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

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

Source: US Census
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

Source: ESRI Tapestry Segmentation
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?

2000
2006
2009
2014

Has not happened yet
AWARENESS STRATEGY

Gwinnett
2040
UNIFIED PLAN
AWARENESS STRATEGY

14,500 Views
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 through May 11 to share your perception of Gwinnett and how you think Gwinnett should grow and develop over the next two decades.

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 and follow the Gwinnett 2040 Unified Plan on Facebook. Email questions to gwinnett2040unifiedplan.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, 102 East Crogan Street, Lawrenceville
May 14 - George Pierce Park, 55 Buford Highway, Suwanee
May 17 - Lucky Shoals Park, 4651 Britt Road, Norocross

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.
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
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
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 activities/nature
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
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

- "Change" Dot
- "Preserve" Dot

Highest propensity for change
Highest propensity for preservation
MAPPING EXERCISES

Opportunity for Change

Urban Scale Preferences
MAPPING EXERCISES

Opportunity for Change

Future Development Map

Future Development Map by Urban Scale
In 2017, before the Countywide Trails Master Plan, how many miles of trails existed in Gwinnett County?
OUTREACH FOR TRANSPORTATION PLANS
CREATING ENGAGING ACTIVITIES AND INCREASING DATA POOL
LEVERAGING OPPORTUNITIES TO AVOID PLANNING FATIGUE
LEVERAGING OPPORTUNITIES TO AVOID PLANNING FATIGUE
CONNECT GWINNETT BUS TOUR
CONNECT GWINNETT BUS TOUR

CREATIVE ADVERTISING

Gwinnett County Transit (GCT) is taking a comprehensive look at the future of transit in the County with the Connect Gwinnett Transit Plan. Currently, the system is made up of six local routes and five express routes. The plan will examine the existing system and identify future needs to define a strategy for short-, medium-, and long-term enhancements.

We need your help and insight throughout this process to Connect Gwinnett!

REALLY BIG, MOVING BILLBOARDS!
2019 TRANSIT REFERENDUM OUTREACH

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:

- 5-mile extension of Heavy Rail from Doraville to Jenny Carter area
- 3 Bus Rapid Transit Routes using dedicated lanes (30 miles) with 6 Rapid Routes (110 miles)
- 9 Express Commuter Routes (55 miles) with 11 Park-and-Ride lots—more than double the current service—will be added to the system
- 12 Local Routes (160 miles), 35% more than current service (many local routes established early in the plan and 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

WHERE CAN I VOTE?

TRANSPORTATION 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
  - Bogan Park Community Recreation Center
  - 3723 North Bogar Road, Buford
  - Dacula Park Activity Building
  - 1775 Old Auburn Avenue, Dacula
  - George Pinnock Park Recreation Center
  - 51 Buford Highway, Suwanee
  - Lonora Park Gym
  - 4519 Lonora Church Road, Snellville
  - Lucky Sloab Park Community Recreation Center
  - 4651 Brit Road, Norcross
  - Mountain Park Activity Building
  - 1063 Rockbridge Road, Stone Mountain
  - Shorty Howell Park Activity Building
  - 2750 Pleasant Hill Road, Duluth

Elections Office: 678.226.7210 | www.gwinnettelections.com
Did you enjoy this presentation and find it informative?

Yes A

Yes B
PANEL DISCUSSION & Q&A