THE FOLLOWING INDIVIDUALS FOR THE IMAGES IN THIS REPORT: Page 1: Brookland by BeyondDC on Flickr, Jefferson Memorial view by xmeeksx on Flickr. Page 4: Map (c) 2013 Google. Page 5: Purple Line by MDOT, Seven Corners map by Fairfax County. Page 6: Policy tools rendering courtesy EYA, highway by Doug Kerr on Flickr. Page 8: Seven Corners map by Fairfax County. Page 9: Takoma Metro redevelopment rendering courtesy EYA. SE Freeway rendering courtesy DDOT. Page 13: Metroway by BeyondDC on Flickr. Page 14: Metro by Glyn Lowe Photoworks on Flickr, BRT bus by EugeneRTX. Page 15: Purple Line courtesy MDOT, transit supporters by Kelly Blynn. Page 16: 16th Street by Kian McKellar. Page 18: Rendering courtesy MRP. Page 19: charts by Claire Zippel. Page 20: Cranes by Payton Chung on Flickr. Page 21: Freeway by neoporcupine on Flickr. Page 22: Virginia House chamber by VA House of Delegates on Flickr. Page 23: Dangerous crossing by danreed! on Flickr. Page 24: Safe route to school by Peditro Guzman on Flickr. Images used with permission or under Creative Commons license. All other photos, images, and maps (including cover photo) by Aimee Custis for Coalition for Smarter Growth.

KEEP US WORKING FOR SMART GROWTH

For walkable, inclusive communities and the transit investments and land use policies needed to support them.

We are proud to be a results-driven organization committed to promoting a sustainable vision of where and how the Washington DC region should grow. We've been recognized multiple times as one of the region's best nonprofits by the prestigious Catalogue for Philanthropy.

That means you can trust us to spend your dollars carefully to support our programs.

Your donation is important to us! You can donate online anytime at smartergrowth.net/donate. If you have questions or are interested in donating stocks, making a planned gift, setting up an employer matching program, or donating In Honor or In Memory of someone, please contact our development team at donations@smartergrowth.net or (202) 675-0016.





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