

**Evermore Community Improvement District**

**Five-Year Work Program Update**

**2005-2010**

**Originally Prepared for:**



**MAKING 78 GREAT!**

**Originally Prepared by:**



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# **Evermore (Highway 78) Community Improvement District Strategic Plan Accomplishments**

**December 2005**

## **Introduction**

The Highway 78 Corridor Improvement Association formed in February 2002. The Association outlined their mission, goals and objectives in the “2002 to 2004 Strategic Plan.” This Strategic Plan included summaries for those activities that were necessary in order to achieve their objectives. The first and most significant activity recommended in the Strategic Plan was the creation of the Highway 78 Community Improvement District (CID).

Local property owners reached the threshold to create the Highway 78 CID in May 2003. The establishment of the CID enabled the organization to institute a long-term base of funding for improvements along the Highway 78 Corridor. The nature of the Highway 78 CID is quasi-governmental; therefore, in order to maintain the long-range visions of the original Association, the Board reviewed and extended the original Strategic Plan, just as any municipality would update their Short Term Work Program.

The Highway 78 CID has been highly effective in implementing the “2002 to 2004 Strategic Plan”. Staff uses the Strategic Plan to guide the organization’s actions and to allocate the organization’s resources. An important accomplishment is the organizations’ re-branding as the Evermore Community Improvement District. Most activities contained within the Strategic Plan are either completed or ongoing. Activities not yet completed are either due to circumstances beyond the control of the organization or because of changing priorities since the creation of the Strategic Plan.

The Evermore CID periodically assesses the status of activities in the Strategic Plan, revises, and expands the project list to guide the organization during future five-year periods. This Five-Year Work Program is the guiding tool for implementing the goals outlined within the original Strategic Plan.

Following is a summary of the recommended activities that were contained in the “2002 to 2004 Strategic Plan” and an assessment of their status. The CID implements activities in phases and there is no distinction made as far as the implementation year. The work program groups activities according to the goals outlined by the Evermore CID.

# Organizational Goal

## **Project 1: Create CID**

**Status:** **Accomplished**

Work began on this project in the third quarter of 2002 and participants completed formation of the Highway 78 CID in May 2003. The formation of the CID was critical to establishing a long-term base of funding for improvements in the area. The organization adopted a new brand identity – Evermore CID – in February 2007.

## **Project 2: Develop Communications Plan**

**Status:** **Accomplished**

This project was necessary to raise awareness of the existence, function and benefits of the Highway 78 CID. The project included the development of communications strategies and products to convey information regarding the direction and activities of the organization. Work began on this project in the third quarter of 2002 and culminated with the retention of the **Redpepper** Public Relations and Marketing firm in October 2006. Portions accomplished internally, through GDOT construction communication activities, and the efforts of **Redpepper** and Impact Media.

## **Project 3: Organizational and Agency Coordination**

**Status:** **On-going**

This project includes the overall administration and coordination of the Evermore CID. Administrative duties include the provision of staffing, office space, equipment and supplies. Key functions of this project include membership development and fundraising. Gathering support and collecting revenues is one of the most important functions for the Evermore CID. Work began on this project in the third quarter of 2002.

## **Project 4: Work with Residential Areas**

**Status:** **On-going**

This project is directed towards the pursuit of educational and outreach activities that inform the surrounding residential areas of the Evermore CID. Outreach activities include the distribution of Evermore CID newsletters and attending homeowner's association meetings to discuss the activities of the organization. Work began on this project in the third quarter of 2003.

[Meet w/ HOAs: Summertown, Mtn Park, Nob Hill, Scenic Mtn, Rivercliff, Lucerne, Park Place Association, United Gwinnett Community Alliance, Gwinnett Neighborhood Leadership Institute, and others]

# Transportation Goal

## **Project 5: Affect GDOT Median Design**

**Status:** **Accomplished**

One of the primary factors that prompted the formation of the organization, this project was a major focus for the Highway 78 CID and a substantial resource commitment. GDOT completed the median design process including numerous enhancements requested by the CID. The CID will advocate for additional enhancements and will continue to coordinate with GDOT during the construction period. Work began on this project in the third quarter of 2002.

## **Project 6: Develop and Implement Long-Range Transportation Plan**

**Status:** **On-going**

This project includes close coordination with the Gwinnett County Unified Plan, the City of Snellville Comprehensive Plan, Partnership Gwinnett, and the CID sponsored LCI Corridor Study and Park Place Activity Center Study. Transportation improvements and investments will enhance safety and maximize consumer access to businesses while fostering redevelopment.

## **Project 7: Work with Law Enforcement Officials on Traffic Safety/Enforcement**

**Status:** **On-going**

Members of the Evermore CID identified traffic safety issues as a major concern in the corridor and a major inhibitor to future improvements within the area. Enforcement of existing traffic laws and an emphasis on overall crime prevention is a primary concern of the CID. The Evermore CID shall identify existing concerns and build a dialogue with law enforcement officials to enhance the enforcement of traffic laws and the safety of vehicular, pedestrian and bicycle travel within the corridor as well as other public safety issues impacting the overall quality of life and perception of the U.S. 78 corridor. Work began on this project in the third quarter of 2003. The Evermore CID previously used off-duty Gwinnett County Police and continues its' patrols with Plaza Security averaging 2,500 additional hours per year. The CID is also a sponsor of the City of Snellville Police Department's bicycle patrols and the Gwinnett County Public Safety Valor Awards and actively participates in the Gwinnett County Operation Fixing Broken Windows initiative.

## **Community Character Goal**

### **Project 8: Explore Private Security Options**

**Status:** **Underway** [Plaza Security]

The enhancement of real and perceived public safety will play a crucial role in improving the vitality of the US 78 corridor. The Evermore CID shall explore and advocate improvements to existing public safety programs that work to promote safe shopping and business protection. Work began on this project in the third quarter of 2003. Plaza Security is providing additional private security for the corridor.

### **Project 9: Conduct a Market Analysis**

**Status:** **On-going through various studies**

This project identifies specific business opportunities within the US 78 corridor, including retail and employment sectors, market potential/voids/niches, retail supply/demand analysis and other market analysis elements. Various studies provide market data in support of this project including the Revitalization Task Force Study, City of Snellville LCI Study, the CID's LCI Corridor Study, Gwinnett County Unified Plan, City of Snellville Comp Plan, and Park Place Activity Center Study among others.

### **Project 10: Develop Long-Range Redevelopment plan**

**Status:** **On-going**

This project will build upon the details and recommendations of the market analysis and proposed land use and urban design improvements and investments for the US 78 corridor.

### **Project 11: Explore Community and Landscape Maintenance Improvements**

**Status:** **On-going**

This project is necessary for improving community and landscape maintenance, which is crucial to the overall appearance and vitality of the corridor. The Evermore CID shall explore alternatives to fund supplemental maintenance programs. Work began on this project in the first quarter of 2003. Leach Landscaping provides weekly maintenance along the 7-mile corridor.

### **Project 12: Transition Overhead Utilities Underground**

**Status:** **On-going**

This project is among one of the most challenging tasks to coordinate; however, the Evermore CID shall explore available options and seek support from government agencies and utility providers in this task. Work began on this project in the third quarter of 2004.

## **Business Vitality Goal**

### **Project 13: Prepare Business Development Plan**

**Status: Underway**

This project shall articulate a clear and positive image for the US 78 corridor. The CID will develop the plan based upon the results of the market analysis, while also relying on additional research and testing of significant input and discussion among Board members. Results of the business development plan will include an identity for the area and a strategy to communicate this identity and maximize the success of businesses and property owners within the area. The recent adoption of the Evermore brand supports this projects goal. The newly formed Economic Development Committee, a subcommittee of the Evermore CID Board, is soliciting proposals for an Economic Development Plan for the Evermore community.

### **Project 14: Implement Coordinated Marketing Strategies**

**Status: On-going**

This project, which implements corridor-wide marketing strategies, shall follow the recommendations of the business development plan. Coordination with the Highway 78 Merchants Association will be a necessary component of this project.

**Table 1**  
**Summary of “2002 to 2004 Strategic Plan” Accomplishments**

<b>Project No. from Strategic Plan</b>	<b>Accomplished</b>	<b>Ongoing</b>	<b>Project Postponed</b>	<b>No Longer a CID Project</b>	<b>Project Status Explanation</b>
1 Create CID	X				The CID formed in 2003.
2 Comm. Plan	X				This project includes activities generated internally by the CID, through GDOT, and the efforts of the redpepper PR firm.
3 Agency Coord.		X			This project includes the overall administration and coordination of the Evermore CID.
4 Resid. Outreach		X			This project pursues educational and outreach activities that inform the surrounding residential areas of the Evermore CID.
5 Median Design	X				The organization shall pursue continued coordination and advocacy for any recommendations developed, along with continued coordination with GDOT during the construction period.
6 Transp. Plan		X			Project includes coordination with the Gwinnett County Unified Plan, City of Snellville Comp Plan, Partnership Gwinnett, and CID initiated studies.

**Table 1**  
**Summary of “2002 to 2004 Strategic Plan” Accomplishments cont’d**

<b>Project No. from Strategic Plan</b>	<b>Accomplished</b>	<b>Ongoing</b>	<b>Project Postponed</b>	<b>No Longer a CID Project</b>	<b>Project Status Explanation</b>
7 Law Enforcement		X			The Evermore CID shall continue coordination with law enforcement officials to enhance the enforcement of traffic laws and the safety of vehicular, pedestrian and bicycle travel on U.S. 78.
8 Private Security	X				The Evermore CID shall continue to explore and advocate improvements to existing public safety programs.
9 Market Analysis		X			Project shall be implemented in phases, as a separate component in other studies.
10 Redev. Plan		X			Project shall be implemented in phases, as a separate component in other studies.
11 Lndscp Maint.		X			The Evermore CID shall continue to explore improvement alternatives to fund supplemental maintenance programs.
12 Underground Utilities		X			The Evermore CID shall continue to explore available options and seek support from government agencies and utility providers.

**Table 1**  
**Summary of “2002 to 2004 Strategic Plan” Accomplishments cont’d**

<b>Project No. from Strategic Plan</b>	<b>Accomplished</b>	<b>Ongoing</b>	<b>Project Postponed</b>	<b>No Longer a CID Project</b>	<b>Project Status Explanation</b>
13 Bus Dev Plan		X			Project shall be implemented in phases, as a separate component in other studies as well as through the implementation of an Economic Development Plan.
14 Coord Mktg		X			The Evermore CID shall continue to follow the recommendations of the business development plan.