Using Social Media & Grassroots Outreach to Engage the Community in the Approval of a New Sustainable City

The White Flint Case Study

April 16, 2011
Wisconsin Avenue Corridor

Map of Wisconsin Avenue Corridor

Source: Map Point Delta Associates; August 2010.
White Flint Sector Plan
Area: 430 Acres
White Flint Existing Conditions
White Flint Existing Conditions

Cars Must Beware of Fast Moving Moms with Strollers!

Interesting Place to Meet for a Chat!
Rockville Pike Today

Where do we go from here?
White Flint Partnership Members

B. F. Saul
Federal Realty
Gables Residential
The JBG Companies
Lerner Enterprises
The Tower Companies
Developed Campaign

• Hired Dewey Square
• Conducted Research to Determine Community Concerns and Desires
• Defined Collective Goals
  • Proactively Driving Conversation
  • Monitoring and Responding
  • Moving Conversation Back to Message
• Crafted Three Tier Outreach Campaign

Grassroots Outreach

Government Relations

Earned Media & PR

Traditional Media

Social Media

Traditional Media

Social Media
Grassroots Outreach Strategy

• GOALS:
  • Build a Virtual Community (Your Base)
  • Educate Public
  • Listen to the Public
  • Drive People to Website
  • Activate Non-Traditional Voices

• TOOLS:
  • Social Media: Website, Facebook, Twitter, Listserv
  • Direct Mail & Leafleting
  • Develop Presentation to Communicate Message
  • Meetings with Community & Local Interest Groups
  • Form Alliances with Other Groups & Create Affinity Networks
  • Reach out to Third Party Validators
  • Circulation of Articles
Dear Friends,

We want to thank you for your work and support that has been the driving force moving the White Flint Sector Plan forward. Your dedication, emails and calls have resulted in yet another success. Last week The County Council’s Public Housing and Economic Development (PHED) Committee listened to you and concurred that Old Georgetown Road between Executive and Rockville Pike should remain four lanes not the six that the staff recommended (saving the island in the middle), they accepted a Level Of Service (LOS) that allows the entire new White Flint to move forward without reductions or just a first phase approach and finally our community won a
Blog

A Note of Thanks

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The White Flint Partnership would also like to invite you to the third installment of our speakers series. The two previous breakfasts were terrific. This time we will be discussing regional job trends and how a New White Flint will bring significant employment opportunities to the community. This free event will take place at 8:00 AM on Friday, February 19th at Dave and Busters in the White Flint Mall. We will be joined by some very knowledgeable speakers, Nancy Florsten, the County Council President, Dr. Stephen Fuller from George Mason University and others.
Facebook

The White Flint Partnership


White Flint -- Jobs and Opportunities
regional job trends and opportunities with implementation of the new White Flint Sector Plan
Location: Dave & Buster's White Flint
Time: 8:00AM Friday, February 19th

February 16 at 2:46pm • Share

Evan Goldman likes this.

February 16 at 2:46pm • Share

Evon Goldman: This is going to be a great event!
February 16 at 2:46pm • Share

February 16 at 2:46pm • Share

William Seth Resnick: I didn't get a chance to attend. I just wanted to see how the event went?
February 16 at 2:46pm • Share

February 16 at 2:46pm • Share

David Schill: What a huge surprise Evan!
February 16 at 2:46pm • Share

February 16 at 2:46pm • Share

The White Flint Partnership: The Washington Post reported today on our efforts to build the "civic green" at White Flint. We encourage you to read it!

White Flint groups help guide growth around area's Metro station - washingtonpost.com
bit.ly/2cXqBcK

With a goal of fostering trust and building a cohesive vision, some residents and developers have come together to design the civic green they think should be the centerpiece of the White Flint Sector Plan.

February 11 at 5:05pm • Share

Suggest to Friends:

The White Flint Partnership was begun in 2003 by a collaboration of local landowners working together to transform the White Flint area into an accessible, engaging and vibrant community.

Information

Location:
andrew@whiteflintpartnership.com
Rockville, MD
Phone:
301-999-2300

Fans
6 of 163 fans

Jennifer Andrew Sarah K.
New_White_Flint

That's you!

Speaker series w/ Dr Stephen Fuller http://bit.ly/bLs9dx & CEO Jim Dinegar http://bit.ly/8gTTyw Fri, 8am, at Dave&Buster’s in #WhiteFlint

2:37 PM Feb 18th via web

#followfriday Councilors @RogerBerlin, @GeorgeLeventhal, @nancy_navarro and @Duchy_T for active MoCo updates

1:20 PM Feb 12th via web

reports @WashingtonPost on our efforts to build "the civic green" at White Flint http://bit.ly/bG322r

5:31 PM Feb 11th via web

Speaker series Pt III: Job trends & opportunities of White Flint Sector Plan Fri 2/13 w MC MoCo Council Pres. @mfloreen


10:40 AM Feb 9th via web

@RogerBerlin, @GeorgeLeventhal re budget worries: New White Flint will garner $1.5B in increased property tax revenue
Grassroots Presentation

Vibrant & Engaging
Safe & Comfortable
Connected & Convenient
Economically Viable

The New White Flint
Vibrant and Engaging: A Real Community

Creating a sense of place and community in White Flint - a neighborhood you are proud to call home.
Safe and Comfortable: Auto Speed vs. Pedestrian Safety

Creating a safe environment that embraces individuals of all ages and is reinforced through good design and planning.
Transit Oriented Development
Elements - **BICYCLES**
Rockville Pike – 21st Century Boulevard

A 21st Century Boulevard with street front retail, dedicated bike lanes and center lane dedicated rapid transit.
Connected and Convenient:
Rockville Pike – 21st Century Boulevard

Tree lined boulevard with wide sidewalks and permeable surfaces
Economically Viable

Public-Private Financing Strategy

$618 Million in Infrastructure
75% Funded by Private Sector
25% Funded with Public Bonds
(Increased Commercial Tax Revenues)

Implementing an infrastructure funding mechanism to provide for ongoing reinvestment and long term sustainability
For More Information…

• Read the White Flint Sector Plan
• Attend the Public Hearings and Write Letters
  • October 20\textsuperscript{th}, 2009 7:30pm
  • October 22\textsuperscript{nd}, 2009 7:30pm
• Become a Friend!  \textcolor{yellow}{www.friendsofwhiteflint.org}
• Feel free to contact us with questions!
  Phone: 301-998-8300
  E-mail: alison@whiteflintpartnership.com

\textcolor{white}{www.whiteflintpartnership.com}
Earned Media and Public Relations

• GOALS:
  • Educate Broader Public Audience
  • Define Messages
  • Brand White Flint Partnership
  • Drive People to Website

• TOOLS:
  • Print Media: Articles, Editorials, Press Releases
  • Social Media: BLOGS, BLOG Monitoring, On-Line Article Comments
  • Events: Speaker Series, Sponsorships, Press Events
  • Fact Sheets
  • Circulation of Articles and Books
High-tech helps developers open doors in Montgomery
White Flint team goes directly to residents to add them to the lobbying corps

By Miranda Spivak
Washington Post Staff Writer
Sunday, November 29, 2009
Speaker Series

The White Flint Partnership
Cordially extends an invitation to join us

Friday, May 1st at 8:30 A.M.
Douthit-Slater Room, White Flint

For a presentation on
Transit-oriented development, smart growth, and the principles of New Urbanism

The presentation will focus on national trends, case studies highlighting Montgomery County, and how these principles can be applied to White Flint and Rockville in the future.

Speaker:
Christopher Zimmerman
Kearney, Zimmerman, and Associates

Maryland, Montgomery County, Board of Planning, Director of the Montgomery County Planning Department

Sponsorship:

THE SAVIETZ, MILES & ALLEN, INC.

The White Flint Partnership

Sponsored by:

THE WHITE FLINT BUSINESS ASSOCIATION

THE FRIENDS OF WHITE FLINT

CENTRALIZED LAYOUT WILL BE SERVED

THE CAKE OF YOUR MEAL WILL BE SERVED. AT THE END OF APRIL, 2009, YIELD

John Shepherd
301-656-2377
FLOG: Friends of White Flint Blog

NEWS: Friends of White Flint releases Report to the County Council on the White Flint Sector Plan - a summary of twelve recommended improvements. Complete report can be found here.

White Flint Sector Plan - A Photo Essay

FLOG - the Friends of White Flint Blog

Did the Schools Issue Affect the WF Community Coalition?

Rumors are leaking about a big fight in the White Flint Community Coalition. www.whiteflintcommunity.org. The Coalition is a group of seven or eight neighborhoods, mostly from the south of the White Flint Sector, which wants changes in the current White Flint Sector Plan.
Government Relations

• GOALS:
  • Educate and Influence Decision Makers

• TOOLS:
  • White Flint Partnership as a Branded & Effective Advocacy Organization
  • Letters, Testimony, and Fact Sheets
  • Mobilize Grassroots Supporters to be Heard
  • Patch Through E-mails
  • Alliances
  • Citizens Attending Public Hearings for the First Time!
Government Relations Measures of Success

- Public Hearing Turnout
  - January 2009 Planning Board
    - 50% negative testimony (50 speakers total)
    - 90% of residents negative testimony
  - October 2010 County Council
    - 85% positive testimony (91 speakers total)
    - 60% of residents positive testimony
- 400 of 491 letters in support of Sector Plan
Building and Mobilizing a Community Using Social Media

Building a Community: Facebook and the White Flint Partnership Young Professionals Happy Hour

Mobilizing a Community: Twitter and Viral Messages for the County Council Town Hall
Building and Mobilizing a Community Using Social Media
Young Professionals Happy Hour

Come find out what's happening in White Flint!

Host: The White Flint Partnership
Type: Meetings - Informational Meeting
Network: Global
Date: Thursday, July 23, 2009
Time: 6:30pm - 8:30pm
Location: The Monterey Apartments
Street: 5901 Montrose Road N.
City/Town: North Bethesda, MD
View Map
Phone: 301.998.8300
Email: alison@whiteflintpartnership.com

Description

Join other young professionals for networking and complementary cocktails to learn about what's coming down the pike in White Flint.

We'll be giving a brief informational presentation including drawings of preliminary development plans, followed by time for questions and networking.

The White Flint Partnership consists of some of the most prominent landowners in the DC area who have collaborated with the goal of transforming White Flint into an accessible, engaging and vibrant community.

Transportation Options:

Metro/Walk: We will have a free shuttle running from the White Flint metro station to The Monterey Apartments for those pedestrians who don't want to cross Rockville Pike. Otherwise, it's about a 10 minute walk or 3 long blocks.

Drive: $3 Parking is available adjacent to The Monterey Apartments at the Montrose Office Center (closes at 9pm), or Free parking will be available at Federal Plaza shopping center, 2 blocks North of the Monterey on Rockville Pike.

http://www.whiteflintpartnership.com/
The White Flint Partnership Young professionals from the Rockville area came together on July 25th for a networking event to learn about what's coming down the Pike in White Flint. During the event, there was a brief informational presentation including drawings of preliminary development plans. The event was a great success!

White Flint Partnership Young Professionals Networking Event
18 new photos
July 28, 2009 at 3:15pm · Comment · Like · Share
Montgomery County Council Town Hall
Montgomery County Council Town Hall

New_White_Flint

That's you!

Speaker series w/ Dr Stephen Fuller http://bit.ly/bLs9dx & CEO Jim Dinegar http://bit.ly/8gTTyw Fri, 8am, at Dave&Buster’s in #WhiteFlint

#followfriday Councilors @RogerBerliner, @GeorgeLeventhal, @nancy_navarro and @Duchy_T for active MoCo updates

reports @WashingtonPost on our efforts to build "the civic green" at White Flint http://bit.ly/bG322r


@RogerBerliner @GeorgeLeventhal re budget worries: New White Flint will garner $1.5B in increased property tax revenue
Montgomery County Council Town Hall

Pls RT! County Council Town Hall on WF Wed., 8, Tilden MS 11211 Old Georgetown Rd. Come to show support!
http://bit.ly/3pnbNm
Montgomery County Council Town Hall

RT @New_White_Flint: Pls RT! County Council Town Hall on WF Wed. 8 Tilden MS 11211 Old Gtown Rd. Come 2 show support! http://bit.ly/3pnbnM
Montgomery County Council Town Hall

RT @New_White_Flint: Pls RT! County Council Town Hall on WF Wed. 8 Tilden MS 11211 Old Gtown Rd. Come 2 show support! http://bit.ly/3pnbNm

10:15 PM Nov 18th, 2009 from Saasvar

TNCC reminder: County Council Town Hall on WF plan TONIGHT at Tilden MS, 11211 Old Georgetown Rd. Come to show support! http://bit.ly/3pnbNm
8:54 AM Nov 18th, 2009 from web

@TNGC thanks RTing and helping us transform White Flint. see you tonight!
8:53 AM Nov 18th, 2009 from web

2:43 PM Nov 18th, 2009 from web
Rules of Engagement

• Have to be Authentic
• Keep People Engaged
• Need to Respond
• Issue of Censorship
• Copy Cats
• Remember the Risks of Not Being Fluent in Social Media

“Constant Vigilance is the Price of Liberty”

Thomas Jefferson
Comment on behalf of Kaiser Permanente of the Mid-Atlantic States
On Proposed White Flint Sector Plan
October 23, 2009

Thank you for the opportunity to present comments in response to the proposed White Flint Sector Plan.

Although Kaiser Permanente does not specifically promote ourselves as strong proponents of smart land development, we do feel it is important to develop mixed-use communities that are friendly to non-motorized modes of transportation. These communities provide healthy lifestyles.

Kaiser Permanente has a strong social mission to support and create a community that aim to meet the complex health needs of Maryland residents. In recent years, we have invested millions of dollars and other resources to promote healthy communities, reduce obesity and other illnesses, and promote other multigenerational and community health initiatives.

The patterns of land use, density, transportation, and housing have a significant impact on the health and well-being of the community. In particular, the benefits of walkable communities will provide numerous benefits to smart growth strategies, such as increased physical activity, environmental health and injury prevention.

Physical Activity

Americans who fail to meet recommended guidelines for physical activity experience increased morbidity and mortality. If communities are designed for safe walking and cycling, residents will have more opportunities to incorporate physical activity into their daily lives. Evidence of the health benefits of walkable communities include:

- People living in highly walkable, mixed-use communities are more than twice as likely to exercise.
- Physical activity helps prevent or delay serious health conditions.
- The community of White Flint can provide opportunities for physical activity for all ages, including seniors, children, and the disabled.

On behalf of AARP’s 850,000 members in Maryland, and as a resident of Montgomery County myself, I am pleased to testify tonight in support of the principles embodied in the White Flint Sector Plan.

One of AARP’s priorities is to encourage ‘livable communities’ – places where people of all ages and abilities have affordable and accessible housing choices, as well as public buildings, retail and services, parks, and a range of travel choices to get safely where they want to go. A livable community enables its residents to stay safe and comfortable in both their homes and neighborhoods. Travel choices including driving, biking, walking and public transportation further enable people to stay connected and healthy.

Delivered by Adam Goldberg
October 20, 2009
Thank You

White Flint Partnership
Francine E. Waters
fwaters@lerner.com
www.whiteflintpartnership.com