



The 2030 Group is an organization of Greater Washington business leaders focused on regional long-term decision-making and solutions. Our mission is to increase regional collaboration and to advance a strong regional economy that can compete on a global scale, sustain economic development, strengthen employment opportunities, and provide a high quality of life for current and future residents.

Over the past eight years, we have sponsored independent, academic research and analysis to better understand our regional economy and the actions public and private sector leaders can take to put it on a positive and sustainable trajectory.

Currently, Greater Washington's economic growth potentials are not as good as they could be. Our long-term reliance on federal spending to sustain our economic growth has left us lagging behind the national economy and peer metropolitan areas that have better positioned themselves to compete in the global economy.

In fact, just a few years ago, Greater Washington's regional economy was ranked #4 nationally and was poised to overtake Chicago to be #3. But with the reduction in federal spending over the past five years, we saw our regional economy register no growth in 2013 and had the smallest job growth rate among the nation's largest 15 metropolitan areas in 2014. Now, we have fallen to #6.

If we are to reverse this trend, **Greater Washington must think and act regionally.**

THE ROADMAP

Recognizing that Greater Washington's regional economy needed to be expeditiously repositioned, the 2030 Group and a strong cross-sector coalition of regional leaders came together over the course of 2015 to support the [Roadmap for the Washington Region's Economic Future](#).

The Roadmap, led by Dr. Steve Fuller of GMU's Center for Regional Analysis, identified the private sector industries best positioned for growth in our region based on our competitive advantages, as well as the actions public and private sector leaders need to focus on to accelerate the growth of these clusters over the next decade.

While progress is being made, it will require a continued commitment to regional collaboration and political courage to successfully implement this plan over the next decade.

In the coming years, the 2030 Group aims to harness the spirit of regionalism created by the Roadmap to create a strong regional cross-sector coalition that is dedicated to moving regional priorities forward through increased awareness, cooperation, and action.

ACTION ITEMS

- Rebranding and developing the appropriate marketing strategy for the region;
- Examining housing affordability solutions that would help to retain our highly-educated workforce and provide a high-quality of life for current and future residents;
- Igniting the region's unique entrepreneurial culture; and
- Identifying and implementing transportation solutions that will unlock the region's mobility in both the short and long term.

PROGRESS

- On behalf of a new coalition of regional stakeholders, [the 2030 Group has signed a contract with InterBrand](#) to work with local leaders on a regional rebranding campaign that will launch in early 2017.
- The 2030 Group has tapped David Bowers, Enterprise Community Partners, to research how other regions have addressed housing affordability issues and the impact a regional housing compact could have on this area.
- The [Roadmap Innovation Initiative](#) done by Jonathan Aberman for the 2030 Group examined Greater Washington's unique model of entrepreneurship and proved that this region is more entrepreneurial than most might think. Did you know that over the past 20 years, 105 of Greater Washington's start-ups were sold for more than \$1 billion?

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