Thrive Montgomery 2050
An update on the progress made since May 2019.
Outreach + Engagement Leading to the Draft Plan

**PREPARE**  Plan for the Plan

- Morris Column
- Trends Report
- Speaker Series
- Internal Charette
- Council Briefings

**EXCITE**  Kickoff, Visioning and Analysis

- Popup visual recording events
- Community event engagement
- Thrive community champions
- Meetings in a box
- Content marketing

**EDUCATE**  Analysis

- Webinars
- Mailings
- Content Marketing
- Meetings

**ENGAGE**  Plan Draft

**Online Tool**
- Inclusivity
- Collaboration
- Respect
- Knowledgeable staff
- Strong relationships
- Sustained engagement
- Transparent process
- Shared results

**Media**

**Small Groups**

**Website**

**Outreach**
Outreach + Engagement Leading to the Draft Plan

PREPARE  Plan for the Plan

EXCITE  Kickoff, Visioning and Analysis

EDUCATE  Analysis

ENGAGE  Plan Draft

- Morris Column
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THRIVE WEEK

- Popup visual recording events
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Content marketing

We Are Here

Online Tool

Media

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Outreach

Inclusivity | Collaboration | Respect | Knowledgeable staff | Strong relationships | Sustained engagement | Transparent process | Shared results
## Desired Outcomes: External Audiences

<table>
<thead>
<tr>
<th>Visioning Phase</th>
<th>Analysis Phase</th>
<th>Feedback Phases</th>
<th>Submission Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCITE</td>
<td>EDUCATE</td>
<td>ENGAGE</td>
<td>ENDORSE</td>
</tr>
</tbody>
</table>

### Visioning Phase
- 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
- 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
- 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
- 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
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.
Advertising Campaign – Outdoor/Transit

Reach of 6,500 Daily

1.4 + Million Views
Advertising Campaign - Print
Advertising Campaign - Digital

1.1 + Million Reached

9,250 + Clicks
¿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?

Download our one-page printable fact sheet:

Montgomery Prospera

中国传统的
فارسی
Français
Ελληνικά
한국어
OUR FUTURE, YOUR PATH.

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

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.

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

| YES | NO |

You and 50% of people answered YES

60% of people answered No

Next >

1,500 + Unique Users
Advertising Campaign – Earned Media

Thrive Montgomery 2050 Update

Trabajan en modelar el desarrollo de Montgomery

Comité busca cooperación de la comunidad
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
Partnerships – Audubon Naturalist Society
I-270 Life Sciences & 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