

Thrive Montgomery 2050, Montgomery County, MD

Thrive Montgomery 2050 (Thrive 2050) is the new countywide general plan developed by the Montgomery County Planning Department. Thrive 2050 is a policy document that will guide future growth and development over the next 30 years. Thrive 2050 will influence future land use, transportation, social, and economic decisions in Montgomery County. Montgomery County Council has contracted with Nspiregreen to work with the County and its residents to evaluate the current Planning, Housing, and Economic Development (“PHED”) Committee draft of Thrive Montgomery 2050.



Public Engagement Associates led the outreach and engagement efforts with Nspiregreen to promote the effort in the short time-frame provided by the Montgomery County Council. PEA developed an outreach strategy that leveraged focused group input from targeted communities while expanding input with a county-wide Community Survey, stakeholder outreach and pop-ups at community events and public places. The THRIVE MONTGOMERY 2050 Racial Equity and Social Justice (RESJ) Review was presented to the Montgomery County Council in September 2022. The Council passed the version of the Comprehensive Plan that was informed by this RESJ initiative in late October 2022.

HIGHLIGHTS

- Identified and conducted targeted outreach to BIPOC and low-moderate income populations
- Engaged key stakeholders and representatives of target groups across the County
- Gathered input through focus groups, surveys, forums and community conversations
- Recommended changes to Thrive 2050 based on input from BIPOC and low-income residents based on advancing racial equity and social justice
- Drafted a new chapter on racial equity and social justice issues (historic and current) for Thrive Montgomery 2050

Reference: Pamela Dunn, Senior Legislative Analyst
Office of the Montgomery County Council
100 Maryland Avenue, 6th floor, Rockville, MD 20850
Work: 240-777-7940

Prime: Nspiregreen/CHP Planning
Subcontractor: Public Engagement Associates
Contract Amount: \$99,950
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