



Montgomery Planning

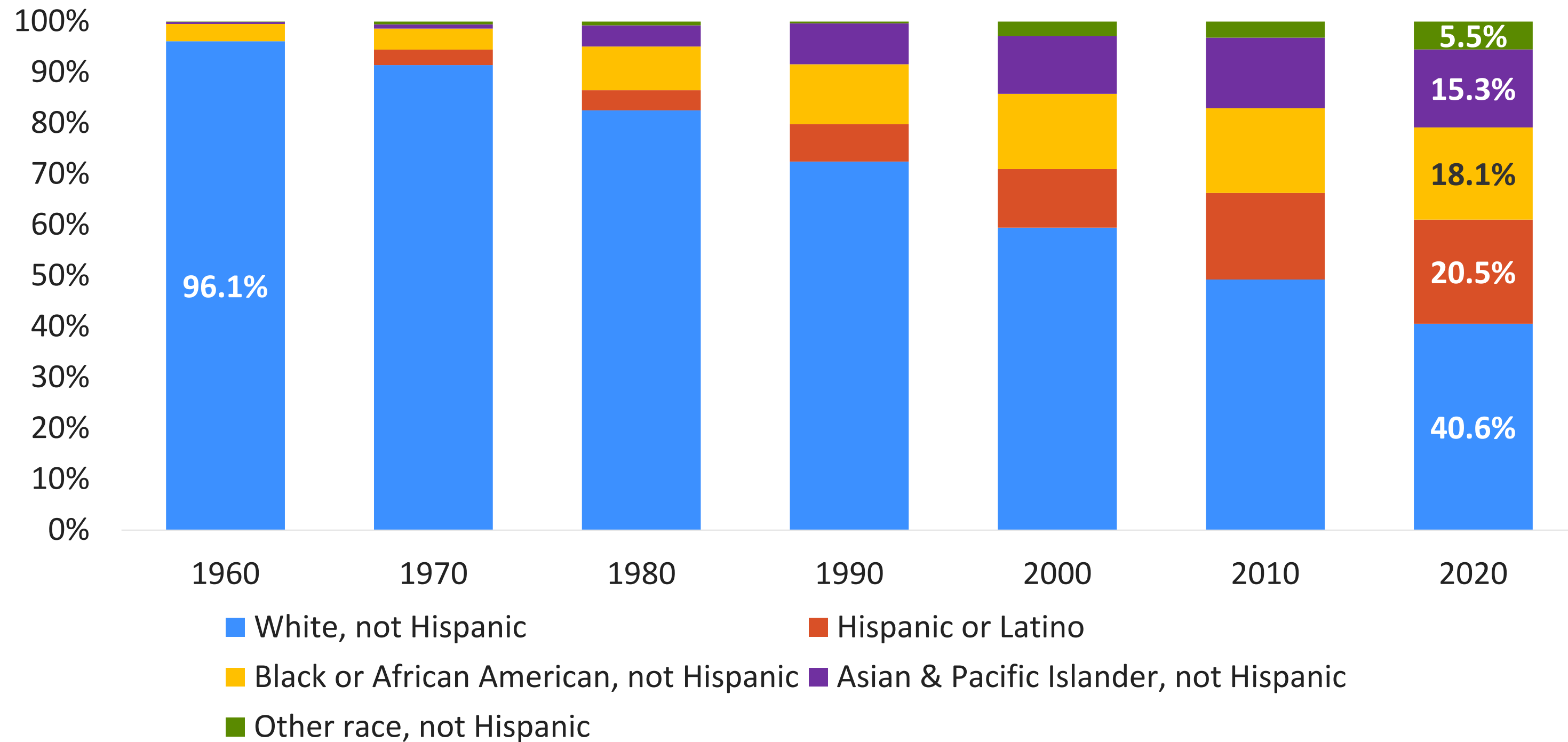
Equity Agenda in Planning

MWCOG—Planning Directors Committee

February 17, 2023



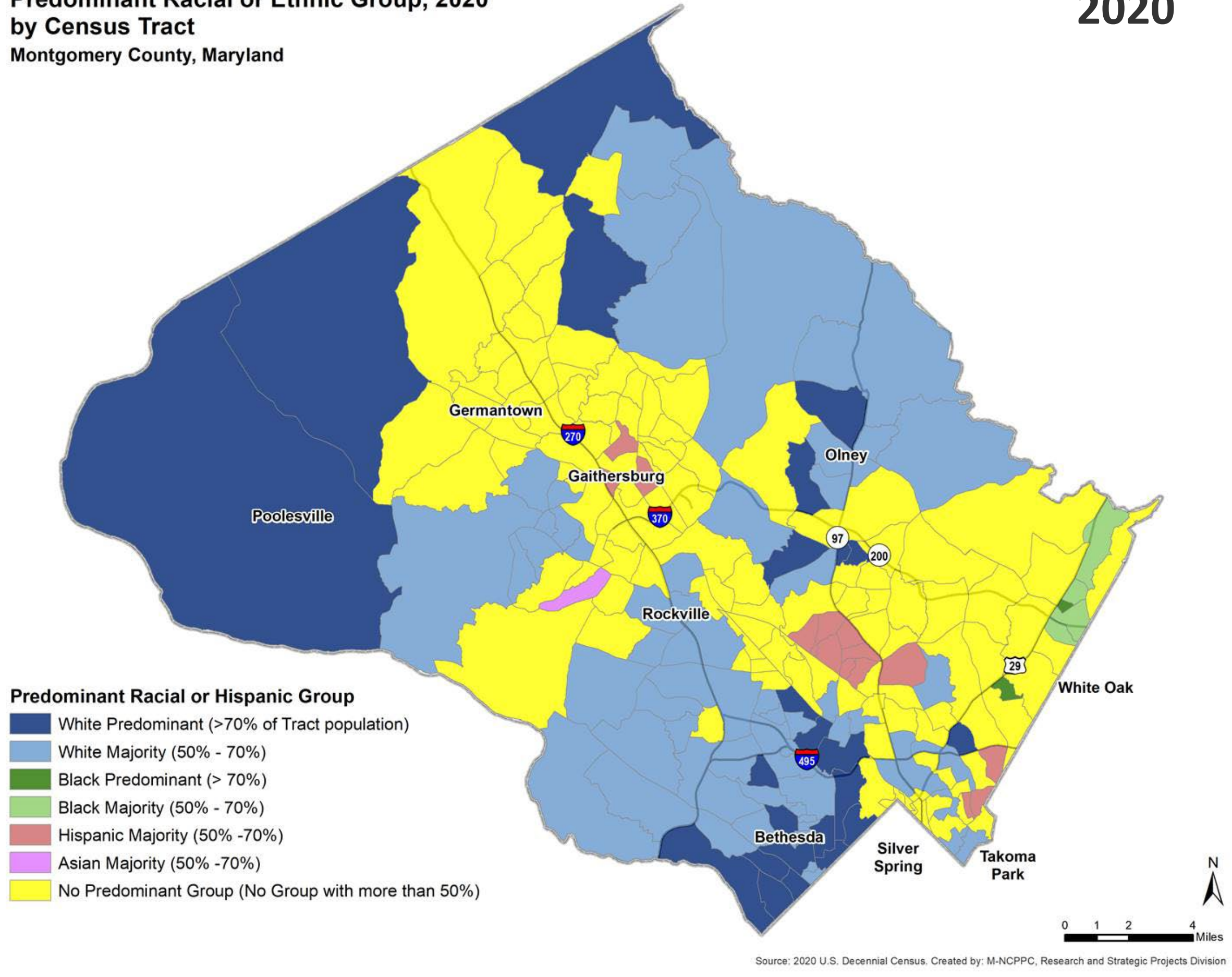
Montgomery County Population by race/ethnicity (1960-2020)



Source: 1990-2020 Decennial Census, U.S. Census Bureau

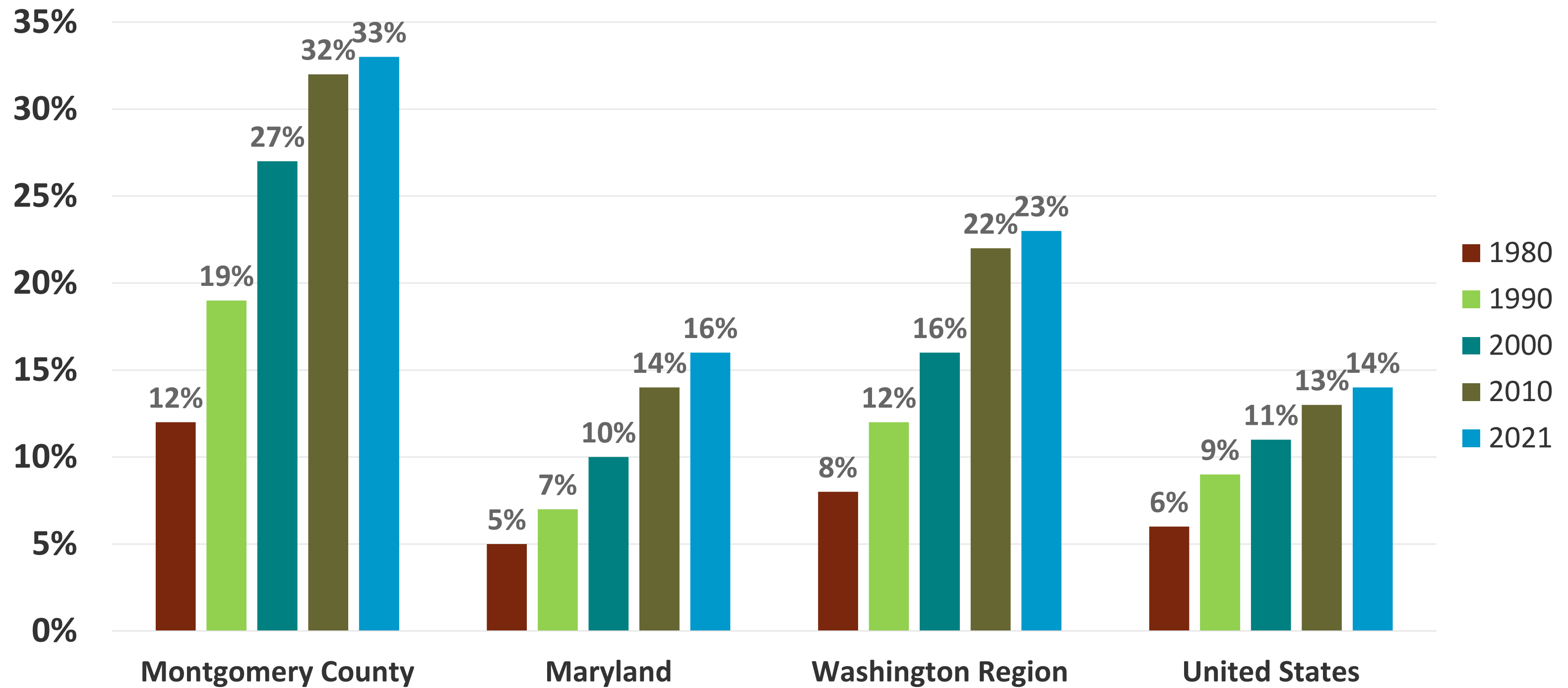
**Predominant Racial or Ethnic Group, 2020
by Census Tract
Montgomery County, Maryland**

2020



Montgomery County Percentage foreign born

33% of total population
346,586 residents



Source: 1980-2000 Decennial Census and 2010 and 2021 American Community Survey, 1-year estimate, U.S. Census Bureau



Maryland-National Capital Park & Planning Commission (M-NCPPC)

- **Bi-County Regional Planning Agency for Montgomery & Prince George's Counties**
- ***Includes [Montgomery County Planning Department](#) & [Parks Department](#)***
- In Montgomery County, oversight by 5-member appointed **Planning Board**
 - **Decision-making authority** over development proposals, street naming & parks facilities
 - **Land use advisors** to Montgomery County Council on master plans & zoning



Montgomery County Government

- Executive branch led by **elected County Executive**
- Agencies under CE oversight include Department of General Services, Department of Recreation, Libraries, County Department of Transportation

Broader Framework for Our Focus on Racial Equity

Montgomery County **Racial Equity & Social Justice Act** October 2019

*AN ACT to: (1) (2) (3) (4) (5) (6) (7) (8) (9) Establish a racial equity and social justice program; establish an Office of Racial Equity and Social Justice in the Executive Branch; remove the Chief Equity Officer position in the Office of the Executive as a non-merit position; require the Executive to adopt, by Method 2 regulation, a racial equity and social justice action plan for the County; require each Department and Office to develop a racial equity and social justice action plan; require the Executive to submit a racial equity and social justice impact statement to the Council for each Bill and for each management initiative or program in the recommended budget; establish a Racial Equity and Social Justice Advisory Committee and set forth the composition and duties of the Committee; **require the Planning Board to consider racial equity and social justice impact when preparing a Master Plan**; and generally amend the law governing racial equity and social justice.*

M-NCPPC Resolution on Solidarity with National Movement to End Injustice and Violence against African Americans

June 17, 2020

... the Commission also hereby declares and affirms that it squarely subscribes to the indisputable principle that Black lives do matter, and they must matter, in all civic endeavors in order for our agency and our nation to achieve the cardinal promises of our government – that ALL people will be treated fairly and equally.

Earlier Equitable Planning Efforts



Veirs Mill Corridor Outreach Extended

- Internal Equity Working Group (2018-2020)
- *Vision Zero* – Veirs Mill Plan, Aspen Hill Vision Zero Study
- *Transportation*: Bicycle Master Plan, Purple Line Pedestrian Connectivity Study, Pedestrian Master Plan (*ongoing*)
- *Housing*: Rental Housing Study, Preservation of Affordable Housing Study, update to MPDU laws, Accessory Dwelling Unit reform
- Retail in Diverse Communities Study
- *Historic Preservation*: history of county's African American communities & historic sites



THRIVE
MONTGOMERY 2050
Let's Plan Our Future. Together.

- New General Plan approved in October 2022
- **Long-range vision for the future of growth in Montgomery County**
- Foundation for future master plans & other planning initiatives

Three key objectives



Thrive is Montgomery County's first general plan to identify community equity as a key objective

thrivemontgomery.com

Montgomery Planning's Equity in Planning Agenda *(2020-present)*

“Developing an Equity Agenda for Planning is ongoing and **will require constant attention to institutional racism’s influence on all planning and zoning processes**.... Applying an equity lens involves a broad spectrum of issues, outreach and engagement, data analysis, solution identification, stakeholder partnerships, zoning, and design.”

From Montgomery Planning Equity Agenda for Planning webpage

<https://montgomeryplanning.org/planning/equity-agenda-for-planning/>

Equity Agenda in Planning *2020 Framework & Action Plan*

Action Plan Mission

Our mission as a Planning Department is to improve the quality of life in Montgomery County. In order to provide quality service to the current and future community members, we **must incorporate racial equity and social justice when preparing Master Plans, use current best practices to analyze adverse impacts on the community**, strengthen our partnerships with stakeholders, and continue to address the present-day challenges on a regional scale.

Action Items

1. Equity Lens/Tool
2. Equity Opportunity Index
3. Community Equity Emphasis Areas
4. Racial Equity & Social Justice Timeline
5. Staff Equity Trainings
6. Continued Research and Data Collection
7. Community Engagement Strategy
8. Equity Peer Review Group
9. Other Departmental Equity in Planning Work

Equity Agenda for Planning: *Implementation*



Ongoing Efforts:

- ❖ Equity Lens for Master Plans
- ❖ Equitable Community Engagement Strategies
- ❖ Equity Peer Review Group
- ❖ Mandatory Equity Training for Staff

Completed Tools/Initiatives:

- ✓ Equity Focus Areas mapping
- ✓ Trends in Racial & Ethnic Diversity 1990-2020 GIS Storymap
- ✓ Neighborhood Change Analysis in the Washington, DC Region
- ✓ Mapping Segregation Project (Phase 1)

In Progress:

- Asian American & Pacific Islander Heritage Project
- Community Equity Index (*under development*)



EQUITY TOOL for plan development

- **HISTORY AND CONTEXT:** What historic advantages or disadvantages have affected residents in the given community (land use, financial, and sociological)?
- **ENGAGEMENT AND COMMUNICATION:** How are residents who have been excluded from planning processes being authentically included in the planning, implementation, and evaluation of the proposed policy or project?
- **EXISTING CONDITIONS:** Does the distribution of civic resources and capital investments explicitly account for potential disparate outcomes for different groups and neighborhoods? How can we change these outcomes moving forward?
- **FUTURE OUTCOMES:** Does the current policy or project help or hinder the equitable distribution of civic resources, locally unwanted land uses (LULUs) and capital investments for future generations? How can we address this today to provide for a more equitable future?

CIVIL RIGHTS MOVEMENT SEGREGATION & SUBURBAN HOUSING

Each dot on the map represents a Negro family known to have moved into a previously all-white neighborhood. Each triangle represents a formerly all-white apartment development that has accepted one or more Negro tenants.

WASHINGTON (NNPA) — Formed last November, the 350 member organization is accepting listings from white homeowners in suburban areas who are willing to sell to nonwhites. A report on the "clearing house" operation said the lack of sufficient listings continues to be a primary problem. The group also has set up a subcommittee to coordinate the desegregation of all white apartment buildings.

Suburban Maryland Fair Housing, Inc., announced at its first annual meeting held June 10 that two colored families will move soon to Silver Spring and three families will occupy homes in Rockville.

African American home ownership and apartment rentals in Washington, D.C. suburbs, 1966. Source: U.S. Congress, Civil Rights Hearings, 1966.

Suburban Maryland Fair Housing, Inc., in 1963. Source: The Afro-American

Silver Spring Downtown and Adjacent Communities Plan

9/30/2021 23

Multiple Tools for Equitable Community Engagement

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- In-person & virtual community meetings for plans
- Virtual meetings in Spanish or Chinese with English translation (*Thrive Montgomery 2050—2020; Great Seneca Plan—2023*)
- Pop-ups & community events
- Placemaking festivals
- Online questionnaires
- Canvassing of residences
- *Multi-lingual materials:* draft General Plan & project webpage; Explainers/Fact Sheets; online questionnaires; print/bus advertisements
- Bus shelter ads & yard signs—text messaging for feedback & QR codes for content

Equitable Engagement: Fairland & Briggs Chaney Master Plan *(in progress)*



FAIRLAND & BRIGGS CHANEY,
WE WANT TO HEAR FROM YOU!

Take our survey and enroll in a **chance to win a \$100 gift card!**

Scan the QR code or visit surveymonkey.com/r/fairland-briggs-chaney to take the survey and become eligible for the gift card.

Interested in speaking or texting with us? We're ready! Dial or text 240-668-4599 to speak or text with us directly.

Montgomery Planning Fairland and Briggs Chaney MASTER PLAN

We're Listening!
እያዳመጥን ነው
Lo escuchamos
Nous sommes à l'écoute

Join Montgomery Planning for a virtual listening session series for the Fairland and Briggs Chaney Master Plan, a planning initiative that will engage the community to create a framework to guide the growth and future of Fairland and Briggs Chaney.

We invite you to attend a four-part community listening series designed to help us identify priorities in our community.

RSVPs are required with translation services available upon request with at least 10 business days' notice.
[Montgomeryplanning.org/fairlandbriggschaney](https://montgomeryplanning.org/fairlandbriggschaney)

Montgomery Planning Fairland and Briggs Chaney MASTER PLAN

Your Community. Your Future!

The Fairland and Briggs Chaney Master Plan is a comprehensive update to the 1997 Fairland Master Plan. It will help guide future land use planning; countywide policies and future initiatives affecting community quality of life; road, bike and pedestrian infrastructure and community amenities; and private development.

Together, we will decide the priorities for the Fairland and Briggs Chaney Master Plan.

We want to hear from you!
Call Montgomery Planning at 240-264-7102 to speak with us directly. Stay in touch and sign up for our e-letters by visiting montgomeryplanning.org/fairlandbriggschaney. Speak to us directly by dialing or texting 240-264-7102.

Need help with Rent?
Montgomery County can help with up to \$12,000 in rental assistance. Call 311 to see if you qualify.

Need a Covid-19 vaccine?
Have questions or need help getting the vaccine? Call 301-589-3633.

montgomeryplanning.org/fairlandbriggschaney

Montgomery Planning Fairland and Briggs Chaney MASTER PLAN

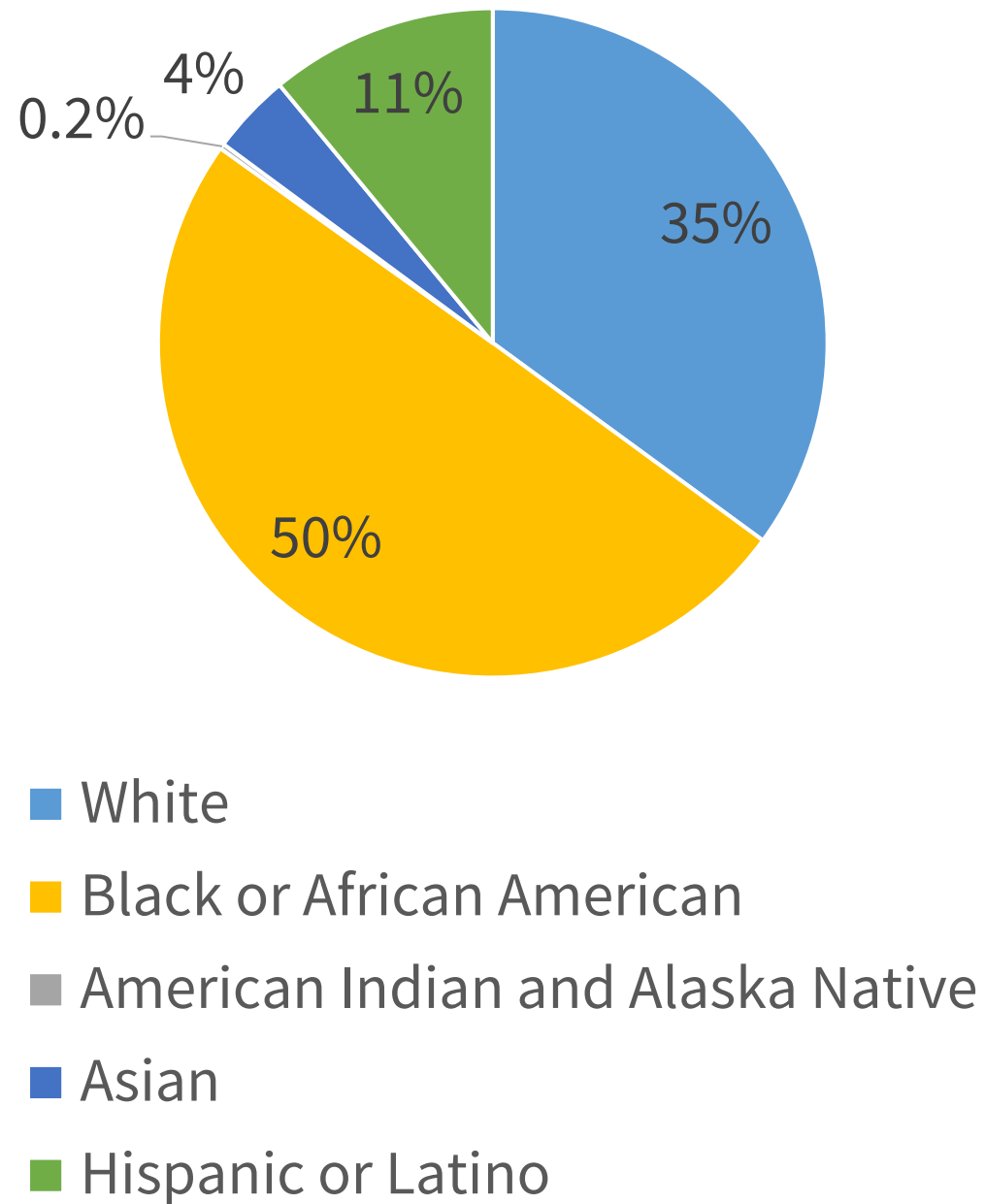


Equitable Engagement:

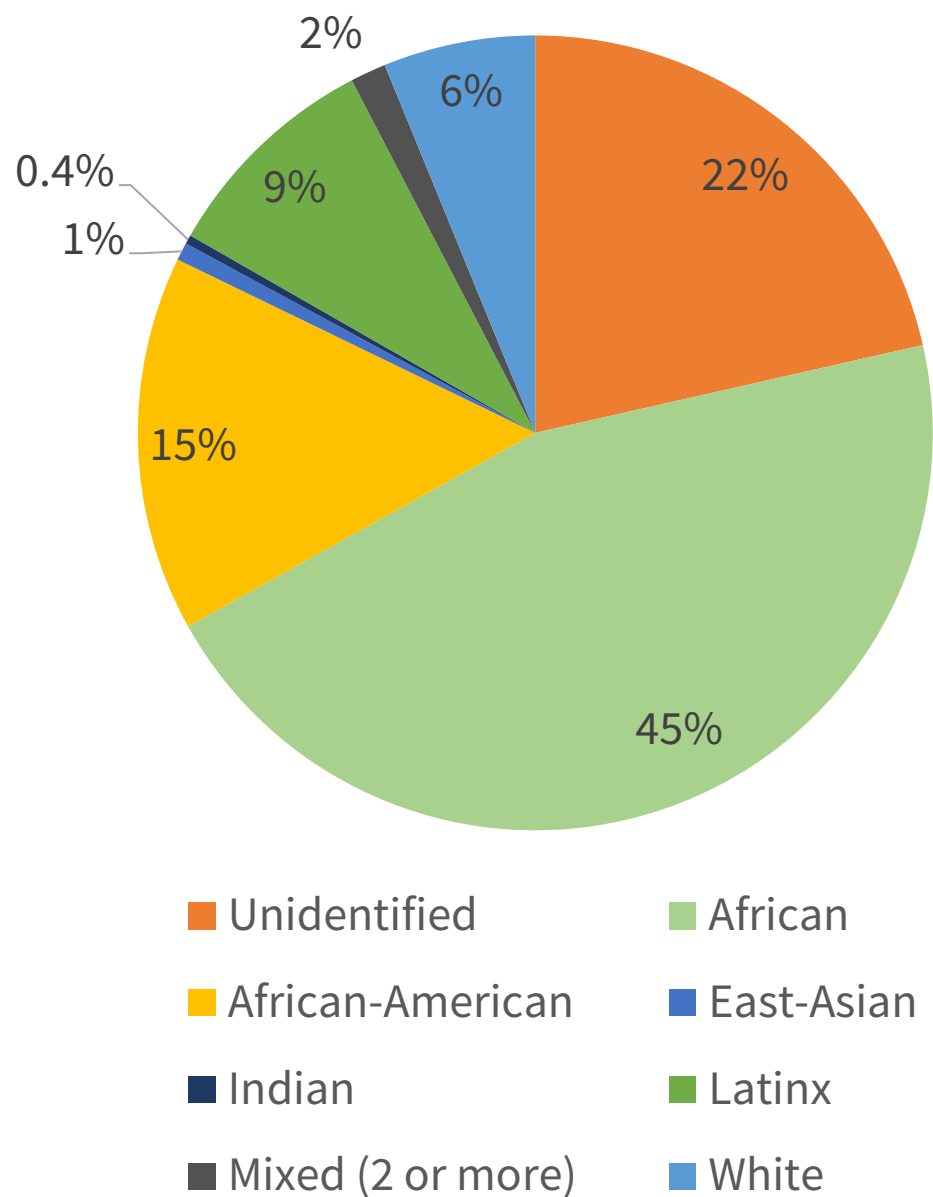
Takoma Park Minor Master Plan Amendment *(in progress)*

Maple and Lee Avenues Canvassing

Study Area Race and Ethnicity 2019 (ACS)



Self-Identified Race and Ethnicity of Participants



Of residents canvassed: 60% identified as African or African-American

- 239 residents interviewed
- What we heard:
 - Safe, quiet place to live and “good community”
 - Pleased with quality of the schools, but desire more community resources
 - Appreciate walkability of area, but would like more direct transportation connections to Downtown Silver Spring and other destinations
 - Desire for grocery store and more community spaces
 - Concern about maintenance issues and security in apartment buildings

Equity Peer Review Group

- **Internal** staff team supporting implementation of equity in the master planning process
- Provide feedback on draft recommendations, planning policies, & community engagement strategies.
- Review plan imagery, terminology & accessibility
- Comprised of diverse staff—demographics & expertise: master planning, transportation planning, environmental planning, historic preservation, research, etc.

U.S. Census Tract level data:

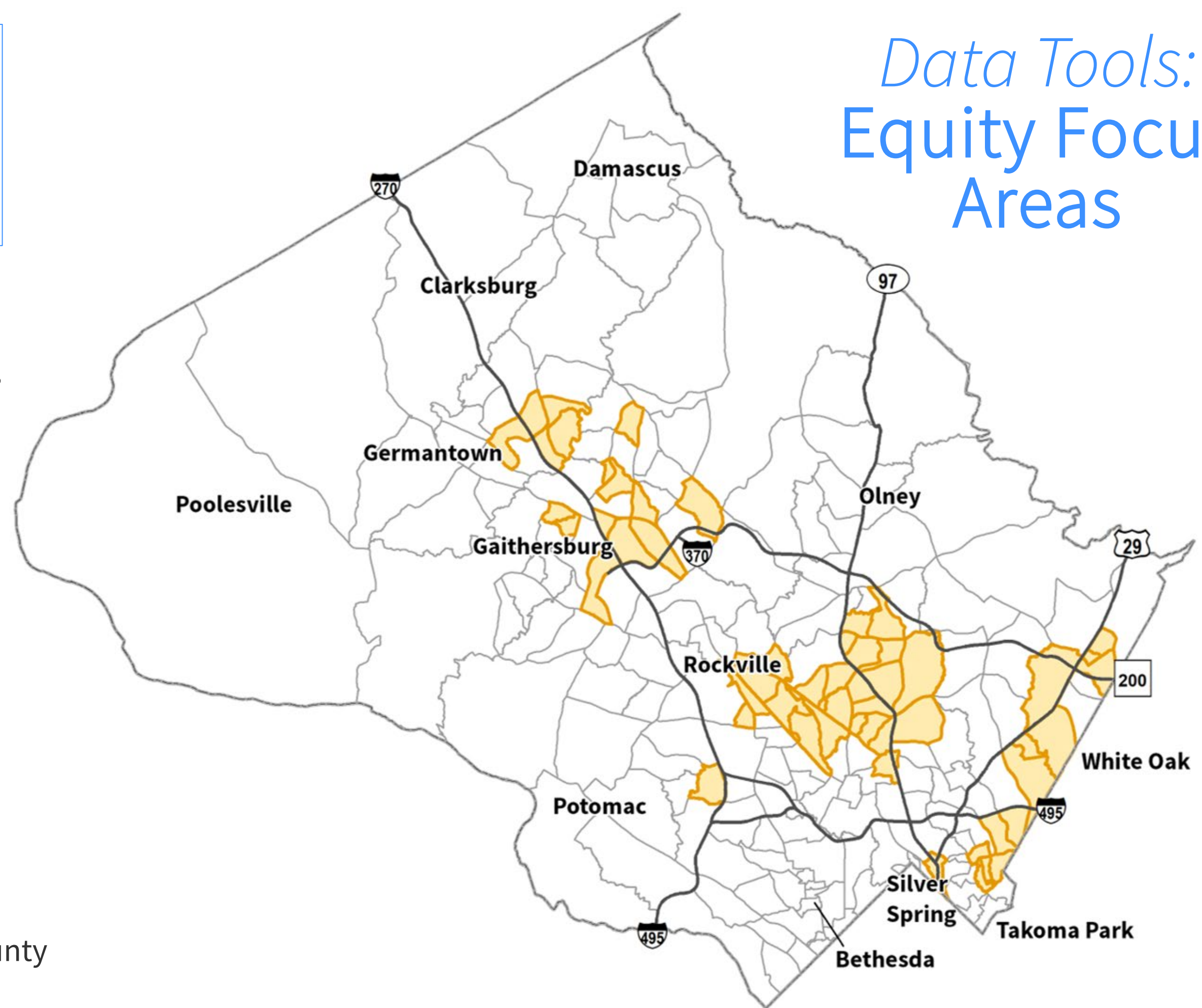
- Percent of **low-income households**
- Percent of **people of color**
- Percent of **people who speak English less than very well**

- **56 EFA Census tracts out of 215 (26%)**

- 276,000 people (26%) & 94,000 households (25%)

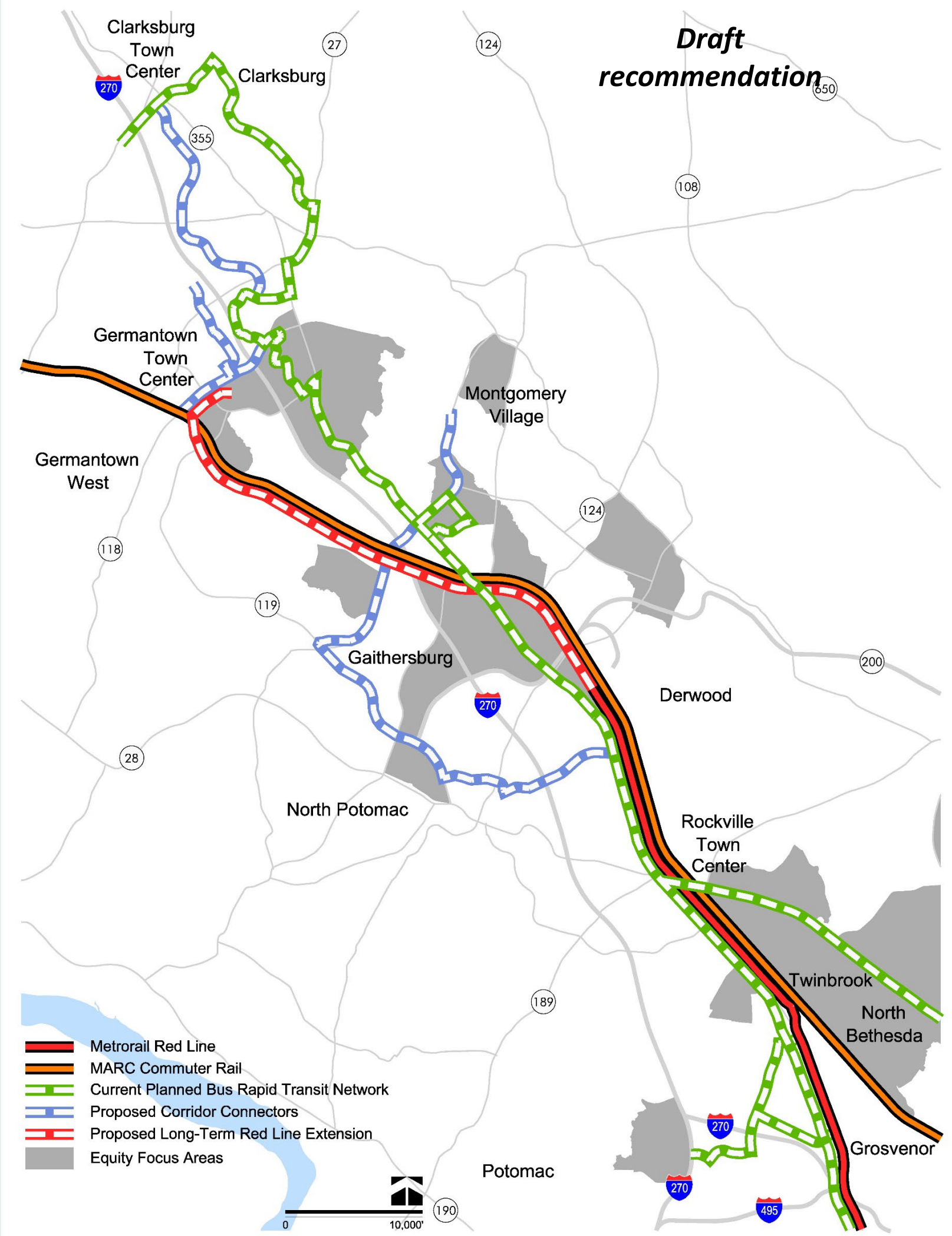
- Hispanics:
65% of EFA v. 19% Countywide
- High School diploma or less:
18% of EFA v. 9% Countywide
- Average household income:
\$90,152 EFA v. \$150,317 County
- Median housing value:
\$337,651 EFA v. \$525,624 County
- Renter occupied: 54% EFA v. 35% County

Data Tools: Equity Focus Areas

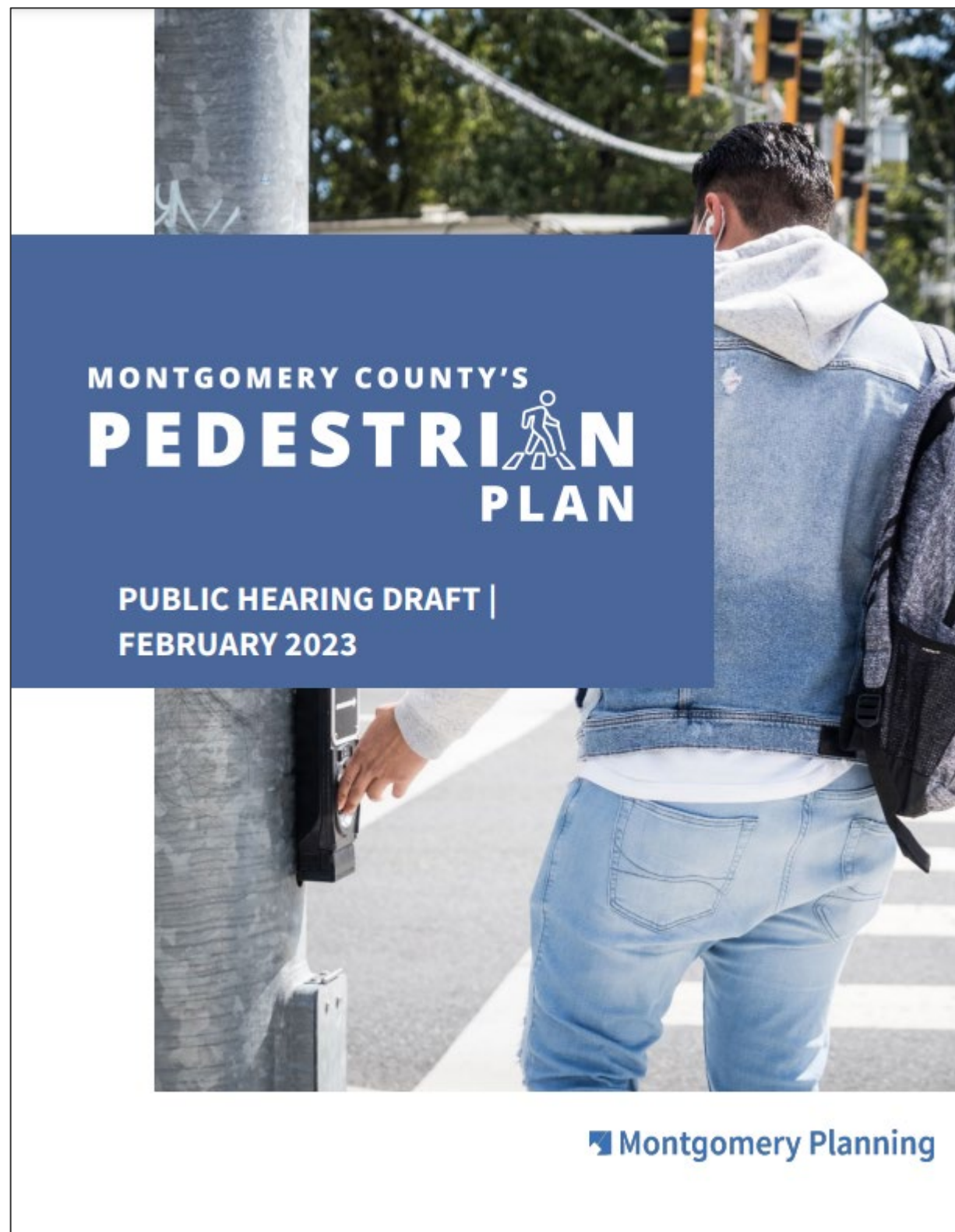


Equity Considerations

- **Connections to Equity Focus Areas (EFAs):** Dedicated bus lanes link EFAs to transit and employment centers
- **Investments Non-Auto Modes:** Provide high-quality transit to communities with less access to personal vehicles
- **Direct Access to DC:** Red Line Extension provides new direct access to DC for EFAs, resulting in large gains in job access
- **Environmental Impacts:** Poor air quality disproportionately impacts EFAs, and this network provides a substantial reduction in VMT (a proxy for air quality)

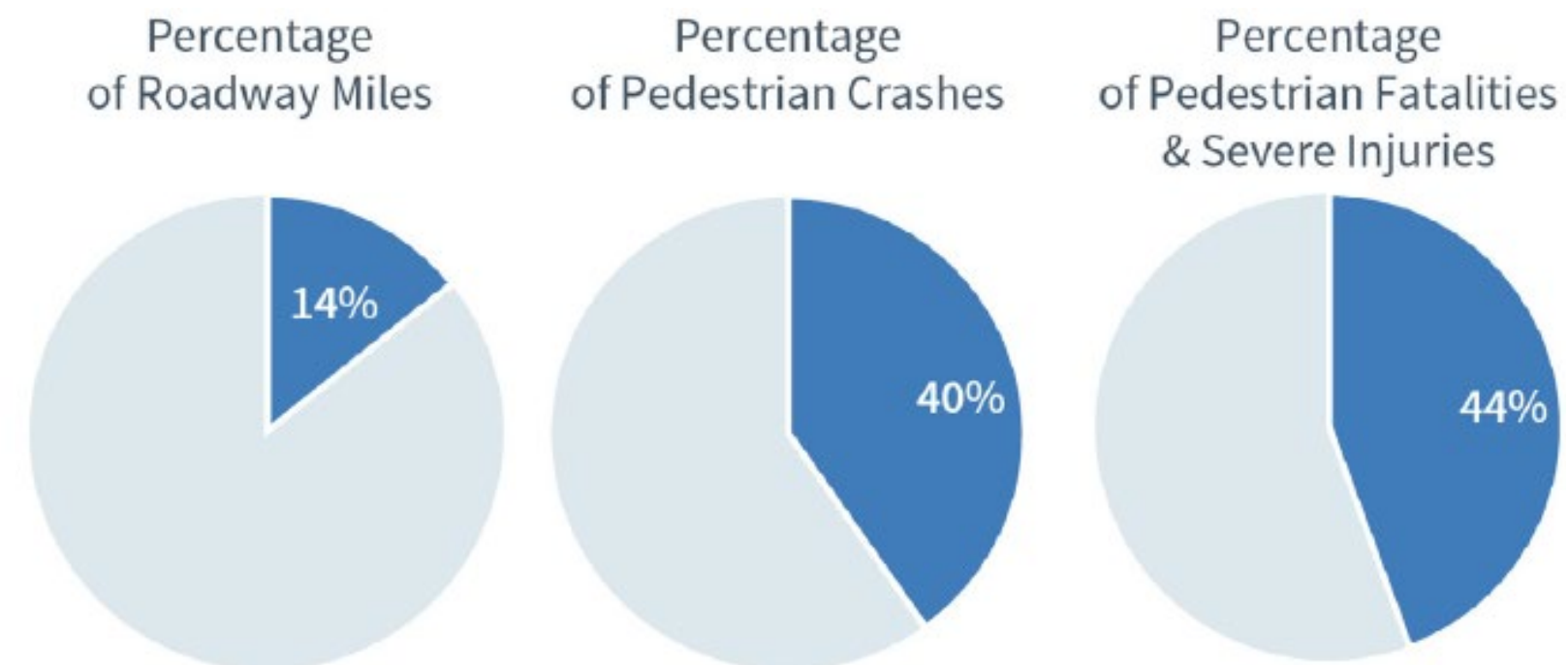


Application of EFAs Tool



2015-2020 Pedestrian Crash Analysis

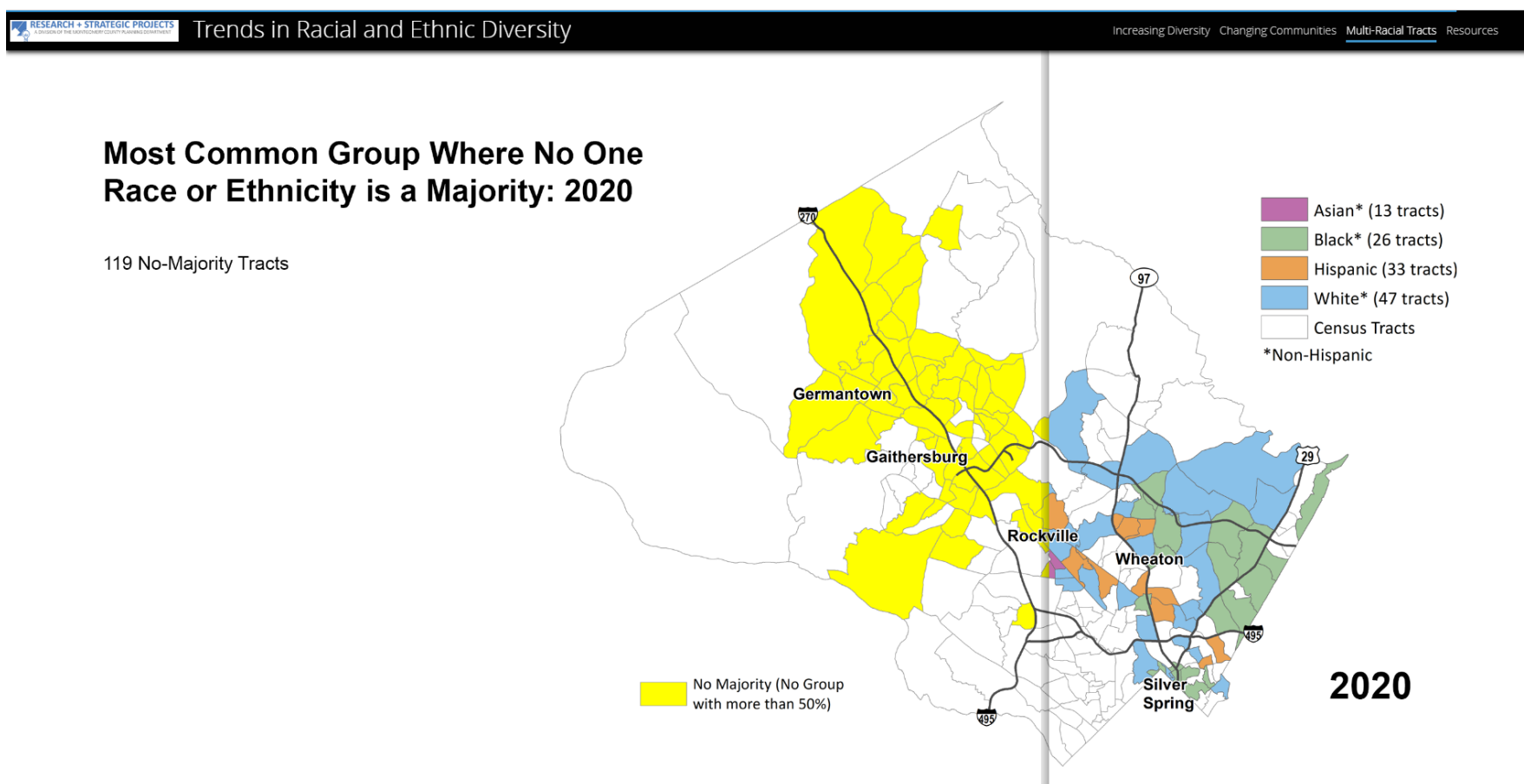
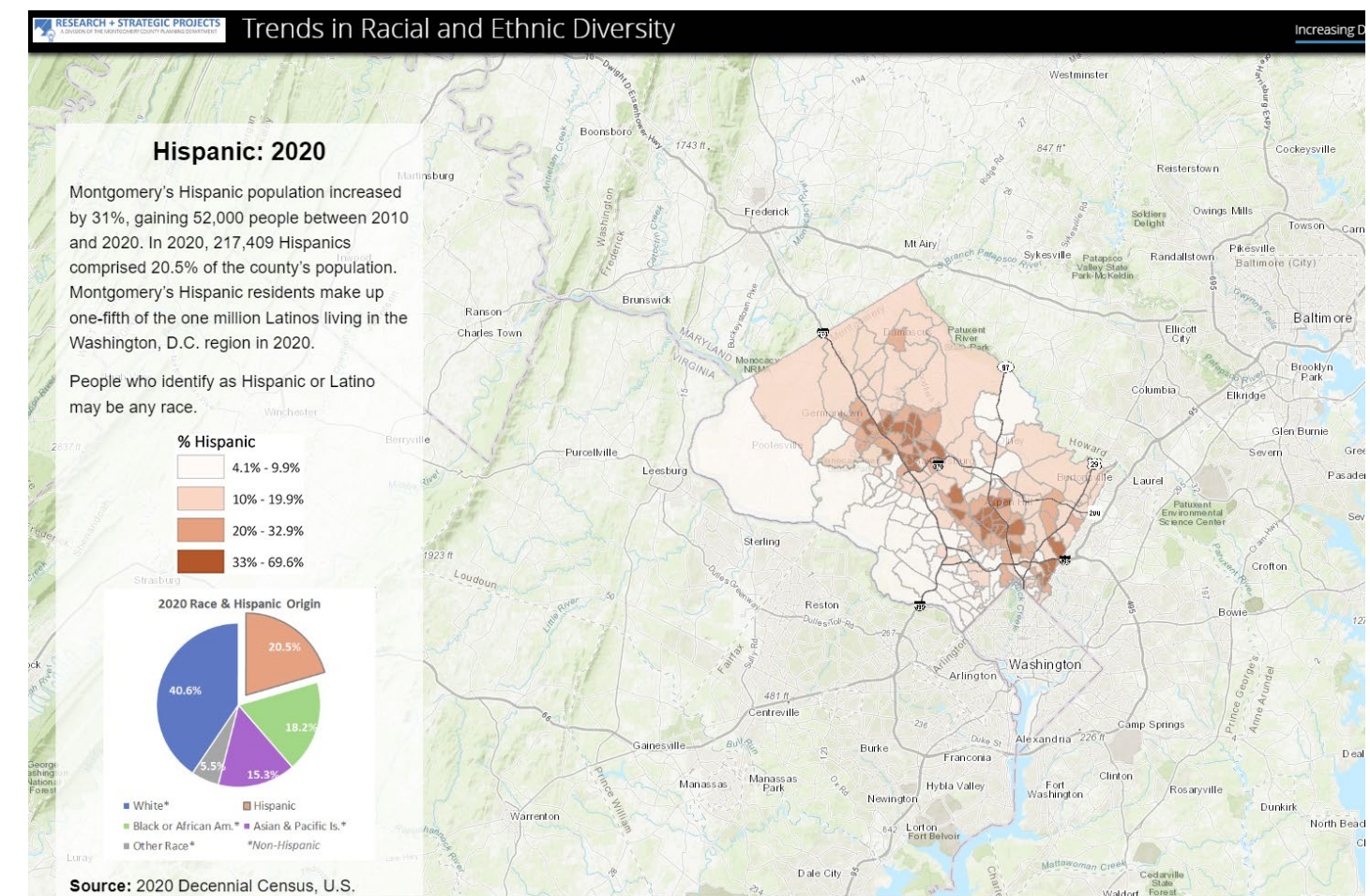
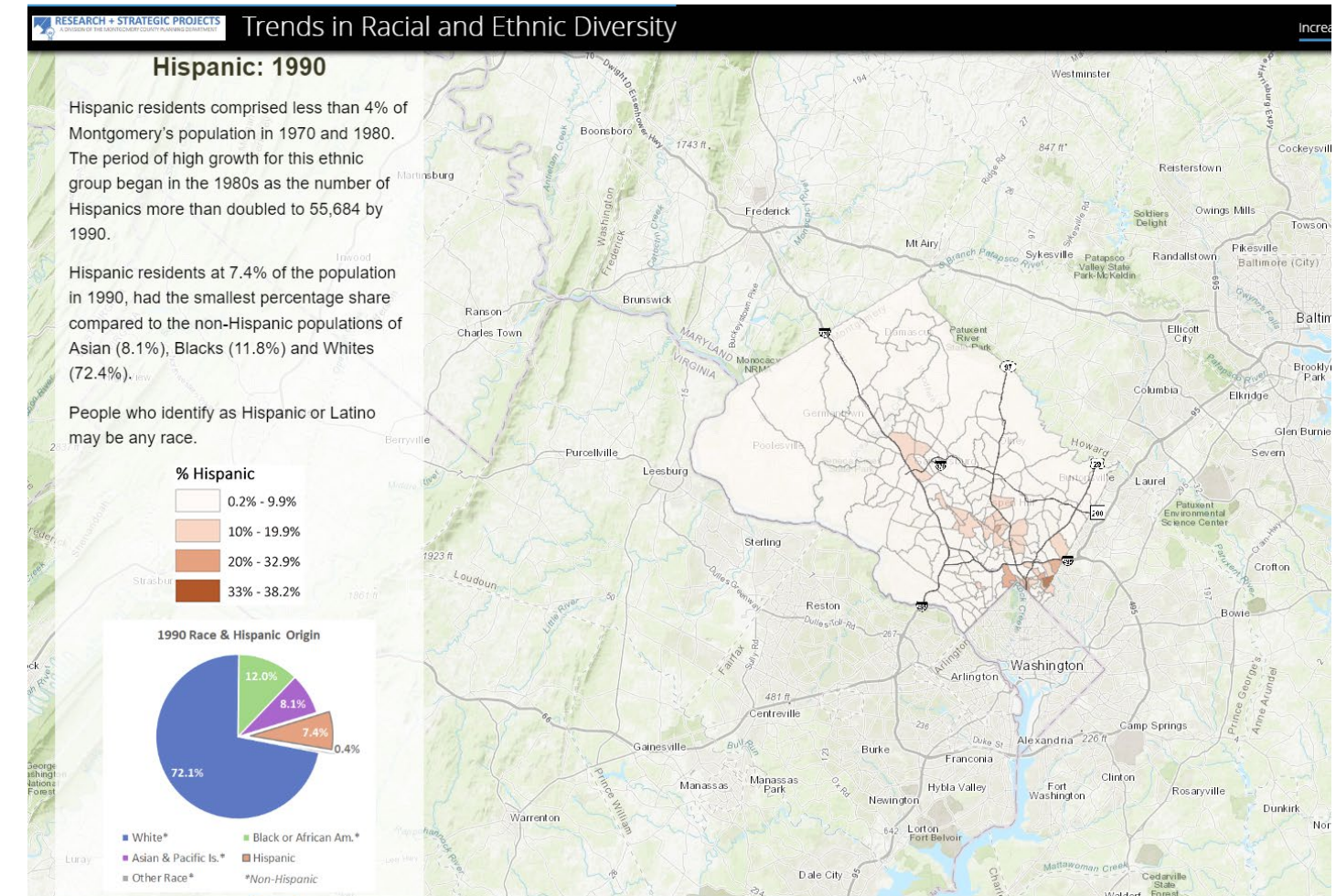
FIGURE 23 | Pedestrian Crashes in Equity Focus Areas



<https://montgomeryplanning.org/walkinghere>

Data Tools: GIS Story Map— Trends in Racial & Ethnic Diversity in Montgomery County, 1990-2020

- [Describes & maps](#) spatially how Montgomery County has become more racially/ethnically diverse using data from 1990, 2000, 2010 & 2020

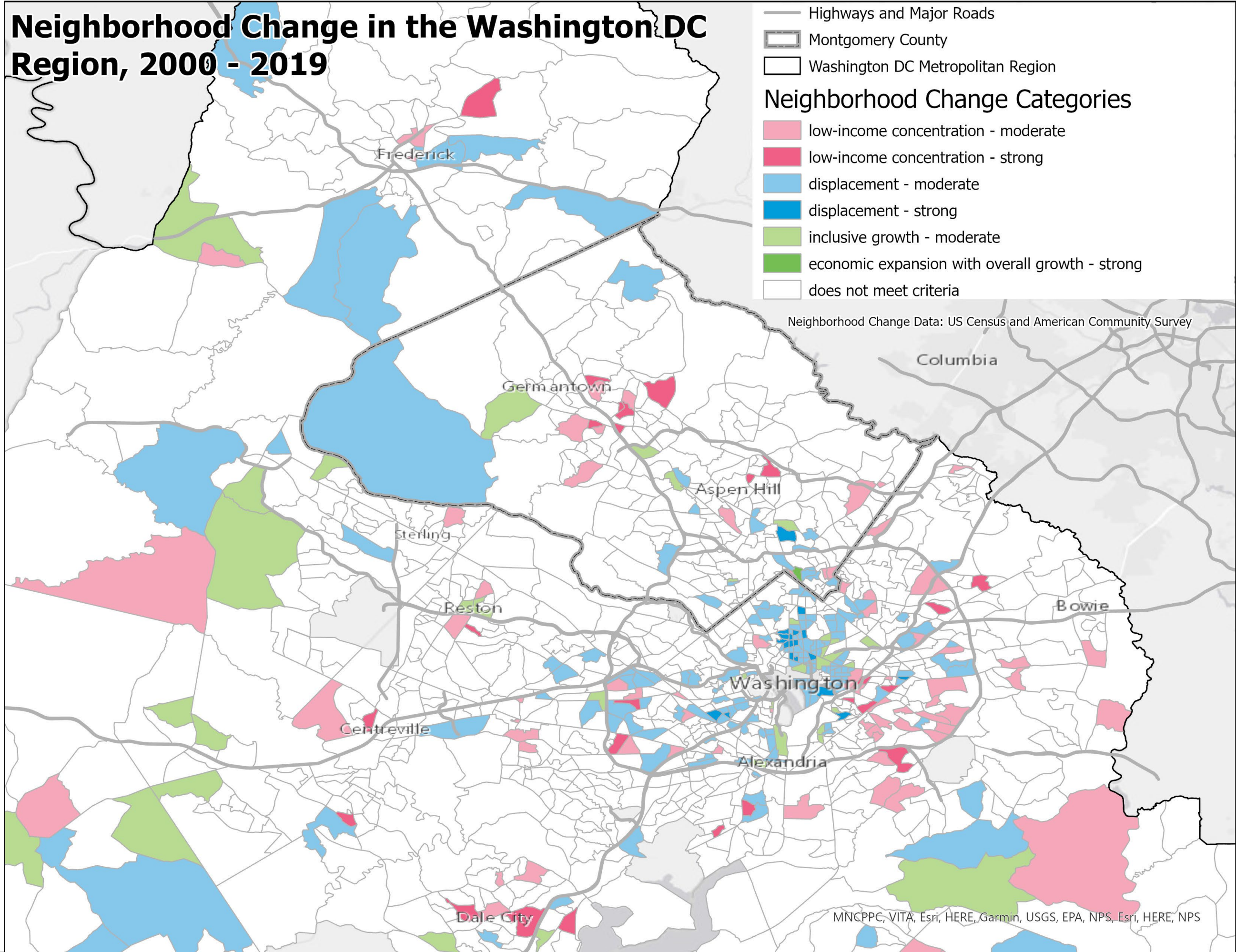




Neighborhood Change in the Washington DC Region Study: Patterns of Inclusive Growth, Concentration of Poverty, and Displacement (2000–2019)

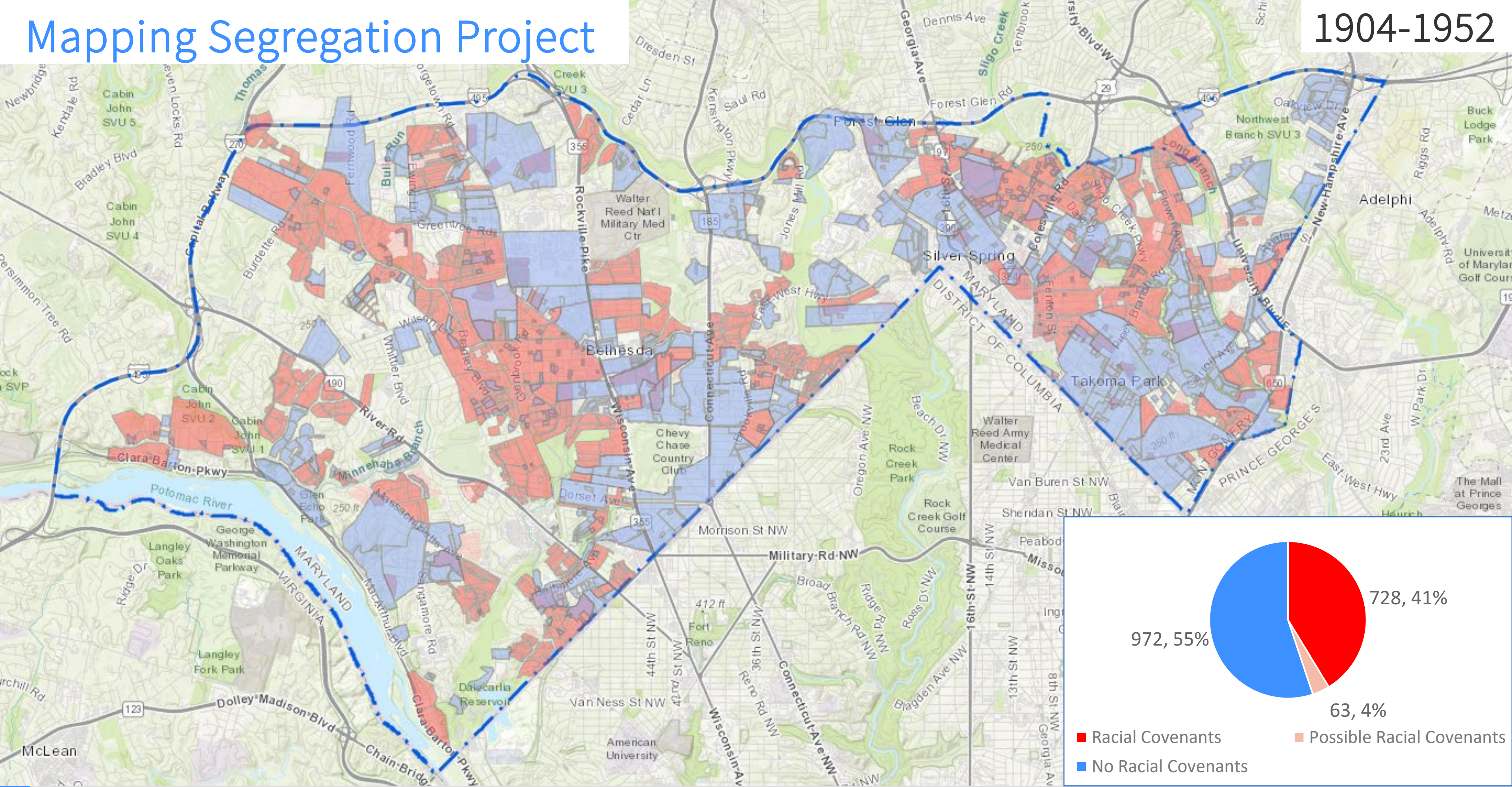
<https://montgomeryplanning.org/tools/research/special-studies/neighborhood-change-in-the-washington-metropolitan-area/>

Neighborhood Change in the Washington DC Region, 2000 - 2019



Mapping Segregation Project

1904-1952



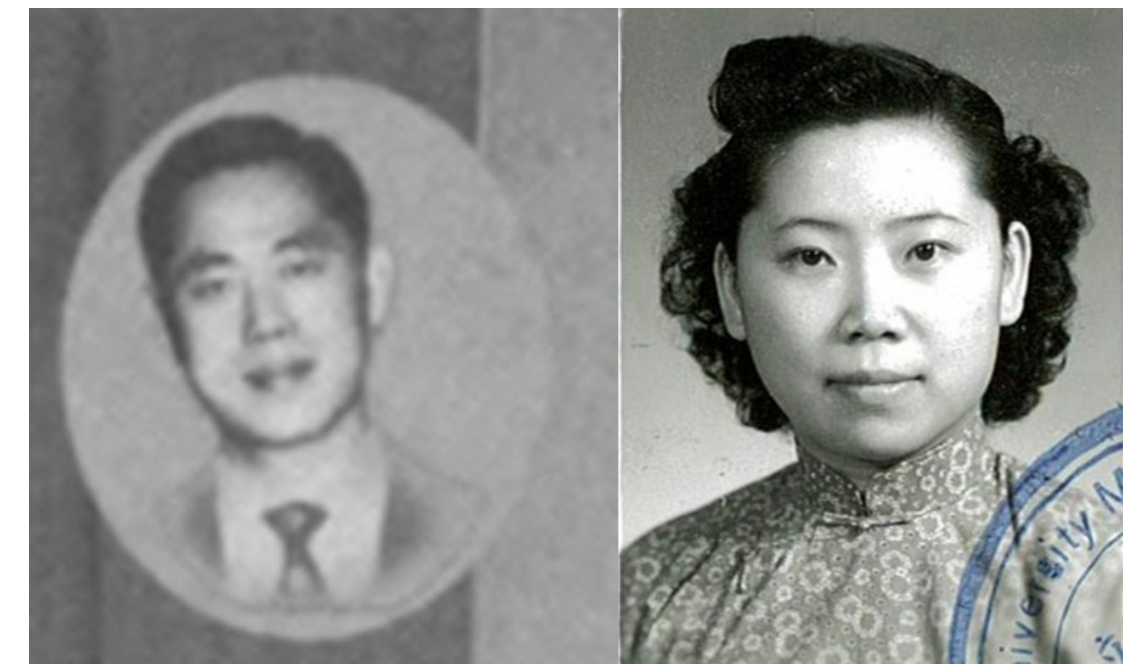


Asian American & Pacific Islander HERITAGE PROJECT

- AAPI history underrepresented in county’s historic sites inventories
- Pien home listed as an Outstanding Resource in Potomac Overlook Historic District
- Public [AAPI Interactive Feedback Map](#) to list sites



7205 MacArthur Boulevard, part of Potomac Overlook Historic District



Residence of Pao-Chi “Pete” and Dr. Yu Ming (Hu) Pien

Asian American and Pacific Islander (AAPI) Heritage Project

[Click here to add a site to this map](#)

Submitted Sites

Select Language

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