

## HOWARD COUNTY BRAC TASK FORCE

BRAC BIT: #25

DATE: 30 January 2009

SUBJECT(S): We Work For You, BRAC Publications, Revised Dates

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### DISCUSSION:

#### 1. We Work For You:

1. Just a reminder that the Department of Defense has funded a Regional BRAC Coordination Office whose specific function is assist the residents, businesses and governments in the region to prepare for the impacts and opportunities related to Fort Meade Growth. The following people work for you in the Fort Meade Region and even though they have offices in specific counties their support of the customer is not bound by county lines. Please use us when you have a requirement or just a question:
  - i. Anne Arundel County, Diane Croghan: 410-222-1377
  - ii. Regional Transportation Coordinator, Jean Friedberg: 410-992-5050
  - iii. Howard County, Raj Kudchadkar: 410-313-6376
  - iv. Anne Arundel County, Bob Leib: 410-222-1227
  - v. Howard County, Kent Menser: 410-313-6521

#### 2. New Dates:

- a. Defense Media Agency Building Groundbreaking Ceremony: 8 April 2009 at 1000hrs. More information to follow.
- b. Contract award for Defense Media Agency Building: Early to Mid February 2009
- c. Contract award for Adjudication Building: Early February 2009.

#### 3. BRAC Publications:

- a. BRAC Brochures, Pamphlets, Directories and Handouts: Each week we receive calls from our constituency asking about the value of certain commercial BRAC publications. The question is; does it make sense for us to buy advertising in it? Our response is; we do not know. That said; keep these numbers in mind when considering methods of making contact with BRAC related customers.
  - i. 5,695 = The number of BRAC positions/jobs coming to Fort Meade
  - ii. 2,847 = Assuming 50% of persons occupying those positions will stay in their current job
  - iii. 1,423 = Assuming 50% of those staying in their current jobs will actually make a move in the direction of Fort Meade in the next 5 years. Others will begin commuting or they may currently live in Maryland.
  - iv. 1,000 = Assuming that 423 believe they know all there is to know about Maryland and do not need anymore information!
- b. What is the point? Many critical numbers associated with BRAC are not large. This is not a tsunami, but an eddy in the tide of regional growth. Develop your communication's plan as appropriate. Call us if you need any help. Finally, we encourage you to challenge our assumptions!