

APPENDIX D: ENGAGEMENT SUMMARY

Community Engagement

INTRODUCTION

Stakeholder and community engagement were continuously in motion during the 2045 Unified Plan from March 2023 to December 2023. These approaches worked together to identify, refine, and confirm needs and opportunities, community priorities, and land use policy.

Opportunities for stakeholder and community engagement were woven into the development of each element so that the input collected was well integrated into the Plan. A high level summary of the approach for stakeholder and community engagement activities and outreach techniques is described in the following sections.

BY THE NUMBERS:

3000 interactions with residents

550 survey responses

20 community events

49 stakeholder interviews

590 residents on outreach list



FIGURE D-1: PROJECT TIMELINE

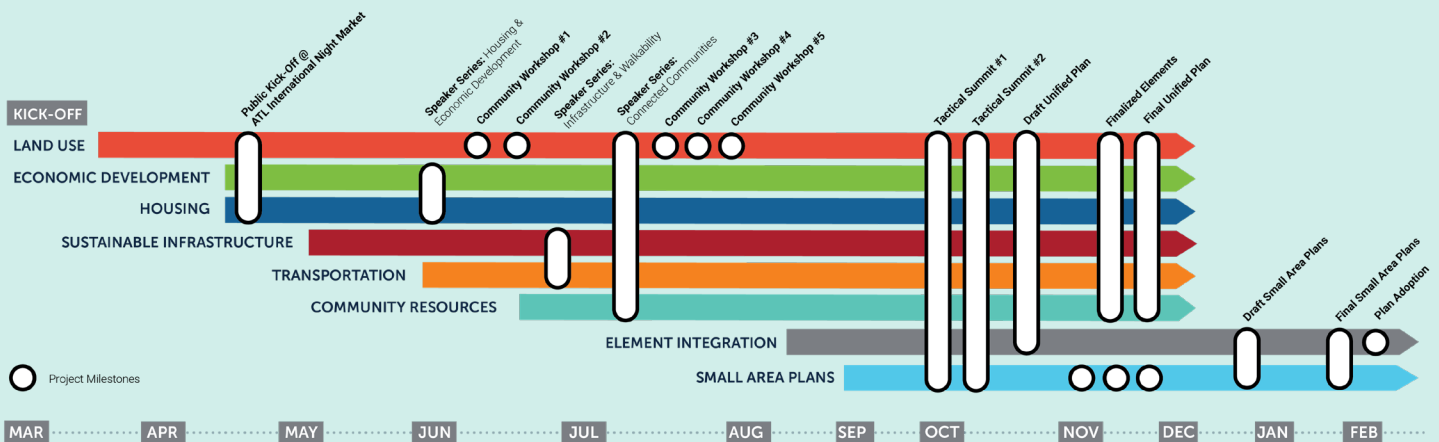


TABLE D-2: SUMMARY OF ENGAGEMENT

ACTIVITY	DATE(S)	DESCRIPTION
LEADERSHIP MEETINGS		
Community Advisory Committee (CAC)	March 30, 2023 June 28, 2023 September 6, 2023 December, 2023	The Community Advisory Committee (CAC) served as the project’s steering committee, whose role was to help guide the planning process and ensure the project team was connecting with all community members.
Tech Team Coffee Briefs	March 31, 2023 April 28, 2023 May 26, 2023 June 30, 2023 July 28, 2023 August 25, 2023 September 29, 2023 November 17, 2023	Monthly coffee breaks were held virtually to align County staff across different departments on the 2045 Unified Plan progress, next steps, and inter-departmental coordination needs.
Stakeholder Interviews	April 2023 – August 2023	Stakeholder interviews were completed following the launch of each element. These conversations provided valuable insight and perspectives on each element’s community needs, opportunities, and priorities.
Element Integration Workshop	October 2, 2023	This workshop between the consultant team, Tech Team, and other County staff provided an opportunity to identify potential areas of conflict or misalignment between the elements and identify areas where further input was needed
Quality Development Tour	September 9, 2023	A half-day bus tour with CAC, County leadership, County Staff, and the project team showcased successful redevelopment examples in metro Atlanta that could be implemented in Gwinnett.
PUBLIC HEARINGS & BOARD OF COMMISSIONERS INTERIM UPDATES		
Public Hearing #1 Kick Off Hearing	March 28, 2023	This kick-off hearing introduced the 2045 Unified Plan process to the BOC and the public, highlighting scheduled public engagement opportunities and answering any questions formally.

ACTIVITY	DATE(S)	DESCRIPTION
PUBLIC HEARINGS & BOARD OF COMMISSIONERS INTERIM UPDATES		
Board of Commissioners Project Update	August 15, 2023	Interim update to Board of Commissioners to report progress and next steps and answer any questions.
Board of Commissioners Project Update	December 12, 2023 (forthcoming)	Final update to Board of Commissioners to discuss plan content and the document's road to adoption.
Public Hearing #2	December 12, 2023	The project team presents the final draft of the 2045 Unified Plan to the Board of Commissioners. The plan is then made available for public comment.
COMMUNITY INPUT EVENTS AND ACTIVITIES		
Pop-Up Events	April 21-22, 2023 May 13, 2023 June 17, 2023 September 23, 2023	The project team participated in five community pop up events to build project awareness and promote upcoming events. County staff supplemented these events by facilitating pop up booths at many other community events.
Speaker Series	June 1, 2023 June 28, 2023 July 12, 2023	Three sets of TED Talk-style events, the Speak UP! Speaker Series aimed to educate community leaders, implementation partners, and community members on planning trends, best practices, and future thinking considerations for the County's long-term sustainable and equitable growth.
Daily Community Cafés	June 21, 2023 June 29, 2023 July 20, 2023 July 26, 2023 July 27, 2023	Five detailed land use workshops were organized around five planning subareas. Residents were led through a series of activities that focused on the preferred components that belong in their ideal Daily Community. Residents also engaged in an exercise to determine where and in what form each Daily Community can absorb growth.

ACTIVITY	DATE(S)	DESCRIPTION
COMMUNITY INPUT EVENTS AND ACTIVITIES		
Community Fairs	October 14, 2023 October 28, 2023	Open house events were presented as Community Fairs, which were outdoor, tactical urbanism demonstrations to illustrate how recommendations could be implemented. They also made draft recommendations available for the community to review and discuss.
Small Area Plan Charrettes & Visioning Open House	October 12 & 13 October 26 & 27 November 8 & 9 November 15 & 16 December 13 & 14	Multi-day charrettes (design workshops) were held for the five small area plan locations to analyze these areas for opportunities for improvements and redevelopment. This allowed the project team to test and refine specific recommendations.
PROMOTIONS AND ADVERTISING		
Unified Plan 101 Content Project Webpage Social Media Promotions Digital Newsletters & News Releases Email Campaigns & Project Email	April 2023 – February 2024	Digital and printed community promotions were circulated to promote engagement opportunities, collect feedback, and build project awareness.



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STAKEHOLDER ENGAGEMENT

Stakeholder outreach was integral for identifying critical needs and opportunities, refining community priorities and shaping the final recommendations and action plan. A robust stakeholder engagement plan was developed to guide the planning process and evaluate project recommendations. Departmental staff and community leaders were deeply involved in shaping the 2045 Unified Plan through several meetings, workshops, and events.

This section details stakeholder engagement including the Community Advisory Committee, Tech Team, Stakeholder Interviews, Element Launches, Element Integration Workshop, and Quality Development Tour. Each item provides a description and meeting details. Where applicable, goals and key takeaways are also summarized.

COMMUNITY ADVISORY COMMITTEE

The Community Advisory Committee (CAC) served as the project's steering committee whose role was to help guide the planning process and ensure the project team was connecting with all community members. In addition to providing guidance on the overall planning process and each element, they were also asked to give input on the engagement approach and help promote engagement opportunities.

MEETING DATES

- March 30, 2023
- June 28, 2023
- September 6, 2023
- December 6, 2023

GOALS

- Guide approach for engagement and input activities; help spread awareness
- Identify preliminary needs, opportunities, and goals
- Refine and vet needs, opportunities, and goals after the public input period
- Guide element production: Identify gaps or needs in analysis for each element and refine goals and best practices

CAC COMPOSITION

The CAC comprised fourteen members representing Gwinnett County Commission Districts, communities and key sectors, including economic development, the development community, residents and neighborhood organizations, and other community leaders.

KEY TAKEAWAYS

Input from the CAC critically informed the identification of community goals, best practices, and priorities. Feedback from this group at the project's onset helped shape the approach for community engagement and guided participation in specific events. Diverse perspectives and experiences represented on the CAC gave the project team more profound insight into varying community priorities across the County (countywide and site-specific) and different industries.

TABLE D-3: COMMUNITY ADVISORY COMMITTEE MEMBERS

NAME	AFFILIATION
Nicole Love Hendrickson	Board of Commissioners, Chairwoman
William (Bill) Diehl	Chairwoman’s Selection
Daniel Hilton	District 1 Representative
Neil Duggan	District 2 Representative
Katrina Fellows	District 3 Representative
Ray Lunsford	District 4 Representative
Imran Niazi	District 1 Planning Commissioner
Anthony Crotser	District 2 Planning Commissioner
Ben Archer	District 3 Planning Commissioner
Chris Franklin	District 4 Planning Commissioner
Pinkie Farver	Planning Commission Chairwoman’s Appointee
Roman Dakare	Economic Development Professional
Nikkeisha Wilson	Gwinnett Citizen’s 101 Academy Representative
Allen Mendenhall	Gwinnett County Development Advisory Committee Representative

TECH TEAM

A Tech Team was established as a Technical Advisory Committee to align County staff across different departments on the 2045 Unified Plan progress, next steps, and inter-departmental coordination needs. Participating departments included Planning and Development, Housing, Economic Development, Water Resources, Transportation, and Community Services.

Instead of traditional committee meetings, the consultant team hosted monthly virtual coffee briefs to provide progress updates and promote engagement opportunities. The Tech Team also reviewed and commented on draft elements that pertained to their respective departments. In addition to Tech Team meetings, members of this group coordinated closely with the project team through stakeholder interviews and collaboration on element production.

MEETING DATES

- March 31, 2023
- April 28, 2023
- May 26, 2023
- June 30, 2023
- July 28, 2023
- August 25, 2023
- September 29, 2023
- November 17, 2023

GOALS

- Ensure alignment among department initiatives with the 2045 Unified Plan
- Identify preliminary needs, opportunities, and priorities
- Vet preliminary outcomes of analysis and identify needs
- Guide element production: Identify gaps or needs in analysis for each element and refine goals and best practices

KEY TAKEAWAYS

The Tech Team members played a pivotal role in shaping draft recommendations. In addition, this stakeholder group strengthened the consultant team’s relationship with County departmental leadership and staff which enabled close collaboration as the planning process progressed. Similarly, they opened a close line of communication which facilitated an exchange of information between consultant teams working on different projects across County departments that impact the 2045 Unified Plan outcomes.

TABLE D-4: TECH TEAM COMMITTEE MEMBERS

NAME	DEPARTMENT	POSITION
Matthew Dickison	Planning & Development	Director
Chris Hayward	Planning & Development	Assistant Director
Cyndi Sloan	Planning & Development	Deputy Director
Matt Elder	Planning & Development	Division Director (Housing and Community Development)
Todd Herget	Planning & Development	Deputy Director (Building, Code Enforcement, Customer Service)
Jessica Watson	Planning & Development	Division Director (Code Enforcement)
Jocelyn Leitch	Planning & Development	Division Director
Daniel Robinson	Planning & Development	Deputy Division Director
Nina Shabazz	Planning & Development	Planner
Brian Ford	Planning & Development	Planner
Dineta O’Hara	Planning & Development	Community Engagement Specialist
Cristian La Rosa	Planning & Development	GIS Analyst
Alexandra Robinson	Planning & Development	Manager (Economic Development)
Lisa Willis	Water Resources	Strategic Programming
Tai Yi Su	Water Resources	Infrastructure Support
China Thomas	Transportation	Capital Projects Director
Jerry Oberholtzer	Transportation	Section Manager
Lindsey Jorstad	Community Services	Deputy Director
Nathan DeVoe	Communications	Community Programs Manager

ELEMENT LAUNCH WORKSHOPS

Each element was initiated with an Element Launch that convened key County staff and consultant team members to align on preliminary findings, element approach, and preliminary needs and opportunities.

MEETING DATES

- March 23, 2023 | Land Use
- April 20, 2023 | Housing & Economic Development
- May 25, 2023 | Sustainable Infrastructure
- June 14, 2023 | Transportation
- July 12, 2023 | Community Resources

GOALS

- Identify and confirm preliminary needs, opportunities, priorities
- Identify stakeholders
- Establish partnerships with relevant County staff

STAKEHOLDER INTERVIEWS

After the launch of each element, the project team conducted stakeholder interviews with County leadership County staff, local organizations, and local businesses.

Feedback collected from these interviews helped define and prioritize needs and opportunities for each element. In addition, this input helped shape draft goals and best practices across all elements.

DATES

- April - August 2023

GOALS

- Identify and understand needs and opportunities across all elements
- Obtain further input on certain items if identified during Element Launch
- Build stakeholder relationships

ELEMENT INTEGRATION WORKSHOP

After the draft elements were completed, the project team hosted a workshop with representatives from the Tech Team and other departmental leadership and staff. This workshop provided an opportunity to identify potential conflicts or misalignments between the elements and identify areas where further input was needed. In addition to participating in the workshop, Tech Team members had the opportunity to review and comment on the applicable element.

MEETING DATE

- October 2, 2023

GOALS

- Address any potential areas of conflict or misalignment between the elements and departments' initiatives
- Identify areas where further input may be needed from County leaders and residents through our fall engagements

QUALITY DEVELOPMENT TOUR

The project team organized and led a tour for County leadership highlighting successful redevelopment projects in the Atlanta region in various densities and contexts. From large-scale and neighborhood scale shopping center redevelopments to tiny home communities, compact mixed use developments and diverse housing types, participants saw first-hand how people-oriented development could be realized through intentional design and strategic partnerships.

Participants included members from the CAC and Tech Team, County Commissioners, Planning Commissioners, and development community representatives.

DATE

- September 9, 2023

GOALS

- Educate County leadership on infill and redevelopment techniques and best practices
- Inspire participants for what is possible in Gwinnett



COMMUNITY ENGAGEMENT

Public involvement activities followed a nontraditional approach to collect feedback and present information. Instead of traditional, town hall meetings, the project team employed a more creative, interactive approach through land use workshops, a speaker series, and community fairs. The engagement approach and outreach techniques focused on meeting people where they were to ensure we heard from voices who are not typically involved in planning processes.

These events served four key goals:

- 1 Educate the community about the Unified Plan and how it impacts them
- 2 Collect preferences on issues or ideas related to each plan element
- 3 Identify and refine community priorities, needs, and opportunities across all elements
- 4 Build project awareness

Using land use workshops, community education events, digital outreach, and techniques of meeting people where they are through pop up events and targeted outreach, the project team was able to capture and balance a wide array of perspectives on different topics which are reflected in the final priorities and recommendations presented in the Plan.

POP UP EVENTS

The project team hosted a booth at several pop up events throughout the project to spread project awareness and promote outreach activities. Participating in pop up events provided an informal opportunity to show up in the community at local events where the project team could interface with residents who may not typically attend a County project meeting. The project team shared project information, distributed handouts, answered questions, and collected feedback. This effort captured various input and perspectives from residents and property owners who may not typically attend a stand-alone project event.

Participants were invited to indicate their country of origin and where they live, work, or learn (attend school) in Gwinnett County. There was also an opportunity for input through surveys and comment forms. Pop-up events enabled the project team to interact with a large number of people, underscoring the importance of having a presence in the community where people are already gathered.

MEETING DATES

- April 21-22, 2023
- May 13, 2023
- June 17, 2023
- September 23, 2023
- *Other Events, led by P&D: April 2023 – November 2023*

KEY TAKEAWAYS

- Housing affordability challenges
- Desire for more walkable neighborhoods and areas
- Preserve rural areas
- Reduce traffic congestion



INVOLVED!

Gwinnett 2045

Learn more about the future of Gwinnett County and how you can get involved.

SPEAKER SERIES

Join us for a series of events featuring local leaders and experts. Topics include: Economic Development, Education, and Transportation.

TELL US ABOUT YOURSELF!

Gwinnett 2045
UNIFIED PLAN

Where do you live, work, or learn?

- Place a **BLUE** dot on the map if you live in Gwinnett County.
- Place a **RED** dot on the map if you work in Gwinnett County.
- Place a **GREEN** dot on the map if you learn in Gwinnett County.

Gwinnett County?

Year	Population
2010	1,000,000
2020	1,200,000



SPEAK UP! SPEAKER SERIES

Community education events were realized through a three-part speaker series, which brought together local and national experts to discuss needs and opportunities in Gwinnett and potential strategies to address them. These TED Talk-style events aimed to educate community leaders, implementation partners, and community members on planning trends, best practices, and future thinking considerations for the County's long-term sustainable and equitable growth.

Instead of traditional community education forums, this series offered a more intriguing approach to illustrate key planning concepts and outcomes that could be implemented in Gwinnett County. National and local experts were invited to Gwinnett to emphasize challenges and opportunities across specific topics in Gwinnett, Georgia, and nationwide.

Speaker Series topics focused on key elements from the Plan and were grouped to communicate the nexus between them: Housing and Economic Development (Shaping Communities Through Housing and Investment), Sustainable Infrastructure and Transportation (How Infrastructure Can Keep Gwinnett Green and Healthy), and Land Use and Redevelopment (Connecting Communities Through Redevelopment).

These event series were supplemented by digital outreach including project surveys that sought to gain further insight into community preferences on land use, housing, transportation, jobs, public amenities, and more.

EVENT DATES

1

Shaping Communities Through Housing & Investment

JUNE 1

Speakers:

Nathan Wildfire, Missing Middle Housing Fund

Khaliff Davis, Reinvestment Fund

2

How Infrastructure Can Keep Gwinnett Green & Healthy

JUNE 28

Speakers:

Kristin Ihnchak, Greenprint Partners

Dan Burden, Blue Zones

3

Connecting Communities Through Redevelopment

JULY 12

Speakers:

Joe Minicozzi, Urban 3

Tony Jordan, Parking Reform Network



SPEAKER SERIES (CONTINUED)

EVENT GOALS

- Educate and inspire the community about concepts that could be implemented in Gwinnett
- Emphasize data-driven needs, challenges, and opportunities across various element topics
- Showcase examples from other communities in Georgia and across the country that could be implemented in Gwinnett

PROMOTIONS

Events were promoted through County social media channels, newsletters, and the county and project websites. Additionally, partner organizations (Partnership Gwinnett and Explore Gwinnett) included promotional content in their newsletters to expand awareness about the speaker series through those networks. Continuing education credits for certified (AICP) planners and architects (AIA) were also approved. These events were also promoted through the Georgia Planning Association's biweekly newsletter and website.

KEY TAKEAWAYS

- Define missing middle housing types in the zoning ordinance, such as accessory dwelling units, cottage courts, and other small scale housing types
- Leverage public private partnerships (with local organizations, including faith-based organizations) to achieve housing options
- Incentivize small scale redevelopment through strategic partnerships and other techniques

- Promote compact development patterns and infill development; concentrate redevelopment around existing activity nodes
- Prioritize redevelopment of existing, underutilized areas (i.e., surface parking lots) over developing vacant land
- Enable more compact development patterns where various housing types, retail, dining, and commercial development are clustered; expansive parking areas in traditional shopping center developments are not as profitable for the County
- Integrate green infrastructure practices into redevelopment standards and incentivize sustainable development practices
- Create safer, more robust, and connected pedestrian and bicycle networks

DAILY COMMUNITY CAFES

Daily Community Café workshops invited participants to assess how Gwinnett is growing and discuss potential solutions to guide growth and create strong, more resilient communities. Given Gwinnett County's vast size, the project team developed five planning subareas to present county geographies in a more digestible format. One event occurred in each area, so each workshop focused on a different part of Gwinnett.

Daily Community Cafés allowed participants to provide feedback on what components they wanted to see in their own Daily Community (where they go about their daily lives, where they live, work, dine, and seek entertainment).

Ultimately, this feedback informed the Future Development Map that guides future land use policy. A key purpose of this update is to develop a more descriptive map that strategically guides growth. In addition, the activities and materials facilitated at the workshops solicited specific information to understand how each element could support Daily Communities.

MEETING DATES

1

JUNE 21
Centerville Senior Center,
Snellville

2

JUNE 29
Lucky Shoals Park
Community Recreation
Center, Norcross

3

JULY 20
Dacula Park Activity
Building, Dacula

4

JULY 26
Lawrenceville Senior
Center, Lawrenceville

5

JULY 27
The Water Tower, Buford

DAILY COMMUNITY CAFES (CONTINUED)

EVENT GOALS

- Educate the participants about the Daily Community concept
- Identify needs and opportunities to create a strong, resilient Daily Community
- Understand which components of each element belong in residents' ideal Daily Community
- Understand how an expected fair share of Gwinnett County's growth can be accommodated by each Daily Community—and in what form
- Refine and confirm Daily Community boundaries

PROMOTIONS

Daily Community Café workshops were posted under Upcoming Events on the project webpage and promoted through the County's social media channels, such as Instagram and Facebook, County newsletters, and multiple email campaigns (e-blasts) via the project email to the community outreach list.

KEY TAKEAWAYS

- Participants responded better to new ideas for redevelopment when they had a more complete understanding of potential development, including housing types, neighborhood scale commercial versus regional scale commercial, and others.
- Identifying different types of Daily Communities across Gwinnett will allow for more strategic investment in and prioritization of development and redevelopment opportunities.
- Context-sensitive development is valued.



COMMUNITY FAIRS

Toward the end of the project, the open house events were presented as Community Fairs. These half-day outdoor events integrated components of a tactical urbanism demonstration project to transform underutilized parking areas into usable public spaces.

Participants could access the transformed community space, review and comment on project recommendations, connect with the project team, and experience firsthand how specific recommendations could be implemented. The fair also offered seating areas, yard games, pumpkin painting, arts and crafts, popcorn, and other refreshments. Locating the events in shopping center parking lots also attracted business owners and nearby residents who may not typically attend a planning project event.

The Community Fair events occurred on the last day of a Small Area Plan Charrette, so community members could also review and comment on preliminary concepts for small area plans.

EVENT DATES

- October 14, 2023 | Killian Hill Village Shopping Center
- October 28, 2023 | Shannon Oaks Shopping Center

EVENT GOALS

- Share summary recommendations from the overall Unified Plan
- Demonstrate how the recommendations were applied to residents' specific communities
- Collect feedback

PROMOTIONS

Community Fairs were promoted with the Small Area Plan Events since they were interrelated. Promotions included printed and digital outreach tactics, emphasizing direct stakeholder outreach. E-blasts were distributed leading up to each event. The County managed event pages, posted updates through their social media channels, and promoted the events in their monthly newsletters.

In-person, targeted outreach in the study area helped alert business owners and residents about the input opportunities and promote project engagement opportunities. Stakeholders were contacted by phone, email, and in person.

KEY TAKEAWAYS

- Participants indicated they wanted more community spaces and youth-oriented programming
- Transit access is lacking
- Need to improve sidewalks and create safer pedestrian crossings in all different contexts



SMALL AREA PLAN CHARRETTES

Multi-day charrettes (design workshops) were held for the five small area plan locations to analyze these areas for opportunities for improvements and redevelopment. This allowed the project team to test and refine specific recommendations. Each of the five multiday events included stakeholder interviews, intercept surveys in the study area, and a visioning open house to present initial concepts for the area.

EVENT DATES

- October 12-13 | Killian Hill Road & Highway 78
- October 26-27 | Shannon Way & Highway 29
- November 8-9 | Venture Drive
- November 15-16 | Oakbrook Parkway
- December 13-14 | Northbrook Parkway

EVENT GOALS

- Apply ideas and recommendations collected to-date to five focused areas
- Experiment with applying recommendations to different contexts
- Inform the pattern book that will guide future land use policy
- Collect feedback from local stakeholders



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OUTREACH TOOLS

Various tools and techniques were employed to spread project awareness and expand reach. Project promotions and advertising helped raise awareness about upcoming 2045 Unified Plan public events and other input activities with the Gwinnett community. Promotions included a variety of printed handouts, social media content, newsletter content for County publications, and email campaigns to stakeholders and community members on our project outreach list.

PROJECT WEBPAGE

The project webpage served as the central hub for project information, providing details for upcoming events, and links to digital input tools. Recordings from events, such as the Speaker Series, were also posted to the site so those unable to participate could still view the event. Community members could provide comments through a comment form on the project webpage or through the project email.

The webpage was hosted on Gwinnett County's Planning and Development Department's website and managed by the Communications Department, in coordination with the consultant team.

COMMUNITY SURVEYS

Input was collected through two types of web-based surveys. A long-form survey was focused on defining residents' preferences for components of their Daily Community. The Daily Community Survey supplemented the in-person workshops to collect similar feedback through the digital tool.

Additionally, a series of short surveys containing one to two questions were launched with each

Speaker Series event to obtain quick feedback on key topics. Topic-specific feedback directly informed the related plan element and helped refine key needs, opportunities, and priorities. Key takeaways are further expanded in each element of the 2045 Unified Plan.

DAILY COMMUNITY SURVEY

This community survey focused on defining what belongs in residents' ideal Daily Community. A visual component in the survey helped illustrate different housing and development types. The survey further broke down different components of a daily community to understand preferences and current conditions for different communities.

This survey was promoted at public events, through social media and email campaigns, and on the project webpage between June and October. Survey responses provided insight into community perspectives on core plan topics through questions such as:

- Where do Gwinnett residents spend their time outside of work or home?
- What do Gwinnett residents like and dislike about the places they go and how they get there?
- What level of comfort do Gwinnett community members have with specific housing types, retail, and redevelopment options?

Information collected and conversations guided by content in these surveys were tightly woven into element production and the approach for developing preliminary concepts for Small Area Plans.

DAILY COMMUNITY SURVEY: KEY TAKEAWAYS

- The majority of respondents live and work in Gwinnett County
- The most common destinations visited daily or more than twice a week are work and grocery stores
- Most residents drive to get around
- Residents want to prioritize small, local businesses
- Improving development quality and aesthetics of the urban environment is preferred
- Residents enjoy a more relaxed, quiet environment
- Community members want more programming for small scale events like pop up events and markets
- Most communities want to see an equal mix of daytime (restaurants, family friendly businesses) and evening (breweries, performance venues) entertainment
- Communities prefer new housing units to be concentrated around a central hub, but are open to new houses spread throughout the neighborhood when consistent with existing character
- Small scale housing types, including cottage courts and duplexes, are preferred over apartment buildings
- People would be more likely to walk and ride a bike if it were more safe and convenient
- Streetscapes with sidewalks, landscaping and other design elements are preferred over auto oriented corridors.
- More public spaces with amenities are desired
- Access to parks, trails, and nature is a priority across communities

SHORT SURVEY SERIES

Three short surveys were developed in connection with the Speaker Series and launched at each event. Below is a brief summary of survey logistics, focused questions, and key takeaways.

Housing & Small-Scale Development

- **Q1:** When you think about new housing coming to your community, what are your primary concerns? Pick your top three.
- **Q2:** When you think about new housing and development coming to Gwinnett, what potential benefits most excite/intrigue you? Pick your top three.
- **Q3:** What do you think is the right mix between national chains and small businesses within your community?

Sustainable Infrastructure & Transportation

- **Q1:** When you think about protecting Gwinnett's natural environment, what should be the County's focus? Please rank each choice in order of highest priority (1) to lowest (8).
- **Q2:** When you think about some of your most visited destinations in Gwinnett, what should the County invest in to make walking, biking, and taking transit to or around those destinations more convenient or enjoyable?

COMMUNITY SURVEYS (CONTINUED)

SHORT SURVEY SERIES (CONTINUED)

Three short surveys were developed in connection with the Speaker Series and launched at each event. Below is a brief summary of survey logistics, focused questions, and key takeaways.

Redevelopment & Community Resources

- **Q1:** How easy is it for you to get to and/or enjoy each resource below?
- **Q2:** How easy do you think it is for most Gwinnett residents to get to and/or enjoy each resource below?

DAILY COMMUNITY SURVEY: KEY TAKEAWAYS

- Primary concerns about new housing are increased traffic, loss of natural greenspace, and increased crime.
- Communities desire new dining and retail options followed by public spaces or plazas.
- Small businesses should be prioritized over large, national chains, when feasible.
- In order to improve walkability, the County should prioritize investments in 1) more sidewalks and bike lanes, 2) street trees for shade or visual appeal, and 3) Separation between sidewalks/bike lanes and roadways.
- Protecting drinking water quality is a top priority for residents, followed by wetlands and other environmentally sensitive areas.

UNIFIED PLAN 101

Every public facing event included a Unified Plan 101 booth that acted as a traveling roadshow of project information. This content helped orient participants to the project, detailed upcoming events, and provided opportunities for input. Initial materials (project flyer, banner signs, board input) were translated into four languages.

ACTIVE DATES

April 2023 – December 2023

GOALS

- Build project awareness
- Promote project engagement opportunities
- Solicit input on project surveys

PUBLIC PROMOTIONS

Digital and printed public promotions were used to advertise and promote 2045 Unified Plan events throughout the project (April 2023 – February 2024).

SOCIAL MEDIA

Social media content was developed in coordination with Gwinnett County's Communications Department to promote and raise awareness about each event or event series.

NEWSLETTERS & NEWS RELEASES

Content for newsletters and news releases was developed in coordination with the County Communications Department and focused on promoting upcoming engagement opportunities or soliciting feedback through surveys. In addition to County newsletters, project updates and upcoming event information were distributed through partner organizations like Explore Gwinnett and Partnership Gwinnett.

EMAIL CAMPAIGNS AND PROJECT EMAIL

Email campaigns, or e-blasts, were used to promote upcoming events and input opportunities, connect with the community outreach list, and build project awareness. Emails were sent through the project email. Recipients included project stakeholders and community members who signed up for the outreach list at community events.

PROJECT FLYERS

Project and event specific flyers included one page handouts, postcards, rack cards, and business cards with QR codes. The project flyer was updated after the first round of engagement to refocus content on the second round which involved pop up events, small area plan charrettes, and community fairs. In addition, event flyers were created for each event series including the speaker series. The original project flyers were translated into four languages, while all were translated into Spanish. Event flyers were distributed in person and digitally.

TRANSLATIONS

All 2045 Unified Plan 101 content was translated into four languages: Chinese, Korean, Spanish, and Vietnamese. The translation tool on the County's website was available to community members to see translated website content. Community members were also able to request translators for public events.

