

Smart Green & Growing

Maryland's Smart Growth Brand



Valerie Berton
MDP Communications Director
November 21, 2013



Sustain^{able}___Attain^{able}

Smart Green & Growing

- green information hub
- Gov O'Malley created in 2009
- one-stop shop for sustainability ideas, resources for:
 - residents
 - businesses
 - organizations
 - government



Smart Green & Growing Priorities

- Restoring the Bay
- Preserving Land
- Conserving Energy
- Smart Growth
- Climate Change



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Smart Green & Growing

smart growth policies + growing green jobs +
improving transit + environmental protection +
revitalizing communities = sustainable future



Miller's Court,
Baltimore tax credit
success story



Smart, Green & Growing



- RESTORING THE BAY
- PRESERVING LAND
- CONSERVING ENERGY
- SMART GROWTH
- CLIMATE CHANGE

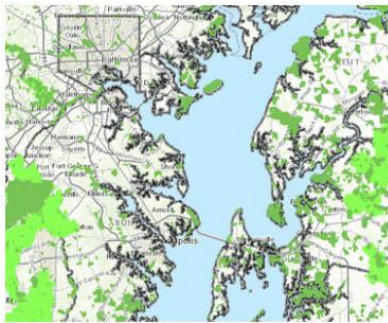
Get Involved

- > What You Can Do

Learn More

- > What is SGG?
- > See our Statewide Goals
- > PlanMaryland
- > Videos
- > Green Travel
- > Green Registry
- > Genuine Progress Indicator
- > Partners

Smart Green & Growing Atlas



News & Announcements

- Award Nomination Period Open for Innovations in Stormwater Management
- Governor Hosts Sustainability Forum
- Statewide Plan Seeks to Improve Historic Preservation
- New Landowner Incentives for Forest Management in Effect
- Board of Public Works Approves \$441,312 in Agricultural Cost-Share Grants
- Maryland Energy Administration and the Maryland Higher Education Commission Announce More Than \$1 Million in Offshore Wind Research Grants

GREEN JOBS

New website launched October 2013 <http://green.maryland.gov>

BayStat is for measuring and evaluating efforts to restore the Chesapeake Bay.

Maryland's Climate Change plan will reduce greenhouse gases 25 percent by 2020.

A mapping, analysis, and collaboration tool designed to engage citizen scientists.

Martin O'Malley
Governor
Anthony G. Brown
Lt. Governor

Performance measurement and accountability in your State government.

Track our progress on the Governor's 16 policy goals for Maryland.

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- RESTORING THE BAY
- PRESERVING LAND
- CONSERVING ENERGY
- SMART GROWTH
- CLIMATE CHANGE

Get Involved

- > Healthy Gardening
- > Buy Local
- > RideShare
- > Commuter Choice Maryland

Learn More

- > PlanMaryland
- > Track our Goals Progress
- > Knowing Your Transit
- > Being SMART
- > CHART
- > Traffic Advisories (511)
- > Revitalizing Communities

GREEN JOBS

Smart Growth



Smart growth concentrates new development and redevelopment in areas that have existing or planned infrastructure to avoid sprawl. Smart growth is sustainable and is characterized by compact, transit-oriented, bicycle-friendly land use, with neighborhood schools, walkable streets, mixed-use development and a range of housing choices. It conserves valuable natural resources through the efficient use of land, water and air; creates a sense of community and place; expands transportation, employment, and housing choices; distributes the costs and benefits of development in an equitable manner; and promotes good health.

Statewide Plan Seeks to Improve Historic Preservation

While most Marylanders would agree that the state is rich in cultural heritage and historic places, the people responsible for preservation efforts statewide find there is much work to do in accessing state support, cataloguing their work and getting the word out. [Read more...](#)

Governor O'Malley Announces Innovative Plan to Fund Purple Line Light Rail

A single partner will design, construct and operate the proposed Purple Line through Montgomery and Prince George's counties, as well as provide up to \$900 million in private financing, according to a new plan to create the line through a public-private partnership. The approach for the project differs from the typical scenario of the state bidding for the design and construction of the transit line, then operating the system. [Read more...](#)



Success Stories

Union Mill Redevelopment Transforms Historic Building, Baltimore Neighborhood

Union Mill, Maryland's oldest stone mill, received state Sustainable Communities Tax Credits to rehab and redevelop into apartments and office space near transit in Baltimore's Hampden neighborhood. This 86,000-square-foot redevelopment includes apartments targeted to teachers, including Teach for America participants, office space designed for non-profit organizations and a lush half-acre central courtyard. Last year, it won an award from the Sustainable Growth Commission. Learn more about the award and the project in this video.



Smart Growth sub-page
http://green.maryland.gov/smart_growth

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Smart Green & Growing

- SGG helps people make informed choices:
 - Maryland's future
 - actions to realize that vision

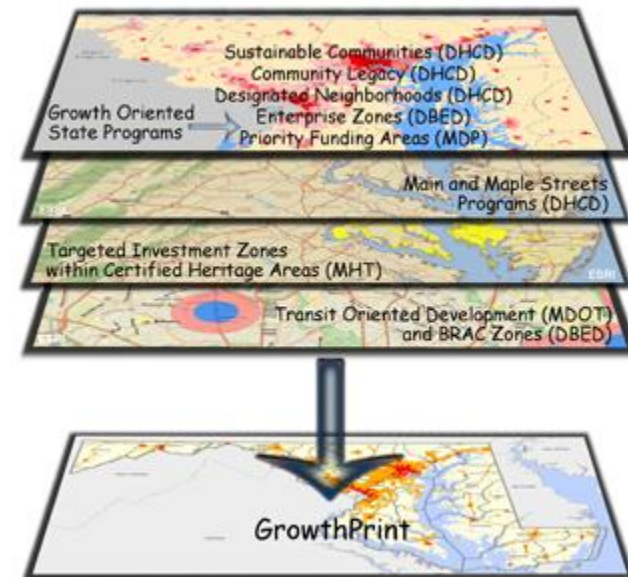


Smart Green & Growing tools

interactive maps help guide growth, protection of Maryland's landscapes

- PlanMaryland
- GreenPrint
- GrowthPrint
- AgPrint

GrowthPrint shows areas that have been identified and targeted for infill and revitalization development efforts through existing state programs.



Smart Green & Growing tools

MARYLAND Smart, Green & Growing Atlas

Overview How To Contents Add Data

Smart, Green and Growing Atlas

Ag Print

Green Print

Growth Print

Stormwater Print

Stream Health

Create Your Own Map

GrowthPrint shows existing areas that have been identified and targeted for infill and revitalization development efforts through existing state programs.

GrowthPrint Map

powered by MDIMap

NHD Plus, NPS, Esri, DeLorme, FAO, USGS, EPA

Smart Green & Growing state partners



- MDE's Green Registry businesses share environmentally friendly practices
- DNR's Marylanders Grow Oysters enables growing oysters from piers
- MEA's Empower Maryland Program offers 15 ways to save energy and money



Smart Green & Growing

state partners

- MDA's cover crops program offers grants to farmers to plant small grains, brassicas
- Climate Change = example of how multiple agencies (DNR, MDE, Housing, Planning, UMCES) can inform on SGG site



Smart Green & Growing

Where does MDP fit in?

communications strategies

- web
- social media
- targeted email campaigns
- audio/video
- conferences and events
- publications (electronic = print less)





Smart Growth Maryland blog

3,500+ followers

- ideas exchange about smart growth
- posts written by MDP staff
- 12,600 views last 12 months

Smart Growth Maryland
Encouraging a smart, green and growing future for the Land of Pleasant Living

Home About Smart Growth Maryland Archives

← Planning and Baseball Come Together at Aberdeen's Field of Dreams
Maryland Planner in the News "Cycle" →

October 31, 2013

Laurel Could be Poster Community for Forum's Sustainability Theme

Valerie Berton Smart Growth Chesapeake Bay, Ellicott City and North Laurel, howard county, Laurel, Maryland, North Laurel Maryland, Sustainable Community, Tax increment financing Leave a comment

A few miles south of Columbia and Ellicott City in [Howard County](#), [North Laurel](#) is poised to become the focus of state attention. The oldest community in the county, and the one with the lowest income, Laurel is transected by U.S. 1, the highway that traverses the Eastern Seaboard through many places built long ago with little thought to smart growth principles.

Yes, parts of Laurel could use a facelift.



Acknowledging that, Howard County leaders have big plans for the area, which has many assets, including U.S. 1 but also proximity to [Fort Meade](#), access to the [MARC train](#) and a charming historic area in Savage, Howard County officials [have applied](#) to be designated a [Sustainable Community](#), which opens to the door to state funding

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- > Maryland Planning Today [#constantcontact conta.cc/11kcx9](#) 3 days ago
- > Maryland Planning Today [#constantcontact conta.cc/HXrRMO](#) 6 days ago

Blog Categories

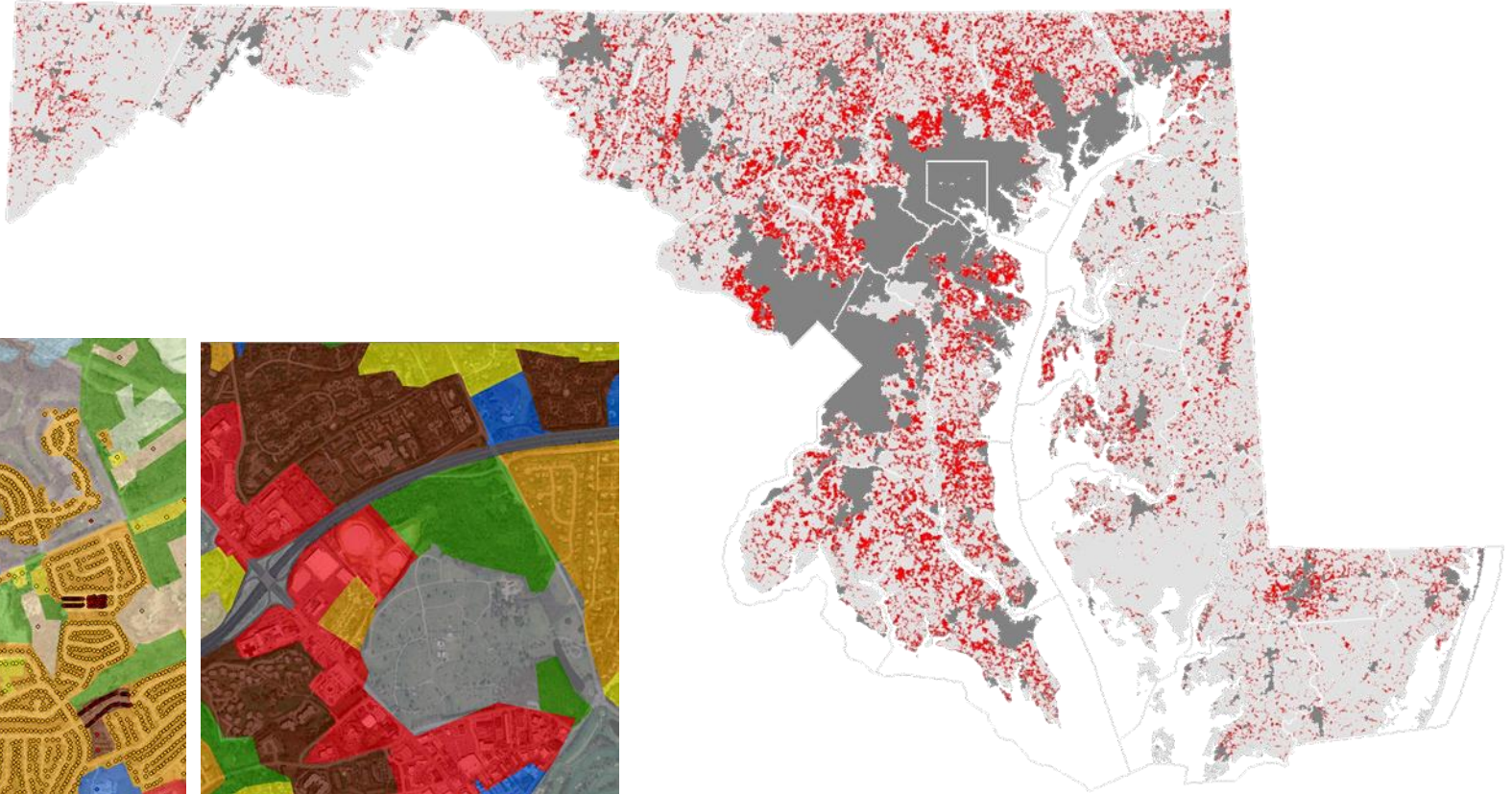
Select Category

Posts to Smart Growth Maryland

- > [Maryland Planner in the News "Cycle"](#)

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web tools to explain complex concepts



mdp's virtual library

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annual visits


The Library

The Library contains MDP's publications and reports. Visit the Library often to discover the latest.

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MDP Annual Reports



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Planning Guides





Maryland Planning Today

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For Your Information:

Maryland Department of Housing and Community Development Rolls Out Strategic Demolition and Smart Growth Impact Fund: [Read More](#)

THE SYNGENTA PHOTOGRAPHY AWARD: RURAL/URBAN. Competition is now open. Be part of a creative dialogue about our changing planet. Closing date: January 15, 2013 [Read More](#)

[Submit a conference proposal](#) to the APA National Conference in Chicago on April 13-17, 2013.

MDP's latest yearbook is now available! MDP's Yearbook 2012/2011 is a look at 2011's achievements AND a peek ahead into 2012. It also includes three important smart growth reports. [Read it today!](#)

MONDAY, October 22, 2012

CENTRAL MARYLAND

[Overflow crowd protests Bel Air Walmart at county development meeting](#), The Baltimore Sun

[Mayor wants to buy beach for city](#), The Capital

[Frederick Aldermen vote to transfer fire station site to county](#), The Gazette

[Frederick historic group concerned over potential hotel site](#), The Gazette

[Planning board considers expansions at NIH, NSA Bethesda](#), The Gazette

[Chevy Chase Lake public hearing sees hours of testimony: Residents, public officials speak out about Chevy Chase Lake Sector Plan](#), The Gazette



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web features



**New Publication Demystifies
“TIF” Economic Financing Tool**

USER GUIDE FOR
MARYLAND SUSTAINABLE
COMMUNITY REVITALIZATION

29



**Spotlight Community:
City of Salisbury
Downtown Revitalization**



2014 Sustainable Growth Awards Nominations Open
Information and Application Posted

[CLICK HERE FOR MORE](#)

A popular tool updated!

MDP's handy reference to
planning law and smart growth
policy in its latest edition



NEW Worcester County Smart Growth Successes
The latest booklet in the series!



New Bay Restoration Guide
What Every Marylander Can Do



MDP on Facebook



web stats

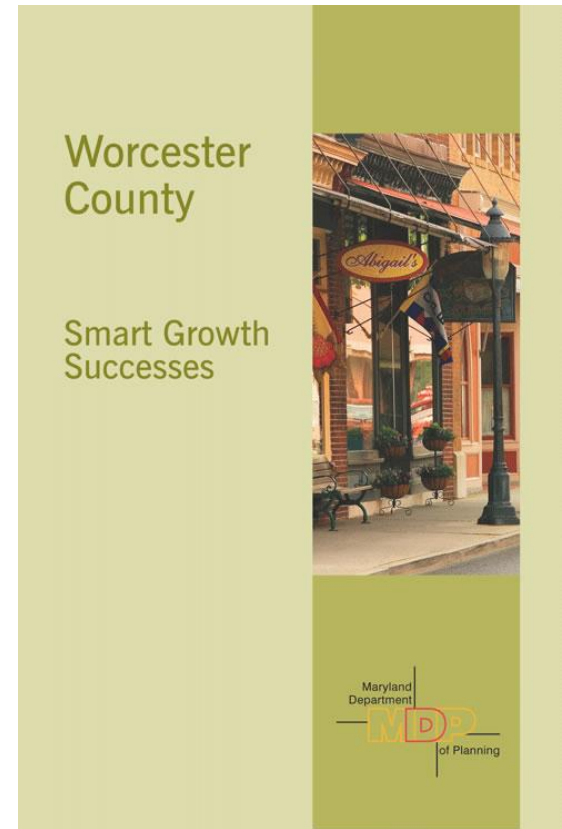
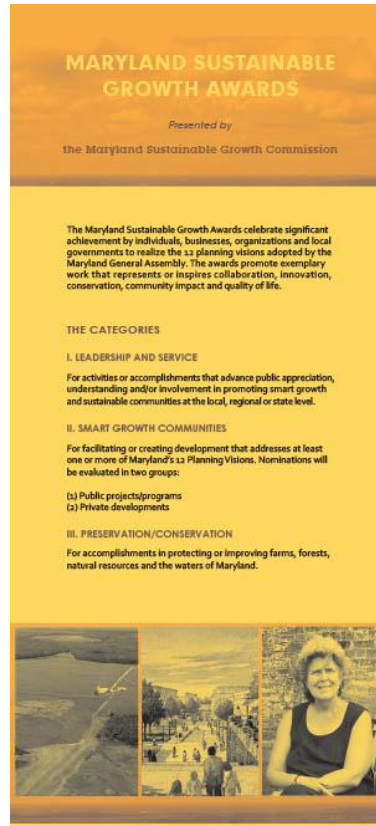
	12 months ending 10/31	monthly avg
unique visitors	206,221	17,185
visits	311,038	25,920
pages	1,624,085	135,340



MDP publications & graphics

models & guidelines
rack cards

annual reports
booklets



MDP online

The screenshot shows the MDP website homepage with a green header and a navigation menu. The main content area features a large 'PlanMaryland Map' section with a map and the text 'See the interactive map and user tools'. Below this are several smaller boxes for 'Four Tiers', 'Smart, Green and Growing', 'FastTrack Maryland Made Easy', and 'Red Book Online'. There are also sections for 'Social Media', 'Press Releases', and 'Media Contacts'. The footer includes 'Planning Issues in the News' and 'MARYLAND PLANNING TODAY'.

This screenshot shows a different view of the MDP website homepage. It features a large search bar with the text 'Find services, agencies and more' and a magnifying glass icon. Above the search bar are social media icons for Facebook, Twitter, LinkedIn, YouTube, and WordPress. The navigation menu at the bottom includes 'HOME', 'OUR WORK', 'COMMUNITIES', 'MAPS', and 'DATA CENTER'.

Inside Planning

- > Local Government Planning
- > Downtown Toolbox
- > Smart Growth
- > Clearinghouse
- > Congressional & Legislative Districts

Related Sites

- > MD Planning Directors Roundtable
- > MD Sustainable Growth Commission
- > MD Planning Commissioners Association
- > Patuxent River Commission
- > Smart, Green & Growing
- > Historical Trust
- > Jefferson Patterson Park & Museum

Salisbury Downtown Revitalization



Announcements/News

Board of Public Works issues a revised Advisory restating the necessity for State government units to get a Clearinghouse review and to provide the Clearinghouse recommendation to the Board of Public Works.

Press Release: (November 12, 2013) Online Training Course Provides Septics Law Primer

Press Release: (November 6, 2013) New Publication Demystifies "TIF" Economic Financing Tool

More Announcements >>
More Press Releases >>



Sustainable Attainable

MDP on Twitter



5,340 followers

Tweets
Following
Followers
Favorites
Lists

Follow MD Dept of Planning

Full name
Email
Password
Sign up

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Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers
Directory

MD Dept of Planning @SmartGrowthMD
1,430 TWEETS 346 FOLLOWING 2,386 FOLLOWERS **Follow**

Tweets

- MD Dept of Planning** @SmartGrowthMD 37m
Riverkeeper complaint: Lawyers fighting bay cleanup unethical @HometownCapital bit.ly/RVpz0k
Expand
- MD Dept of Planning** @SmartGrowthMD 1h
Last chance to register for southern region PlanMaryland natural resource mapping workshop @GreenMaryland @AccessDNR bit.ly/UmmmFL
Expand
- MD Dept of Planning** @SmartGrowthMD 1h
Last chance to register for the southern region PlanMaryland natural resource mapping workshop #constantcontact conta.cc/T1GbpE
Expand
- MD Dept of Planning** @SmartGrowthMD 9 Nov
Future site for MGM Casino at #NationalHarbor sits just off Beltway, very visible to 300K motorists a day -- #MPCA2012 pic.twitter.com/S35WzPzq
View photo
- MD Dept of Planning** @SmartGrowthMD 9 Nov
New casino would be NW of current #NationalHarbor, closer to Beltway, developer tells #Maryland #Planners at #MPCA2012



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video storytelling



Smart Green & Growing

getting the word out

- e-news sent weekly from partner agencies
- content linked to agency pages
- SGG has a growing presence on Twitter and Facebook. #MDSGG

