

COMMUNITY-CENTERED DESIGN AND ENGAGEMENT



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WHAT TO EXPECT

- **ARC
COMMUNITY-
CENTERED
DESIGN**
- **APPLICATIONS IN
FAYETTEVILLE
AND KENNESAW**
- **QUESTIONS**
- **WORKSHOP!
IDEATION AND
PROTOTYPING!**





COMMUNITY- CENTERED DESIGN

**ARC HAS BEEN COMMITTED TO ENSURING
ALL OF OUR REGION'S RESIDENTS HAVE A
SAY IN ITS FUTURE GROWTH.**

**ARC BELIEVES INNOVATIVE AND
THOUGHTFUL COMMUNITY ENGAGEMENT
IS KEY TO ACCOMPLISHING THIS GOAL.**

COMMUNITY-CENTERED DESIGN INCLUDES

- PLANNERS & CONSULTANTS
- COMMUNITY-BASED ORGANIZATIONS
- LOCAL GOVERNMENTS
- ARTISTS AND CULTURE BEARERS



ATLANTA
HARVEST

CCD PRINCIPLES

- **ARTISTS ARE LEADERS**
- **CREATIVITY AND INVESTIGATION**
- **CROSS-SECTOR COLLABORATION**



CCD PRINCIPLES

- RESEARCH IS EXPANSIVE
- CO-DESIGNING WITH HISTORICALLY EXCLUDED POPULATIONS



CCD PRINCIPLES

- LEARN BY DOING
- REAL-WORLD EXPERIMENTATION



CCD PRINCIPLES

- REFLECTIONS AND APPLICATIONS FOR THE FUTURE





VILLAGE SKATEPARK ATL









TO ADVANCE
SYSTEMIC CHANGE IN
OUR REGION

REAL LIFE APPLICATION -DOWNTOWN LCI UPDATES

COMMUNITY VISIONING WORKSHOPS

INVITED ATTENDEES TO ENGAGE IN INTERACTIVE ACTIVITIES
HELPED THEM TO THINK ABOUT THEIR VISION FOR
FAYETTEVILLE'S DOWNTOWN



- **ARTIST FOCUS GROUP**
- **CHURCH ST AND LEE STREET RESIDENTS – HOSTED AT MAINSTREET BUSINESS**
- **HISTORIC SUGARHILL RESIDENTS – HOSTED AT THE LOCAL CHURCH AND CO-FACILITATED WITH THE CHURCH PASTOR**
- **DOOR TO DOOR CANVASING IN UNDERREPRESENTED COMMUNITIES**



THE POWER OF THE PROTOTYPE

A CITY OWNED BENCH

- ALREADY BEING REPLACED
- HIGH TRAFFIC AREA
- INTERDEPARTMENTAL COLLABORATION
 - COMMUNITY DEVELOPMENT
 - PUBLIC SERVICES
 - COMMUNICATIONS
- TEST PROCESSES
- GAIN PUBLIC SUPPORT
- REQUIRES MINIMUM FUNDING
- EXPLORE POSSIBILITIES WITHOUT A LOT OF RISK



REAL LIFE APPLICATION - KENNESAW



- **POPULATION**
 - **SMALL TOWN VS. COLLEGE TOWN**
- **CONCERNS & CHALLENGES**
 - **IDENTITY & CULTURE**
- **ENGAGEMENT APPROACHES**
 - **THEIR INPUT MATTERS**
 - **WORKING TOGETHER**

UNDERSTANDING KENNESAW

KENNESAW LCI STUDY UPDATE



OPEN HOUSE



5K SUMMER FUN
RUN



Kennesaw LCI STUDY



EVENTS AND DATES:
Coffee and Conversations
July 28, 2026
12 - 1pm



KENNESAW COMP. PLAN UPDATE

COMMUNI-TREE

BUTTERFLY EXHIBIT

QUESTIONS?

SCENARIO

The city has a severely distressed mobile home park in an area where the city council is experiencing a lot of outside pressure for redevelopment. The mobile home park is populated by 300 residents in multigenerational households from a variety of cultural backgrounds. The city has tried to get in contact with the residents for engagement but has been unsuccessful because parents are at work, kids are at school, and often English is not their first language.

- Some residents are owners, and others are renters.
- The city has posted a sign on the property and sent mailers with details on a town hall meeting and no one from the mobile home park attended.
- Staff heard that there is a monthly BBQ at the mobile home park that is well attended but does not have details on date, time, and exact location.
- There is also a city park where some of the elders gather in the evenings to trade stories and play dominos.

ACTIVITY #1

IMPOSSIBLE TO POSSIBLE – 15 minutes

Based on the scenario provided, let's come up with as many **ABSURD, IMPOSSIBLE, SILLY** ideas for engagement ideas in 10 minutes. Set no limits on your imagination.

The goal is to think creatively, challenge assumptions, and explore new possibilities that could eventually inspire realistic recommendations.

ACTIVITY #2

PROTOTYPING – 25 minutes

- 1. Working in groups, apply concepts from the CCD class .**
- 2. Use the provided materials to design and develop a prototype that could be used for meaningful community engagement.**
- 3. Be prepared to report back on your findings.**