

ATTACHMENT 3: Thrive Montgomery 2050 Distance Engagement Strategy

Due to the COVID-19 crisis and our commitment to safety above all else, Montgomery Planning has canceled all in-person activities for April and May for Thrive Montgomery 2050. Instead, we will host the following series of virtual events in April and May to stay connected to community members:

- [Pints with a Planner](#)
- [Quarantine Tips](#)
- [Distance Learning with Montgomery Planning](#)
- [Ask Me Anything! Thrive Montgomery 2050 Virtual Meetings](#)
- [Community Chats](#)

Pints with a Planner (April)

Montgomery Planning will host a virtual happy hour for community members to share our experiences of the pandemic and translate them into planning for the future.

Potential themes:

- 1) What has the COVID-19 pandemic and the quarantine period made you appreciate in your neighborhood? Is there something that you wish that you had in your neighborhood?
- 2) In light of the pandemic, what should we be planning for in the future? What do our communities need?
- 3) What is the future of density, community design and transit after COVID-19?
- 4) How has social distancing impacted our relationships with people in our community?
- 5) How has working from home or your inability to work from home as an essential worker affected how you think of your role in the community?

Quarantine Tips (April)

Montgomery Planning staff will use social media to share their favorite quarantine tips. These tips will range from a recipe to a kid's activity to a game or hobby. Keep an eye out on our social channels. We'd also love to hear what your best quarantine tips. Let us know what has been most helpful in helping you and your family get through these challenging times. If you have a video, picture or text with your quarantine tips, tag us on [Facebook](#) and [Instagram](#) or mention us on [Twitter](#). We will be happy to share them. (#ThriveMontgomery)

Distance Learning with Montgomery Planning (April and May)

Montgomery Planning will offer an online activity appropriate for kids learning at home while schools are closed. We will broadcast the activity online where it will remain available. We will provide downloadable resources to accompany the lesson.

Ask Me Anything! Thrive Montgomery 2050 Virtual Meetings (May)

Montgomery Planning will host four Ask Me Anything (about Thrive Montgomery 2050!) meetings to introduce the Thrive Montgomery 2050 Draft Vision and Goals to the community and allow participants to ask questions and share ideas. Unscripted meetings like this allow free and authentic communication between Montgomery Planning and community members.

Planning Director Gwen Wright will kick off the meetings with a short presentation, after which there will be a facilitated question-and-answer session. Before the meetings, community members will be invited to submit questions through various social media channels or by email. The facilitator will take pre-submitted and live questions from the community. Three

meetings will be held in English and one in Spanish, scheduled in the morning, lunch, evening and/or weekends to reach a wider audience.

The meetings will take place using Zoom videoconferencing and call in and streamed live on [Twitter](#), [Facebook](#), and [YouTube](#). Community members can follow along and comment on Twitter using the hashtag #ThriveMontgomery2050. Comments also can be submitted during or after the meetings on Zoom, on Montgomery Planning's website and Facebook and YouTube channels or by email. Staff will collect and record comments from the meetings.

We will work with community and agency partners, Montgomery County Council and local influencers and leaders to promote the meetings. The Draft Vision and Goals will be available online along with a General Plan explainer.

Community Chats (May)

Montgomery Planning will host eight virtual community chats, providing an opportunity for a deeper dive into the Draft Vision and Goals. A representative from each working group lead will facilitate these short meetings. We invite community members to submit questions in advance of the chats through Montgomery Planning's website and social media channels. Chats will be live streamed on our [Twitter](#), [Facebook](#), and [YouTube](#) channels and the community can follow along on social media using the hashtag #ThriveMontgomery2050.