



Committee: PHED

Committee Review: Completed

Staff: Pamela Dunn, Senior Legislative Analyst

Purpose: Worksession – no vote expected

Keywords: #Thrive, Montgomery 2050, M-NCPPC

AGENDA ITEM #3

June 21, 2022

Worksession

SUBJECT

The Council will be updated on the review process for the Thrive Montgomery 2050 Plan. Thrive Montgomery 2050 contains the text and supporting maps for a comprehensive amendment to current the General Plan (On Wedges and Corridors) for the County. It sets a vision for the county and encompasses broad, county-wide policy recommendations for land use, zoning, housing, the economy, equity, transportation, parks and open space, the environment, and historic resources.

EXPECTED ATTENDEES

Charnelle Hicks, President, CHPlanning and Nspiregreen
Jordan Exantus, Managing Associate, Nspiregreen
Karen Armendariz, Senior Planner, Nspiregreen
Kimberly SESCOE, Principal, Public Engagement Associates
Theo Brown, Principal, Public Engagement Associates
Casey Anderson, Chair, Montgomery County Planning Board
Gwen Wright, Director, Montgomery Planning Department
Tanya Stern, Deputy Director, Planning Department
Khalid Afzal, Special Projects Manager, Planning Department
Caroline McCarthy, Chief, Research and Strategic Projects, Planning Department

COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

- Should additional chapters be added to the PHED Committee Draft of Thrive Montgomery 2050?

DESCRIPTION/ISSUE

On April 8, 2021, the Montgomery County Planning Board approved the Thrive Montgomery 2050 Planning Board Draft. The Plan was transmitted to the Council on April 13, 2021. Following two public hearings, one on June 17 and another on June 29, the Planning, Housing, and Economic Development (PHED) Committee held nine worksessions on the Plan. The Committee completed its review on October 25 incorporating its recommended changes into a PHED Committee Draft.

Before beginning its work, the Council held two listening sessions with close to 150 speakers and asked the five Regional Service Center Advisory Boards to host discussions about Thrive at their January meetings. In addition, the Office of Legislative Oversight (OLO) responded to a request for an equity analysis of the plan with a recommendation to seek consultant assistance with targeted outreach on Plan recommendations. The Council will begin its review of the Plan following completion of the consultant work.

SUMMARY OF KEY DISCUSSION POINTS

- An informal solicitation for consultant assistance was released mid-March. The first solicitation was limited to the Local and Small Business Reserve Program (LSBRP) per County requirement. This release did not generate any qualified applicants and a second release, not limited to LSBRP, followed.
- After careful consideration of the responses to the second solicitation release, Nspiregreen, a division of CHPlanning, has been awarded the consultant contract. Members of the Nspiregreen team will be joining the Council session on this item to provide a brief overview and answer any questions. Attached on ©1-10 are resumes for the Nspiregreen contract team.
- While many public comments on the Plan support the basic principles of compact, corridor-focused growth and the value to the environment this entails, the Council has continued to receive requests for a chapter dedicated to the environment. The Council has also received requests for a chapter on economic development; however, to a much lesser degree.
- The Council did not reach a conclusion on these topics at its previous worksession and requested staff provide options for the Council to consider at this worksession. The options are listed on page 3 of the staff report .

Attachments:

Staff Report – Update on Thrive Montgomery 2050 Review
Nspiregreen Team Resumes

Pages 1-3
© 1-10

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MEMORANDUM

June 16, 2022

TO: County Council

FROM: Pamela Dunn, Senior Legislative Analyst

SUBJECT: Thrive Montgomery 2050

PURPOSE: Update: Thrive Montgomery 2050 Plan

Background

The Planning, Housing, and Economic Development (PHED) Committee completed its review of Thrive Montgomery 2050 on October 25, producing a PHED Committee Draft of Thrive 2050. The Council received a briefing on the PHED Committee changes to Thrive on November 16. In light of the revisions and public interest in the Plan, the Council held two listening sessions on the PHED Committee Draft Plan, one on November 30 and another on December 14.

To further expand the Council's outreach, the Council President (CP) arranged for each of the five Regional Service Centers to host a discussion of Thrive 2050 at the January meeting of their Citizens Advisory Board. At the same time, CP Alborno sent the Office of Legislative Oversight (OLO) a request for an equity analysis of the Thrive Montgomery 2050 Draft Plan.

On February 15, the Council held its first worksession on the Plan. This included a broad overview of general plans, background information on the County's current and prior general plans, and an overall summary of Thrive 2050 including highlights of the changes made by the PHED Committee. In addition, Dr. Elaine Bonner-Thompkins from the Office of Legislative Oversight briefed the Council on the CP's racial equity and social justice review request. Her primary finding was that meaningful input on Plan recommendations from Black, Indigenous and People of Color as well as other under-represented residents would require more targeted outreach best handled by a consultant with expertise in this area. The Council agreed and asked staff to return in a couple weeks with a proposed scope and outline of services for this effort.

At the follow-up worksession on March 1, staff proposed issuing an informal solicitation for consultant assistance that would: identify the best option for obtaining targeted input from communities of color and other under-represented communities across the County; assist stakeholders with a chapter-by-chapter review of the policies and practices recommended in the

PHED Committee Draft; propose revisions to the Draft using best practices for developing racially and socially equitable policies; and assist with the development of a new chapter that describes the historical and current drivers of racial and social inequities in land use, housing, and transportation. The Council supported this scope and requested the solicitation require delivery of materials by July 1.

Informal Solicitation for a Racial Equity and Social Justice Review of Thrive 2050

Following Council's direction, an informal solicitation was released mid-March. The first solicitation was limited to the Local and Small Business Reserve Program (LSBRP) per County requirement. This release did not generate any qualified applicants and a second release, not limited to LSBRP, followed. The second solicitation release extended the time frame for completion of the contract from July 1 to September 1.

After careful consideration of the responses to the second solicitation release, Nspiregreen has been awarded the consultant contract. Nspiregreen's qualifications and capabilities to fulfill the required work under the contract are outstanding. Their team has extensive experience representing under-represented communities on a variety of planning projects, including but not limited to projects focused on transportation, economic development, housing, and land use. For over 20 years, Nspiregreen has specialized in comprehensive planning, community development, environmental justice, equity planning, and public engagement. Their approach to community engagement and experience in land use planning makes them highly qualified to provide the assistance the Council is seeking in its review of Thrive 2050.

Members of the Nspiregreen team will be joining the Council session on this item. Attached on ©1-10 are resumes for the Nspiregreen contract team. More information on Nspiregreen can but found at <https://www.nspiregreen.com>.

Other "Big Picture" Issues

At the March 1 follow-up worksession, the Council also discussed additional chapters that could be added to the PHED Committee Draft. As noted above, the Council unanimously supported the addition of a chapter on Racial Equity and Social Justice. It also voiced support for a chapter on implementation that would consist of information currently in the conclusion section (to be fleshed out a bit more to include tools for implementation such as master plans, functional plans, the zoning ordinance and other regulations, the CIP, and other facilities plans and funding sources). It would also provide information on State requirements for a General Plan currently in an appendix. The implementation chapter would **not** add back the actions for implementation that are currently in an appendix allowing for future flexibility to review and revise them.

As noted in the prior staff report, while many public comments on the Plan support the basic principles of compact, corridor-focused growth and the value to the environment this entails, the Council has continued to receive requests for a chapter dedicated to the environment. The Council has also received requests for a chapter on economic development; however, to a much lesser degree.

The Council did not reach a conclusion on these topics and requested staff provide options for the Council to consider at its next worksession. These options are:

1. Add a chapter on the environment¹ and/or
2. Add a chapter on economic development² or
3. Expand sections in the introduction of the Plan related to the environment and/or economic development.

Council staff will work with Planning staff over the next month to draft any additional text as directed by the Council.

Timeline Moving Forward

June - August:

- Consultant work on targeted input on Plan recommendations and draft chapter on Racial equity and Social Justice.
- Council and Planning staff work to draft additional chapter(s) and/or expanded sections on the environment and/or economic development as directed by Council.

Early September:

- Consultant report on recommended revisions based on targeted input due.
- Consultant draft chapter on Racial Equity and Social Justice due.
- Staff draft text related to the environment and/or economic development complete.

Mid-September – October:

- Council worksessions to review the PHED Committee Draft Plan including recommended revisions and additional text as appropriate. There are six Council sessions from September 13-October 18; exact worksession dates will be set in September in coordination with other work of the Council.
- Council adoption of Thrive Montgomery 2050, no later than October 25. In an election year the Council cannot adopt a master plan nor make any zoning changes after October 31.

¹ That could illustrate the Plan's connection to the goals and recommendations of the Climate Action Plan, and include information on storm water management, tree canopy, and the Planning Department's No Net Loss of Forest initiative.

² That would be limited to the connection between land use and economic health. It could include information on mechanisms to support economic health as they relate to land use and refer to other mechanisms designed to develop a diverse healthy economy, such as the Economic Development Strategic Plan.



Charnelle Hicks, AICP, PP

President and Project Principal

Charnelle Hicks is the President and Principal Planner for CHPlanning. She has over 30 years of experience in land use planning, environmental planning, neighborhood planning, smart growth planning, and public outreach. Ms. Hicks has extensive action-oriented implementation planning experience working with multiple municipalities. In addition, she has consistently managed multi-faceted projects throughout her years and is respected as a community planning expert. Ms. Hicks has management consulting experience in business organizational development and frequently shares her professional knowledge on expert conference panels.

Professional Experience

- 30+ Years

Education

- Master of City and Regional Planning, University of North Carolina
- Bachelor's Arts, Sociology and Anthropology, Swarthmore College

Professional Affiliations

- American Institute of Certified Planners (AICP)
- American Planning Association-PA Chapter (APA-PA)
- New Jersey Professional Planner (PP)

Relevant Experience

Oakland Economic Development & Urban Design Study, Pittsburgh, PA

Principal in Charge for team analyzing park and street public realm conditions in neighborhood facing significant gentrification. Two charrettes engaged community members in discussing mixed-use redevelopment alternatives creating public green space, mixed-income housing, and research space.

Union Square Urban Design Plan (Chester, PA)

This comprehensive planning effort emphasized the needs of the community and proposed strategies for integrating future development into the existing neighborhood. Led project oversight and was heavily involved in all aspects of community outreach and engagement.

Resilient NJ, Atlantic City Region, NJ

Principal in charge for outreach team engaging minority and vulnerable residents for comprehensive resilience planning. Facilitated focus groups of youth and resident stakeholders.

Comprehensive Land Use Plan Update (West Chester, PA)

Analyzed socioeconomic characteristics for the West Chester comprehensive plan update. Analyzed demographic trends, employment, poverty, housing, and other social and economic characteristics. The updated plan will serve as a decision-making tool for apportioning equitable investment in housing, infrastructure, and other municipal assets.





Professional Experience

- 15 Years

Education

- Bachelor of Science, Urban and Regional Studies
Cornell University (2007)
- Master of City and Regional Planning - University of Memphis (2014)

Certifications

- Member of the American Institute of Certified Planners
- U.S. Green Building Council
LEED AP - Operations and Maintenance
- NeighborWorks America
Pre-Purchase Counselor

Special Qualifications

- Culturally competent practitioner providing context sensitive planning services for a wide range of clients with experience living and working in majority minority communities.
- Fluent in Geographic Information Systems (ArcGIS), Site Planning, Information Design, Graphic Design, Data Analysis and Technical Writing.
- Extensive experience with community engagement/mobilization and racial equity/social justice
- Pragmatic thinker who works to achieve solutions to complex problems through consensus building, strategic planning and project implementation.

Jordan Yves Exantus, AICP, LEED AP

Managing Associate

Mr. Exantus works with the technical staff at Nspiregreen as a Senior Community Planner. He has professional experience in both the public and private sectors working in the areas of urban planning and sustainability, energy and real estate development consulting. Jordan has spent most of his career developing planning documents, writing grants, managing grant-funded (housing, infrastructure and energy) projects, providing technical assistance to municipalities, doing community engagement, coordinating between multiple agencies, jurisdictions and elected officials, staffing planning commissions and development boards, facilitating the development of park and recreation facilities and generally “wearing a lot of hats”. As such, he can be considered a generalist who has a firm handle on most of the planning field’s core competencies, including, but not limited to: Economic Development, Housing, Environment, Community Development, Land Use, Transportation, Public Health, Local & Regional Governance, Advocacy and Social Equity.

Relevant Project Experience

Central Avenue Connector Trail, Prince George’s County, MD –

Project manager responsible for writing and coordinating grant applications, project administration, procurement, community engagement, marketing, and project implementation. To date, over \$1.3 million in grant funds have been raised to complete a Feasibility Study and Implementation Plan and two Preliminary Engineering (30% Design) Projects. Over \$11 million has been allocated to capital budgets to support construction of this transformative urban trail project which will link Capital Heights to Largo Town Center and all 4 of the metro stations along the Metro Blue Line Corridor.

Largo Town Center Development Board, Prince George’s County, MD –

Served as technical staff to the Board to help members interpret the Largo Town Center Sector Plan and the Primary Healthcare Strategic Plan in efforts to redevelop Largo Town Center as the ‘downtown’ of Prince George’s County. With the development of the University of Maryland Capital Region Medical Center as the anchor, the Board helped the County navigate regulatory approval through the State and oversaw development of adjacent properties and infrastructure through strategic implementation planning, analysis, legal interpretation, inter-agency coordination and development review.





Hung Truong

Planner II

Hung is an experienced planner and environmental planner with a background in site analysis and NEPA processes. He possesses extensive experience in geospatial analysis, graphic design, site planning, erosion and sediment control review, and environmental report preparation. Hung believes in working with communities to facilitate collaborative co-design efforts with residents and stakeholders, alike. He brings his knowledge and passion towards designing public participation plans and demystifying planning concepts at public meetings.

Professional Experience

- 4 Years

Education

- BS, Urban and Environmental Planning, University of Virginia

Training

- AICP Candidate
- LEED AP Certified BD+C
GBCI#: [0011157047](#)
- VDEQ ESC Reviewer Certification
ID: [ESPR0338](#)

Relevant Experience

WMATA Kiss and Ride Space and Usage Study, Washington, DC, Maryland, and Virginia

Hung researched WMATA Station Planning Manual, developed visual graphics and presentations, coordinated with subconsultants, and communicated ideas to WMATA personnel. He analyzed Kiss & Ride space counts and peak demand ranges in Microsoft Excel and developed a high-level space hierarchy pyramid graphic to guide decision makers.

Cleveland Park Streetscape and Drainage Improvements, Washington, DC

Hung conducted site analysis of existing parks, water and historical resources including drainage conditions within the Cleveland Park study area. He prepared a Public Involvement Plan with a list of stakeholders, developed an Existing Conditions Report, and coordinated with managers on potential areas of impact.

Edmund Pettus Bridge Lighting Species Report, Selma, Alabama

Hung researched threatened and endangered species within the site using the U.S. Fish and Wildlife's Information for Planning and Consultation (IPaC) online system. He compiled the information into a polished, high-level report that could be referenced by stakeholders and decision makers alike.





Karen Armendariz

Senior Planner

Ms. Armendariz is an urban planner with experience in comprehensive and long-range planning. She believes that community engagement is a pivotal component of comprehensive planning, which helps inform the development of sustainable, inclusive, and equitable goals that address the needs of all community members. Her engagement experience includes designing and conducting focus groups and interviews, facilitating public meetings, translating specialized technical concepts into accessible language, designing engagement activities for individuals with English limited proficiency, and designing equitable virtual engagement.

Years' Experience

- 3.5 Years

Education

- MPS Candidate, Sustainable Urban Planning, George Washington University (Expected 2023)
- BA, Sustainable Urban Development, Knox College (2018)

Relevant Experience

DDOT Safe Routes to School, Washington, DC.

Ms. Armendariz is on the project team for the District Department of Transportation (DDOT) Safe Routes to School Planning Assistance. She is the planning lead for two schools located in wards 3 and 8 (Eaton Elementary School & MLK Elementary School). She works in developing safety recommendations based on walk audits and designing and implementing safe walking and biking education lessons that can be implemented by elementary and middle schools in Washington, DC. She specifically works in making sure that these education plans address the safety concerns and needs of schools in low-income and historically underrepresented areas.

DDOT Green Infrastructure, Washington, DC.

Ms. Armendariz is on the project team for the DDOT GI project where the purpose is to identify appropriate GI practices and sites in targeted watersheds in wards 5 and 7 in the District that will achieve the highest stormwater quality benefit while minimizing cost and conflicts. She is leading the community engagement where she conducts stakeholder engagement outreach methods, creates illustrative outreach graphics and communications, and manages an online interactive map for community feedback.

Visualize 2045 2021 Focus Groups, Washington Metropolitan Area

Ms. Armendariz served as the Project Manager leading the design, implementation, and analysis of 11 focus groups, focusing on transportation equity, safety, and climate change. Ms. Armendariz designed the methodology to specifically contextualize the issues of climate change, safety, and equity through the perspective of people from underrepresented communities. The focus groups were conducted virtually, and one session was conducted completely in Spanish.





Mercy Iyere

Planner

Mercy conducts planning with a passion for public service and interest in public outreach, parks and open space, transportation planning, and statistical analysis. She doesn't believe that a planner should only be proficient in one subfield of planning, like transportation, or community planning, or environmental. An effective planning professional should be comfortable with a wide variety of planning specialties.

Relevant Experience

Education

- MCRP, City and Regional Planning, Rutgers University, (2021)
- BS, Geosciences, Georgia State University, (2015)

Climate Risk & Vulnerability Assessment, Jersey City Office of Sustainability, Jersey City, NJ

Ms. Iyere reviewed state climate reports and local hazard mitigation plans to identify the climate hazards and vulnerable sectors specific to Jersey City, NJ.

Philadelphia Slow Zones, Philadelphia, PA

Ms. Iyere is part of a project team working with two neighborhoods to identify street design changes that can improve pedestrian and cyclist safety, add useable public open space, and strengthen community identity. Her involvement includes facilitation for four neighborhood meetings and two community walking tours.

Baltimore City Department of Planning (DOP), Real Estate Dashboard, Baltimore, Maryland.

Ms. Iyere used ArcGIS Online to create an interactive internal dashboard to track real estate and demographic data for Baltimore's 250+ neighborhoods. She collaborated with a local nonprofit to track key performance metrics identified by the DOP such as average home price, number of home sales, vacancy rate, etc.

Delaware and Raritan Canal Master Plan Update, New Brunswick, New Jersey

The objective of the studio was to create a report of changes that have occurred since the master plan was updated, in 1989. Ms. Iyere conducted the SWOT Analysis and the comprehensive review of master plans in comparable state park systems. She also contributed to stakeholder engagement of various public agencies and nonprofit groups involved with the maintenance of the Canal.





Steve Brigham

Principal, Public Engagement Associates

Experience: 22
years

Education:
Executive Certificate, Management
of Innovation and Technology,
University of Maryland-University
College

Masters, Organizational
Development, Johns Hopkins
University, Baltimore, MD,

Bachelor of Arts in Geography, Clark
University, Worcester, MA

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Steve Brigham is a leader in the public engagement field, who has known great success as a facilitator, consultant, and designer of innovative public meetings and community-building processes. He is known for his role from 2001 to 2013 as COO and CEO for the national nonprofit, AmericaSpeaks. He has led or managed more than 100 public engagement and stakeholder engagement projects in project design, public meeting design, and large and small group facilitation. He has worked nationally (Clinton Global Initiative, Protecting our Democracy Summit) and internationally (World Economic Forum, Belgian Biodiversity Platform). His local clients and projects have included the Metropolitan Washington Council of Governments (MWCOC), the Mayor's Office in D.C., WMATA, the Purple Line Corridor Coalition, Prince George's County Public Schools, Montgomery County Public Schools, Maryland-National Capital Park and Planning Commission, and the Local Initiatives Support Corporation (LISC).

Steve's work has increasingly tackled racial equity and equitable development issues in his work and volunteer time. He is well-published in the field of civic engagement and stakeholder participation. His most recent publications are:

- Prince George's Rising: Strategies for Equitable Development and Prosperity [Read the report here.](#)
- Long-Term Workforce Strategies for the Purple Line Corridor: Ensuring a More Inclusive and Equitable Recovery in the Post-Pandemic Era. [Read the report here](#)
- Blueprint for Equitable Industry Recovery (for the D.C. Department of For-Hire Vehicles), [Read the report here.](#)

Steve also sits on the Board of Directors for the Housing Initiatives Partnership (an affordable housing nonprofit serving Prince George's and Montgomery counties) and on the Advisory Board of RISE Prince George's, a Coalition for Smarter Growth initiative.



Kimberly SESCOE

Owner & CEO, Special ProjX LLC

Principal, Public Engagement Associates

Kim SESCOE is the owner of Special ProjX LLC and principal in Public Engagement Associates. Kim provides project executive leadership, project management and coordinates event logistics to enable organizations, government agencies, institutions, and businesses to effectively engage their constituents. During the COVID-19 emergency, Kim led organizational changes to improve remote working conditions for staff and associates and initiated technical and service changes providing clients with online options and opportunities for their engagement projects.

Kim is an expert project manager who has broad experiences in the Washington, DC area organizing programs with government agencies, non-profit organizations, institutions, and businesses. Her areas of expertise include project management, budget development, work plan supervision, event management, client relations, community outreach and engagement, and program design support.

Kim has worked with groups such as the National Youth Advocacy Coalition, National Institutes of Health, DC Neighborhood Action and Carnegie Endowment for International Peace. For the past three years, she has managed the citizen engagement efforts with the Walter Reed Local Redevelopment Authority and U.S. Department of State as they develop reuse plans for the former Walter Reed Army Medical Center site. Her broad experience includes working on large teams partnering with planning firms on urban planning projects in Washington DC, Prince George's County Maryland and Flint, Michigan. From 2007-2013, Kim was a senior program associate for AmericaSpeaks, providing citizen engagement strategies for local governments, nonprofits, and communities. As project executive and project manager, she provided oversight and leadership on numerous large scale projects.

Experience:

25 years

Education:

Master of Science, Management
with Nonprofit and Association
Management Specialization,
University of Maryland University
College, College Park, MD

Executive Certificate in Facilitation,
Georgetown University

Bachelor of Science, Political
Science, Barry University, Miami,
FL

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**Experience:**

Over 35 years

Education:

Master of Divinity, Duke University,
Durham, North Carolina

Bachelor of Arts in Political Science,
Baylor University, Waco, Texas

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Theo Brown

Principal, Public Engagement Associates

Theo Brown has more than 40 years of experience as an organizer, facilitator, and trainer for organizations that work to engage citizens on important issues that impact their lives. He is an expert at recruiting demographically representative samples of citizens for community meetings and has a particularly impressive record of involving low-income citizens and others who have historically been left out of the political process. He also is a skilled facilitator who has designed and conducted highly productive meetings in dozens of cities around the country.

Some of the organizations he has worked with to promote social justice, human rights, and intercultural understanding, include Amnesty International, Common Cause, Ground Zero, the Fetzer Institute, National Days of Dialogue on Race Relations and the Faith and Politics Institute. He has also worked as a consultant to a wide variety of organizations and government agencies such as: AARP, the Center for Disease Control, the Episcopal Diocese of Louisiana, New Detroit, the U.S. Navy Chaplain Corps, and the City of Alexandria, VA. From 1999-2013 he was a Senior Associate with AmericaSpeaks where he coordinated outreach and recruitment for dozens of citizen engagement projects around the country. He helped organize large 21st Century Town Meeting in New York City, Washington, DC, New Orleans, Los Angeles, Atlanta, Dallas, Albuquerque, Cincinnati, and many other cities.

Theo's current clients include the McClendon Scholar Program at the New York Avenue Presbyterian Church in Washington, DC. This program brings in prominent scholars for forums and lectures which focus on how churches should respond to pressing social issues like poverty, race relations, and criminal justice reform. He is also coordinator of the Returning Citizens Assistance Network (RCAN), which is composed of 20 congregations in Washington, DC that assist formerly incarcerated individuals seeking to re-enter the community. He is also active in efforts to combat the toxic polarization in our politics through work as an organizer with the National Institute for Civil Discourse and Braver Angels.



Vickey Wilcher

Senior Associate, Public Engagement Associates

Vickey Wilcher is a Community Relations Specialist, and Executive and Life Coach with more than 20 years of experience in community engagement in the Washington, DC area. She has a proven ability to build coalitions and collaborative partnerships that cross neighborhoods, political party lines and, sociocultural and socioeconomic boundaries. She is skilled in developing community relations strategies; and often emphasizes the needs of children and young adults in her work. She launched a second career in Executive and Life Coaching in 2005.

Experience:

20+ years; 10+ years with PEA

Education:

Certificate Program, Executive Coaching, Georgetown University

Master's in human sciences, Hood College

Bachelor's in human Relations and Communications, Trinity College

Vickey applies traditional and new media outreach strategies to engage individuals, civic, faith-based and business organizations to enhance public engagement. She has participated in cross functional teams to develop and implement public involvement strategies and programs (i.e., real estate developers, non-profits, government agencies etc.),

She has collected, managed, and analyzed outreach data and has designed and executed community-based education, outreach, and networking opportunities.

She has regularly recruited/engaged community participants for public discussions and other events and has planned, designed, and executed comprehensive outreach campaigns to convey key policy information.

Vickey has served as a small group or lead facilitator at community events, focus groups and stakeholder meetings.

Relevant Experience

- Bainum Family Foundation, Ward 8 Parents' Forum on Education
- DC Department of Housing, Barry Farm Redevelopment
- Washington Metropolitan Area Transit Authority, WMATA Community Forums
- Walter Reed Local Redevelopment Authority, Walter Reed Reuse Plan
- National Institute for Civil Discourse, Talking Transition New York City, and Washington DC
- NoMa Park Foundation, Community Conversations
- Congress Heights Community Training and Development Corporation, Essential Skills Instructor for Adult Learners
- DC Water-DC Clean Rivers, Washington DC
- District Department of Transportation, Near Northwest III Safety and Mobility Study



Maria Carrasquillo

Senior Associate, Public Engagement Associates

Maria Carrasquillo is Principal of MJH Consulting, a local firm that offers progressive organizational consulting and leadership development in the areas of advanced facilitation, leadership coaching, change management, workforce diversity, and L&D solutions. She is bilingual (English and Spanish).

For PEA, she has served as a lead facilitator for engagements with the Purple Line Corridor Coalition, Creating Community Solutions-DC, Montgomery County Public Schools, and Prince George's County Public Schools, among others.

In her own firm, Maria has:

- Delivered coaching services to emerging leaders and mid-level managers within military establishments and federal government agencies using DiSC, MBTI, EQi2.0, and TKI and 360 assessments. Designed and facilitated annual strategic leadership retreats for a variety of non-profit and for profit entities.
- Consulted with county government training departments to design and implement county-wide focus group sessions to identify training needs for county employees. Assisted in the development and presentation of training sessions modules.
- Partnered with cross-functional internal planning team to develop content and goals for offsite retreats including clarification of vision/mission, increased team leadership, and setting strategic direction.
- Designed and conducted focus group sessions to assess facilities, staff relations, health services, and cultural sensitivity for healthcare agency.
- Conducted organizational assessments for nonprofits, including data collection, analysis and data feedback. Presented results and recommendations for next steps to Board and Executive Director.
- Facilitated weekly meetings of 20+ community members to develop strategies for implementing policies and promoting economic sustainability with strong community support.
- Advised staff of organizational and administrative changes to improve productivity and performance of teams.
- Offered career coaching and career services related to resume writing/review, interviewing skills, job search, and managing client portfolio for program participants.

Experience:

20+ years in the field; 10+ years with PEA

Education:

Executive Certificate, Leading Strategic Growth, Columbia Business School

Master's Degree, Business Administration and Management, Bowie State University

Bachelor's Degree, Psychology, University of Maryland