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### **1.1 Purpose**

As stated in the Standards and Procedures for Local Comprehensive Planning, “Local Planning Requirements”, issued by the Georgia Department of Community Affairs:

*“The purpose of the Community Participation Program is to ensure that the local comprehensive plan reflects the full range of community values and desires, by involving a diverse spectrum of stakeholders in development of the Community Agenda.”*

The Community Participation Program for College Park Comprehensive Plan 2011-2031 has been designed to give stakeholders throughout the City an opportunity to participate in the planning process so that the issues and challenges specific to the community will be identified and addressed by those who are most familiar with the unique characteristics of College Park: the citizens. As this Community Participation Program is successfully implemented, the Vision for the City of College Park can be defined, and a clear course of action can be outlined to facilitate the realization of this Vision.

### **1.2 Scope**

The City of College Park is required by the State of Georgia to adopt an updated Comprehensive Plan no later than October 31, 2011. The Standards and Procedures for Local Comprehensive Planning, effective May 1, 2005, provide a state mandated process for preparation of the Comprehensive Plan. The Community Participation Program outlines a step-by-step approach to strategically identify effective public involvement methods that will guide the community in the comprehensive planning process. Execution of these steps will clearly define the values of the community and enhance the overall quality of the Comprehensive Plan. Furthermore, effective public involvement in the planning process will enable stakeholders throughout the City to fully embrace the goals and objectives outlined in the Comprehensive Plan, and encourage them to actively work toward these goals through implementation.

## Chapter 2: Identification of Stakeholders



For the purpose of the Comprehensive Plan update, stakeholders are defined as individuals and entities who have an interest in the future of the City of College Park. Stakeholders may include citizens, property owners, businesses, community organizations, educational institutions, elected and appointed officials, and governmental entities, among others. In an effort to involve stakeholders from each of these groups, a Steering Committee has been established, comprised of representatives from various stakeholder groups.

The Steering Committee will serve as a driving force for the comprehensive planning process, and will work closely with the City and its consultant team to encourage community participation in the planning process, and to ensure that the views of various stakeholder groups from throughout the City are represented as the Comprehensive Plan is updated. In addition to participation in community meetings, the Steering Committee will meet regularly throughout the planning process to provide valuable feedback.

The following individuals and entities have been identified as stakeholders for the Comprehensive Plan update:

### City of College Park Mayor and City Council

Mayor Jack Longino  
Councilman Ambrose Clay, Ward I  
Councilman Joe Carn, Ward II  
Councilman Tracey Wyatt, Ward III  
Councilman Charles E. Phillips, Sr., Ward IV

### Other City of College Park Entities

City of College Park Planning Commission  
City of College Park Board of Zoning Appeals  
City of College Park Business and Industrial Development Authority  
College Park Housing Authority

### City of College Park Staff

City Manager: William E. Johnson, III  
Special Assistant to the City Manager: Jamilah Stephens  
City Attorney  
Chief Building Official: Oscar Hudson  
City Engineer: William Moore

## Chapter 2: Identification of Stakeholders



City Planner: Bill Johnston  
Director of College Park Power: Hugh Richardson  
Director of Economic Development: Barbra Coffee  
Director of Georgia International Convention Center: Hugh Austin  
Director of Public Works: Michael Mason  
Director of Recreation: Eric Stipe  
Fire Chief: Teresa Everett  
Police Chief: Ron Fears

### Surrounding Jurisdictions

City of East Point  
City of Hapeville  
Clayton County  
Fulton County

### State and Regional Organizations

Atlanta Regional Commission  
Georgia Department of Community Affairs (DCA)  
Georgia Department of Transportation (GDOT)  
Georgia Regional Transportation Authority (GRTA)  
Metropolitan Atlanta Rapid Transit Authority (MARTA)

### Business and Community Organizations

Airport Area Chamber of Commerce  
College Park Historical Society  
Historic College Park Neighborhood Association  
Main Street and Virginia Avenue Business District  
Old National Merchants Association  
South Fulton Chamber of Commerce  
Woodward Academy



In order to promote active community involvement throughout the comprehensive planning process, a number of public participation techniques will be utilized. The Community Participation Program for College Park Comprehensive Plan 2011-2031 will utilize a three pronged approach:

1. Education and Awareness
2. Input and Interaction
3. Partnership

### **3.1: Education and Awareness**

The success of any community planning initiative is largely dependent on the ability and commitment of the community to implement the plan. Without implementation, the inherent purpose of the Comprehensive Plan is lost. A critical step to ensure the implementation of the plan is to fully equip community stakeholders with knowledge about the importance of the Comprehensive Plan, its role in future policy decisions, and opportunities that stakeholders have to participate in the comprehensive planning process. To that end, several mechanisms will be utilized to educate the community and promote awareness of the College Park Comprehensive Plan update.

- **Community Kick-Off Meetings:** Community Kick-Off Meetings were held on April 27, 2010 at College Park City Hall, and May 4, 2010 at Godby Road Recreation Center. The intent of these public meetings were to introduce the College Park community to the consultant team and the comprehensive planning process. Participants were given an overview of the purpose and importance of the Comprehensive Plan, components of the Plan, the role of the Comprehensive Plan in future policy decisions, and an introduction to the comprehensive planning process.
- **City Council Updates:** Periodically, presentations will be made during regular meetings and work sessions of the Mayor and City Council to inform the community of comprehensive planning activities.
- **Frequently Asked Questions (FAQ):** An FAQ page has been prepared to inform the general public about the Comprehensive Plan update and to address common questions pertaining to the Comprehensive Plan. This document is available for distribution electronically, as well as a flyer.



- **City Website:** The City of College Park’s website will be utilized to share project information, including upcoming meeting dates and draft documents as they are made available. Frequently Asked Questions are addressed on the website and contact information is available for individuals who are interested in learning more about the Comprehensive Plan Update.
- **Newspapers/Print Media:** Information about the College Park Comprehensive Plan update, including notification of upcoming meetings, is provided through several media outlets, including *South Fulton Neighbor*, *Clayton News Daily*, and *Atlanta Journal-Constitution*.
- **Email Blasts:** Periodic mass mailings via email will be utilized to provide important notices and information pertaining to the Comprehensive Plan. At each public meeting, attendees will be given an opportunity to provide an email address so that they can be added to the electronic mailing list for future announcements.
- **Utility Bill Inserts:** Utility bill inserts will be utilized to notify customers of College Park Power of upcoming Comprehensive Plan meetings and activities.
- **Additional Outreach Opportunities:** In addition to regular public meetings, City Council updates and online and print media, efforts will be made to reach out to the community through existing civic and community organizations, as well as through City sponsored events, such as the annual Christmas parade.

### **3.2: Input and Interaction**

Establishment of effective outlets for community input and interaction is another key component of a successful Comprehensive Plan. This will provide feedback that will ultimately shape the Community Vision and the action plan to achieve the Vision.

- **Public Hearings:** As required by the Georgia Department of Community Affairs, one Public Hearing will be held to solicit feedback on the draft Community Assessment and Community Participation Program, and another will be held to solicit feedback on the draft Community Agenda. Comments obtained through these hearings will be incorporated into revised documents.
- **Community Questionnaire:** A community questionnaire will be prepared to obtain input from the community about the needs and desires for the future of College Park. The questionnaire will be distributed at public meetings, as well as through various civic and community organizations. The input gathered through the questionnaire will be referenced in preparation of the Community Agenda.



- **Public Workshops:** Workshops are often less formal in nature than a typical meeting, and are intended to be highly interactive with facilitated small group discussions. Public Workshops will be held at various locations in the City in order to allow maximum participation by College Park stakeholders.
- **Charrettes:** The charrette method utilizes smaller break-out groups (typically ten or fewer people) to discuss particular areas or issues. Through this process, small groups will share ideas on future land use, needed transportation enhancements, future community facilities and services, and other thoughts about their vision for the future of College Park. Charrettes will be utilized during the Public Workshops.
- **Visual Preference Survey:** Through a Visual Preference Survey, a series of visual images; commonly characterized by housing types, streetscape, open space, commercial areas, civic space, etc.; are evaluated by the public. Each image is shown for approximately five to seven seconds in order to solicit a “gut reaction” as to each individual’s like or distaste for each image. The results of the Visual Preference Survey will be used to ascertain what the design preferences of the community are and to incorporate policy recommendations to achieve the preferred visual character. The Visual Preference Survey will be conducted during the Public Workshops.

### **3.3: Partnership**

The expertise of planning professionals is only one important aspect of a successful Comprehensive Plan. This expertise is significantly enhanced by the knowledge of City officials, residents, business owners, and other key stakeholders who live and work in the community each day. In order to maximize the effectiveness of the comprehensive planning process, there must be a strategic partnership between the planning professionals, elected and appointed officials, and other stakeholders. In College Park, this partnership will be established through the Steering Committee, which will provide feedback, advise the planning team, and help to shape the overall planning process. The Steering Committee will be comprised of representatives from local neighborhoods, businesses, authorities, non-profit organizations, City staff, and regional entities.



**Chapter 4: Comprehensive Plan Schedule**

The table below outlines the proposed schedule for the completion of the Community Agenda:

**Table 4.1: Schedule for Completion of the Community Agenda**

<b>Task</b>	<b>Duration</b>
Public hearing #1 for Community Assessment and Community Participation Program	January 24, 2011
Presentation of Community Assessment and Community Participation Program to Planning Commission	January 31, 2011
Council transmittal of Community Assessment and Community Participation Program for regional review	February 21, 2011
Regional review of Community Assessment and Community Participation Program	February to March 2011
Begin Community Agenda	Spring and Summer 2011
Public workshops for Community Agenda	March and April 2011
Presentation of Community Agenda to Planning Commission	July 2011
Public Hearing for Community Agenda	August 2011
Presentation of Community Agenda at Council Work Session	August 2011
Council transmittal of Community Agenda for regional review	August 2011
Regional review of Community Agenda	August to September 2011
Public open houses	September and October 2011
City Council adoption of Comprehensive Plan	October 2011
City notifies Atlanta Regional Commission of Comprehensive Plan adoption	October 2011