



## East Point 2026 Comprehensive Plan

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### 2.0 *Community Participation Program – Techniques*

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### 2.0 Community Participation Program – Techniques

A foundational information piece for the development of this Comprehensive Plan Update will be based on public participation and public input. There are several phases involved in the public participation component, all of which are outlined on the following pages. These explain the techniques to be used, the purpose of these techniques, the process to achieve each and a timeline for completion of each component.

## Community Participation Techniques

### Public Education Techniques

Participation Technique	Description	East Point Proposal
Kiosk/Lobby Displays	Posting maps, photos, and alternative plans in a prominent location in City Hall, county courthouse, or public library. These displays provide information to visitors to view at their leisure and outside of a formal public meeting.	Posters/ Displays at City Hall and City Parks.
Kick-Off Public Meetings	An event to announce the planning process to the citizens and other stakeholders and to view a presentation covering the project purpose and general plan approach.	January 9, 2006 at Bowden Senior Center for general public.
Printed Information	The printed information consists of brochures, fact sheets, maps, future meeting opportunities and newsletters, among others. The information can be disseminated through information centers, bill stuffing, or as newspaper and magazine inserts.	The Collaborative Firm, LLC will mail and release post-cards, flyers, and pamphlets to the public.
Television	The use of television programming is also ideal as it allows for the simultaneous presentation of information in several geographic areas, in a format that many people will use, as many people will take the time to watch television rather than read the paper or other printed information. There is often high exposure, but high expense, as well.	In order for The Collaborative Firm, LLC to involve the local television station to run a public service announcement, a written request will be submitted to the Public Information Officer stating when, duration, where, and setting of the announcement.



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#### Public Education Techniques

Participation Technique	Description	East Point Proposal
Newspaper/ Magazine Advertisement	Advertisements in newspapers and magazines should be placed in commonly read sections and during days most likely to reach intended audiences. The advertisements often satisfy legal requirements. They are relatively expensive and provide limited amounts of information.	The Collaborative Firm, LLC will contact local and regional newspapers to advertise public announcements (South Fulton Neighbor, AJC, Atlanta Business Chronicle, etc.)
Websites	In addition to providing information on the community's website, also allow citizens the option to give feedback via online surveys and e-mail.	The City of East Point can put a survey on the website. In order to be considered to post information on the City of East Point website, information will be submitted by the 20 <sup>th</sup> day of each month. Information can be submitted for up to three months in advance. The City calendar lists three months out at a time. A Survey Monkey link featured on the City website may be an option. ( <a href="http://www.surveymonkey.com">www.surveymonkey.com</a> )
Media Plan and Press Releases	A plan to develop a relationship with a local newspaper or other reporter and editor by providing newsworthy milestones and public meeting notices on a regular basis throughout the planning process.	Media Plan developed for this project is attached.



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#### Public Education Techniques

Participation Technique	Description	East Point Proposal
Mailing Lists	Computer technology has revolutionized the process of compiling and updating mailing lists -- a staple of most public involvement programs. Simplicity, ease, flexibility, and speed now characterize the once cumbersome process of maintaining and using collections of names of those affected by or interested in a project or plan -- including organizations, residents, media, elected officials, agency personnel, interest groups, and others. Agencies use mailing lists throughout planning and project development to keep in touch with the community and other key people. Lists include addresses but may also include telephone and fax numbers or other information to aid in contacting people in a variety of ways.	<ol style="list-style-type: none"> <li>1. City to determine who the major organizations and contacts are for (neighborhood associations, business associations, clubs, etc.)</li> <li>2. Utility Bill Mailings</li> <li>3. Mass e-mail listing.</li> <li>4. City newsletter mailings, etc.</li> </ol>
Media Strategies	Media strategies inform customers about projects and programs through newspapers, radio, television and videos, billboards, posters and variable message signs, mass mailings of brochures or newsletters, and distribution of fliers. Working with the media, an agency takes an active role in disseminating information.	The Collaborative Firm, LLC has developed a media plan. It has been reviewed and considered complete with no revisions by the Public Information Officer of East Point.
Meetings/ Hearings	Public Meetings or Hearings are one of the more traditional methods of participation. These are legislative requirements to inform the public of changes and planning phases in the community, as well as proposals or issues that may already be on the table. The tight structure of the groups often does not allow much time for discussion. In most cases, only the most aggressive will participate in the discussions and often dominate them. Public reactions in these types of meetings are usually determined by a show of hands.	Public meetings will be held in different sub-areas of the City throughout the process.



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#### Public Input Techniques

Participation Technique	Description	East Point Proposal
Opinion Polls/Surveys	Opinion Polls are surveys of what the public would like to see done. If properly done, they will give a representative sample of the population polled. However, this is difficult because such surveying often tends to miss many people such as - those at work, those without telephones, and those that speak languages other than English. Also, many people are unwilling to participate in opinion polls. Pollers may often receive superficial responses to pacify or get rid of them. This method is best used if there is a need for easily quantified and rapid results.	Surveys will be distributed at the Comprehensive Plan Public Meetings; in addition, they may be placed on the City website. Survey Monkey may be an option.
Brainstorming	Participants "brainstorm" when they come together in a freethinking forum to generate ideas. As now used, brainstorming is no longer an unstructured method of eliciting ideas from a group. Used properly -- either alone or in conjunction with other techniques -- brainstorming can be a highly effective method of moving participants out of conflict and toward consensus.	The Collaborative Firm, LLC professionals will lead brainstorming sessions that will be conducted during public meetings, steering committee meetings, and stakeholder meetings.
Conferences, Workshops, and Retreats	Conferences, workshops, and retreats are special meetings to inform people and solicit input on specific policy issues, plans, or projects. In size and importance, they range from a subset of a larger meeting to a large multi-day event.	Public Workshops will be held in sub-areas throughout the Comprehensive Plan process.



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### 2.0 Community Participation Program – Techniques

#### Public Interaction Techniques

Participation Technique	Description	East Point Proposal
Vision, Goals, and Objectives Meetings	Facilitated meetings to determine answers to the three key planning questions – “What do you have?” “What do you want?” and “How will you get it?”	Information will be obtained through public workshops, meetings, steering committee meetings and elected officials, and staff input.
Email Blasts	Periodic mass mailings by email to provide important notices and other information. At public meetings, offer the option of attendees providing their e-mail addresses on the sign in sheet. Create a database and send periodic progress e-mails and future meeting announcements to the distribution list.	<u>Via availability:</u> from City e-mail lists, and other contact sources, mass e-blasts will be forwarded regarding public meetings, progress, and any other significant information.
Workshops	The workshops are often small informal meetings that may include exhibits and presentations designed to be interactive among participants. They foster one on one and small group communication and are excellent for the discussion and critique of problem solving. They may require several facilitators depending on the size of the group.	Public Workshops will be held in sub-areas throughout the Comprehensive Planning Process.
Charrettes	With the charrette method, there is a presentation of information; the information is reviewed; then there are questions and answers; and the group breaks up to voice their ideas notably about what should be done regarding a particular problem. This method is best used when there is sufficient time set aside for the process. Given the length, this method may be viewed as a more participatory approach of public involvement.	Will be held during sub-area public workshops.
Community Preference Survey	The community preference surveys are community meetings where the public evaluates a series of visual images commonly categorized by housing types and styles, streetscape, open space, commercial areas and other land uses, etc. Participants are asked to select “preferences” displayed as photos or renderings.	The Collaborative Firm, LLC will conduct a Community Preference Survey that will provide essential citizen input to the future of East Point.



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### 2.0 Community Participation Program – Techniques

#### Public Partnership Techniques

Participation Technique	Description	East Point Proposal
Technical Advisory/Steering Committees	Established to provide feedback, advise the planning team and shape the overall planning process. The Steering Committee will be comprised of representatives from the local neighborhood associations, authorities, the business community, key non-profit agencies, and citizens groups.	A large steering committee consisting of 41 persons has been advocated. See attached list of selected participants.

List of Community Steering Committee Members and their representative organizations.

First	Last	Title	Organization
Bonnie	Askew	President	Cherry Blossom Community Organization
Charles	Barlow	President	East Washington Neighborhood Association
Marcus	Bell	Chair	East Point Development Authority
Patricia	Berry	President	Idlewood
Sheree	Boger	President	Marion Park Neighborhood Association
John	Boothby	President	South Fulton Chamber of Commerce
Herbert	Bridgewater	President	Windsor Forrest
Sean	Broderick	President	Semmes Park Community Organization
William H.	Bryant	President	Meadow Lark Subdivision
Ellen	Byrdsell	Senior Planner	Fulton County Government
Charlotte	Cagle	President	The Jefferson Park Neighbor's Association
Steve	Cover	Director Environment & Community Development	City of Atlanta
Beverlyn	Grant	President	Delowe Connally Estate Neighborhood Association
Melanie	Hill	President	Conley Hills Neighborhood Association
Carolyn	Hill	President	Washington Road Neighbor's
Chris	Hummer	CEO	South Fulton Medical Center
Carlos A.	James	President	Grant Estates Homeowners Association
Isabel	Jeffares	President	Historic Conley Hills Neighborhood
Bernice	Jenkins	President	Sun Valley
Bill	Johnston	City Planner	City of College Park
Bill	Johnston	City Planner	City of Hapeville
Francine	Jones	President	Frog Hollow Neighborhood Association
Abby	Jordan	Executive Director	Green South Fulton
Walter	Kimbrough	Sr, Pastor	Cascade United Methodist Church
Al	Lane	Director Economic Development	City of College Park
Paul	Lawler	President	Village of Egan Park Neighborhood Association
Dennis	McGuire	President	Center Park Neighborhood Association



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Daniel	Morris	President	Pine Needle Drive-Court Community Association
Joe	Palladi		GA Department of Transportation
Patrick	Patterson	President	Hagger Hills Homeowners Association
Lynda	Pendton	Sr. Executive Staff Assistant	MARTA
Marcel	Reed	President	Oak Knoll Neighborhood Association
George	Robinson	President	Westbriar Subdivision
Erica	Rocker		Main Street Board-The East Point Association
Nanette	Saucier	President	Briarwood Blossom Lane
Maria	Schuchardt	President	River Park Neighborhood Association
Bill	Sharp	President	Arrowood Drive Area Community Club
Greg	Smith	President	Church Street Neighborhood Association
Kirk	Surgeon	President	Colonial Hills Neighborhood Association
Mark	Torro		North American Properties
Brian	Twadell		Atlanta Christian College
Patricia	Vaughn	President	Williamsburg
Shelia	Walker	President	Heritage Park Neighborhood Association
Jean	Wilson	President	Headland Subdivision Community Group
Roosevelt	Winfrey	President	Piney Woods Neighborhood Association





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### 2.0 Community Participation Program – Public Notification

#### Newspaper & Radio Media Guide Submittal Information for Public Service Announcements (PSA)

#### City of East Point Comprehensive Plan Update

<b>Newspaper</b>	<b>Submission Deadline</b>	<b>Duration of Advertisement</b>
Atlanta Business Chronicle	2 weeks prior to event	Once per week
Atlanta Daily World	1 week prior to event	Once per week
Atlanta Inquirer	2 weeks prior to event	Once per week
Atlanta Journal Constitution	1 week prior to event	Once per week
Atlanta Voice	2 weeks prior to event	Once per week
Creative Loafing	Friday at 5:00PM (1 week prior to event)	Can request any duration
South Fulton Neighbor	Friday at 12:00PM (1 week prior to event)	Once per week
<b>Radio</b>	<b>Submission Deadline</b>	<b>Duration of Advertisement</b>
WABE Radio	Forward as soon as possible	
WGST Radio	1 week prior to event	
KISS 104.1	Forward as soon as possible	
V-103 & WAOK Radio	Forward as soon as possible	



## East Point 2026 Comprehensive Plan

### 2.0 Community Participation Program – Planning Schedule

#### Schedules and Milestones

Task	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Milestone Dates
Development of Community Assessment and Public Participation Schedule	■	■	■	■	■							September - January 2, 2006
Submit DRAFT Community Assessment and Participation Program to staff, stakeholders, and officials for review and comment					■							January 2, 2006
Citizen Stakeholder Committee Meetings			■	■	■	■	■	■	■	■		November – June, 2006
Public Kick-off Meeting for Citizen Assessment & Community Participation Program					■							January 9, 2006
Public Hearing # 1 Community Input & Submit Community Assessment & Participation Program for Review					■							City Council Meeting January 16, 2006
Review period for Certificate of Completion (7 days)					■							January 16 – 24, 2006
Review period for Community Assessment and Public Participation Program (30 days)					■							January 24- February 22, 2006
Revisions to Community Assessment and Participation Program						■						February, 2006
Begin Community Agenda						■						March, 2006
Community Workshops in each of the 4 Wards							■	■	■			Within the parameters of March – May, 2006



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### 2.0 Community Participation Program – Planning Schedule

Task	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Milestone Dates
Revisions to the Community Issues and Opportunities						■	■	■	■			Per community input
Revisions to the Character Areas						■	■	■	■			Per community input
Development of Future Land Use Map & Supportive Narrative						■	■	■	■			Per community input
Development of Short Term Work Program									■			May, 2006
Submit DRAFT Community Agenda to staff, stakeholders and officials for comments										■		June 1, 2006
Open House & Presentation of the Community Agenda and Review Period										■		June 12, 2006 mtg. June 12-June 30, 2006 Review Period
Revisions to Community Agenda										■		June – July, 2005
Planning Commission Meeting										■		June 15, 2006
Public Hearing #2 City to Vote to submit Community Agenda for Review by ARC and DCA											■	City Council Meeting July, 3 2006
Completeness Checklist Review											■	July 10, 2006
Review by ARC and DCA											■	Fall, 2006
Revisions to Community Agenda												Fall, 2006
Submit FINAL Community Agenda to ARC for review												Fall, 2006
City to adopt the Final Comprehensive Plan												October 16, 2006
Adoption Deadline												October 31, 2006

\*Note: The City applied for a one-year extension to the original deadline of October 31, 2005 to adhere to the new standards.



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### 2.0 Community Participation Program – Public Meetings

<b>Public Meetings:</b>	<b>Purpose</b>	<b>Date</b>
<b>Kick-off Meeting</b>	Announce the Comprehensive Plan Process and Introduce the Community Assessment and Public Participation Reports	January 9, 2005
<b>Public Review and Comment Period</b>	Allow citizen input of the Community Agenda and Public Participation Program. Make revisions if necessary	January 9 – 15, 2005
<b>Public Hearing #1 City votes to transmit the Community Assessment and Public Participation for Review</b>	Following the DCA Standards, this will be done once the public review and comment period has been recorded and the resolution will be voted upon for submittal.	January 16, 2005
<b>Workshops 1</b>	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
<b>Workshop 2</b>	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
<b>Workshop 3</b>	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
<b>Workshop 4</b>	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
<b>Open House Meeting</b>	Present the findings of the plan once the workshops have been completed and the information has been compiled. Allow public comment and revisions as necessary.	June 12, 2006
<b>Review Period</b>	Allow the public time to review the document in more detail after the open house meeting. Take input from the public and revise the plan when needed.	June 12- 30, 2006
<b>Public Hearing #2 City votes to transmit the Community Agenda for Review</b>	Following the DCA Standards, this will be done once the public review and comment period has been completed	July 3, 2006



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### 2.0 *Community Participation Program – Public Meetings*

<b>Public Meetings:</b>	<b>Purpose</b>	<b>Date</b>
<b>Public Hearing #3 Final Adoption of Comprehensive Plan</b>	Following the DCA Standards, this will be done once the Atlanta Regional Commission and DCA have reviewed the document and a final letter has been transmitted to the City that identifies the plan is complete and meets all standards.	October 16, 2006