2019 IMPLEMENTATION UPDATE
MONTCO 2040: A SHARED VISION
Montco 2040, the comprehensive plan for Montgomery County, was adopted in January 2015 as a working document to guide the county’s actions. This report is an update on the plan’s implementation. It highlights major achievements that took place in 2018, and provides a number of implementation actions that will take place in 2019. Many goals have been and will be implemented directly by the county, but many are implemented by the county’s partners, such as local municipalities, PennDOT, the Turnpike Commission, SEPTA, and other government agencies, nonprofit partners, and private developers.
Montco 2040: A Shared Vision is designed around three interrelated themes.

**Connected Communities**
People want to be connected and part of a broader community. A key role for the county is to help these connections occur beyond local municipal boundaries.

**Sustainable Places**
The county is full of wonderful neighborhoods and communities. These places need to be sustained and enhanced in a long-lasting and effective way.

**Vibrant Economy**
A strong economy is critical for all places. With a vibrant economy, residents can earn and spend more, governments can make needed infrastructure improvements, and businesses can grow.
Connected Communities

GOAL  Encourage collaboration and partnerships among governments, businesses, institutions, schools, higher education, and other stakeholders

2018 ACHIEVEMENTS

- Completed 2 school district enrollment projection studies.
- Maintained 36 municipal planning and 4 regional planning contracts - with projects including comprehensive plan writing, zoning ordinance rewrites, open space plan updates, and land use assumptions reports. New Hanover and Upper Gwynedd Townships were added as contract communities this year.
- The county’s GIS plan has been completed and a county GIS manager was hired to oversee the plan’s implementation.
- Completed year three of the Montco 2040 Implementation Grant program, with funding to 14 local projects. $1.5 million in program spending was approved for 2018.
- Welcome Aboard services were initiated in the Lansdale region giving employment seekers easier access to CareerLink Services.
- The county’s Youth Center residents and employees served as guest chefs at Ronald McDonald House to give back to the community.
- Continued renovations to One Montgomery Plaza and implementation of the campus planning efforts.
- Collaborated with the public, interest groups, and state partners to complete an open procurement process for a new voting system. The selected system will implement more secure voter-marked paper balloting.
- Governor Wolf held a “Cabinet in Your Community” event at the Montgomery County Community College with participation from DCED, the state’s Department of Health, Department of Aging, and PennDOT.

2019 IMPLEMENTATION

- Finalize and adopt the Multi-Regional Greenway and Stewardship Study and work with the 4 regional planning groups to identify appropriate implementation projects.
- Adopt the recently completed Keystone Employment and Economic Plan (KEEP).
- Assist municipalities with their planning, trail building, and transportation work.
- Conduct voter outreach to prepare voters for the first use of the new voting system in the May primary and November general elections.
- Develop a program for establishing GIS platforms at a local level, along with data sharing and GIS support from the county.
- Present school district trends to school district superintendents at the county’s Intermediate Unit.
GOAL Improve transportation quality and expand options for county residents and workers

**2018 ACHIEVEMENTS**

- Bridge renovation projects continued to move forward. Eleven bridge projects are in the design phase and are funded through the $5 vehicle registration fee, approved in 2016. Information on all active county bridge projects is publicly available online.
- SEPTA’s Key Card began its long-awaited rollout as token sales cease for public transportation trips.
- Bike Montco, the county’s updated bike plan, was adopted.
- PennDOT’s Multimodal Fund provided nearly $1.5 million in funds for road improvements in Lower Gwynedd, Upper Providence, Horsham, and Hatfield Townships.
- Upper Salford Township, along with PennDOT, is planning for a roundabout to be constructed in 2020, at Old Skippack and Shelly Roads. This work will make this intersection safer.
- PennDOT awarded more than $1 million in funds from the state’s Automated Red Light Enforcement program for traffic and safety projects to Abington, Towamencin, West Norriton, and Whitpain Townships.
- The county’s new transportation grant program (CTP) used revenues from the $5 county vehicle registration fee to reallocate $1 million this past year to local transportation projects. In November 2018, 17 projects in 13 municipalities received $968,361 in funding to match the local funds used in PennDOT’s Green Light Go program.
- The county’s planning commission received a grant from Pennsylvania WalkWorks to draft a complete streets policy for the 72 miles of county-owned roads.

**2019 IMPLEMENTATION**

- Design, rehabilitate or replace more county-owned bridges. Three new bridges will begin construction in 2019: Plymouth Road (#77), Swamp Pike (#172), and Morden Road (#44). Three bridges currently underway are slated to be completed in 2019: Easton Road (#268), Paper Mill (#206), and Old Reading Pike (#243). 22 other bridges are in engineering.
- Continue Phase 3 of the Lafayette Street project in downtown Norristown - slated for completion in 2020.
- Two big transportation projects advance into design: the rehabilitation of the five-span Belmont Avenue Bridge (connecting Lower Merion to Manayunk) and the Philmont Avenue/Tomlinson Road/Pine Road project in Lower Moreland Township, a major redesign of this six-point intersection.
- Three sections of Ridge Pike between Norristown and Philadelphia are in design for future reconstruction, capacity improvements, and sidewalk additions where possible.

GOAL Expand and connect county trails, local trails, greenways, natural areas, and parks

**2018 ACHIEVEMENTS**

- Resurfaced more than 3 miles of the Schuylkill River Trail and made safety upgrades to 5 trail road crossings in Conshohocken in conjunction with the county’s Parks, Trails, and Historic Sites Division.
- Completed Phase I of the site development work at the Trail Junction Center, including roof repair, landscaping, and the installation of new utility connections.
- Advanced the Chester Valley Trail Extension into Final Design, including securing approvals for 2 bridges within the trail corridor.
- Secured right of way for the Erdenheim Farm and Chester Valley Trail Extension projects in partnership with the county’s Transportation Authority.
- Obtained $775,000 in grant funding towards county trail development and planning studies from DCNR, DCED, and DVRPC.
- Completed a draft of the Sunrise Trail & Swamp Creek Greenway Feasibility Study.
- Abington Township obtained a $715,000 grant from PennDOT’s Transportation Alternatives (TA) Set-Aside Program to connect the Pennypack Trail to Jenkintown. The route will pass by Abington Friends School, Abington Arts Center, Alverthorpe Park, Manor College, and the commercial stretch of Huntingdon Pike.
- Lower Merion Township also received a TA Set-Aside grant to fund an extension of the Cynwyd Trail into the City of Philadelphia.
- With assistance from donors, Whitpain Township, the county, and the Cheston Family, the Wissahickon Valley Watershed Association added 8 acres to the Briar Hill Preserve with the acquisition of the Cheston Family Preserve.
- Completed a section of the Schuylkill River Trail in Pottstown.
Natural Lands opened Stoneleigh: A Natural Garden to the public. A longtime home to the Haas family, it was donated in 2016 with the intent that it would remain preserved forever.

2019 IMPLEMENTATION
- Finalize the Chester Valley Trail Extension design and begin construction.
- Begin construction of Phase 1 of the Wissahickon and Cross County Trails through Erdenheim Farm.
- Begin design for the Cross County Trail from Germantown Pike to Erdenheim Farm in Plymouth and Whitemarsh Townships.
- Begin construction of the Pennypack Trail from Byberry Road to the Bucks County border.
- Make safety upgrades to another 5 existing trail crossings.
- Complete Hatboro’s open space and recreation plan.
- Pursue land conservation opportunities in open space priority areas.
- Complete design for a section of the Schuylkill River Trail in Lower Pottsgrove to the new Route 422 bridge over the Schuylkill River.

GOAL
Support strong downtowns and community destinations, including mixed use areas, arts and culture focal points, libraries, and other gathering places

2018 ACHIEVEMENTS
- Lower Merion Township completed its library renovations to its Belmont Hills branch, the final branch to be updated.
- The county commissioners held Town Hall meetings in 2018 in Pottstown, Abington, Lower Merion, and Upper Hanover.
- Many municipalities continued to pursue comprehensive planning efforts to guide future growth and development, including Narberth Borough, East Norriton Township, and Hatboro and Lansdale Boroughs.
- CDBG funds were provided to valuable projects across the county. $221,000 was provided to Pottstown to support the borough’s storm sewer system improvements at Washington and Laurel Streets. $94,700 was provided to Royersford for road and sidewalk improvements on Church Street. Souderton received $189,900 to fund sidewalk improvements on Montgomery Avenue.
- Downtown events remained popular as residents patronize new businesses filling the main streets of the county. Pottstown’s Carousel of Flavor event celebrated its 15th anniversary.
- Bridgeport started a new event - Twilight on the River - on Wednesday nights through the summer.
- National Night Out events were held in August around the county, in places such as Upper Merion, Abington, Wynnewood, Royersford, and Norristown.
- Norristown joined Keep America Beautiful - a 65-year-old nonprofit that works toward ending littering, improving recycling, and beautifying local communities.
- Limerick Township redesigned Community Park after an additional 25 acres of land were acquired in 2016.
- With a newly expanded area for the police department and township administration staff, Limerick Township is working to help meet the needs of this growing community.
- Springfield Township opened its new Free Library of Springfield, which is the final building in the municipal campus to be completed. The new building joins the new township building and public works facility.
- Rockledge Borough completed the first phase of the Mill Pocket Park improvement plan and secured funding for phases 2 and 3.
- The Upper Perkiomen Chamber of Commerce completed its new wayfinding and branding signage program.
- Upper Dublin Township was awarded the 2018 Governor’s Award for Local Government Excellence for its work toward community revitalization.

2019 IMPLEMENTATION
- Schwenksville Borough will complete the Borough Plaza and Meadow Park renovations and will begin moving its administrative offices to the new Borough Hall on the plaza.
- The Ardmore SEPTA/Amtrak station project, which includes new high level platforms, a new station building, and ADA improvements, will begin construction.
- Ambler will begin construction of the first phase of its new downtown pocket park.
- Continue to emphasize and award projects that support downtowns and community destinations through the Montco 2040 Implementation Grant Program.
- Begin comprehensive plans in Lower Frederick Township, Bridgeport Borough, and New Hanover Township.
- A Planning Smarter event will be held in conjunction with the release of the county’s Main Street Greenways report, completed in conjunction with Natural Lands.
Sustainable Places

**GOAL** Support a modern, resilient, green, and energy-efficient infrastructure network

**2018 ACHIEVEMENTS**

- The regional Green Light Go funding program provided more than $5 million to 13 municipalities to upgrade outdated and energy inefficient traffic signals.
- Promoted energy conservation, greenhouse gas reduction, climate change resiliency, and sustainability through ongoing work with Pottstown Borough and the county’s justice center systems.
- Sponsored 7 household hazardous waste collection events, 2 tire collections, a campaign sign recycling program, and a rain barrel and compost bin sale, all actions outlined in the county’s municipal waste management plan. This amounted to 480,000 pounds of household hazardous waste material from 6,800 households and 92,000 pounds of tires from 520 households.
- Douglass Township installed a green parking lot at its township building with funding from a Montco 2040 grant.
- Pursued design and siting of a year-round recycling center.
- Guided 4 municipalities through the national Sol Smart designation program.

**2019 IMPLEMENTATION**

- Continue to explore the possibility of hydroelectric power from the Schuylkill River dam in Norristown.
- Continue to support Sol Smart efforts, including the county’s.
- Assist municipalities with sustainability and/or renewable energy planning and zoning.
- Maintain contract to shred and compost county documents and sponsor hazardous waste collection events.
- Pursue a location and funding for a permanent county household hazardous waste and e-waste dropoff site.
- Update the water facilities database.
- Begin to include sustainable design review of all Assets & Infrastructure projects.

**GOAL** Improve stormwater management and reduce the impact of flooding

**2018 ACHIEVEMENTS**

- The county facilitated the Wissahickon Creek TMDL alternative planning process for another year, in cooperation with 13 municipalities and 4 sewage treatment plants, the Wissahickon Valley Watershed Association, the Pennsylvania Environmental Council, consultants, and providers of legal and technical services.
Promoted the use of stormwater management BMPs, including offering a Planning Smarter event on Local Water Resource Success Stories - Stormwater Management and Water Quality Restoration Efforts.

The Perkiomen Watershed Conservancy built a new rain garden in Telford, aiding this municipality in meeting the educational requirements of its Municipal Separate Storm Sewer System (MS4) permit.

Many organizations continued their outreach on the threat of the invasive spotted lanternfly, from the county's conservation district to Penn State Extension. Montgomery County is completely within the quarantine area.

2019 IMPLEMENTATION

- Promote stormwater BMPs through A&I Capital Improvements Planning.
- Continue implementing the requirements of the county's MS4 permit.
- Continue facilitating the Wissahickon Creek TMDL planning process.
- Assist local municipalities in obtaining hazard mitigation grant funding to reduce flood vulnerability.

2019 IMPLEMENTATION

- Leverage additional county funds to make offers to (and preserve) 6 new farms.
- Preserve open space identified in the county's Parks Expansion Program.
- Complete the new visitors’ center at the John James Audubon Center; slated for mid-2019.
- Improve access and parking at Norristown Farm Park.
- Restore the interior of Sunrise Mill.
- Complete the Green Lane Concession Stand restoration and open for rental space.
- Add a permanent restroom facility to Upper Schuylkill Valley Park.
- Begin design of a new visitors’ center at Pennypacker Mills.
- Enhance visitor experiences along the Perkiomen and Schuylkill River Trails with major repaving improvements.
- Continue outreach and education on the spotted lanternfly.

GOAL  Conserve natural resources, environmentally-sensitive areas, and farmland

2018 ACHIEVEMENTS

- Restored the exterior of Sunrise Mill and barn.
- Added eco-friendly restrooms to Green Lane Park.
- Improved and modernized the Green Lane Park Campground and Equestrian Campground.
- Constructed a new pavilion at Peter Wentz Farmstead.
- Major external and internal house painting projects accomplished at Pottsgrove Manor and Peter Wentz Farmstead.
- Over 100 trees planted along the Germantown Pike Trail in the Norristown Farm Park.
- Upper Schuylkill Valley Park’s historic barn restored along with improvements to animal exhibit spaces.
- Expanded Sunrise Mill with the purchase of nearly 6 acres of property in Lower Frederick Township.
- Preserved 5 farms under the county’s Farmland Preservation Program. The county has preserved more than 9,600 acres of farmland.

GOAL  Provide more opportunities for residents to exercise and have healthy lifestyles

2018 ACHIEVEMENTS

- Increased safe physical activity with a comprehensive walking program at the Elmwood Park Zoo through the Junior Inspector Program.
- Continued the Montgomery County Trail Challenge with its best year yet. More than 1,730 people and 330 dogs participated in 2018. More than 80 people visited all of the county trails this year.
- Upwards of 500 of the county’s senior citizens participated in the 33rd Annual Montco Games, a celebration of sports, recreation, and fellowship among those 50 and over.
2019 IMPLEMENTATION

- The county’s annual Centennarian Celebration hosted 487 individuals this year.
- With the completion of *Eat Local Montco*, the county’s local food promotion plan, two AgBrewCulture events connected our local farmers with the county’s growing number of breweries and related businesses.
- Published the Suburban Homestead guidebook, which provides information to municipalities and residents on backyard beekeeping, composting, gardening, and animal husbandry.
- The Department of Public Safety received a $1 million grant to develop an Emergency Medical Overdose Surveillance System, a 3-year grant through the Office of Justice Programs.
- The Office of Mental Health offered suicide prevention training to Stepping Up partners, including MCCF, Public Defenders office, Youth Center, Adult Probation, and first responders.
- The Office of Mental Health also increased collaboration with schools around suicide prevention and mental health awareness through trainings, conference participation, and integrated meetings. It facilitated outreach efforts to local police departments to gather feedback on perceptions of the intersection between mental health and criminal justice. It also expanded knowledge and utilization of the Mobile Crisis Team to support individuals, children, and families in community settings, increase capacity for managing future crises, and connect to ongoing supports.
- The Department of Health and Human Services Office of Drug and Alcohol and its Office of Mental Health received a federal grant to work jointly to prevent school violence.
- The Veterans Shuttle expanded to assist veterans’ access low-cost area VA offices that are typically inaccessible due to transportation barriers.
- The Office of Public Health continued to distribute healthy food through a farm share partnership with Living Hope Farm to populations served by ACLAMO, Salem Baptist Church, Tri-County Adult Center, and the Open Link while providing nutritional, cooking, and food preservation training.
- The Office of Public Health built five new community gardens at Gilbertsville Elementary, Franconia Elementary, Laurel House, Salvation Army, and Einstein Medical Center-Montgomery.
- Held the county’s 4th Annual Health and Wellness Fair at the Plymouth Meeting Mall, with vendors from 79 behavioral, physical health, and community organizations.

Community Connections began outreach services to The Open Door Ministry in Royersford, the Jenkintown Food Pantry, St. Mary’s Episcopal Church in Ardmore, and the Upper Perkiomen Library in Red Hill to bring Naloxone to places where residents are already frequenting.

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<th>2019 IMPLEMENTATION</th>
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<td>- Work to expand the annual trail challenge and other ways of increasing physical activity.</td>
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<td>- The county will work toward incorporating health and health outcomes into all county policies.</td>
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<td>- Continue to promote ways for farmers to bring their locally grown goods to new marketplaces.</td>
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<td>- Develop and implement a Suicide Prevention Strategic Plan in partnership with taskforce members, who include loss survivors, attempts survivors, faith leaders, medical and mental health professionals, educators, and local leaders.</td>
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<td>- Expand Stepping Up project initiatives such as regular trainings in partnership with MCCF, continued collaborative planning meetings and outreach efforts, and joint data collection and analysis.</td>
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<td>- The Office of Managed Care Solutions and Office of Mental Health will utilize stakeholder feedback to improve crisis prevention and response efforts across the county.</td>
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<td>- Expand efforts to supply Naloxone to local first responders.</td>
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<td>- Distribute food from local farms to older or disabled adults living in Housing Authority homes while providing nutritional, cooking, and food preservation training.</td>
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GOAL Support housing choices and opportunities to meet the needs of all people

2018 ACHIEVEMENTS

- The county’s Office of Housing and Community Development continued to partner with private developers to expand quality market rate and affordable housing units.
- The newly rehabilitated Crest Manor in Abington Township reopened after $17.7 million of improvements by a partnership of the Montgomery County Housing Authority and Pennrose Properties.

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- A new senior housing development, Montgomery Park, broke ground at the former site of Norristown’s Montgomery Hospital. A total of 350 new age restricted housing units were built in Montgomery County in 2017.
- During the Your Way Home Summit in June, the county announced a 37% reduction in homelessness since 2014. In 2018 alone, Your Way Home has helped 152 homeless families move into housing, and a total of 430 formerly homeless families stabilize in their housing. Shelter has been provided to over 650 residents and hotel vouchers have been provided so no child or pregnant woman ever sleeps outside.
- An Affordable Housing Advisory Board was formed to create a strategic plan that will determine county-level actions to support housing construction for people at all price points.

**2019 IMPLEMENTATION**

- Continue to implement Your Way Home, which has led to a drop in the county’s homeless population by focusing on rapid rehousing.
- Continue the collaborative work of the county’s Planning Commission, Department of Housing and Community Development, and Commerce Department to complete the Affordable Housing Strategic Plan.
- Continue to partner with private developers to expand the number of affordable housing units.

**GOAL**

Enhance community character and protect neighborhoods

**2018 ACHIEVEMENTS**

- Participated in the 10-year Safety Net Resiliency Initiative through the HealthSpark Foundation.
- The Early Learning Resource Center provided funding for approximately 4,800 children who are cared for in more than 450 early learning programs throughout the county.
- The county’s hazard mitigation plan was approved by FEMA and is in the process of being adopted by our 62 municipalities.
- A Fire Services Study has been completed and distributed. The county’s Public Safety Department is developing data and mapping to assist municipalities in implementing new strategies to provide adequate staffing for emergency response needs.
- The county’s Hazmat Team study is complete and the Local Emergency Planning Committee is prioritizing the recommended strategic adjustments.

- The county-hosted Records Management System (RMS) is now live for 33 municipal and 2 county law enforcement agencies. Real time intelligence information starts in 2019.
- Supported Park(ing) Day with pop-up open spaces in Norristown and Narberth, which highlighted the importance of green space in our downtowns.
- Added the Meyerhoff, Son and Company Building (Pottstown) and the Boyertown Burial Casket Company (East Greenville) to the National Register of Historic Places.

**2019 IMPLEMENTATION**

- Functional exercises are being planned to implement the county’s Disaster Debris and Mass Shelter studies.
- Incentivize all county law enforcement and criminal justice agencies to participate in the RMS and Real Time Intelligence Center.
- Expand the Physician Response Team to 4 doctors and partner with other counties to provide mutual aid for catastrophic events.
- Institute a public facing dashboard for public safety, including real time road closures, flooding information, and traffic updates.
- Implement the “nearest unit” capability for critical medical emergencies utilizing automated vehicle locators. Fire service will ultimately be added to this project.
- Complete four studies, funded by the Department of Public Safety, that will assist municipalities with their public safety responsibilities related to fire services staffing & deployment, hazardous materials response, a disaster mass care plan, and a disaster debris management study and plan.
- Enhance video monitoring of critical infrastructure and key resources into the 911 Center and connect directly to police cars on critical emergency calls.
2019 IMPLEMENTATION

Vibrant Economy

GOAL  Improve transportation access to businesses

2018 ACHIEVEMENTS

✓ PennDOT continued construction to replace and widen the US 422 bridge over the Schuylkill River.
✓ The ramp from Grosstown Road was closed at the US 422 Stowe Interchange to allow for the ramp’s reconstruction.
✓ The PA Turnpike was widened from the Mid-County Interchange to Lansdale along the Northeast Extension. This allows for traffic flow in 3 lanes in each direction (6 lanes total).
✓ Lower Merion Township’s City Avenue District completed a road diet project along Presidential Boulevard, adding bike lanes and pedestrian infrastructure to an area that gets a lot of vehicle traffic from commuters heading to I-76 (not to mention the employees of local businesses).
✓ Launched a study with DVRPC to model local traffic improvements associated with two new Turnpike interchanges. DVRPC presented its draft findings earlier in 2018.
✓ The Turnpike Commission is in the process of designing the Lafayette Street highway interchange.

2019 IMPLEMENTATION

■ Advocate for improved turnpike interchanges per the recommendations of the Turnpike Corridor Reinvestment Study and its 2017 update.
■ Complete the King of Prussia Rail Final Environmental Impact Statement and initiate the 30% design phase with SEPTA.
■ Support enhancements to public transportation projects that improve quality of life and the attractiveness of communities to business and the workforce looking to locate here, such as the current projects at Willow Grove, Noble, Philmont and Conshohocken stations.
■ Finish construction of a Pennsylvania Turnpike ramp at the Fort Washington Interchange to create direct access onto Commercial Drive in the Fort Washington Business Park.
GOAL  Encourage development and transformative investment where infrastructure already exists

2018 ACHIEVEMENTS

✓ Gwynedd Mercy University announced its purchase of an adjacent property formerly owned by Merck, essentially doubling the size of its campus.
✓ The Spring House Innovation Park, once Rohm & Haas’ headquarters, continued to grow with the announcement of the opening of the Jefferson Institute for Bioprocessing.
✓ The county’s Commerce Department and Planning Commission partnered to hold a “Future of Manufacturing” event to raise awareness regarding the importance of manufacturing in our downtowns and employment centers and its contribution to the local economy.

2019 IMPLEMENTATION

■ Continue to support investments in roads, rails, and other existing infrastructure throughout the county and region.
■ Develop opportunities to further leverage investments in infrastructure with economic and workforce development programming.

GOAL  Attract and retain businesses and vital community assets

2018 ACHIEVEMENTS

✓ The Children’s Hospital of Philadelphia (CHOP) announced that it is building a 52-bed hospital at its King of Prussia campus.
✓ Partnered with regional economic development organizations on the PA Engage! program to promote business attraction and retention efforts.
✓ Supported federal Opportunity Zone applications for Norristown and Pottstown.
✓ Participated with regional partners in international business and investment meetings with delegation from Ireland and Northern Ireland.
✓ Improved ability to quickly respond to businesses, consultants, and stakeholders looking for available buildings and sites in the county.
✓ Updated the Commerce Department’s website to provide more direction information to the public and improved the Business Assistance Request form.
✓ Released new guidelines for the Montgomery County Opportunity Loan Program (MCOLP) and worked to promote the use of the program to banks around the region.

2019 IMPLEMENTATION

■ Meet with county businesses to better understand their (and their workforce’s) needs and issues.
■ Launch a Local Intel microsite to provide an extensive set of economic development tools and data about Montgomery County.
■ Continue commitment to meeting with local communities and organizations to provide information, insights, and assistance with economic and workforce development.
■ Improve coordination with municipalities to ensure that entrepreneurs and businesses are able to quickly establish relationships and have the necessary information to start or expand a business.
**GOAL**: Flexibly adapt to changing market conditions and demographics

**2018 ACHIEVEMENTS**
- Partnered with MCCC to bring together entrepreneurial assistance providers that serve the county and discussed ways to improve the entrepreneurial ecosystem.
- Participated in the DVRPC Futures Group to discuss scenario planning (and our regional response) around issues like globalization, moving people and goods, and smart cities.
- The county’s annual ManuFest event continued to draw local and regional manufacturers as well as industry leaders to this one day event targeted toward students, parents, and educators.

**2019 IMPLEMENTATION**
- Continue to participate in and contribute to regional forums on economic opportunities and demographic changes.
- Participate fully in the lead up to the 2020 Census.
- Develop data tools and geographic analysis capacity to keep stakeholders informed about how local and global events impact the county’s economy.
- Continue to proactively engage with Chambers of Commerce, community groups, and regional stakeholders to educate them on the county’s economic and workforce development expertise while looking for ways to deepen partnerships.

**GOAL**: Facilitate the marketing of the county and its assets

**2018 ACHIEVEMENTS**
- The Commerce Department initiated the #MontcoForward campaign to promote the reasons Montgomery County is the place to live, work, learn, and invest. This included the creation of the @MontcoCommerce Twitter account and the #MontcoForward story map.
- The county’s Health and Human Services’ Office of Community Information and Education also strengthened its social media presence.
- Major events and destinations continue to draw visitors to Montgomery County. Cirque de Soleil’s performances in Oaks drew over 86,000 people to the county. A Cirque de Soleil big top show can generate between $14 to $20 million in spending, and employed 150 local workers for support functions.
- The Valley Forge Tourism and Convention Board launched its Embark Montco campaign to publicize what a pet-friendly place Montgomery County can be.
- Tourism spending in 2017 grew to $1.6 billion in Montgomery County and grew 2.8% from the prior year. Tourism also supported more than 4% of the county’s jobs, employing more than 20,000 people.
- The county’s Community Connections work was strengthened as the front door to its Health and Human Services offices and a pipeline to the many programs and services benefitting county residents.

**2019 IMPLEMENTATION**
- Continue to grow the county’s share of the state’s tourism industry as big events continue to draw visitors. The Big Apple Circus will perform in Oaks in May and June and the Philadelphia Orchestra will perform at the Keswick Theater, which is celebrating its 90th birthday in 2019.
- Continue to work with the VFTCB to promote the county’s regional sports facilities and other attractions.
2040 VISION

Land Use Vision

The land use vision will be implemented by:

- Updating the comprehensive plan’s (1) future land use and (2) development potential maps based on updated 2017 aerial photography.
- Continuing to assist 15 to 20 municipalities in zoning and/or comprehensive plans through the community planning assistance program.
- Partnering with municipalities along the Turnpike Corridor to promote redevelopment around existing and future interchanges.
- Administering Year 4 of the Montco 2040 grant program.

Transportation Vision

The transportation vision will be implemented by:

- Continuing US 202 reconstruction from Elm Street to Main Street in Norristown.
- Beginning US 202 reconstruction in Whitpain Township from Township Line Road to Morris Road starting early in 2019.
- Continuing reconstruction and widening of the I-476 Northeast Extension - complete to the Lansdale interchange.
- Continuing construction of the Route 422 improvements around Pottstown and Valley Forge.
- Adding high level platforms at the Noble, Jenkintown, and Ardmore SEPTA stations.
- Completing the final phase of the Lafayette Street Extension Project in downtown Norristown.
- Continuing the design of traffic management technology along I-76 and its parallel roads.
- Finishing the Schwenksville bypass at Plank, Ott, Meyers, and Seitz Roads in the Central Perkiomen - currently in construction.
- Continuing year two of the County Transportation Program to financially partner with municipalities on needed improvements.

95 percent of residential development and 99 percent of nonresidential development was built in our growth areas in 2017.
The Land Use Vision in Montco 2040 suggests development potential across the county in terms of desired character, level of development, and access to utilities. The Plan recommends that 95% of new homes be built in Designated Growth Areas, which includes existing developed areas. No more than 5% of new homes should be built in Rural Resources Areas as single units or clustered developments.
The Land Use Vision in Montco 2040 suggests development potential across the county in terms of desired character, level of development, and access to utilities. The Plan recommends virtually all new nonresidential development be built in Designated Growth Areas, which includes existing developed areas.
The Transportation Vision in Montco 2040 identifies Programmed Roadway Projects as of the plan’s adoption in 2015. These are high-priority projects with dedicated construction funding. These projects were either already in the regional Transportation Improvement Program (TIP), which covered a twelve-year time frame, or in the Delaware Valley Regional Planning Commission’s (DVRPC) Long Range Plan.

Numbered boxes refer to specific projects as described in the Transportation Vision section of Montco 2040: A Shared Vision.
The Transportation Vision in Montco 2040 identifies Vision Roadway Projects as of the plan’s adoption in 2015. These are high-priority projects that did not have dedicate funding at the time of the plan’s adoption in 2015. However, some vision projects have progressed from PennDOT, DVRPC, or local municipal initiatives to make our transportation network more efficient and safe.
More details about upcoming initiatives can be found at county department websites and the websites of the county’s partners.

Aging and Adult Services

Assets and Infrastructure – Office of Parks, Trails and Historic Sites

Assets and Infrastructure – Office of Roads and Bridges

Commerce

Conservation District
http://montgomeryconservation.org/

Health Department

Housing Authority
http://www.montcoha.org/

Housing and Community Development

Montgomery County Planning Commission

PennDOT
http://www.dot.state.pa.us/

Pennsylvania Turnpike Commission
http://www.paturnpike.com/

Public Safety

SEPTA
http://www.septa.org/

Valley Forge Tourism and Convention Board
http://www.valleyforge.org/

To learn more about the county comprehensive plan and its implementation, go to –
www.montcopa.org/Montco2040.