

Group 4
Draft Action Steps
March 15, 2007

1. Show how the Cumming-Forsyth County community can become a leader protecting its natural environment.
2. Show how the Cumming-Forsyth County community can become a significant employment center.
3. Show how downtown Cumming can become the heart of the county.

**Creating employment, protecting the environment, and developing
downtown Cumming**

I. Make Cumming-Forsyth County a significant employment center.

ACTION STEPS:

1. _____ will create a _____ to ensure that employers are drawn to Cumming-Forsyth County by the diversified, superior work force created through community education.
2. The Chamber will convene citizens and its members to identify, to prioritize the targeted recruitment of businesses and to continue to actively recruit businesses. They will:
 - Create a support mechanism to attract business development.
 - Identify financing and labor needs for successful recruitment.
3. _____ will _____ to create a city and county effort to evaluate infrastructure for job development. The initial focus will be:
 - The creation of long-term water-use plan.
 - The creation of a transportation design that connects the workforce to jobs in the county. It would:
 - i. Create alternative transportation options.
 - ii. Identify and build support for local road development.
 - iii. It would create a transportation hub in Cumming.

4. **The Chamber and its economic development team will review set a measurable benchmark to ensure that the city and the county are competitive. The benchmarks will include incentives geared toward attracting desired businesses.**
 - **The incentives could include educational incentives, , tax and construction incentives, and efficient building permission processes.**
4. _____ will pursue the creation of a convention and community meeting center that will _____.
5. _____ will review and create a plan for multi-price housing for the growing workforce. The plan would include proposals for ensuring zoning and policies that encourage a range of housing options.
6. _____ create a tradition of businesses and local governments as community and civic partners by _____.

II. Make Cumming-Forsyth County community the leader in protecting and enhancing its natural environment.

ACTION STEPS:

1. _____ will convene a group to ensure that Lake Lanier and the land around the lake are protected and productively sustained and used. The multi-county and state group will:
 - Ensure its availability for personal and public use.
 - Create regular meetings to review the development and use of the lake as well as its water quality and levels.
2. _____ will make Forsyth County the leader in development that preserves natural beauty and resources or enhances them by _____. Examples include:
 - Incentives for effective design and development (like LEEDS certification).
 - A plan for long-term water usage and conservation.
 - A plan for healthy air.
3. _____ will identify and protect critical natural areas of the county that could be lost. The group will create ideas to:
 - Provide density bonuses.
 - Create site-specific planning that allows development that works in unique areas of the county.
 - Encourage developers, residents and commercial entities to donate/set aside portion of development for green space – connecting walk, bike, horse trails.
4. _____ will _____ to effectively connect people to the places where they live, work and play in the county. They will ensure alternative transportation (like bike trails and trolleys) that connects the green spaces and the live and work areas of the county. Create plans with adjacent counties for attractions like hiking and biking trails that would connect the counties together. (See action step # 1.)
5. _____ will make Forsyth the leading county in Georgia for conserving its resources, recycling its waste, ensuring compliance to regulations and educating its citizens about the value of protecting and sustaining natural resources. **(Consider making this overall benchmark a lead in to the action steps above.)**
 - Examples could be initiating recycling programs; insuring enforcement of existing laws and creating incentives that go beyond enforcement.

Language to keep in mind from session 3.

Guiding Principles (Embed these in the other sections of work. These steps should be grounded in the creation of businesses and in the development projects of the city and the county.)

Connect people to each other through public spaces where people will be attracted to shop, to relax and to celebrate community events.

The community should focus on connecting people to each other and their environment.

III. Show how downtown Cumming can become the heart of the county.

- It should be a place where people live as well as where they work and play with a range of housing options.

ACTION STEPS:

1. _____ will make downtown Cumming a true live, work and play community by _____. This work would:
 - Improve day and night time activities.
 - Encourage cultural attractions.
 - Create a more unified classic or “old city” look for the downtown that is consistent with recently established architecture through overlay districts.
2. _____ will create a website that promotes activities and events of the city and the county.
3. The steering committee that convened will ensure that planning (plans already done and plans to come) support community visioning and the givens listed above.
 - Secure and maintain community support through the ongoing strategic engagement of community residents.
 - Create a plan to ensure participation of community members.
4. _____ will ensure that downtown building development includes:
 - Public buildings in Cumming including the Justice Center, Jail, Parking Deck and Aquatic Center.
 - It should have high quality places and spaces for the public to interact including public parks and seating areas that make downtown Cumming a pedestrian-friendly place. These public spaces would include trash and recycling receptacles and walkways with lighting that enhance the look of the town.

Language to keep in mind from session 3.

It should be a city that whose economy and natural resources can be sustained.

Downtown Cumming should be a significant employment center.

*The quality of life will determine the creation of jobs and opportunities by attracting employers. **Add to Quality of life group.***

*The City of Cumming and Forsyth County are interdependent. Their economic life and well-being are connected. Ensuring the equitable sharing of tax revenues is critical. **Overarching Statement for the Document***