

Using Your Plan Effectively

Community Planning Institute

City of Vidalia

City Manager Nick Overstreet

May 13, 2022

Planning Important? Why, YES IT IS!

- ▶ It doesn't matter if your growing those Sweet Vidalia's!



- ▶ Or if your growing your community!



One Toombs: A Legacy of Leadership

- ▶ The Toombs County Comprehensive Plan was fully updated in 2019
- ▶ Department Heads and Staff Involvement
 - ▶ Get Started Early!
- ▶ “Local Plan Coordination Committee”
 - ▶ Commitment is Important!
- ▶ Stakeholder Meeting Attendance
 - ▶ Keep Everyone Interested!
- ▶ SWOT Analysis/Community Vision Survey
 - ▶ Present and Future!

One Toombs: A Legacy of Leadership

- ▶ Don't be Afraid! Be Real!
 - ▶ Recognize Needs and Opportunities
 - ▶ Recognize Community Goals
 - ▶ Recognize Long Term Policies
 - ▶ Community Vision
- ▶ Local Leadership Buy-in
- ▶ “Tie Everything Together”
- ▶ Our Plan's Focus: Short Term Work Program - What's important to your smart growth!
 - ▶ Everything you plan requires funding
 - ▶ Be ambitious, but don't make it unachievable
 - ▶ Celebrate the wins!

Vidalia's Short Term Work Program

- ▶ Short Term Work Program Amendment in 2022: “Staying the Course and Recognizing Change”



City of Vidalia: Designated a GA DCA PlanFirst Community in 2017 and 2020



Vidalia: 2 Planning Success Stories

- ▶ The Historic Pal Theatre in Downtown Vidalia (2018)
- ▶ Needs Met:
 - Continuing downtown revitalization
 - Information technology and Broadband/Wi-Fi improvements
 - Continuing landmark/historic preservation
 - Continuing cultural/arts/tourism support/development



Vidalia: 2 Planning Success Stories

- ▶ Vidalia Fire Department “Jaws of Life” (2021)
- ▶ Need Met:
 - Purchase Rescue Equipment/Accessories (Jaws of Life) for Vidalia



Using Your Plan Effectively: Examples

- ▶ Community Vision: Promote a healthy, transparent citizen/government relationship
Cost: \$5,500/year
Funding: Water/Sewer Enterprise Fund
- ▶ Textmygov - A messaging system that's free to citizens so they can stay up to date with the latest city information. Citizens can also report issues.

The screenshot displays the TextMyGov dashboard for Vidalia, GA, user Nick Overstreet. The dashboard includes navigation links for Dashboard, Setup, Lists, Notifications, and Admin. Below the navigation, there are links for Send Alerts, Schedule Alerts, Opt-Ins/Help, Opt-Outs, and Outgoing Batches. The main content area is titled "Scheduled Notifications" and is divided into two sections: "Future Messages" and "Create Message".

Future Messages

| Edit | Date | Group Name | Message |
|-------------------------------------|---------------------------|-----------------------|---|
| <input checked="" type="checkbox"/> | Sat, Apr 30, 2022 9:00 AM | General Notifications | Looking to get rid of old tires? This week, May 2- May 6, is Tire Amnesty Week in Vidalia. Place your used or unwanted tires out by the street in the right of way May 2 through May 5 and we'll pick them up on Friday, May 6. There is no fee! It's free! Semi and tractor tires are not allowed. If you have questions, please contact Jimmy Kirby at City Hall at 912-537-7661 or jkirby@vidaliaga.gov. Let's clean up Vidalia! Vidalia, GA |
| <input checked="" type="checkbox"/> | Mon, May 2, 2022 8:00 AM | General Notifications | Please be aware that the City will be doing paving around town this week in addition to what is already being paved. Today - Brice Road/Tuesday - Old Lyons Vidalia Road and Linda Drive/Wednesday - Estelle Dr., Washington St, Ext., Brookington Apts. entrance/Thursday - Hannah Circle Vidalia, GA |

Create Message

Group Name: Council Notifications

Send Time: mm/dd/yyyy --:-- -- EST

Message: [account-name] must be included in your message.

Using Your Plan Effectively: Examples

- ▶ Community Goal (Economic Development): Improve transportation access/quality
Cost: \$3,000,000 in 2021 and 2022
Funding: SPLOST/LMIG/TIA/GDOT Block Grant
- ▶ The City has paved several streets and installed curb and gutter. The City also rehabbed its airport apron to accommodate larger aircraft.



Using Your Plan Effectively: Examples

- ▶ Community Goal (Natural and Cultural Resources): Continue downtown revitalization of Lyons and Vidalia
 - Cost: \$1,462,000 in 2021 and 2022
 - Funding: SPLOST
- ▶ The City partnered with the DDA to purchase a dilapidated hotel. The City also has a community partner on board to begin construction in 2022.



Using Your Plan Effectively: Examples

- ▶ Community Goal: Continue to upgrade public safety/emergency medical facilities/services
 - Cost: \$50,000/year for 5 years
 - Funding: SPLOST
- ▶ In 2020, the city replaced all Police Department in-car cameras, body cameras, and other technology.



Using Your Plan Effectively: A Collaborative Focus

- ▶ Community Goal - Promote Tourism

Cost: \$62,000

Funding: SPLOST/Convention Visitors Bureau/Downtown Vidalia Association

- ▶ The city partnered with the Convention Visitors Bureau to develop a new city-wide brand and a mural. The city also partnered with the Downtown Vidalia Association to paint a mural.



Using Your Plan Effectively: A Collaborative Focus

- ▶ Community Goal (Community Facilities and Services) - Provide/maintain appropriate governmental facilities
 - Cost: \$800,000/year
 - Funding: SPLOST
- ▶ The city has partnered with Toombs County and the City of Lyons to fund a new 39 million dollar Toombs County Courthouse. It is scheduled to be completed by the end of 2022.



Using Your Plan Effectively: A Collaborative Focus

- ▶ Community Goal (Community Facilities and Services) - Maintain/enhance Ochopee Regional Library
 - Cost: \$100,000/year
 - Funding: SPLOST
- ▶ The city has partnered with Toombs County and the City of Lyons to fund a three million dollar renovation of the Ochopee Regional Library. It is scheduled to be completed by the end of 2022.



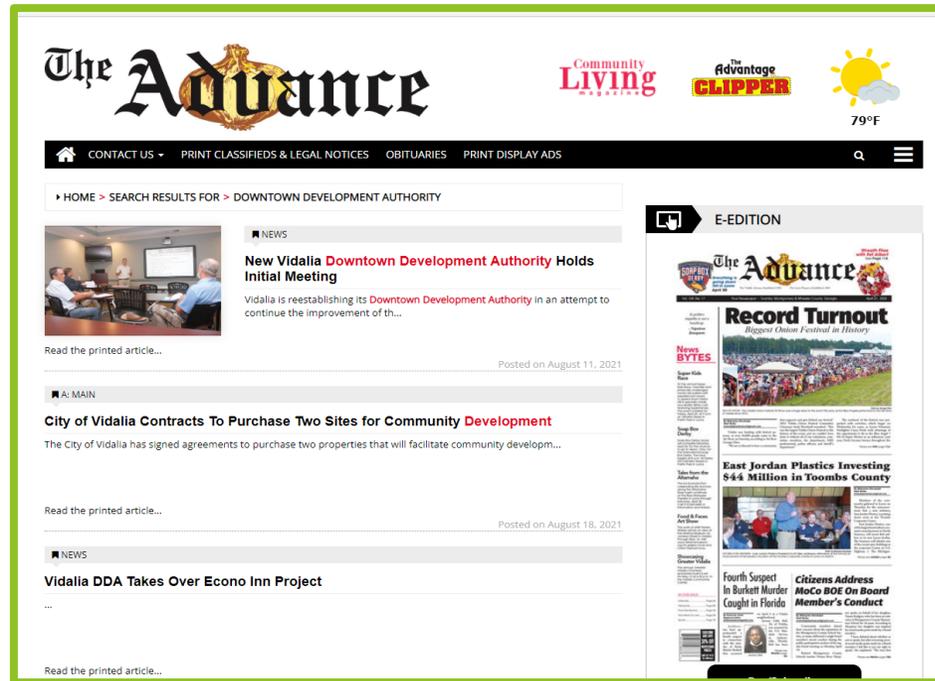
Using Your Plan Effectively: A Regional Plan Approach

- ▶ Community Facilities and Services - Support programs/facilities which improve local community access to healthcare
 - Cost: \$1,000
 - Funding: General Fund
- ▶ The city partnered with East GA Healthcare System and Meadows/Memorial Hospital to provide approximately 10 COVID-19 vaccine clinics.



Using Your Plan Effectively: A Regional Plan Approach

- ▶ Economic Development - Have an active Downtown Development Authority
 - Cost: Not established
 - Funding: SPLOST
- ▶ The city formed a Downtown Development Authority in 2021 for a variety of reasons including downtown redevelopment.



Using Your Plan Effectively: A Regional Plan Approach

- ▶ Natural and Cultural Resources - Support a local heritage center, museum, or environmental awareness/education park

Cost: \$8,000/year

Funding: General Fund

- ▶ The city annually funds the Altama Gallery to support local art.



Questions?

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City of Vidalia

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