



Community Engagement in Comprehensive Planning

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Community Planning Institute

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Planning Goals

- ▶ Build support for the plan
 - ▶ Business community
 - ▶ Residents
 - ▶ Elected officials
 - ▶ Staff
- ▶ Transparency
- ▶ Gather meaningful input
- ▶ Reflect the community's unique attributes
- ▶ Find a champion for implementation



Process Management

- ▶ How much time do you have?
 - ▶ Public engagement drives the schedule and cost
- ▶ How much are you willing to spend?
 - ▶ In-house or consultant?
- ▶ How experimental are you?
 - ▶ Use traditional methods or something original?



Requirements

Minimum Standards for Local Comprehensive Planning

(Rules of DCA, Chapter 110-12-1-.02)

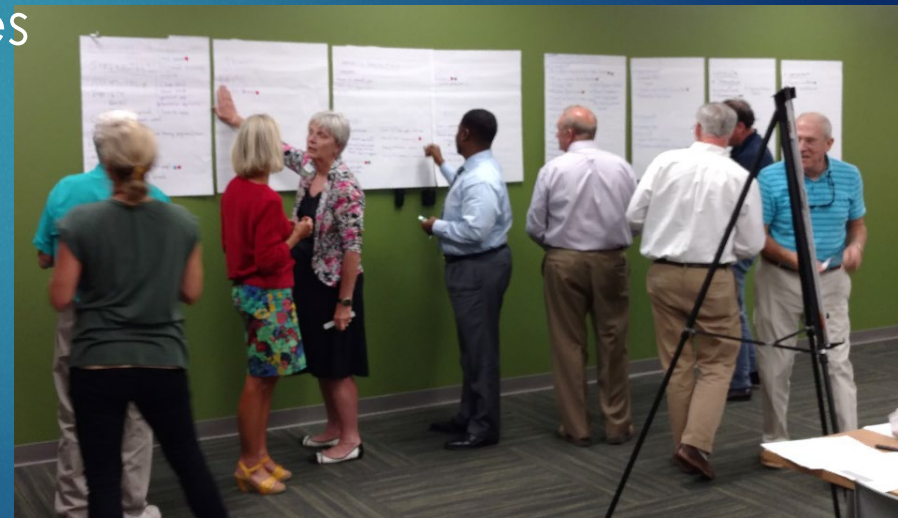
- ▶ Identify stakeholders
- ▶ Identify participation techniques
- ▶ Conduct participation program
- ▶ Document community involvement activities

“Each element of the plan must be prepared with considerable opportunity for involvement and input from stakeholders and the general public, in order to ensure the plan reflects the full range of community needs and values.”

Procedures

Minimum Standards for Local Comprehensive Planning, Procedures (Rules of DCA, Chapter 110-12-1-.04)

- ▶ Initial public hearing
- ▶ Minimum techniques for developing the plan
 - ▶ Steering committee
 - ▶ Stakeholders
 - ▶ Needs and opportunities
- ▶ Transmittal hearing
- ▶ Adoption
- ▶ Publicize the plan



Typical Timeline

- ▶ Identify steering committee candidates and stakeholders
- ▶ Identify participation techniques
- ▶ Hold kickoff meeting (initial public hearing)
- ▶ Hold first Steering Committee Meeting
- ▶ Engage the public and receive input
- ▶ Draft the plan with Steering Committee and Citizen input
- ▶ Transmittal hearing (final public hearing)
- ▶ Regional and state review
- ▶ Adoption
- ▶ Publicize the plan
- ▶ Implement the work program

Stakeholders

- ▶ Compile a list
- ▶ Seek guidance
 - ▶ Governing body
 - ▶ Regional commission
- ▶ Steering committee must include:
 - ▶ Governing authority
 - ▶ Local economic development practitioners
 - ▶ Local government staff
- ▶ Have the committee meet regularly

What is your community's composition?

Who typically shows up to meetings?

Where can you find representatives of those that don't normally show up?

Records

- ▶ What to keep
 - ▶ Photos/Videos
 - ▶ Agendas
 - ▶ Minutes
 - ▶ Sign-in sheets
 - ▶ Email lists
 - ▶ Advertisements
 - ▶ Social media posts
- ▶ Make a record ASAP after the event
- ▶ Post summaries on website and/or social media
- ▶ Prepare summary for the comprehensive plan report



Community Engagement

- ▶ Collaboration and cost are directly related
- ▶ Deciding when to use a particular technique, ask:
 - ▶ What issues are you trying to address?
 - ▶ What audience do you want to target?
 - ▶ What outcomes are you hoping for?
- ▶ Cannot control input
 - ▶ Be prepared for the consequences

Participation Techniques

- ▶ Four types of techniques:
 - ▶ Informative - outgoing information
 - ▶ Public input - incoming information
 - ▶ Interactive - collaborative with individuals
 - ▶ Partnership – collaborative with groups



Informative Techniques

- ▶ Kiosk/Lobby displays
- ▶ Public information meetings
- ▶ Printed materials
- ▶ Website – information only
- ▶ Cable TV
- ▶ Direct mail, including utility bills
- ▶ Email blasts
- ▶ Social Media Posts



Public Input Techniques

- ▶ Surveys
- ▶ Input wall
- ▶ Open houses
- ▶ Dynamic website
- ▶ Social media
- ▶ Tactical urbanism



Interactive Techniques

- ▶ On-the-spot engagement
- ▶ Online (virtual) engagement
- ▶ Workshops/Charrettes
- ▶ Student/Youth programs
- ▶ Facilitated meetings



Partnership Techniques

- ▶ Stakeholder interviews and meetings
- ▶ Technical advisory committee
- ▶ Speakers bureau/Focus groups
- ▶ Civic organization meetings
- ▶ Intergovernmental partnership meetings
- ▶ Joint meetings with other planning efforts



Audience Response Systems

- ▶ Allows real time voting with interface through PowerPoint
- ▶ Costs depend on number of users
- ▶ Most economical type is smart phone dependent
- ▶ Easy record keeping

3 Types of Systems



Hardware Based
(Clickers)



SMS Based
(Text Message)



Web Based

Public Meetings

- ▶ Steps in the process
 - ▶ Preparation
 - ▶ Review
 - ▶ Logistics
 - ▶ Presentation
 - ▶ Follow up
 - ▶ Record keeping
- ▶ Keys to Success
 - ▶ Be prepared
 - ▶ Be flexible
 - ▶ Be professional



Preparation

- ▶ Know your audience
- ▶ Validate your data
- ▶ Keep your purpose in mind
- ▶ Give others the right to be wrong
- ▶ Be organized and brief



Flexibility

- ▶ What can go wrong?
 - ▶ Weather
 - ▶ Missing the meeting or tardiness
 - ▶ Equipment malfunction
 - ▶ Schedule conflict
 - ▶ Locked out of venue
 - ▶ No one shows up
 - ▶ Too many show up
 - ▶ Hostile crowd
 - ▶ Wrong information



In Person Meeting Best Practices

- ▶ Dealing with a hostile audience
 - ▶ Lay out parameters ahead of time
 - ▶ Know the controversy
 - ▶ Include counter arguments
 - ▶ Do not ignore the audience
 - ▶ Do not go on the attack
 - ▶ Steer the conversation



Virtual/Hybrid Meeting Best Practices

- ▶ Choose a platform
 - ▶ Computer
 - ▶ Telephone
- ▶ Should include information in the public notice
- ▶ Test all equipment prior to the meeting
- ▶ Establish meeting procedure
 - ▶ Identify staff roles
- ▶ Public feedback
 - ▶ Dedicated phone line
 - ▶ Pre-recorded videos/voicemails
 - ▶ Chat room comments

What has worked in your community?



City of Southville
2008 Comprehensive Plan Update

SURVEY & COMMENT FORM

Issues and Opportunities
Below are a series of identified issues and opportunities for the City of Southville from the Community Assessment. Please vote on each item whether it is a high, medium or low priority.

Priority	1 - High	2 - Medium	3 - Low
Population			
Steady population growth	1	2	3
Changing demographics - Growing senior population affects housing construction in other sectors	1	2	3
Economic Development			
Creating a "brand" to promote the City as economic development magnet	1	2	3
Develop an economic development strategy	1	2	3
Promote the area's economic development strategy	1	2	3
Expand the office/professional job market for business located in the area and infrastructure to attract new residents and business	1	2	3
Housing			
Need for more senior population housing	1	2	3
Need for more family housing	1	2	3
Encourage sustainable development patterns (variety of housing, mixed use, transit-oriented development)	1	2	3
Revitalize design/material standards for new construction	1	2	3
Need for stricter code enforcement	1	2	3
Natural and Cultural Resources			
Transposition of Big Spring Creek (tributary) and other priority streams	1	2	3
Focus on quality in new/replacement development (water)	1	2	3
Revitalize program for the protection of groundwater recharge areas	1	2	3
Promote the use of building materials and designs that reflect historic site	1	2	3
Community Facilities and Services			
Meeting the service demands of population growth	1	2	3
Continue the tradition in emergency management services	1	2	3
Expand the City's emergency management services	1	2	3
Intergovernmental Coordination			
Support regional and state efforts to reduce transportation stress	1	2	3
Addressing intergovernmental land uses at the City's edges	1	2	3
Support County-wide transportation services	1	2	3
Support of County services	1	2	3
Transportation			
Improve connectivity between the various sectors of the City	1	2	3
Use access management techniques along US 78 and SR 124	1	2	3
Create new transportation facilities (e.g. multi-use trails, bike lanes, and sidewalks)	1	2	3
Take transportation improvements plan for the entire city seriously	1	2	3
Expand transit transportation options	1	2	3
Expand bus routes to regional job centers	1	2	3
Promote more public transit development	1	2	3
Land Use			
Promote new development to use the City space to the best of the County	1	2	3
Reallocate space/structure to encourage development (residential, commercial, etc.)	1	2	3
Promote adequate space for the growth of non-retail commercial use	1	2	3
Promote gateway into City	1	2	3
Encourage gateway into City	1	2	3
Encourage traditional neighborhood development (TND)	1	2	3
Promote the use of construction job-training and career opportunities	1	2	3

Please turn over and complete other side.



Envision Newton County's Future

Visioning Workshops

Doors open at 6pm.....Meeting starts at 6:30pm

March 2, 2006 Head Start Elementary School 14110 Highway 56 Covington, GA 30014	March 9, 2006 East Newton Elementary School 2284 Dixie Road Covington, GA 30014
March 16, 2006 Head Start Elementary School 14110 Highway 56 Covington, GA 30014	March 30, 2006 W2Life Fellowship 11605 Hartsfield Road Covington, GA 30014
April 6, 2006 Head Start Elementary School 14110 Highway 56 Covington, GA 30014	April 20, 2006 Twin Lake Complex 6185 Twin Lake Road Covington, GA 30014

Invited and encouraged to attend the County's upcoming Visioning Workshops. Meetings are a vital part of the Comprehensive Plan Update and one of the main ways for citizens to offer their input on the future of Newton County. Please come to a meeting and share your vision.

Website: <http://www.co-newton.ga.us/>

Contact: Pamela Maxwell with the County at 770-784-2197 or Charlotte Weber with JIG at 678-353-0474

Questions?

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