THREE OUTCOMES

Economic Health
We want to ensure a vibrant, strong, and competitive economy by supporting small businesses and business innovation and by attracting and retaining a high-quality, diverse workforce.

Community Equity
We want to create a place where all residents have equal access to affordable housing, healthy foods, employment, education, and more.

Environmental Resilience
We want to preserve our natural and built resources and use the best strategies available to fight climate change and mitigate the impact of development on the land.

Let’s plan to thrive. Together.
Thrive Montgomery 2050 Priorities

Montgomery County is a great place to live, work, and play because we planned for that! For it to continue thriving—and become an even better place and community for all—we must again make big decisions and take bold steps for our future and that of generations to come.

- **Focus on growth in downtowns, activity centers, and along key corridors**—with amenities serving existing and new residents while preserving our open spaces
- **Prioritize racial equity and economic competitiveness**—throughout the county and especially in East County
- **Emphasize walking, biking, and transit**—to reduce car traffic, minimize emissions, and keep everyone safer in their travels
- **Embed social connections and public health into our land use planning**—because thriving depends on more than just new development
- **Enhance public and private spaces alike with arts and culture**—because quality of place is integral to quality of life, as well as shared economic health
- **Target place-based environmental sustainability and resilience**—so growth happens in already-dense places, and the Agricultural Reserve and parkland remain protected for future generations

Stay Involved

Throughout the plan’s development, Montgomery Planning has taken a strategic and equity-focused approach for engaging our residents, holding hundreds of meetings and events. Montgomery County residents from all backgrounds overwhelmingly support the focus areas of this plan because Montgomery County residents from all backgrounds shaped those priorities directly.

As the new General Plan framework is applied, we look forward to hearing from you to continue ensuring our strategies meet the needs of communities countywide.

To read the whole policy document, visit [ThriveMontgomery.com](http://ThriveMontgomery.com).