

Group 4
Draft Action Steps
3/29/2007

Make Cumming-Forsyth County a significant employment center.

Action Steps:

1. A public-private partnership should be created to ensure that employers are drawn to Cumming-Forsyth County by the diversified, superior work force created through community education.
2. The Cumming-Forsyth County Chamber of Commerce should draft a detailed plan for the targeted recruitment of new businesses. In drafting this plan, it should involve citizens and its members in identifying the types of businesses and employers that should be targeted.
 - As part of this plan, the Chamber should identify financing and other resources needed for successful recruitment.
 - The Chamber should establish measurable benchmarks that indicate how competitive Cumming-Forsyth County is today in attracting the desired businesses – and where improvements are needed.
 - One set of benchmarks should measure incentives for attracting these businesses. The incentives may include educational incentives, tax and construction incentives, and efficient building-approval processes.
 - Another set of benchmarks should measure quality of life attributes that attract and retain employees.
3. Task forces made up of Cumming city officials, Forsyth County officials and private representatives should draft a plan for protecting Cumming-Forsyth County's natural resources while seeking economic growth.
 - One task force should be charged with long-term planning for water use.
 - Another task force should be charged with planning a transportation system that connects workers with employment centers in the county. Among other things, this task force should:
 - Create alternative transportation options.
 - Identify and build support for intracounty road improvements.
 - Create a transportation hub in Cumming.
4. As part of the effort to build employment in Cumming-Forsyth County, a task force of business leaders, elected and appointed officials should create a plan for multi-price housing for workers that will be needed by the targeted businesses. The plan should include ways of ensuring that zoning and other government policies encourage a range of housing options.
5. A public-private partnership should be created to plan and build a civic center that can attract business meetings, conventions and entertainment to Cumming-Forsyth County.
6. A Social Capital Partnership should be established to recognize businesses that act as community leaders and government agencies that work cooperatively with private companies and non-profits.

- The United Way of Forsyth County and the Cumming-Forsyth County Chamber of Commerce should be founding members of the partnership, with other organizations added over time.
- A primary activity of the Partnership should be an annual recognition of companies and government agencies for community leadership.
- The aim of the Social Capital Partnership should be to build a greater recognition of good corporate citizenship and positive public-private collaboration.

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

Action Steps:

1. A public-private partnership including the Forsyth County Planning and Zoning Department and other groups should be established to make Forsyth County a leader among growing communities in preserving its natural resources and attractiveness. The partnership should draft preferred-development models and benchmarks, and convene an annual public forum to review progress in reaching the benchmarks.
 - Examples of preferred-development models and benchmarks might include:
 - Effective design and development models (such as LEEDS certification).
 - Benchmarks for water usage and conservation of streams and wetlands.
 - Benchmarks for ensuring clean air.
 - Strategies for ensuring Lake Lanier and the land near the lake are protected and enhanced and are available for private and public use.
2. The partnership should identify and critical natural areas of the county that could be endangered and draft a plan that includes:
 - Development models that preserve and enhance natural resources, parks and woodlands.
 - Incentives encouraging developers, residents and commercial entities to donate or set aside portions of their land for green space – including non-motorized paths or trails that allow residents to travel by foot, bike, golf cart or horseback. These incentives should include bonuses allowing more units per acre in return for significant natural enhancements.
3. Another public-private partnership should be created to plan and create transportation connections among the places people live, work and play in Cumming-Forsyth County. These connections should specifically provide for alternative transportation (such as bike trails and accessible trolleys) that connects green spaces and the live and work areas of the county.
 - The partnership should include, among others, landowners and developers.
 - The partnership should work with adjacent counties to connect their hiking and bike trails to Cumming-Forsyth County's non-motorized trail system.
4. A third public-private partnership should be created, including, among others, Keep Forsyth County Beautiful to make Cumming-Forsyth County the leading community in Georgia for conserving resources, recycling waste, ensuring environmental compliance and educating its citizens about the value of protecting and sustaining natural resources.
 - Possible areas of improvement could be initiating solid-waste recycling programs, encouraging enforcement of existing environmental laws and creating incentives that help Cumming-Forsyth County go beyond enforcement.

Downtown Cumming will become the heart of the county, where people live, work and play.

Action Steps:

1. A Downtown Cumming Development Coalition should be created to help make downtown Cumming a true live, work and play community. The Coalition's mission would be to help promote quality residential and commercial growth and tourism and advise the city government on design and infrastructure improvements that could result in responsible and sustainable growth. The aim would be to:
 - 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 for the development of Public buildings in Cumming, including the Justice Center, Jail, Parking Deck and Aquatic Center.
 - Create more high-quality places and spaces for the public to interact, including public parks and seating areas that will make downtown Cumming a pedestrian-friendly place. These public spaces should include trash and recycling receptacles and walkways with lighting that enhance the look of the town.
2. A Cumming-Forsyth County Convention and Visitors Bureau should be established to draft and implement a plan for promoting activities and events of the city and the county.
 - As part of the plan, the CVB should consider establishing a web site to promote activities and events in Cumming and Forsyth County.