



Department of  
**CITY PLANNING**

**PLAN A**



# Community Involvement Plan

2024 EDITION



**One City** with One Bright Future.  
A city of safe, healthy, connected  
neighborhoods with an expansive  
culture of equity, empowering  
upward mobility and full  
participation for all residents.

**Andre Dickens**  
Mayor, City of Atlanta

# PLAN A IS FOR ALL ATLANTANS

It's our path to grow stronger together.

The City's role is to engage the community in the process, gather input and feedback from participants, and build that into an actionable plan for Atlanta's future. Working together as residents and neighbors in the spirit of progress, our aim is to create a citywide community vision to make an Atlanta that functions better for all people.

Plan A is Atlanta's Comprehensive Development Plan (CDP). Every five years, the CDP is updated so that the vision for the future of the City includes current changes in growth patterns and the aspirations of all residents. From early 2024 until mid-2025, public involvement will include meetings, workshops, small group discussions, and other outreach activities. In this process, Atlantans can voice their concerns about challenges in our communities, and share ideas on changes and improvements to help our neighborhoods thrive.

**'The Atlanta City Design'**, adopted in to the City Charter in 2017, is a vision for shaping the City of Atlanta into the best version of itself by manifesting Dr. King's concept of the Beloved Community. Plan A is our opportunity to put pieces in place to fulfill that vision.

The Community Involvement Plan details the strategy, phases, and activities of public engagement for Plan A.

# Public participation is essential to build an inclusive and effective plan.

It's critical to ensure that Atlantans of all backgrounds and neighborhoods have opportunities to get involved and give input.

The Department of City Planning is dedicated to a planning process that reflects Atlanta's diverse community and includes everyone in our city's future prosperity. Community involvement will touch all areas of the City and create opportunities for Atlantans to share their ideas for the CDP.



## GOALS

- Prepare a Comprehensive Development Plan that brings community ideas to life.
- Encourage and increase overall public participation across all neighborhoods.
- Raise awareness among those excluded in past planning processes and empower them to participate.
- Be transparent and responsive.

## APPROACH

- Create opportunities to build trust, capacity, and relationships with neighborhood groups, NPUs, and others.
- Combine in-person and virtual opportunities so all Atlantans can get involved.
- Assess and adjust engagement activities as needed throughout the process.
- Routinely provide updates to the community.
- Align with ATL Zoning 2.0 (Zoning Ordinance Rewrite) and other key planning initiatives.

# Plan A will align with ATL Zoning 2.0 to build a city for the future.

ATL Zoning 2.0, currently underway, is a multi-year effort to rewrite an existing, 40-year-old Zoning Ordinance that no longer meets Atlanta’s present and future needs. Outdated standards and a complicated format will be transformed into an ordinance that is easier to use and reflects current City policies and best practices.



Additional citywide initiatives Plan A will align with include:



Atlanta's **diverse** perspectives  
share a focus on our future,  
compelling us to do the work and  
make the decisions necessary to  
move the city forward.



- 'The Atlanta City Design – Aspiring to the Beloved Community'

## ENGAGEMENT ACTIVITIES

The Department of City Planning will inform and engage the public through a wide range of activities including in-person meetings, virtual platforms, educational forums, cultural events, and grass-roots efforts. This will be coordinated for both internal staff and the community. Activities for each group are detailed below.

# INTERNAL PREPARATION



### **Internal (Staff) Engagement**

A series of educational activities will recruit, train, and prepare a group of DCP staff as 'Ambassadors' to help facilitate public meetings and external outreach.

### **Interdepartmental Recruitment**

The project team will recruit colleagues to be Plan A Ambassadors. Employees will also be encouraged to volunteer.

### **Department-wide Kickoff**

A lively event will launch engagement efforts and rally the Ambassadors team. Key background information, project dates, and an overview of the Plan A process will be shared. Merchandise and other swag will be shared with Ambassadors, and the full schedule of Community Involvement Activities will be reviewed. DCP leadership and select officials from the City Administration will share comments to motivate employees behind Plan A.

### **Development of Educational Materials**

A simple brochure relaying an overview of key elements of the project will be produced to inform Ambassadors on the road ahead. And a one-page summary piece of this info will be presented and/or shared at the beginning of each public meeting to help ensure participants are all on the same page with what Plan A is about and where we are in the process.

# ENGAGING OUR COMMUNITIES



## Community Engagement

Community involvement will center on forums to educate the public, encourage open discussion and the sharing of ideas, and to capture feedback. A description of activities is below. Scheduling details, including dates and locations for specific activities will also be posted online.

## Community Workshops

In-person meetings to inform and educate residents on the Plan A process – what to expect, how to participate, etc. – are the core for community engagement. From March to June 2024, these sessions will be conducted in each NPU area. DCP Ambassadors will coordinate the workshops and distribute awareness content. Promotional collateral will also be on hand at the meetings.

## Online Mapping Tool

An interactive web-based map accompanied with a survey will be available for Atlantans to explore different layouts, changes, and potential development scenarios in their neighborhoods.

## Popups

DCP will arrange to have a presence at a wide variety of city events to share information about Plan A and speak with Atlantans in local settings where community engagement is already happening. This includes neighborhood festivals, arts and cultural activities, leisure events, and other civic initiatives. In addition to sharing information on involvement activities, representatives will offer visitors an opportunity to participate in the planning process via surveys and the online mapping tool. Promotional content and giveaways will also be on hand for passers-by.

## Conversations with Planners

City Planners will be available at a variety of spots around Atlanta and City Hall as well as virtually for the public to engage in conversations and share their thoughts and ideas about improving Atlanta. Having both in-person and virtual options allows for greater flexibility and opportunities for residents to participate in the planning process.



**Plan A Website**

An online portal for all things Plan A will provide an in-depth source of information for the public, opportunities to engage and offer input, and a comprehensive listing of all Community Involvement activities. If details for planned activities change, the website will be updated with the latest information.

**NPU University Course**

'Introduction to Comprehensive Development Planning' is scheduled for late January 2024. In this course, the public will learn about the backdrop, purpose, and importance of Comprehensive Planning and how Atlantans can get involved in the process.

**Public Leadership Group**

The Public Leadership Group (PLG) consists of about 20 people representing elected official(s), economic and community development partners and City department and office leaders accountable for implementing the comprehensive development plan. The State requires this group to provide high-level direction and decision-making at key points during the planning process.

**Leadership Briefings**

Every month, DCP leadership will be updated on the overall progress of Plan A, the status of Ambassadors, event participation, and any issues or concerns that need to be addressed. Project coordinators will also recommend opportunities for DCP leaders to appear and/or speak at certain community activities.

# SPREADING THE WORD

## OUTREACH & AWARENESS

From targeted communications, to collateral and promotions, to tactical executions, a host of creative and messaging elements will drive interest and engagement in Plan A.

### Marketing Campaign

An awareness campaign will be developed to communicate the purpose and vision of Plan A and encourage public participation in the process. A unique brand identity will appear on all executions, and a fact sheet will be crafted summarizing the big-picture and key elements of the CDP process.

### Communications

**Public messaging about Plan A, and its Community Involvement activities will be delivered through a number of platforms and executions.**

- Website updates
- Social media posts
- Email blasts
- Public Service Announcements (PSAs)
- Fact sheet
- Utility mailer
- Marketing collateral: flyers, mailings, postcards, posters, canvassing, yard signs, door hangers
- Partner toolkit to include fact sheet, digital brochure, social posts, e-blasts, etc.
- Digital bulletin boards
- Outreach recaps - periodic summaries of engagement highlights (bi-monthly or per phase)

### Promotions & Experiential

**Branded items, giveaways, and other elements will expand the reach of the campaign and help drive impact with engaging participants (both internally and externally).**

- Plan A brochures and posterboards
- Giveaways: stickers, tote bags, magnets, etc.
- Themed and/or narrative video
- Podcast or public TV/radio conversation series on Plan A

A woman with short, curly hair, wearing glasses and a large, circular earring, is smiling and looking to her left. She is holding a bouquet of flowers. The background is a blurred outdoor setting. The text is overlaid on the image in white, with some words highlighted in orange and blue.

That's what **community**  
engagement is all about. People  
tell us what they want for the  
**future** of their city. And we write  
a plan to get it for them.

**Jahnee Prince**  
Commissioner, Department of City Planning

## COMMUNITY INVOLVEMENT SCHEDULE

Phased engagement with multiple opportunities for public input, feedback, and review of content.

# PHASE 1

**Orientation and Kick-off**  
JAN. – FEB. 2024



- Publish Community Involvement Plan
- Launch Plan A website and initial community outreach
- Update Neighborhood Planning Units (NPUs), Neighborhood Associations, Atlanta Planning Advisory Board, and other community stakeholders
- Meet with Public Leadership Group
- Present at City Council Community Development and Human Services (CD/HS) Committee
- Facilitate NPU-University course on Comprehensive Development Planning
- Host citywide in-person event in late February

# PHASE 2

## Community Input Land Use and Neighborhood Planning Elements

MAR. – JUN. 2024

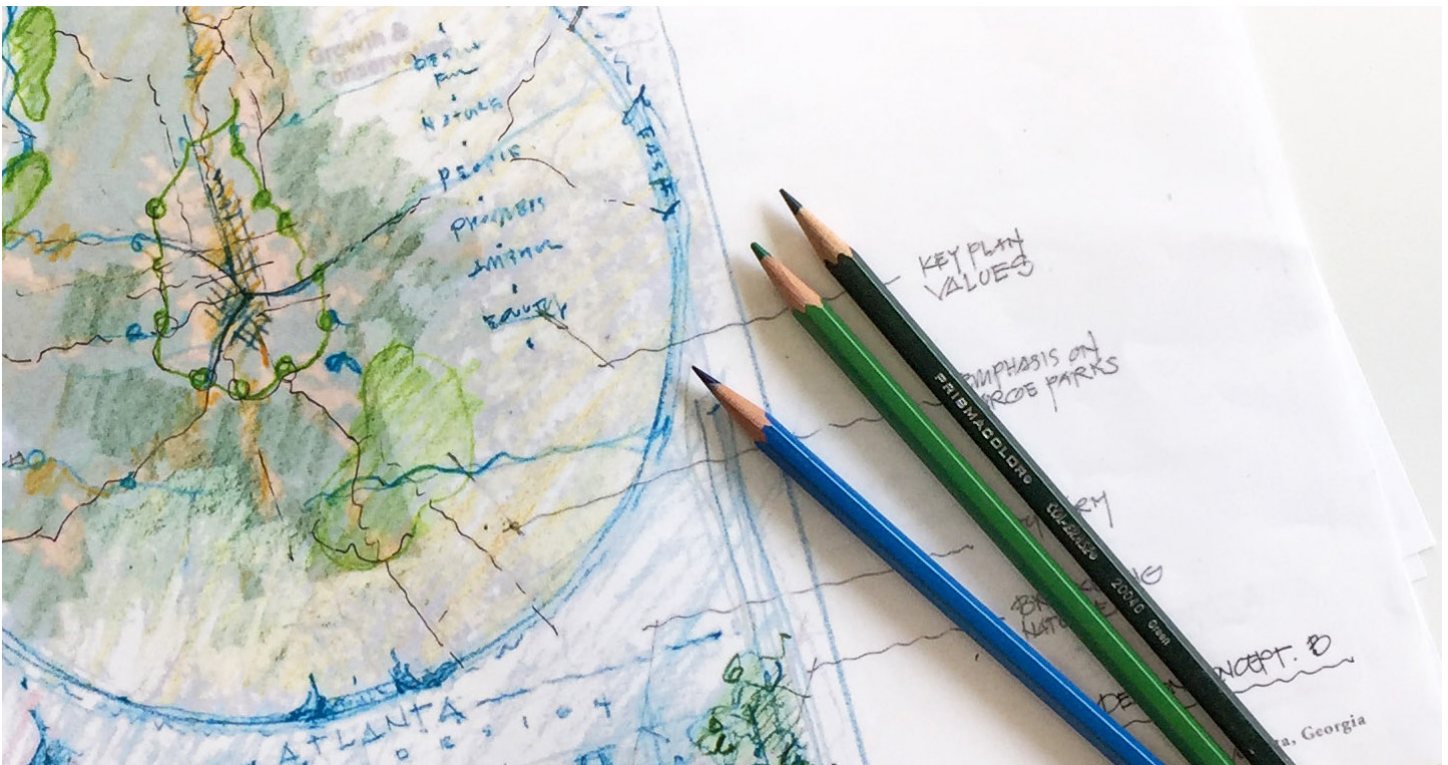


- Update Plan A website with online survey, mapping tool, and education materials
- Host Community Workshops across all NPUs
- Conduct Pop-ups at key places and events across the city
- Offer “Conversations with Planners” so planning participants can meet with Department of City Planning staff individually or in small groups, virtually or in-person
- Continue community outreach through online posts, mailers, and other tailored executions to Neighborhood Planning Units, Neighborhood Associations, Atlanta Planning Advisory Board, and other community stakeholders
- Present to Public Leadership Group and CD/HS Committee
- Execute promotional campaign to promote community involvement schedule and inform public via social media

# PHASE 2.1

Summarize Feedback, Access  
Land Use & Neighborhood  
Planning Elements

JUL. – AUG. 2024



- Update Plan A website
- Publish draft of the two elements for 45-day public review and comment in late July
- Continue promoting awareness of Community Involvement activities
- Present at monthly NPU Meetings
- Present to Public Leadership Group and CD/HS Committee

# PHASE 2.2

Adopt Land Use & Neighborhood Planning Elements

SEP. – NOV. 2024



- Incorporate public comments, explain revisions, and publish final draft
- Present at monthly NPU meetings
- Present to Public Leadership Group and CD/HS Committee
- Conduct public hearing and adopt the Land Use & Neighborhood Planning Elements

# PHASE 3

## Planning Process & Adoption of Other Elements

DEC. 2024 – MAY 2025



- Host community meetings and pop-ups across the city
- Continue community outreach and Conversations with Planners
- Present to Public Leadership Group and CD/HS Committee
- Publish drafts of elements for 45-day public review and comment around February 2025
- Present at monthly NPU meetings
- Conduct final public hearing and adopt Other Elements by May 2025



# Get involved with the plan.

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For more information on Plan A, visit: [atlantaforall.com](http://atlantaforall.com)

Have comments or questions about the Plan A process? Email us at [planA@atlantaga.gov](mailto:planA@atlantaga.gov)

Connect with us @ATLPlanning



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