



Downtown St. Marys

RENAISSANCE STRATEGIC VISIONING & PLANING PROCESS

- 1. FORMATION OF STEERING COMMITTEE:** A strong Steering Committee, chosen by the mayor and council and comprised of seven to nine members who will guide the overall process, is critical to the process.
- 2. INITIAL STEERING COMMITTEE MEETING:** The Carl Vinson Institute of Government team will lead a meeting with the Steering Committee that will highlight examples of previous projects; charge the committee; and begin to identify community issues.
- 3. LAUNCH ELECTRONIC AND HARDCOPY SURVEY:** The Carl Vinson Institute of Government team, along with members of the Steering Committee, will develop the survey. The Steering Committee will be responsible for survey distribution.
- 4. DATA COLLECTION AND REVIEW:** The City will collect relevant plans that have been developed over the previous five years. Examples include: strategic plans, Comprehensive Land Use Plans, park and recreation plans, zoning and ordinances, etc. The Carl Vinson Institute of Government team will conduct a review of existing plans that are submitted. The Carl Vinson Institute of Government will conduct a demographic analysis.
- 5. CONDUCT FOCUS GROUPS AND INTERVIEWS:** The Carl Vinson Institute of Government team will conduct one-on-one interviews or small focus groups with committee members and others (up to 20 total) to gain detailed information about and insight into Downtown St. Marys.
- 6. STEERING COMMITTEE MEETING:** The Steering Committee will review information gathered through plan review, interviews, focus groups, visual preference assessment, and: Agree on major areas of concentration (focus areas and topics);
- 7. VISION AND PLAN DEVELOPMENT:** The Carl Vinson Institute of Government team will spend the next 10 weeks focused on integrating the community input (from the surveys, formal and informal interviews) into illustrative designs with a phased implementation. During this time period, communication and check-ins with the liaison will be vital to ensure that we have correctly interpreted what has been said and are moving in the appropriate direction.
- 8. STEERING COMMITTEE MEETINGS:** The Carl Vinson Institute of Government team and the Steering Committee will: Review work to date; and Identify and develop key short-term work program items to begin the initial phase of the Master Plan implementation.
- 9. FINAL PRESENTATION:** The Carl Vinson Institute of Government team along with the Steering Committee will host a public presentation of the final report so that any interested party can see what has been developed based on community input.
- 10. FINAL REPORT DEVELOPMENT:** Following the presentation, the Carl Vinson Institute of Government team will finalize the plans and recommendations and layout the document for the printer. The final report will be a full-color illustrative plan that provides before and after visuals of design scenarios. The recommendations will include both the short-term work program and a long-term goals.

