

# Engagement Strategies for Hard-to-Reach Communities

NPC188079

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**Bridget Schwiesow**

Communication Manager  
Montgomery Planning



**Natali Fani-González**

Commissioner  
Montgomery County  
Planning Board



**Jessica McVary, AICP**

Planner/Coordinator  
Montgomery Planning



**Renatta Algalarrondo**

Visual Communications  
Consultant  
Crowley & Company



# Goals of this Session



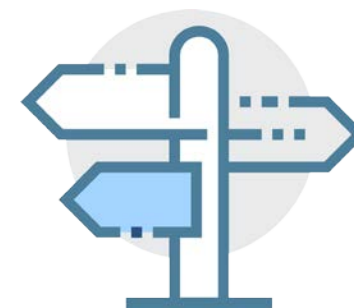
## **Goal 1**

Learn how communication plans can help your plan or project.



## **Goal 2**

Find out why the audience is everything in determining your outreach tools.



## **Goal 3**

Learn how to use a variety of tools to engage hard-to-reach communities.

“

The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things.

Information is giving out.

Communication is getting through.”

– SYDNEY J. HARRIS





What is your most innovative  
outreach strategy?

# Montgomery County, Maryland

- Near Washington, DC.
- Population of 1 million+
- Forecasted growth of 200,000 more residents by 2040.





# Montgomery County, Maryland



In 2016, the median household income was \$99,763 compared to \$95,843 for DC and \$57,617 nationally.

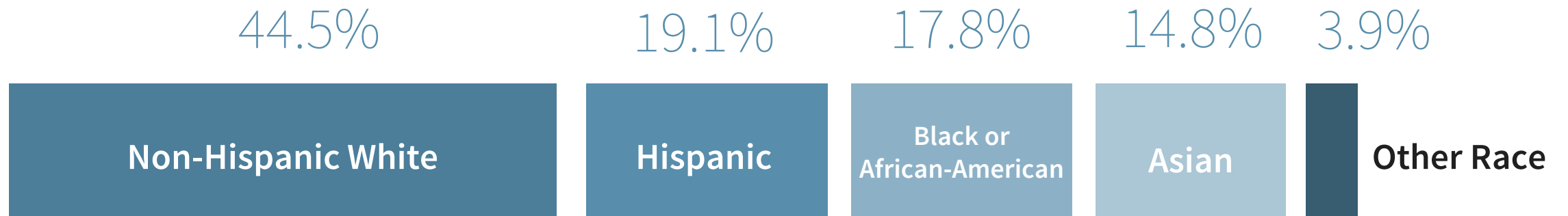
*Source: 2016 American Community Survey, 1-year estimate*



1 in 4 households in the county has income less than \$50,000.

*Source: 2016 American Community Survey, 1-year estimate*

# Increasing Diversity



*Source: 1990 -2010 Decennial U.S. Census; 2016 American Community Survey, 1-year estimate*

# Increasing Engagement





# Master Plan Outreach

- The public shapes the plan vision and recommendations by voicing ideas and concerns.
- Outreach philosophy: planning is accessible for everyone through multiple platforms.



# What is the goal?

- Use multiple platforms to engage and facilitate dialogue and feedback with community members and stakeholders.
- Develop constituencies and ambassadors to support plan vision and implementation.



# Communication Plan: Blueprint for Outreach



- Identify your audience.
- Clearly state goals with your audience in mind.
- Create strategies to meet goals.
- Develop messaging.
- Execute deliverables and tools.
- Evaluate your successes and challenges.



# Know Your Audience

## Six Factors for Effective Communications:

1. Audience
2. Action
3. Benefit
4. Image
5. Opportunity
6. Evaluation



# Community Event Process



# Outreach Tools: In Person

- Community meetings / workshops
- One-on-one stakeholder meetings
- Community events
- Graffiti walls
- Pop-up Meet and Greet
- Hit the Street
- Printed materials



# Outreach Tools: Online

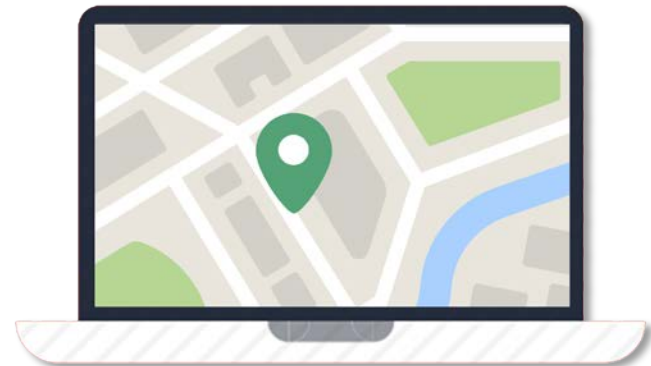
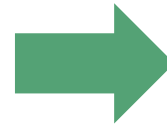
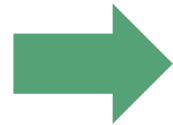
- Project website
- E-letters
- GIS feedback map
- Social media
- Video
- Surveys





# Outreach Tools: What's Next?

- Happy hours
- On-the-street video interviews
- Stunts
- Text-back feedback maps





# Measuring Success

- Meeting goals of comm plan
- Website visits and downloads
- Social media analytics
- Survey responses
- Event attendance
- Public comments
- Media coverage





What Are Your Outreach Challenges?







# Case Study: Veirs Mill Corridor Master Plan



# Veirs Mill Corridor – Audience





# Veirs Mill Corridor – Audience





# Tool - Print



## HELP POINT US IN THE RIGHT DIRECTION!

You're invited to brainstorm opportunities and constraints of the Veirs Mill Road communities at a public meeting hosted by the Montgomery County Planning Department. Details on the back.



## ¡AYÚDENOS A ESTABLECER LA DIRECCIÓN CORRECTA!

Está invitado a compartir sus ideas sobre las oportunidades y limitaciones de las comunidades en Veirs Mill Road en una reunión pública organizada por el Departamento de Planificación del Condado de Montgomery. Detalles al reverso.

MONTGOMERY COUNTY PLANNING DEPARTMENT • M-NCPPC

### VEIRS MILL CORRIDOR MASTER PLAN

#### RECOMMENDATIONS AT-A-GLANCE

From Wheaton to Rockville, a new future is envisioned for the Veirs Mill corridor based on these values:

**The recommended Veirs Mill Corridor Master Plan:**

- Supports Montgomery County's Vision Zero policy to eliminate traffic fatalities and severe injuries.
- Improves safety, accessibility and connectivity for pedestrians, cyclists and transit users.
- Strengthens neighborhood identity with walkable destinations.
- Recommends strategic mixed-use redevelopment to support existing and future transit.
- Considers streetscape design and placemaking opportunities along the corridor.

**Attend the Public Hearing at the Montgomery County Planning Board**  
April 26, 2018  
8787 Georgia Avenue, Silver Spring, MD 20910

**Contact:**  
Lead Planner, Jessica McVary  
Jessica.McVary@montgomeryplanning.org  
tel. 301-495-4723  
montgomeryplanning.org/veirmill

# The Tools – Paid Media

- English and Spanish advertisements
- Five bus shelters along the Veirs Mill Corridor



## VEIRS MILL CORRIDOR PLAN

CONNECTING COMMUNITIES | CONECTANDO COMUNIDADES



THE FUTURE OF VEIRS MILL BELONGS TO YOU.  
EL FUTURO DE VEIRS MILL TE PERTENECE.

**MONTGOMERYPLANNING.ORG/VEIRSMILL**

FOLLOW US ON TWITTER @MONTGOMERYPLANS AND SEND US YOUR IDEAS USING #VEIRSMILL

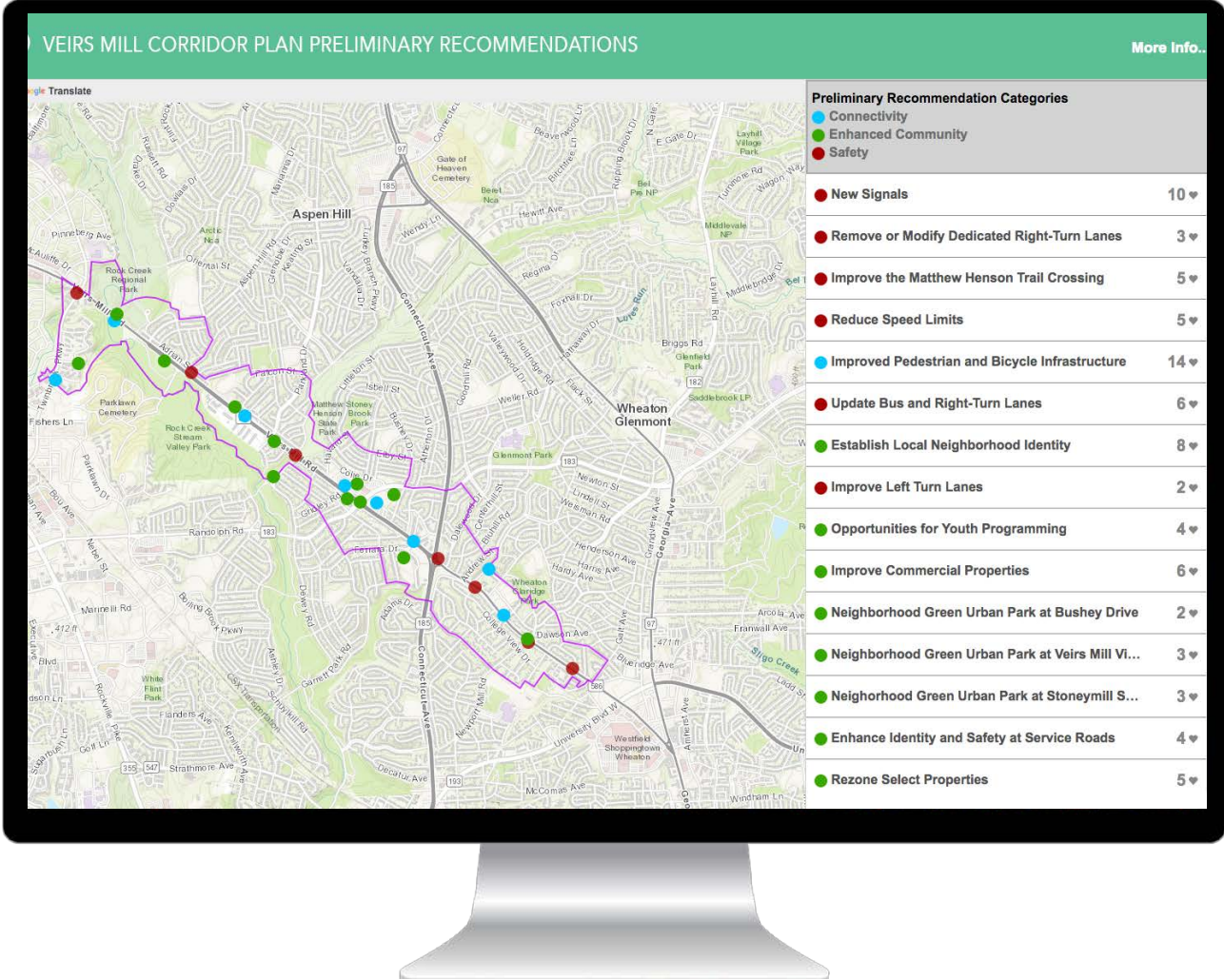
 MONTGOMERY COUNTY PLANNING DEPARTMENT







# The Tools – Digital





# The Tools – In Person





# Lessons Learned

- Get your boots on the ground.
- Meet people where they are – at shopping centers, bus stops, festivals, events.
- Engage with civic anchors.







## Case Study: Greater Lyttonsville Sector Plan



# The Tools





## Case Study: Montgomery Village Master Plan



# The Tools







## Case Study: Sandy Spring Rural Village Master Plan



# One Size Does Not Fit All



## 4 Day Planning Workshop

# Sandy Spring Rural Village Plan

M-NCPPC    Montgomery County Planning Department    [montgomeryplanning.org](http://montgomeryplanning.org)

### Comment Form

Please rate on a scale of 1-5, with 5 as highest ranking:

\_\_\_ I found the workshop to be useful

\_\_\_ I was able to contribute to the design of the Sandy Spring Rural Village Center

\_\_\_ I understand more about the future of Sandy Spring Rural Village Center

Other comments:

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☐ I would like to be contacted regarding this comment.    (name): \_\_\_\_\_

☐ I would like to be added to an email list    (e-mail): \_\_\_\_\_







## Case Study: Bicycle Master Plan



# Tool – Community Bike Ride

# WHEATON COMMUNITY BIKE RIDE

WITH PLANNING BOARD CHAIR CASEY ANDERSON AND PLANNING BOARD COMMISSIONER NATALI FANI-GONZALEZ

Please join us for a ride around the Wheaton area. Local Residents Peter Gray & Paul Daisey will lead the ride to highlight bicycling conditions along the route. The ride will be at a comfortable pace with several stops along the way. A discussion about the Bicycle Master Plan will follow immediately afterward.

### **BIKE RIDE:**

**WHEN:** SATURDAY, JUNE 17, 2017  
ARRIVE: 9:45 A.M.  
DEPART: 10:00 A.M.  
RETURN: 11:15 A.M.

**WHERE:** CAPITAL BIKESHARE STATION ON WEST SIDE OF GEORGIA AVENUE, BETWEEN REEDIE DRIVE AND VEIRS MILL ROAD (PARK AT AMHERST GARAGE, 11304 AMHERST AVENUE).

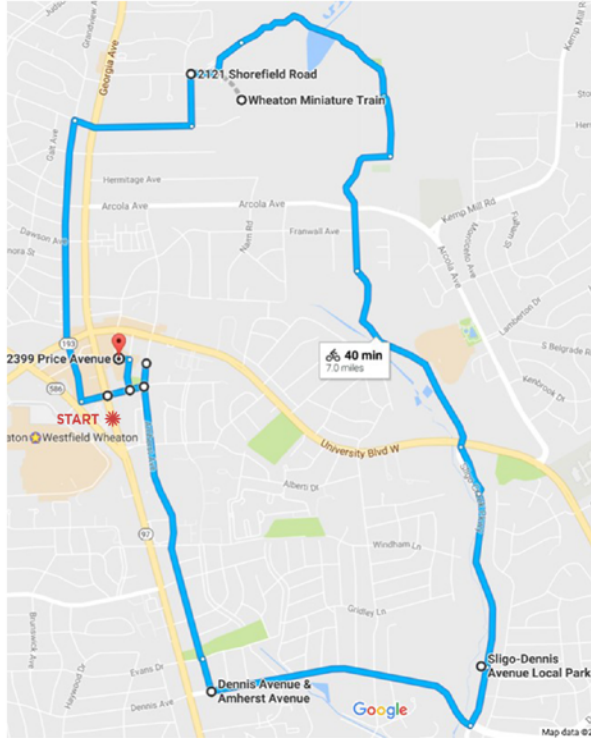
**ROUTE:** SEE RIGHT

**DISCUSSION:**

**WHEN:** 11:30 A.M. - 12:30 P.M.

**WHERE:** THE LIMERICK PUB (11301 ELKIN ST)

**RSVP:** DAVID ANSPACHER,  
DAVID.ANSPACHER@MONTGOMERYPLANNING.ORG



**NOTE:**

While this bicycle ride is open to everyone, be advised that some road segments may be uncomfortable and inappropriate for some people. Please consult the Montgomery County Bicycle Stress Map at [mcatlas.org/bikestress](https://mcatlas.org/bikestress). Bicycle helmets are encouraged.



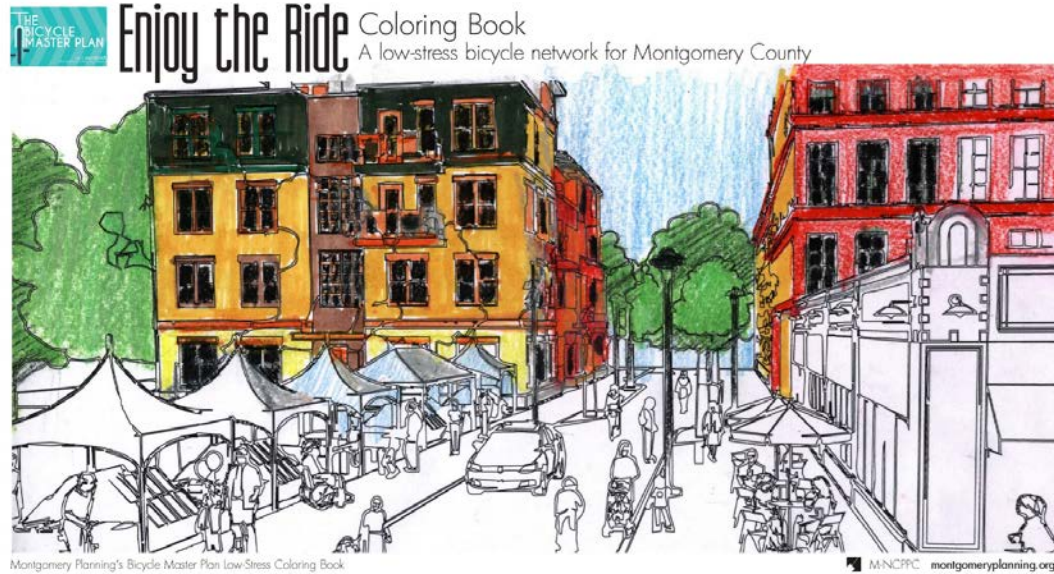


# Bicycle Photo Contest



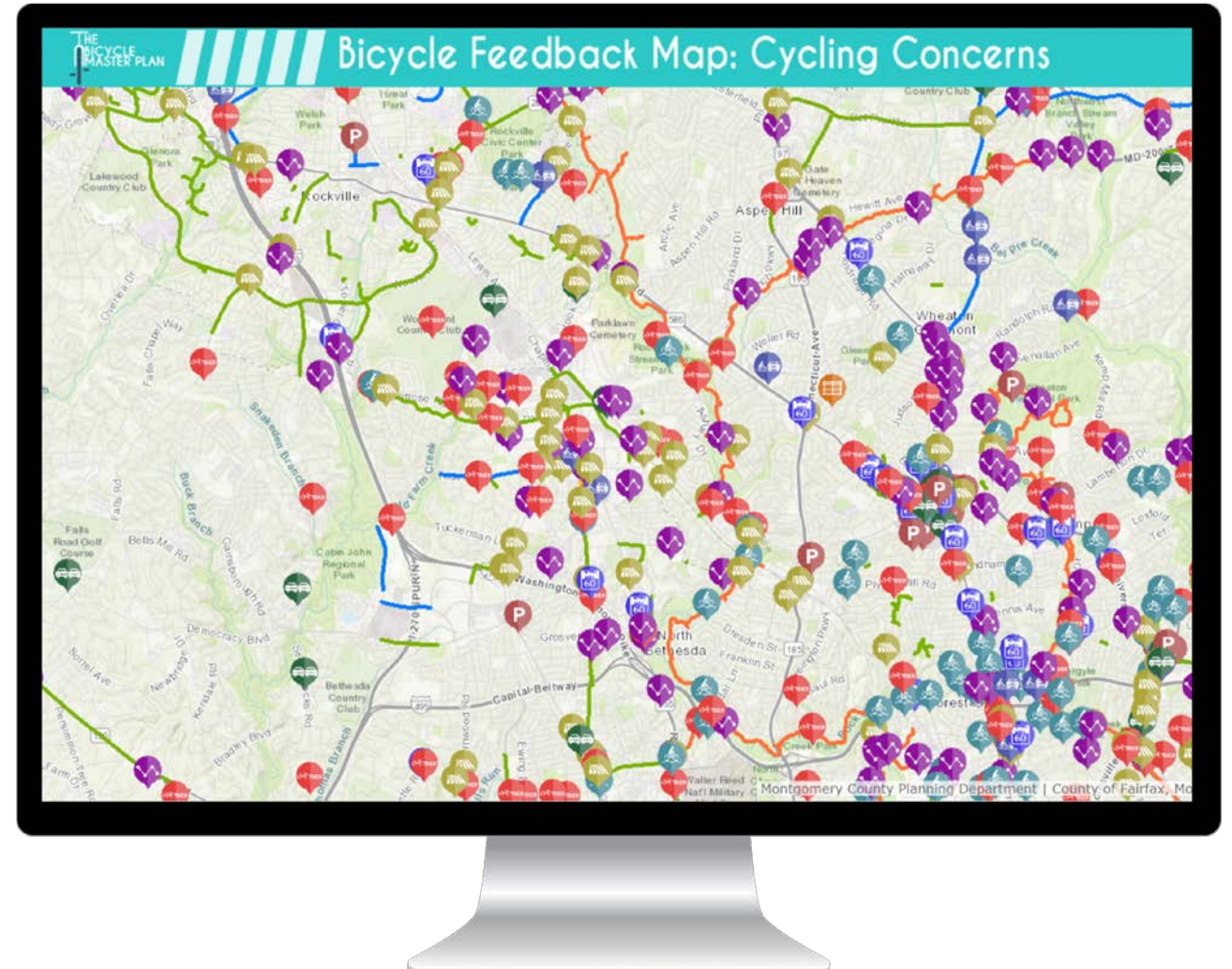


# Tool – Coloring Book





# Tool – Feedback Maps







What Have We Missed?

# Questions | Comments | Connect

- Website
  - [Montgomeryplanning.org](http://Montgomeryplanning.org)
- Twitter
  - [@montgomeryplans](https://twitter.com/montgomeryplans)
- Facebook
  - [Facebook.com/montgomeryplanning](https://Facebook.com/montgomeryplanning)
- Instagram
  - [@montgomeryplanning](https://www.instagram.com/montgomeryplanning)

