Summary of Today’s Presentation

• What is a General Plan
• History of the county’s General Plan
• Why Update the General Plan now
• Community outreach and communication
• Proposed schedule
• Ways to participate-how you can help
What is a General Plan

• A General Plan is a long-term vision with big picture, countywide policies that will guide future initiatives with more detailed land use planning, infrastructure, community amenities, and private development.

• Unlike a sector plan, master plan or functional plan, a General Plan does not provide specific land use guidance to address short-term issues in targeted geographic areas.
A policies plan for the year 2000

The Nation's capital,
medium low density residential 1.4 D.U./acre
medium density residential 4-10 D.U./acre
medium high density residential 10-30 D.U./acre
high rise apartments over 40 D.U./acre
Increase Affordable Housing ➔ MPDU Law

Protect Farmland ➔ TDRs

Provide Timely Infrastructure ➔ APFO

Thrive Montgomery 2050
Current local area master and sector plans
Why Update the General Plan Now?

• The last comprehensive update in 1969
• Numerous master plans since then
• Change from a bedroom community to a major employment center with a diverse population of over a million people
• Entering another era of disruptive technologies and cultural shifts
• Future in infill and redevelopment, not greenfields
• Time to step back and define a new vision for the next 30 years
Changes, Trends, Challenges

- Employment Trends/Sharing Economy
- Technology/Automation
- Aging Population
- Housing Affordability
- Climate Change/Sustainability
- Demographic shifts
- Mixed Use/Walkability
- Equity, Social/Environmental Justice
- Regional Competition
Montgomery County is growing at a slower pace than in past decades

- 38% population increase since 1990

1990: 765,500  
+293,300  
2017: 1,058,800

Decreasing gain and rate of growth since 1990
Immigration contributes to significant diversity

Increasing foreign-born population

Up from 19% in 1990 to 33% in 2016

1990: 141,166  
2016: 344,645  
+203,500 (59%)

Majority from Latin America (37%) & Asia (37%)

1) El Salvador (47,792, 14%)
2) China (28,243, 8%)
3) India (24,306, 7%)

Greater racial & ethnic diversity

People of Color: 579,397 (56%)
Racial & ethnic diversity is increasingly distributed across the county
Increases in housing prices have outpaced income growth.

Indexed changes in housing costs and household income.

All dollar values adjusted for inflation, indexed to 2000 base year
Overall decline in homeownership rates, most dramatically for households under age 35

- Overall rate declined from 67.9% to 64.7%
- Rate for households >75 increased from 64.7% to 74.3%
- Rate for households <35 declined from 46.1% to 28.4%
- Nationally, homeownership rates for households <35 only declined from 38.5% to 34.5%
Growing workforce and small shift in distribution of overall employment between public and private sectors

- Nearly 600,000 in 2016 – 2nd largest regionally
- Workforce grew 31% since 1990

<table>
<thead>
<tr>
<th>Sector</th>
<th>1990</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private sector</td>
<td>68%</td>
<td>73%</td>
</tr>
<tr>
<td>Federal government</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>State/local government</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Workforce grew 31% since 1990.
The top two industries employed 40% of residents in 2016, compared to 33% in 1990.
Strategic Framework

(For the first time, Community Equity is identified as a fundamental outcome for the new General Plan)
Drivers of Change

- **Technological innovations**: Automation of everything; autonomous vehicles; shared rides; social media; online retail;

- **Climate change**: Climate change-- sea level rise; extreme temperatures; extreme weather; impacts to habitat and natural resources; higher costs of infrastructure, energy, and social services);

- **Demographic shifts**: Increasing diversity; smaller family size; decreasing birth rates; aging population, working longer; changing mix of household

- **Economic disruptions**: Regional and national competition; higher living costs/higher debts; changing nature of work; locational preferences;

- **Lifestyle changes**: Preference for walkable vibrant places; parks and open spaces; health and safety; social isolation; quality of education;
Drivers of change

Technological innovations
- Automation of everything; AVs (more sprawl, traffic congestion, exclusion, higher energy needs, reduced transit ridership); decline in car ownership; online retail; social isolation;

Climate change
- Climate change -- sea level rise; extreme temperatures; extreme weather; impacts to habitat and natural resources; higher costs of infrastructure, energy, and social services;

Demographic shifts
- Increasing diversity; smaller family size; decreasing birth rates; aging population, working longer; changing mix of household types (single parents, extended families);

Economic disruptions
- Higher living costs/higher debts; regional and national competition; loss of jobs due to automation; changing nature of work; locational preferences;

Lifestyle changes
- Preferences for walkable vibrant places; parks and open spaces; health and safety; social isolation; quality of education;

Working groups and topic areas

Equity
- Inequality, segregation, economic, environmental and social justice; health

Economy
- Economic health

Housing
- Housing affordability, diversity of housing types

Environment
- Climate change, resilience, resource protection/preservation/enhancement, W&S Capacity, Waste management

Transportation
- All modes of mobility

Land use
- Corridors, future of Ag Preserve, growth management

Community Design
- Public Realm, UD, historic preservation, culture, arts, education, community facilities

Economic health
- Inequality, segregation, economic, environmental and social justice; health

Climate change
- Climate change -- sea level rise; extreme temperatures; extreme weather; impacts to habitat and natural resources; higher costs of infrastructure, energy, and social services;

Demographic shifts
- Increasing diversity; smaller family size; decreasing birth rates; aging population, working longer; changing mix of household types (single parents, extended families);

Economic disruptions
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Lifestyle changes
- Preferences for walkable vibrant places; parks and open spaces; health and safety; social isolation; quality of education;
Outreach + Engagement Leading to the Draft Plan

**PREPARE**
Plan for the Plan

- Morris Column
- Trends Report
- Speaker Series
- Internal Charette
- Council Briefings

**EXCITE**
Kickoff, Visioning and Analysis

- Thrive community champions
- Meetings in a box
- Content marketing
- Popup visual recording events
- Community event engagement

**EDUCATE**
Analysis

- Webinars
- Mailings
- Content Marketing
- Meetings

**ENGAGE**
Plan Draft

- Online Tool
- Media
- Small Groups
- Website
- Outreach

Inclusivity | Collaboration | Respect | Knowledgeable staff | Strong relationships | Sustained engagement | Transparent process | Shared results
Thrive Week Combo Video:
https://www.youtube.com/watch?v=T7mdRRXx37E

Thrive Week Videos + Photos:
https://montgomeryplanning.org/planning/master-plan-list/general-plans/thrive-montgomery-2050/thrive-montgomery-outreach/

Story map of outreach and feedback from Thrive Montgomery events:
• Think about the audience journey
• Invite conversation + sharing, not a process
• Make Thrive Montgomery 2050 about the community
• Show what’s at stake and what’s possible
• Demonstrate the impact of change – and how it’s happening now
• Frame questions differently
• Meet people where they are
• Be provocative!
Studies Completed:

- **Montgomery County Trends: A Look at People, Housing and Jobs Since 1990** January 2019
- **Meeting the Housing Needs of Older Adults in Montgomery County** May 2018
- **The Missing Middle Housing Study** September 2018
- **Montgomery County Retail Strategy** March 2017
- **Montgomery County Rental Housing Study** June 2017
- **Master Plan Reality Check** 2016-2017
- **Office Market Assessment** June 2015

Underway/Proposed:

- **Agritourism Study** underway
- Transportation evaluation/modeling
- Preservation of Affordable Housing Study
- Participating in the County’s Climate Action Plan
Questions for the General Plan Update

• Are we where we are supposed to be?
• Can the current planning framework deal with the challenges of the future?
• What are the implications of growth and how should we prepare for it?
• What is the future of the Agricultural Reserve?
• What are the implications of climate change?
• What can we do now to prepare for an integrated technological future?
• How are we impacted by what is happening in the region?
Project Timeline

- **PLAN LAUNCH**
  - Jun 2019

- **VISIONING**
  - Jun-Oct 2019

- **ANALYSIS**
  - Jun-Dec 2019

- **PLAN DEVELOPMENT**
  - Jan–Sep 2020

- **PLANNING BOARD REVIEW**
  - Oct 2020-Mar 2021

- **COUNCIL REVIEW**
  - Apr-xxx 2021
Next Steps

• Help us spread the word, support outreach efforts
• Share issues and ideas the Update should address
• Provide feedback on community visions and aspiration for the future of the county
• Help educate the community
• Help develop and support policy recommendations

Contact us to have us come to your meeting, or just tell us what you think! We’d love to partner with groups and have discussions about how to create a more equitable county through the General Plan.