



To,
The Montgomery County Council
100 Maryland Avenue
Rockville, Maryland

October 27, 2021

THRIVE MONTGOMERY 2050

Dear Council members,

We are pleased to learn that the Planning Housing Economic Development (PHED) Committee has delivered Thrive 2050 to the full Council for consideration. We urge the Council to move expeditiously – before November 30 -- to enact Thrive.

Thrive will serve as the foundation, over the coming decades, for building a stronger, more vibrant, and more sustainable Montgomery County. Over recent years, Sierra Club has been a strong and consistent supporter of smart land use and transportation policies aimed at giving more county residents an opportunity to enjoy compact mixed-use, mixed-income, pleasant transit-served walkable neighborhoods with plenty of parks and trees. Thrive will set the stage for the county's movement in this direction.

Thrive will also set the stage for promoting other key Sierra Club priorities, such as increasing affordable/attainable housing, preserving the county's renowned Ag Reserve, enhancing a variety of transportation options beyond driving (such as transit, walking, biking), increasing neighborhood economic and racial/ethnic diversity, and improving stormwater management.

We realize that high decibel criticism has been leveled at Thrive over recent weeks. The concerns about Thrive that we have seen are related to implementation. But we can continue to work through implementation considerations with time (e.g., when evaluating specific sector plans and zoning text amendments, where further public input will be required). However, we need the strong foundation that Thrive's vision provides -- to guide us as we figure out the details of addressing climate change, improving social and economic equity, and promoting the county's economic vitality.

We believe that now is the time for Council action. We applaud the outreach efforts undertaken since 2019 and the participation thus far.

So that we can move forward to create sustainable communities where our children and grandchildren can thrive, **we strongly urge the Council to approve Thrive 2050 now – before November 30!**

Sincerely,

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