

City of Kennesaw
Comprehensive Plan 2006-2026

*Community
Participation
Program*

Prepared for:
City of Kennesaw
Kennesaw, Georgia



MACTEC Engineering and Consulting, Inc.
Kennesaw, Georgia
August 2006

Project 6311-06-0025

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1 Introduction

1.1 Purpose

The purpose of the Community Participation Program is to ensure that the City of Kennesaw Comprehensive Plan reflects the full range of the community's values and desires, by involving a diverse spectrum of stakeholders in development of the Community Agenda. This broad-based participation will help ensure that the plan is implemented because many are involved in its development and thereby become committed to seeing it through. The Community Participation Program provides a concise schedule to guide the development of the Community Agenda, including planned community participation events or meetings at key points during the process. This document includes three required steps described in sections below:

- Identification of Stakeholders
- Identification of Participation Techniques
- Schedule for Completion of the Community Agenda

1.2 Scope

State law requires the City of Kennesaw (City) to update its Comprehensive Plan by June 30, 2007. As prescribed by the Georgia Department of Community Affairs (DCA), the update of the Comprehensive Plan follows the Standards and Procedures for Local Comprehensive Planning effective May 1, 2005.

The following sections typically would describe how Kennesaw plans to involve the public in the creation of the Community Agenda.

2 Identification and Participation of Stakeholders

It is important to incorporate checks and balances as well as coordination and oversight into a project of this importance. This approach assures quality throughout the process. The checks and balances and oversight is being provided through the involvement of City officials and citizen stakeholders including the Acworth Board of Aldermen, the Comprehensive Plan Steering Committee, City departments and other Acworth organizations. Groups participating as stakeholders are listed below.

2.1 City of Kennesaw City Council

- Leonard Church, Mayor
- John Dowdy, Council Post 1
- Mark Mathews, Council Post 2
- Bruce Jenkins, Council Post 3
- Bill Thrash, Council Post 4
- Cindy Giles, Council Post 5

2.2 City of Kennesaw Steering Committee

- Bob Fox Director of Community Development
- Julia McPherson, Department of Community Development
- Darryl Simmons, Planning & Zoning Administrator
- Woody McFarlin, Public works
- Doug Taylor, Director of Parks and Recreation.
- Bill Westenberger, Assistant Police Chief.
- Ken Turner, Finance Director
- Mark Mathews, Council member
- Doug Rhodes, Planning Commission
- Frank Boone, KDDA/ President

2.3 City of Kennesaw Participating Staff and Departments

- Steve Kennedy City Manager
- Debra Taylor, City Clerk
- Paul Sprague, GIS Coordinator
- Teri Chambers, IT Director
- Ben Southard, Asst Director of Park and Recreation
- Dr. Jeff Drobney, Recreation and Cultural Director
- LEEAN KEANUM, Human Resources Manager
- Fred Bentley, Jr. City Attorney

2.4 City of Kennesaw Boards and Commissions

- Kennesaw Planning Commission
- Kennesaw Downtown Development Authority
- Kennesaw Development Authority
- Historic Preservation Commission
- Environmental Committee

2.5 Stakeholder Participation

A meeting was held with the Steering Committee on March 9, 2006. Individual interviews were conducted with Directors and Managers from City departments during June and July of 2006. A meeting was also held with the Planning Commission in June 2006.

Additional stakeholder interviews will be conducted as required to identify or clarify issues and opportunities in order to receive a thorough understanding of public opinions, ideas and concerns.

3 Identification of Participation Techniques

3.1 Outreach

A variety of techniques will be used to engage the public in the planning process:

- 1) **Website.** The City website will be used to display press releases, the draft Community Assessment, Participation Program and Community Agenda as well as other information pertaining to the project.
- 2) **Organizational E-mail Lists.** The various City organizations and officials mentioned previously have contact lists that will be used to supply a network of outlets for distribution of meeting notices via e-mail. The same network may be used to coordinate the posting of notifications in public spaces.
- 3) **Signage.** Kennesaw will use the large, electronic sign board at Cowan Road and Main Street to advertise public meetings. Promotional signage along major thoroughfares and intersections will also help to notify the public.
- 4) **Newspapers.** Notices will also be listed in the *Northside News*, *Marietta Daily Journal* and the *Atlanta Journal-Constitution* newspapers that are distributed throughout the City and Cobb County.

3.2 Public Hearings

The City of Kennesaw City Council will hold public hearings to solicit public comment during the planning process. An initial public hearing was held on July 13, 2006 for the purpose of informing the public of the project schedule, opportunities to participate, and to present draft issues and opportunities that will guide the development of the Community Agenda. Once complete, the Community Agenda will be presented during a public hearing. The public will have access to the draft document prior to the hearing and will be invited to provide comment. Subsequent to the transmittal of the Community Agenda and the required state review, a final public hearing will be held to present the Comprehensive Plan prior to its adoption. Due to an extensive coordination effort with the Cobb County Comprehensive Transportation Plan, the tentative date for this hearing will be scheduled between November 1, 2006 and January 31, 2007.

3.3 Visioning Workshop

A Visioning Workshop will be held on a date in September or October 2006. The Consultant will work with the City to publicize and organize the event. The goal of the workshop will be to establish Kennesaw's Community Vision, which will reflect the type, intensity, and location of desired development. Participants will be asked to share their preferred vision for the City's future, as well as how that vision correlates to the recommended character areas in Kennesaw. Large display maps and/or aerials will be provided for reference and for mark-ups during small break-out sessions.

3.4 Cobb County Comprehensive Transportation Plan

Cobb County and its six municipalities have launched a comprehensive planning study of transportation needs and challenges. Findings and recommendations from the CTP will be included in Kennesaw's Comprehensive Plan. The plan is currently underway.

The Study Team has developed and implemented a comprehensive community participation program that has been carefully coordinated with outreach activities being conducted by Cobb County and the City of Kennesaw so as to minimize duplication and overburdening

citizens. The program includes a broadly representative Stakeholder Coordinating Committee appointed by the County Commission and the City Councils. The Committee has been working with the Study Team on an ongoing basis providing guidance in a number of areas, particularly in the area of public outreach.

Various communication tools and methodologies have been used to reach out to the public, including newsletters, project website and e-mail, news media, public meetings, small group briefings and interviews. The Study Team will continue every effort to reach and involve every segment of the population as the study continues.

Public meetings were held on April 12, 2006 and August 17, 2006 to discuss current Issues, Opportunities, and Visioning for Kennesaw in 2030. All remarks and discussions were recorded by the CTP consultant team and are available on the CTP website at <http://www.cobbdot.org/ctp>.

Additional public involvement meetings will be held in the Fall of 2006 and Winter of 2007. Actual dates will be posted using the various means stated above. Comments and questions pertaining to Kennesaw transportation issues or the CTP may be forwarded to the CTP project manager by the following means:

Laraine A. Vance, Project Manager
Cobb County Department of Transportation
1890 County Services Parkway
Marietta, Georgia 30008
(770) 528-1679 Tel
(770) 528-1601 Fax
email: transportation@cobbcountry.org
<http://www.cobbdot.org/ctp>

4 Schedule for Completion of the Community Agenda

Below is a summary that shows the schedule for completion of the Comprehensive Plan Update. Major upcoming milestones in this schedule include:

Public Hearing for Transmittal approval of the Community Assessment and Community Participation Program

- August 2006

Public Visioning Workshop

- September 1 - October 31, 2006

Public Hearing for Transmittal of the Community Agenda – Board of Aldermen

- November 1, 2006 – January 31, 2007

Plan submittal to Atlanta Regional Commission

- January- February 2007

Local Adoption of the Community Agenda

- February – April 2007