



## CITY OF DUNWOODY

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### MEMORANDUM

**To:** Mayor and City Council

**From:** Kevin J. McOmber, P.E., Interim Community Development Director

**Date:** September 16, 2009

**Subject:** **Comprehensive Plan Update and Request from Steering Committee**

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Earlier in the spring of 2009 the City Council approved the Community Participation Plan (CPP) for the comprehensive planning process. That plan called for five community meetings over the span of four months. The meetings were to have a city wide focus and be differentiated by topics such as transportation, public facilities and parks, and design. At the time of this update, four of the five community meetings have occurred. The meetings have been well attended in terms of the number of participants at each meeting. Given that the comprehensive plan is a city wide document with broad policies and long range goals, city staff is satisfied with the community involvement and quality of comments that will contribute to a long range plan that accurately reflects the goals and visions of the citizens of the City.

Between the community meetings city staff, the steering committee and the consultant team have been meeting with the steering committee. The purpose of the meetings has been to get opinions about the proposed information and format of future community meetings, and then to digest and refine the comments received at community meetings. As we have met with the committee, there have been comments and concerns from some of the committee members that we have not had enough meetings with the public. The major concern stated at committee meetings is that we have not had enough involvement from some specific neighborhoods. The members with this concern hesitate to make policy recommendations for the character areas including such neighborhoods since they feel those neighborhoods have not been adequately involved in the process.

The steering committee would like to see three more community meetings. Each of those meetings could be targeted by council post district. The series of meeting could include direct mailing advertising in addition to the other methods we have used thus far.

With that in mind, we would like to present Council with some options, should you agree that more meetings are needed. Since the addition of more community meetings and the steering committee meetings to support the change would require a contract amendment, staff has included the costs for tasks.

- **Community Visioning Meeting** - \$8,500 each. Costs include table based mapping exercises and staffing to facilitate each table, plus the time to prepare and consolidate results.
- **Community Meeting** - \$3,500 each. Presentation by staff and discussion as one large group, plus the time to prepare and consolidate results.

- **Steering Committee Meeting** - \$600 daytime/\$1,000 evening each. Staff recommends that two additional meetings would be appropriate. One meeting would be to review the comments made at the three community meetings. One meeting would be to conduct final review of recommended character area map and broad policies and goals.
- **Direct mailing advertisement** - \$16,000. This includes the creation and printing of the flyers plus the cost of postage.

Either of the first two choices could accomplish the task of having more meetings for more comments. The first option would provide the more intimate level of involvement by breaking the room down into small tables for discussion and note taking by the staff person facilitating each table. The second option would allow community involvement in a large room scale with the comments being noted by staff present.

The other element of this potential change is to extend the timeline of the project. Under the currently approved CPP, the document is to go through a series of public hearings with a vote by Council in December 2009. Should Council wish to change the CPP to allow for these additional meetings, a final document could be heard and voted upon in the first quarter of 2010.

Staff would appreciate direction as to whether Council feels that more outreach is necessary to create a complete document. Should Council wish to pursue these options, staff would appreciate direction on the type of community meetings preferred.

Dear Kevin,

Per our discussions, Pond has prepared a set of add-service cost estimates to conduct additional public involvement meetings.

We propose tasks with a lump sum cost. The costs are based upon estimated hours multiplied by the blended hourly rate of \$115 an hour that was included in our contract for add-services, plus materials (plotted maps, etc).

We understand this matter will be raised to City Council on September 21. A preliminary Scope of Work follows:

1. Community **Visioning** Meeting:

Objective:

Conduct a visioning exercise similar to the one conducted on August 3, 2009. This provides city additional time to promote greater participation from those in areas likely to experience change in Dunwoody, especially targeting the Shallowford/Georgetown area.

Format: Presentation followed by break-out session of group table mapping exercise

Resources: 5 facilitators, preparation, consolidation and analysis of results: \$8,500

2. Community **Informational** Meeting:

Objective:

Conduct a Presentation and provide opportunity for input (comments) regarding recommended policies and vision for character areas and future development.

Format: Presentation with questions and answer format

Resources: 2 facilitators, prep and consolidating results: \$3,500

3. Additional **Steering** Committee Meetings

Objective:

Provide additional opportunity to prepare policies and implementation program and make final recommendations for City Council consideration.

Format: Working meeting refining preliminary draft documents

Resources: Facilitator, preparation and consolidating results: \$1,000 (evening) \$600 (day)

Note: Evening meetings tend to extend conversations beyond the written agenda, hence the price differentiation. Day meetings assume a fixed start and end time given business schedules by participants and staff alike.