



Education Work Group Report November 25, 2013

TO: Jon Laria, Chair, MD Sustainable Growth Commission

FROM: Calvin Ball, Chair, Education Workgroup

SUBJECT: Progress Report

DATE: November 25, 2013

The Education Workgroup has much to be excited about for Fall 2013. We have officially launched the Sustainable Growth Challenge, are expanding our social media reach, collaborating with the Realtors to integrate continuing education classes, and looking for ways to improve upon educational programming for members of Planning Boards and Commissions. Below you will find details of our progress.

Sustainable Growth Challenge

Staff met with the teams working on the Sustainable Growth Challenge. Discussions with students included the structure of the Sustainable Growth Commission, the background of the twelve planning visions and the context of sustainable growth in Maryland. Teams were excited to meet with staff, and had many interesting and engaging questions. Projects are being finalized and are due to the education workgroup on November 18th.

Based on feedback from students and professors, a revised guidance document was distributed to the teams.

Our projected timeline is as follows:

November 18, 2013 - Student materials due

November 20th – Projects will be prescreened by the Education Workgroup Members

December 13, 2013 - Presentations before a panel of judges

February 5, 2014 - Awards given at the Smart Growth Forum

The workgroup also confirmed that the MD Association of Realtors will be able to sponsor the challenge with a \$2500 grant that will support the winning teams with awards and for food offered during the presentation day in December.

The number of teams that will be participating has fluctuated, as some professors have waived on whether their teams were ready for submission and participation. At this time, it looks like there will be between 3-4 institutions participating, with 7-9 teams.

Review of the Education Requirements for Members of Planning Boards and Commissions and Boards of Appeals

MDP has initiated an update of the Planning Commissioner Training Course (PCTC) based on the recommendations supported by the Sustainable Growth Commission. One specific goal is to make the trainings more appealing through the use of multi-media presentations. We have tested this approach through the development of a continuing education module to provide the foundation to Planning Commissions to meet their charge to implement Maryland's Septics Law (the Sustainable Growth and Agricultural Preservation Act of 2012). This new module was presented live at the recent Maryland Planning Commissioners Association Conference in Aberdeen and is now available on MDP's website at <http://planning.maryland.gov/OurWork/septicsBill/training/home.shtml>.

Collaboration with Realtors to Promote Smart Growth

Nothing new to report at this time.

Social Media Marketing

Nothing new to report at this time.

Smart, Green & Growing:

A Proposed Marketing Campaign to Engage All Marylanders in Achieving Smart, Sustainable Growth

The Education Workgroup continues to focus on finding opportunities to support and coordinate state agency communications on smart growth. There's a significant upcoming opportunity to shine a spotlight on the Smart Growth Challenge initiative, for example, with a presentation at the 2014 Maryland Sustainable Growth Forum on Feb. 5. By sharing the sustainable growth solutions proposed by collegiate teams across the state, the Commission can engage a broad audience of Millennials on these issues, as well as provide recognition to the young people participating in the Challenge.

The Education Workgroup also continues to encourage Commission members to follow and submit to the Smart Growth Maryland blog at <https://smartgrowthmd.wordpress.com/>. MDP's communications director, Valerie Berton, has said that her agency's communications team can work with Commission members to help turn any of their ideas into a blog post. She invites members to get in touch by email with any ideas and/or a set of bullet points for a blog post.