

Chapter 13: Community Collaboration & Engagement



Introduction

The Comprehensive Plan sets out an agenda for City improvement and progress toward realizing its vision for the future. Many citizens tend to think that the City government alone is responsible for implementing the Comprehensive Plan. However, implementation success will depend greatly on the City government partnering with other governments, institutions, non-profits, civic groups, businesses and residents. Many issues can only be resolved comprehensively and successfully on a community-wide or regional basis. This is the case with the Public Park Authority of the Cities of Lincoln and Talladega and TOP Trails Outdoor Park project. This is a cooperative effort between officials from the cities of Lincoln and Talladega, state and federal government, chambers of commerce, and organizations like Cheaha Trail Riders. As Goal CE-1 below shows, there are many areas where these institutions can collaborate with the City besides just the areas of recreation.

The vision statement presents a future City that is a great place to live, to raise a family, to work and to prosper. But note that the vision statement also contains another key idea – a City where citizens are inspired to work together. Goal CE-2 supports efforts to engender civic pride and to encourage all citizens to participate in planning for the City and working toward the vision. Generally, this goal is working toward establishing community engagement where the entire community is involved in local efforts and activities.

Community Engagement & Collaboration Goals, Objectives and Strategies

- CE-1. Coordinate and collaborate with other governments, for-profits, non- profits, civic groups and others to achieve goals, objective and strategies of this Comprehensive Plan.
- a. Explore ways that the City of Lincoln, Talladega County and/or other governments might increase collaboration in the provision of public facilities and services and other public endeavors.
 - i. Establish a formal process under which the City, County and others can discuss and implement coordinated or shared programs in such areas as affordable housing, land use planning, growth and development, transportation, emergency communications system, parks & recreation,

greenways, tourism promotion, stormwater management, and environmental protection.

- b. Coordinate and collaborate with Talladega County Board of Education in areas of mutual concern.
 - i. Establish mechanisms and procedures for coordinating and collaborating with the school system on such issues as campus master planning, transportation and parking, workforce development, technology business development, lifelong learning opportunities, and arts and culture.
 - c. Coordinate and collaborate with regional health care providers in responding to community health needs and concerns.
 - i. Support and coordinate with the health community on such issues as wellness programs, health issue awareness, and doctor recruitment.
- CE-2. Engage all citizens to work collaboratively in planning, developing, and promoting the City as a great place.
- a. Encourage citizen involvement in City affairs through a multi-venue campaign to promote civic pride and participation.
 - i. Continue developing and implementing civic pride events, such as, city clean-up days, spring flower planting, or volunteer recruitment fair.
 - b. Establish procedures for including citizens in planning and plan implementation.
 - i. Develop and implement a planning approach and process that assures involvement of residents and landowners in preparing the plans for their neighborhoods.
 - ii. Include citizens and the business community in commercial area revitalization planning efforts.
 - iii. Establish a Comprehensive Plan Advisory Committee for each regular comprehensive plan review and update effort.
 - iv. Establish an Annual Citizen Survey to measure the plan's accomplishments, citizen viewpoints and city's program priorities in relationship to the comprehensive plan.

- c. Reach out to all segments of the population to ensure their participation in planning, developing, and promoting the City as a great place.
 - i. Establish volunteer liaisons between the City and the new arrivals to the community both residents and businesses.
 - ii. Provide diversity training for City employees so that they are better equipped to serve all segments of the community.

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