

Amendment 22 to Council Bill No. 28 -2023

**BY: The Chairperson at the Request
of the County Executive**

**Legislative Day 11
Date: October 2, 2023**

Amendment No. 22

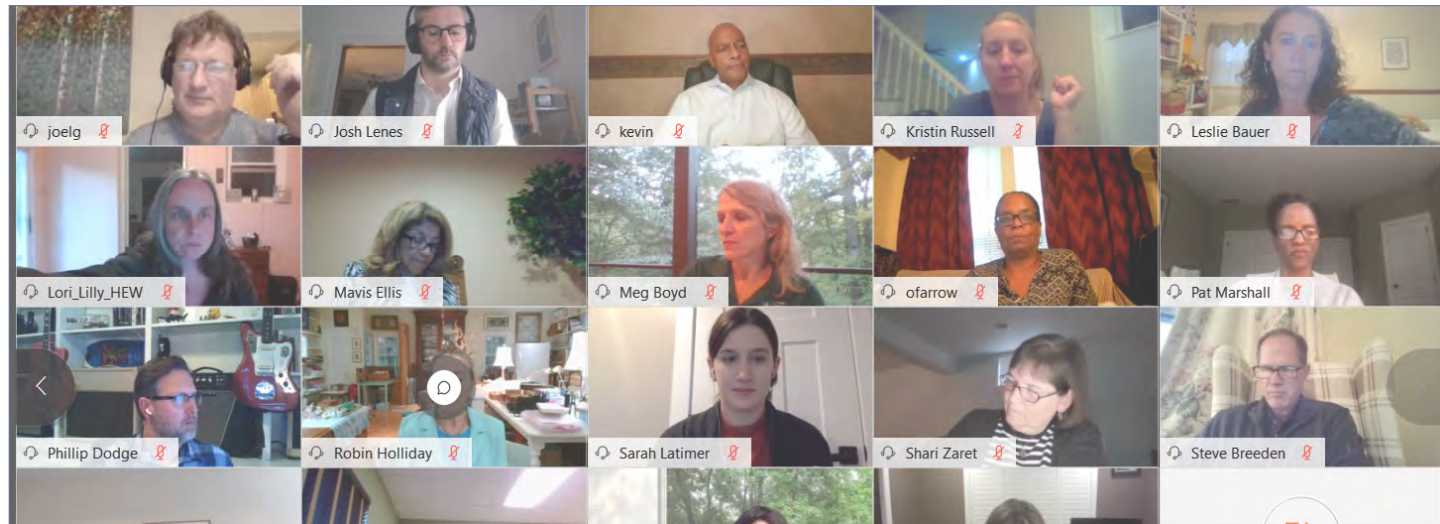
(This Amendment makes a technical correction to update the numbers related to community engagement and removes an outdated paragraph related to community engagement.)

- 1 In the *HoCo By Design* General Plan, attached to this Act as Exhibit A, amend the following
- 2 pages as indicated in this Amendment:
- 3 • Chapter 1, Introduction – page 18
- 4
- 5 Correct all page numbers, numbering, and formatting within this Act to accommodate this
- 6 amendment.

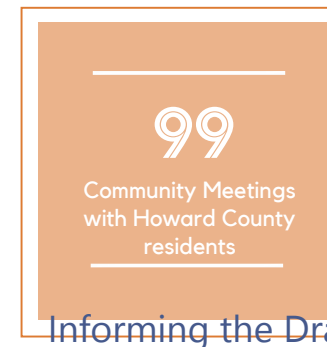
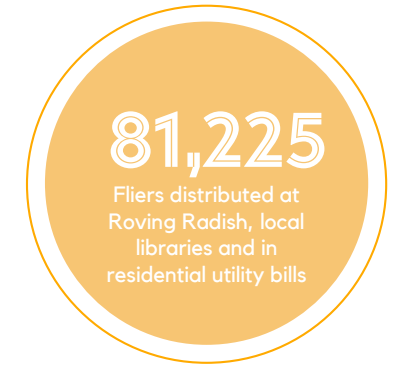
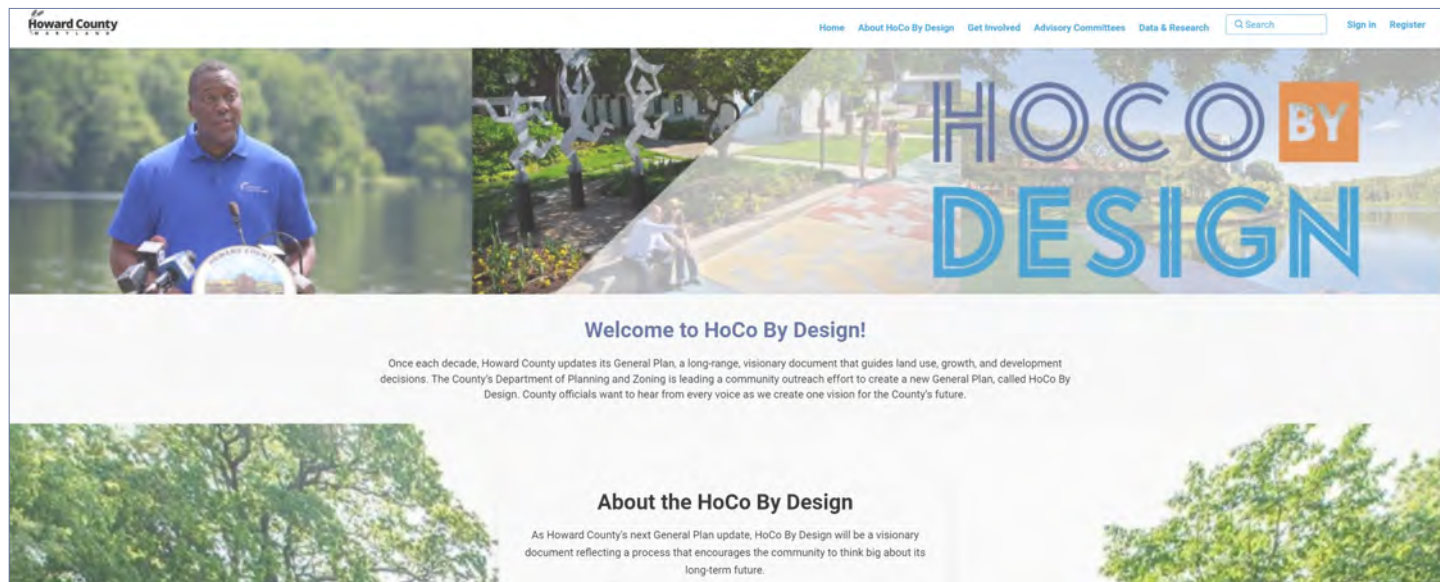
Adapting to COVID-19

Shortly after the HoCo By Design planning effort commenced, the entire County began to experience shutdowns due to the spread of COVID-19. This upheaval to daily life simultaneously provided both opportunities and challenges for engaging the community. Plans for public engagement were already heavily focused on the use of digital engagement tools. As the pandemic progressed, the project team continued to adapt to working in a virtual world and maximized the opportunities and benefits that this cultural shift offered.

Virtual meetings were well-attended, with participation far exceeding typical levels at pre-pandemic, in-person planning meetings. Project awareness was bolstered by a robust project website and social media presence. To supplement the digital outreach, fliers inviting public participation in the planning process accompanied approximately 80,000 water bills, yard signs were posted in County parks, and postcards were placed in local library pick up bags and Roving Radish meal kits.



HoCo By Design Planning Advisory Committee Meeting



Informing the Draft

Between July 2020 and ~~October 2021~~ February 2023, HoCo By Design engaged a wide spectrum of community stakeholders through its website, social media, email list, marketing materials, and public involvement activities. Details of the extensive public engagement used to inform the Plan are outlined in an Engagement Summary available on the project website. The metrics below offer a snapshot of outreach metrics in October 2021 (as detailed in the Engagement Summary that was posted on the project website).

The metrics below offer a snapshot of the results of the engagement:

- ~~8,446~~ 12,259 comments received from HoCo By Design participants across different events and surveys
- ~~78~~ 99 meetings with Howard County community members, including the general public, advisory groups, and focus groups
- ~~607~~ 721 followers on the Facebook group for HoCo By Design
- ~~1,701~~ 1,987 emails subscribed to HoCo By Design's email list via the project's website www.hocobydesign.com
- 81,225 fliers and postcards distributed through Roving Radish meal kits, at local libraries, and with residential utility bills
- ~~2,435~~ 2,864 attendees at HoCo By Design virtual and in-person events
- ~~28~~ 32 focus groups led by the project team

~~HoCo By Design's engagement efforts continued in 2022, when the County released draft planning theme chapters one at a time for feedback from March to September. Ten public meetings, one Planning Advisory Committee meeting, and five online comment forms were offered to collect input. The HoCo By Design team also met with over nine community boards and commissions. Additionally, the team attended the ArtReach event at Long Reach Village Center and the Change in Columbia speaker series hosted by the Columbia Association at Slayton House to increase awareness of the HoCo By Design effort and planning theme activities. To collect feedback on the public draft plan, HoCo By Design continued to engage community stakeholders through a comment form, Planning Advisory Committee meeting, and an Equity Open House event, between December 2022 and January 2023. As a result of these efforts, by February 2023, outreach and engagement metrics increased to nearly 100 total meetings, 1,834 survey responses, 12,259 total comments collected through the process, 721 Facebook followers, and 1,987 emails subscribed to the HoCo By Design email list.~~