

Talbot County, MD 2026 Comprehensive Plan Update

COMPREHENSIVE PLANNING

Talbot County, Maryland – Department of Planning and Zoning – Easton, MD



PROJECT DETAILS

DIFFICULTY: Medium

COST: \$60,000

TIMEFRAME: Twelve (12) Months

DELIVERABLES: An update to the Talbot County Comprehensive Plan along with materials and content developed for public outreach and engagement, and access to all third-party websites used for this Project, including Survey Monkey.

CORE COMPETENCIES:

- Comprehensive Planning
- Economic Development
- Stakeholder Engagement
- Public Outreach
- Meeting/Workshop Facilitation
- Resilience
- Plan Development

PROJECT TEAM

Vision Planning and Consulting
Wallace Montgomery

CLIENT CONTACT

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PROJECT OVERVIEW

VPC, teaming with Wallace Montgomery, is working with the Talbot County Department of Planning and Zoning to prepare and complete an update of the Talbot County Comprehensive Plan. The Plan Update is being prepared to conform to the requirements of the Land Use Article of the Annotated Code of Maryland and will include visions, goals and objectives, and policies to guide the County's development and redevelopment for the next 10-20 years. VPC leads all outreach and engagement efforts, with stakeholders and the public, and will be authoring several different elements within the update.

PROJECT SUMMARY

Public participation and community engagement are the cornerstones of any comprehensive planning process. At the start of the project, VPC worked with the County to develop a comprehensive Community Involvement Plan to ensure stakeholder and public input into the planning process. VPC's Community Involvement Plan included the development and distribution of a public survey, monthly meetings/work sessions with the planning commission (County Steering Committee), a series of public outreach meetings/community listening sessions, development of a project website, and social media posts to advertise the plan update. A cornerstone of our project team's approach is to solicit input from a diverse participant pool with the goal to channel this input into realistic strategies for consideration by the Planning Commission.

Toward the beginning of the planning process, VPC developed the Talbot County 2026 Comprehensive Plan Update Community Feedback Survey. The online survey invited residents, business owners, and community stakeholders to take part in shaping the County's future by helping to set priorities for growth, development, and conservation over the next two decades. VPC worked with the County to market/distribute the survey through multiple outlets, including at the Talbot Day community celebration, on the County's main website and the Comprehensive Plan Update website. This resulted in over 500 responses, and results from

the survey will be utilized to develop a SWOT analysis, which will be utilized to help confirm, establish, and/or refine the County's future growth and development priorities.

Additionally, VPC is leading the development of several plan elements, including Economic Development and Resilience.

The Economic Development and Tourism Element outlines strategies to foster a resilient, diverse, and sustainable local economy. It assesses existing conditions such as workforce characteristics, business environment, infrastructure, and market strengths, while identifying challenges and opportunities for growth. Key components include supporting local businesses, attracting new investment, aligning land use with economic goals, promoting workforce development, aligning with other local economic development strategies and tourism plans, and ensuring equitable access to economic opportunities. The Economic Development element also coordinates with transportation, housing, and land use policies to create a balanced foundation for long-term prosperity, competitiveness, and community well-being.

VPC is involved in the development of all Plan elements, specifically ensuring community resilience is addressed specific to the different plan elements, such as land use, housing, transportation, community services, parks and recreation, economic development, and environmental stewardship.