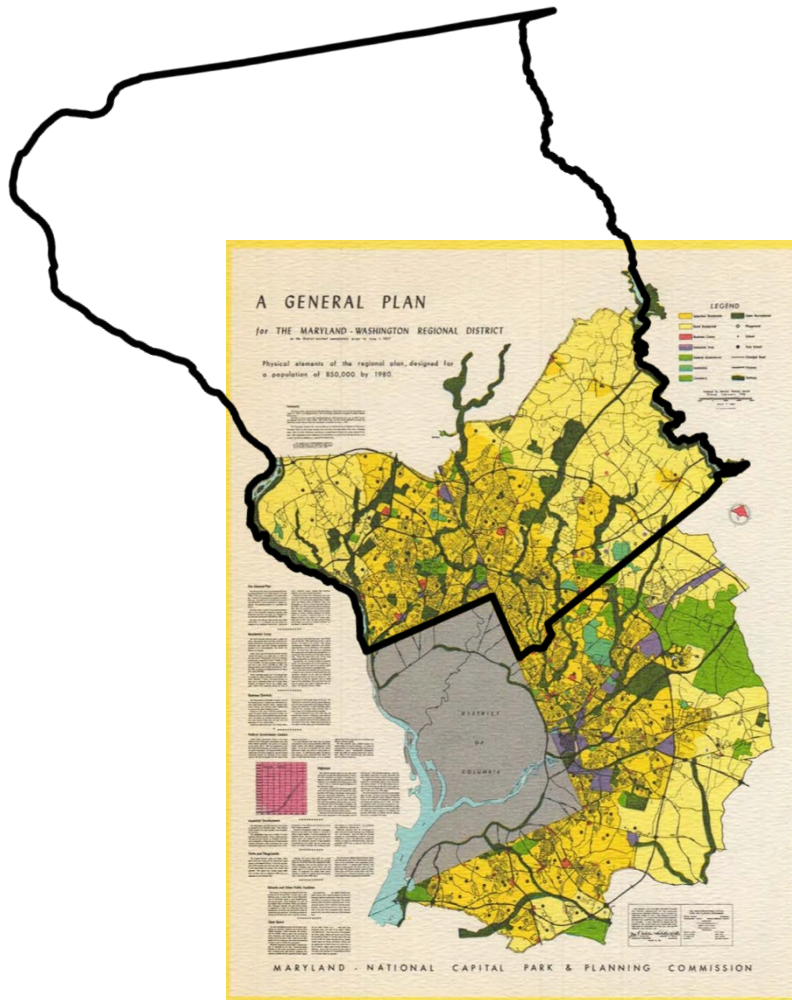




Montgomery Planning Communications Team

# General Plan Communications Strategy

Planning Board Presentation | April 25, 2019









# Goals of the 1964 General Plan


1. **Use land efficiently.**
2. Encourage an orderly **conversion of undeveloped land to urban use.**
3. **Protect natural resources.**
4. Maintain **large open spaces.**
5. Expand opportunities for **outdoor recreation.**
6. Facilitate the orderly and **efficient arrangement of public utilities and services.**
7. Provide an efficient transportation system, **including rapid transit.**
8. Encourage **greater variety of living environments.**
9. Invite **imaginative urban design.**
10. Assure **implementation of the plan.**



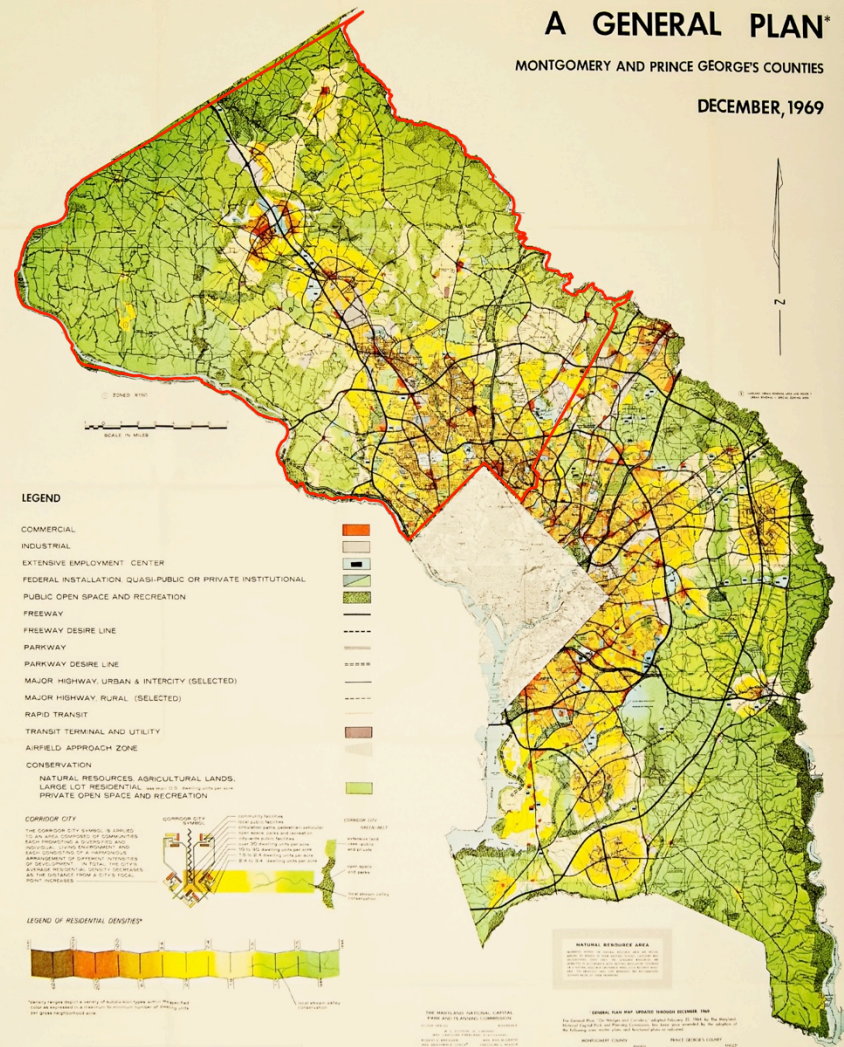
**MPDU  
Law**



**TDRs**



**APFO**





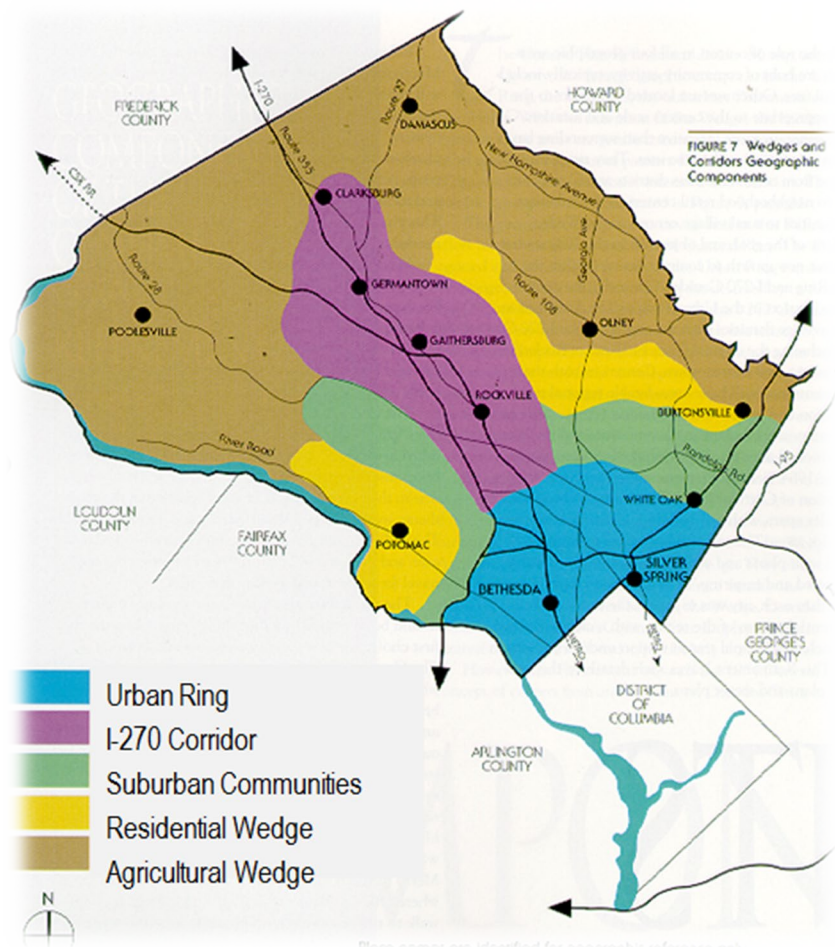
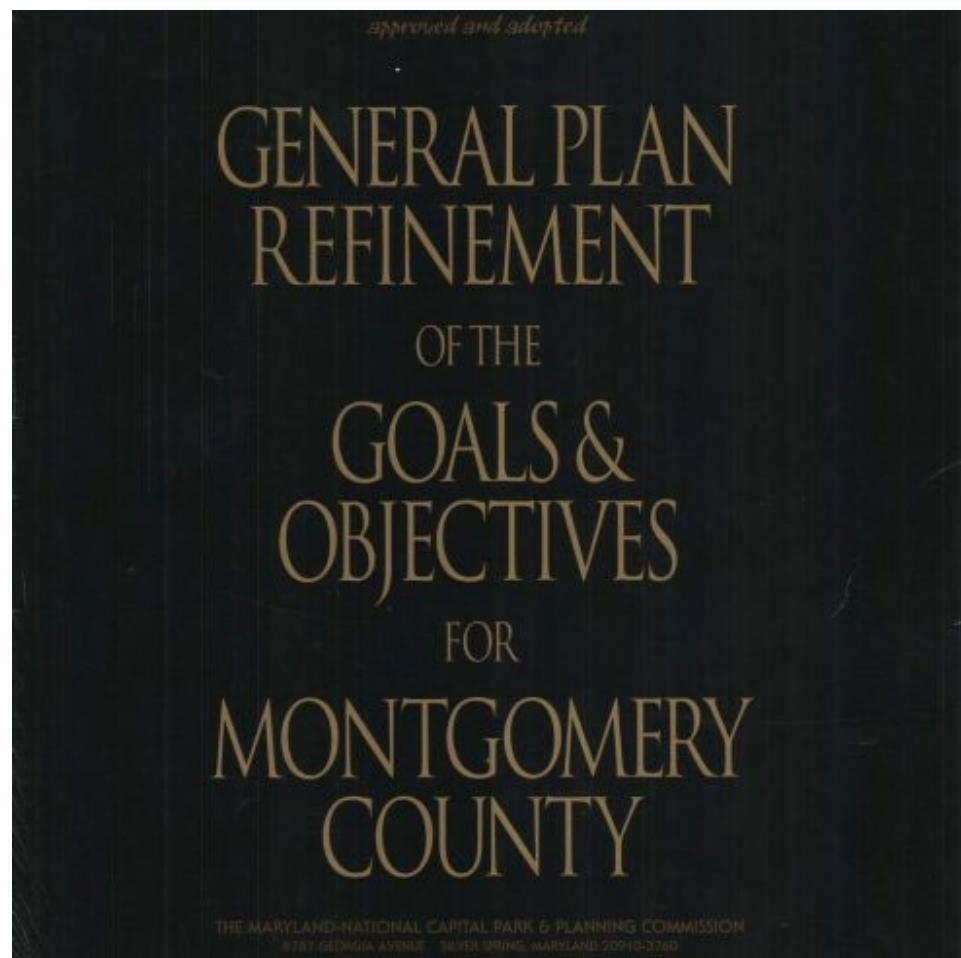


Photo courtesy of Montgomery Planning Commission.



# Thrive Montgomery 2050

Strategic Framework approved by the Board in January 2019





# Proposed Timeline



# Communications Strategy + Implementation Plan





# Communications Planning

Interviews



Brainstorming

Best Practices Assessment



Audience Insights

Sentiment + Perception Review



Recommendations Review

# Success

## The Plan

- Represents a shared vision of the community and prepares county to thrive in face of future challenges
- Reflects community values + priorities



## The Community

- Historically under-represented audiences are reached + feel motivated to engage
- Understand this is long-view thinking; doesn't happen overnight
- Feel that they've been heard + see how their input is used
- Understand why some Plan recommendations may not reflect their precise input
- Are excited about Montgomery County's future
- Support + advocate for the Plan

## County officials

- Council feels good about + support the Plan
- County leaders (elected and non) embrace the policy recommendations from the Plan



# Audiences

## Internal

Montgomery Planning Staff + Board



## External

Business + Other Orgs



## Insiders

County Gov't (elected + non-elected)



## External

Residents



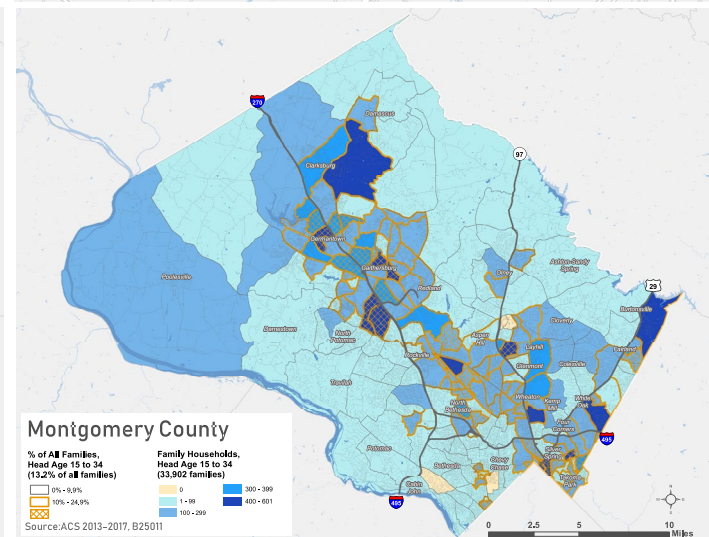
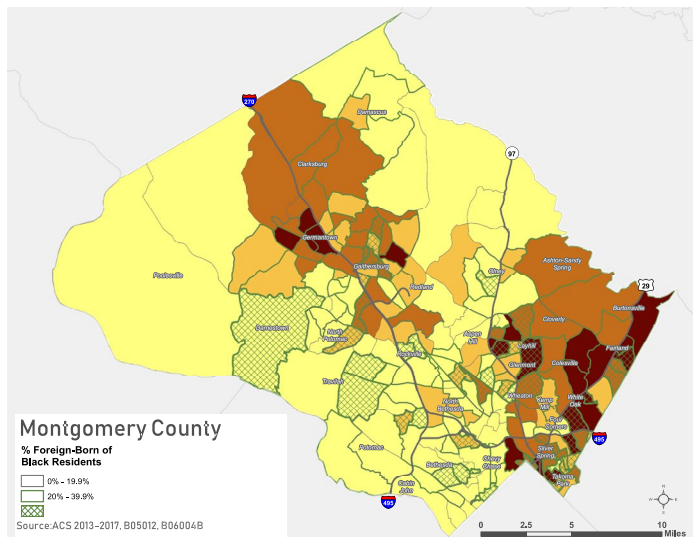
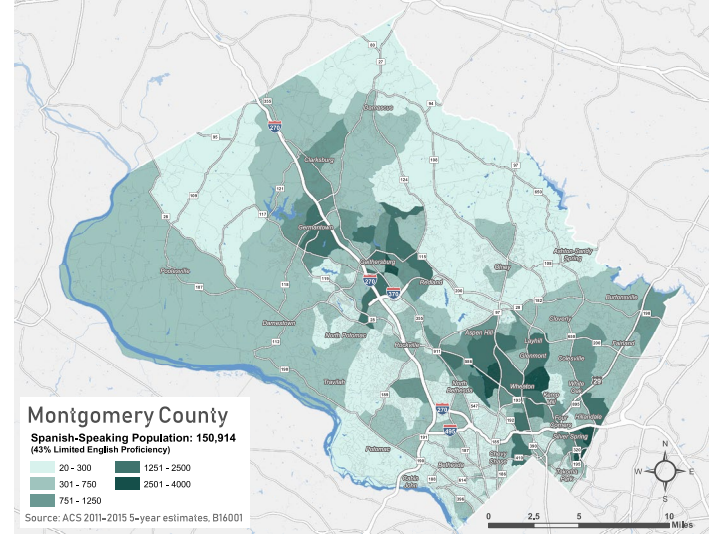
# It's not about us, it's about them.





# Use Data to Find Specific Audiences

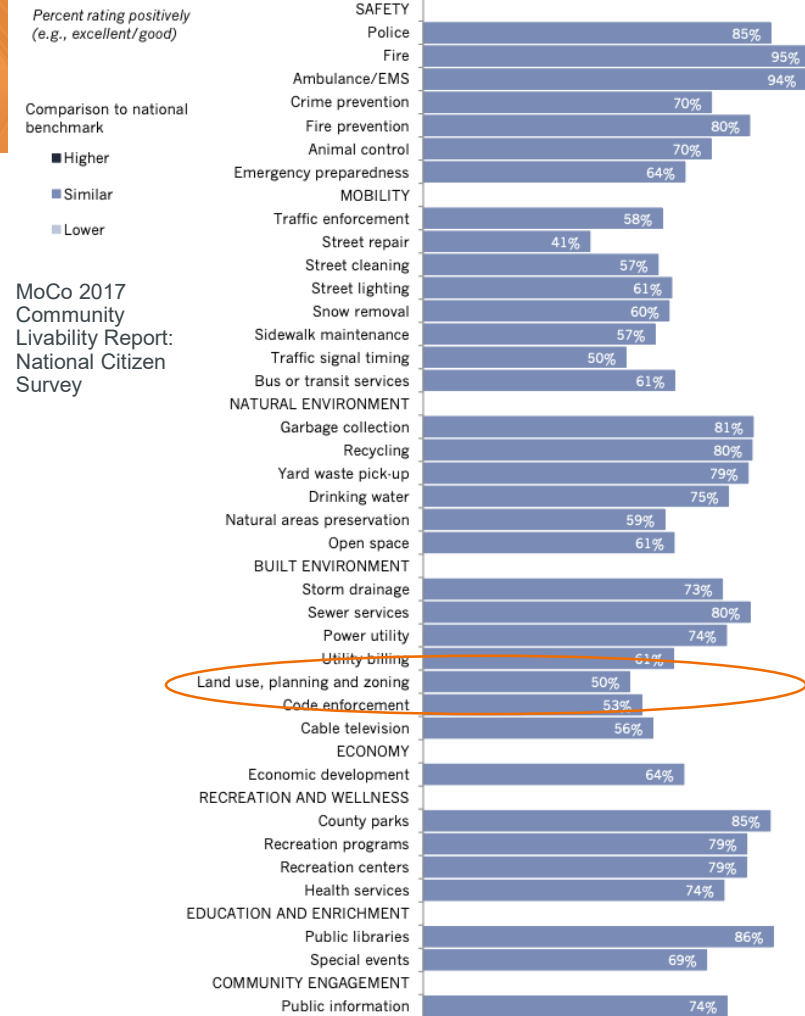
- Age
- Household composition
- Education
- Language + LEP
- Race and ethnicity
- And much more!



# Practical Considerations

- Lack of understanding of planning + process
- Other planning processes happening – avoiding overlap or dovetailing where it makes sense
- Competition for time and attention
- Perception vs. reality
- Inclination to jump to tactical, here + now
- Translation + interpretation (both non-English + Planner-ese)
- Cultural norms
- Timeframe
- Resources (staff and budget)
- Public perception of resource expenditures

Figure 2: Aspects of Governance




# Proposed Communication Process





# Desired Outcomes: External Audiences

<b>Visioning Phase</b> <b>EXCITE</b>	<b>Analysis Phase</b> <b>EDUCATE</b>	<b>Feedback Phases</b> <b>ENGAGE</b>	<b>Submission Periods</b> <b>ENDORSE</b>
<ul style="list-style-type: none"> <li>• Feel excitement and energy around the future + how they can shape it</li> <li>• Provide input on what they like about + the biggest issues facing Montgomery County</li> <li>• Begin to understand the impact of long-term planning on community</li> <li>• Under-represented audiences: Feel invited + included; feel that comm + feedback methods are accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Have info needed to meaningfully participate in plan draft feedback</li> <li>• Recognize Montgomery Planning's role in county</li> <li>• Understand the complexity + conflicting demands of future planning for this large, diverse county</li> <li>• Community leaders: Provide input + analysis on goal + subject areas</li> <li>• Under-represented audiences: Feel invited + included; feel that comm + feedback methods are accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Support the General Plan's recommendations and policies</li> <li>• Feel some ownership of the plan – understand and are invested in the vision</li> <li>• Actively communicate their support to the Planning Board and the County Council during public hearings</li> <li>• Under-represented audiences: Feel invited + included; feel that comm + feedback methods are accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Support + advocate for the Plan</li> <li>• Form new groups to support the main goals of the plan if there is strong opposition to certain parts of the plan</li> </ul> 

# Communications Approach

- Think about the audience journey
- Invite conversation + sharing, not a process
- Make Thrive Montgomery 2050 about the community
- Show what's at stake and what's possible
- Demonstrate the impact of change – and how it's happening now
- Frame questions differently
- Meet people where they are
- Be provocative!





# Communications Approach

- Outreach = simple + easy to understand; ≠ technical details or jargon
- Engagement = activities that don't require prior planning or policy knowledge
- Work with influencers for outreach
- Partner with CBOs to build relationships + trust across diverse populations
- Make outreach + engagement part of the plan process (with planners)
- Get everyone internally on-board for consistent communications
- Develop tools + mechanisms for evaluation



Image: Community Workshop LLC





# Equitable Communications + Outreach

## Literacy Level

- Provide background for complex concepts
- Use images and graphics
- Have staff interview verbally
- Avoid acronyms

## Socioeconomic status

- Convenient location + timing of events
- Accessibility to public transportation
- Availability of childcare + food

## Disability

- ADA communications
- ADA access to events and services

## Language

- Communicate in major languages spoken in community (translate + interpret)

## Culture

- Previous experience with public participation
- Facilitation that considers cultural norms





## Need Assistance In Order to Attend?

Arrangements for child care, transportation assistance and interpretation services can be made by calling Amy Ordonez at 703-787-4962, TTY 711, or by emailing [Amy.Ordonez@fairfaxcounty.gov](mailto:Amy.Ordonez@fairfaxcounty.gov).

Reasonable ADA accommodations will also be available upon request. Please call 703-787-4962, TTY 711, for details.

# Phase-specific Communications Focus

<b>Visioning Phase</b> <b>Focus = EXCITE</b>	<b>Analysis Phase</b> <b>Focus = EDUCATE</b>	<b>Feedback Phases</b> <b>Focus = ENGAGE</b>	<b>Submission Periods</b> <b>Focus = ENDORSE</b>
<p>Interest / awareness / readiness LOW</p> <p><b>Ask = Participate + share</b></p> <ul style="list-style-type: none"> <li>• Future thinking + dreaming</li> <li>• Establish Thrive Montgomery brand</li> <li>• Collaborative: work in partnership with County officials + community leaders</li> <li>• Engagement = activities that don't require prior planning or policy knowledge</li> <li>• Gather stories + vision</li> <li>• Strengthen + form relationships with champions/influencers to involve throughout the process</li> </ul>	<p>Interest / awareness / readiness LOW to MEDIUM</p> <p><b>Ask = Learn + share</b></p> <ul style="list-style-type: none"> <li>• Education about General Plan and process – with interest built during visioning, people will be more open to understanding the process</li> <li>• Use time when Montgomery Planning is developing the plan draft to educate + prepare community for engagement</li> </ul>	<p>Interest / awareness / readiness MEDIUM to HIGH</p> <p><b>Ask = Review + provide feedback</b></p> <ul style="list-style-type: none"> <li>• Translate the plan for average citizen; not policy jargon</li> <li>• Show community where and how their input was used</li> <li>• Anticipate areas of friction</li> <li>• Provide multiple ways to provide feedback and engage with planners</li> </ul>	<p>Interest / awareness / readiness MEDIUM to HIGH</p> <p><b>Ask = Support + advocate</b></p> <ul style="list-style-type: none"> <li>• Leverage diverse supporters to endorse and testify in support of the plan</li> <li>• Help residents understand how their advocacy is needed</li> <li>• Demonstrate how County leadership and the community were engaged and where the General Plan reflects their input</li> </ul>
			







ENVIRONMENTAL  
RESILIENCE



ECONOMIC  
HEALTH



COMMUNITY  
EQUITY



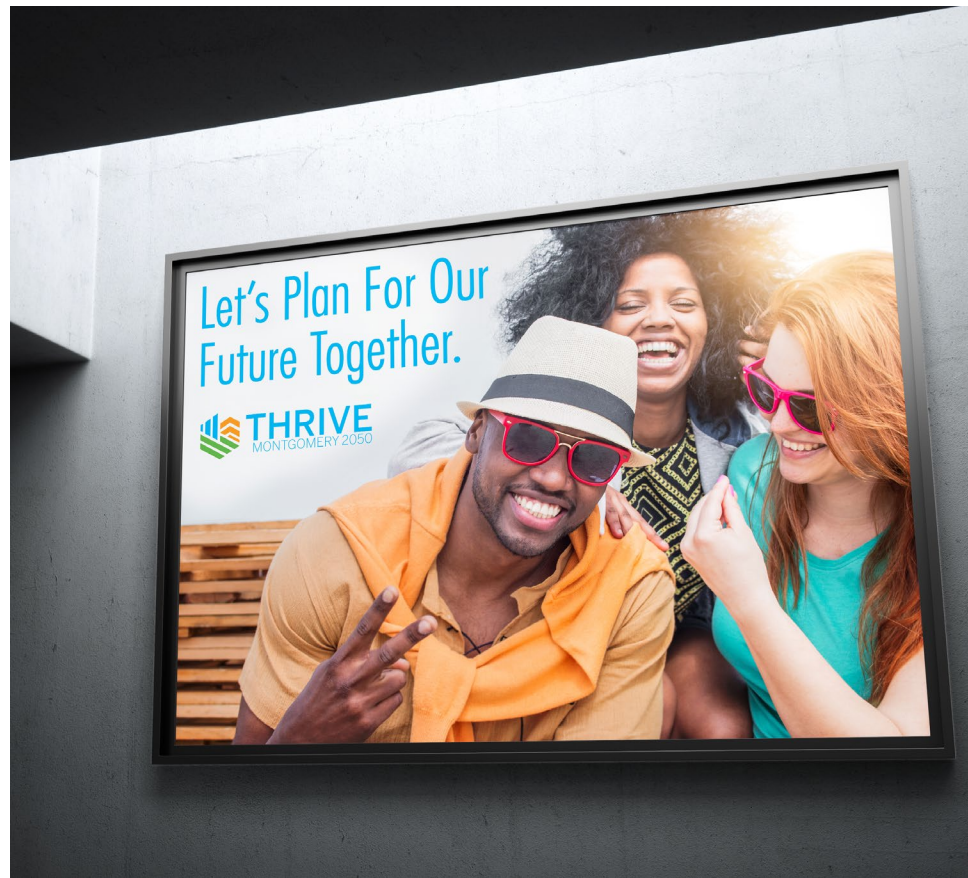
**THRIVE**  
MONTGOMERY 2050



# THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together.





# Campaign Concept

## WHAT IF THERE WAS NO SUCH THING AS RUSH HOUR?

50 years ago, working remotely wasn't a thing. In 2050, maybe office buildings won't even exist.

Just because we can't imagine it now, doesn't mean it's not coming. We can't stop it. But we can plan for it.

Join us at **EVENT NAME** to plan for how the changing nature of work may change our county.

**Thrive Montgomery 2050**  
**Let's plan for our future. Together.**

## WHAT IF EVERYONE HAD AN AFFORDABLE PLACE TO LIVE?

Since 2000, housing costs in Montgomery County have increased 25%. By 2050, you could be paying 50% more to live where you live now.

If we want a different future, we need to think differently. Let's plan for a future in which Montgomery County and all of its people continue to thrive.

Go to **[thrive.mc/input](https://thrive.mc/input)** to share your ideas for more accessible and affordable housing in the decades to come.

**Thrive Montgomery 2050**  
**Let's plan for our future. Together.**

# Campaign Concept

**By 2050, 300,000 more people will call MoCo home.**

How can we ensure that everyone in Montgomery County has the education and opportunities needed to thrive?

**Join us at EVENT NAME** to share your ideas for building a more equitable community in the decades to come.

Make more of our people. Make more of Montgomery County.

**More resilient. More equitable. More prosperous.  
More Montgomery 2050**

**By 2050, the region will need 10x more biotech experts.**

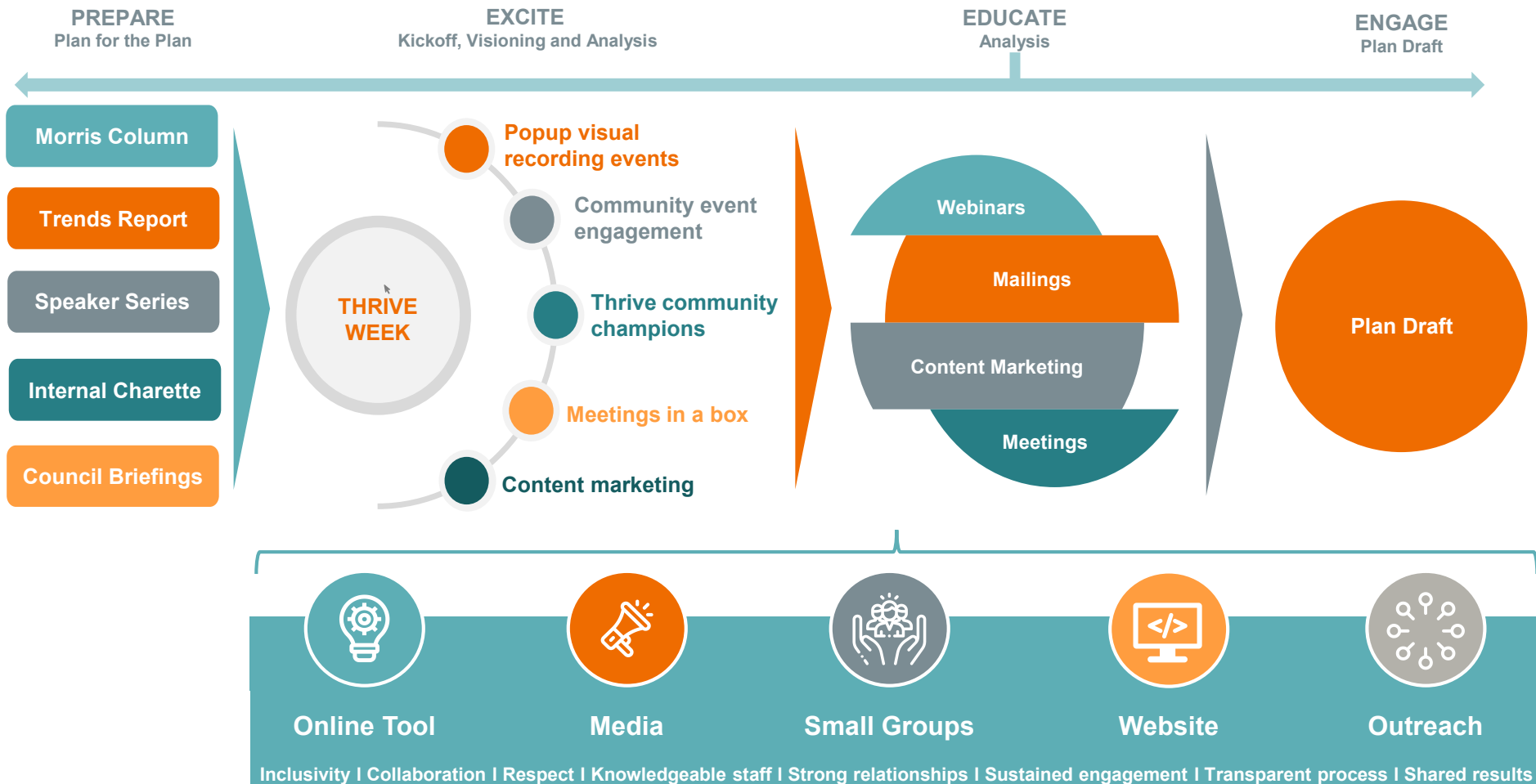
How can we prepare Montgomery County to compete in our changing economy?

**Go to [thrive.mc/input](https://thrive.mc/input)** to share your ideas for shaping Montgomery County's workforce to thrive in the decades to come.

Make more of our talent. Make more of Montgomery County.

**More resilient. More equitable. More prosperous.  
More Montgomery 2050**

# Outreach + Engagement Leading to the Draft Plan

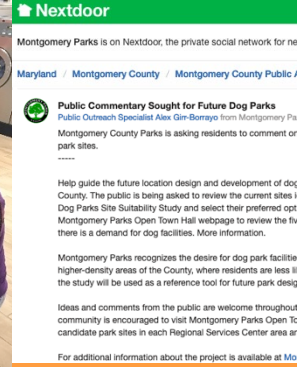




## THRIVE WEEK



## MEET PEOPLE WHERE THEY ARE



## EVENT OUTREACH



## OUTREACH + PROMOTION



## ONLINE VISIONING TOOL



# CBO + Community Leader Engagement

- Thrive Community Champions.
- Meetings in a box
- Subject area engagement meetings





# Success

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# Discussion

