



CITY OF DUNWOODY

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MEMORANDUM

To: Mayor and City Council

From: Warren Hutmacher, City Manager

Date: August 9, 2010

Subject: **Dunwoody Village and Georgetown Master Planning Public Involvement Plan**

BACKGROUND

We have entered the initial inventory and analysis phase of the concurrent Master Plans for the Dunwoody Village area and the Georgetown/North Shallowford area. Staff believes the success of these planning efforts will depend on engaging our citizens. As such, at this time, we would like to inform the Mayor and Council regarding the plans for extensive public involvement in the master planning process.

PUBLIC INVOLVEMENT PLAN

Our plan, developed by staff and the consulting team, includes a combination of approaches and methods including a Sounding Board, stakeholder interviews, public workshop meetings, surveys, and an interactive website.

SOUNDING BOARD

A method the City has used very successfully with our Branding process is to create a Sounding Board/Advisory Committee of citizens that do not necessarily have any technical knowledge or specific financial stake in the outcome of the plan, but who are generally interested in the city's and the area's well being. We anticipate having a "Sounding Board" for each project—allowing the Mayor and City Council to each appoints two members to each board. The group will provide input into the process prior to each public workshop, but will not be steering the process. They will also be charged with assisting the Project Team in promoting public input sessions. Council has full discretion as to selecting members of the Sounding Boards.

STAKEHOLDER INTERVIEWS

Interacting with small groups and individuals will be one of the key methods of gathering information for both projects. This approach allows individuals with interests in or passion for the planning area(s) to discuss their visions directly with the Project Team. Scheduling these interviews as part of the initial inventory and analysis phase will allow the planning for the public meetings to better reflect the visions of interested stakeholders. Preliminary plans for stakeholder interviews include property owners, business owners, surrounding



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homeowners and homeowners associations, Chamber of Commerce, Community Council, Planning Commission, Sustainability Commission, and other interested parties.

PUBLIC WORKSHOP MEETINGS

Four public workshop meetings are planned for each of these study areas. The meetings will include short, informative presentations followed by interactive, small group exercises including visuals and hands-on activities. Activities for small groups will allow more in-depth conversation and greater feedback without the challenges associated with large group Q&A and microphones.

SURVEYS

We unsuccessfully used a survey to supplement our public involvement process for the Comp Plan. Through our Branding process we improved our surveying method from our with better preparation, assistance from professionals in designing and writing the survey, assistance from our media community with promotion of the survey, and a longer response period. We hope to continue to improve Dunwoody's experience with this input method by tapping into the experiences of the consulting team in utilizing surveys particularly the team's focus on utilizing visual examples and preferences.

INTERACTIVE WEBSITE

The Planning Team is also developing an interactive project website. This will be linked to the City of Dunwoody's website. Initially, the project website will be a resource to post project information and data including selected inventory and assessment illustrative maps. As the public engagement process begins, the website will become a community input mechanism including opportunities for community surveys, feedback to the City and project team, and the interactive community issues mapping application. The online community issues mapping tool will allow residents to identify, map, and comment on areas of concern and valued community assets. This simplifies the mapping process and familiarizes residents with all components of the planning area in a fun, interactive, and effective manner. Input from residents allows the Project Team to create composite maps of community issues to assist with the identification and establishment of area goals and objectives.

RECOMMENDATION

Mayor and Council appoints two members to each Sounding Board (2 for Georgetown and 2 for Dunwoody Village). The members are not required to be technical experts, property owners or business owners. Residents, business owners and property owners will be involved in this process through other more targeted public involvement techniques.