



THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together.

Montgomery Planning

10/12/2020

Thrive Montgomery 2050

Civic Federation Presentation-Public Hearing Draft Plan

Today's Presentation

- **Introduction**
- **Why Update the General Plan?**
- **Update on Community Engagement**
- **Recap of Major Themes**
- **Implementation**
- **Next Steps**

Introduction

Thrive Montgomery 2050 isn't about reinvention. It's about adapting to new realities and shifting the way we think about how the county should grow.



Why Update the General Plan?

We need to adapt to changing circumstances

Economic Disruption

Regional + National Competition
Higher Living Cost
High Debt
Location Preferences

Social Change

Public Health
Social Isolation
Household Formation
Lifestyle Changes
Focus on Equity

Demographic Shifts

Increasing Diversity
Smaller Family Size
Decreasing Birth Rates
Aging Population

Technological Innovations

Artificial Intelligence
Autonomous Vehicles
Ride Sharing
Social Media
Online Retail

Climate Change

Sea Level Rise
Extreme Temperatures
Extreme Weather Events
Habitat and Natural Resource Impacts
Infrastructure Cost
Energy

Why Update the General Plan?

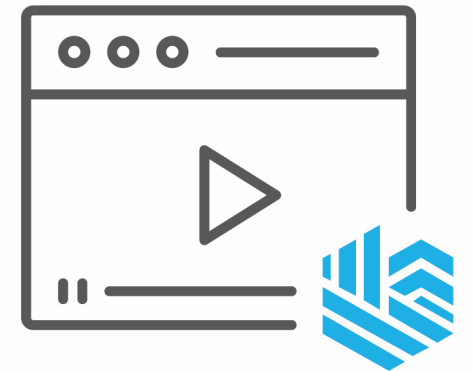
Trends and challenges require us to think differently about growth

- Thrive Montgomery 2050 = more **urban**, more **diverse**, and more **interconnected**.
- Growing while achieving three major outcomes—**economic health, equity, and environmental resilience**—requires refining our planning framework, not abandoning it.
- Principles of smart urbanism—a **compact form, a mix and diversity of uses, walkability, active and healthy lifestyles, and a focus on good design**—are the future.

Outreach and Engagement

Thrive Montgomery 2050 by the Numbers (June 1, 2019 – September 28, 2020)

- **1,300** Meeting-in-a-Box postcards sent to HOAs + CAs
- **1,635** completed online Thrive Montgomery 2050 Quiz
- **5,287** views on video promos
- ThriveMontgomery.com – **42,605 views**
- Press releases – **3,590 views**
- Eletter signup total– **1,372**



Outreach and Engagement

Fall 2019 Advertising Performance

Digital Advertising Campaign



Outdoor/ Transit



Thrive

蓬勃发展 计划

Prosperar

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Outreach and Engagement

Spring 2020 Digital Advertising Performance
(as of 6.30.2020)



10,917
Total Clicks



974,493
Total impressions

Impressions are the number of times your content is displayed, no matter if it was clicked or not.

Outreach and Engagement

Virtual Engagement for Policies & Actions since June 2020

- **10 Community Chats** on each topic area of the plan throughout June.
- **2 Lunch and Learn Panel Discussions** for Pride Month, exploring LGBTQ+ and planning
- **Housing Day** – Twitter Townhall and Pints with a Planner virtual discussion on Housing Attainability



Outreach and Engagement

Next: Public Hearing Promotion

- Thrive Explainer in **six languages**.
- Bilingual Thrive Mailer to **91K homes**.



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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.

→ Learn more at ThriveMontgomery.com
MontgomeryProspera.com

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

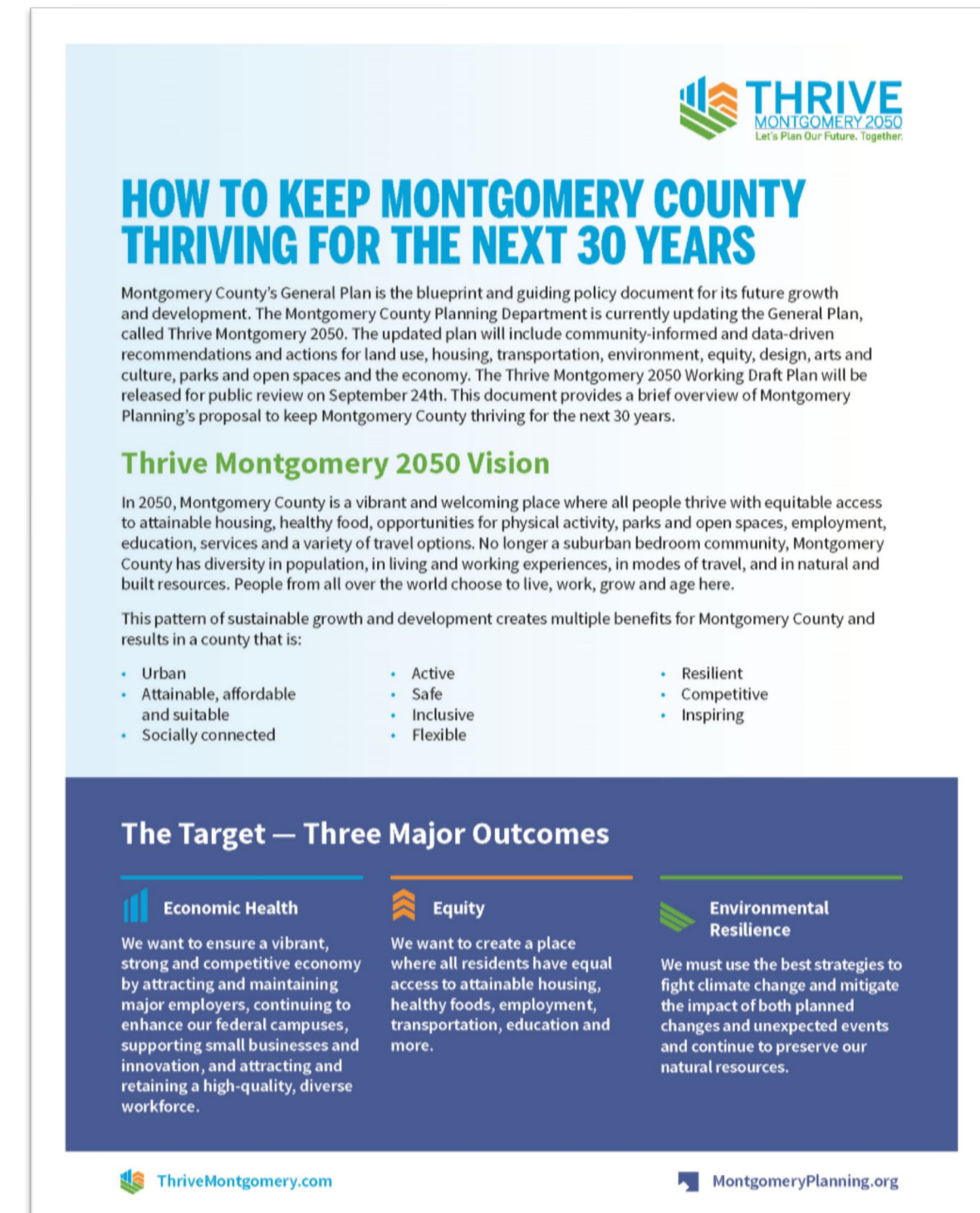
QUEREMOS ESCUCHAR DE USTED

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.

→ Obtenga más información en MontgomeryProspera.com
ThriveMontgomery.com

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

Montgomery Planning



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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 attainable 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
- Attainable, affordable and suitable
- Socially connected
- Active
- Safe
- Inclusive
- Flexible
- Resilient
- Competitive
- Inspiring

The Target — Three Major Outcomes

Economic Health	Equity	Environmental Resilience
We want to ensure a vibrant, strong and competitive economy by attracting and maintaining major employers, continuing to enhance our federal campuses, supporting small businesses and innovation, and attracting and retaining a high-quality, diverse workforce.	We want to create a place where all residents have equal access to attainable housing, healthy foods, employment, transportation, education and more.	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

A Plan to Thrive

A web of centers and corridors focusing growth around transit stations and along the major corridors.



Major Themes

Nine themes form the basis of all recommendations in the Plan



1. Complete Communities through compact form of development and urbanism
2. Corridors are the place for new growth
3. Start planning for people instead of planning for cars
4. Eradicate greenhouse gas emissions
5. Attainable housing for all income levels
6. Evolution of single-family neighborhoods near transit
7. Racial justice and equity
8. Great design and the importance of place
9. Regional solutions and strategies

Implementation



Implementation

Implementation will require multiple tools and partners



Thrive Montgomery 2050 Implementation Partners
Montgomery Planning
Montgomery Parks
Montgomery County Government
Montgomery County Public Schools
Montgomery County Economic Development Corporation
WSSC Water
State of Maryland
Community-based organizations & advocacy groups
Private sector & non-profit organizations
Metropolitan Washington Council of Governments
Washington Metropolitan Area Transit Authority
Neighboring jurisdictions

Implementation

Implementation costs will be determined at master/facility plan level

Thrive Montgomery 2050,
as a General Plan, does not include
cost estimates

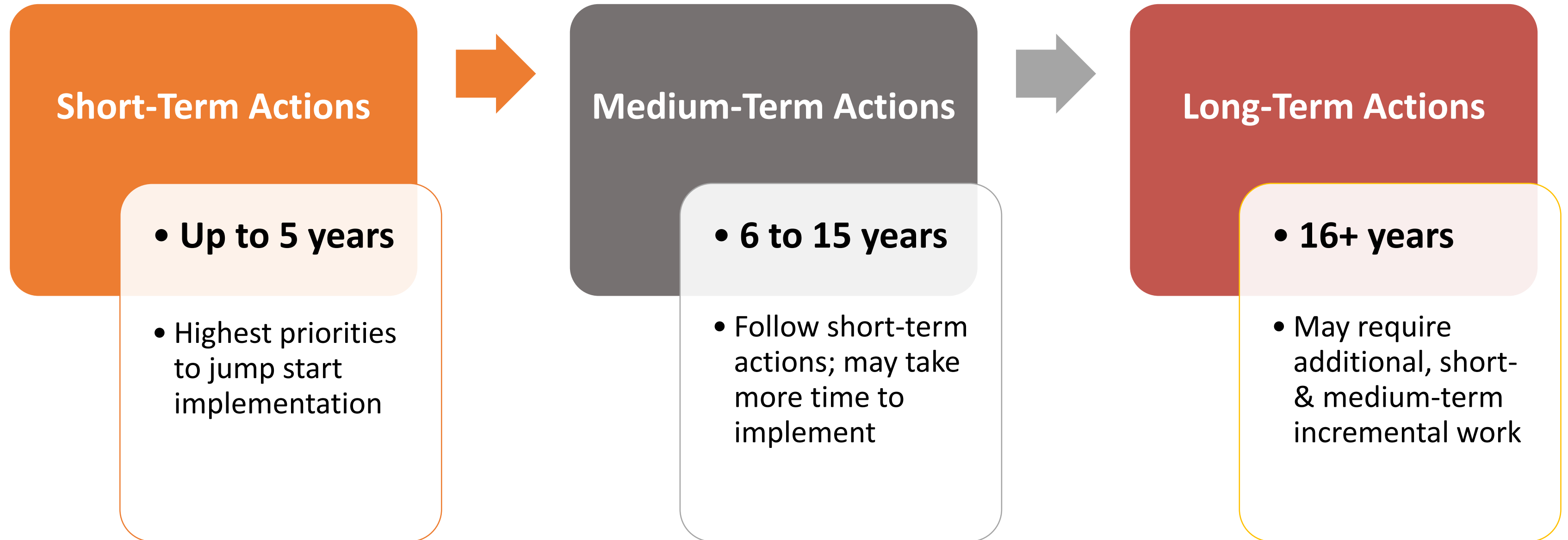
A General Plan's **high-level policy guidance**
informs master & facility plans that identify
specific projects for implementation



*Example of how General Plan guidance influences projects identified at
master/facility plan level*

Implementation

Timeline for General Plan Implementation



Covid-19 and Requests to Delay the Plan

Why we need to complete the plan

- **Issues in the Plan – such as housing affordability and equity – existed prior to the pandemic and need to be addressed now, not years from now.**
- **It will take longer than six months or a year to know the long-term impacts of Covid-19 – if societal changes are dramatic, the plan can be revised.**
- **Any significant delay will squander time and money spent on the outreach and the work that has been done over the past 2 years. A delay will require starting over on outreach and data collection.**
- **The Public Hearing Draft is the beginning of a public process, not an end. Community feedback will continue through the County Council review in 2021.**

Next steps



www.thrivemontgomery.com