



Engaging Diversifying  
Communities

Georgia Planning Association  
Fall Conference  
October 2019

# CELLPHONE POLLING



Join using the link below to participate in cellphone polling during this session!

[PollEv.com/RAPIDSOCKS238](https://PollEv.com/RAPIDSOCKS238)

# Which County do the majority of demographers anticipate to be the most populous county in Georgia by 2040?

Fulton

Gwinnett

DeKalb

Cobb

Chatham

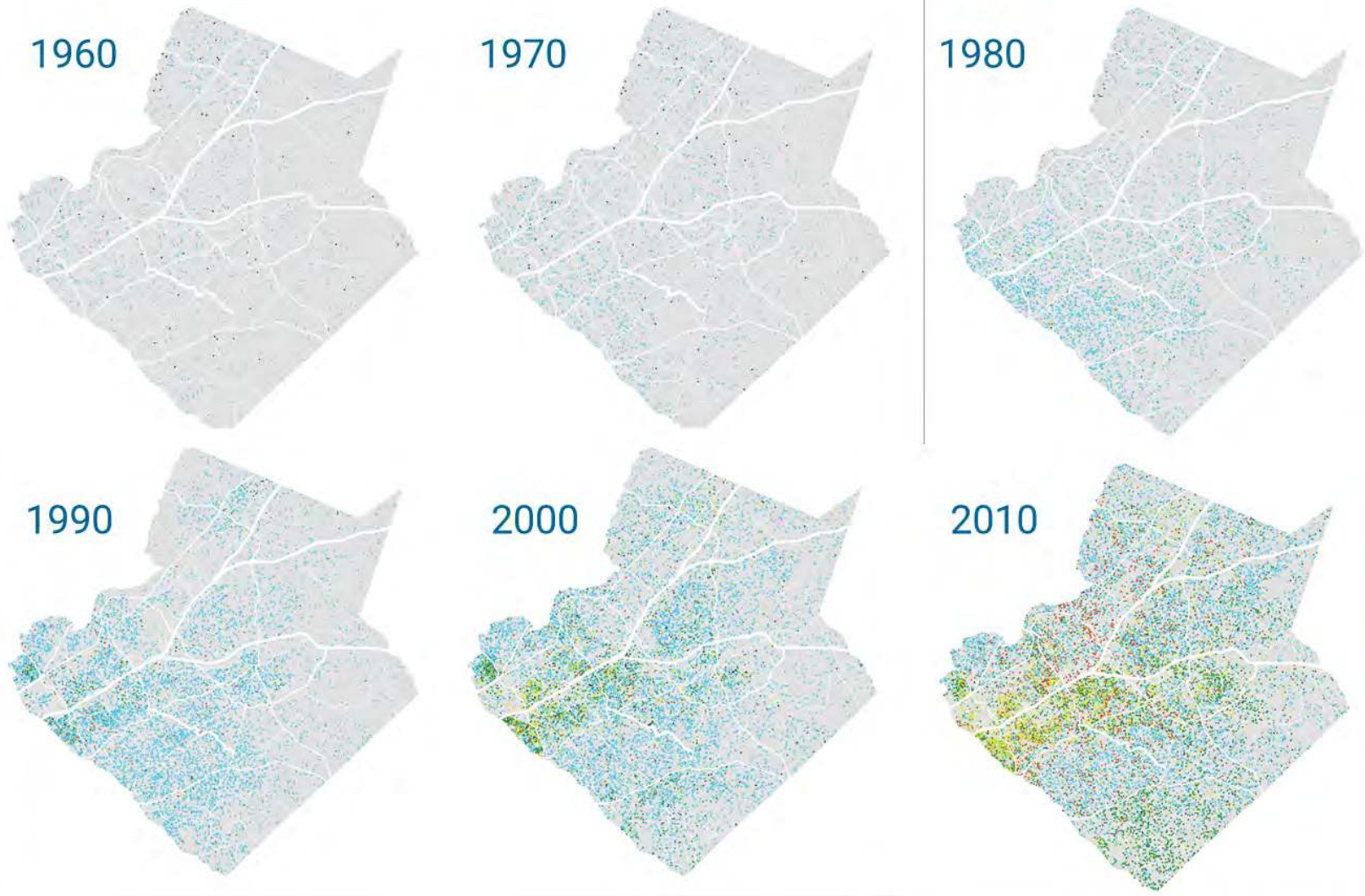
# Planning the Future of Gwinnett



- **Transportation Plans**
  - Comprehensive Transportation Plan
  - Trails Master Plan
  - Connect Gwinnett: Transit Plan
- **Infrastructure Plans**
  - Sewer Master Plan
  - Parks and Recreation Master Plan
- **Comprehensive Plans**
  - 2040 Unified Plan



# Engaging a Diverse Gwinnett



Each dot represents approximately 50 people

1960 and 1970

● White

● Non-White

1980 - 2010

● White, Non-Hispanic

● Black/African-American, Non-Hispanic

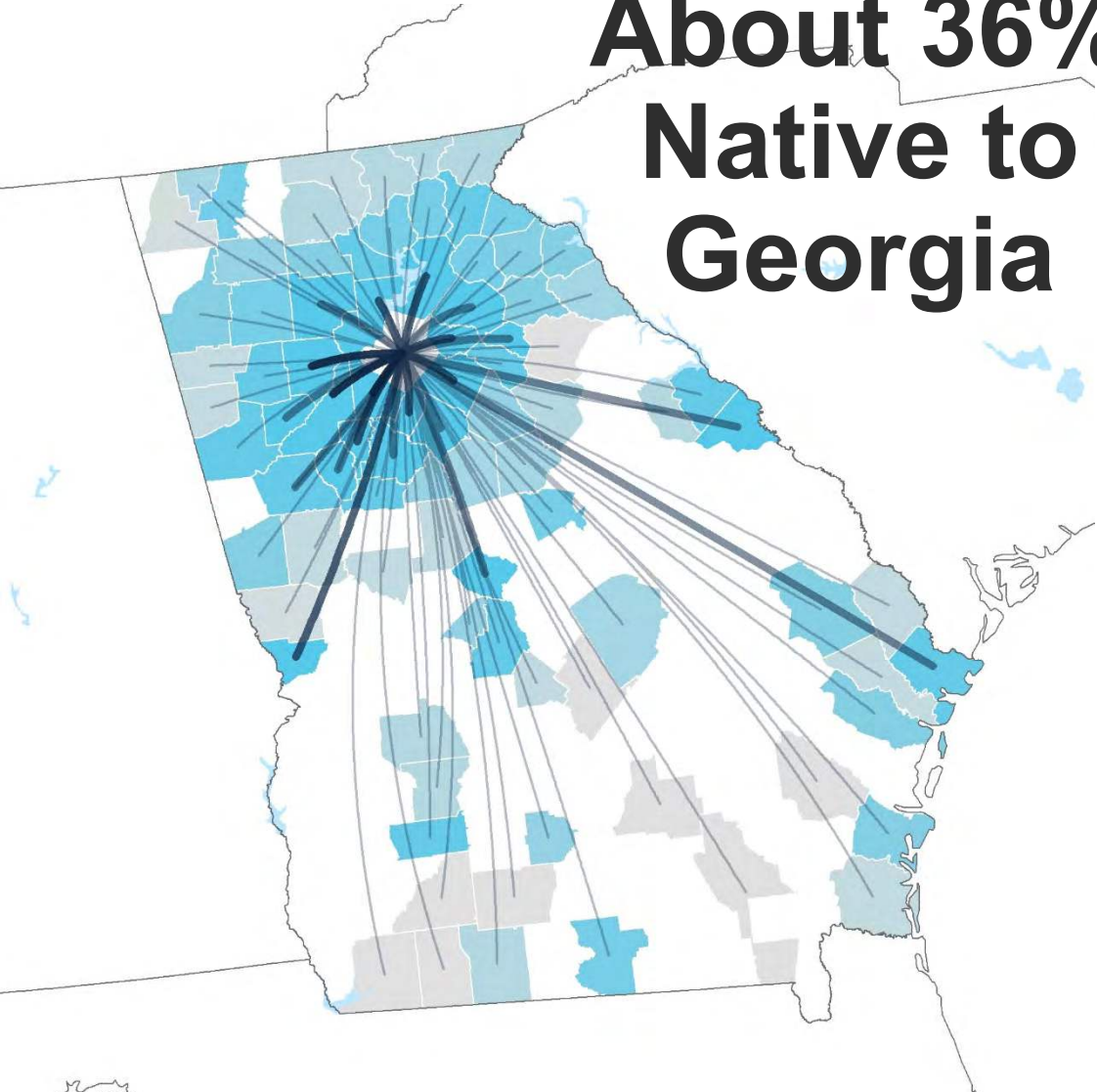
● Asian, Non-Hispanic

● Other/Multiple Races, Non-Hispanic

● Hispanic, All Races

# Engaging a Diverse Gwinnett

**About 36%  
Native to  
Georgia**



**About 39%  
Native to  
United States**



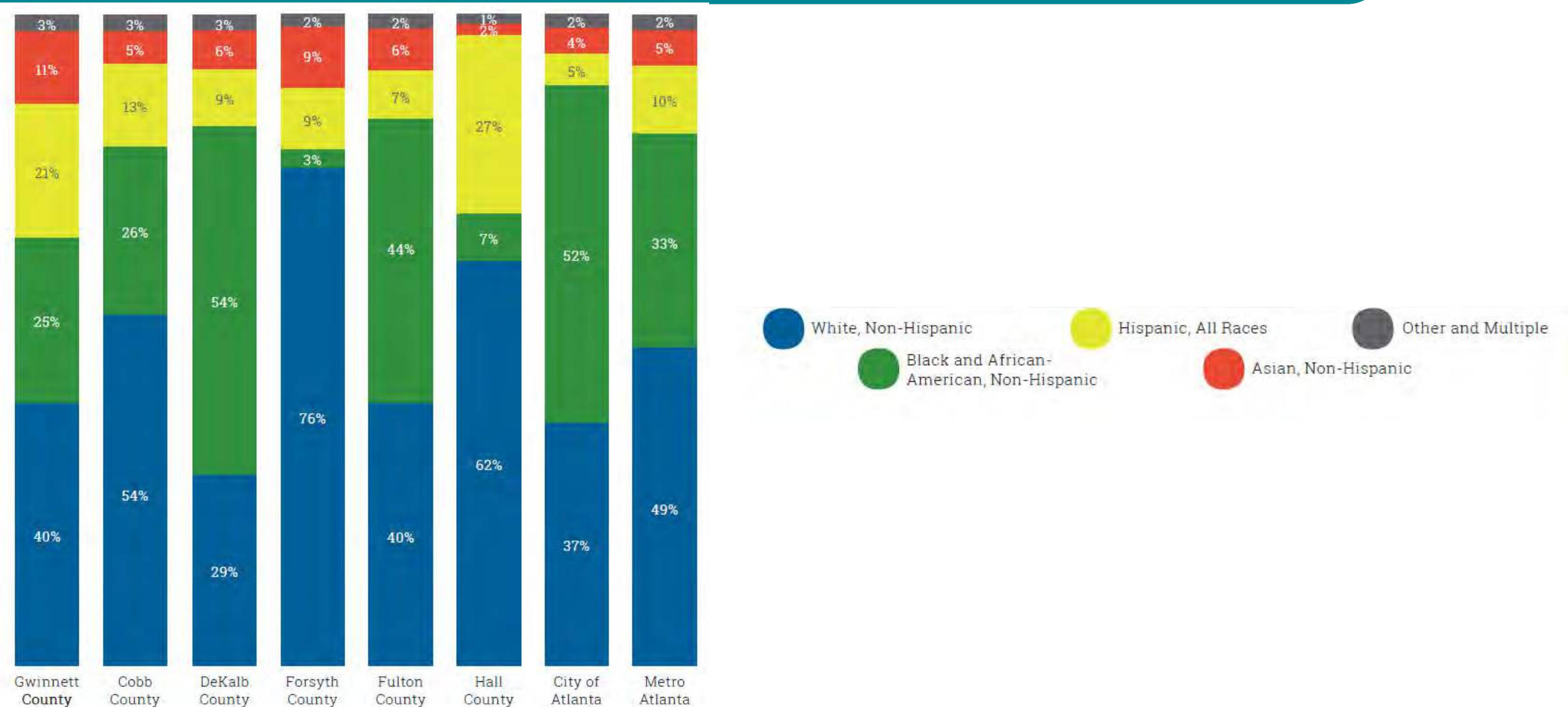


# Engaging a Diverse Gwinnett

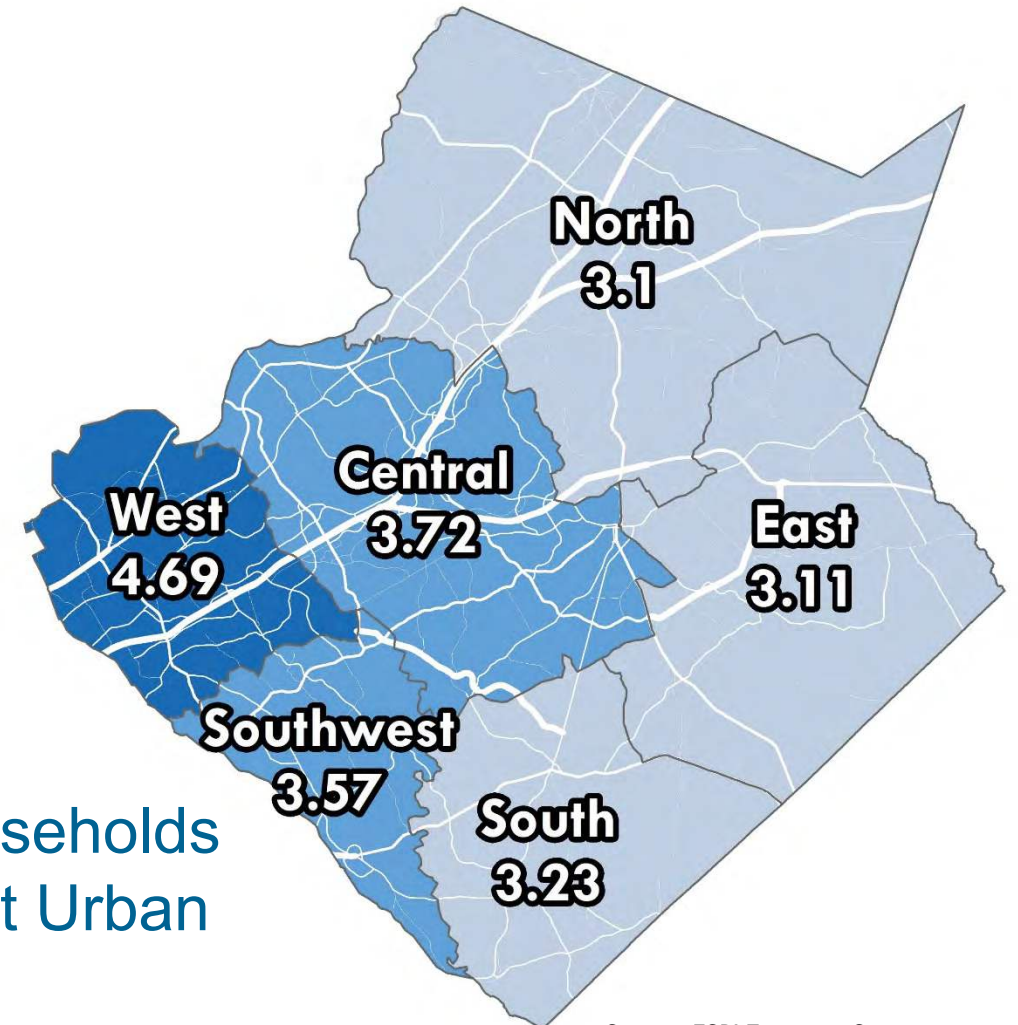
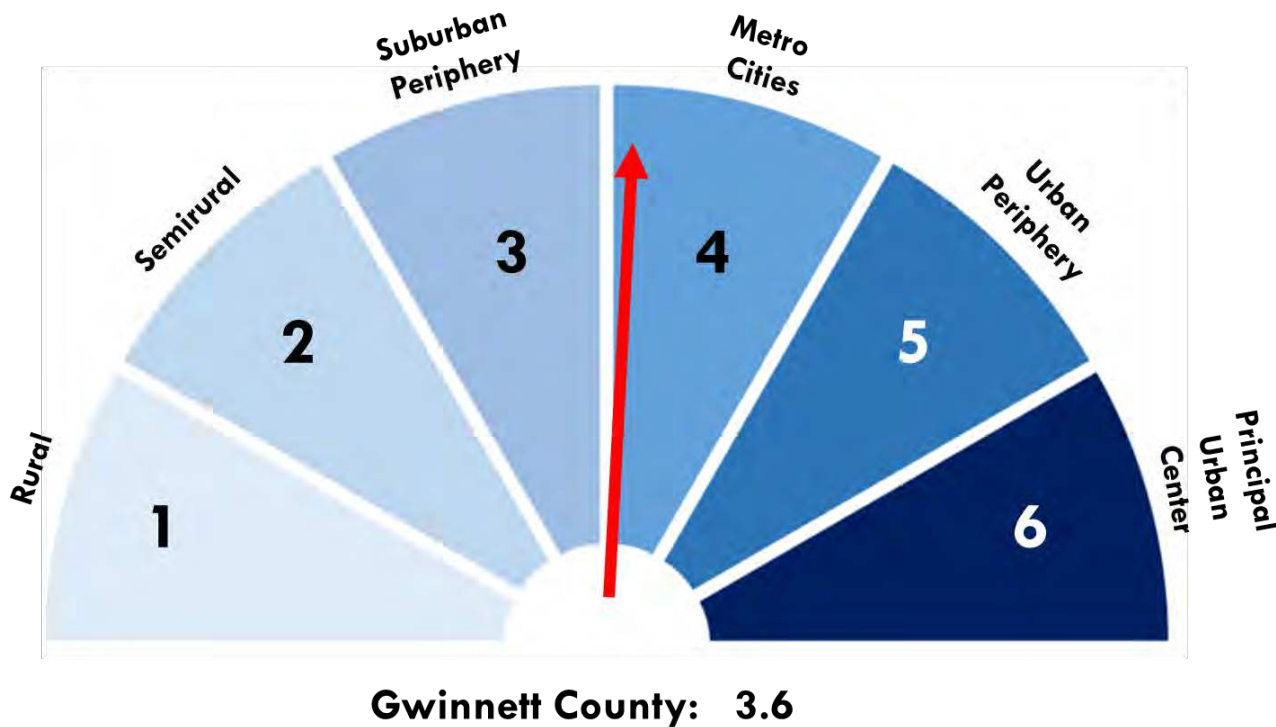


**About 25%  
Foreign Born**

# Engaging a Diverse Gwinnett



# Engaging a Diverse Gwinnett



75% of West households are in the three most Urban tapestry categories

Just 7% of East households are in the three most Urban tapestry categories

# Engaging a Diverse Gwinnett



- These plans included substantial community engagement and outreach efforts
  - Open Houses
  - Surveys
  - Stakeholder Committees
- Gwinnett County committed tremendous resources to these plans allowing opportunities to experiment with different techniques
- What we want to talk about today are some specific and unique techniques we used to engage the Gwinnett community



# Which year did Gwinnett County become a "majority-minority" community?



# AWARENESS STRATEGY



Gwinnett  
2040

**UNIFIED**PLAN



# AWARENESS STRATEGY



14,500 Views

A screenshot of a Facebook page for "Gwinnett 2040 Unified Plan". The page header includes the logo, name, and navigation links like "Home", "Events", "Reviews", "About", "Videos", "Photos", "Posts", and "Community". A post from October 23 at 8:00 AM is visible, with the text: "The Board of Commissioners' public hearing on the 2040 Unified Plan is tonight at 7pm in the Auditorium at the Gwinnett Justice and Administration Center (GJAC). It will include a brief presentation of the recommendations from the plan as well as an opportunity for public comment." Below the text are two images: one showing a radio interview with a woman and another showing a man at a festival booth. The right sidebar shows a 4.5-star rating, a "Learn More" button, a "Send Message" button, and community statistics: "237 people like this" and "257 people follow this".

# AWARENESS STRATEGY



## Take a survey to help shape Gwinnett County's future



Gwinnett County is drafting its 2040 Unified Plan, a blueprint for the County for the next two decades, and we want to hear from you. Take a short online survey at [www.gwinnett2040unifiedplan.com](http://www.gwinnett2040unifiedplan.com) through May 11 to share your perception of Gwinnett and how you think Gwinnett should grow and develop over the next two decades.



## NEWS for Neighborhoods

A newsletter for Gwinnett County homeowners

### Help shape Gwinnett's future by attending a 2040 Unified Plan Open House

The Gwinnett County Department of Planning and Development is soliciting public input to assist in the development of the 2040 Unified Plan through several community open houses, starting **April 30** at the Dacula Park Activity Building. The community open house events will feature interactive exercises to encourage people to imagine Gwinnett County in 2040 and share their vision of what it could be.



The Unified Plan, called a comprehensive plan in other jurisdictions, combines many different plans into a coordinated, working blueprint to help shape future policies by many County agencies. Public feedback will help produce a short-term list of projects and programs as well as a broad, long-term vision to guide growth and development over the next 22 years.

You can also fill out a short online survey through **May 31**. To learn more about the plan, visit [www.Gwinnett2040UnifiedPlan.com](http://www.Gwinnett2040UnifiedPlan.com) and follow the Gwinnett 2040 Unified Plan on Facebook. Email questions to [gwinnett2040@gwinnettcounty.com](mailto:gwinnett2040@gwinnettcounty.com).

### 2040 Unified Plan Community Open House Schedule (all meetings 5:00pm to 7:00pm)

- April 30 - Dacula Park Activity Building, 2735 Old Auburn Avenue, Dacula
- May 7 - Lenora Park, 4515 Lenora Church Road, Snellville
- May 10 - Rhodes Jordan Park, 100 East Crogan Street, Lawrenceville
- May 14 - George Pierce Park, 55 Buford Highway, Suwanee
- May 17 - Lucky Shoals Park, 4651 Britt Road, Norcross

## EVENTS WITH Gwinnett County Government

### 2040 Unified Plan Community Open House | FREE!

January 25 from 5:00pm to 7:00pm. Planning and Development is soliciting public input for the 2040 Unified Plan. The Unified Plan, called a comprehensive plan in other jurisdictions, combines many different plans into a coordinated, working blueprint to help shape future policies by many County agencies. To better create a plan that reflects the community's desires, the County will collect public feedback to produce a broad, long-term vision for the future as well as a short-term list of projects and programs. Five Forks Branch of the Gwinnett Public Library, 2780 Five Forks Trickum Road, Lawrenceville.



# AWARENESS STRATEGY



## Unified Plan Ambassador Program

- Offered sign up at first round of open houses
- 47 ambassadors
- Helped spread the word about the 2040 Unified Plan effort



## BE A UNIFIED PLAN AMBASSADOR

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*Provide us your email address and we will periodically update you on the progress of the plan.*

*Pledge to attend and bring at least one friend or neighbor with you to our future rounds of meetings (new activities tentatively scheduled in April/May 2018 and in August 2018).*

*If you are on Facebook, please like and share our page to your networks. We are at "Gwinnett 2040 Unified Plan."*

*Take our online survey at [www.gwinnett2040unifiedplan.com](http://www.gwinnett2040unifiedplan.com).*

*Gather your friends and neighbors and host a 'Living Room Chat'.*

# SPEAKING ENGAGEMENTS

- Partnership Gwinnett
- Gwinnett Place CID
- Sugarloaf CID
- Lilburn CID
- Sugarloaf Rotary Club
- Snellville Lions Club
- Hispanic Chamber of Commerce
- Evermore CID





# CAREER DAY!

Educating middle schoolers about community planning and the 2040 Unified Plan at Lilburn Middle School



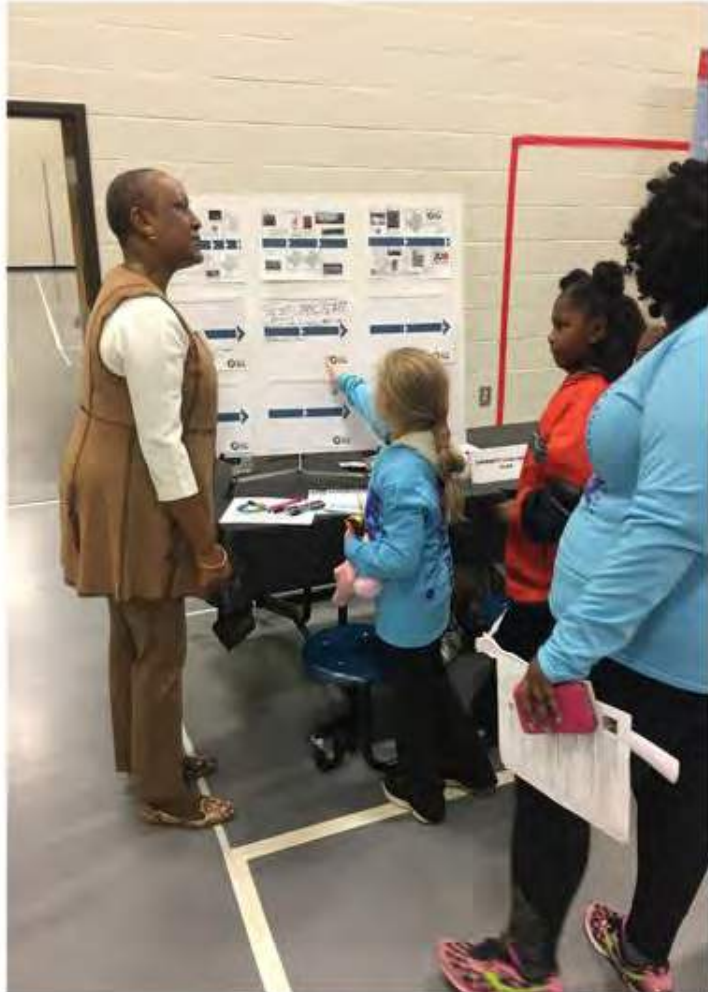
# INTERCEPT INTERVIEWS

- Santa Fe Mall
- Plaza Las Americas
- Rhodes Jordan Park
- Bogan Park
- Best Friend Park
- Rhodes Jordan Park
- Lenora Park
- Bethesda Park
- Super H Mart





# POP UP EVENTS



- MLK Jr. Day Parade
- Chairman's State of the County
- UVAC TET Festival
- Bethesda Park Senior Center
- Centerville Senior Center
- Button Gwinnett Day
- Multi-Cultural Festival
- Chamber of Commerce Family Festival
- Kids Expo

# RADIO INTERVIEWS IN SPANISH

- La Vida Atlanta
- La Raza
- La Que Buena
- Also broadcast via Facebook Live





**According to the 2013-2017 American Community Survey, what percentage of Gwinnett County residents over the age of 25 have a Bachelor's Degree or higher?**

15.2%

21.5%

25.3%

28.1%

32.4%

# FOCUS GROUPS



- Hosted at Focus Pointe Global on March 1, 2018
- Two groups of 11 participants
  - High School Graduates
  - College Graduates
- Four Topics
  - Perceptions of Gwinnett
  - Attitudes Towards Housing
  - Desired Community Amenities
  - What participants hope for their lives to include in the year 2040

# FOCUS GROUPS



- Gwinnett Braves
- Gwinnett Gladiators
- Mall of Georgia
- Traffic
- Distance
- Keep Gwinnett Beautiful
- OTP
- Huge high schools
- Expensive to live there
- “Gwinnett is Great”
- A lot of people

## Perceptions of Gwinnett

# FOCUS GROUPS

## Comparison to Other Metro Counties

### Progressive because...

- New development
- Redevelopment – especially in the cities
- Culturally diverse

### Regressive because...

- Pleasant Hill Road/Gwinnett Place Mall area
- Citizens don't want to expand transit service/MARTA

# FOCUS GROUPS

## Choosing where to live – what's important?

### High School Graduates

- Close proximity to interstate
- Good schools
- Low crime
- Parks
- Ability to afford land to go with home
- Diversity
- Accessible public transportation

### College Graduates

- Safety
- Cleanliness
- Being close to work
- Ability to walk downstairs to go to a restaurant or bar
- Ease of commute to work and other places, friends
- Walkability and bikeability
- Proximity to outdoor

# FOCUS GROUPS



What amenities would you like to see in Gwinnett in 2040 that are currently missing?

## High School Graduates

- A destination, like The Battery at SunTrust Park – create an area around CoolRay Field similar to it
- Redevelop Gwinnett Place Mall into an amusement park or other recreational attraction
- Food halls and markets (i.e. Ponce City Market, Krog Street Market), perhaps at Gwinnett Place

## College Graduates

- High end, trendy restaurants
- Diversity of attractions and food options
- Better accessibility to other parts of Atlanta, particularly the airport
- Positive business environment
  - Clean
  - Low crime
  - New construction
  - Area with income that can support your business
  - Political beliefs support your business

# FOCUS GROUPS



## What is Gwinnett missing to attract young adults?

- High School graduates
  - Gwinnett is doing a good job
- College graduates
  - Urban environment (sky scrapers/tall buildings, people out walking around and doing things)
  - Night life/places to go out
  - Shopping/restaurants/coffee shops open late
  - Pedestrian friendly environment that allows more interaction with people



# MAPPING EXERCISES

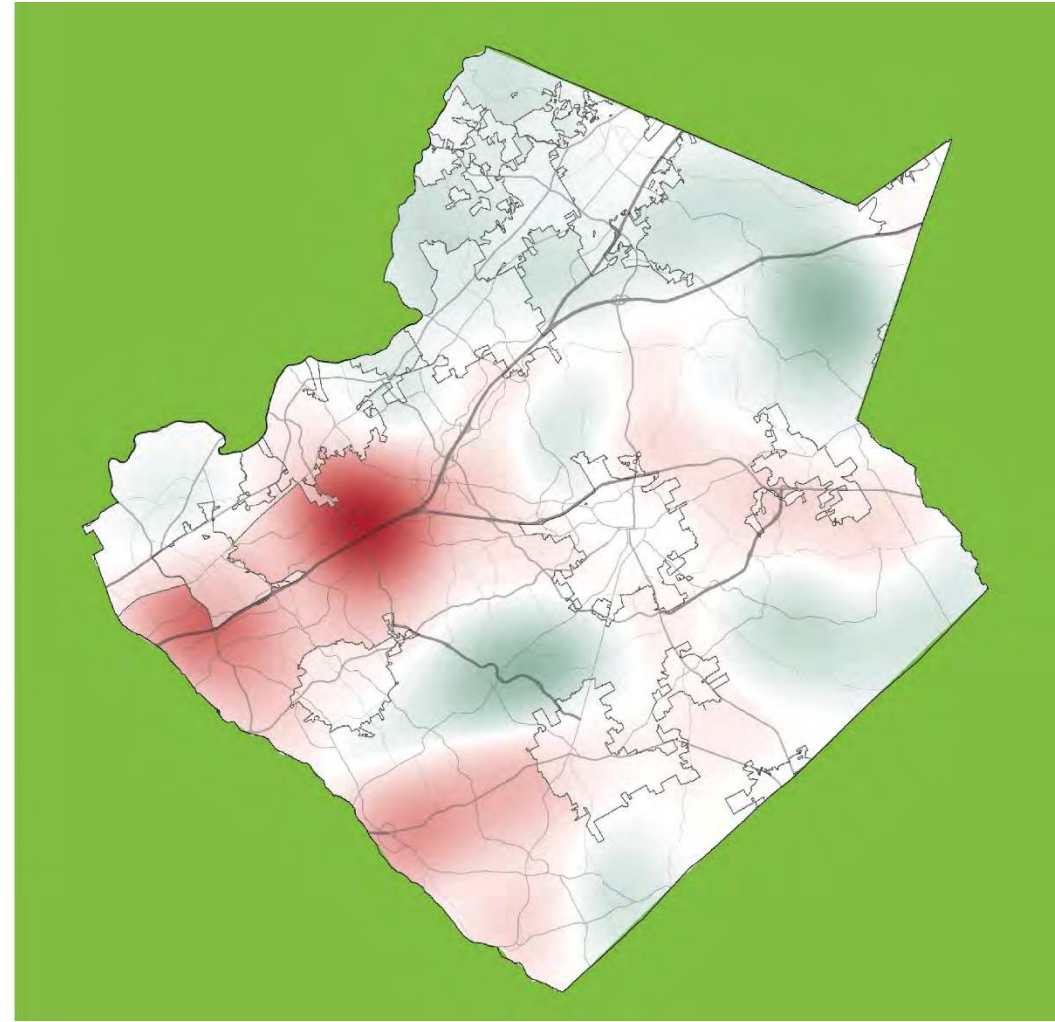
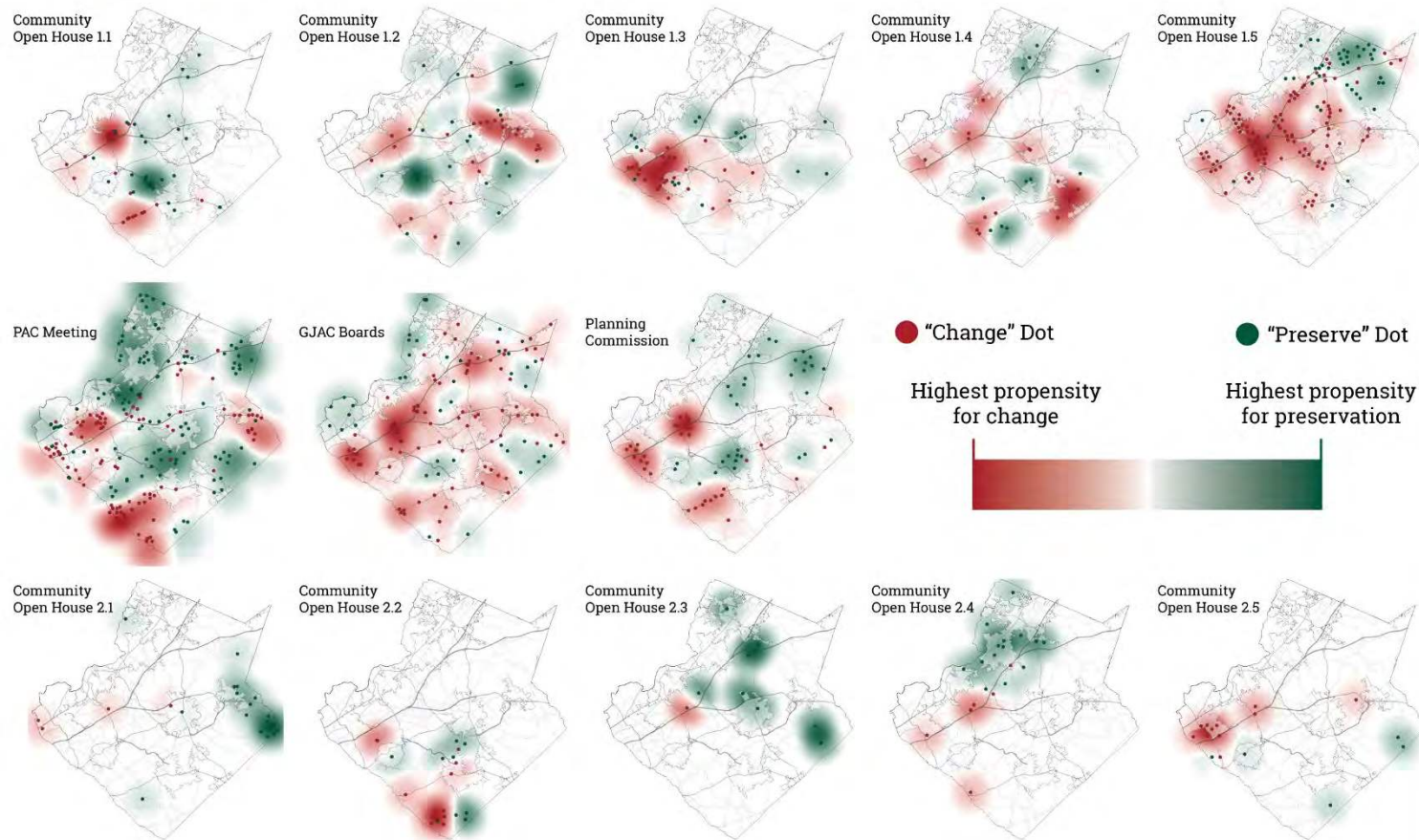




# MAPPING EXERCISES

## Opportunity for Change

### Change and Preserve Preferences

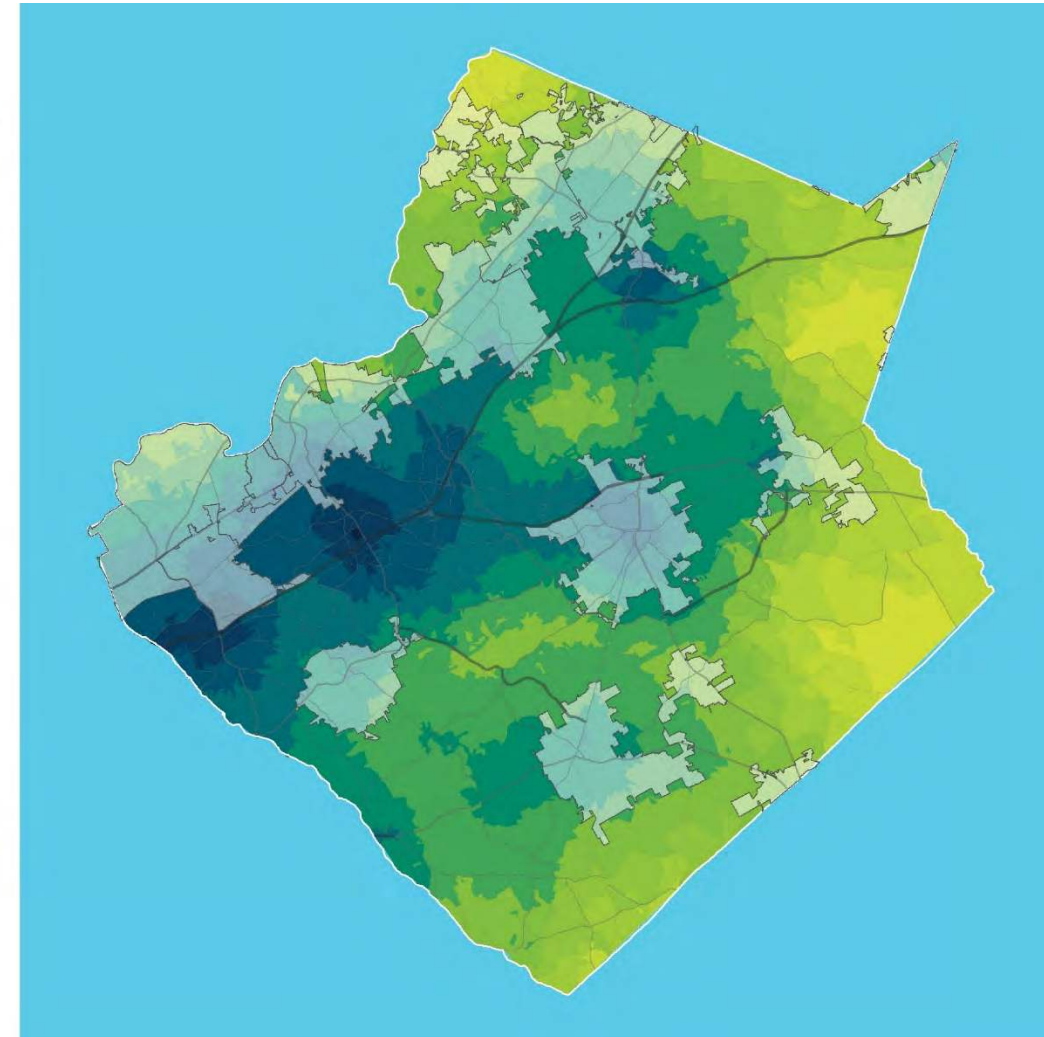
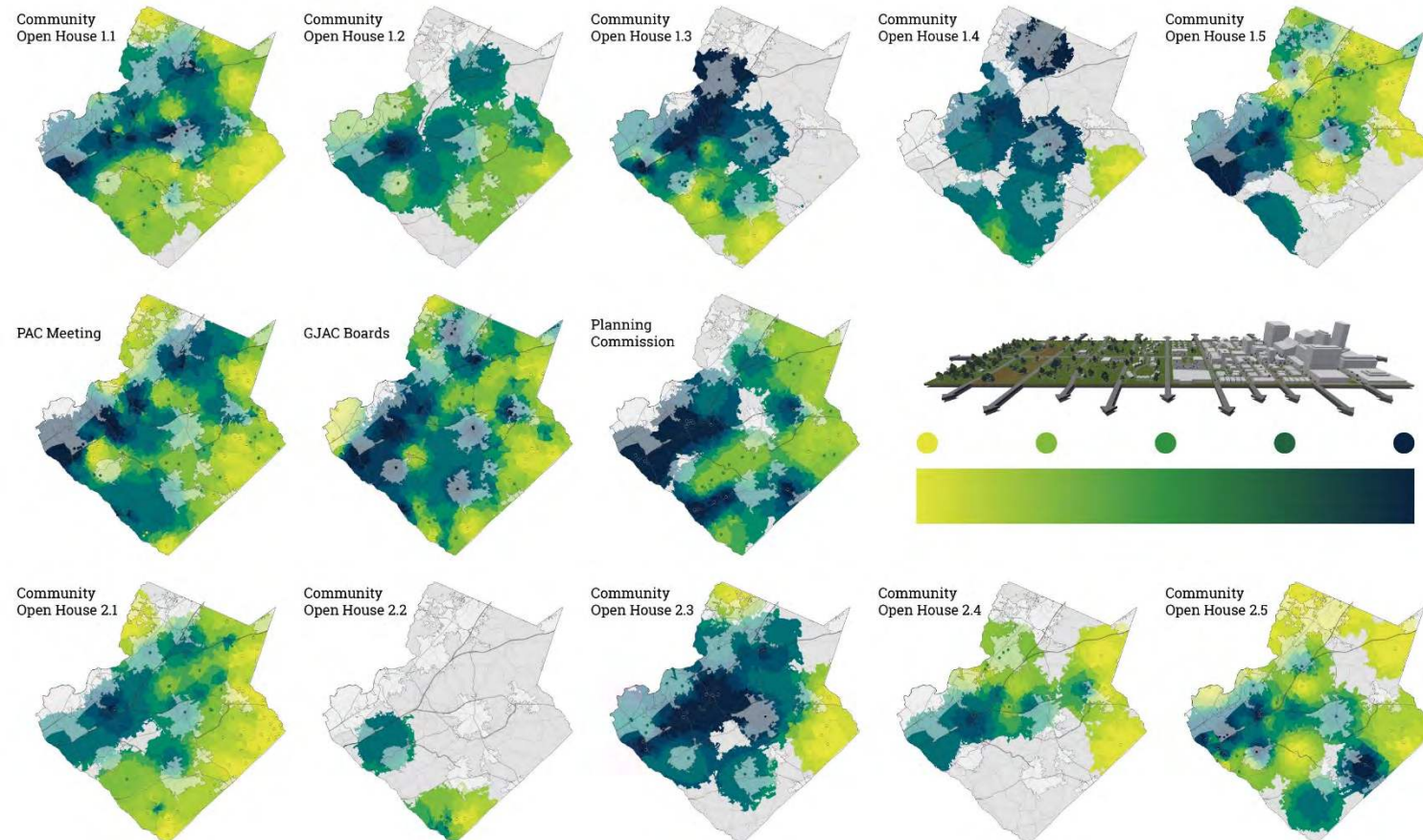




# MAPPING EXERCISES

## Opportunity for Change

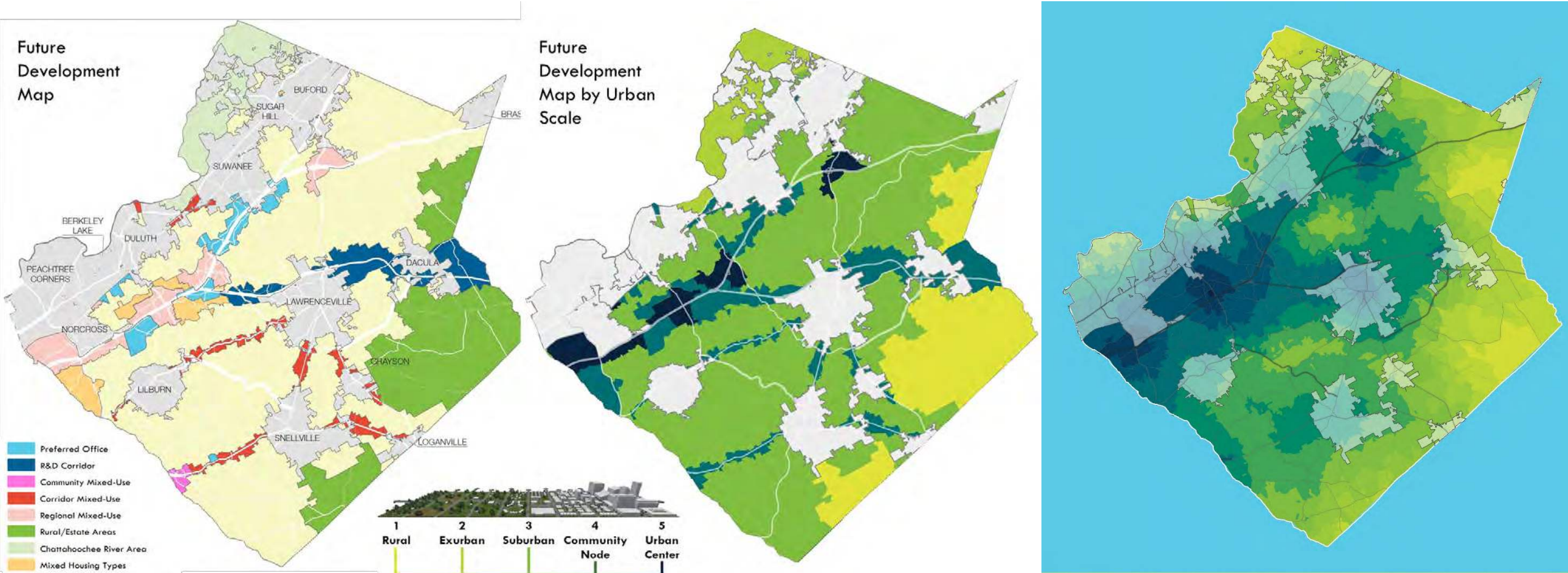
### Urban Scale Preferences





# MAPPING EXERCISES

## Opportunity for Change



# In 2017, before the Countywide Trails Master Plan, how many miles of trails existed in Gwinnett County?

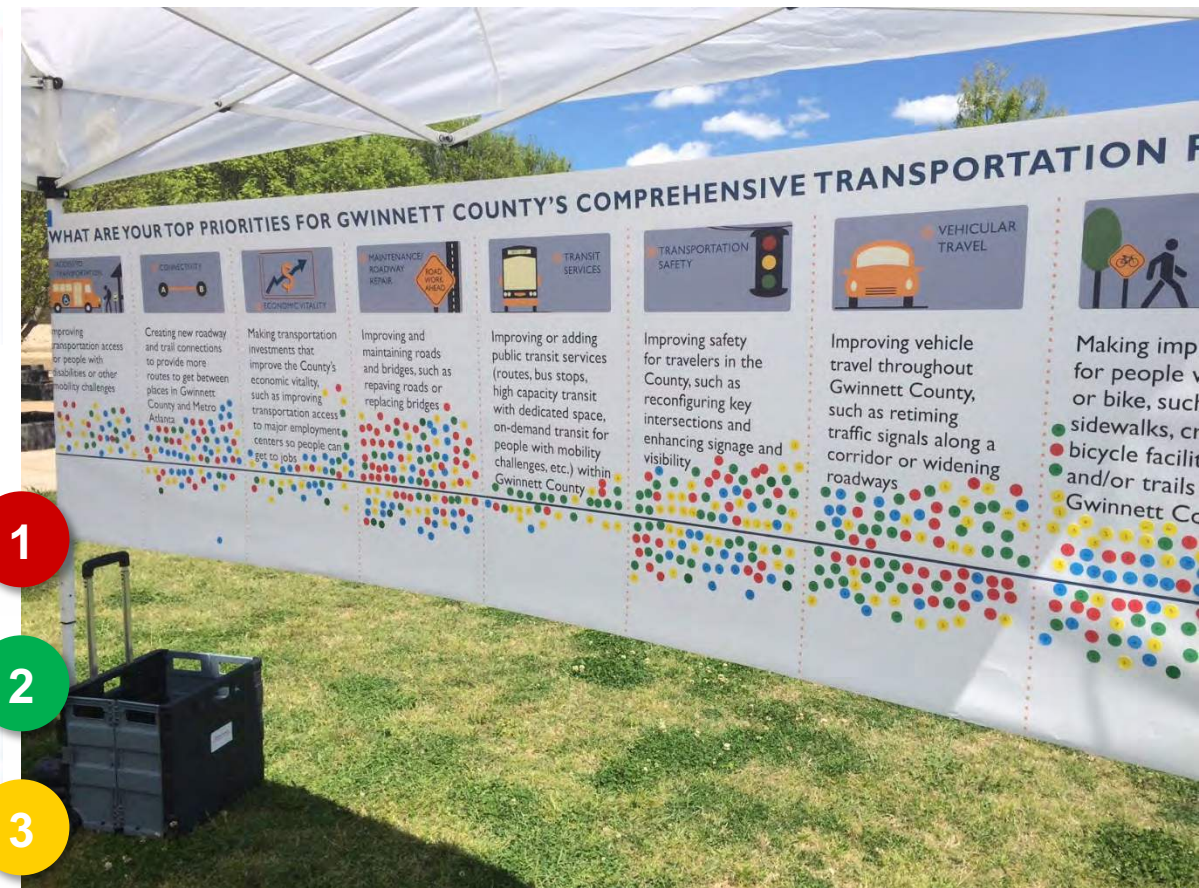






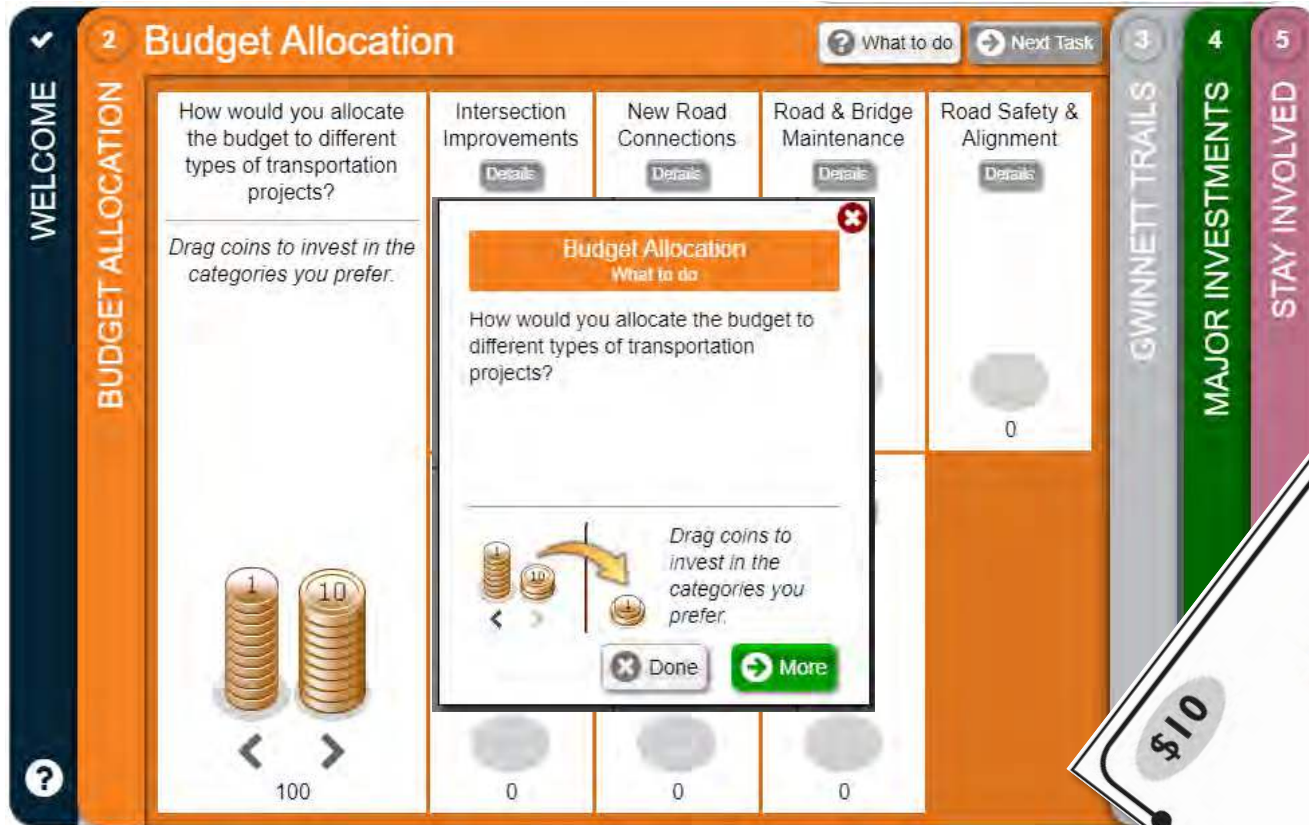


# CREATING ENGAGING ACTIVITIES AND INCREASING DATA POOL





# CREATING ENGAGING ACTIVITIES AND INCREASING DATA POOL



The screenshot shows a game interface titled "Budget Allocation". On the left, a vertical sidebar contains "WELCOME" and "BUDGET ALLOCATION". The main area has a question: "How would you allocate the budget to different types of transportation projects?" Below this, there are five categories: "Intersection Improvements", "New Road Connections", "Road & Bridge Maintenance", and "Road Safety & Alignment". Each category has a "Details" button and a coin counter. A pop-up window titled "Budget Allocation" is open, showing a question and a "What to do" section with instructions: "Drag coins to invest in the categories you prefer." It includes a visual of a coin being dragged and "Done" and "More" buttons. At the bottom left, there are stacks of 1 and 10 coins, with a total of 100 coins. On the right, a vertical sidebar shows "3 GWINNETT TRAILS", "4 MAJOR INVESTMENTS", and "5 STAY INVOLVED".





**FIRST-/LAST-MILE CONNECTIVITY**

First-/Last-Mile  
By providing  
between transit  
becomes mo

**NEW/ENHANCED PEDESTRIAN FACILITIES**



**NEW/ENHANCED BICYCLE FACILITIES**



**RIDESHARE DROP-OFF LOCATIONS**



**CARSHARING SERVICES**



**FIRST-MILE/LAST-MILE CONNECTIVITY  
BUS STATION AMENITIES**

**FIRST-/LAST-MILE CONNECTIVITY**

First-/Last-Mile Connectivity reflects how users access major transit facilities. By providing a variety of convenient, safe, and effective means to travel between transit facilities and where people start/end their trips, transit becomes more appealing and accessible.

**NEW/ENHANCED PEDESTRIAN FACILITIES**



- people will gather here should be amenities for enjoyment  
- very important, especially connecting transit hub to activity centers  
**Very important**  
- Sunnyside town centre; Lawrenceville; Buford (around Mall of Georgia) around business centres connected to food locations.  
**CONNECT THE neighborhoods to common centers/activities**

**NEW/ENHANCED BICYCLE FACILITIES**



In downtown/Belt Line Areas Nor Atlanta in Gwinnett  
Electric bikes should be a Policy → places to store safely the bikes

**BICYCLE PARKING AT TRANSIT STATIONS**



**Every station**  
- Bicycle parking at similar stations to Bikeshare stations in areas with upper-class; healthier lifestyle concentrations  
- should be functional to have electric bikes to go the last mile

**BIKESHARE STATIONS**



- Sunnyside, Doraville, Duluth, Peachtree Corners, Roswell, Upper Class areas with activity centers and areas that have healthier lifestyles.  
- make it easy to get an electric bike going  
- have you pedaled up hills with extra weight?

**RIDESHARE DROP-OFF LOCATIONS**



Very important for those who use these services consistently  
Drop-off area will help with moving through lots, and safety  
**Very important for commuters & ride share**  
Good idea having separate area  
Best idea

**CARSHARING SERVICES**



Very important for those who do not drive themselves  
- make a policy to incentivize on sharing  
- why not make it free?  
- paid via taxes  
- Best if free/subsidized a lot of people would use it

**OTHER AMENITIES**

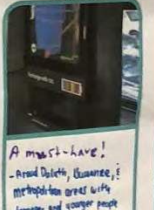
- pet friendly  
- bike lanes connecting  
- covered waiting areas - very important  
All areas should be Pet friendly  
- Well-lit Areas with garden-space: bike-pool  
- Functional crosswalks; emphasis on Shoppers and stores open on the walking (open store fronts)

**BUS STATION AMENITIES**



**Very important**  
**\* Very important**  
- Important in if around Transit Station; available through an app if possible.

**MOBILE CHARGING STATIONS**



**A must-have!**  
- avoid Ducts, Obstacles; if mobile phone areas with teenagers and younger people under 25

**WAYFINDING/DIGITAL MEDIA**



**WI-FI CONNECTIVITY**



range from physical elements—such as shelters and wayfinding elements—such as Wi-Fi and real-time travel information. Amenities have been shown to increase transit usage by reducing wait time for the bus, but they also require additional maintenance.

**OTHER AMENITIES**

- provide...  
- should help...  
- A must...



# LEVERAGING OPPORTUNITIES TO AVOID PLANNING FATIGUE



Gwinnett  
Planning &  
Development

WELCOME 2 BUDGET ALLOCATION 3 GWINNETT TRAILS 4 MAJOR INVESTMENTS 5 STAY INVOLVED

## Gwinnett Trails

What to do Next Task

Transportation Trails

Recreational Trails

Hybrid Trails

Functionally Connected Bike/Pedestrian Facilities  
More about this

Gwinnett Place Area  
Venture Dr., West Liddell Dr., Satellite Blvd, Ring Rd., McDaniel Farm Park  
Comment

Peachtree Corners Area  
Peachtree Corners Circle, Holcomb Bridge Rd., Peachtree Ind Blvd  
Comment

Hamilton Mill to Buford  
Trail connecting Hamilton Mill to Buford  
Comment

Snellville/Grayson Area  
North Road, Eastwood Drive, Oak Road, Ridgedale Drive  
Comment

Killian Hill/Lilburn Area  
Killian Hill Road, Arcado Road, Five Forks Trickum Road  
Comment

Suggest another item

Next Category





# LEVERAGING OPPORTUNITIES TO AVOID PLANNING FATIGUE



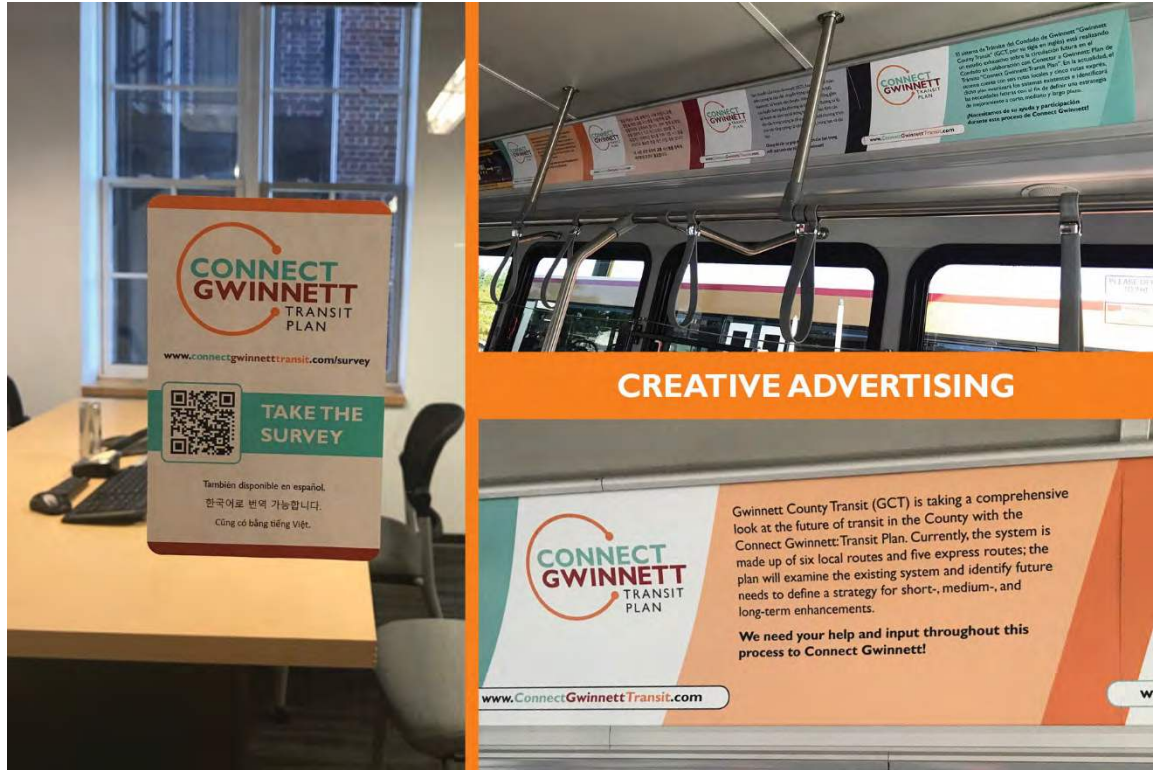


# CONNECT GWINNETT BUS TOUR





# CONNECT GWINNETT BUS TOUR





1603

SPECIAL

















TALK TO US  
T TRANSIT!

RANSIT

Oldtimer

kein Rost, nur leichte  
Gebrauchsspuren,  
Tonzustand

It on Us!  
SENIARY  
PASS  
PASS









# 2019 TRANSIT REFERENDUM OUTREACH

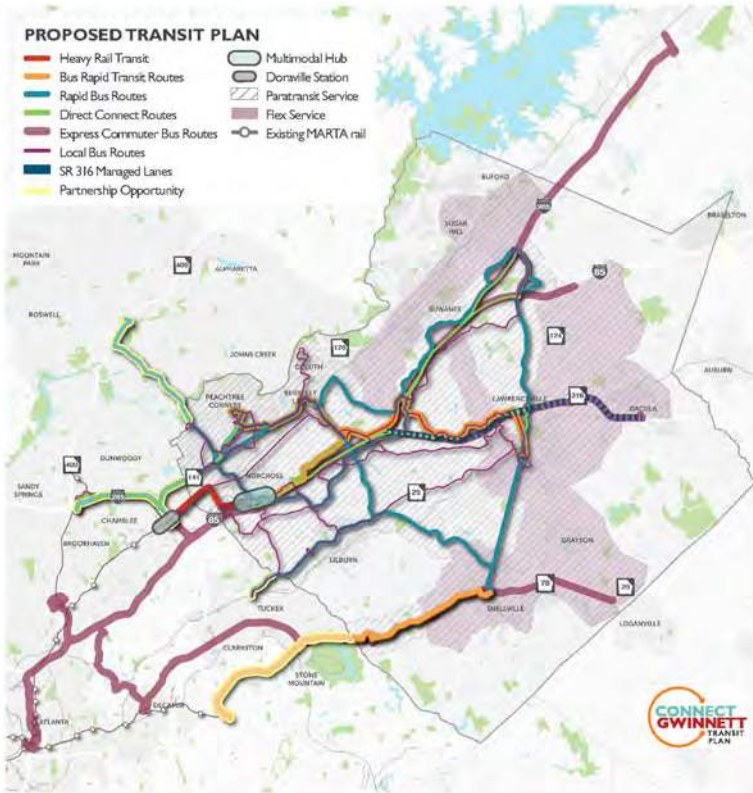


Gwinnett  
Planning &  
Development

The Connect Gwinnett Transit Plan includes a 30-year plan that matches anticipated available funds for that period. The map illustrates this plan and the highlights below summarize the plan's major investments.

## PROPOSED TRANSIT PLAN

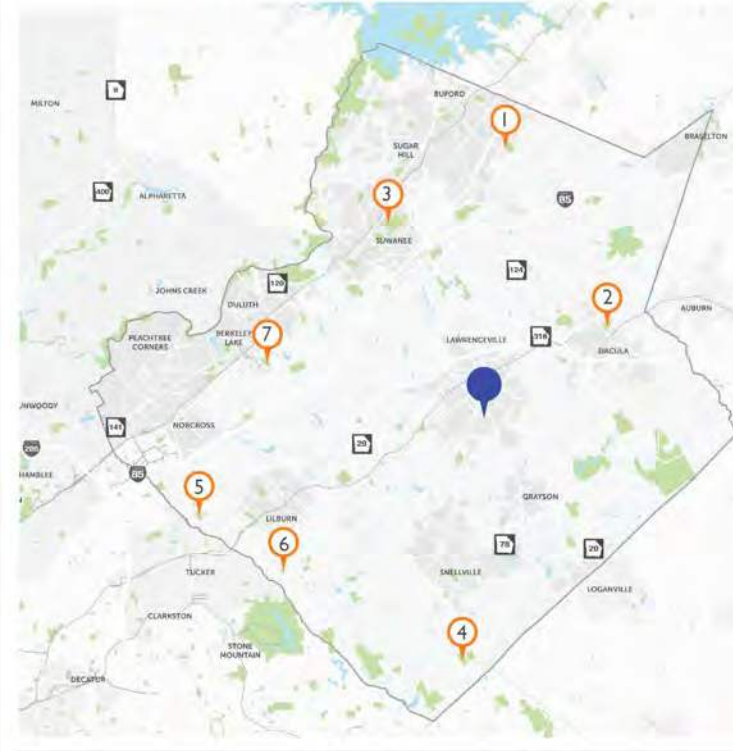
- Heavy Rail Transit
- Bus Rapid Transit Routes
- Rapid Bus Routes
- Direct Connect Routes
- Express Commuter Bus Routes
- Local Bus Routes
- SR 316 Managed Lanes
- Partnership Opportunity
- Multimodal Hub
- Doraville Station
- Paratransit Service
- Flex Service
- Existing MARTA rail



- 5-mile extension of Heavy Rail from Doraville to Jimmy Carter area
- 3 Bus Rapid Transit Routes using dedicated lanes (50 miles) with 8 Rapid Routes (110 miles)
- 9 Express Commuter Routes (250 miles) with 11 Park-and-Ride lots—more than double the current service—with Direct Connect Routes providing access to the lots throughout the day
- 12 Local Routes (160 miles), 35% more than current service (many local routes established early in the plan are later upgraded to higher capacity modes)
- On-demand Flex Service covering portions of the County not currently served
- Paratransit service coverage (for those with mobility challenges) expanding from 20% of the County today to 65% in the future
- Purchase of new buses, upgrades to and new transit centers, improvements to bus shelters, new maintenance facilities, and technology improvements to meet the needs of a growing transit service
- Extended evening and new Sunday service throughout the system

For more information on the Connect Gwinnett Transit Plan, visit [www.ConnectGwinnettTransit.com](http://www.ConnectGwinnettTransit.com)

## WHERE CAN I VOTE?



## TRANSIT CONTRACT VOTING INFORMATION

**ABSENTEE BY MAIL**  
Applications available online or at the Elections Office

**SPECIAL ELECTION DAY**  
March 19: voting at assigned polling location only  
7:00am – 7:00pm

**ADVANCE VOTING**  
**Board of Registrations and Elections Office**  
455 Grayson Highway, Suite 200, Lawrenceville  
February 25 – March 15  
Monday – Sunday | 7:00am – 7:00pm

**Satellite Locations**  
March 4 – March 15  
Monday – Sunday | 7:00am – 7:00pm

- 1 Bogan Park Community Recreation Center**  
2723 North Bogan Road, Buford
- 2 Dacula Park Activity Building**  
2735 Old Auburn Avenue, Dacula
- 3 George Pierce Park Community Recreation Center**  
55 Buford Highway, Suwanee
- 4 Lenora Park Gym**  
4515 Lenora Church Road, Snellville
- 5 Lucky Shoals Park Community Recreation Center**  
4651 Britt Road, Norcross
- 6 Mountain Park Activity Building**  
1063 Rockbridge Road, Stone Mountain
- 7 Shorty Howell Park Activity Building**  
2750 Pleasant Hill Road, Duluth

Elections Office: 678.226.7210 | [www.gwinnettelections.com](http://www.gwinnettelections.com)







# Did you enjoy this presentation and find it informative?

Yes **A**

Yes **B**



# PANEL DISCUSSION & Q&A

