



2017

COMMUNITY ENGAGEMENT APPENDIX 2

COMMUNITY ENGAGEMENT

INTRODUCTION

Civic engagement is a central component to any planning process. Input from stakeholders ensures the plan reflects the full range of the community's needs and values. The most important aspect of creating Cobb 2040 was involving the community every step of the way. From the first required public hearing in the spring of 2015 to the adoption of the plan in the fall of 2017, citizens of Cobb had access to copious amounts of information and numerous avenues to submit ideas and feedback. Community engagement activities are summarized here along with detailed participation documentation. Sign-in sheets were used at each public event to track the number of participants but are not included in the plan for confidential purposes.

The purpose of the Community Engagement Plan is to provide citizens a guide on how they can get involved in the development of the Cobb 2040 update. Public participation exercises were designed to educate the public and allow for area residents to provide input and feedback as the plan was being developed. The various strategies outlined in the plan were chosen to ensure all interested and participating parties have a clear understanding of the process and an opportunity to offer comments and ideas. The community

engagement process was carried out by a three-pronged approach: Project Management Team, Steering Committee and General Public.

PROJECT MANAGEMENT TEAM

One of the first tasks in developing the Cobb 2040 plan was establishing a Project Management Team (PMT). The PMT consisted of Community Development staff and personnel from other Cobb County departments that best fit the plan elements. The primary objective of the team was to assist in the development of the plan by facilitating public involvement events and programs and to ensure the development of the plan met the requirements mandated by the Department of Community Affairs. In addition, the PMT reviewed public comments and feedback to ensure that the vision, goals and policies were realistic and could be achieved using best management practices. The team also assisted in coordinating the Community Work Program with various agencies and departments, as well as updating the Report of Accomplishments.



Public Meeting #1 (West Cobb Senior Center)

STEERING COMMITTEE

One of the avenues staff utilized to generate a variety of opinions from the public was a Steering Committee. The purpose of the Steering Committee was to have a number of stakeholders from different backgrounds and specialties working together to guide the planning process and to offer innovative ideas and strategies related to Cobb's future.

The Steering Committee was comprised of various individuals who were either vetted or appointed by the elected officials. They included individuals from civic associations, business associations, students, educational representatives, city representatives and others. A full list of the different groups can be found in Figure 1.

2017 Cobb 2040 Steering Committee Groups			
Elected Officials	2	Civic Associations	4
Planning Commissioners	2	Atlanta Regional Commission	1
Historic Preservation Commission	1	Conservation Organization	1
Public Safety	1	Cobb County Chamber of Commerce	1
Cobb County Department of Transportation	2	Business Associations	4
Cobb County Parks and Recreation	1	Town Center CID	1
Cobb County Water Systems	1	Cumberland CID	1
Cobb County Community Development	5	Cobb County School System	1
Community Relations Council	1	Kennesaw State University	2
City of Acworth (Staff)	1	Chattahoochee Technical College	1
City of Kennesaw (Staff)	1	Student Representative	2
City of Marietta (Staff)	1	Development Industry Representatives	2
City of Smyrna (Staff)	1	Millennial Representatives	2
City of Powder Springs (Staff)	1	Cobb NAACP	1
City of Austell (Staff)	1	Hispanic Chamber of Commerce	1

Figure 1

Each member of the Steering Committee was given a handbook designed to consolidate guidance to help understand the expectations, roles and time commitment of the committee.

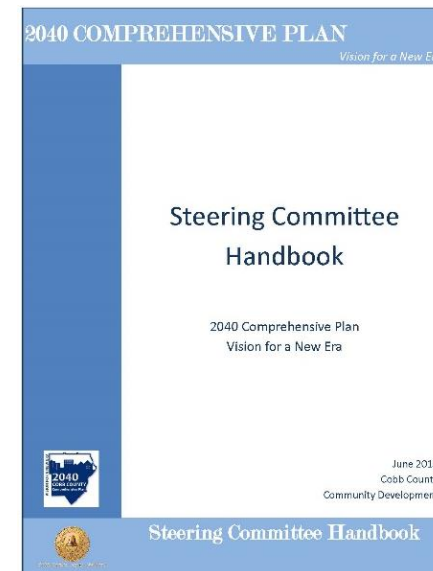


Figure 2

The specific roles of the Steering Committee are highlighted below:

❖ Provide a Unique Perspective

Steering Committee members have a unique viewpoint within the Cobb County community. Members were selected because of their interest in the County's future, organizational background, knowledge of the community and willingness to help establish the desired vision for Cobb County.

❖ Plan Development

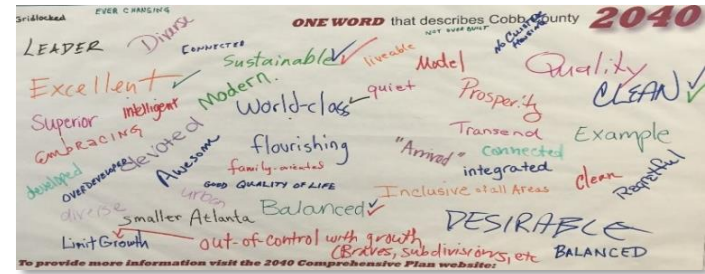
Steering Committee members provided a perspective and insight on information gathered through the plan development process. Members assisted staff in identifying issues and opportunities, community goals, drafting policies, creating Cobb's 2040 vision and generating a community work program.

❖ Learning and Sharing Information

Over the course of the plan's preparation, the steering committee introduced new ideas about growth management, demographic trends, new technologies and other information related to the plan elements. Additionally, members provided further insight to the project team in an effort to gain an increasing understanding about the opinions and positions of the various interest groups and neighborhoods throughout Cobb.

❖ Networking and Recruitment

Steering Committee members are well connected to others who have a keen interest in the way Cobb County should grow. These connections include friends, neighbors, business associates or other partners who provide vital information for the future of Cobb County. By inviting these individuals to participate in the planning process, it helped to make sure that all important viewpoints within the community were heard. Steering Committee members were expected to act as liaisons to the community and various interest groups by keeping them informed about the process and distributing information about public meetings and contents of the plan document.



Public Input (one work exercise)

A complete list of Steering Committee members and group representation can be found below.

Board of Commissioners

Michael H. Boyce	Chairman
Bob Weatherford	District 1 Commissioner
Bob Ott	District 2 Commissioner
Joanne Birrell	District 3 Commissioner
Lisa Cupid	District 4 Commissioner
Tim Lee	Former Chairman

Planning Commission

Mike Terry	Appointed by Commissioner Bob Ott
Skip Gunther	Appointed by Commissioner Bob Weatherford
Judy Williams	Appointed by Commissioner Joanne Birrell
Galt Porter	Appointed by Commissioner Lisa Cupid
Thea Powell	Appointed by Chairman Michael H. Boyce
Christi Trombetti	Former Joanne Birrell appointee

Community Members

John Adams	Cobb County School District
Alex Almodovar	Student – Kennesaw State University
Tom Bills	Parks & Recreation
Deane Bonner	Cobb County NAACP
Dan Byers	Business Representative
Brianna Clark	Cobb Young Professionals
Kyeatha Clark	Cumberland Community Improvement District

Richard Crim	Dobbins Air Reserve Base
Dr. Bryan Crute	Community Relations Council
Destiny Davidson	Public Safety
Brantley Day	Cumberland Community Improvement District
Christine Dobbs	City of Acworth
Mandy Elliott	Community Development
James Ferrell	Public Safety
Jill Flamm	Resident
Keli Gambrell	Resident
Tina Garver	City of Powder Springs
Nelson Geter	Cobb County Development Authority
Jessica Gill	Senior Services
Jim Graham	City of Austell
Karen Hallacy	Cobb PTA
Dana Johnson	Community Development
Dr. Jack Kennedy	Cobb & Douglas Public Health
Rusty Martin	City of Smyrna
Cassie Mazloom	Emergency Management Agency
Eric Meyer	Department of Transportation
Robin Meyer	Resident
Frank O'Brien	Resident
Eric Olson	Water Systems
Abbie Parks	Historic Preservation Commission
Nick Parker	Cobb County School District
Michael Paris	Business Representative
Chris Poston	Business Representative
Natalia Plasenica	Student – Kennesaw State University
Sharon Qin	Community Development
Tracy Rathbone	Town Center Community Improvement District
George Reichard	Business Representative
Malaika Rivers	Cumberland Community Improvement District
Rusty Roth	City of Marietta
Stefen Samarripas	Community Development - Intern
Joe Sewell	Business Representative
Marty Sewell	Department of Transportation
Donna Shaw	Business Representative
Ron Sifen	Resident
Darryl Simmons	City of Kennesaw

Michael Stine	Resident
Captain Dennis Thayer	Public Safety
Todd Thrasher	Business Representative
Phillip Westbrook	Community Development
Ken Williams	Dobbins Air Reserve Base
Shundrika Williams	Resident
Bob Wise	Non-Profit – United Way
Sabrina Young	Community Development

There was a total of five Steering Committee meetings/workshops/interviews that were scheduled in advance of community meetings. The Steering Committee meetings included a meet and greet, comprehensive plan education, exercises designed to gather input, a review of presentation materials for upcoming community meetings as well as discussions regarding feedback from prior community meetings. Members also had the opportunity to play an important role in the development of Cobb's 2040 vision, goals and policies including setting priorities for the Community Work Program.

In addition to the meetings, the PMT conducted 41 Steering Committee interviews as part of the needs and opportunities assessment to discuss opinions and views on the quality of life in Cobb County. Answers to questions were consolidated into Strengths, Weaknesses, Opportunities and Threats to assist in establishing the Needs and Opportunities for Cobb 2040.

Below are the Steering Committee meeting dates:

Steering Committee Meet & Greet #1

July 9, 2015

*Senior Services Wellness Center
1150 Powder Springs Street
Marietta, GA 30064*

Steering Committee Meeting #2

October 1, 2015

*Cobb County Government
100 Cherokee Street
Marietta, GA 30090*

Steering Committee Workshop #3

May 19, 2016

*Cobb County Civic Center
548 South Marietta Parkway
Marietta, GA 30060*

Steering Committee Open House #4

November 10, 2016

*Cobb County Civic Center
548 South Marietta Parkway
Marietta, GA 30060*



Steering Committee #1



Steering Committee #2



Steering Committee #3

GENERAL PUBLIC

In order for public participation to be successful, the community must be encouraged to become active in the planning process. The Cobb 2040 plan better reflects the community's preferences and desires since the entire project team was able to gather input from a wide range of citizens with various interests. The intent was to interact with the community from the beginning as a means to establish public support and trust to build consensus among the public. In general, the chosen participation techniques provided community members with comprehensive plan education, interaction and opportunities for input.

PARTICIPATION TECHNIQUES

The Project Management Team designed and facilitated several different participation techniques that involved educating the community, interacting with the community and allowing input from the community.

- ❖ Website – Staff created a project website that was updated on a regular basis throughout the comprehensive plan update process. The website included educational materials about the Comprehensive Plan, how residents could get involved, public meeting schedules, agendas and draft documents for review. In addition, there was an email address link that provided opportunities for feedback 24 hours a day, seven days a week.
- ❖ Kiosk/Lobby Displays – Use of locations such as libraries, government buildings and Senior Centers were used to post maps, photos, literature and other tools that promoted the

purpose of the Comprehensive Plan and involvement in the update process. Displays and reminders were set up during other town hall meetings, forums, Board of Commissioner Regular and Zoning Hearings, Planning Commission Zoning Hearings and other public gatherings to inform the citizens of the Comprehensive Plan update.

- ❖ Interviews – As part of the existing conditions analysis and needs assessment for each of the elements, Steering Committee interviews were scheduled with each of the Steering Committee members. More than 41 Steering Committee interviews were conducted as part of the needs and opportunities assessment to discuss opinions and views on the quality of life in Cobb County. Answers to the questions were consolidated into Strengths, Weaknesses, Opportunities and Threats to assist in establishing the Needs and Opportunities.
- ❖ Community Meetings/Workshops/Open House – The Project Management Team conducted two series of public participation events and an Open House. There was a total of nine community meetings/workshops and one Open House. These events were well attended. All meetings and workshops were designed to be easy, interactive, informational and fun.

The first series of public meetings was designed to provide information to the public as a way to expand their knowledge and understanding about Cobb County and the Comprehensive Plan process. The first round of meetings consisted of a presentation on the existing conditions information followed with small group sessions. There was a total of four public meetings (one in each Commission District) where background information was

presented and breakout groups conducted a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to assist in identifying the needs and opportunities of the Plan. Dates and locations of the meetings can be found below.

Public Meeting #1

October 15, 2015

6:00 PM-8:00 PM

*West Cobb Senior Center
4915 Dallas Hwy.
Powder Springs, GA 30127*

Public Meeting #2

October 29, 2015

6:00 PM-8:00 PM

*East Cobb Library
4800 Lower Roswell Rd.
Marietta, GA 30068*

Public Meeting #3

November 12, 2015, 6:00 PM-8:00 PM

*South Cobb Community Center
600 Lions Club Dr.
Mableton, GA 30126*

Public Meeting #4

Monday, November 16, 2015

6:00 PM-8:00 PM

*Mountain View Community Center
3400 Sandy Plains Rd.
Marietta, GA 30066*

The 2nd series of meetings included five (5) community workshops. The events were set up so that participants could attend at any time during the duration of the workshops. They were conducted over a four-hour period in the late afternoons, through the early evenings, to allow for interested parties to attend the sessions during normal working hours or after work. There were five different exercises allowing community members to provide input. The group identified priorities for the next five years: placing green dots on needs the County should address and red dots on items where the County should not invest its time and resources. The workshop also allowed input on the Goals and Policies, establishing a Vision Statement, interactive mapping with the Future Land Use Map and looking at potential changes to the Future Land Use guidelines. In addition, one of the more unique and thought-provoking exercises was having the community define, with one word, Cobb County today and then define Cobb County in 2040. This particular exercise provided powerful input that helped staff understand the existing Cobb County and what the desires are for the future. Dates, locations and images from the meetings and workshops can be found below.

Public Workshop #1

Thursday May 26, 2016

3:00 PM-7:00 PM

*South Cobb Government Service Center
4700 Austell Road
Austell, GA 30106*

Public Workshop #2*Tuesday May 31, 2016**3:00 PM-7:00 PM**WellStar East Cobb Health Park**3747 Roswell Road**Marietta, GA 30062****Public Workshop #3****Thursday June 2, 2016**3:00 PM-7:00 PM**East Cobb Senior Center**3332 Sandy Plains Road**Marietta, GA 30066****Public Workshop #4****Thursday June 9, 2016**3:00 PM-7:00 PM**Atlanta Area Council, Boy Scouts of America**1800 Circle 75 Parkway**Atlanta, GA 30339****Public Workshop #5****Tuesday June 14, 2016**3:00 PM-7:00 PM**West Cobb Regional Library**1750 Dennis Kemp Lane**Kennesaw, GA 30152*

At the conclusion of the public meeting series, the Project Management Team held an Open House. The public was invited to come out and view the draft Vision, Goals and Policies and the Community Work Program to provide additional input to fine

tune the final draft of the plan elements. The date and location is below.

Public Open House*Thursday November 17, 2016**5:00 PM-8:00 PM**Cobb County Civic Center**548 South Marietta Pkwy.**Marietta, GA 30060*

- ❖ Public Hearings – There were a total of four public hearings as part of the Cobb 2040 plan update. The first public hearing was held on April 28, 2015. The purpose was to brief the community on the Cobb 2040 plan Development document, which was a framework plan on the proposed Cobb 2040 planning process. The 2040 Plan Development also included information on how the public could get involved and the expectations of the Steering Committee. The second Public Hearing was held in July of 2017 by the Planning Commission during their Zoning Hearing. The hearing was approximately one month after a full draft Cobb 2040 plan was available for public review. Additionally, there were two other public hearings held by the Board of Commissioners in August and September of 2017. The purpose of these final three public hearings was to brief the community on the plan, notify the community of when the plan would be submitted to the Atlanta Regional Commission for review, and to provide an opportunity for residents to make final suggestions, additions, or changes.



Community Meeting #4



Community Workshop #3



Community Workshop #1

*Community Meeting #3**Community Workshop #2**Community Workshop #1*

PROMOTING PARTICIPATION

The community engagement process included advertising and publicizing the public hearings, community meetings, workshops and website. Promoting these meetings was done through press releases, social media, road signs, informational kiosks, websites, newsletters, calendar of events and word of mouth.



Public Participation Marketing Material

PUBLIC MEETING PRESS RELEASE


**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

P.O. Box 649, Marietta Georgia 30061
770-528-2125

To: Sheri Kell, Director of Communications

From: Phillip Westbrook, Planner

CC: Aikwah Leow, Communications Manager
Dana Johnson, Director of Community Development

Dated: September 18, 2015

Re: 2040 Comprehensive Plan Public Meeting Notice Press Release

Following article to be revised, edited and placed within the CobbLine, each of the District Commissioner Newsletters, Press Release, Social Media outlets and condensed for T.V. 23 (scroll or other calendar programs) by Communications.

Article to be active from Now until November 16

Where ever possible and appropriate please use the "Cobb 2040 – Vision for a New Era" logo within publication.

Cobb 2040 – Vision for a New Era

Cobb County Planners will be facilitating informational and interactive meetings for citizens, business owners, property owners and any other interested parties in October and November at locations through-out Cobb County to kick-off the public engagement phase of the 10-year update to the Comprehensive Plan for unincorporated Cobb County.

Civic engagement is a central component to any planning process. In order for the Cobb 2040 Plan to be successful, citizens must be encouraged to become active in the planning process by providing their thoughts and ideas to ensure that the plan reflects the community's preferences and desires. Participation in these public meetings will not be difficult. All meetings and exercises are designed to be easy and fun for everyone who cares about the way their community will grow in the future. There will be a variety of times and meeting formats as the update process moves along, so all citizens should have multiple opportunities to share their ideas with Community Development.

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Figure 3

There will be one meeting in each of the four Commissioner Districts, aimed at how the 2040 Comprehensive Plan guides the county, as well as providing information about existing conditions data and interactive sessions that includes the community to gather information about the needs and opportunities for Cobb County moving forward over the next 20 years. For more information please visit our Comprehensive Plan website. A link to the site is located on the Community Development webpage at www.cobbcounty.org.

Please visit us at one of the following four meetings.

Public Meeting #1
When: October 15, 2015
Time: 6:00 PM to 8:00 PM
Where: West Cobb Senior Center, 4915 Dallas Hwy Powder Springs, GA 30127

Public Meeting #2
When: October 29, 2015
Time: 6:00 PM to 8:00 PM
Where: East Cobb Library, 4800 Lower Roswell Rd., Marietta, GA 30068

Public Meeting #3
When: November 12, 2015
Time: 6:00 PM to 8:00 PM
Where: South Cobb Community Center, 600 Lions Club Dr., Mableton, GA 30126

Public Meeting #4
When: Monday, November 16, 2015
Time: 6:00 PM to 8:00 PM
Where: Mountain View Community Center, 3400 Sandy Plains Rd., Marietta, GA 30066

The Comprehensive Plan is a long-range, community designed growth strategy that will continue to make Cobb County an attractive place to invest, conduct business, and raise a family. The current plan, adopted in 2007 with subsequent annual amendments, covers the time period between 2007 and 2030. The 10-year update will extend the current plan's growth outlook to 2040. The 2040 Comprehensive Plan, which is mandated by the State of Georgia, will help Cobb County guide and manage expected population and employment growth and coordinate major public investments in Public Safety, Transportation, Community Facilities, and other important elements that make Cobb a "Great Place to Be".

If you have any questions regarding the 2040 Comprehensive Plan please call 770-528-2018 or email comdevplanning@cobbcounty.org

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Figure 4

PUBLIC WORKSHOP PRESS RELEASE

COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY

PO Box 649, Marietta, Georgia 30061
770-528-2018 fax: 770-528-2126
jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

To: Sherri Kell, Director of Communications

From: Phillip Westbrook, Planner

CC: Aikwah Leow, Communications Manager
Dana Johnson, AICP, Director of Community Development
Jason Gaines, AICP, Planning Division Manager

Dated: April 22, 2016

Re: 2040 Comprehensive Plan Public Workshop Notice Press Release

Following article to be revised, edited and placed within the CobbLine, each of the District Commissioner Newsletters, Press Release, Social Media outlets and condensed for T.V. 23 (scroll or other calendar programs) by Communications.

Article to be active from Now until November 16

Where ever possible and appropriate please use the "Cobb 2040 – Vision for a New Era" logo within publication.

Cobb 2040 – Vision for a New Era

Cobb County Community Development will host a series of public workshops to build upon prior public input and to discuss more information related to Cobb County's 2040 Comprehensive Plan. From late-May to early-June, five (5) public workshops will be held at locations throughout the county. The workshops will be interactive and are designed to establish priority needs and to collect feedback on the proposed vision, goals and policies of the 2040 Comprehensive Plan. In addition, there will also be discussion regarding the county's Future Land Use guidelines.

In order for the plan to be successful, citizens must be



Figure 5



**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

PO, Box 649, Marietta, Georgia 30061
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jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

actively engaged in the planning process by providing their thoughts and ideas to ensure that the plan reflects the community's preferences and desires. The workshops will be conducted via an open house format over a four-hour duration.

This allows interested parties to come to the sessions at any point during the duration, as there will be no formal presentation.

Please visit us and give us your ideas at one of the following four meetings:

Public Workshop #1

When: Thursday May 26, 2016

Time: 3:00 PM to 7:00 PM

Where: South Cobb Government Service Center, 4700 Austell Road, Austell, GA 30106

Public Workshop #2

When: Tuesday May 31, 2016

Time: 3:00 PM to 7:00 PM

Where: Wellstar East Cobb Health Park, 3747 Roswell Road, Marietta, GA 30062

Public Workshop #3

When: Thursday June 2, 2016

Time: 3:00 PM to 7:00 PM

Where: East Cobb Senior Center, 3332 Sandy Plains Road, Marietta, GA 30066

Public Workshop #4

When: Thursday June 9, 2016

Time: 3:00 PM to 7:00 PM

Where: Atlanta Area Council, Boy Scouts of America, 1800 Circle 75 Parkway, Atlanta, GA 30339

Public Workshop #5

When: Tuesday June 14, 2016

Time: 3:00 PM to 7:00 PM

Where: West Cobb Regional Library, 1750 Dennis Kemp Lane, Kennesaw, GA 30152

The 2040 Comprehensive Plan is a long-range, community designed growth strategy that will continue to make Cobb County an attractive place to invest, conduct business, and raise a family. The current plan, adopted in 2007 with subsequent annual amendments, covers the time period between 2007 and 2030. The 10-year update will extend the current plan's growth outlook to 2040. The 2040 Comprehensive Plan, which is mandated by the State of Georgia, will help Cobb County guide and manage expected population and employment growth and coordinate major

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Figure 6



**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

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jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

public investments in Public Safety, Transportation, Community Facilities, and other important elements that make Cobb a great place to be.


If you have any questions regarding the 2040 Comprehensive Plan please call 770-528-2018 or email comdevplanning@cobbcounty.org. A link to the site is located on the Community Development webpage at www.cobbcounty.org.

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Figure 7

OPEN HOUSE PRESS RELEASE



**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

P. O. Box 649
Marietta, GA 30061-0649
770-528-2018 • fax: 770-528-2126
jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

To: Sherri Kell, Director of Communications

From: Phillip Westbrook, Planner

CC: Aikwah Leow, Communications Manager
Dana Johnson, Director of Community Development
Jason Gaines, Planning Division Manager – Community Development

Dated: October 20, 2016

Re: 2040 Comprehensive Plan “Open House” Notice Press Release

Following article to be revised, edited and placed within the CobbLine, each of the District Commissioner Newsletters, Press Release, Social Media outlets and condensed for T.V. 23 (scroll or other calendar programs) by Communications.


Article to be active from Now until November 17

Where ever possible and appropriate please use the “Cobb 2040 – Vision for a New Era” logo within publication.

Cobb 2040 – Vision for a New Era

Over the past year and a half, Cobb County has been in the process of updating its Comprehensive Plan. Known as the 2040 Comprehensive Plan, it is a community-designed growth strategy that provides a long-range vision constructed in a manner that continues to demonstrate Cobb County as an attractive place to visit, invest, conduct business, and raise a family.


In order for the 2040 Comprehensive Plan to be successful, citizens must be actively engaged in the planning process by providing their thoughts and ideas to ensure that the plan reflects the community's preferences and desires. To date, there have been four (4) community meetings and five (5) community workshops intended to gather information regarding the needs of the community and developing updated Goals & Policies. County staff has received a great deal of input from the public and now it is time to present to the public a draft of



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Figure 8



**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

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jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

the Vision, potential Future Land Use revisions, Goals & Policies and Community Work items that will aid in plan implementation.

Cobb County staff invites everyone in the community, whether you've been a part of the process or are new to the process, to come out and provide feedback on the work done to-date. Details for the Open House are as follows:

Public Open House
When: Thursday, November 17, 2016
Time: 5:00 PM to 8:00 PM
Where: Cobb County Civic Center, 548 South Marietta Pkwy., Marietta, GA 30060

If you have any questions regarding the Open House or general questions concerning the 2040 Comprehensive Plan, please send an email to comdevplanning@cobbcounty.org, or call 770-528-2018. A link to the site is located on the Community Development webpage at www.cobbcounty.org.

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Figure 9

CONSOLIDATED PUBLIC SWOT ANALYSIS

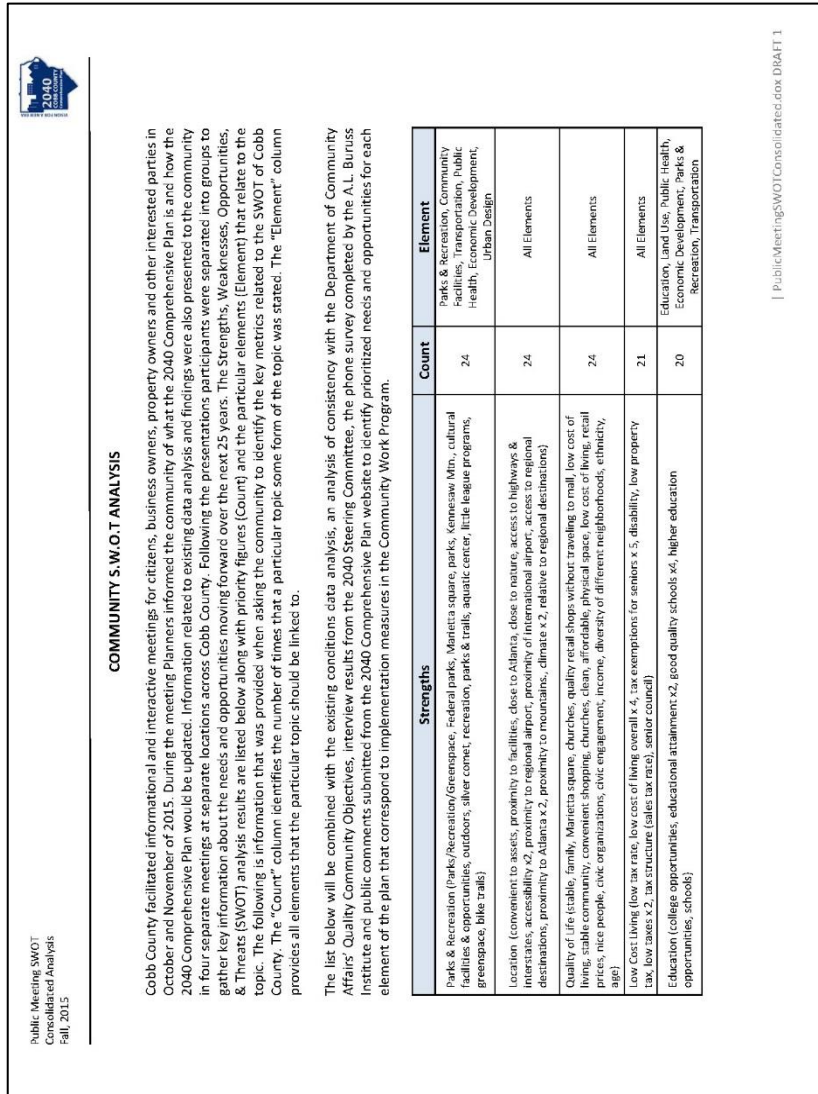


Figure 10

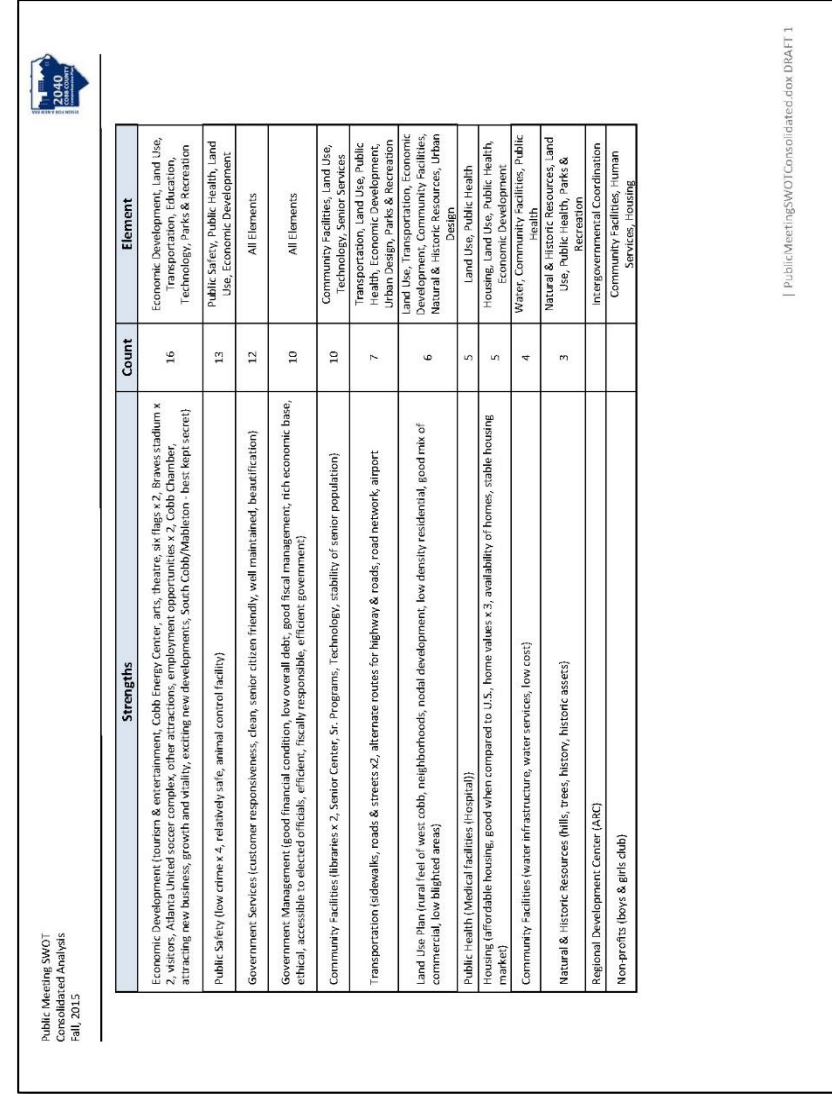


Figure 11

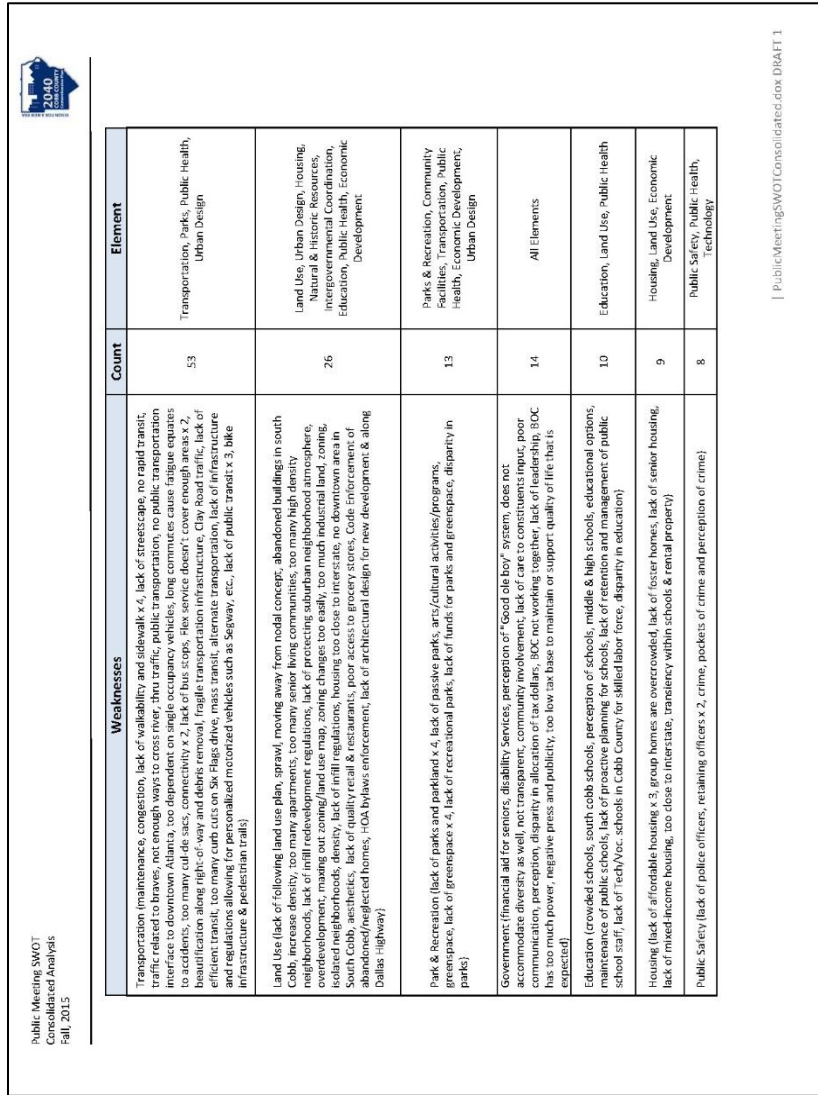


Figure 12

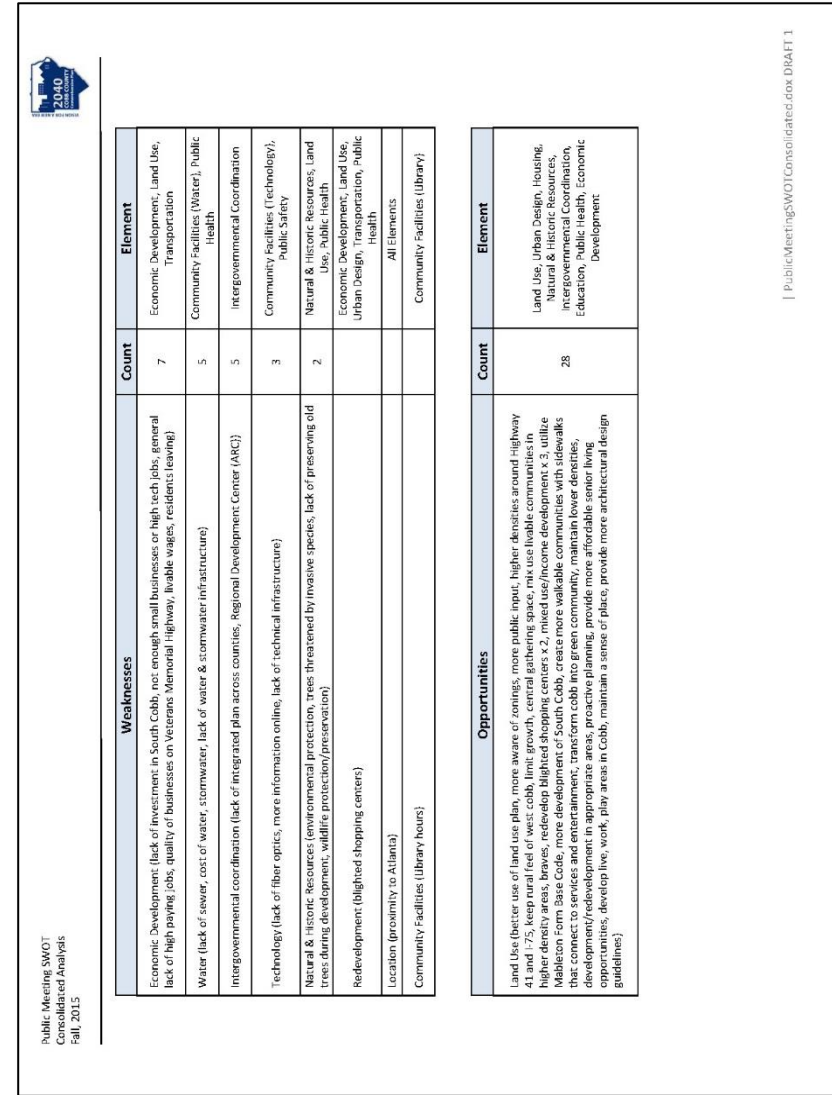
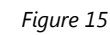
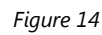



Figure 13



Public Meeting SWOT Consolidated Analysis Fall, 2015




Threats or Challenges	Count	Element
Public Safety (CHALLENGE: maintain personnel, acquiring more police, cooperation between police and community, maintaining public safety, new police precinct in Mountain View area, policing SunTrust Park & The Battery Atlanta, THREAT: increase crime x 3, gang presence, terrorism)	13	Public Safety, Economic Development, Land Use, Public Health
Land Use (THREAT: higher densities in rural areas, land values causing higher densities, overdevelopment, building within floodplains and wetlands, overcrowding, high density/multitask housing, not following the land use plan, not adhering to nodal development practices, lack of planning, zoning policy breakdowns, CHALLENGE: attracting future residents/amenities, balance between development and greenspace zoning policy breakdowns)	12	Land Use, Community Facilities, Water, Natural & Historic Resources, Economic Development, Transportation, Public Health, Urban Design
Education (THREAT: growth of school population, failing schools, CHALLENGE: supporting public schools (financially & public relations, providing more community support), expanded schools to meet projected population, maintaining educational level)	7	Education, Land Use, Public Health, Economic Development, Parks & Recreation, Transportation
Quality of Life (THREAT: increase cost of living, lack of understanding different generational race & ethnic differences/cultures, uncertainty of baby boomer generation CHALLENGE: maintaining quality of life, maintaining quality of family unit and improving family life, investing in diversity)	7	All Elements
Environment (THREAT: environmental threat due to transportation projects & impervious surface, air quality from traffic, removal of trees due to development)	5	Natural & Historic Resources, Parks & Recreation, Transportation, Land Use, Public Health
Taxes (THREAT: tax increases, property tax increases x 2, losing senior tax exemption for school taxes, increased property values, CHALLENGE: maintaining property values)	5	All Elements
Intergovernmental Coordination (THREAT: annexations, Incorporation of Marietta, creation of new cities within unincorporated Cobb, CHALLENGE: working with surrounding governments, threat)	5	Intergovernmental Coordination
Housing (THREAT: lack of affordable housing x 2, cost of housing relative to incomes, CHALLENGE: finding housing close to jobs (lessen commute), creating affordable housing)	4	Housing, Land Use, Economic Development, Public Health

Public Meeting SWOT Consolidated Analysis Fall, 2015

Figure 16

Public Meeting SWOT Consolidated Analysis Fall, 2015

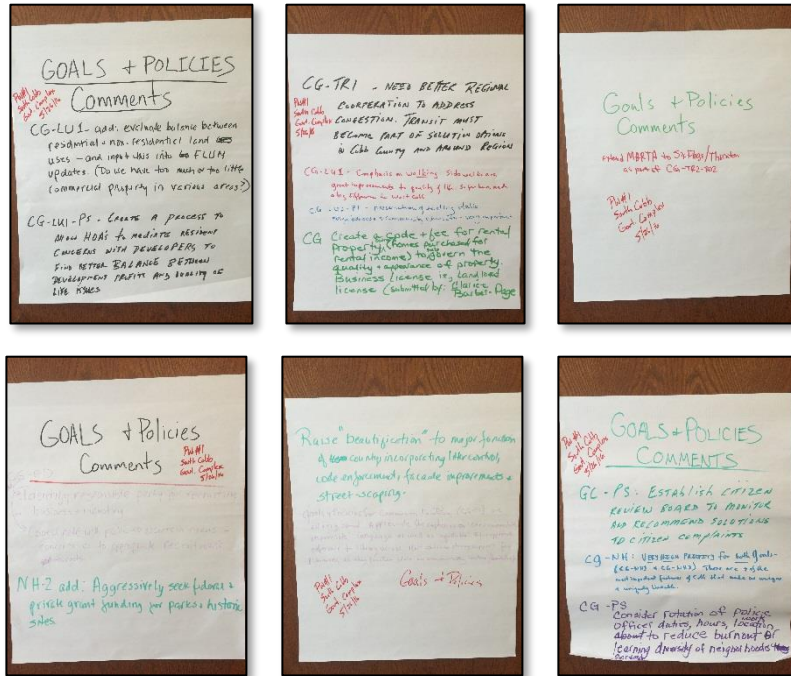


Threats or Challenges	Count	Element
Community Facilities Water Infrastructure (THREAT: strained infrastructure if growth is too rapid, lack of water, aging utility infrastructure, CHALLENGE: maintaining infrastructure for future water supply)	4	Community Facilities, Water, Public Health, Land Use, Transportation
Government Services (THREAT: Government waste, impractical government projects, not enough public input, CHALLENGE: to balance the needs between seniors/millennials, balance the need for different parts of the county, creating more transparency)	4	All Elements
Funding (CHALLENGE: find funding, THREAT: lack of funding)	3	All Elements
Water (THREAT: Stormwater issues (too much impervious surface), Regional water level)	3	Water, Community Facilities, Public Health
PARKS (CHALLENGE: obtaining more recreation centers & more greenspace)	2	Parks & Recreation, Community Facilities, Transportation, Public Health, Economic Development, Urban Design
Natural & Historic Resources (THREAT: serenely, quiet way of life, CHALLENGE: minimizing the environmental impact)	2	Natural & Historic Resources, Parks & Recreation, Land Use, Public Health
Redevelopment (CHALLENGE: focus on distressed areas)	2	Economic Development, Land Use, Transportation, Urban Design, Public Health
Disaster Resilience (THREAT: weather events impacting infrastructure)		Disaster Resilience, Community Facilities

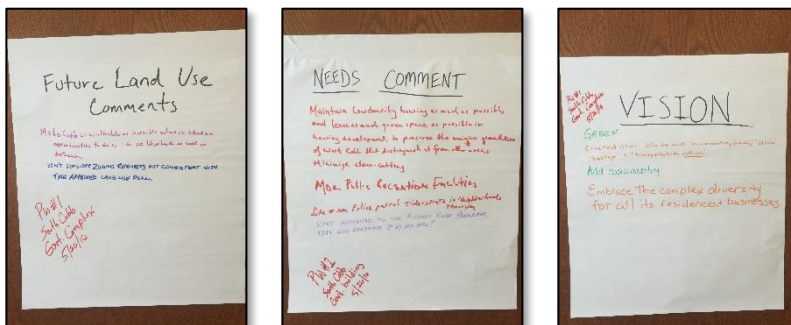
Public Meeting SWOT Consolidated Analysis Fall, 2015

Figure 17

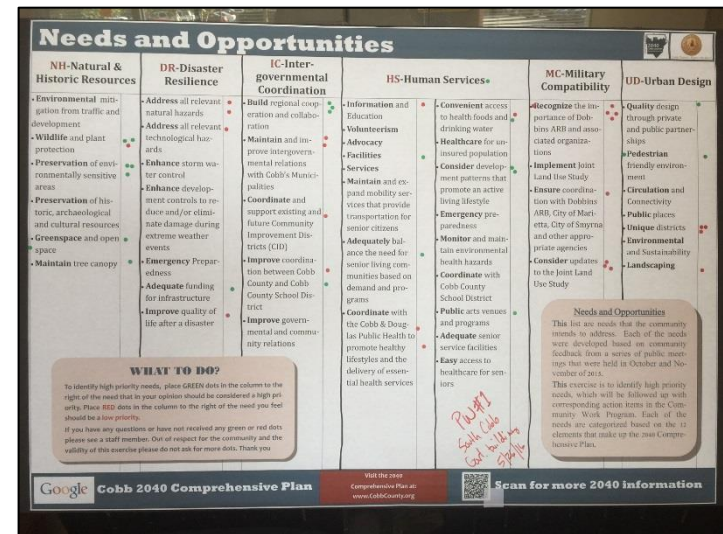
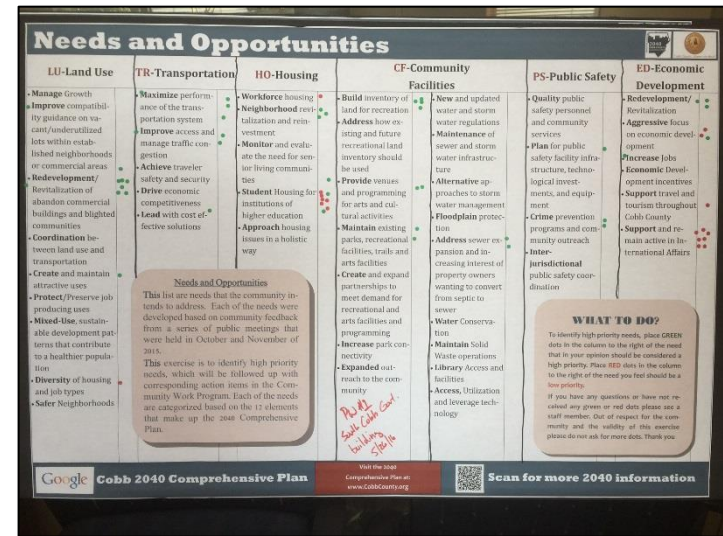
PUBLIC WORKSHOP #1 COMMENTS SOUTH COBB GOVERNMENT SERVICE CENTER Community Goals Comments



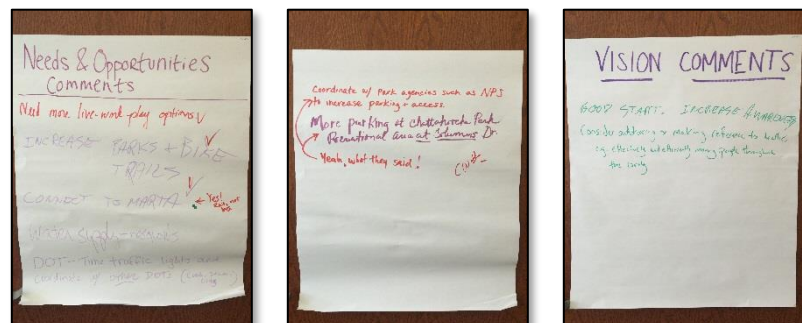
Future Land Use/Needs & Opportunities/Vision Comments



Needs & Opportunities Dot Exercise



Community Goals/Future Land Use Comments

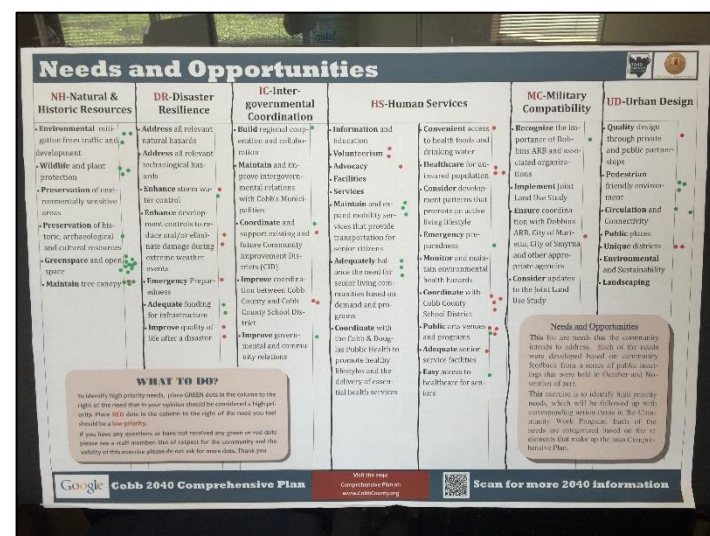


Needs and Opportunities					
U/Land Use	TR-Transportation	HO-Housing	CF-Community Facilities	PS-Public Safety	ED-Economic Development
<ul style="list-style-type: none"> Manage Growth Improve compatibility/guidance on vacant/underutilized lots within established neighborhoods in commercial areas Redevelopment/Revitalization of abandoned commercial buildings and vacant/abandoned lots Coordination between City and neighboring communities Create and maintain attractive areas Protect/Preserve job producing areas Mixed-Use, multi-modal development patterns that contribute to a healthier population Diversity of housing and lot types Safe neighborhood 	<ul style="list-style-type: none"> Maximize performance of the transportation system Improve access and manage traffic congestion Achieve increase safety and security Drive economic competitiveness Lead with cost effective solutions 	<ul style="list-style-type: none"> Workforce housing Neighborhood revitalization and reinvestment Monitor and evaluate the trend for senior living communities Student housing for institutions of higher education Approach housing issues in a holistic way 	<ul style="list-style-type: none"> Build inventory of land for recreation Address how existing and future recreational land inventory could be used Provide access and programming for arts and cultural activities Maintain existing trails, recreational facilities, trails and parks facilities Create and expand public playing fields to meet demand for recreational and arts facilities and programming Increase park connectivity Engage the community in park development 	<ul style="list-style-type: none"> Quality public safety personnel and community services Plan for public safety facility infrastructure, including logical inter-agents, and equipment Crime prevention programs and training Address senior population and its growing interest in public safety coordination 	<ul style="list-style-type: none"> Reinvestment in Downtown Aggressive focus on economic development Increase jobs Economic Development incentives Support travel and tourism throughout Cobb County Support and re-invest in the international affairs
<p>Needs and Opportunities</p> <p>This list are needs that the community intends to address. Each of the needs were developed based on community feedback through a series of public meetings that were held in October and November of 2013.</p> <p>This exercise is to identify high priority needs, which will be followed up with corresponding action items in the Community Work Program. Each of the needs are categorized based on the 11 elements that make up the new Comprehensive Plan.</p>					

Cobb 2040 Comprehensive Plan

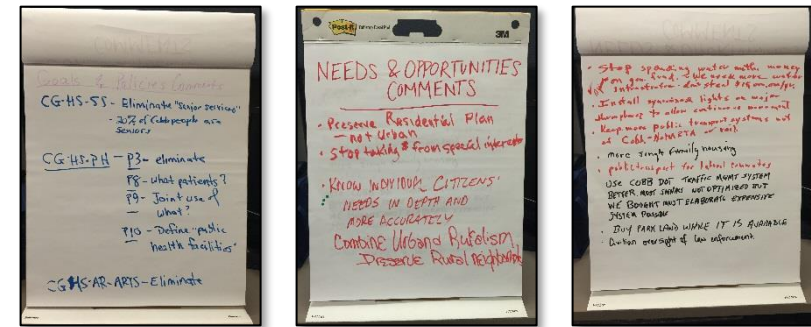
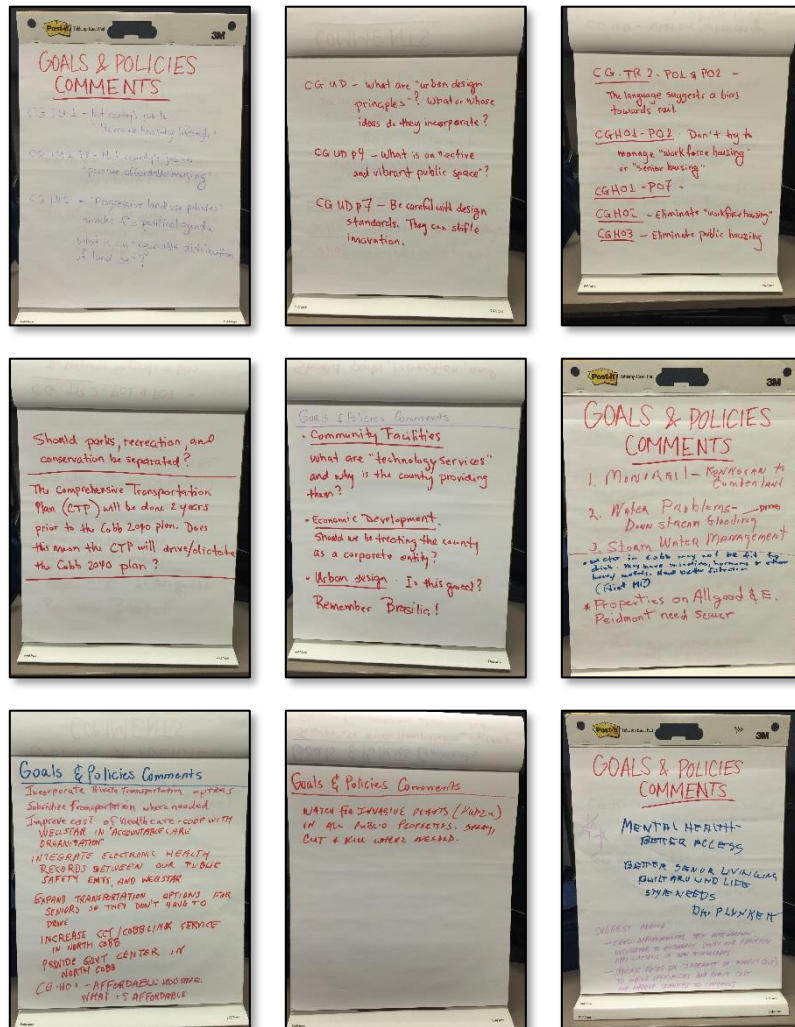
With 100+ Comprehensive Plan updates and calculations

Scan for more 2040 information

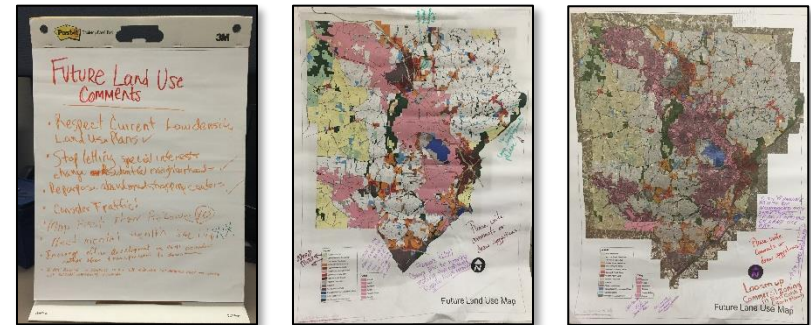


PUBLIC WORKSHOP #3 COMMENTS EAST COBB SENIOR CENTER

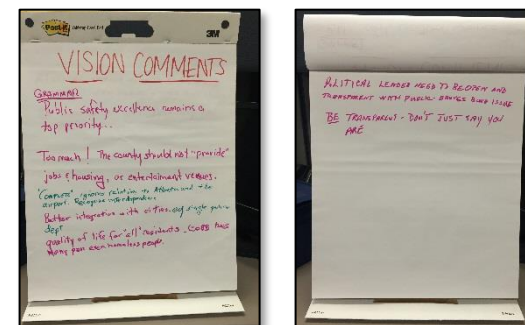
Community Goals/Needs & Opportunities Comments



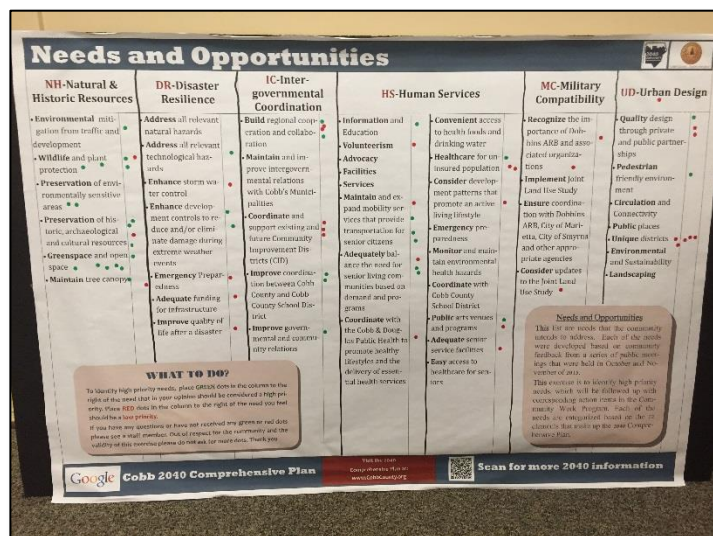
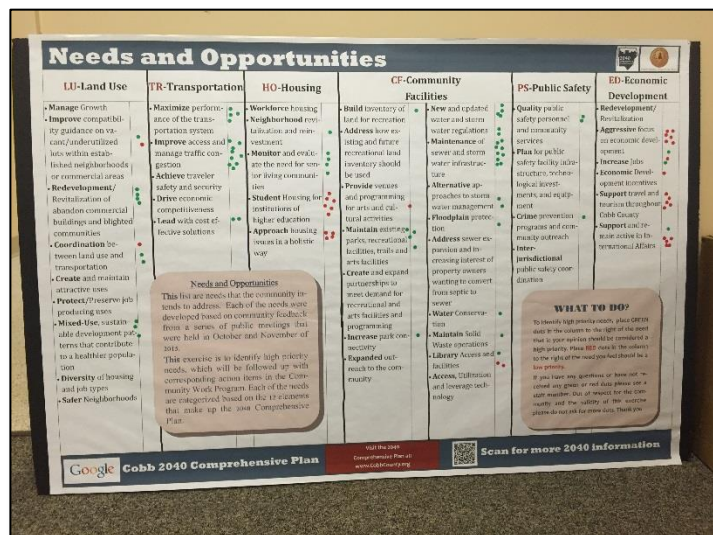
Future Land Use Comments



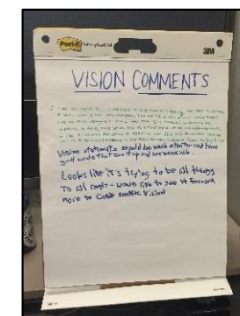
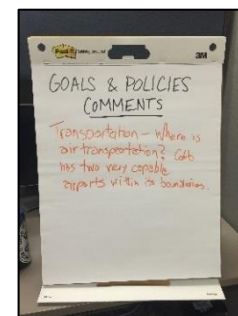
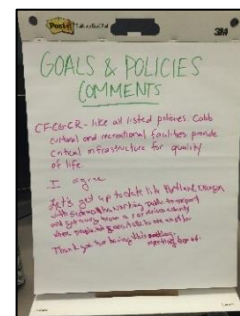
Vision Comments



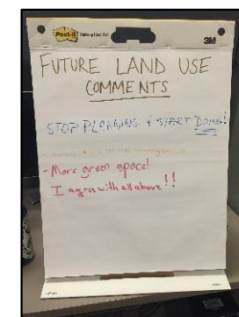
Needs & Opportunities Dot Exercise



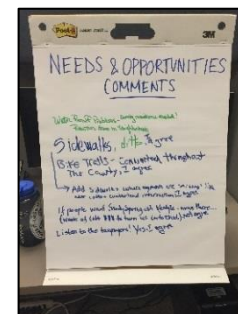
PUBLIC WORKSHOP #4 COMMENTS
ATLANTA AREA COUNCIL, BOY SCOUTS OF AMERICA
Community Goals/Vision Comments



Future Land Use Comments



Needs & Opportunities Comments



WEST COBB REGIONAL LIBRARY

Community Goals Comments

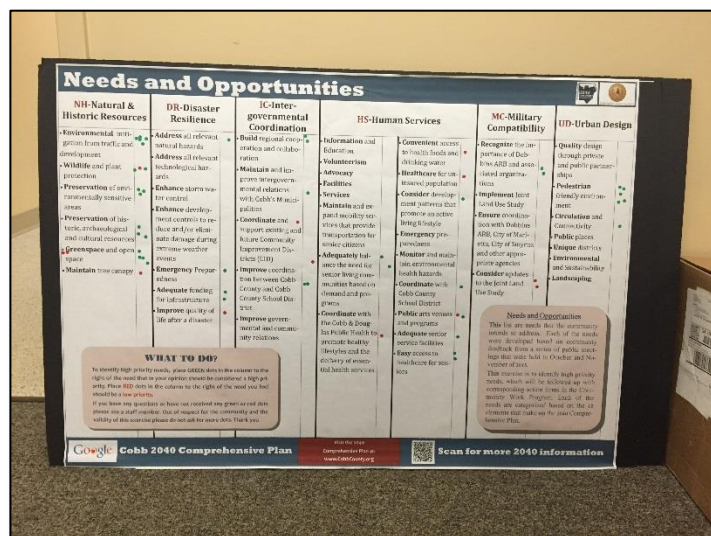


Control growth + focus on not driving
inflation + production levels + not to
+ stop the growth of unemployment + trade
diversification

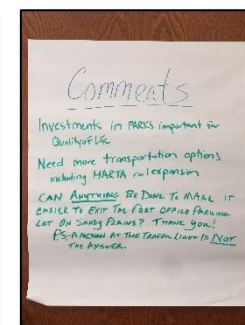
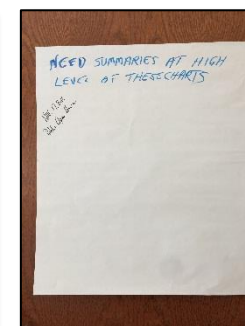
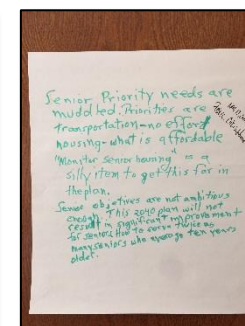
Vision Comments

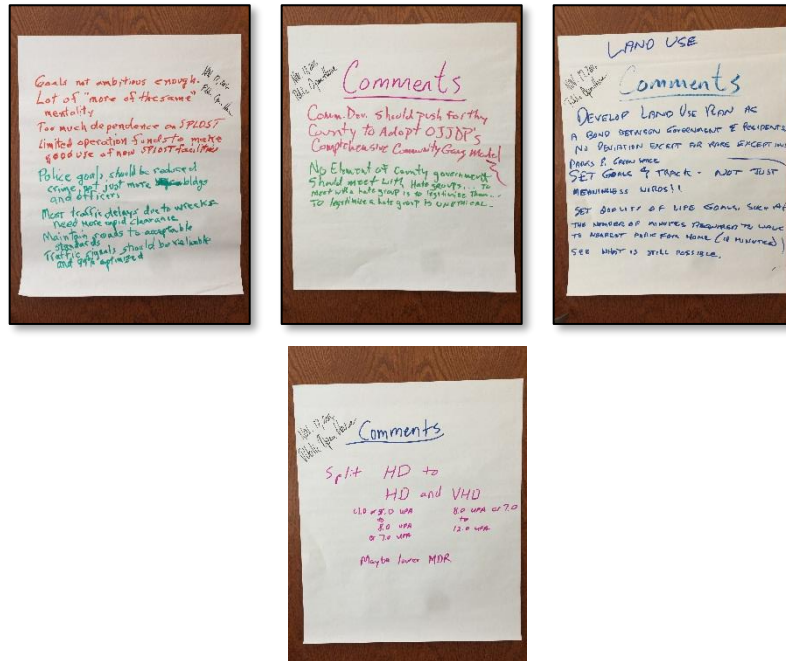
How on Earth? teacher never ask
your heart

Circle "enough-for-our-people, cinema",
bigger, schools,
dormitories, San Carlos, University of N.Y.
Ligat goes down in the Atlantic
- Captain's Hall - with school team.



OPEN HOUSE COMMENTS
COBB COUNTY CIVIC CENTER







APPENDIX 2 2017



Cobb County Government
100 Cherokee Street
Marietta, Georgia 30090