



Montgomery Planning

11/7/2019

Thrive Montgomery 2050

An update on the progress made since May 2019.

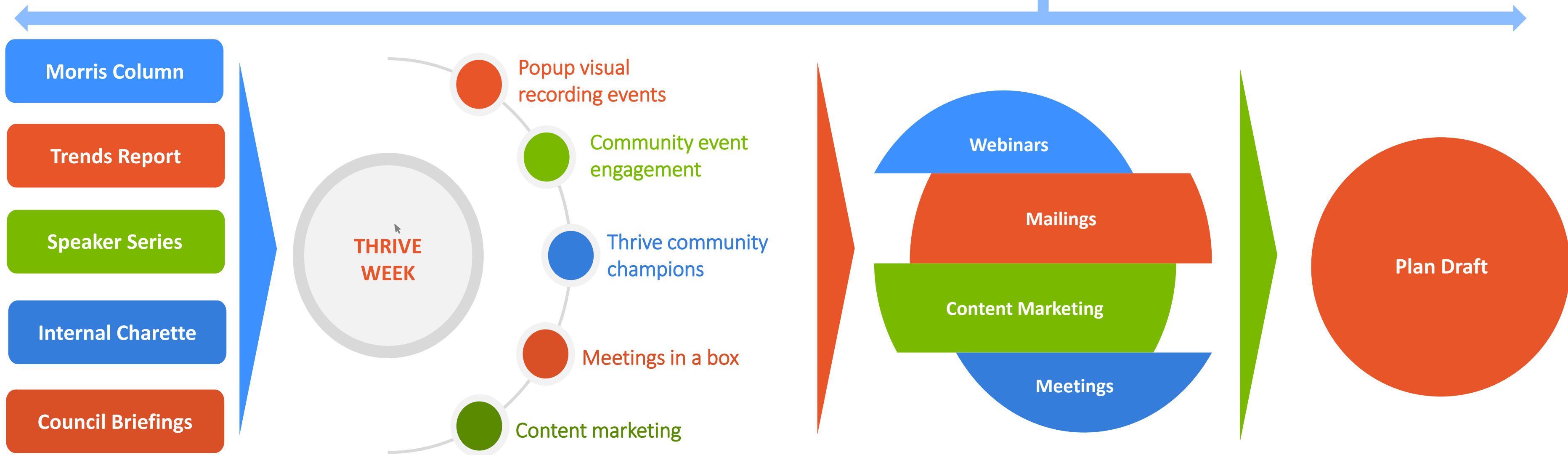
Outreach + Engagement Leading to the Draft Plan

PREPARE
Plan for the Plan

EXCITE
Kickoff, Visioning and Analysis

EDUCATE
Analysis

ENGAGE
Plan Draft



Inclusivity | Collaboration | Respect | Knowledgeable staff | Strong relationships | Sustained engagement | Transparent process | Shared results

Outreach + Engagement Leading to the Draft Plan

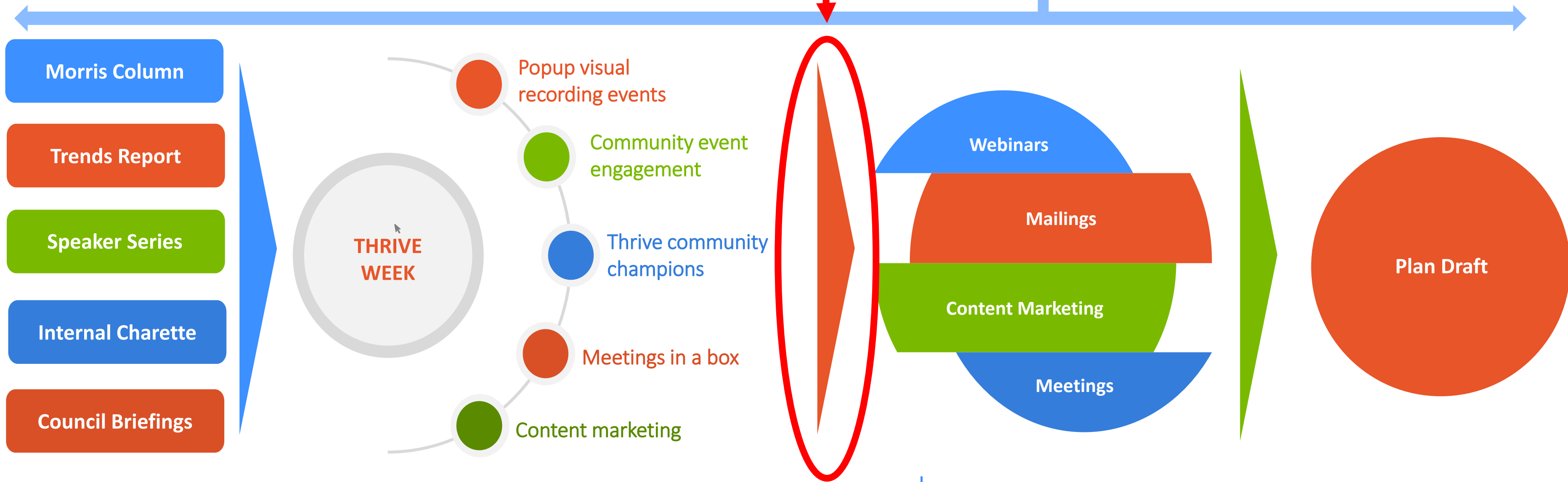
We Are Here

PREPARE
Plan for the Plan

EXCITE
Kickoff, Visioning and Analysis

EDUCATE
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Plan Draft



Inclusivity | Collaboration | Respect | Knowledgeable staff | Strong relationships | Sustained engagement | Transparent process | Shared results

Desired Outcomes: External Audiences

Visioning Phase

EXCITE

- Feel excitement and energy around the future + how they can shape it.
- Provide input on what they like about + the biggest issues facing Montgomery County.
- Begin to understand the impact of long-term planning on community.
- Under-represented audiences: Feel invited + included; feel that comm + feedback methods are accessible.

Analysis Phase

EDUCATE

- Have info needed to meaningfully participate in plan draft feedback.
- Recognize Montgomery Planning's role in county.
- Understand the complexity + conflicting demands of future planning for this large, diverse county.
- Community leaders: Provide input + analysis on goal + subject areas.
- Under-represented audiences: Feel invited + included; feel that comm + feedback methods are accessible.

Feedback Phases

ENGAGE

- Support the General Plan's recommendations and policies.
- Feel some ownership of the plan – understand and are invested in the vision.
- Actively communicate their support to the Planning Board and the County Council during public hearings.
- Under-represented audiences: Feel invited + included; feel that comm + feedback methods are accessible.

Submission Periods

ENDORSE

- Support + advocate for the Plan.
- Form new groups to support the main goals of the plan if there is strong opposition to certain parts of the plan.



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

Language

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

Culture

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

Disability

- ADA communications
- ADA access to events and services

Thrive Week – Five Events in Five Days



June 26
Shady Grove
Farmers Market

June 27
Bethesda
Yappy Hour

June 28
Germantown
Splash Park

June 29
Downtown
Silver Spring

June 30
Wheaton
Sunday Funday

Thrive Week



HOW DO YOU IMAGINE THE FUTURE?



INTERNET OF THINGS
SMART EVERYTHING!
WALKABLE COMMUNITIES
SIDEWALKS
MORE LIGHTING
OPEN
MORE BOOKSTORES & SMALL BUSINESSES
AFFORDABLE CHILD CARE
Thank you
gracias
merc

Développement
THRIVE
MONTGOMERY 2050

Prosperous

للشرف

We ARE MONTGOMERY

Hung Think



WHITE FLINT WILDLIFE MEADOW
AG RESERVE
PROTECT HABITATS

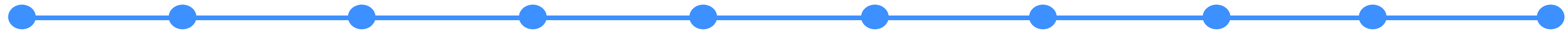
MORE SENIOR LIVING (incl. CHEAPER SENIOR RENTAL OPTIONS)
AFFORDABLE HOUSING -
STARTER HOMES
CONNECTIVITY & PROXIMITY TO EMPLOYMENT CENTERS

MORE GREEN!
CLOSER PARKS TO TRANSIT
MORE ACTIVITIES FOR KIDS
LIBRARY
SCHOOL
SAFETY FOR CHILDREN TO WALK

MORE TRANSIT OPTIONS
IMPROVED ROADWAYS
IMPROVED TRANSIT
MORE ACCESSIBILITY BY BIKING & WALKING
MORE DOG PARKS
SUMMER SCHOOL OPTIONS
MORE COMMUNITY GARDENS

LUCINDA LEVINE CROWLEY & CO

Summer/Fall 2019 Events



- August 6**
National Night Out – Aspen Hill
- August 23**
Sandy Spring Beer & Wine Garden Party
- September 15**
FutureFest Silver Spring
- September 20**
Park(ing) Day Silver Spring
- September 20-27**
Long Branch Festival Week
- September 21**
Poolesville Day
- September 21**
Montgomery Hills Street Festival
- September 22**
Wheaton Arts Parade
- October 5**
Taste of Bethesda
- October 5-6**
Burtonsville Placemaking Festival

ThriveMontgomery.com

- **22,433** pageviews.
- **19,010** unique pageviews.
- **1,249** Thrive Montgomery 2050 eletter subscribers.



Thrive Montgomery 2050 eLetter

Planning > Master Plan List > General Plans > Thrive Montgomery 2050 > Thrive Montgomery 2050 eLetter



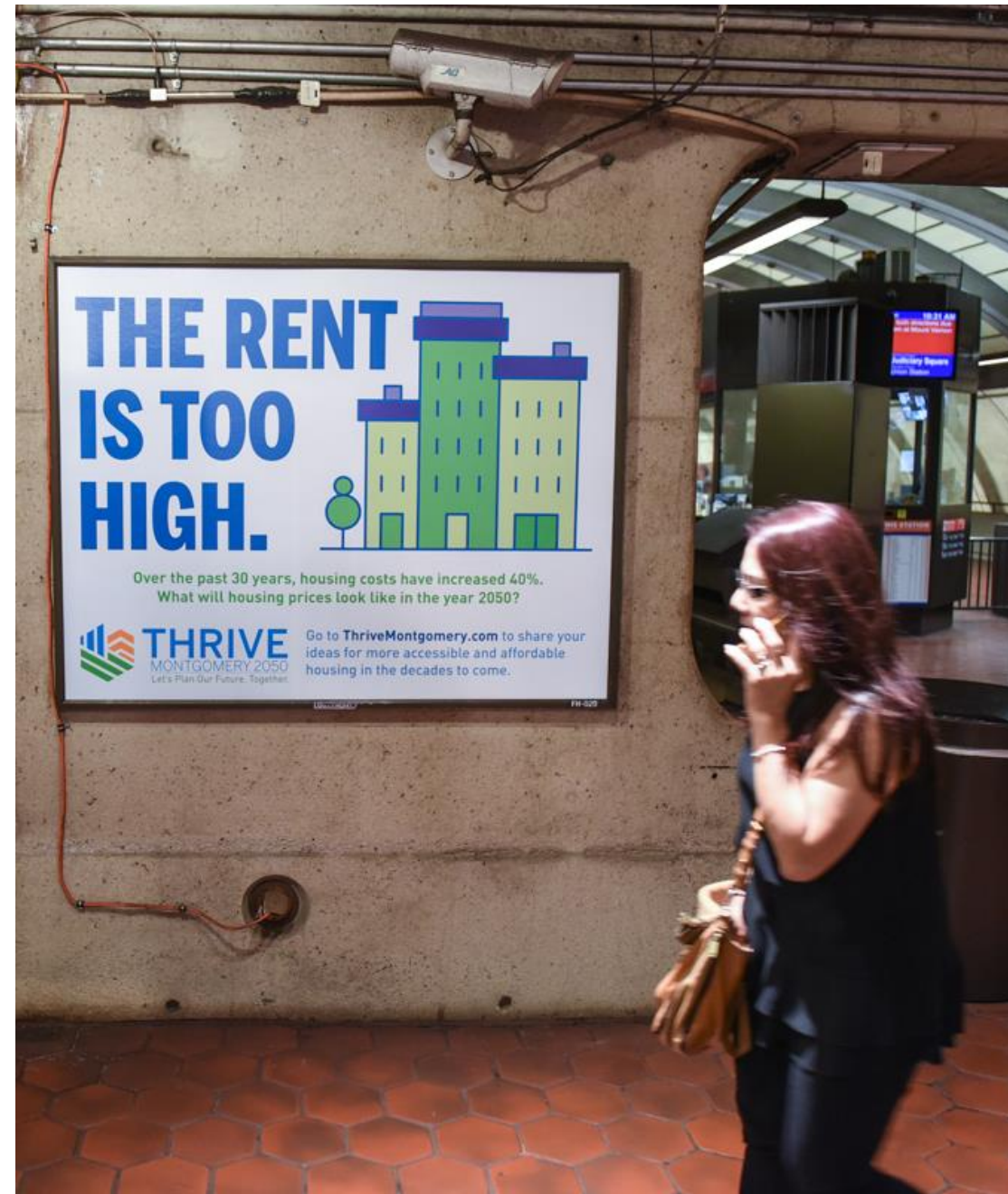
Sign up for the Thrive Montgomery 2050 eletter

Name

First

Last

Advertising Campaign –Outdoor/Transit



Reach of 6,500 Daily



1.4 + Million Views

Advertising Campaign - Print

¿CUÁLES SU
SUEÑO PARA
el
FUTURO DEL CONDADO
de
MONTGOMERY
EN EL AÑO
2050?

Descubra las posibilidades en ThriveMontgomery.com

THRIVE
MONTGOMERY 2050 Planifiquemos nuestro futuro. Juntos



وَيَاي شما
برای آینده
شهرستان
مونتگمری در
سال
2050
چیست؟

کشف کنید [Thrive Montgomery.com](http://ThriveMontgomery.com) احتمالات را در
بیایید برای آینده خود برنامه ریزی کنیم. با هم

THRIVE
MONTGOMERY 2050



您理想中的
蒙哥馬利郡
將會是什麼樣的
2050年?

探索各種可能 - 請訪問
ThriveMontgomery.com
網站


THRIVE
MONTGOMERY 2050 規劃我們的未來，一起努力



Ano ang pangarap
mo para sa
kinabukasan ng
Montgomery County
sa taong
2050?


Tuklasin ang mga posibilidad sa [Thrive Montgomery.com](http://ThriveMontgomery.com)

THRIVE
MONTGOMERY 2050 Planuhin Natin ang Ating Kinabukasan. Magkasama



Advertising Campaign - Digital

 1.1 + Million Reached

 9,250 + Clicks



TRAFFIC IS THE WORST!
Let's come up with solutions together at ThriveMontgomery.com

 **THRIVE MONTGOMERY 2050**
Let's Plan Our Future. Together.



 **WHERE DO YOU WANT YOUR KIDS TO LIVE IN 2050?**
 Your basement Their own apartment
Let's come up with solutions together at ThriveMontgomery.com

 **THRIVE MONTGOMERY 2050**
Let's Plan Our Future. Together.



 **200,000 NEW RESIDENTS BY 2050**
How will we grow? Lets come up with solutions together at ThriveMontgomery.com

 **THRIVE MONTGOMERY 2050**
Let's Plan Our Future. Together.

Montgomery Prospera 2050

Planning > Master Plan List > General Plans > Thrive Montgomery 2050 > Montgomery Prospera 2050



¿Cómo le parece el futuro del Condado de Montgomery? ¿Y cómo apoya la comunidad en la que vives, trabajas y juegas, a tu visión para el futuro?

Thrive Montgomery 2050 Fact Sheet

Download our one-page printable fact sheet:

Montgomery Prospera

中国传统的

فارسی

Français

Ελληνικά

한국어

Mantén

¿Desea con
eventos e i
Montgome
nuestro bo

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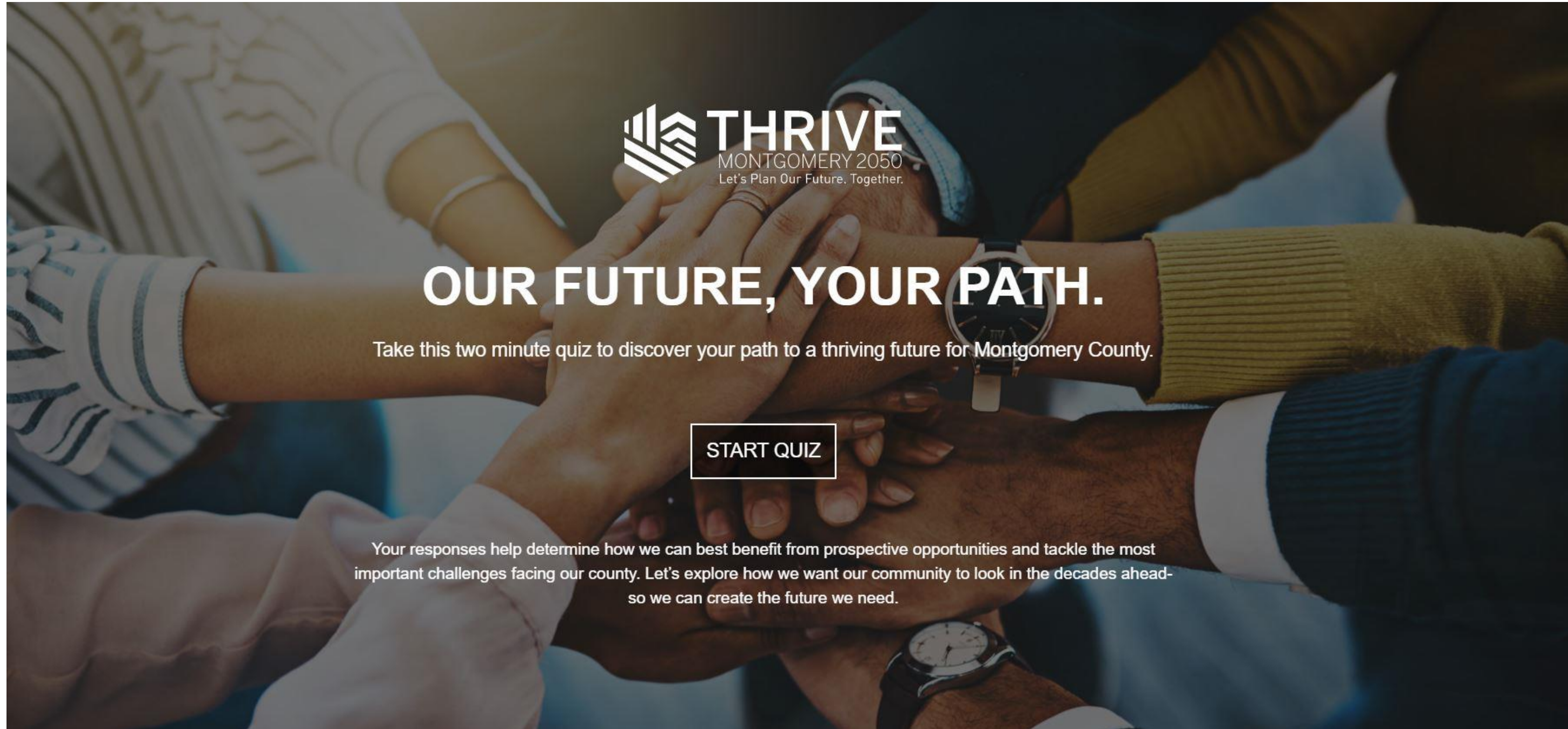
Comm


Area 1

Area 2

Area 3

ThriveQuiz2050.com



 **THRIVE**
MONTGOMERY 2050
Let's Plan Our Future. Together.

OUR FUTURE, YOUR PATH.

Take this two minute quiz to discover your path to a thriving future for Montgomery County.

[START QUIZ](#)

Your responses help determine how we can best benefit from prospective opportunities and tackle the most important challenges facing our county. Let's explore how we want our community to look in the decades ahead- so we can create the future we need.

ThriveQuiz2050.com

THRIVE MONTGOMERY 2050
Let's Plan Our Future. Together.

SUGGEST A QUESTION

SHARE THIS QUIZ

Do you support a curbside food composting plan to reduce the amount of trash burned in the county's incinerator?

YES	NO
-----	----

ACCESSIBILITY & TRANSLATION

This screenshot shows a quiz question interface. At the top, there are navigation links for 'SUGGEST A QUESTION' and 'SHARE THIS QUIZ'. The main content area features a question about curbside food composting with two response options: 'YES' and 'NO'. A logo for 'THRIVE MONTGOMERY 2050' is visible in the upper right. An accessibility icon is in the bottom left.

THRIVE MONTGOMERY 2050
Let's Plan Our Future. Together.

SUGGEST A QUESTION

SHARE THIS QUIZ

Do you support a curbside food composting plan to reduce the amount of trash burned in the county's incinerator?

You and 50% of people answered YES

50% of people answered No

Next >

ACCESSIBILITY & TRANSLATION

QUESTION 3/10

This screenshot shows the same quiz question as the previous one, but with a progress bar on the right side. The progress bar is partially filled with green lines. Below the question, there are two summary boxes: 'You and 50% of people answered YES' and '50% of people answered No'. A 'Next >' button is located below these boxes. The 'THRIVE MONTGOMERY 2050' logo and navigation links are also present. An accessibility icon is in the bottom left, and 'QUESTION 3/10' is in the bottom right.

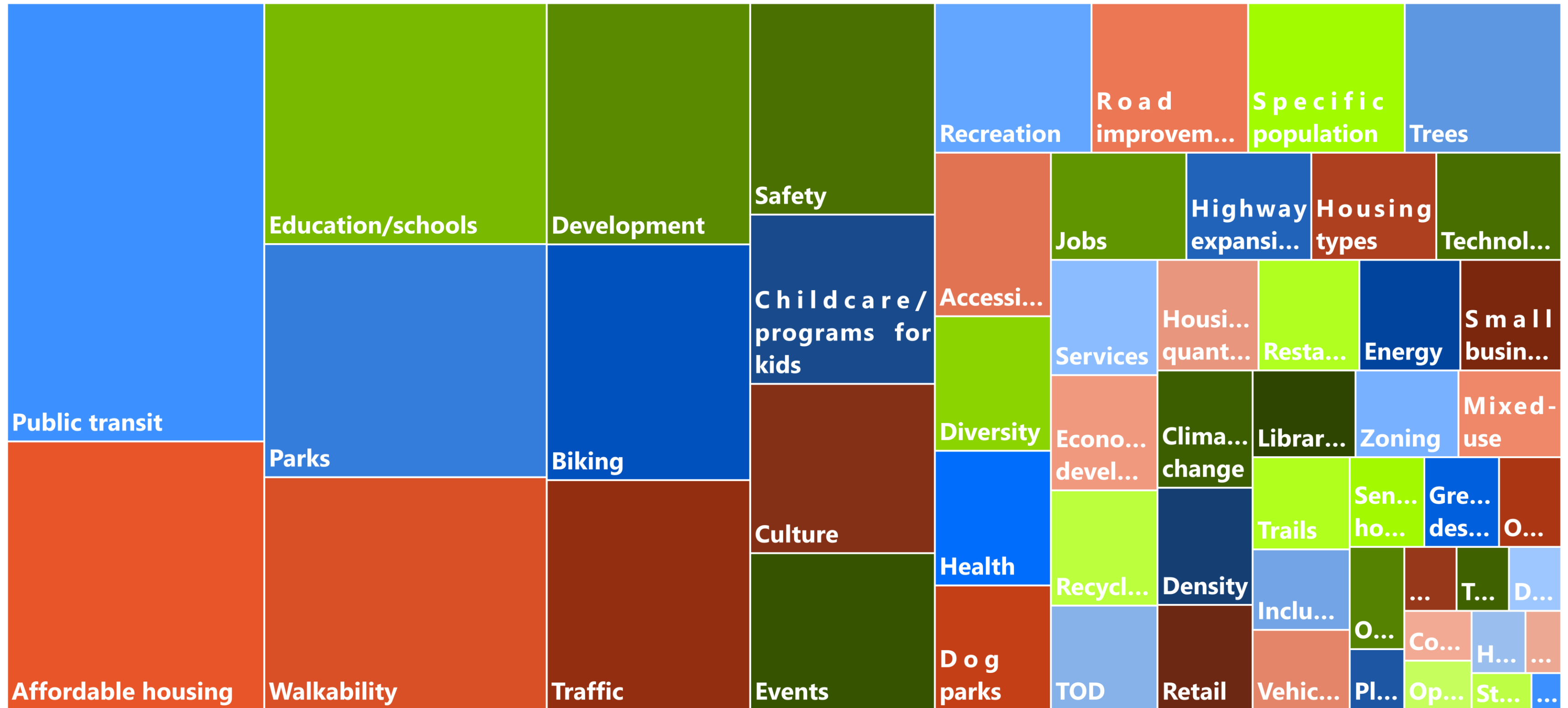


1,500 + Unique Users

Advertising Campaign – Earned Media



What We're Hearing



Who We've Met With

- 60+ Events, Meetings, One-on-One's.
- 15 Major Thrive Events
- Regional Services Centers
- Ag Reserve
- Community Based Organizations
- Influencers + Leaders



What We've Heard

“Would like us to have mixed income communities, so that we have mixed-income schools.”

- Germantown Splash Park

“Stop building so many houses in the Ag Reserve”

- Poolesville Day

*“Please relieve the congestion along 270 – widen lanes or extend the metro.
Something!”*

- Taste of Bethesda

“Running trails, walkability, anything to attract independent businesses.”

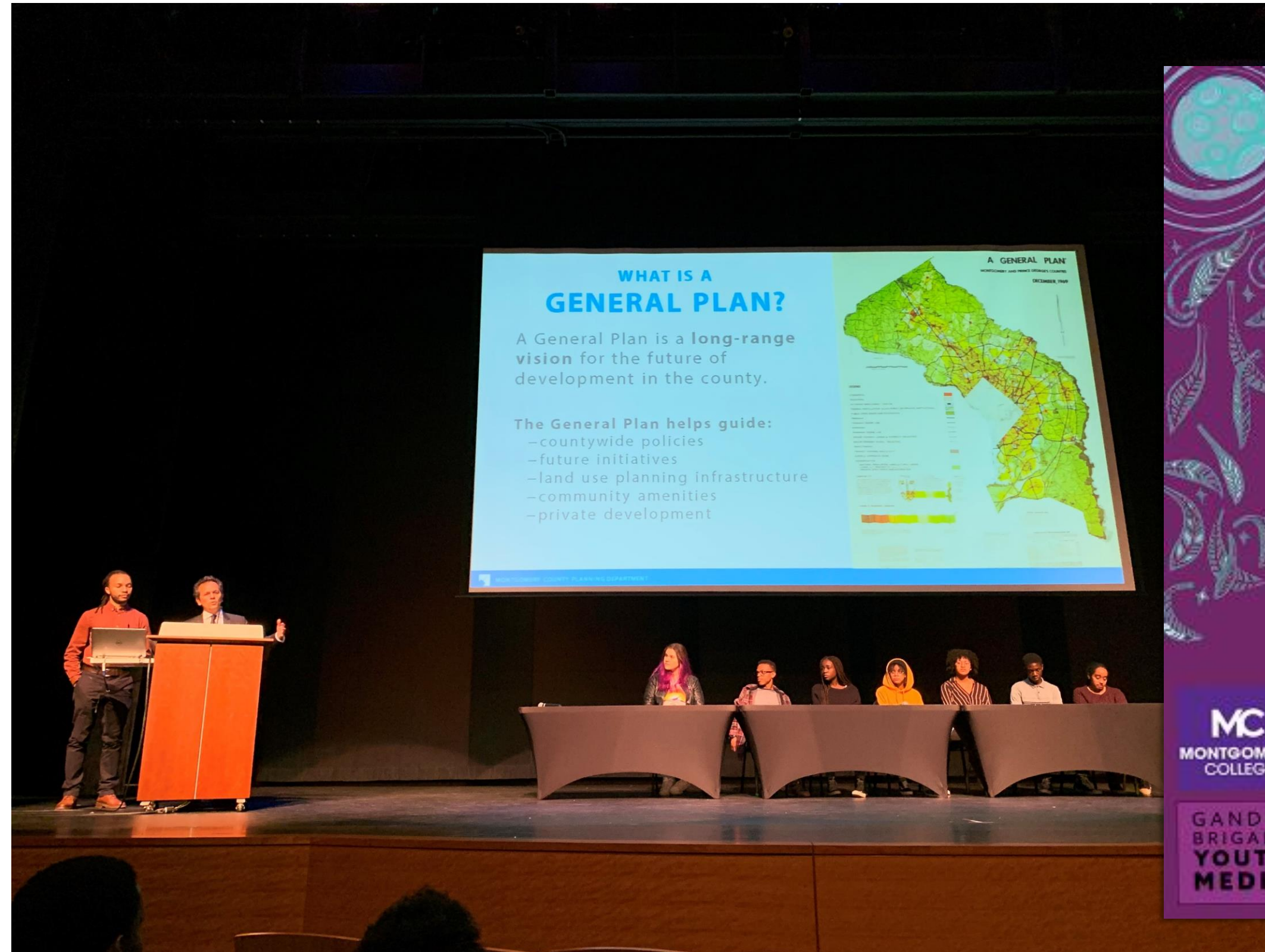
-Wheaton Sunday Funday

Educate Phase

- Working Groups Outreach
- Community-Based Organizations Outreach
- Meeting-in-a-Box Launch
- Speakers Series
- Advertising



Partnerships – Gandhi Brigade



WHAT IS A GENERAL PLAN?

A General Plan is a long-range vision for the future of development in the county.

The General Plan helps guide:

- countywide policies
- future initiatives
- land use planning infrastructure
- community amenities
- private development

A GENERAL PLAN
MONTGOMERY COUNTY PLANNING DEPARTMENT
OCTOBER 2019

SHIFTING THE PARADIGM
A NIGHT OF COLLECTIVE IMAGINATION

Join us for a night of collectively envisioning the future!

Come see the premiere of
Gandhi Brigade Youth Media's Summer 2019 Student Film,
"The Paradigm Shift(s)"
and enjoy performances by artists who are dreaming up a radical, just future.

When: Tuesday November 5th, 2019
Where: Montgomery College Cultural Arts Center
(7995 Georgia Ave, Silver Spring, MD 20910)

6pm-7pm - Reception with free food, art exhibit, tarot readings, and more!

7pm - 8:30pm - Main program in the auditorium

This event is free and open to the community.
To reserve your free tickets, go to bit.ly/shiftingparadigm

MC
MONTGOMERY COLLEGE

GANDHI BRIGADE YOUTH MEDIA

GANDHI BRIGADE YOUTH MEDIA

Partnerships – Audubon Naturalist Society

Where does water go when it flows into a storm drain?

¿A dónde va el agua cuando fluye hacia un desagüe pluvial?

Keep Our Waterways Safe: Water doesn't get to a treatment plant... Rainwater runoff carries waste from pets, fertilizers and pesticides from cars, and... into storm drains which empty into our streams and rivers.

Mantenga nuestras vías fluviales seguras

El agua no se limpia en una planta de tratamiento como las aguas residuales de nuestros hogares. La escorrentía del agua de lluvia transporta basura, desechos de mascotas y otros animales, fertilizantes y pesticidas, aceite y combustibles de los automóviles y otra contaminación a los desagües pluviales que fluyen directamente a nuestros arroyos y ríos.

La contaminación causada por la escorrentía de aguas pluviales hace que nuestra agua sea maloliente, fea y peligrosa. Puede afectar nuestro suministro de agua, así como a los peces y otras criaturas que viven en el cuerpo.

Instale jardines de lluvia ó adoquines permeables. Rodee los bajantes hacia áreas de césped o jardín. Limpie después de las mascotas. Siembre árboles y plantas nativas. Use un barril de lluvia. No tire basura y mantenga la basura y el reciclaje cubiertos de forma segura. Lave los carros sobre césped ó grava.

THRIVE | thriveontgomery.com

WHY TREES ARE SO COOL!

¿Por qué son impresionantes los árboles?

Human Health and Wellbeing

- Filter pollution from air, reducing incidence of heart and lung diseases and asthma
- Improve mental health, reduce stress and increase concentration
- Reduce temperatures—heat is responsible for more deaths than any other weather event

Community and Neighborhoods

- Reduce flooding and flood damage
- Beautify neighborhoods and increase property values
- Calm traffic—tree lined streets slow traffic, which keeps people walking, driving and biking safe

Salud Humana y Bienestar

- Filtran la contaminación del aire, reduciendo la incidencia de enfermedades cardíacas y pulmonares y asma
- Mejoran la salud mental, reducen el estrés y mejoran la concentración
- Reducen las temperaturas: el calor es responsable de más muertes que cualquier otro evento climático

Comunidad y Barrios

- Reducen inundaciones y daños por inundaciones
- Embellecen barrios y aumentan el valor de las propiedades
- Calman el Tráfico: las calles con árboles reducen el tráfico, lo que mantiene a las personas seguras mientras caminan, conducen o usan su bicicleta

Ecosistemas y Vida Silvestre

- Filtran la contaminación por escorrentía de aguas pluviales y reducen la escorrentía total
- Proporcionan hogares para pájaros y otros animales pequeños
- Mantienen el suelo en su lugar y reducen la erosión

Cambio Climático

- Eliminan y almacenan dióxido de carbono del aire
- Liberan oxígeno a la atmósfera
- Reducen el uso de energía relacionado con el enfriamiento al proporcionar sombra

THRIVE | thriveontgomery.com



I-270 Life Sciences & Biotech Corridor

The screenshot shows a website header with the 'BISNOW' logo and navigation links for 'CITIES', 'FEATURES', 'EVENTS', 'JOBS', and 'ABOUT'. On the right side of the header are search, 'SIGN UP', and 'LOG IN' options. Below the header, the event title 'THE I-270 LIFE SCIENCES AND BIOTECH CORRIDOR' is displayed along with the date 'TUE DEC 10, 2019' and a 'BUY TICKETS NOW' button. The main content area features a dark background with a photograph of people in a meeting. Overlaid on this is the event title in large white text, followed by the subtitle 'Welcome to the Life Sciences Boom'. At the bottom, a white ribbon banner contains the text 'REGISTER TODAY: \$99'.

BISNOW CITIES FEATURES EVENTS JOBS ABOUT SIGN UP LOG IN

THE I-270 LIFE SCIENCES AND BIOTECH CORRIDOR
TUE DEC 10, 2019

BUY TICKETS NOW

THE I-270 LIFE SCIENCES AND BIOTECH CORRIDOR
Welcome to the Life Sciences Boom

REGISTER TODAY: \$99

Educate Phase

Working Groups

- Design, Arts and Culture
- Economy
- Environment
- Equity
- Housing
- Land Use
- Outreach
- Transportation



What's Next

November - December: Continued Outreach, Education and Analysis

December 12, 2019: Issues briefing for the Planning Board

January - February 2020: Issues Report – What We've Heard

February 2020: Publish Issues Report, Planning Board review

March - September: Develop Working Draft Plan

April 2020: Planning Board Briefing-Draft Goals and Policies

June 2020: Planning Board Briefing-Draft policy recommendations

September: Publish Draft Working Plan, Planning Board review