

Thrive Montgomery 2050 – Briefing on the Outreach Activities

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Staff Recommendation:

Receive briefing and provide comments.

Introduction:

Since the formal kick-off of Thrive Montgomery 2050 in June 2019, the Planning Department staff has been working on the Visioning and Analyses phases of the project, which last through December 2019 and covers exploring existing conditions, conducting analyses, and implementing the community outreach program for the project.

The first phase of outreach, launched in June, is called the "Excite" phase, and its main purpose is to pique community interest, engender curiosity and build enthusiasm for the subsequent phases of the project. As we start to transition this fall from the Excite phase of the outreach program to the "Educate" phase, we will shift our focus to sharing information on planning issues and trends driving change in Montgomery County to help educate and prepare community members to provide meaningful feedback on draft plan recommendations later in the process. While education will happen throughout the plan development process, the Educate phase will aim to leverage the interest and excitement built during the Excite phase to help "make the case" for the utility of the General Plan Update and develop an awareness of the complexity of balancing sometimes conflicting needs and priorities in creating a long term vision for the county.

The Staff presentation on November 7 will cover the outreach activities as part of the Excite phase. Staff will present data on the number of major festivals and events staff participated in, meetings with civic associations, professional groups, and individual citizens, and marketing efforts to publicize and encourage participation from all stakeholders in Thrive Montgomery 2050.

Next Steps

Please note that the November 7th presentation will be limited to a status report on the project's Excite phase to date only. In December 2019, Staff will come back to the Board to discuss a draft list of issues Thrive Montgomery 2050 should address.