

July 21, 2006 Draft

**COMMUNITY PARTICIPATION PROGRAM
CITY OF HOLLY SPRINGS, GEORGIA
COMPREHENSIVE PLAN**

Defined

“Community Participation Program” means the portion of the comprehensive plan that describes the local government’s program for insuring meaningful public and stakeholder involvement in the preparation of the Community Agenda portion of the plan.

Objective

Meaningful involvement of stakeholders and the general public in preparation of the comprehensive plan. The community participation program describes the City of Holly Springs’ strategy for insuring meaningful public and stakeholder involvement in the preparation of the Community Agenda portion of the comprehensive plan.

Review Process

The community participation program is submitted along with the Community Assessment to the Atlanta Regional Commission for review, after holding a first public hearing. Within seven (7) days of receipt, ARC will determine whether the Community Participation Program meets or does not meet the standard of completeness as determined by the Department of Community Affairs (DCA). Upon determination of completeness, ARC transmits the participation program to DCA. DCA will review the program for its adequacy in identifying specific mechanisms to ensure meaningful involvement of the community in the development of the Community Agenda. DCA will transmit a complete report of its findings and recommendations for addressing such findings to ARC for inclusion in its Report of Findings and Recommendations.

Publication of the Approved Program and Community Assessment

Once reviewed, the Community Participation Program and Community Assessment must be publicized by the local government for public information. This requirement may be met by providing notice in a local newspaper of general circulation identifying where complete copies of the Community Assessment and Community Participation Program may be reviewed.

List of Stakeholders

Defined broadly, a stakeholder is anyone who has a stake in an outcome of the comprehensive planning process. The public participation program contemplates interviewing certain identified stakeholders. Primarily, we are interested in providing “one-on-one” time with anyone who believes it would be advantageous for them to do so, or those who are not comfortable voicing their opinions or concerns in a more public forum.

The Mayor and City Council are stakeholders not only because they represent the citizens of Holly Springs, but because they have the authority to adopt (or not adopt) the comprehensive plan. For this reason, the city’s consultant anticipates providing one-on-one time with individual city council members and the mayor if they would like independent input in the development of the community agenda.

Identification of Participation Techniques

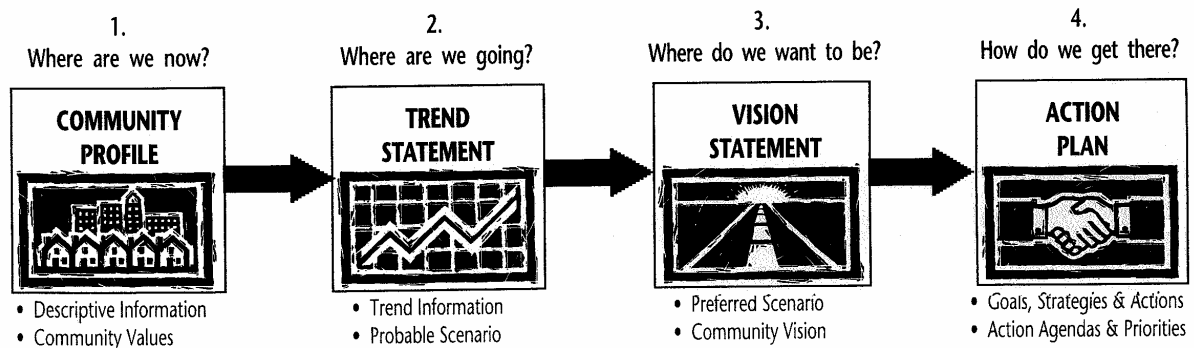
During the process of preparing a work scope, the consultants considered various community participation techniques. With input from the city staff, the work scope was written to meet the city's specific needs for public involvement while also considering budget limitations. The following techniques were considered and as applicable included in the Community Participation Program.

Components of the Participation Program (from approved consultant work scope):

1. Stakeholder interviews. Obtain list of identified stakeholders; interview by phone or in-person all identified stakeholders. If stakeholders are placed on the steering committee, individual interviews may not be necessary but will in any event be provided if requested by the city.
2. Citizen Advisory Committee. The city has appointed a steering committee. The consultant has budgeted to attend four (4) steering committee meetings.
3. Visioning workshops. Consultant will conduct two (2) visioning workshops, which will be designed to gain meaningful participation and input from interested persons. Specific exercises will be designed to gain input, including interactive discussion, mapping exercises, and review of photos, illustrations, and descriptions of character areas and preliminary lists of issues and opportunities, as may be appropriate given the participants involved.
4. Media press releases. Consultant will prepare press releases at strategic intervals for distribution by project manager, upon request.
5. E-mail distribution of materials. Consultant can be assigned this task or project manager can disseminate.
6. Public displays. The City's project manager will arrange.
7. Webpage development. The consulting team will provide files of materials and plan products suitable for posting on the city's website to facilitate communication and public participation as more specifically stated in a public participation program.
8. Direct mailed questionnaire. Consultant will design a questionnaire or survey form for broad distribution by mail. City will incur the costs of printing and mailing the questionnaire or survey. Consultant will tabulate results and present them to the city; provided, however, that this anticipates the city will mail approximately 1,800 questionnaires and that the response rate will not exceed twenty percent (20%) or 360. If the response rate is higher, the city agrees to provide assistance with the tabulations of questionnaire results.

Visioning Process

A flow chart which shows generally the visioning process is shown below.



Source: Oregon Visions Project. 1993. *A Guide to Community Visioning: Hands-on Information for Local Communities.*

VISIONING WORKSHOPS (2)

VISIONING WORKSHOP #1 General Vision and Character Area Visions

- Hear a presentation of findings and issues (30 minutes)
- Break into small groups (a steering committee member in each if possible) (or work as a committee of the whole). Each group (3-4 persons) will work on a generalized vision statement for the city as a whole. Also, each group will provide a proposed vision statement for one or two assigned (or all) "character areas." The group should also review the other descriptions and characteristics of the character areas and confirm, deny, modify, add, etc. (30 minutes)
- Each group will "report out" the generalized and character area vision statements they recommend (30 minutes)
- Complete the questionnaire; questions will be taken during this time period also (30 minutes)

Handout for meeting: Visioning Questionnaire w/ map of character areas and base map, including summaries of the character areas and list of issues and opportunities.

VISIONING WORKSHOP #2 Issues and Opportunities

- Another presentation will be made but in abbreviated form (it is assumed that some participants will have not attended Meeting #1 and need guidance; however, there may be others who attended Meeting #1 and this will be repeat information). (20 minutes)
- Break into small groups (a steering committee member in each if possible). Each group (2-3 persons) will conduct a detailed review of the "problems and issues" listed in each of the following categories:

1. Housing and community development
 2. Economic development and redevelopment
 3. Community facilities and intergovernmental coordination
 4. Natural and historic resources
 5. Transportation (30 minutes).
- (optional): At the option of the group, and if they have time, they can offer “solutions” (policies) to one or more of the issues and opportunities. However, that is not a requirement, and it is the consultant’s job to take the list of issues and opportunities and provide programs and policies to address them.
 - Each group will “report out” whether they confirm or reject “issues” and will present new ones not already enumerated, if appropriate (30 minutes)
 - Complete the questionnaire (those who have not done so already); questions will be taken during this time period also (30 minutes)

Handout: Same as for Meeting #1

CITIZEN ADVISORY COMMITTEE (CAC)

CAC MEETING #1 Introduction

- Receive overview of community assessment and community participation program documents.
- Consider questionnaire (survey instrument) content and format

CAC MEETING #2 Follow Up to Visioning Workshops

- Consultant will provide summary of two visioning workshops and results, along with plan outline (45 minutes)
- Facilitated discussion of plan outline and strategies proposed in response to issues and opportunities; questions and answers (up to 75 minutes).

CAC MEETING #3 Review Final Draft Visions; Present and Discuss Plan Outline

- Consultant will compile all completed questionnaires and the results of the small group reports, and present draft vision statement for the city and vision statements for each character area; also present revised list of issues and opportunities (15 minutes)
- Consultant will present plan outline, preliminary policies to address issues and opportunities, draft future land use plan, (30 minutes)
- Break into small groups (a steering committee member in each if possible). Each group (2-3 persons) will conduct a detailed review of all materials with emphasis on the proposed responses to the “issues and opportunities” (draft policies or outline of programs) listed in each of the following categories:
 1. Housing and community development
 2. Economic development and redevelopment
 3. Community facilities and intergovernmental coordination
 4. Natural and historic resources

5. Transportation (45 minutes)

- Each group will “report out” whether they confirm or reject the proposed responses to the “problems and issues” and other findings/recommendations (30 minutes)

Handout: Proposed Vision Statements; revised list of issues and opportunities (Citywide and for each character area); proposed future land use plan map.

CAC MEETING #4: Community Agenda

- Present draft “community agenda” document including policies, plans, and work programs.
- Facilitate discussion of the proposed draft.

Handout: Draft community agenda delivered in advance (no handout at meeting).

Refinement

This community participation strategy is subject to continuous refinement.

References

Georgia Department of Community Affairs. (December 15, 2004 Working Copy). *Community-Based Planning: Guidebook for Citizens and Local Planners*.

Oregon Visions Project. 1993. *A Guide to Community Visioning: Hands-on Information for Local Communities*. Salem, OR: Oregon Chapter, American Planning Association.