



THRIVE

MONTGOMERY 2050
Let's Plan Our Future. Together

Outreach and Engagement Appendix | April 2021

 **Montgomery Planning**

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Montgomery County
Neighborhood
By 2050





THRIVE
ACCELERATED 2022

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Development

A major element of the General Plan Update effort was a comprehensive outreach and communication program to gather input of external (residents, business owners, nonprofit and other organizations, experts and influencers) and insider (county government) audiences. Together, Montgomery Planning and the community drew on lessons of the past, current experiences and research on trends to propel us forward. Within a two-year period, Montgomery Planning engaged the community to imagine what life in Montgomery County will be like in 2050 and what we need to put in place to allow us to thrive in the decades to come.

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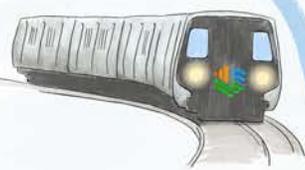
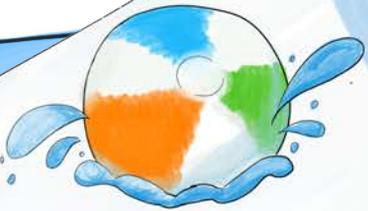






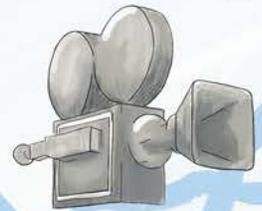
THRIVE MONTGOMERY 2050

EXCITE - EDUCATE - ENGAGE



**BURTONSVILLE
PLACEMAKING**

Taste of
BETHESDA



STRATEGY





| Thrive Week Downtown Silver Spring

The Thrive Montgomery 2050 Communications Plan describes the goals, audiences, process and approach for Thrive Montgomery 2050 outreach and engagement. It also outlines an implementation plan for reaching and motivating audiences to engage and eventually support the plan update.

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

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

Outreach and engagement to partner and influential groups will be considered successful when County officials and community-based organizations:

- a. Provide expertise, insight and feedback throughout the process.
- b. Help to engage community members.
- c. Feel good about and support plan recommendations, and specifically embrace the policy recommendations that come from 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

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 focused on informing and educating. Phase 3 focused on deeper consultation with the community about the initial recommendations, and, ultimately, we have asked 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 focused on leveraging community influencers who have established authority and trust with their communities. We have partnered 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 was tasked with strengthening and building relationships with these organizations as soon as possible.

In December 2019, the Montgomery County Council adopted the Racial Equity and Social Justice Act which seeks to advance “fair and just opportunities and outcomes for all people.” The Planning Board is required to address the law’s tenets regarding the approval of master plans, so equitable engagement must be part of the planning process from the start. Montgomery Planning has developed an Equity Agenda for Planning to systematically dismantle the institutional racism in our work and prevent it in the future and this work influenced outreach and engagement efforts for Thrive Montgomery 2050.

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.

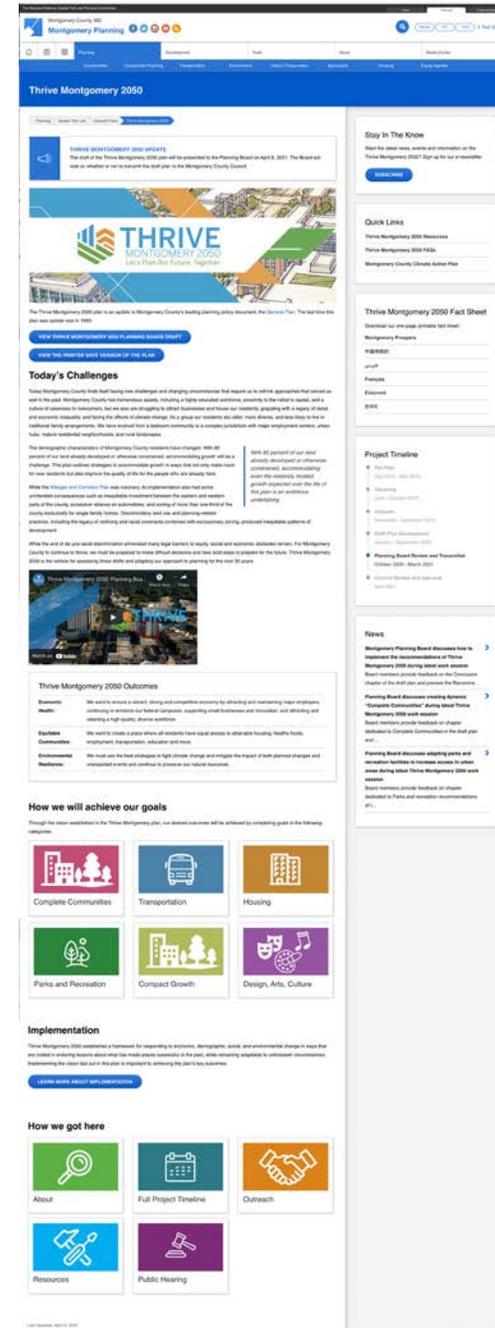
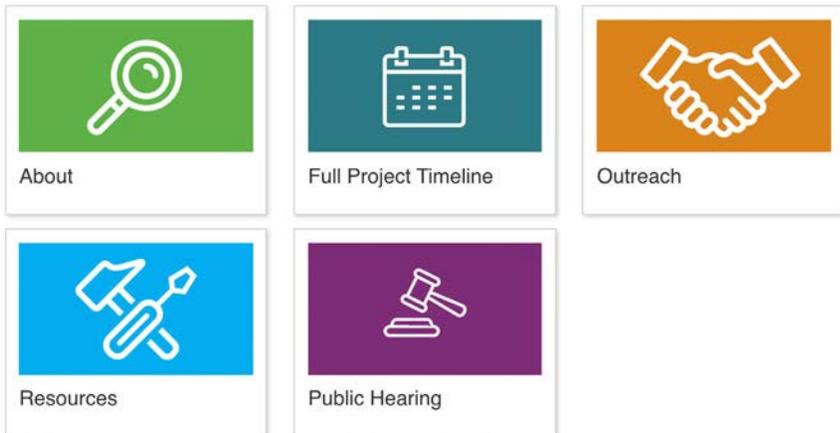
4. Culture - Language translation is just one part of effectively communicating with Montgomery County’s multicultural population. Communication will also need to consider cultural norms, such as previous experience with public participation and democratic processes, comfort sharing ideas in public and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



A huge part of Thrive Montgomery 2050 communications effort was the online presence of ThriveMontgomery.com and MontgomeryProspera.com. This online engagement hub was kept up to date with transparent and relevant content that was engaging and user-friendly. All communications sent residents back to the websites to learn more about the plan, provide feedback and share information.



How we got here





¿Cómo luce el futuro del condado de Montgomery para usted?
 ¿Y cómo apoya la comunidad en la que usted vive, trabaja y
 juega esa visión del futuro?



WE WANT TO HEAR FROM YOU

Please join us at a virtual public hearing on November 19, 2020 to provide your feedback on Thrive Montgomery 2050, Montgomery County's plan to guide future growth and development.

It will be the guidebook to achieve economic health, equity and environmental resilience for Montgomery County residents.

QUEREMOS ESCUCHAR DE USTED

Participe en la audiencia pública virtual el 19 de noviembre de 2020 para compartir su opinión sobre Montgomery Prospera 2050, el plan del condado de Montgomery para guiar el crecimiento y el desarrollo que vendrá.

Será la guía para lograr la salud económica, la equidad y la resiliencia ambiental para los residentes del condado de Montgomery.

→ Learn more at ThriveMontgomery.com and MontgomeryProspera.com

→ Obtenga más información en ThriveMontgomery.com and MontgomeryProspera.com

Montgomery Planning

[Descargar postal PDF](#)

Escuche nuestro anuncio de radio sobre la inscripción para testificar en la audiencia pública de Thrive Montgomery del 19 de noviembre:

The screenshot shows the 'Montgomery Prospera 2050' website. At the top, there's a navigation bar with 'Home', 'About', 'News', and 'Contact Us'. Below that, a main article titled '¿Cómo luce el futuro del condado de Montgomery para usted? ¿Y cómo apoya la comunidad en la que usted vive, trabaja y juega esa visión del futuro?' is displayed. The article discusses the county's vision for 2050 and the role of the community. To the right, there's a sidebar with sections like 'Manténgase al tanto', 'Explicación De Acuerdos', 'Community Plans', and 'Popular Pages'. At the bottom, there's a 'Topics' section with 'Inicio', 'Plan de zona', and 'Iniciativa de zona'.

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.

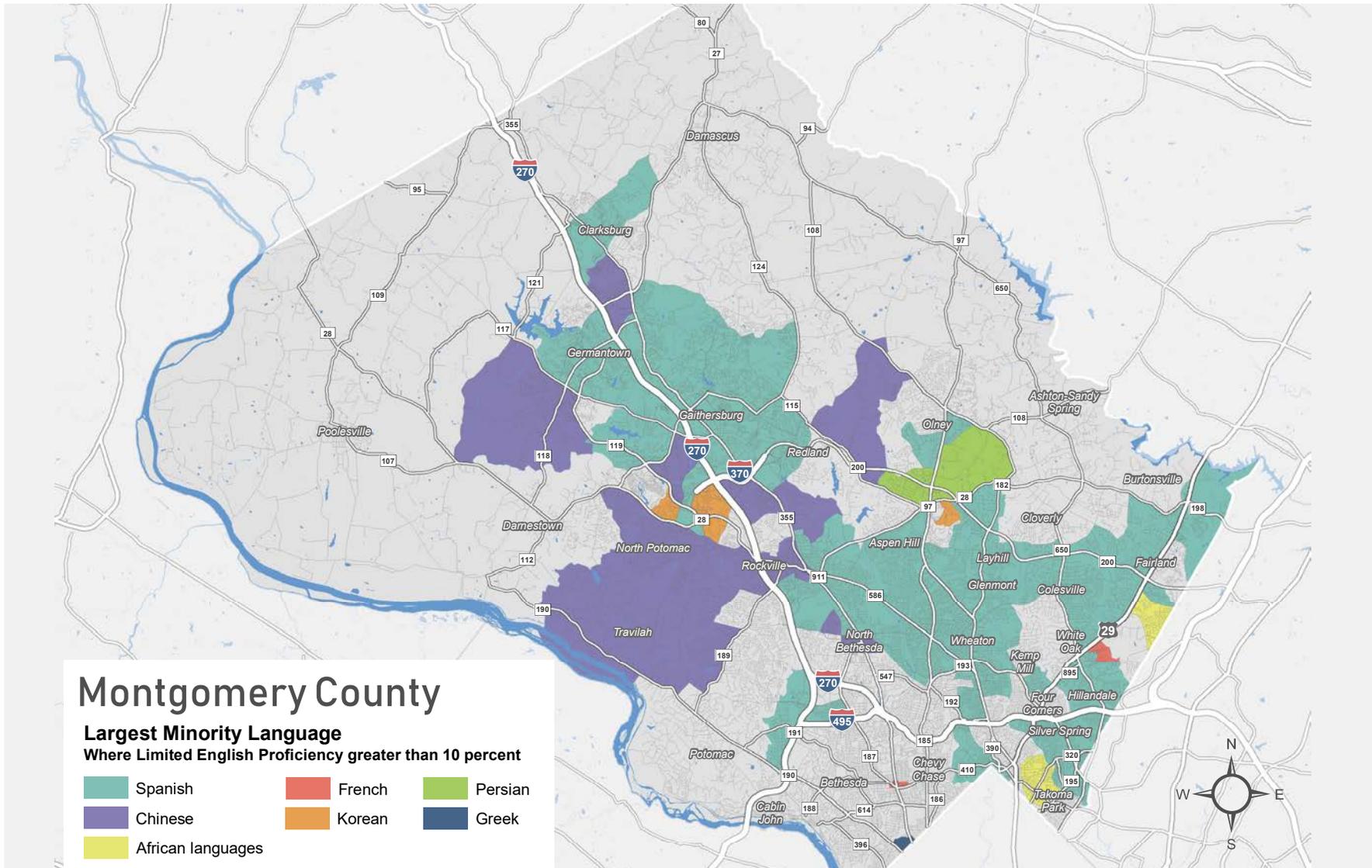


Figure 1: Montgomery County Largest Minority Language Where Limited English Proficiency is Greater than 10 percent. Thrive Montgomery 2050 marketing materials have been translated into Spanish, Chinese, French, Korean, Farsi and Greek.

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.

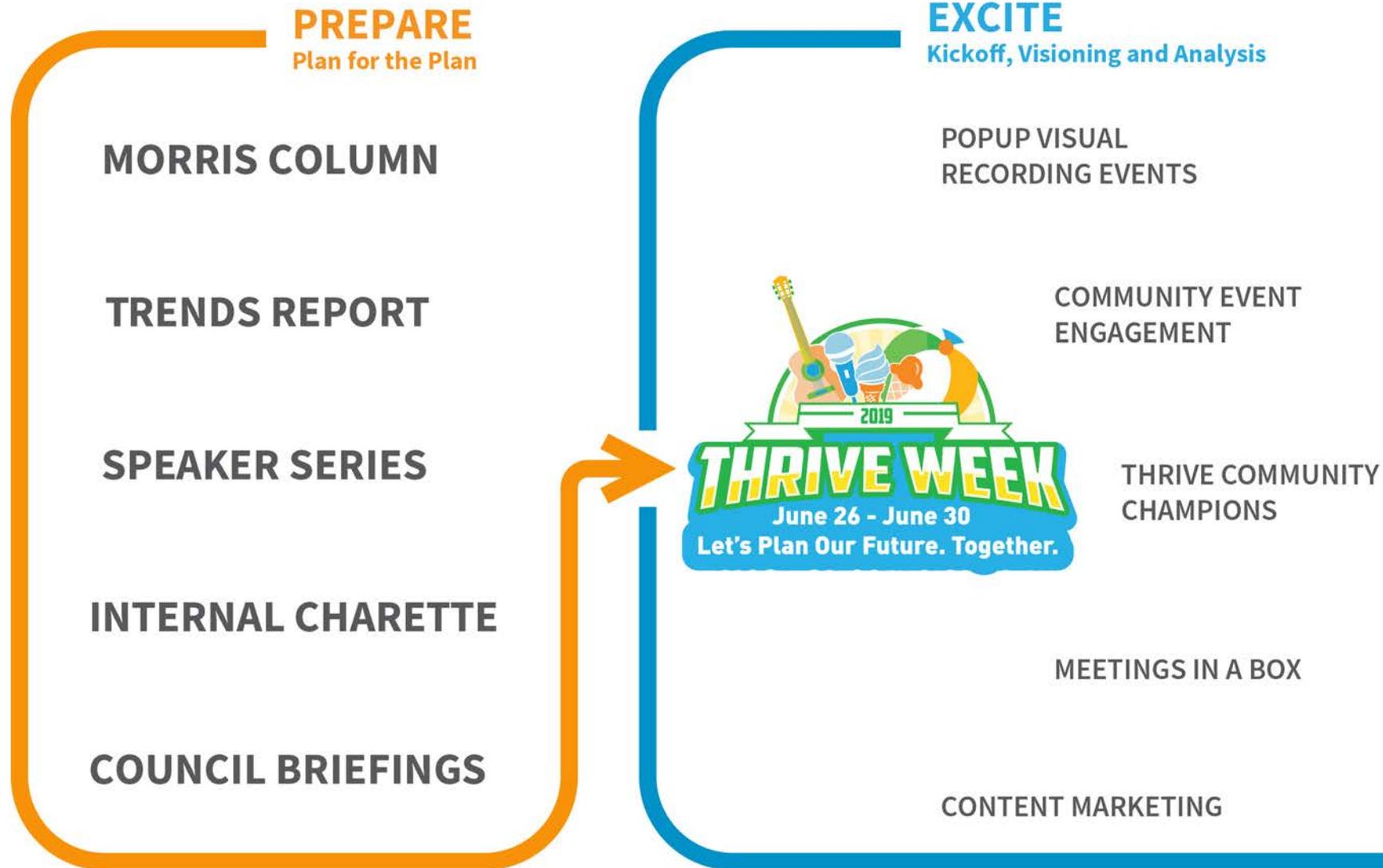


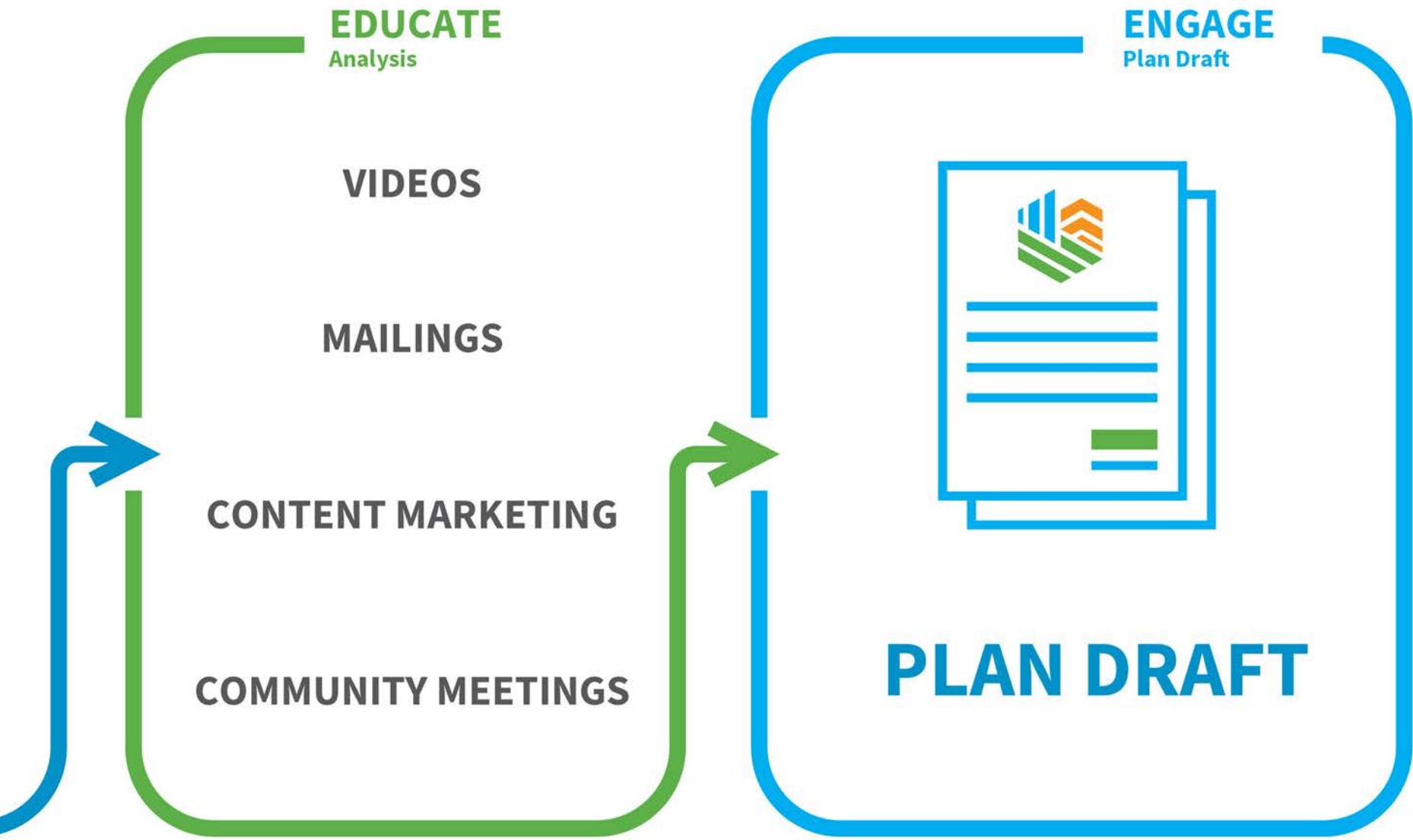
Thrive
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번창하는
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Figure 2: Thrive Translations in Chinese, Spanish, Korean, French, Farsi, Vietnamese

See the Thrive Montgomery 2050 Communications Plan (In the [May 30, 2019 Planning Board Staff Report](#)) for more information.

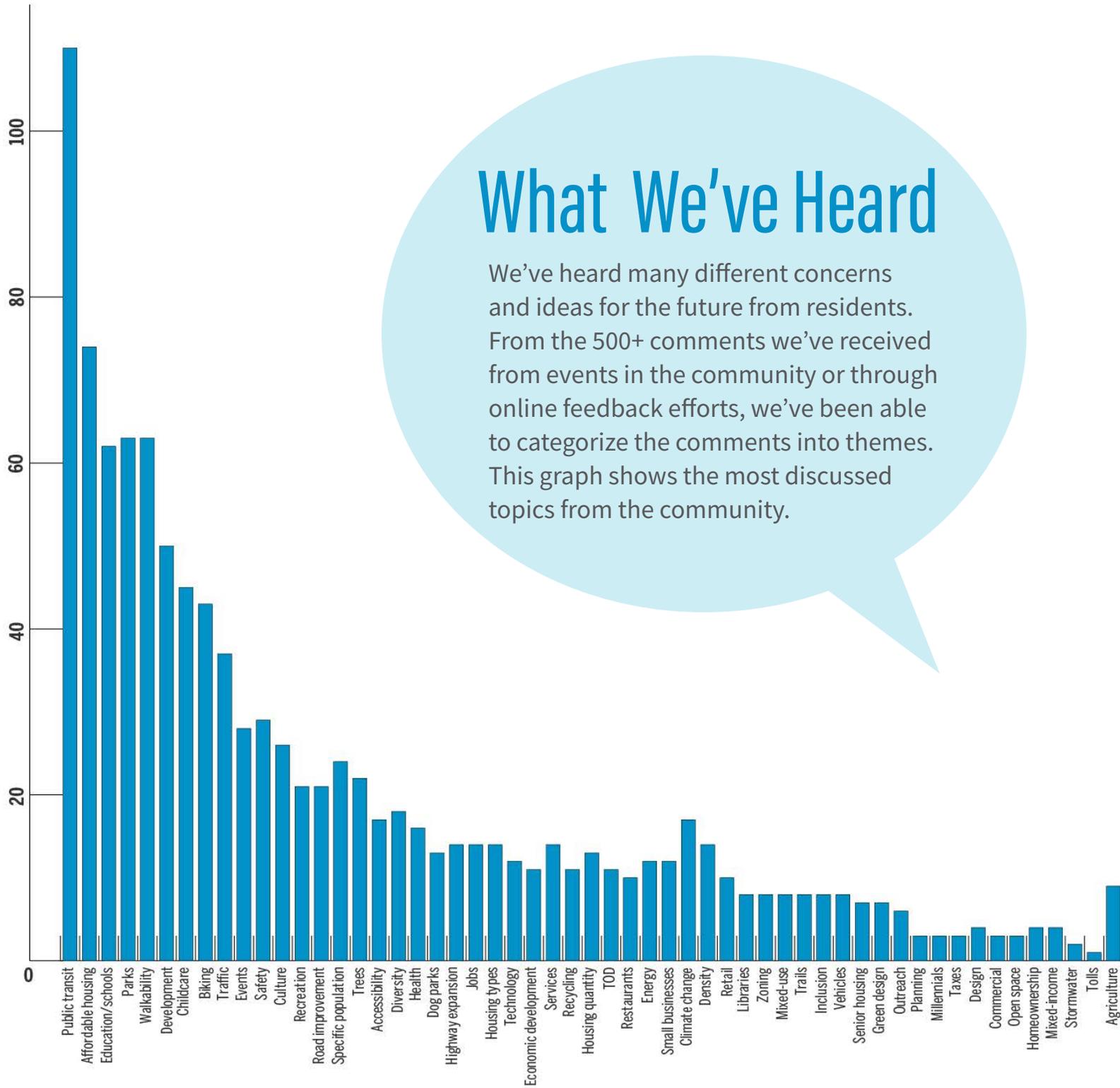
Outreach + Engagement Leading to the Draft Plan





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.





EXCITE



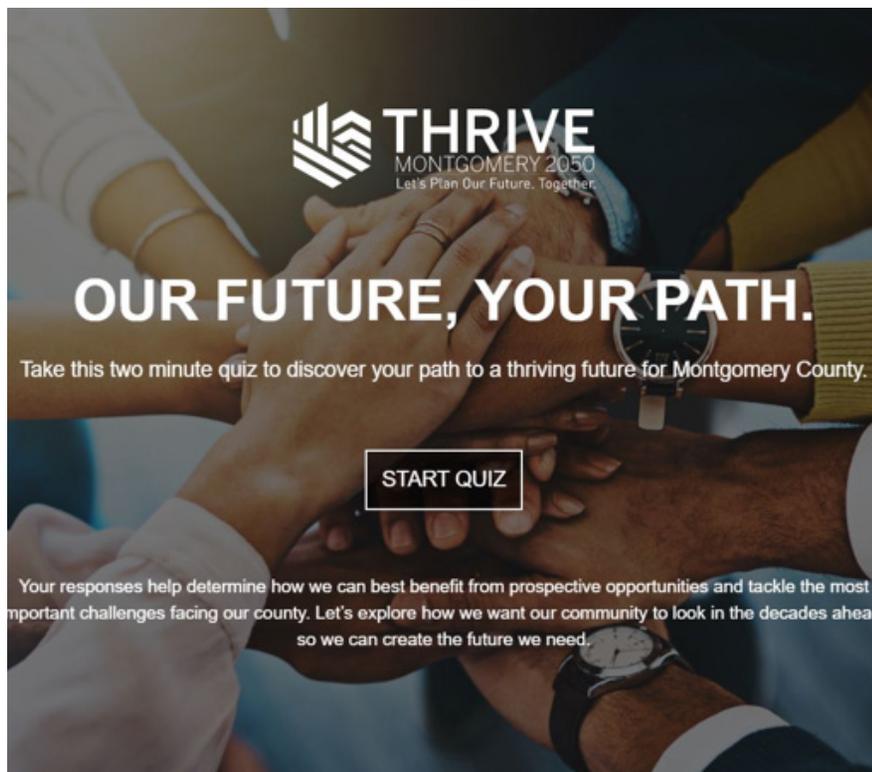


The fruits of General Plan preparatory activities converged with a series of public kickoff events called THRIVE WEEK. One event was held in each of the County Council districts from June 26 through 30, 2019 (five events in five days) to introduce Thrive Montgomery 2050 to the community and ask them 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.

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.

- 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.

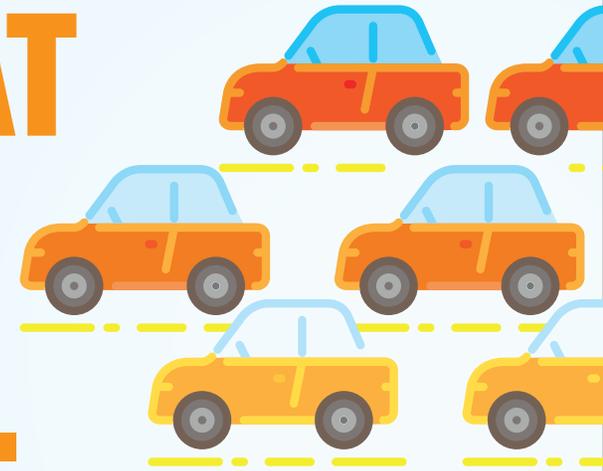
Digital Advertising Campaign



Outdoor/ Transit



DEFEAT RUSH HOUR.

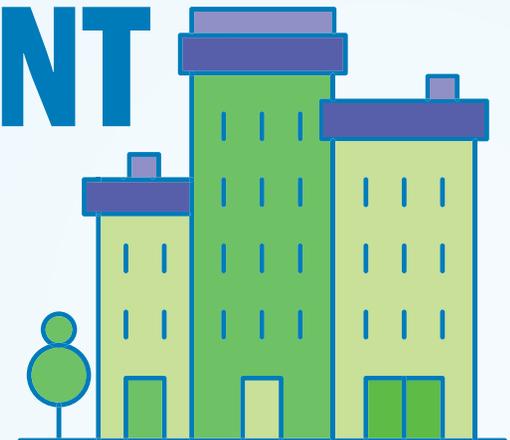


We know getting to work can be a bummer. How can we plan for a future with shorter commutes?



Go to ThriveMontgomery.com 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 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 to share your ideas for Montgomery County's economy in the decades to come.

WHAT IF YOUR UTILITY BILL COULD BE \$0?

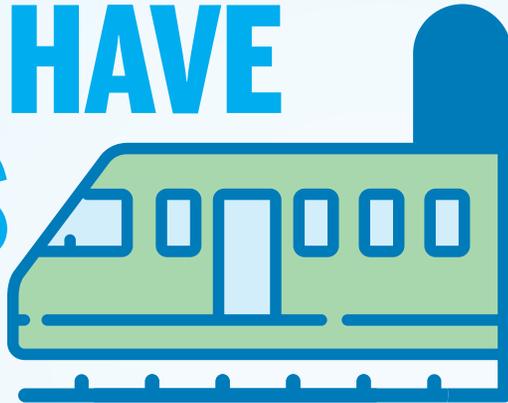


50 years ago, renewable energy wasn't on our radar. How can we plan to harness innovation so that our environment – and your wallet – can thrive?



Go to ThriveMontgomery.com to share your thoughts on improving our county's environment and reducing our energy dependence.

WE ALL HAVE PLACES TO BE.

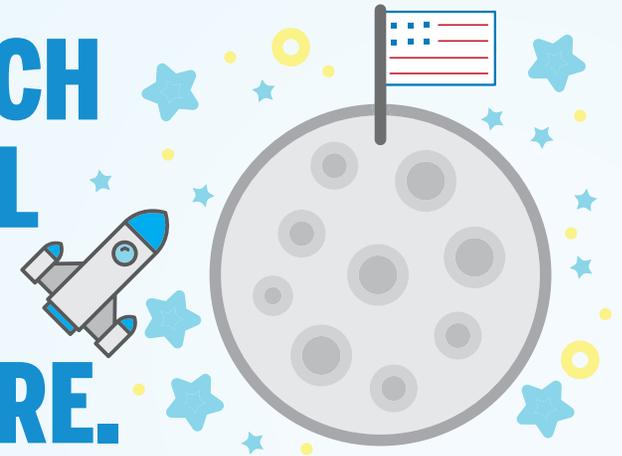


50 years ago, the Metro didn't exist. How would more transit options transform how we get around in MoCo?



Go to ThriveMontgomery.com 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 to share your thoughts on how technology can shape the future of our county for the better.



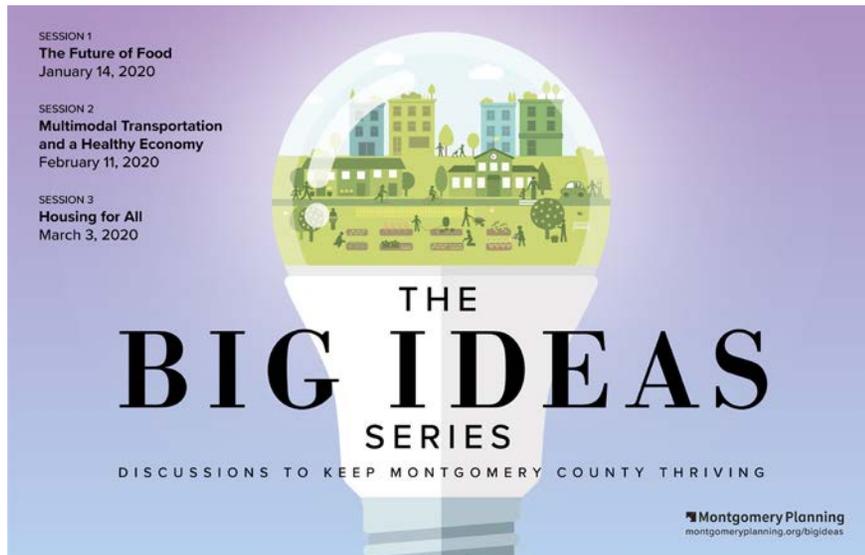
EDUCATE



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.





a. Big Ideas Series

The *2020 Big Ideas Series* featured 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. 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

Digital Outreach

ThriveMontgomery.com
 MontgomeryProsper.com
 Blog Posts (Montgomeryplanning.org/blog-design)
 Videos

By the numbers:

ThriveMontgomery.com



22,433

pageviews



1,249

Eletter Subscribers



19,010

Unique Pageviews

Thrive Quiz



1,500+

Unique Users

June 2019 to September 2020



March 2020

The plan transitions 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.



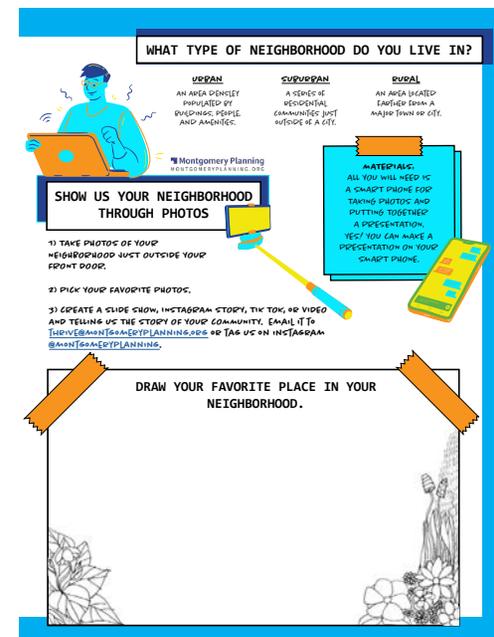
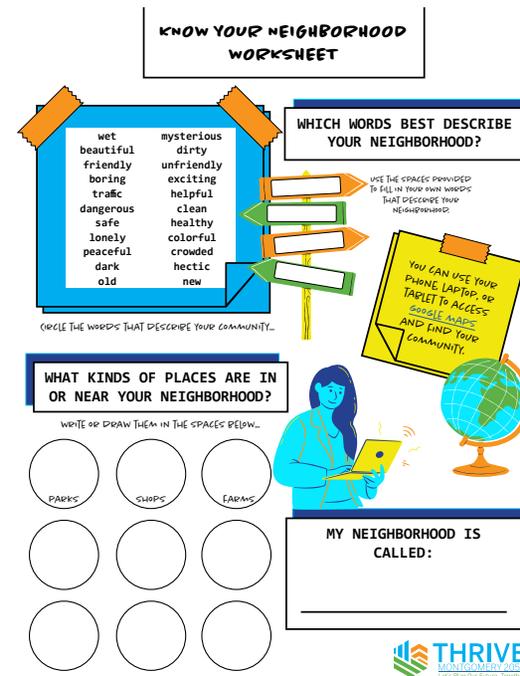
Pints with a Planner – April 2020

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.



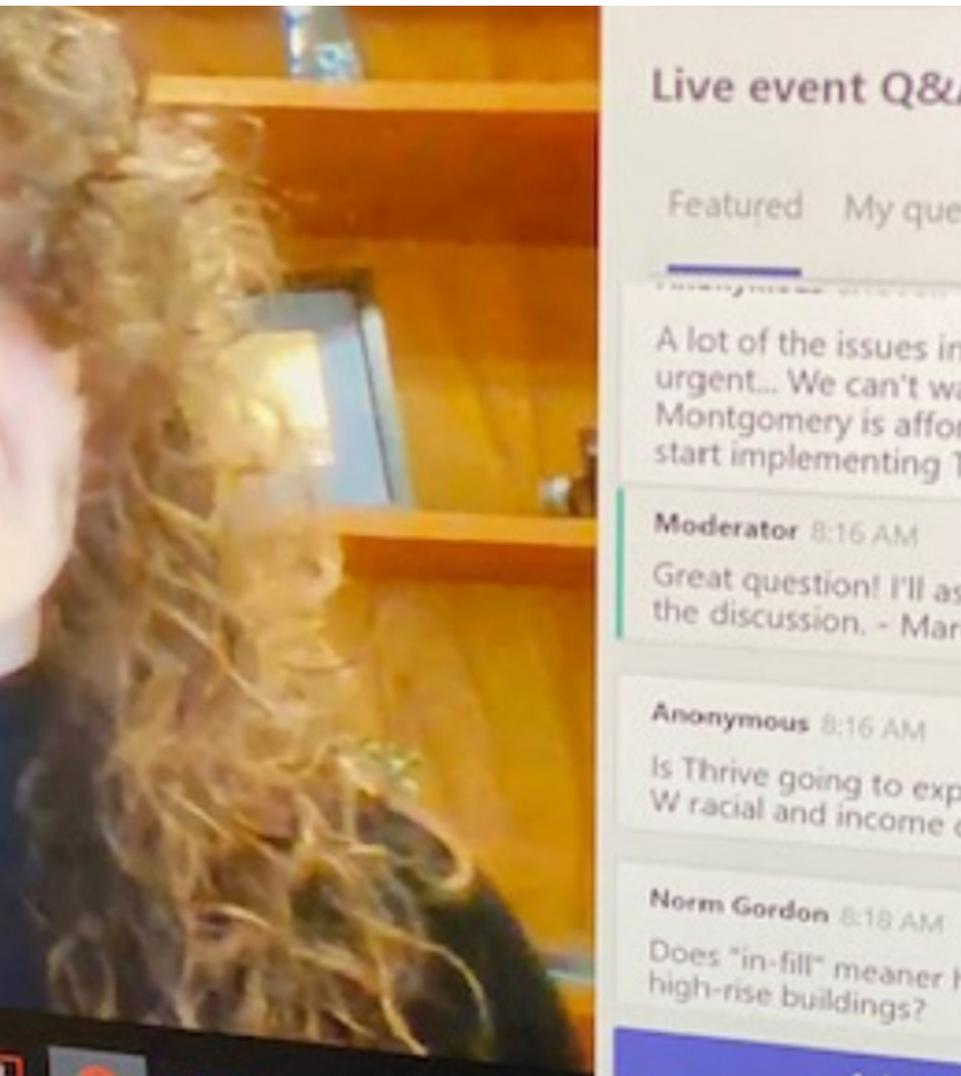




ENGAGE

**ASK ME
ANYTHING**





This 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.

Distance Engagement During COVID-19 – March 2020

The engagement strategy for Thrive Montgomery 2050 transitioned 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 which included a mix of online events, such as Community Chats, Pints with a Planner, Ask Me Anything with the Planning Director a Distance Learning activity, distribution of Explainer materials, online advertising and a postcard mailing campaign.

“We want to meet people where they are, at home, acknowledging that we’re all focused on the current pandemic situation and are all yearning for social connection. Even though we aren’t together in person, we’re continuing to share the work that we have done on the General Plan, incorporating many ideas and values from community members and local organizations. It is important to continue gathering feedback from the community, even during these uncertain times, as we develop this plan for Montgomery County to address our challenges and thrive into the future.”

–Montgomery County Planning Director Gwen Wright June 1, 2020



Distance Engagement on Draft Policies and Actions

The virtual Community Chats, Ask Me Anything and Pints with a Planner sessions focused on the first draft of the policies and actions for each of the topic areas outlined in the Thrive Montgomery 2050 plan. Held solely online, the events included the opportunity for attendees to submit comments to planners in real time and receive answers during the event. The events also included a Spanish language translation and dial-in phone line to accommodate more audiences.

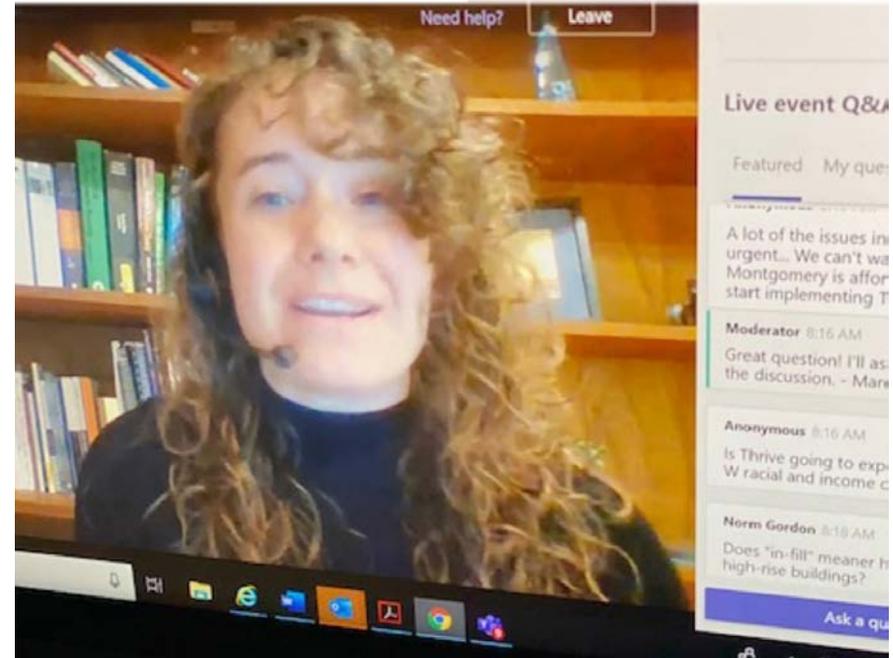
Community Chats:

Hosted by staff who were subject matter experts, each online event focused on a key topic idea from Thrive Montgomery 2050. Held online with an educational component and well as a facilitated discussion, the events were live streamed, translated and made available on-demand.



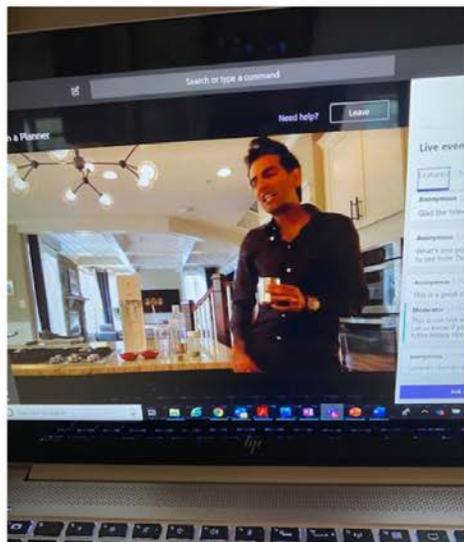
Ask Me Anything:

Planning Director Gwen Wright hosted four virtual townhall events to introduce the Thrive Montgomery 2050 Draft Vision and Goals to the community. Community members shared their ideas and questions during the livestreamed sessions or had the opportunity submit comments ahead of time through phone, email and social media. Three of the meetings were held in English with live Spanish translation while one event was held in Spanish with English translation provided. The final Ask Me Anything event was hosted by Planning Board Vice Chair Natali Fani-Gonzalez in Spanish.



Pints with a Planner:

Planning Board Chair Casey Anderson hosted two Pints with a Planner events. The first one was hosted with Planning Boardmember Partap Verma focused on hearing feedback from community members on draft ideas in Thrive Montgomery and the second event was focused on housing issues and ideas.





2020 DISTANCE ENGAGEMENT EVENTS

April 28 – Pints with a Planner

May 15 – Ask Me Anything

May 18 – Ask Me Anything

20 – Ask Me Anything

May 23 – Ask Me Anything (Espanol)

June 9 – Parks

June 10 – Diverse Economies

June 16 – Connectedness

June 17 – Healthy Communities

June 22 – Safe and Efficient Travel

June 23 – Complete Communities

June 23 – Healthy and Sustainable Environment

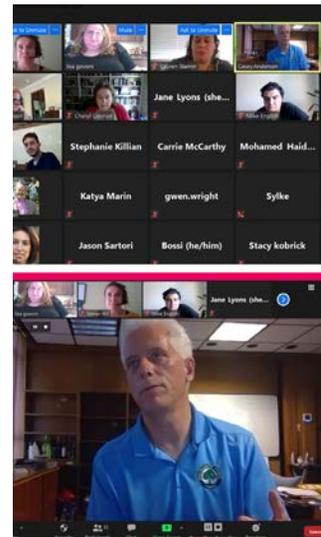
June 24 – Housing Day Twitter Townhall

June 24 – Pints with a Planner on Housing

June 29 – Culture and Design

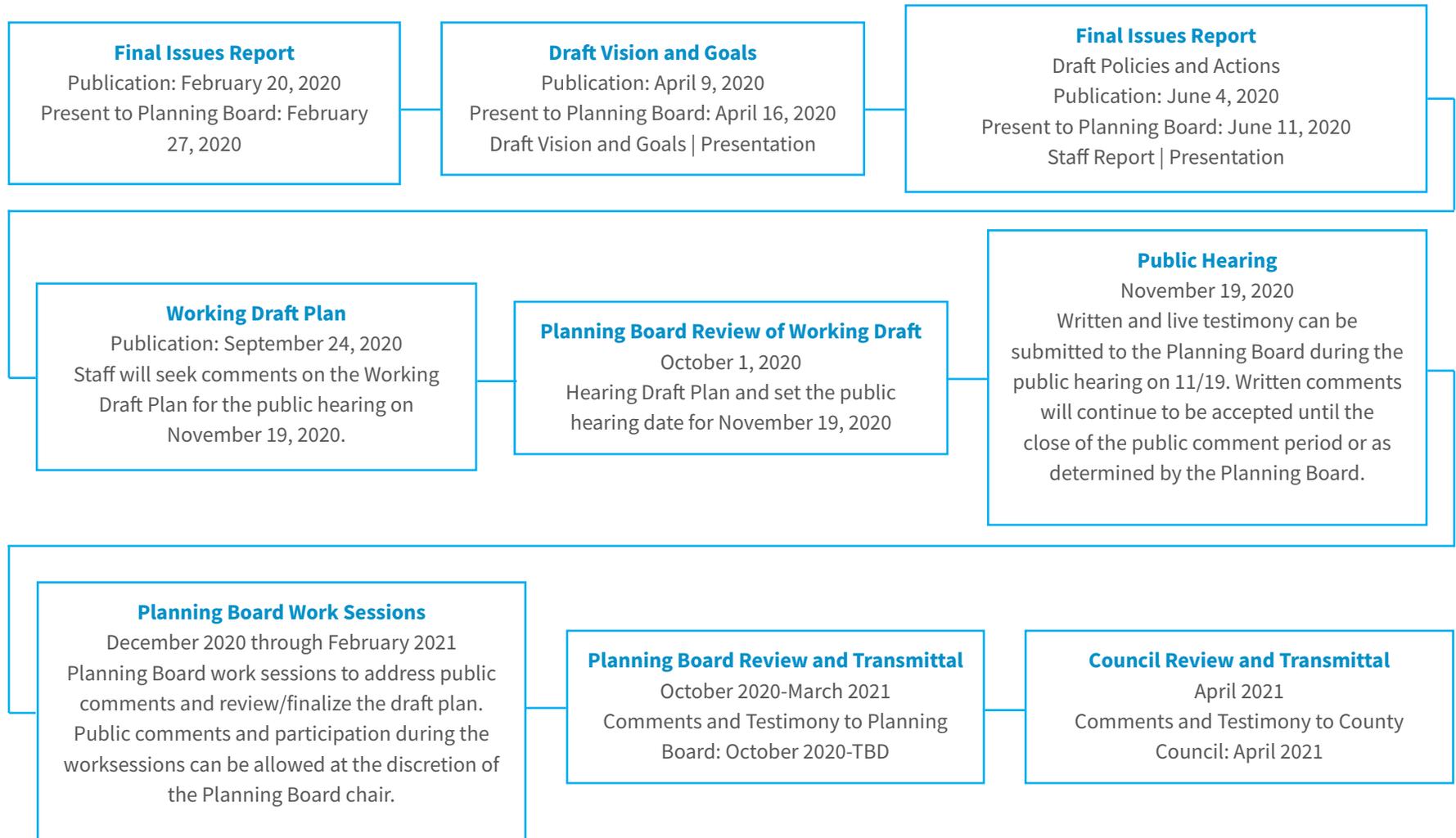
June 30 – Diverse and Adaptable Growth

During the Engage phase of the plan, the goal was to show community members how their input was used to develop the draft plan and address community concerns. While planners incorporated community feedback to revise the plan, outreach was focused on motivating and equipping community members to advocate for Thrive Montgomery 2050 drafts to the Planning Board and, ultimately, to the County Council. The goals of this phase were still met even during the COVID-19 pandemic. In fact, online metrics show that there was more community participation since all events were made available online and on-demand.



It was important to show when the community could provide public comment on key milestones of the plan. This timeline information was included on the ThriveMontgomery.com website and in communications through press releases and social media.

Public Comment Timeline



December 2020 through February 2021

Planning Board work sessions to address public comments and review/finalize the draft plan. Public comments and participation during the worksessions can be allowed at the discretion of the Planning Board chair.

Public Hearing Engagement

Engagement efforts through the late summer and fall of 2020 focused on encouraging community members to read the Public Hearing Draft of the plan and sign up to testify (virtually) in front of the Planning Board during the Public Hearing on November 19, 2020.

Community members could submit written comments by email to the Chair's Office and sign up to testify to speak to the Planning Board live during the meeting. The public record was kept open until December 10, 2020. The video of the meeting was provided on-demand and a public hearing transcript was made available.

An over-sized full-color postcard in English and Spanish was mailed to over 90,000 homes in Montgomery County inviting residents to learn about the plan and sign up to testify at the public hearing. The mailing addresses were selected using the Council of Government's Equity Emphasis Areas mapping. Equity Emphasis areas are small geographic areas that have significant concentrations of low-income, minority populations, or both.

85 residents testified at the Planning Board public hearing with representation from a wide range of demographics and addresses across the county.

"I am so pleased by the number of residents who testified at the public hearing and the fact that we heard from a cross section of community members living in all areas of the county with many different backgrounds, ages and perspectives," said Planning Director Gwen Wright. "This is what our planning process is all about — engaging residents to participate easily and productively. It is very important to the future of our county that the recommendations in the plan reflect those of the community."

The postcard features the Thrive Montgomery 2050 logo at the top left, which includes a stylized house icon and the tagline "Let's Plan Our Future, Together." The main heading in English is "WE WANT TO HEAR FROM YOU" in large blue letters. Below it, the text invites residents to a virtual public hearing on November 19, 2020, to provide feedback on the Thrive Montgomery 2050 plan. A link to "Learn more at ThriveMontgomery.com" is provided. The Spanish section, "QUEREMOS ESCUCHAR DE USTED," follows, with similar text and a link to "Obtenga más información en MontgomeryProspera.com". The bottom right corner features the Montgomery Planning logo.

The flyer is divided into two main sections. The top section, "THRIVE MONTGOMERY 2050 VISION," describes the county's future as more urban, diverse, and active, with a QR code and a link to "Help Shape Your Future" at ThriveMontgomery.com. The bottom section, "MONTGOMERY PROSPERA VISIÓN 2050," provides the same information in Spanish, with a QR code and a link to "Ayude a Construir Su Futuro" at MontgomeryProspera.com. Contact information for Montgomery Planning is listed in the top right corner.

Leading up to the public hearing, a series of “explainer” documents were created in eight languages - English, Amharic, Simplified Chinese, Spanish, Farsi, French, Korean and Vietnamese. The explainer materials were promoted online and through community partners. This gave community members the opportunity to understand key themes and recommendations in the plan at-a-glance providing an inviting and accessible way to understand the concepts.

HOW TO KEEP MONTGOMERY COUNTY THRIVING FOR THE NEXT 30 YEARS

Montgomery County's General Plan is the blueprint and guiding policy document for its future growth and development. The Montgomery County Planning Department is currently updating the General Plan, called Thrive Montgomery 2050. The updated plan will include community-informed and data-driven recommendations and actions for land use, housing, transportation, environment, equity, design, arts and culture, parks and open spaces and the economy. The Thrive Montgomery 2050 Working Draft Plan will be released for public review on September 24th. This document provides a brief overview of Montgomery Planning's proposal to keep Montgomery County thriving for the next 30 years.

Thrive Montgomery 2050 Vision

In 2050, Montgomery County is a vibrant and welcoming place where all people thrive with equitable access to affordable housing, healthy food, opportunities for physical activity, parks and open spaces, employment, education, services and a variety of travel options. No longer a suburban bedroom community, Montgomery County has diversity in population, in living and working experiences, in modes of travel, and in natural and built resources. People from all over the world choose to live, work, grow and age here.

This pattern of sustainable growth and development creates multiple benefits for Montgomery County and results in a county that is:

- Urban
- Active
- Resilient
- Affordable, equitable and suitable
- Safe
- Competitive
- Socially connected
- Inclusive
- Inspiring
- Flexible

The Target — Three Major Outcomes

- Economic Health**
We want to ensure a vibrant, strong and competitive economy by attracting and maintaining major employers, continuing to enhance our federal capacity, supporting small businesses and innovation, and attracting and retaining a high-quality, diverse workforce.
- Equity**
We want to create a place where all residents have equal access to affordable housing, healthy foods, employment, transportation, education and more.
- Environmental Resilience**
We must use the best strategies to fight climate change and mitigate the impact of both planned changes and unexpected events and continue to preserve our natural resources.

ThriveMontgomery.com | MontgomeryPlanning.org

VIEW THE
Thrive Montgomery 2050 two-sheeter
[English](#) | [አማርኛ](#) | [汉语](#) | [Español](#) |
[فارسی](#) | [Français](#) | [한국어](#) | [Tiếng Việt](#)



VIEW THE
Thrive Montgomery 2050 Major Themes

[English](#) | [አማርኛ](#) | [汉语](#) | [Español](#) | [فارسی](#) | [Français](#) | [한국어](#) | [Tiếng Việt](#)

THRIVE MONTGOMERY 2050: PLANNING OUR FUTURE TOGETHER

What is Thrive Montgomery?

Montgomery County is a great place to live, work, connect and play. But it didn't become that way by accident. Decades ago, through the On Bridges and Corridors 1964 General Plan, planners and community members shaped the great communities, places and spaces of Montgomery County.

This update—Thrive Montgomery 2050—is about adapting to new realities, addressing historic inequities and steering the way we think about how the county should grow. Thrive Montgomery 2050 envisions a county that is more urban, more diverse and more connected. The result of Thrive Montgomery 2050 will be plan that guides decision-making and helps secure resources to ensure Montgomery County is a place where everyone can be successful, have more opportunities and enjoy a high quality of life in a beautiful and resilient environment. Thrive Montgomery 2050 aims to ensure a vibrant economy, equity for all residents and a healthy environment through 2050 and beyond.

Planning Our Future. Together. 1

VIEW THE
Thrive Montgomery 2050 Explainer
[English](#) | [አማርኛ](#) | [汉语](#) | [Español](#) |
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Advertising

A digital advertising campaign ran on Facebook, programmatic display, audio and OTT/CTV video promoting the Thrive Montgomery 2050 public hearing on November 19. The ads outpaced benchmarks, earning more than 3.9 million views.

September 2020 to March 2021

The final phase of engagement leveraged 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 continued 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. This included work to:

- 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.



Public Hearing November 19th



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

ThriveMontgomery.com

Thrive Montgomery 2050
ENGAGEMENT
by the **NUMBERS**



68,139

Thrive Webpage Views



1,374

eLetters Subscribers



36 eLetters Sent with **39%**
Open Rate and **8%** Click Rate



286

Virtual Meetings Participants

Ask Me Anything and Pints with Planners did not require RSVPs



85

Residents Testified
at Public Hearing

ON-DEMAND VIDEO VIEWS SUMMARY

980 THRIVE WEEK VIDEOS

278 BIG IDEAS SERIES VIDEOS

788 ASK ME ANYTHING VIDEOS

260 COMMUNITY CHATS VIDEOS

123 PINTS WITH A PLANNER VIDEOS

522 OTHER THRIVE MONTGOMERY 2050 VIDEOS



[YouTube.com/Montgomeryplanning](https://www.youtube.com/Montgomeryplanning) June 1, 2019 – March 8, 2021

There were 10 Planning Board work sessions which included a press release recapping the event and promoting the upcoming session, along with links to the staff report, presentation and On-Demand video of the meeting. Every Thrive Montgomery 2050 press release was distributed to the Thrive Montgomery 2050 eLetter distribution list.

Planning Board Work Sessions

Work Session #1: Thrive Montgomery 2050 Structure

— December 17, 2020

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #2: Why we need a new General Plan— January 7, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #3: Affordable and attainable housing: more of everything — January 14, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #4: Transportation and communication networks: connecting people, places and ideas — January 21, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #5: Compact growth: corridor-focused development — January 28, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #6: Design, arts and culture: adding value and building community, Coordination with the County's Climate Action Plan — February 4, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #7: Parks and recreation for an increasingly urban and diverse community: active and social, Revised (redlined) drafts of Introduction, Housing, and Transportation chapters. — February 11, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #8: Complete communities: mix of uses and forms — February 18, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #9: How the ideas in this Plan can be implemented. Implementation chapter, Conclusion with indicators for the three major outcomes. — February 25, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Work Session #10: Planning Board to approve the final recommendations, Revised (redlined) drafts of the remaining chapters and Actions list for the appendix. Discuss any follow up items from previous work sessions — March 4, 2021

[View Staff Report](#) | [View Presentation](#) | [Video](#)

Planning Board scheduled to approve Planning Board Draft of Thrive Montgomery 2050 for transmittal to the County Executive and County Council — April 8, 2021



A photograph of children playing in a public water fountain. A boy in an orange tank top and blue shorts is running through the water. A girl in a pink floral swimsuit is standing nearby. The word "ENDORSE" is written in large, white, bold, sans-serif capital letters across the middle of the image. A large, semi-transparent teal triangle is overlaid on the left side of the image, pointing towards the center. The background shows other people and a brick wall.

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.



THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together.

Full Event list (December 2018 – March 2021)

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
ANS and 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 Citizens Advisory Board (UCCAB)	UCCAB's regular monthly meeting, open to the general public	9/16/2019
Mid-County Citizens 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
Meeting with the 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
Presentation to the Silver Spring Citizens Advisory Board	Silver Spring Citizen Advisory Board, open to the general public	10/1/2019
Presentation to East County Citizens Advisory Board		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
Interview with Latin American Youth Center	Adam Angel, Latin American Youth Center	10/7/2019

Interview with Dan Reed, Just Up the Pike	Dan Reed	10/7/2019
Meeting with Montgomery Countryside Alliance / Sugarloaf Citizens Association	Caroline Taylor, Lauren Greenberger, Diane Cameron, James Brown, Lee Langstaff, Gene Kingsbury and Ellen Gordon	10/7/2019
Interview with Rocklands Winery	Greg Glenn	10/8/2019
Architects and Planners Forum	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
Presentation to Montgomeyr County Civic Federation	open to public	10/14/2019
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
Presentation to 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
Interview with Sally Gagne of Friends of Sligo Creek		10/23/2019
Interview with Urban Designer, Margaret Rifkin	Margaret Rifkin	10/24/2019

Audubon Naturalist Society Community Outreach in Long Branch	Long Branch community	10/26/2019
Interview with Arts on the Block	Chris Barclay	10/31/2019
Interview with Kefa Café Owner	Lene Tsegaye	10/31/2019
Interview with Sebastian Smoot, Growing East County	Sebastian Smoot	10/31/2019
Interview with Mark Friis of Rodgers Consulting		10/31/2019
Presentation to Montgomery College Business and Architect Students (Casey)	Business and Architect USG students	11/1/2019
Interview with Impact Silver Spring	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
ANS and Park Stewardship Partners	Environmental groups (Sierra Club, Montgomery Countryside Alliance, Conservation Montgomery, Stormwater Partners, Audubon Naturalist Society)	11/13/2019
General Plan presentation (Casey)	Sierra Club	11/18/2019

Meeting with the Darnestown Civic Association Board		11/19/2019
Presentation to Kensington Heights Civic Association		11/20/2019
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 Langstaff, Jim Brown, Lauren Greenberger (Sugarloaf Citizen's Association)	12/13/2019
Preserntation at Lerch, Early & Brewer		12/16/2019
Meeting with Office of Ag / Montgomery Agricultural Producers	Office of Ag and Montgomery Agricultural Producers	12/20/2019
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
Presentation to the Montgomery County Food Council		1/24/2020
Meeting with CASA	Julio Murillo, CASA	2/7/2020
Meeting with the Middle Eastern American Advisory Group		2/10/2020
Meeting with HHS	Ilana Branda at HHS (Homelessness deputy director)	2/13/2020
Meeting with the African Affairs Advisory Group		2/13/2020
Presentation at Pine Crest Elementary School	5th Grade Advanced Class	2/14/2020
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
Presentation to the combined SSCAB TREE and Neighborhood committees		2/24/2020
Meeting with CKC Farming		2/24/2020
Meeting with Montgomery Countryside Alliance and Sugarloaf Citizens Association		2/26/2020
Presentation to Montgomery County Commission on Aging	Caroline Taylor, Lauren Greenberger, Diane Cameron, James Brown, Lee Langstaff	2/27/2020

Presentation to Montgomery County Food Council		3/4/2020
Presentation to Darnestown Civic Association		3/19/2020
ANS and Park Stewardship Partners	Environmental groups (Sierra Club, Montgomery Countryside Alliance, Conservation Montgomery, Stormwater Partners, Audubon Naturalist Society)	4/22/2020
Pints with a Planner with Chair Casey Anderson and Commissioner Partap Verma		4/28/2020
“Growing” Neighborhood Farms Lunch and Learn	Staff / CKC Farming	5/4/2020
Meeting with Acition in Montgomery		5/8/2020
Ask Me Anything with Planning Director Gwen Wright	Open to public	5/15/2020
Ask Me Anything with Planning Director Gwen Wright	Open to public	5/18/2020
Ask Me Anything with Planning Director Gwen Wright	Open to public	5/20/2020
Meeting with DHCA		5/22/2020
Ask Me Anything with Planning Director Gwen Wright and Natali Fani Gonzalez (Spanish)	Open to public	5/23/2020
Community Chat: Parks	Open to public	6/9/2020
Community Chat: Diverse Economies	Open to public	6/10/2020

Meeting with Office of Ag / MAP	Office of Ag and MAP	6/10/2020
Meeting with Audobon Naturalist Society		6/11/2020
Community Chat: Connectedness	Open to public	6/16/2020
Presentation to NAIOP (National Association for Industrial and Office Parks)		6/16/2020
Presentation to Darnestown Civic Association		6/16/2020
Community Chat: Healthy Communities	Open to public	6/17/2020
Community Chat: Safe and Efficient Travel	Open to public	6/22/2020
Presentation to the Prince George's County Planning director		6/22/2020
Community Chat: Healthy and Sustainable Environment	Open to public	6/23/2020
Community Chat: Complete Communities	Open to public	6/23/2020
Meeting with DGS		6/23/2020
Pints with a Planner on Housing	Open to public	6/24/2020
Community Chat: Culture and Design	Open to public	6/29/2020

Community Chat: Diverse and Adaptable Growth	Open to public	6/30/2020
Meeting with Montgomery County Small Business Association		7/1/2020
Meeting with City of Gaithersburg		7/1/2020
Presentation to the Darnestown Civic Association		7/2/2020
Meeting with Maryland Department of Planning		7/8/2020
Meeting with Office of Agriculture		7/10/2020
Meeting with Frederick County Planning Department and Sugarloaf Plan Advisory Group		7/13/2020
Presentation to the Upcounty Citizens Advisory Board	open to public	7/13/2020
Meeting with City of Takoma Park		7/14/2020
Meeting with Howard County Department of Planning and Zoning	Howard County planning staff	7/14/2020
Presentation to Mid-County Citizens Advisory Board	Open to public	7/21/2020
Presentation to Greater Bethesda Chamber of Commerce		7/22/2020
Meeting with Office of Ag / MAP	Office of Ag and MAP	7/28/2020

Meeting with MCA and SCA	Caroline Taylor, Lauren Greenberger, Diane Cameron, James Brown, Lee Langstaff	7/29/2020
Presentation at Rogers Consulting Inc.	Planning and development professionals	7/29/2020
Meeting with Montgomery County Food Council	Mo. Co. Food Council/Online	8/25/2020
Presentation to Greater Olney Civic Association	Online	9/8/2020
Meeting with Montgomery County Food Council	Mo. Co. Food Council/Online	9/17/2020
Panel discussion at Darnestown Civic Association	Online	9/17/2020
Presentation to Greater Olney Civic Association Executive Committee	Online	9/24/2020
Presentation Montgomery County Mayors	Online	10/6/2020
Presentation to the Montgomery County Civic Federation	Civic Federation members/online	10/12/2020
Presentation at Rogers Consulting Inc.	Planning and development professionals/online	10/20/2020
Meeting with Audubon Naturalist Students (Bilingual)	Open to the Public/online	10/28/2020
Meeting with Montgomery College students (Maren, Lauren and Ben)	Montgomery College student/online	10/29/2020
Presentation to the East County Citizens Advisory Board	Open to public/online	11/4/2020

Casey at Action Committee for Transit (ACT) in Silver Spring	Open to public/online	11/10/2020
Briefing at the NAIOP meeting	Open to public/online	11/10/2020
Friends of White Oak Board meeting	Open to public/online	11/11/2020
Maryland Building Industry Association (MBIA) briefiing	Online	11/18/2020
Coalition of Municipalities and Community Organizations	Online	12/8/2020
Mid-County Citizens Advisory Board	Open to public/online	1/19/2021
The Commission on Aging	Online	3/9/2021



 **THRIVE**
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