



Planning Our Future. Together.



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

Outreach and Engagement Appendix

As of 9.2.2020

Since June 2019, Montgomery Planning has engaged the Montgomery County community to imagine what life will be like in 2050 to inform the development of the new General Plan and what is needed to allow us to thrive in the decades to come. This has occurred in two distinct phases: Excite and Educate. Two future outreach phases are planned – Engage and Endorse -- that will introduce recommendations to the community for the draft General Plan. The following is a recap of the Thrive Montgomery 2050 engagement activities from June 2019 to September 2020.





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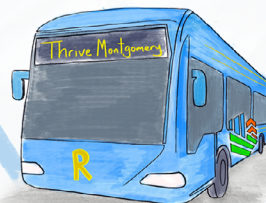
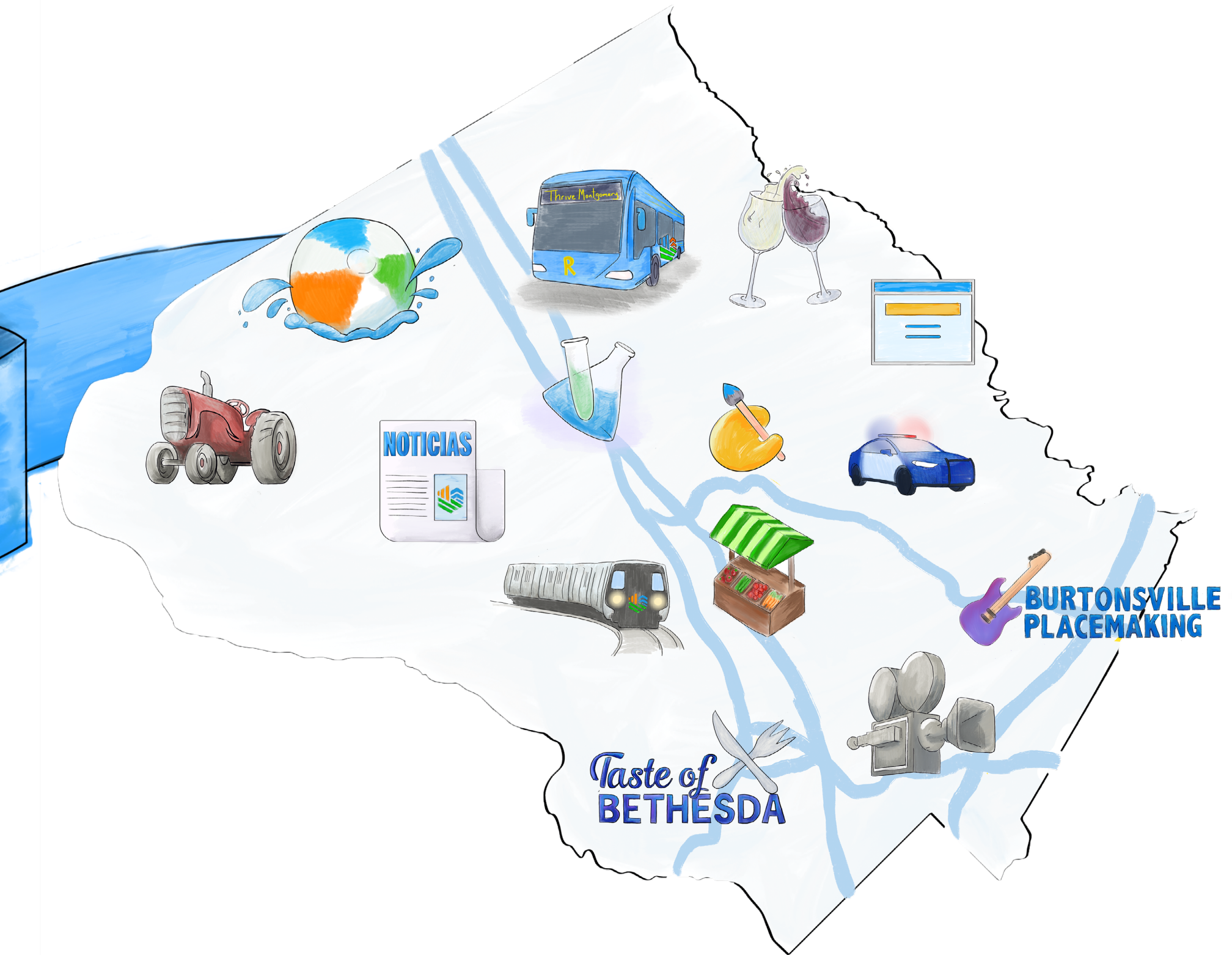




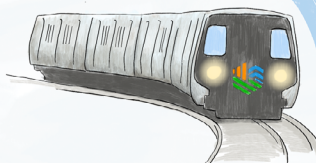
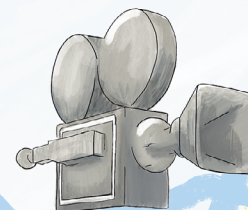


**THRIVE MONTGOMERY 2050**

**EXCITE - EDUCATE - ENGAGE**



**BURTONSVILLE  
PLACEMAKING**



*Taste of*  
**BETHESDA**

# Strategy





| Thrive Week Downtown Silver Spring

### Goals of Thrive Montgomery 2050 Communications Plan:

Outreach and engagement to the public will be considered successful when community members:

- Provide significant and meaningful input and feedback throughout the process.
- Are interested in and excited about future possibilities and feel motivated to participate in outreach and engagement activities.
- Are historically underrepresented in planning processes but feel motivated to engage.
- Understand that this planning is long view thinking and the outcomes will come over many decades.
- Feel that they've been heard and see how their input is used.
- Understand why some plan recommendations don't reflect their precise input.
- Support and advocate for the plan.

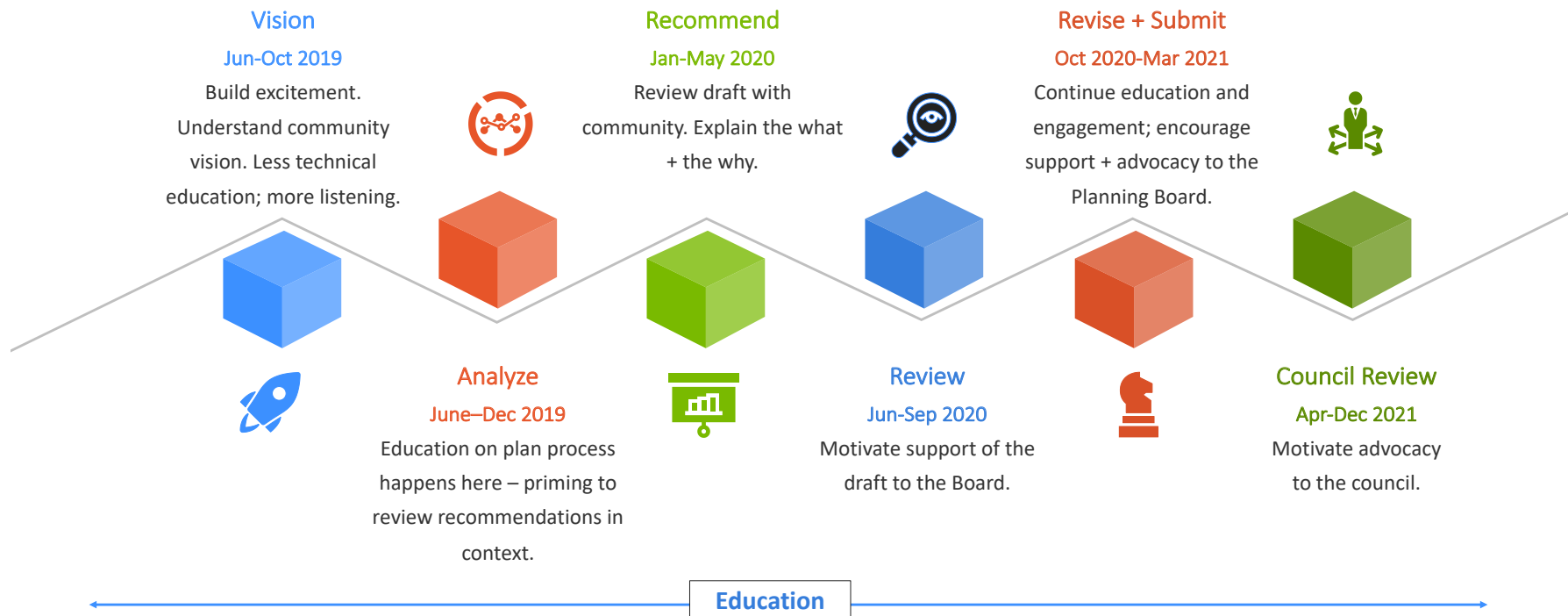
**Audiences** - Primary audiences for Thrive Montgomery 2050 are people who live and own businesses in Montgomery County. Considering the county's changing demographics and the long-term nature of this plan update, Thrive Montgomery 2050 communications has emphasized reaching residents who have been historically underrepresented in planning processes. In Montgomery County, these are, in no particular order:

- ▶ Renters
- ▶ Latinos
- ▶ Foreign born residents
- ▶ African Americans
- ▶ Millennial and Gen X families
- ▶ High-school and college students
- ▶ Community-based organizations
- ▶ Small businesses

Other audiences include influential and expert individuals and groups, county officials, the real estate development community and Montgomery Planning staff.

### Communications Process

The initial focus of Thrive Montgomery 2050 communications was to motivate excitement about the future, identify the issues facing the county and understand audiences' vision for the future. In Phase 2, staff has focused on informing and educating. Phase 3 will focus on deeper consultation with the community about the initial recommendations, and, ultimately, we'll ask the community to advocate for plan approval by the Planning Board and County Council.



## Communications Approach

The overall outreach and engagement approach has been audience-centric and focused on making Thrive Montgomery 2050 about the community. To do this, for each phase of implementation, we have:

- Examined the audience's place in the overall Thrive Montgomery 2050 journey.
- Made it easy for people to participate.
- Met people where they are rather than asking them to come to us.
- Invited a conversation and sharing rather than participation in a process.
- Shined a light on community contributors.
- Showed what's at stake and what's possible for the future.
- Framed questions differently and be provocative to pique interest and appeal to values

## Equitable Outreach + Engagement

With equity among the three outcomes of Thrive Montgomery 2050, as well as a priority for Montgomery Planning and the county, our communications approach provides an opportunity to model how close we want to be in relationship with one another in our county community. As such, communications planning and implementation has and will continue to consider equity in all outreach and engagement so that all members of our community have opportunities to shape the future of our county.

For historically underrepresented audiences, outreach will focus on leveraging community influencers who have established authority and trust with their communities. It is recommended to partner with these organizations by co-hosting listening sessions and events, providing content for their events and communications, and engaging their staff with tools like meetings in a box and talking points. The General Plan Update Steering Committee is tasked with strengthening and building relationships with these organizations as soon as possible.

## In addition, communications need to consider:

**1. Literacy level** - Communications will provide background for complex concepts, use images and graphics, and avoid acronyms. Additionally, staff should be available for verbal explanations and surveying as alternatives to written materials and questionnaires.

**2. Socioeconomic status** - Event locations and timing will consider convenience for the given community as well as accessibility to public transportation, childcare and food.

**3. Language** - Thrive Montgomery 2050 messaging, materials and other communication will be translated from English into the major languages spoken in Montgomery County where limited English proficiency is greater than 10 percent (see Figure 1). Written translations and verbal interpretation will be provided based on the prevalence of languages spoken in a given geographic area and considering areas where there are large numbers of people with low English proficiency.

**4. Culture** - Language translation is just one part of effectively communicating with Montgomery County's multicultural population. Communication will also need to consider cultural norms, such as previous experience with public participation and democratic processes, comfort sharing ideas in public and community methods for decision-making.



**5. Physical and mental ability** - All communications and access to events and services will follow the guidelines of the Americans with Disabilities Act (ADA) and comply with ADA regulations.

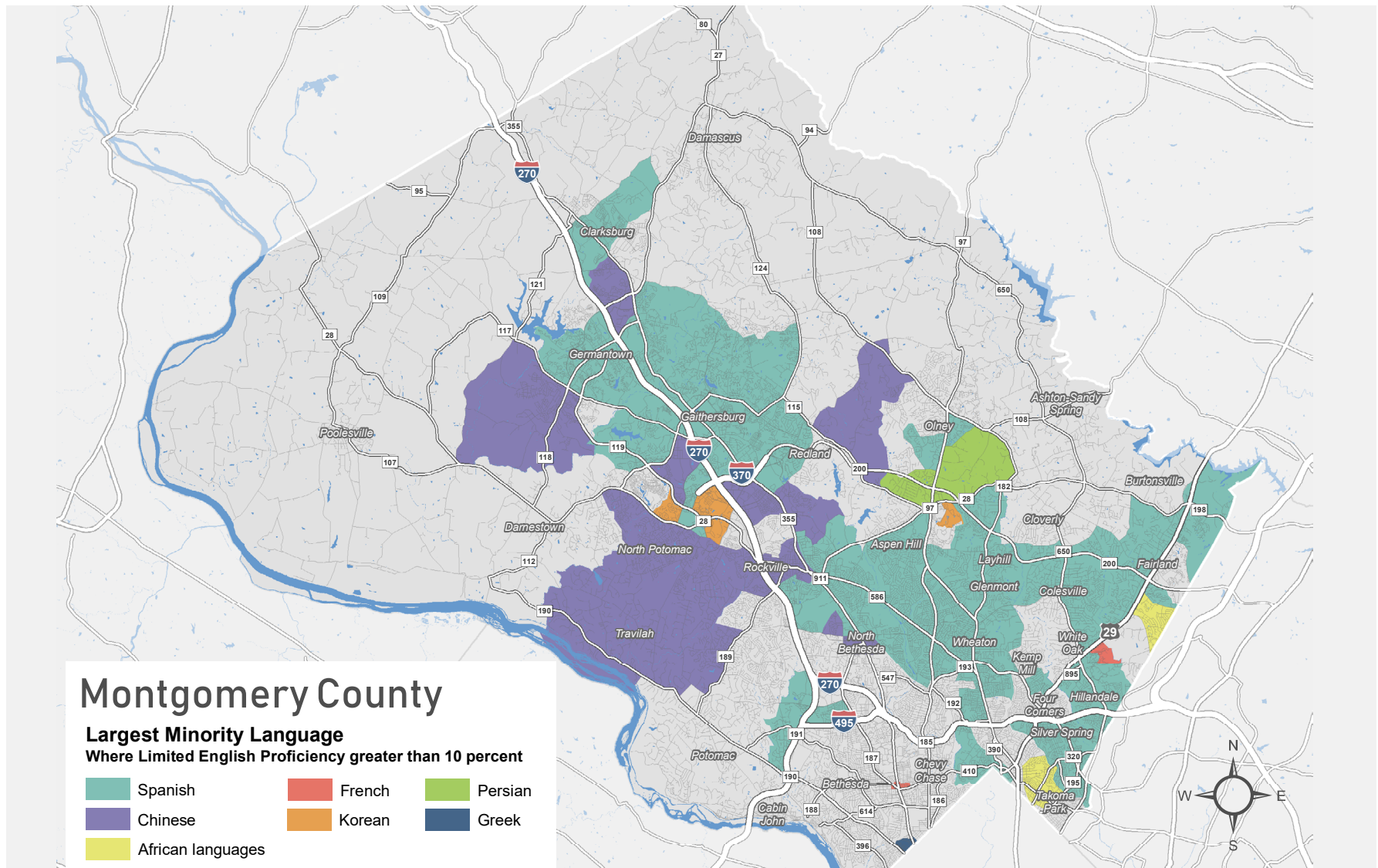


Figure 1: Montgomery County Largest Minority Language Where Limited English Proficiency is Greater than 10 percent. Thrive Montgomery 2050 marketing materials have been translated into Spanish, Chinese, French, Korean, Farsi and Greek.

### Creative + Messaging

The Thrive Montgomery 2050 logo blends bold typography with a logo mark that expresses the three desired outcomes from the Strategic Framework: Environmental Resilience, Economic Health and Communities Equity. The tagline “Let’s plan our future. Together.” is a simple invitation that plainly explains what Thrive Montgomery 2050 is about, while emphasizing that it is a collaborative and community-wide initiative.



# Thrive

蓬勃发展 计划

Prosperar

번창하는

Développement

پیشرفت

Hưng Thịnh

Figure 2: Thrive Translations in Chinese, Spanish, Korean, French, Farsi, Vietnamese  
See the Thrive Montgomery 2050 Communications Plan (In the [May 30, 2019 Planning Board Staff Report](#)) for more information.

# 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

POPOP VISUAL  
RECORDING EVENTS

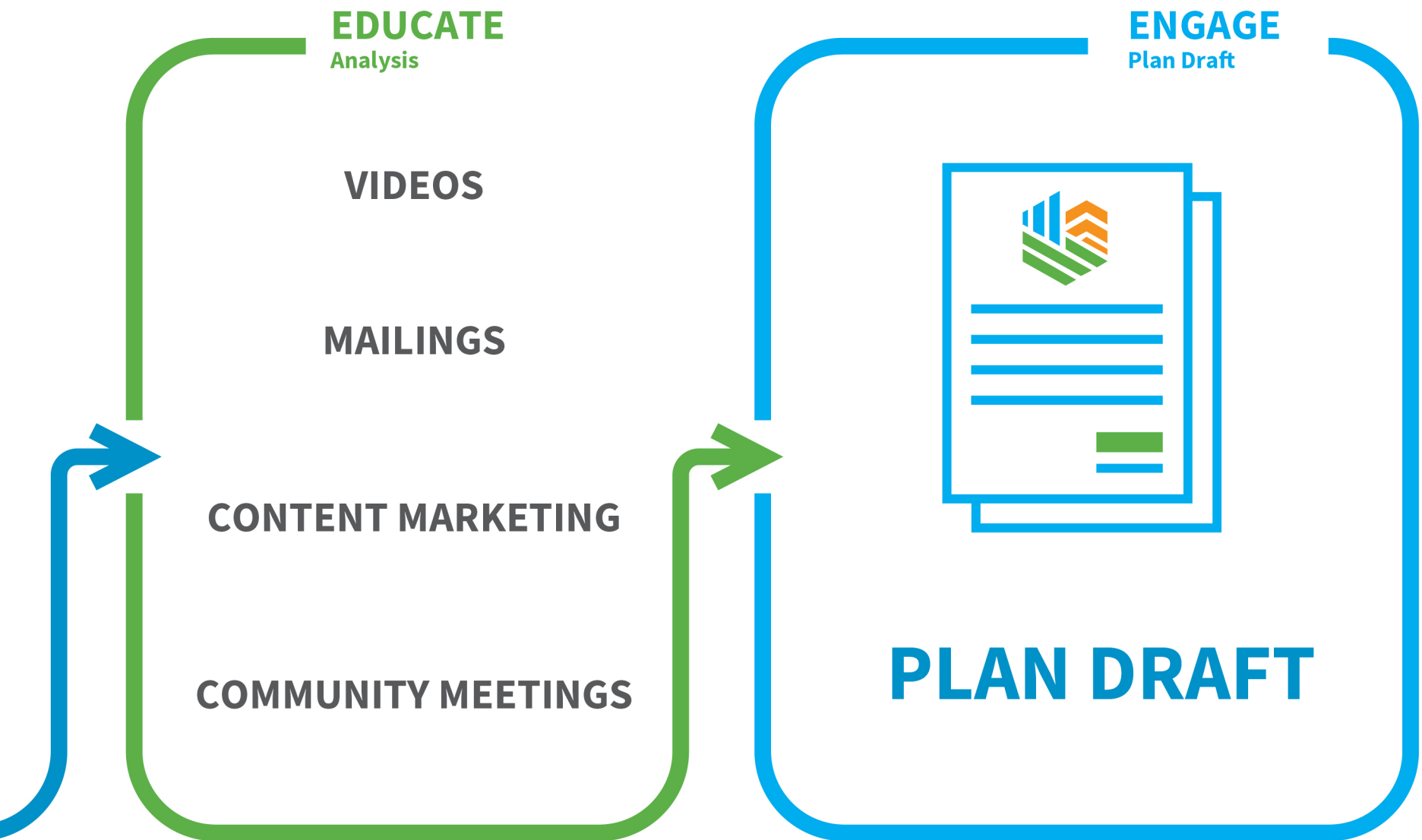
COMMUNITY EVENT  
ENGAGEMENT

THRIVE COMMUNITY  
CHAMPIONS

MEETINGS IN A BOX

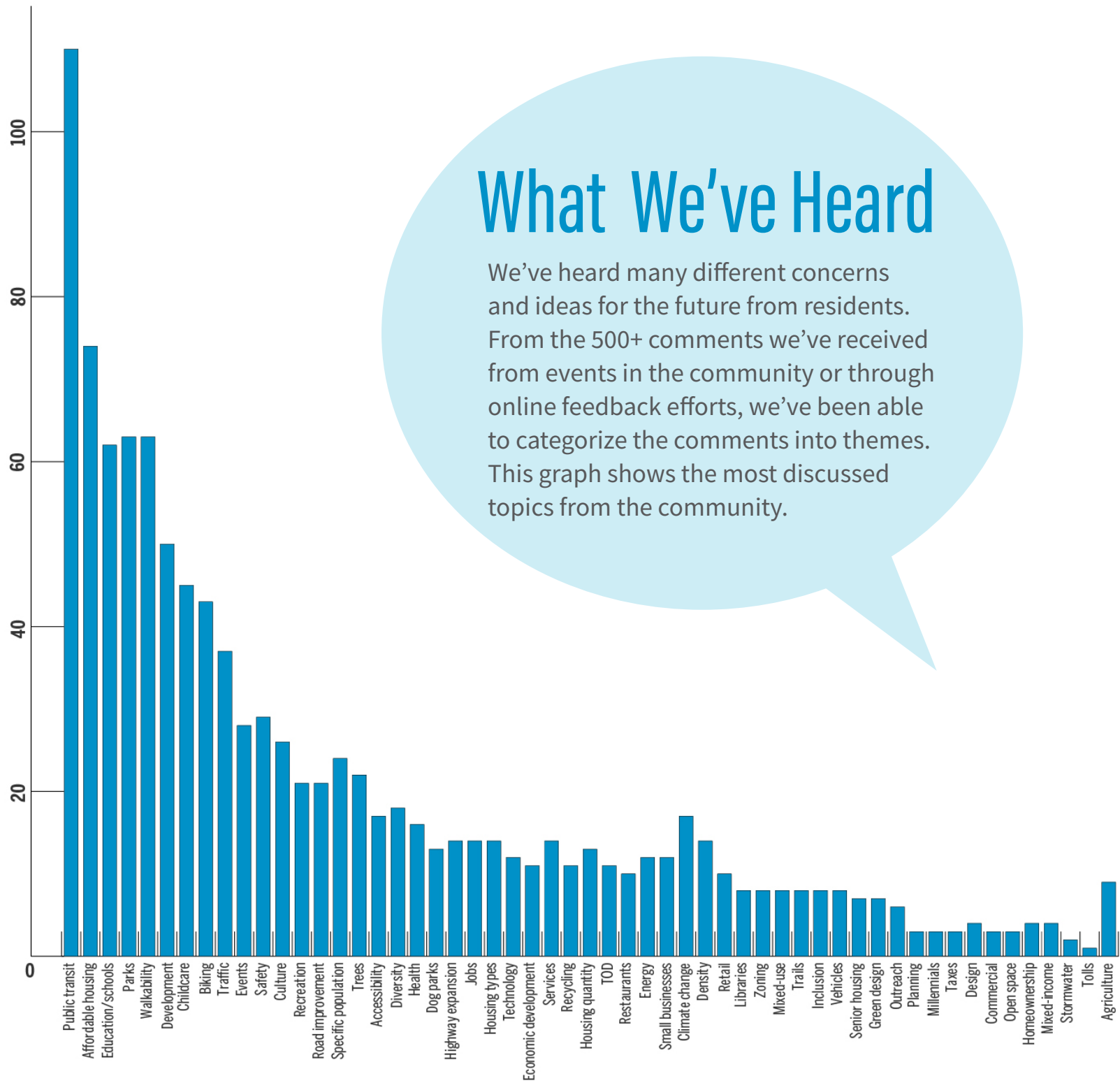
CONTENT MARKETING





# What We've Heard

We've heard many different concerns and ideas for the future from residents. From the 500+ comments we've received from events in the community or through online feedback efforts, we've been able to categorize the comments into themes. This graph shows the most discussed topics from the community.





The fruits of General Plan preparatory activities converged with a series of public kickoff events called THRIVE WEEK. One event was held in each of the County Council districts from June 26 through 30, 2019 (five events in five days) to introduce Thrive Montgomery 2050 to the community and ask them to begin envisioning the future of our county. Events featured meet- and-greets with councilmembers, multilingual graphic recording artist activities, food, fun and video interviews of attendees about their vision for the future.

From July through October 2019, diverse audiences were engaged through a variety of activities to allow different levels and types of involvement in the process. During the visioning phase, these activities invited community members to provide insight and input in quick and convenient ways without needing background on planning or extensive education on future drivers and possibilities. Participants shared information in ways that build and maintain community relationships and trust, e.g., by using culturally appropriate communication methods and tactics and a variety of ways to engage.



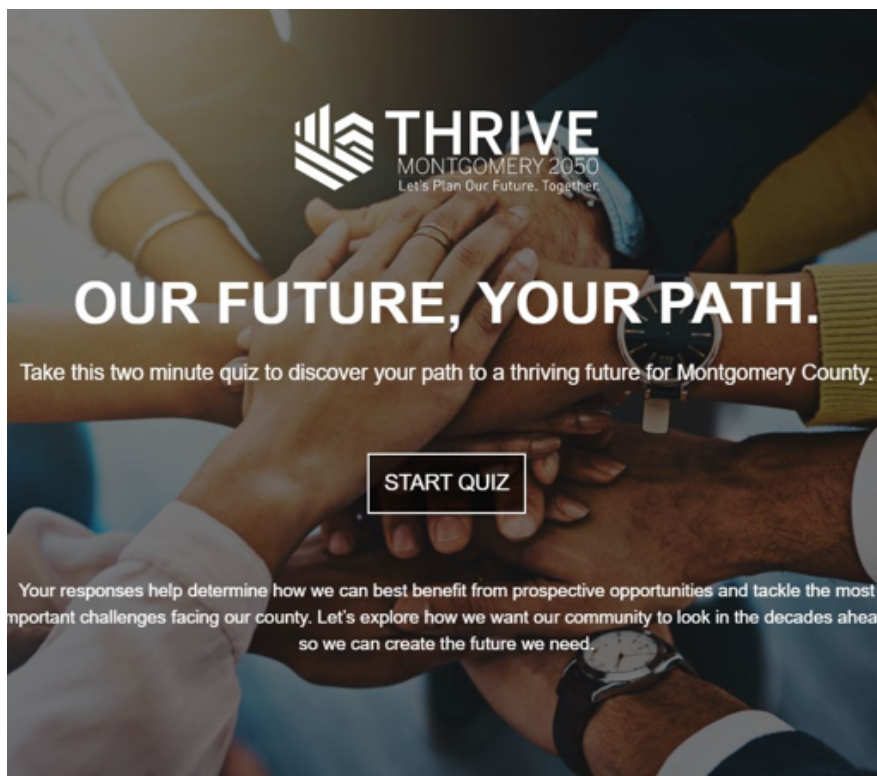
| Burtonsville Placemaking

# Excite

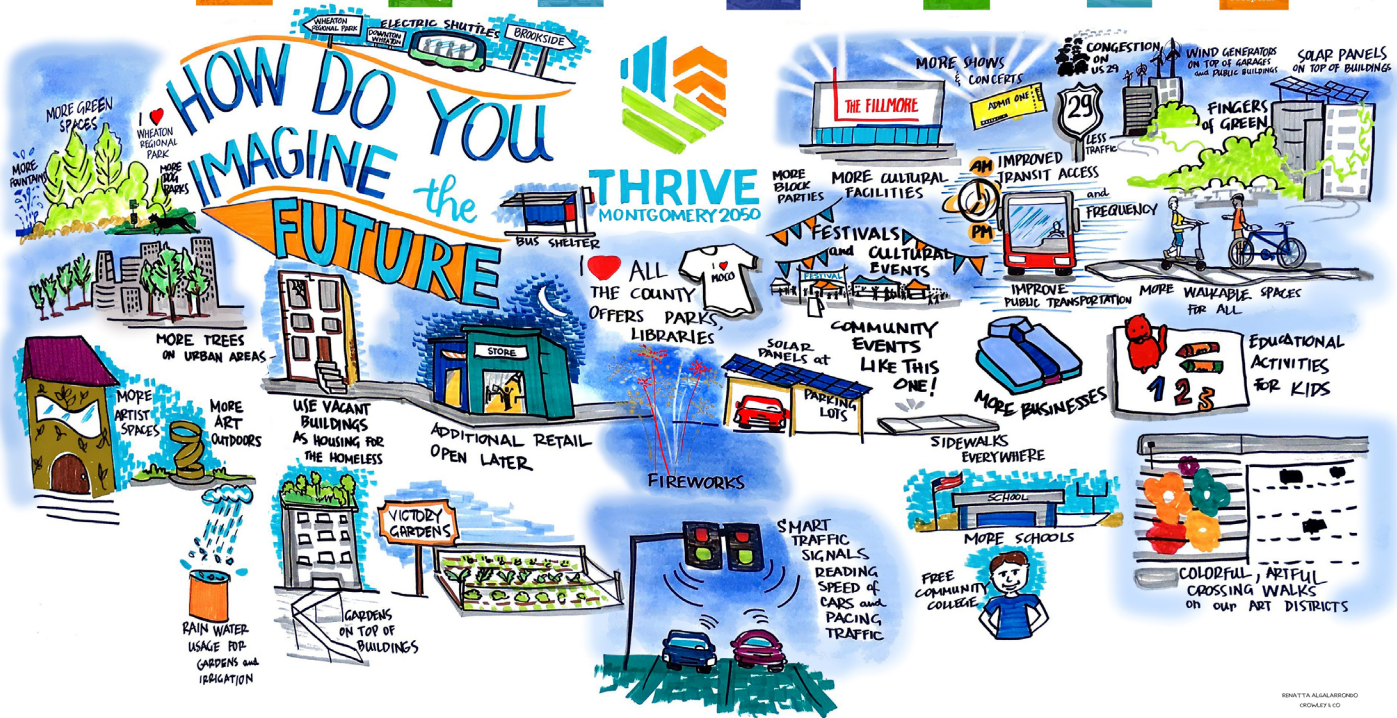


## Visioning communication tactics and activities were:

- a. **Online tool** - A quiz-like online tool (Thrivequiz2050.com) was developed to gauge reactions to and sentiment toward provocative questions about Montgomery County's future. Questions were weighted to lead participants to Thrive Montgomery 2050 information that is most relevant to their interests and concerns. This tool was a non-scientific way to get a pulse-check of community preferences and concerns, and to spark interest and motivate engagement. It was also an opportunity to build the Thrive Montgomery 2050 email list and understand activity according to zip code.

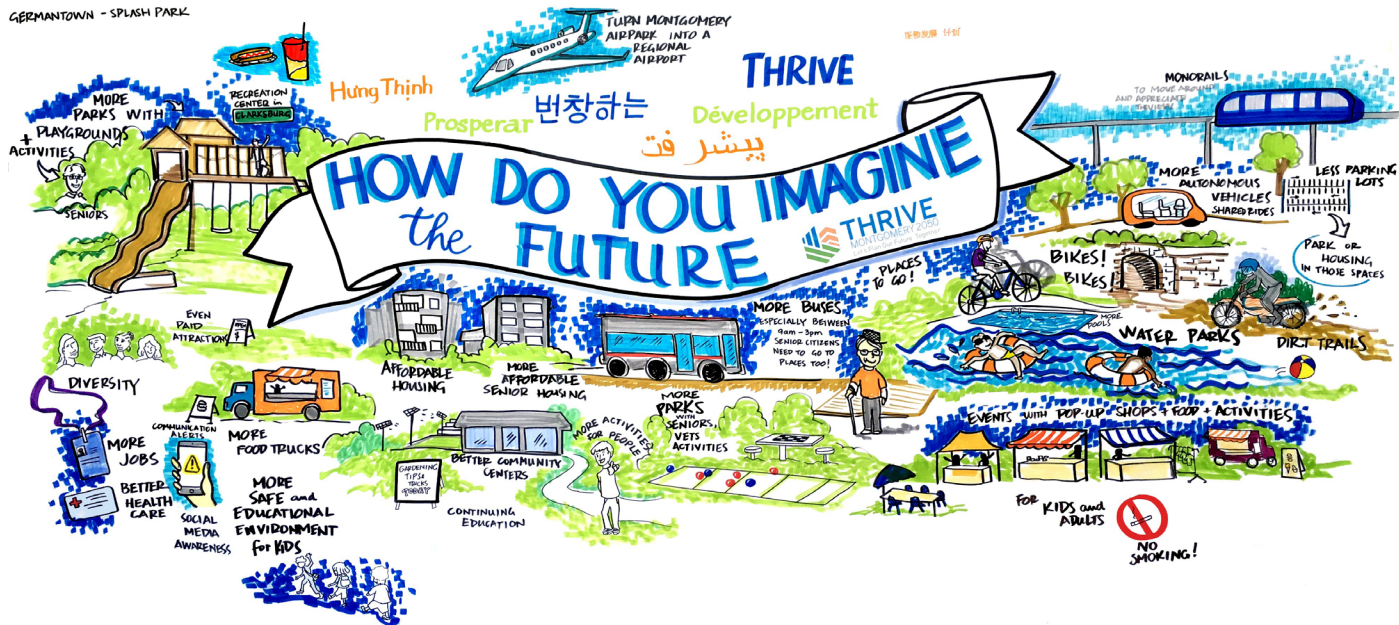


- b. **Pop-up visual recording events** - This high-visibility activity produced graphic representations of community members' vision for the county's future. Five sessions were scheduled throughout the summer in locations where people already gather. The focus question(s) for graphic recording interviews varied depending on the location and interests of the population in each area.
- c. **Community event engagement** - This tactic focused on meeting people where they are. There were 70+ events executed including 15 major community events. Staff hosted a variety of pop-up events tailored to different areas of the county where people already gather or have a presence at community-wide public events. Staff participated in events at street fairs, cultural events, public events at community centers. At these events iPads were available for completing the online visioning tool, reusing activities and materials from Thrive Week. Based on the setting, Montgomery Planning provided incentives or giveaways for participation, food and/or kid-friendly activities at events.
- d. **Subject area engagement meetings with community-based organizations, special interest groups and subject matter experts** - Planners engaged these groups/individuals on specific topics as needed during the analysis and plan development process.



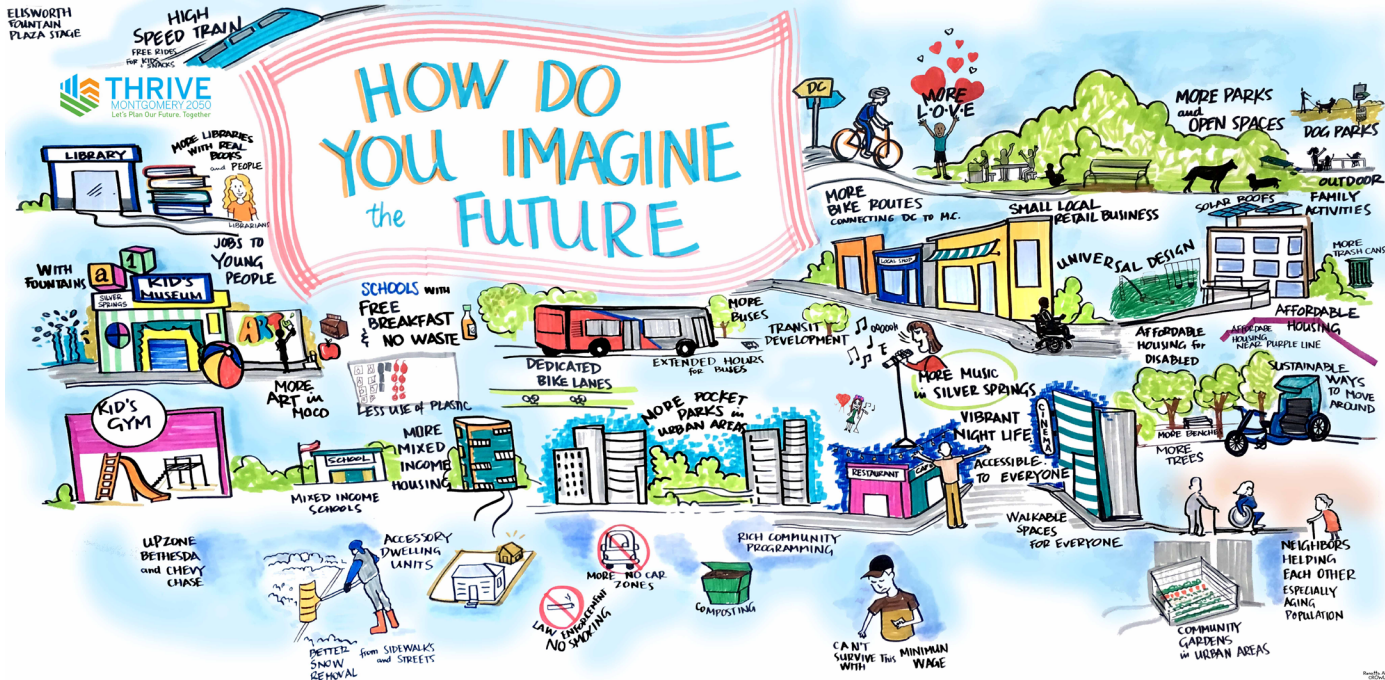
©NATTA AL-SALABOORIO  
©KIMLEY-HORN

GERMANTOWN - SPLASH PARK

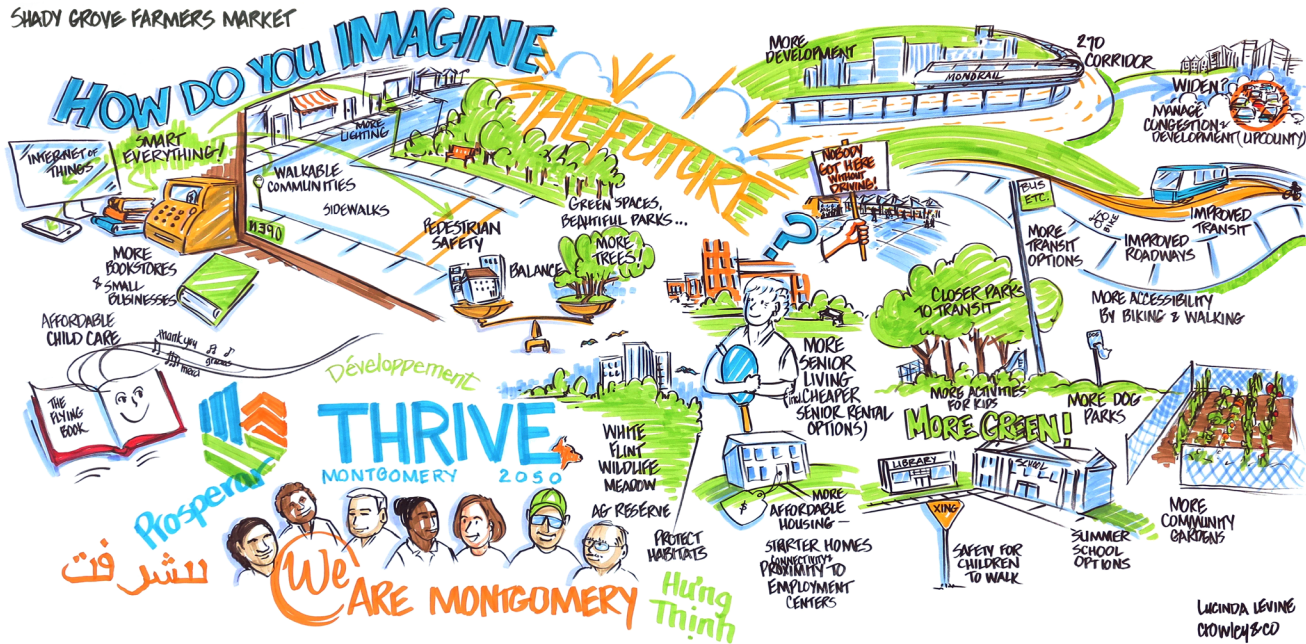


ELISWORTH  
MOUNTAIN  
PLAZA STAGE

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



SHADY GROVE FARMERS MARKET



LUCINDA LEVINE  
CROWLEY & CO

**e. Thrive community champions** – Montgomery Planning provided influential groups like community-based organizations, special interest groups and business leaders with multiple opportunities to champion Thrive Montgomery 2050. These groups and individuals have included a representative mix of community members by type (resident, business owner, nonprofit leaders, community representative, etc.) and demographics. Thrive Community Champions have been invited to engage in regular discussions about the plan throughout the process. We continue to see their input at key decision points while testing ideas with them, as appropriate. These groups have provided tremendous insight on community preferences and specific engagement practices that work best with their community members/constituents.

**f. Meetings in a Box** - To encourage community-led engagement, staff developed a meeting-in-a-box type toolkit for groups, organizations and businesses to facilitate their own discussions about how Montgomery County can continue to thrive, plus provide visioning feedback to Montgomery Planning.



**g. Content marketing** - Content was developed and leveraged across multiple channels. This mechanism allowed staff to gather and produce content to resonate with the community. The stories and reflections shared are a form of visioning feedback and will help people understand the perspectives of others and hopefully make them more open to consider those perspectives when weighing plan recommendations. They allowed for interspersing planning and government expert perspectives with broader community perspectives. Finally, this method invited community leaders, business, influencers and the development community to share their visions -- and leveraged the reach of their networks for promotion.

**Video:** A series of videos was produced to introduce Thrive Montgomery 2050 and share stories of community leaders (elected and non-elected), residents and business owners about their vision for a thriving Montgomery County. These videos helped community members see themselves in the process and think beyond the next 5-10 years. They also communicated community values in the words (and via the faces) of the community, not a government agency telling them what and who they are.



**Blog and vlog:** To get involvement from and perspectives of different people in the community -- residents, community leaders, business leaders, county officials -- we'll ask different people to be involved in writing or being interviewed for Thrive Montgomery stories to share on the blog.



#### h. Advertising

Montgomery Planning launched a paid advertising campaign in fall 2020 to inspire the public to think about what aspects of their lives could change in the decades to come. The Messaging and creative for Thrive Montgomery 2050 were developed to emphasize the project not as a government planning process but instead as an interesting and thought-provoking initiative that encourages community visioning and conversation about the county's future. It also invited personal reflection about individuals' wants and needs for the future and that of their families. The campaign was executed online and on Montgomery County Ride-On buses and WMATA station platforms through the county.

#### Digital Advertising Campaign



**9,250+**  
Clicks on Ads



**1.1+**  
Million  
Reached

#### Outdoor/ Transit

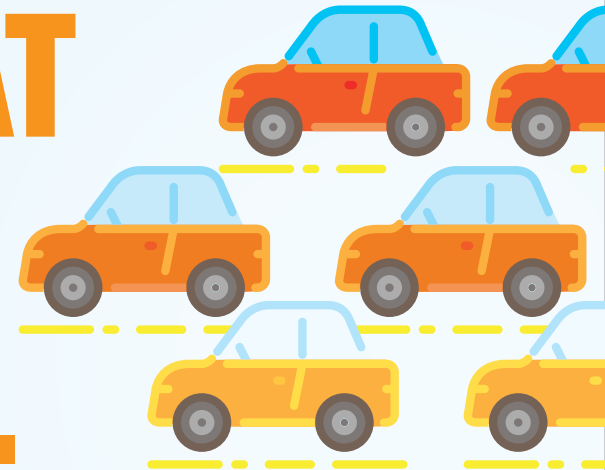


**Reached of 6,500 Daily**  
Bus/ Transit Ads



**1.4+ Million Views**  
Metro Platform/ Digital Ads

# DEFEAT RUSH HOUR.



We know getting to work can be a bummer. How can we plan for a future with shorter commutes?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share your ideas on how to get our county moving in the future.

# THE RENT IS TOO HIGH.



Over the past 30 years, housing costs have increased 40%. What will housing prices look like in the year 2050?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share your ideas for more accessible and affordable housing in the decades to come.

# WHAT JOBS WILL EXIST IN 2050?



It's no secret Montgomery County's economy is changing.  
How can we train and attract workers to thrive in the  
new economy in the future?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share  
your ideas for Montgomery County's  
economy in the decades to come.

# WHAT IF YOUR UTILITY BILL COULD BE \$0?

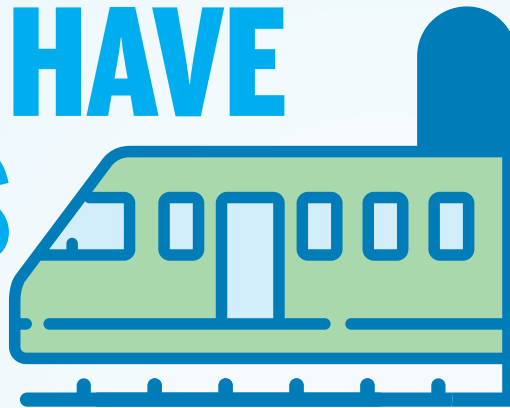


50 years ago, renewable energy wasn't on our radar.  
How can we plan to harness innovation so that our  
environment – and your wallet – can thrive?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share your  
thoughts on improving our county's environment  
and reducing our energy dependence.

# WE ALL HAVE PLACES TO BE.

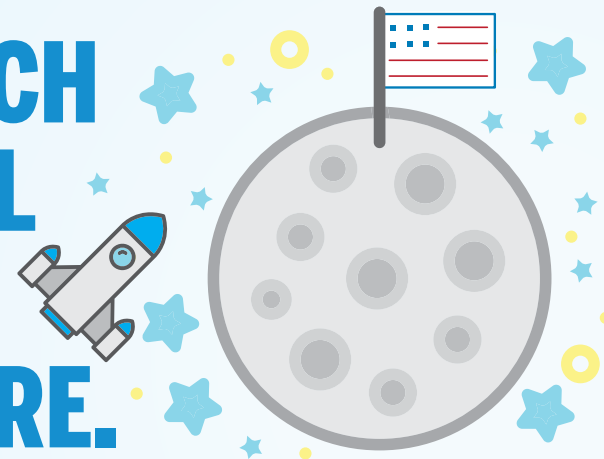


50 years ago, the Metro didn't exist. How would more  
transit options transform how we get around in MoCo?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share  
your ideas about how transit can serve  
the county in the decades to come.

# NOT SUCH A SMALL STEP ANYMORE.



50 years ago, we were still trying to get to the moon. Technology has come  
a long way since then. How will technology continue to influence the way  
we work, commute and live?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share your  
thoughts on how technology can shape the  
future of our county for the better.

With community members introduced to Thrive Montgomery and envisioning the future of Montgomery County, the focus has shifted from November 2019 through March 2020 to education – with education continuing to occur throughout the entire process. During this period, Montgomery Planning was analyzing feedback, data and best practices to incorporate the community’s visioning insights and develop draft plan recommendations for public feedback.

Simultaneously, communication has focused on educating community members on the importance and impact of the General Plan Update; the process for developing, revising and approving the plan; and the role of Montgomery Planning and others in finalizing and implementing the plan. Tactics have included and will continue to implement mailings, content marketing and community meetings.



# Educate







### a. Big Ideas Series

The *2020 Big Ideas Series* features three moderated discussions on ideas that will be examined in the General Plan. Topics for the series include evolving nature of food production and farming, how economic health relates to multimodal transportation and how to provide housing for all. Each panel is made up well-known experts and community members to address important issues affecting the county's future. These topics are Each session is available online for live and on-demand video streaming.

#### January 14:

The Future of Food

#### February 11:

Multimodal Transportation and  
a Healthy Economy

#### March 3:

Housing for all

**b. Community Meetings in Council Districts** – Five large community meetings are planned in partnership with each of the five district County Councilmembers to discuss *Thrive Montgomery 2050* issues, opportunities, draft goals and policies. These meeting will feature an open-house style format with less of an emphasis on lecture or presentation and more time for conversation and collaboration. Activities for children and free food will also be present at the meetings. Targeted dates are in April to coincide with the milestones of the plan. The goal of these meetings is to provide a venue for community members to give comments.

**c. Community Stories Vignettes** - Through a series of short, compelling and engaging videos, community leaders (non-elected and former elected), residents, business owners and students will share their stories and ideas about what makes a thriving Montgomery County.

### Digital Outreach

ThriveMontgomery.com

MontgomeryProsper.com

Blog Posts ([Montgomeryplanning.org/blog-design](https://montgomeryplanning.org/blog-design))

Videos

### By the numbers:

ThriveMontgomery.com .....

 **22,433**  
pageviews

 **19,010**  
Unique Pageviews

 **1,249**  
Eletter Subscribers

Thrive Quiz .....

 **1,500+**  
Unique Users



### **March 2020**

Transition from in-person engagement to online Distance Engagement Strategy due to COVID-19 pandemic.

Due to the COVID-19 crisis, Montgomery Planning offered many ways to participate in the Thrive Montgomery 2050 process while respecting social distancing. The Montgomery Planning Board approved the distance engagement strategy for Thrive Montgomery 2050 at their meeting on April 30



## Pints with a Planner – April 2020

Thrive Montgomery 2050 kicked off distance engagement with Pints with a Planner, a virtual happy hour with Chair Casey Anderson and Commissioner Partap Verma. Participants asked questions about the future of Montgomery County, related to growth, transportation, housing and the pandemic.

<https://montgomeryplanning.org/thrive-montgomery-2050-invites-community-feedback-on-general-plan-updates-via-virtual-events/>

## Distance Learning with Montgomery Planning – April 2020

Montgomery Planning created and launched an activity to help kids engage in planning and think about their communities.

### KNOW YOUR NEIGHBORHOOD WORKSHEET

**WHICH WORDS BEST DESCRIBE YOUR NEIGHBORHOOD?**

wet	mysterious
beautiful	dirty
friendly	unfriendly
boring	exciting
traffic	helpful
dangerous	clean
safe	healthy
lonely	colorful
peaceful	crowded
dark	hectic
old	new

CIRCLE THE WORDS THAT DESCRIBE YOUR COMMUNITY.

**WHAT KINDS OF PLACES ARE IN OR NEAR YOUR NEIGHBORHOOD?**

WRITE OR DRAW THEM IN THE SPACES BELOW.

PARKS	SHOPS	FARMS

**MY NEIGHBORHOOD IS CALLED:**

\_\_\_\_\_

USE THE SPACES PROVIDED TO FILL IN YOUR OWN WORDS THAT DESCRIBE YOUR NEIGHBORHOODS.

YOU CAN USE YOUR PHONE, LAPTOP, OR TABLET TO ACCESS GOOGLE MAPS AND FIND YOUR COMMUNITY.



### WHAT TYPE OF NEIGHBORHOOD DO YOU LIVE IN?

**URBAN**  
AN AREA DENSELY POPULATED BY BUILDINGS, PEOPLE, AND AMENITIES.

**SUBURBAN**  
A SERIES OF RESIDENTIAL COMMUNITIES JUST OUTSIDE OF A CITY.

**RURAL**  
AN AREA LOCATED FARTHER FROM A MAJOR TOWN OR CITY.

Montgomery Planning  
MONTGOMERYPLANNING.ORG

### SHOW US YOUR NEIGHBORHOOD THROUGH PHOTOS

- 1) TAKE PHOTOS OF YOUR NEIGHBORHOOD JUST OUTSIDE YOUR FRONT DOOR.
- 2) PICK YOUR FAVORITE PHOTOS.
- 3) CREATE A SLIDE SHOW, INSTAGRAM STORY, TIK TOK, OR VIDEO AND TELLING US THE STORY OF YOUR COMMUNITY. EMAIL IT TO [THRIVE@MONTGOMERYPLANNING.ORG](mailto:THRIVE@MONTGOMERYPLANNING.ORG) OR TAG US ON INSTAGRAM @MONTGOMERYPLANNING.

**MATERIALS:**  
ALL YOU WILL NEED IS A SMART PHONE FOR TAKING PHOTOS AND PUTTING TOGETHER A PRESENTATION. YES! YOU CAN MAKE A PRESENTATION ON YOUR SMART PHONE.

### DRAW YOUR FAVORITE PLACE IN YOUR NEIGHBORHOOD.





**T**his engagement prioritizes showing the community how their input was used to develop the draft plan and address community concerns. While planners incorporate community feedback to revise the plan, outreach is focused on motivating and equipping community members to advocate for Thrive Montgomery 2050 drafts to the Planning Board and, ultimately, to the County Council. Goals of this phase include:

- Translate the plan for average citizen; not policy jargon.
- Show community where and how their input was used.
- Anticipate areas of friction.
- Provide multiple ways to provide feedback and engage with planners.



# Engage

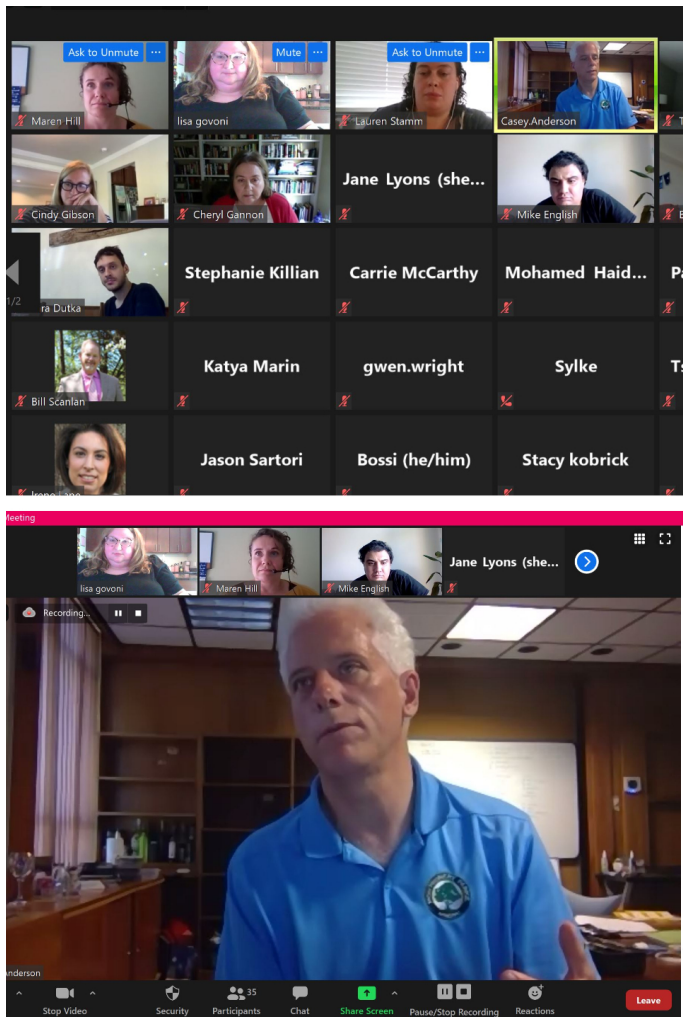


## Ask Me Anything

Montgomery Planning Director, Gwen Wright, hosted a series of Ask Me Anything events in May, in which community members were able to ask questions about the vision and goals of Thrive Montgomery 2050. This series also included an entire event in Spanish, co-hosted by Vice Chair Natali Fani-Gonzalez. All sessions were recorded and made available on the Thrive Montgomery 2050 website.

<https://montgomeryplanning.org/join-planning-director-gwen-wright-for-ask-me-anything-series/>





## Housing Day + Twitter Town Hall

In June 2020, Housing Planner Lisa Govoni hosted a Twitter Townhall @montgomeryplans to share findings from the Housing Needs Assessment, share resources related to affordable housing in the County and answer questions from community members. The day ended in a Pints with a Planner, co-hosted by Lisa Govoni and Chair Casey Anderson, with community members, who were able to ask questions related to housing in Montgomery County.

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<https://montgomeryplanning.org/join-montgomery-planning-for-thrive-montgomery-2050-housing-day-on-june-24/>

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# COMMUNITY CHAT



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

## Community Chats – June 2020

Montgomery Planning hosted Community Chats on the main themes and topic areas of the plan, including: Complete Communities; Safe and Efficient Travel, Diverse and Adaptable Growth, Diverse Economy, Connectedness, Healthy and Sustainable Environment, Healthy Communities and Parks. These sessions, hosted by planners, provided an overview of the goals, policies and actions related to the topic and provided the opportunity for community members to ask questions and give targeted feedback. All sessions were recorded and made available on the Thrive Montgomery 2050 website



<https://montgomeryplanning.org/montgomery-planning-invites-community-to-attend-thrive-montgomery-2050-virtual-community-chats/>

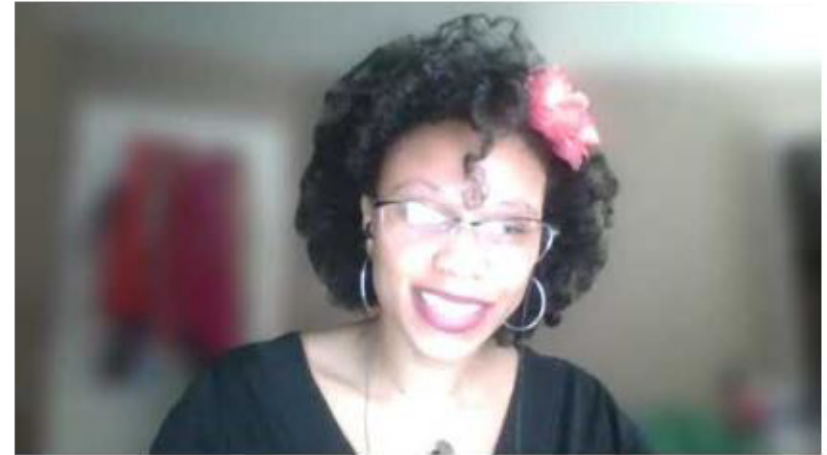


YouTube



### Still We: Preserving LGBTQ+ Places For Connectedness With Our Communities

Montgomery Planning | 0 views | 2 hours ago



YouTube | 01:41:59

## LGBTQ+ Lunch and Learns

Montgomery Planning hosted two lunch and learn events during June, pride month, to explore the LGBTQ+ history, communities and action in historic preservation and planning. These panels featured experts and activists from around the country

# Endorse





### September 2020 to March 2021

The final phase of engagement will leverage the diverse community members and groups who have engaged throughout the plan process to endorse the plan and testify to elected and appointed officials in favor of the plan. Montgomery Planning will continue to engage with community members through social media, mass mailings, videos, explainer pieces, advertising and media to ensure residents understand the draft document and why their advocacy is important.

Motivate community members to support of the Working Draft and advocate to the Board.

- ▶ Form new groups to support the main goals of the plan if there is strong opposition to certain parts of the plan.
- ▶ Leverage diverse supporters to endorse and testify in support of the plan.
- ▶ Help residents understand how their advocacy is needed.
- ▶ Demonstrate how County leadership and the community were engaged and where the General Plan reflects their input.



### Full Event list (December 2018 – July 2020)

Outreach	Audience	Date
Breakfast Meeting at Rogers Consulting	Breakfast meeting at Rogers Consulting	12/4/2018
Meeting with HOC	Zach Marks	12/17/2018

Winter Speaker Series #1: Recent Updates to General Plans	Winter Speaker Series #1: Recent Updates to General Plans	1/16/2019
Winter Speaker Series #2: What is Real Resilience	Winter Speaker Series #2: What is Real Resilience	2/13/2019
Presentation of the Trends Report to Casa de Maryland Directors	Casa De Maryland Directors	2/25/2019
Presentation of the Trends Report to MBIA Ad Hoc Committee	MBIA Ad Hoc Committee	2/27/2019
Presentation of the Trends Report to NAIOP Steering Committee	NAIOP Steering Committee	3/19/2019
Presentation of the Trends Report to Germantown-Gaithersburg Chamber of Commerce Economic Development Committee	Germantown-Gaithersburg Chamber of Commerce Economic Development Committee	3/20/2019
Winter Speaker Series #3: Capitol Region Blueprint for Regional Mobility by Greater Washington partnership	Winter Speaker Series #3: Capital Region Blueprint for Regional Mobility by Greater Washington Partnership	3/20/2019
Presentation of the Trends Report to Silver Spring Chamber of Commerce Economic Development Committee	Silver Spring Chamber of Commerce Economic Development Committee	3/21/2019
Presentation of the Trends Report to MBIA Chapter Executive Committee	MBIA Chapter Executive Committee	3/27/2019
Presentation of the Trends Report to Greater Washington Hispanic Chamber of Commerce Executive Luncheon	Greater Washington Hispanic Chamber of Commerce Executive Luncheon	3/29/2019
Presentation of the Trends Report to Montgomery County Chamber of Commerce	Montgomery County Chamber of Commerce	4/15/2019
Presentation of the Trends Report to Silver Spring Urban District Board	Silver Spring Urban District Board	4/17/2019
Presentation of the Trends Report to Rodgers Consulting Staff	Rodgers Consulting Staff	4/23/2019

Presentation of the Trends Report to Montgomery County Civic Federation	Montgomery County Civic Federation	5/13/2019
Meeting with County Executive PIO (Part 1)	Montgomery County PIO	6/4/2019
Follow-up Meeting with County Executive PIO (Part 2)	Montgomery County PIO	6/24/2019
Shady Grove Farmers Market (Thrive Week)	Farmers Market outside of Shady Grove office building.	6/26/2019
Bethesda Yappy Hour (Thrive Week)	Open to general public, many dog owners in Bethesda	6/27/2019
Germantown Splash Park (Thrive Week)	Open to general public, many families	6/28/2019
Downtown Silver Spring (Thrive Week)	Open to general public, many families	6/29/2019
Wheaton Sunday Funday (Thrive Week)	Open to general public, families	6/30/2019
General Plan Update Introduction to “Fossils”	Fossils- A group of retired folks in Chevy Chase	7/11/2019
Community equity discussion with Carolyn Lowery of Impact Silver Spring	Carolyn Lowery of Impact Silver Spring	8/1/2019
National Night Out - Aspen Hill	Open to general public, many families	8/6/2019
Ag Reserve Advocates (Pt. 1)	Ag Reserve Advocates (MCA)	8/8/2019
Sandy Spring Beer & Wine Garden Party	Open to general public, had to purchase tickets, mostly adults enjoying a Friday Night	8/23/2019

One-on-one conversation/meeting/interview	Luisa Montero, the Director of the Mid-County regional Services center	8/27/2019
Guest Speaker: Dan Reed	All staff invited	8/28/2019
One-on-one conversation/meeting/interview	Reemberto Rodriguez Downcounty RSC Director	8/29/2019
One-on-one conversation/meeting/interview	Ken Hartman, Regional Services Director for Bethesda-Chevy Chase Regional Services Center.	9/4/2019
USG Fest	Students from the Universities at Shady Grove	9/10/2019
Park Stewardship Partners	Environmental groups (Sierra Club, Montgomery Countryside Alliance, Conservation Montgomery, Stormwater Partners, Audubon Naturalist Society)	9/11/2019
FutureFest Silver Spring	Open to general public, many families	9/15/2019
Up County Citizen Advisory Board (UCCAB)	UCCAB's regular monthly meeting, open to the general public	9/16/2019
Mid-County Citizen Advisory Board	Mid-County CAB, open to the public	9/17/2019
Healthy Montgomery Steering Committee	The Healthy Montgomery Steering Committee	9/19/2019
Long Branch Festival Week	Open to general public, many Long Branch residents	9/20/2019
Poolesville Day	Open to general public, many Poolesville residents	9/21/2019
Montgomery Hills Street Festival	Montgomery Hills Residents	9/21/2019

Wheaton Arts Parade	Open to the General Public	9/22/2019
One-on-one conversation/meeting/interview	Upcounty Regional Services Center Director, Cathey Mathews	9/24/2019
Religious Land Use Working Group of the Interfaith Community Advisory Group	Religious Land Use Working Group	9/25/2019
One-on-one conversation/meeting/interview	Allison Weiss	9/25/2019
Town of Laytonsville Planning Commission	Town of Laytonsville Planning Commission	9/26/2019
Meeting with Pam Lindstrom	Pam Lindstrom	9/26/2019
Meeting with TAME (Transit Alternatives to M-83 Extended) coalition representatives	Diane Cameron, Margaret Schoap	9/30/2019
Silver Spring Citizen Advisory Board	Silver Spring Citizen Advisory Board, open to the general public	10/2/2019
Taste of Bethesda	Open to the general public	10/5/2019
Burtonsville Placemaking Festival	Open to general public	10/6/2019
First Lego League Team Meeting	First Lego League (Vikas Puri - Coach)	10/6/2019
One-on-one conversation/meeting/interview	Adam Angel	10/7/2019
One-on-one conversation/meeting/interview	Dan Reed	10/7/2019

One-on-one conversation/meeting/interview	Greg Glenn	10/8/2019
Architects Forum on Thrive - The General Plan Update	Architects and Urban Designers including some Civil Engineers	10/10/2019
One-on-one conversation/meeting/interview	Emma Whitty and Anna Danielson	10/11/2019
Equity Presentation to ECCAB	East County Citizen Advisory Board	10/14/2019
Primary Care Coalition's Health and Housing Series	Variety of participants	10/15/2019
Age-Friendly Montgomery Advisory Committee	Age-Friendly Montgomery Advisory Committee	10/16/2019
Discuss results of County's Racial Equity Community Conversations	Elaine Bonner-Tompkins (OLO) Tiffany Ward (Exec office Racial Equity Manager)	10/17/2019
Friends of White Oak Board Meeting	Peter Fosselman, Implementation Coordinator for White Oak Science Gateway Master Plan	10/21/2019
One-on-one conversation/meeting/interview	Sally Gagne	10/23/2019
One-on-one conversation/meeting/interview	Margaret Rifkin	10/24/2019
Audubon Naturalist Society Community Outreach in Long Branch	Long Branch community	10/26/2019
One-on-one conversation/meeting/interview	Chris Barclay	10/31/2019
One-on-one conversation/meeting/interview	Lene Tsegaye	10/31/2019

One-on-one conversation/meeting/interview	Sebastian Smoot	10/31/2019
One-on-one conversation/meeting/interview	Mark Friis	10/31/2019
Presentation to Montgomery College Business and Architect Students (Casey)	Business and Architect USG students	11/1/2019
One-on-one conversation/meeting/interview	Carolyn Lowery and Sara Mussie	11/1/2019
Movie Screening event with the Gandhi Brigade	Gandhi Brigade students and friends	11/5/2019
Meeting with East County Residents		11/6/2019
Visioning Workshop with Lego Leagues	Local Lego Leagues (elementary/middle school students from mostly the upcounty area and their parents)	11/12/2019
Guest Speaker: George Levanthal	Staff	11/12/2019
General Plan presentation (Casey)	Sierra Club	11/18/2019
Guest Speaker: Ike Leggett	Staff	11/26/2019
General Plan discussion (Casey)	Montgomery Housing Alliance	12/3/2019
Bisnow I-270 Life Sciences and Biotech Corridor	Business community and developers	12/10/2019
Visioning Workshop with Street Outreach Network	Street Outreach Network youth (middle and high school)	12/10/2019

Focus Group with Ag Reserve Advocates	Diane Cameron (TAME Coalition), Caroline Taylor (Montgomery Countryside Alliance), Lee Winstaff, Jim Brown, Lauren Greenberger (Sugarloaf Citizen's Association)	12/13/2019
Presentation to Parks Stewardship Partners	Environmental groups (Sierra Club, Montgomery Countryside Alliance, Conservation Montgomery, Stormwater Partners, Audubon Naturalist Society)	1/14/2020
Presentation to West Montgomery County Citizens Association	West Montgomery County Citizens Association	1/15/2020
Meeting with DHCA	Stephanie Killian and Frank Demarais at DHCA	1/17/2020
One-on-one conversation/meeting/interview	Judy Stephenson, Small Business Navigator	1/24/2020
SSP Developer Roundtable	Various developers	1/24/2020
Meeting with CASA	Julio Murillo at CASA	2/7/2020
Meeting with HHS	Ilana Branda at HHS (Homelessness deputy director)	2/13/2020
Meeting with MHP	Chris Gillis at MHP	2/21/2020
Meeting with Land Use Attorneys	land use attorneys at Lerch, Early, Brewer	2/24/2020
Pints with a Planner with Chair Casey Anderson and Commissioner Partap Verma		4/28/2020
"Growing" Neighborhood Farms Lunch and Learn	Online	5/4/2020
Meeting with Acition in Montgomery	Online	5/8/2020

Ask Me Anything with Planning Director Gwen Wright	Online	5/15/2020
Ask Me Anything with Planning Director Gwen Wright	Online	5/18/2020
Ask Me Anything with Planning Director Gwen Wright	Online	5/20/2020
Meeting with DHCA	Online	5/22/2020
Ask Me Anything with Planning Director Gwen Wright and Natali Fani Gonzalez (Spanish)	Online	5/23/2020
Community Chat: Parks	Online	6/9/2020
Community Chat: Diverse Economies	Online	6/10/2020
Meeting with Audobon Naturalist Society	Online	6/11/2020
Community Chat: Connectedness	Online	6/16/2020
Community Chat: Healthy Communities	Online	6/17/2020
Community Chat: Safe and Efficient Travel	Online	6/22/2020
Community Chat: Healthy and Sustainable Environment	Online	6/23/2020
Community Chat: Complete Communities	Online	6/23/2020

Meeting with DGS	Online	6/23/2020
Pints with a Planner on Housing	Online	6/24/2020
Community Chat: Culture and Design	Online	6/29/2020
Community Chat: Diverse and Adaptable Growth	Online	6/30/2020
Meeting with Montgomery County Small Business Association	Online	7/1/2020
Meeting with City of Gaithersburg	Online	7/1/2020
Meeting with MDP	Online	7/8/2020
Meeting with Office of Agriculture	Online	7/10/2020
Meeting with City of Takoma Park	Online	7/14/2020
Meeting with Howard County	Online	7/15/2020
Meeting with MCA and SCA	Online	7/29/2020
Meeting with Rogers Consulting	Online	7/29/2020

