



**City of Fairburn
Work Session
Agenda**

May 11, 2026
6:00 PM

The Honorable Mayor Hattie Portis-Jones

The Honorable Anatavia M. Benson
The Honorable Fannie Mae Houser
The Honorable Samuel Perry

Mr. Tony Phillips
Mr. Rory Starkey
Ms. Deannia Ray

The Honorable Linda J. Davis
The Honorable Shanita Nichols
The Honorable Ulysses J. Smallwood

City Administrator
City Attorney
City Clerk

- I. Meeting Called to Order: Hattie Portis-Jones, Mayor
- II. Roll Call: City Clerk
- III. Agenda Items:
 - 1. Strategic Plan Debriefing - LeaderGov **(City Administrator's Office)**
- IV. Adjournment:

When an Executive Session is required, one will be called for the following Issues:
(1) Personnel (2) Real Estate or (3) Litigation



CITY OF FAIRBURN WORK SESSION AGENDA ITEM

SUBJECT: Strategic Plan Debriefing - LeaderGov

ITEM TYPE: Presentation

SUBMITTED: 05/05/2026 **WORK SESSION:** 5/11/2026 **COUNCIL MEETING:** N/A

DEPARTMENT: City Administrator's Office

BUDGET IMPACT: N/A

PUBLIC HEARING: No

PURPOSE:

To present the final draft of the City of Fairburn's Strategic Plan prior to adoption by the Mayor and City Council.

HISTORY:

The City Administrator's Office engaged LeaderGov to lead the development of a strategic plan for the City of Fairburn. LeaderGov worked with the community, elected officials, leadership, and staff to develop a comprehensive plan to guide the City of Fairburn's priorities and areas of focus over the next four (4) years. Feedback was gathered through town hall meetings, surveys, and Council and staff input meetings.

FACTS AND ISSUES:

The City of Fairburn's Draft Strategic Plan includes the following:

Vision

We want to be a unified city that creates a caring, inclusive, prosperous, and healthy place to live, work, and play.

Mission

Our mission is to intentionally listen to the needs of the community and provide quality services that exceed the needs of citizens, businesses, and visitors.

Values

Integrity	High Standards	Public Education & Engagement
Positive Attitude	Proactive Leadership	
Compassion & Empathy	Effective Communication	

Strategic Priorities

- Expand Economic Development
- Strengthen & Scale Citizen Engagement
- Enhance Quality of Life & Community Identity
- Modernize & Fortify Infrastructure for Future Capacity

FUNDING SOURCE:

N/A

RECOMMENDED ACTION:

N/A

ATTACHMENTS:

1. Strategic Planning Overview - Council Session May 11, 2026 Fairburn - LeaderGov
2. COF Strategic Plan 2026 - DRAFT



Fairburn, Georgia Strategic Plan

Monday, May 11, 2026

Fairburn's Strategic Plan Adoption

- Review Plan
- How the community and Council can support the plan



Community, Staff and Council Strategic Plan

Stakeholder Input

Community Town Halls
Community Surveys
Council Input Surveys / mtgs
Staff Input Surveys / mtgs

Core Beliefs

Vision
Mission
Values

Strategic Goals

Council Session / Priorities
Staff Session / Details
Document Goals in Plan

Goal Execution

Maintain Momentum
Prioritize Goals
Communication Plan
Track Progress
Adopt Plan



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VALUE

Integrity
Positive Attitude
Compassion & Empathy
High Standards
Proactive Leadership
Effective Communication
Public Education & Engagement

Strategic Priorities

STRATEGIC PRIORITIES FOR AN ALIGNED & ADVANCING FAIRBURN

Fairburn's strategic plan was shaped through direct collaboration among residents, elected officials, partners, and city staff. Following structured input sessions, the Fairburn City Council identified the strategic growth drivers that will most accelerate progress toward the city's long-term vision. Four priority pillars emerged consistently—selected for their ability to strengthen economic momentum, expand resident outcomes, improve mobility, and scale infrastructure for future capacity. This plan protects operational excellence in core city services, while channeling focused investment where it will generate the greatest measurable and community-centered impact for Fairburn's future.

01 Expand Economic Development
Fairburn will strategically invest in land acquisition and targeted city-asset enhancements to cultivate high-value developer interest, expand commercial density, and increase the city's long-term fiscal base. This approach is designed to generate sustainable growth that directly supports expanded resident programming, infrastructure build-out, and community amenities without introducing additional tax burden on residents.

02 Strengthen & Scale Citizen Engagement
Fairburn's leaders and staff recognize civic connection as critical infrastructure. The city will expand communication channels, civic education, neighborhood-level activation, and resident participation pipelines to ensure broad awareness of city services, increase community alignment, and grow consistent resident involvement in municipal initiatives. This strategy advances engagement beyond seasonal events to year-round dialog, education, and measurable participation outcomes for residents.

03 Enhance Quality of Life & Community Identity
Fairburn is committed to delivering community environments that enable prosperity, pride, health, recreation, and belonging. Quality of life is defined here not as an abstract concept, but as resident access—to opportunity, parks equity, wellness components, safe public spaces, local dining and retail amenities, walkable neighborhoods, and vibrant community programming that strengthens identity and sense of place.

04 Modernize & Fortify Infrastructure for Future Capacity
As Fairburn continues expanding in population, development corridors, and commercial activity, the city will prioritize investments in roadway improvements, sidewalk networks, stormwater enhancements, water main modernization, sewer reliability, and long-term electric system planning. Improvements will also support freight mitigation strategies, alternative trucking routes, and the evaluation of moving overhead utility lines underground—ensuring infrastructure supports growth rather than limiting it.

City of Fairburn Strategic Plan 27

- Expand Economic Development
- Strengthen and Scale Citizen Engagement
- Enhance Quality of Life and Community Identity
- Modernize & Fortify Infrastructure for Future Capacity

Dozens of strategic goals support these strategic priorities

Strategic Plan Focus

Plan	Timing	Council, Staff Focus	Citizen Focus
Vision, Mission, Values	10-20 years	Recognize, Live-out	Speak up when they are not maintained
Strategic Priorities	5 years	Fund / Resource	Understand & Support
Strategic Goals	2-3 years	Track, Accountability & Accomplish	Tell Others, Support & Accountability
Tactics and Actions	3-6 months	Focus	Enjoy the progress



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Sustainable **Foundation** for a
Brighter Future



FAIRBURN STRATEGIC PLAN 2026



DRAFT





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 6. FAIRBURN STRATEGIC FOCUS AREAS
 7. FAIRBURN GOALS
 8. FAIRBURN STRATEGIES
 9. SUSTAINING THE STRATEGIC PLAN
- 

Sustainable **Foundation** for a
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MESSAGE FROM MAYOR

Dear Fairburn Residents, Partners, and Stakeholders,

Fairburn is stepping into its next chapter with clarity and urgency. A city does not grow by accident—it grows by alignment, investment, and accountability. This strategic plan is proof of that. It was built with voices from every corner of our community: residents who want more walkable streets and brighter downtown nights, entrepreneurs fighting for space in our economy, parents pushing for equitable parks and youth programming, and city staff committed to service that matches our ambition.

Our city is experiencing real momentum. Fairburn’s population now stands at approximately 17,000 residents and continues to rise, driven by new development, expanding neighborhoods, and growing commercial interest. Along Highway 74, we are advancing major water main rerouting and infrastructure upgrades. We are also driving mixed-use expansion north of our college campus, creating the density necessary to attract retail, dining, and long-

WE WILL INVEST BOLDLY IN TODAY TO DELIVER BIGGER, BRIGHTER RETURNS FOR TOMORROW. THAT MEANS STRENGTHENING OUR INFRASTRUCTURE, EXPANDING ECONOMIC OPPORTUNITY, EMPOWERING SMALL BUSINESSES, AND REIMAGINING CIVIC ENGAGEMENT SO THAT EVERY VOICE HAS A LANE, EVERY IDEA FINDS AN ADVOCATE, AND EVERY DOLLAR WE SPEND BUILDS THE FUTURE WE ALL DESERVE.

term private investment.

This plan also reinforces our commitment to residents’ daily lives. Fairburn is scaling signature community-centric initiatives like Keep Fairburn Beautiful, Love Thy Neighbor, and Main Street activities—programs that strengthen belonging and community identity. Simultaneously, we are pursuing infrastructure modernization such as relocating utilities underground, feasibility studies along major corridors, expanded sidewalk networks, and electric system improvements to support walkability, safety, and capacity for future demand.

We are also changing how we engage. Our goal is simple: residents should know more, access more, and influence more. Through tools like Fairburn University civic education, community forums, sentiment surveying, and expanded multilingual and broadcast outreach, we will move participation beyond once-a-year events into year-round civic partnership.

To succeed, we must measure ourselves against outcomes—not intentions. This strategic plan will be a living document reviewed annually, tracked consistently, and updated transparently. It turns broad goals into clear strategies and establishes how we will reach them together—with shared ownership between government, residents, and private partners.

Fairburn is situated to succeed—but success is only real when it improves lives, expands opportunity, and builds trust. This plan is our pact to do all three.

\$12.5M

The City is driving \$12.5M+ in capital improvements through 2027, including water main rerouting, sidewalk expansions, and underground utility feasibility.

22%

Fairburn now serves 17,000+ residents, marking a 22% population increase since 2020.

“Fairburn’s growth must be felt at every dinner table, every park bench, and every business door we open. Progress isn’t measured by cranes on the horizon—it’s measured by the lives we uplift, the neighborhoods we reach, and the opportunities we create for every family and business owner who calls Fairburn home.”



**Mayor
Hattie Portis-Jones**

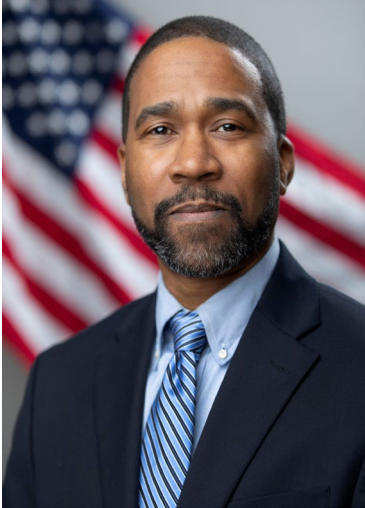
\$7.8M

Fairburn is investing \$7.8M toward water main rerouting projects and pressure reliability upgrades (2024-2026).

\$2.5M

Fairburn will deliver 2 new downtown restaurants per year starting 2026, driving at least 8 new mixed-use dining/retail tenants by 2029, supported by \$2.5M in downtown public-realm improvements (lighting, paint, planters, and signage).

MEET THE CITY COUNCIL



MAYOR PRO TEM
ULYSSES SMALLWOOD



COUNCIL MEMBER
ANATAVIA M. BENSON



COUNCIL MEMBER
LINDA J. DAVIS



COUNCIL MEMBER
FANNIE MAE HOUSER



COUNCIL MEMBER
SHANITA NICHOLS



COUNCIL MEMBER
SAMUEL PERRY

MEET THE CITY LEADERSHIP



TONY M PHILLIPS
CITY ADMINISTRATOR



JAMILA CRISS
DEPUTY CITY ADMINISTRATOR



DANA SMITH
BUILDING OPERATIONS DIR.



DEANNIA RAY
CITY CLERK



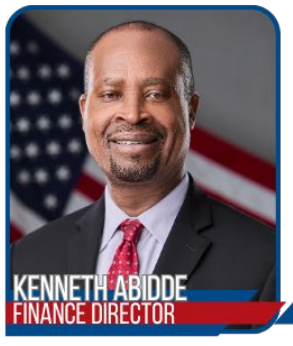
JACQUELINE HOWELL
COMMUNICATIONS DIRECTOR



LISA BROWNLEE-MACK
COURT ADMINISTRATOR



SYLVIA ABERNATHY
ECONOMIC DEVELOPMENT DIR.



KENNETH ABIDDE
FINANCE DIRECTOR



CORNELIUS ROBINSON
FIRE CHIEF



GALE HIGGS
GENERAL SERVICES DIRECTOR



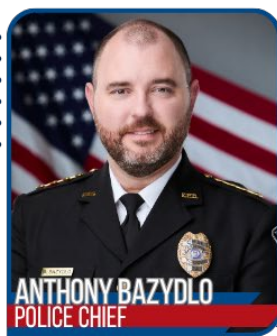
TALISHA CHAMPAGNE
HUMAN RESOURCES DIRECTOR



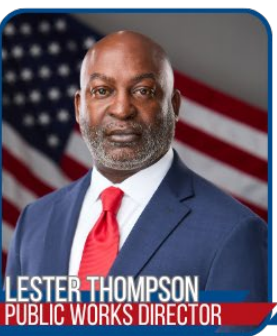
CHAPIN SCOTT
PARKS & RECREATION DIR.



DENISE BROOKINS
PLANNING & ZONING DIRECTOR



ANTHONY BAZYDLO
POLICE CHIEF



LESTER THOMPSON
PUBLIC WORKS DIRECTOR



DEREK HAMPTON
UTILITIES DIRECTOR



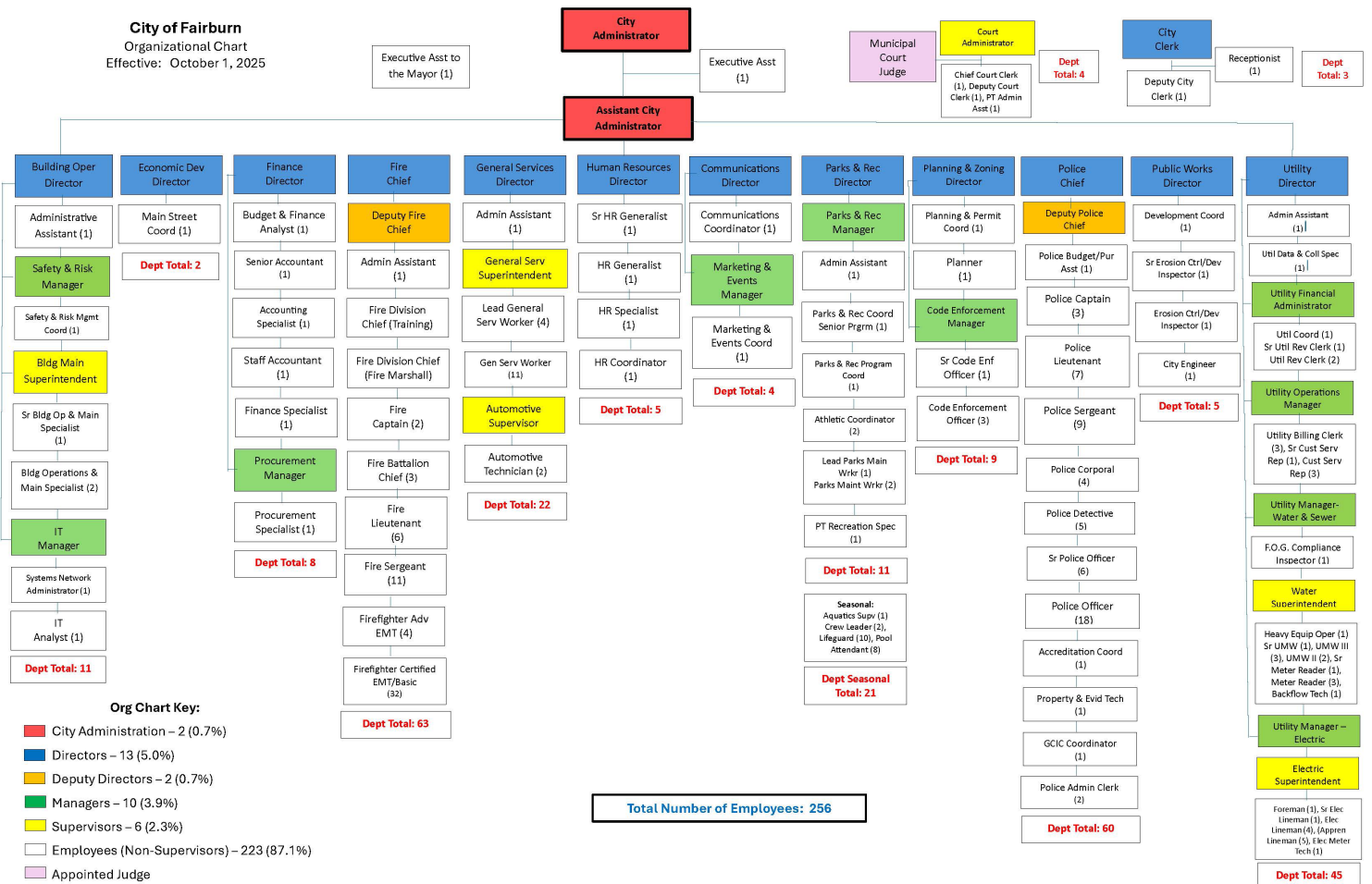
**CITY OF FAIRBURN
FIRE STATION
23**



Fairburn
Situating to Succeed

ORGANIZATIONAL STRUCTURE

City of Fairburn
Organizational Chart
Effective: October 1, 2025



VISION/ MISSION/ CORE VALUES

VISION

We want to be a unified city that creates a caring, inclusive, prosperous, and healthy place to live, work, and play.

MISSION

Our mission is to intentionally listen to the needs of the community and provide quality services that exceed the needs of citizens, businesses, and visitors.

CORE VALUES

We will live by a set of values that will define who we are and become our brand.

- **Integrity**
- **Positive Attitude**
- **Compassion & Empathy**
- **High Standards**
- **Proactive Leadership**
- **Effective Communication**

Where we are going as a city and how we will get there!

1

INTEGRITY

We lead with honesty, transparency, and respect. We strive to eliminate ambiguity by being upfront with citizens, colleagues, and stakeholders. We assume good intent, demonstrate strong character, and engage in open, respectful dialogue—even when we disagree.

2

POSITIVE ATTITUDE

We bring optimism and resilience to our work. In the face of challenges and uncertainty, we remain solutions-focused and committed to moving our city forward with confidence and energy.

3

COMPASSION

We listen with understanding and respond with compassion, even when perspectives differ. We value diverse opinions and approach every interaction with empathy and respect.

4

HIGH STANDARDS

We hold ourselves and our teams accountable to the highest standards of professionalism and excellence, always striving to deliver outstanding results for our community.

5

PROACTIVE LEADERSHIP

We take initiative and plan ahead. We engage with one another before city meetings to anticipate issues, consider the impact of our decisions, and prepare thoughtful next steps.

PUBLIC ENGAGEMENT

We actively educate and involve the public in city government—its services, policies, and decisions. We create opportunities for citizens to understand, participate, and feel heard in the governance process.

7

COMMUNICATION

We communicate clearly, frequently, and collaboratively—with each other, city staff, the public, developers, and outside partners. We view all stakeholders as valued allies in building a stronger city and work to foster trust through open dialogue.

6

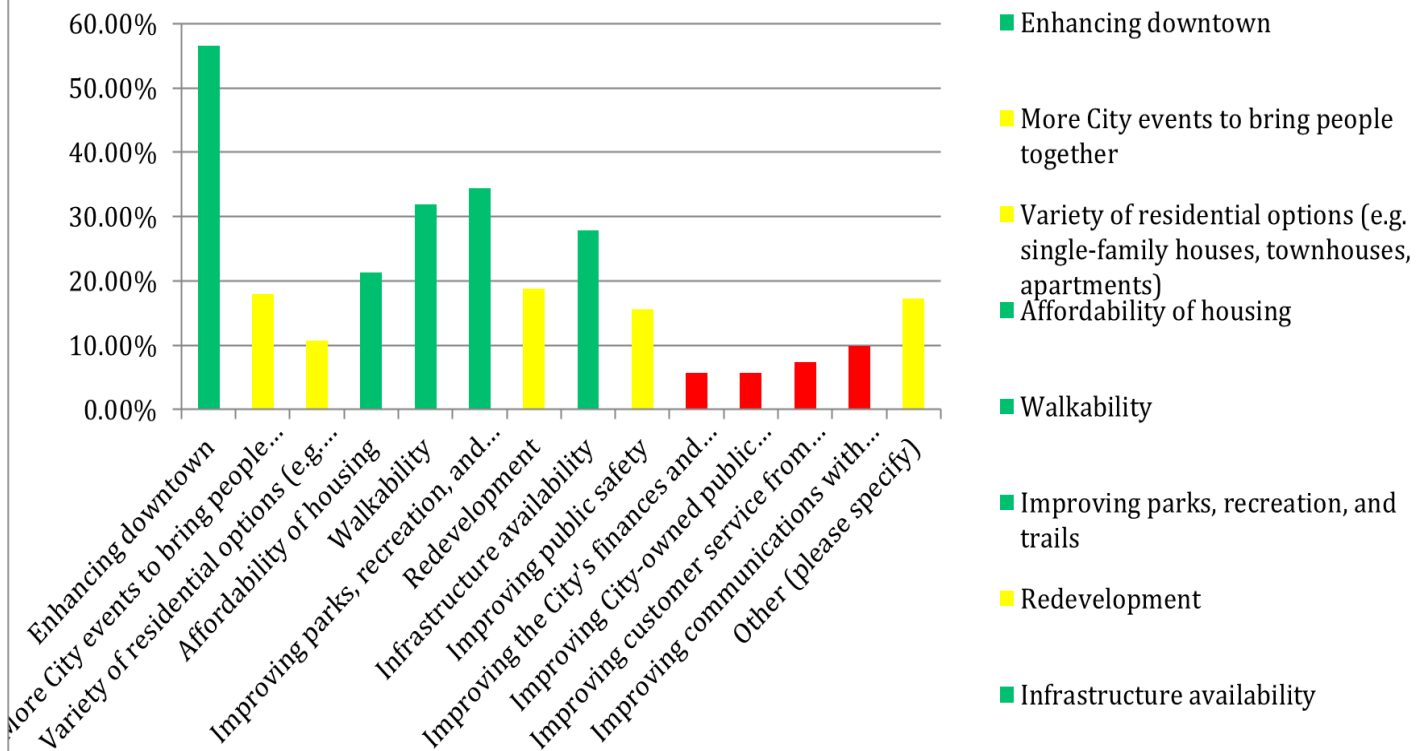
INPUT FROM COMMUNITY AND STAKEHOLDERS



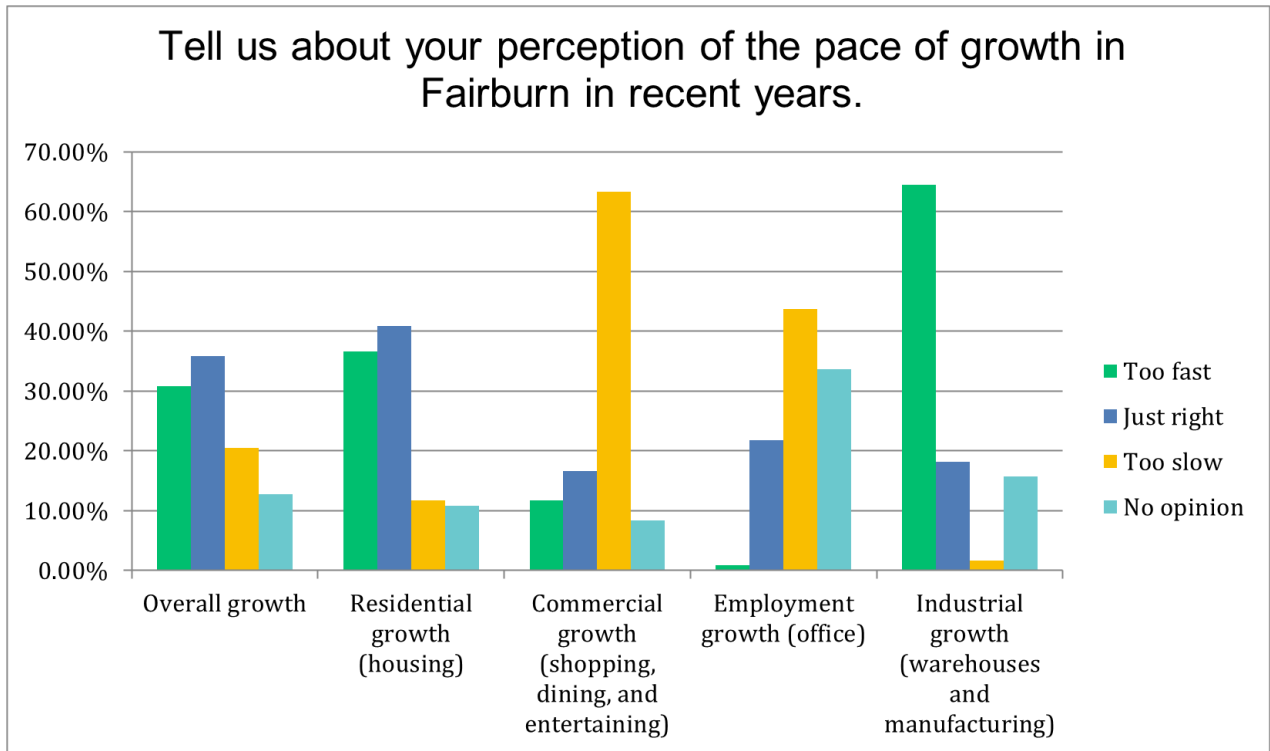
A citywide survey was undertaken in the early phase of this plan to learn what citizens deemed as priorities for the city moving forward.

In the graph below citizens overwhelmingly agreed that enhancing downtown and improving parks and recreation in local capability were top priorities.

As Fairburn continues to grow, what do you think is the most important priorities?



CITIZEN WERE ASKED TO SHARE THEIR PERCEPTION OF THE PACE OF GROWTH OF THE CITY OVER THE PAST SEVERAL YEARS.



LASTLY, CITIZENS WERE ASKED TO NOTATE WHICH PRIORITIES DESERVED ATTENTION NOW, WHICH PRIORITIES DESERVED ATTENTION LATER AND WHICH PRIORITIES SHOULD BE IN A MAINTENANCE MODE WHERE THEY CONTINUE TO PROVIDE QUALITY SERVICES.

BELOW ARE THE RESULTS OF THAT PORTION OF THE SURVEY.

Strategic Priority	Now	Later	Maintain
Improve transportation, sidewalks, trails, and road quality	20	4	5
Growth in economic development	16	7	6
Quality of life	16	4	3
Enhance parks, culture, and recreation	7	10	4
Increased housing & affordability	5	12	2
Long-term financial stability	5	5	11
Improve public safety	4	1	16
Beautification and environmental sustainability	3	9	6
Citizen engagement and transparency	2	5	13
Improve quality of city department services and customer service	1	1	6
Recognizable city brand & image	1	20	2

COUNCIL INTERVIEW PRIORITIES

The City of Fairburn Mayor and City Council Members were individually interviewed to ascertain the areas of interest and focus the city needed to pursue from their perspective.

Those interviews laid the foundation for much of the strategic goal setting and priorities found in this document.

Below is a list of general areas the Mayor and City Council wanted to focus on to improve the city in the future.



1 COUNCIL ALIGNMENT & LEADERSHIP

2 DOWNTOWN REVITALIZATION

3 HOUSING SUPPORT & AFFORDABILITY

4 PUBLIC SAFETY & RISK MANAGEMENT

5 ECONOMIC DEVELOPMENT & AMENITIES

6 TRAFFIC, TRUCKS, & PARKING

7 FINANCE & TRANSPARENCY

8 QUALITY OF LIFE & COMMUNITY IDENTITY

Fairburn’s strategic plan was built by asking its elected leadership directly what matters most—not guessing. Through individual interviews, the Mayor and each City Council member defined eight priorities they believe will determine Fairburn’s future success. Those conversations laid the foundation for the goals and strategies in this plan, aligning the council around a shared direction forward. The focus areas that emerged were clear and consistent: a council that leads in alignment and unified execution, a downtown that evolves into a vibrant community and economic destination, and a city that protects affordable housing options even amid rapid growth.

Public safety was emphasized as both a daily expectation and a strategic discipline, strengthened through proactive risk planning and cross-department collaboration. Economic development was prioritized not only in land and infrastructure investments, but in expanding retail, dining, job opportunities, and community amenities residents utilize



and access every day. Traffic flow, freight impact, and long-term parking solutions were raised as core operational needs tied directly to mobility, safety, and business access. Fiscal accuracy and transparency were affirmed as a non-negotiable baseline, ensuring residents can clearly understand city investments, budgets, and how tax dollars are being used.

Finally, quality of life and community identity rose as a defining pillar—because growth only counts if it strengthens pride, connectivity, belonging, and shared community experience. These leadership-defined priorities now anchor a strategic plan that will be tracked, reviewed annually, and executed with accountability.



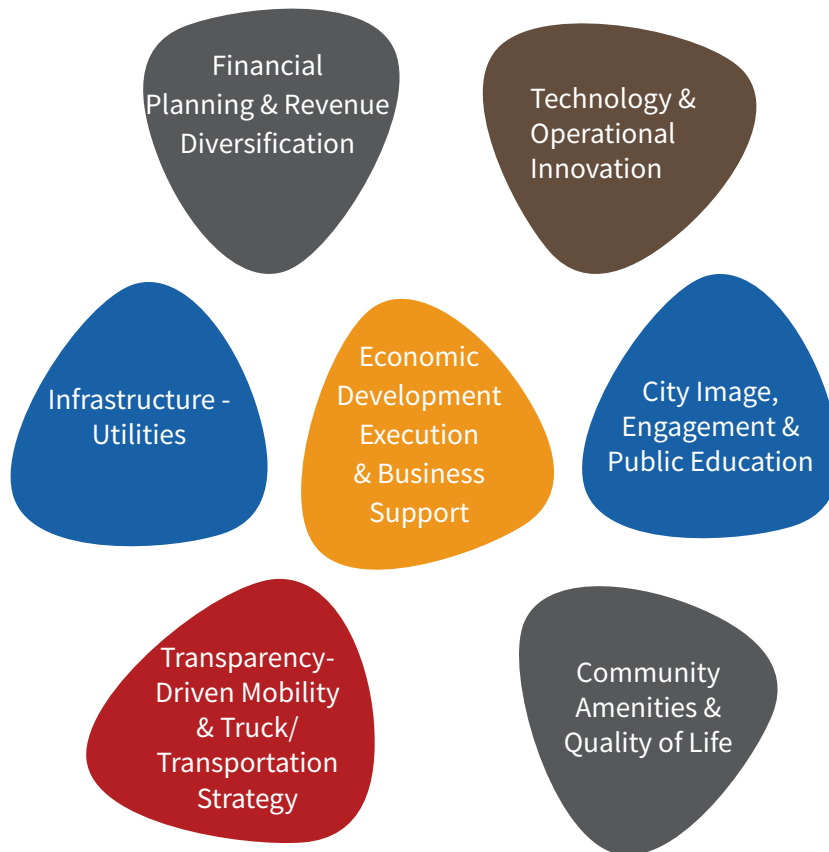
CITY STAFF STRATEGIC INSIGHTS



Fairburn Leaders Insights in Action

Fairburn’s strategic plan was strengthened by direct input from department leaders who understand operations and community needs at ground level. Through one-on-one interviews, staff identified priority investment areas and the smart working practices needed to deliver progress with speed, precision, and accountability. These insights focus on modernizing infrastructure, executing economic growth that expands resident access to amenities, leveraging technology to streamline service, improving mobility while protecting community safety, diversifying revenue beyond taxes, and scaling public engagement that builds trust and participation.

The message from staff is clear: Fairburn is ready to transform how it works—measure what matters, innovate daily practices, and deliver results the community can feel.



“We see the roadmap clearly. Fairburn must modernize utilities, execute economic growth that serves residents daily, invest in smarter systems and mobility, elevate parks and amenities with equity, and diversify revenue for long-term stability. We’re ready to build it, track it, and own the results.”

City department leaders were interviewed to provide transparent, operational input into Fairburn’s strategic plan and future investments. Their insights ensured this plan was shaped not just by community feedback and council vision, but by the people delivering city services every day.

Staff leaders emphasized that Fairburn must continue strengthening core utilities—including water, sewer, and electric reliability—to support current residents and future development. Operational departments highlighted the need for smarter economic growth execution, ensuring commercial development brings daily amenities residents currently leave the city to access, while also supporting local business owners with scalable programs and licensing growth strategies.

City staff identified technology and innovation as non-optional infrastructure, calling for improved mass communications, upgraded reporting and payment systems, and internal collaboration tools that increase city efficiency. Mobility, freight impact mitigation, and

walkability were elevated as a connected investment path, prioritizing safer roads, sidewalk expansion, strategic truck routing, parking solutions, and transparency dashboards that tell residents where progress stands at any moment. Parks and community amenities were raised as strategic investments tied directly to quality of life—not branding talk—highlighting the need for reinvestment in greenspaces, youth and senior supportive facilities, outdoor wellness infrastructure, and downtown public-realm improvements. Finance leaders emphasized revenue diversification through grants, land strategy, long-term fiscal planning, and expanded capital pipelines that protect Fairburn’s financial stability.

Fairburn’s staff leaders were clear: progress must expand opportunity, improve resident experience, modernize infrastructure, and be communicated early, clearly, consistently, and publicly so accountability stays built-in.

VOICES THAT SHAPED THE VISION: WHAT OUR COMMUNITY TOLD US

As Fairburn’s strategic plan took shape, residents played a central role in defining the city’s priorities. Through two interactive town hall sessions, citizens shared candid feedback, practical ideas, and bold aspirations for Fairburn’s future. Their input aligned closely with many of the priorities identified by the Mayor, City Council, and city leaders—affirming that the community and its leadership are moving in the same direction. Below is a summary of the themes that emerged from these conversations.

Community Life & Recreation

Residents expressed a strong desire for more ways to connect, engage, and enjoy daily life in Fairburn. They recommended establishing resident-led clubs—such as art, gardening, knitting, and fitness—reopening the farmers market, and building a modern community center with space for sports, classes, and events. Citizens also asked for expanded youth programs, family-friendly entertainment options like trampoline parks or bowling, and a large venue such as an amphitheater to host performances and citywide gatherings.

Downtown & Beautification

Citizens envision a more vibrant and inviting downtown. They suggested adding colorful landscaping, flowers, enhanced lighting, and routine repainting to bring new energy to public spaces. Residents expressed interest in additional sit-down restaurants, walking trails, gazebos, and improved maintenance to make the area more welcoming for both visitors and locals.

Traffic & Infrastructure

Improving transportation flow and safety was a recurring theme. Residents requested synchronized traffic signals, enhanced street conditions near high-traffic destinations

like the Renaissance Festival, and expanded sidewalks, crosswalks, and lighting. They also advocated for off-street parking options, limits on truck traffic along Valleybrook Drive, and upgrades to water and sewer systems to ensure long-term reliability as the city grows.

Business & Economic Development

Fairburn residents want access to more dining, shopping, and service options within city limits. They expressed support for attracting sit-down restaurants, healthy grocery stores, car dealerships, and auto service centers. Some suggested establishing a land bank to support future development and even exploring the creation of a tourism center to boost local business activity and highlight Fairburn’s unique assets.

Senior Services & Housing

Citizens noted a pressing need for expanded housing options—particularly for older adults. They voiced support for senior living communities, assisted living, and rehabilitation facilities that allow residents to age in place with dignity and access to needed care.

STRATEGIC PRIORITIES FOR AN ALIGNED & ADVANCING FAIRBURN

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As Fairburn continues expanding in population, development corridors, and commercial activity, the city will prioritize investments in roadway improvements, sidewalk networks, stormwater enhancements, water main modernization, sewer reliability, and long-term electric system planning. Improvements will also support freight mitigation strategies, alternative trucking routes, and the evaluation of moving overhead utility lines underground—ensuring infrastructure supports growth rather than limiting it.

STRATEGIC GOALS

Once the four strategic focus areas were finalized, the Mayor, City Council, and departmental leadership worked alongside city staff to define high-level goals for each priority pillar. The strategic goals are outlined in the section that follows, supported by a multi-year implementation framework that details execution approaches, timelines, and accountability measures for achieving measurable progress across all focus areas.



GOAL 1: EXPAND ECONOMIC DEVELOPMENT PRIORITY GOALS

The City of Fairburn will invest in land and improve city assets so that developers will want to build in Fairburn thus increasing the tax base which can then fund citizen programming and services.

Action: Redevelop Downtown utilizing a phased approach within 3 years

Action: Grow the number and quality of developer relationships

Action: Communicate economic development progress (LCI, Economic Develop Plan, Comp Plan, etc.) to all stakeholders on a regular basis

Action: Grow and support local business owners

Action: Pursue land purchases to stimulate economic development

Action: Complete the mixed-use facility north of College Campus

Action: Partner with a non-profit to receive donations from corporate citizens to fund technology and utility discounts/grants



GOAL 2: GROW CITIZEN ENGAGEMENT PRIORITY GOALS

The leaders of the city and staff determined that having an engaged citizenry was important to the city long-term. It was important that citizens be aware of city services and that as many as possible participate in city events to help create the kind of quality of life and sense of community the city desires.

Action: Increase Citizen Participation in City Programs, Events, and Initiatives

Action: Strengthen and Diversify City Communication to Reach All Audiences Effectively

Action: Expand Public Education Opportunities to Increase Community Awareness and Participation

Action: Enhance Council Engagement to Strengthen Communication Between Elected Officials and Citizens



GOAL 3: IMPROVE QUALITY OF LIFE GOALS

The City Council, staff, and citizens all determined that improving quality of life for the City was a key priority. While quality of life is a difficult term to define, it generally refers to an individual's enjoyment and participation in a healthy and vibrant community; one where there is economic opportunity, recreational opportunity, educational access and places to work, dine and play.

Action: Increase opportunities for citizens to improve health

Action: Ensure park equity/access for the community at large

Action: Implement Master Parks Plan including funding priorities

Action: Enhance walkability in the city by executing the trail plan

Action: Enhance relationship with key Parks & Recreation Partners

Action: Reinvest in current recreation facilities



GOAL 4: IMPROVE CITY INFRASTRUCTURE GOALS

As the city grows in population and as new developments occur throughout the city, it's vital that the city invest in roads, water, sewer, alternative transportation routes (trucking), and a continuous improvement of its power utility.

Action: Build out the Fairburn Transportation Plan to make transportation as efficient as possible

Action: Secure two additional long-term water source agreements to protect the water supply and keep costs competitive

Action: Improve reliability and capacity of utility services

Action: Reduce semi-truck access to city roadways

Action: Complete a Feasibility Study and Launch Development of a City Amphitheater

**EXPAND THE
ECONOMIC
DEVELOPMENT OF
FAIRBURN**



The City of Fairburn will invest in land and improve city assets so that developers will want to build in Fairburn thus increasing the tax base which can then fund citizen programming and services.

1. Goal: Redevelop Downtown utilizing a phased approach within 3 years

Strategies to Accomplish Goal	2026	2027	2028	2029
Launch two new restaurants downtown	X	X	X	
Create a vacancy tax ordinance		X		
Cultivate diverse retail and merchandise		X	X	X
Build density within downtown (mixed-use)		X	X	X

2. Goal: Grow the number and quality of our developer relationships

Strategies to Accomplish Goal	2026	2027	2028	2029
Establish regular developer engagements	4	4		
Hold regular internal project development meetings	6	6	6	
Hold regular site visits at key locations citywide	X	X	X	

3. Goal: Communicate economic development progress (LCI, Econ Dev Plan, Comp Plan) to all stakeholders on a regular basis

Strategies to Accomplish Goal	2026	2027	2028	2029
Hold Economic Development citizen engagement meetings (HOAs, Community Ambassadors, Business Alliance, Women’s Expo, etc.)	X	X	X	X

4. Goal: Grow and support local business owners

Strategies to Accomplish Goal	2026	2027	2028	2029
Increase number of business licenses	10%	15%	20%	15%
Hold quarterly small business incubator meetings		X	X	X

5. Goal: Pursue land purchases to stimulate economic development

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete assessment of available land		X	X	
Complete feasibility of the establishment of an Urban Redevelopment Authority (URA), Land Bank		X	X	
Educate Council regarding funding options (best in class funding options, other agency’s experiences)	X	X	X	X

6. Goal: Complete the mixed-use facility north of College Campus

Strategies to Accomplish Goal	2026	2027	2028	2029
Implement LCI Gateway Connectivity Plan – 100 Day Action Plan	X	X	X	

7. Goal: Establish non-profit to receive donations from corporate citizens to fund technology and utility discounts/grants

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete a feasibility analysis of non-profit including best practices & other agency successes		X	X	
Secure initial funding for non-profit			X	X

GROW CITIZEN ENGAGEMENT



A significant part of any City plan is to keep citizens informed on City activities and plans to ensure broad participation in the community events that serve their needs. Fairburn will invest in a variety of methods to grow citizen communication and event participation. We do this to build a sense of community, connection and transparency between government and citizens.

1. Goal: Increase Citizen Participation in City Programs, Events, and Initiatives

Strategies to Accomplish Goal	2026	2027	2028	2029
Identify key city events to measure and track for attendance and engagement	X			
Establish a standardized method for measuring participation and engagement	X			
Expand event locations to reach more neighborhoods and communities		X		
Conduct a Citizen Sentiment & Engagement Survey to guide programming	X			
Create city events that support downtown activation	10%	10%	10%	10%
Reinstitute the Farmer’s Market (Fairburn Exchange)	X			
Launch new Council-Supported Community Give-Back Initiatives		X	X	
Increase the number of events at Duncan Park		+1	+1	

2. Goal: Strengthen and Diversify City Communication to Reach All Audiences Effectively

Strategies to Accomplish Goal	2026	2027	2028	2029
Expand the number of Communication Channels used to reach diverse audiences (e.g., digital, print, broadcast, community-based outreach)	2+	1+	1+	
Launch Hispanic Radio and Television Outreach to engage Spanish-speaking residents	X			
Increase communications staff capacity to support city growth and rising engagement demands	X			
Increase social media reach and followers across all platforms	20%	20%	20%	20%

3. Goal: Expand Public Education Opportunities to Increase Community Awareness and Participation

Strategies to Accomplish Goal	2026	2027	2028	2029
Host quarterly Public Education Meetings at various locations throughout the city to ensure accessibility and inclusivity		X	X	X
Launch and grow Fairburn University, an ongoing civic education program to inform residents about city operations, services, and engagement opportunities	X	10%	10%	10%

4. Enhance Council Engagement to Strengthen Communication Between Elected Officials and Citizens

Strategies to Accomplish Goal	2026	2027	2028	2029
Host quarterly Council-led Community Forums to share updates, address concerns, and gather citizen feedback		X	X	X
Implement a Proactive Reputation Management Program, including timely and transparent responses to Open Records Requests (ORR)	X			

QUALITY OF LIFE IMPROVEMENTS



Quality of life is a broad topic that encompasses many aspects of community living. It includes things like safety, ease of transportation, the variety of transportation, such as trails, community meeting spaces, community events, and more. In this section, we will outline several strategies to accomplish quality of life goals that have been set forth by the City Council.

1. Goal: Increase opportunities for citizens to improve health

Strategies to Accomplish Goal	2026	2027	2028	2029
Launch a branded fitness campaign	X			
Conduct free fitness classes for citizens	20	50	50	60
Complete community health screenings	6	10	12	12
Add free outdoor exercise stations to Fairburn Parks		X	X	X

2. Goal: Ensure Park equity access for the community at large

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete a study to determine Citizen park transportation needs	X	X		
Implement a bike rental program		X		
Build a new dog park at Duncan Park		X	X	
Identify city-owned property for future parks	X	X	X	

3. Goal: Implement Master Parks Plan including funding priorities

Strategies to Accomplish Goal	2026	2027	2028	2029
Prioritize all aspects of the plan	X			
Create implementation milestones for all plan activities	X	X		
Partner with local businesses to sponsor park improvements		X	X	
Launch new Parks & Recreation branding campaign		X		
Install public art elements at parks	X	X	X	

4. Goal: Enhance walkability in the city by executing the trail plan

Strategies to Accomplish Goal	2026	2027	2028	2029
Present Council with proposed plan for Fairburn Trial System		X		
Identify walkable routes in Fairburn		X		
Complete easement access and engineering			X	X

5. Goal: Enhance relationship with key Parks & Recreation Partners

Strategies to Accomplish Goal	2026	2027	2028	2029
Identify and meet with key parks partners	1	4	6	8
Meet with Georgia professional sports team	1	1	2	2

6. Goal: Reinvest in current recreation facilities

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete Youth Center renovations	X			
Prioritize renovations of all city owned baseball fields	X			
Establish renovation implementation plan	X	X		
Establish ongoing Parks Service Agreement	X	X	X	X

IMPROVE INFRASTRUCTURE

It is important that the City focus on infrastructure during the next 5-7 years so that economic development and citizen services can flourish. As traffic changes and utilities modernize, we want to be engaged so that our services and infrastructure do not restrain development.

1. Goal: Build out the Fairburn Transportation Plan to make transportation as efficient as possible

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete Duncan Park access road by EOY 2027		X		
Determine how to best fund sidewalk improvements		X		
Determine and initiate transportation funding method - T-SPLOST or SPLOST by EOY 2027	X	X		
Complete a parking study for the downtown			X	

2. Goal: Secure two additional long-term water source agreements to protect the water supply and keep costs competitive

Strategies to Accomplish Goal	2026	2027	2028	2029
Collaborate with cities to discuss need/interest	X			
Develop a plan to enhance the existing water authority		X		
Develop and secure a funding method			X	X
Begin construction of a central plant				X

3. Goal: Improve reliability and capacity of utility services

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete in-house feasibility study to relocate utilities underground		X		
Relocate overhead utilities downtown to underground from 74 Loop to Hwy 138			X	X
Continue tree pruning services for the entire electric system to enhance pedestrian access	X	X	X	X
Launch and promote new customer portal for utility services to citizens		X		
Complete a report that assesses streetlight placement		X		

4. Goal: Reduce semi-truck access to city roadways

Strategies to Accomplish Goal	2026	2027	2028	2029
Complete assessment of new truck mitigation methods with City staff and/or Traffic Engineer		X		
Implement new traffic mitigation methods			X	
Increase CSX bridge fines	X			

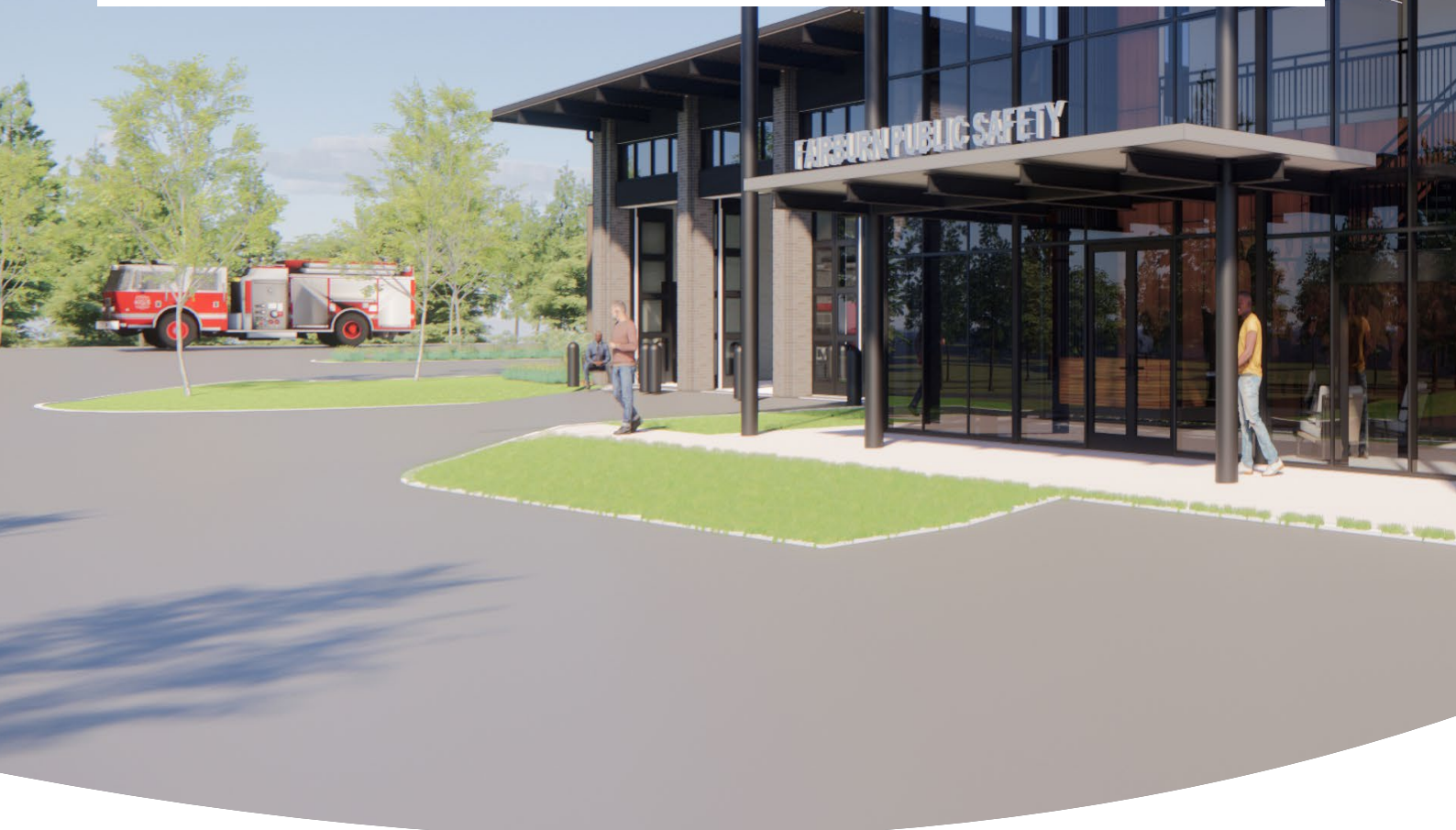
5. Goal: Complete a Feasibility Study and Launch Development of a City Amphitheater

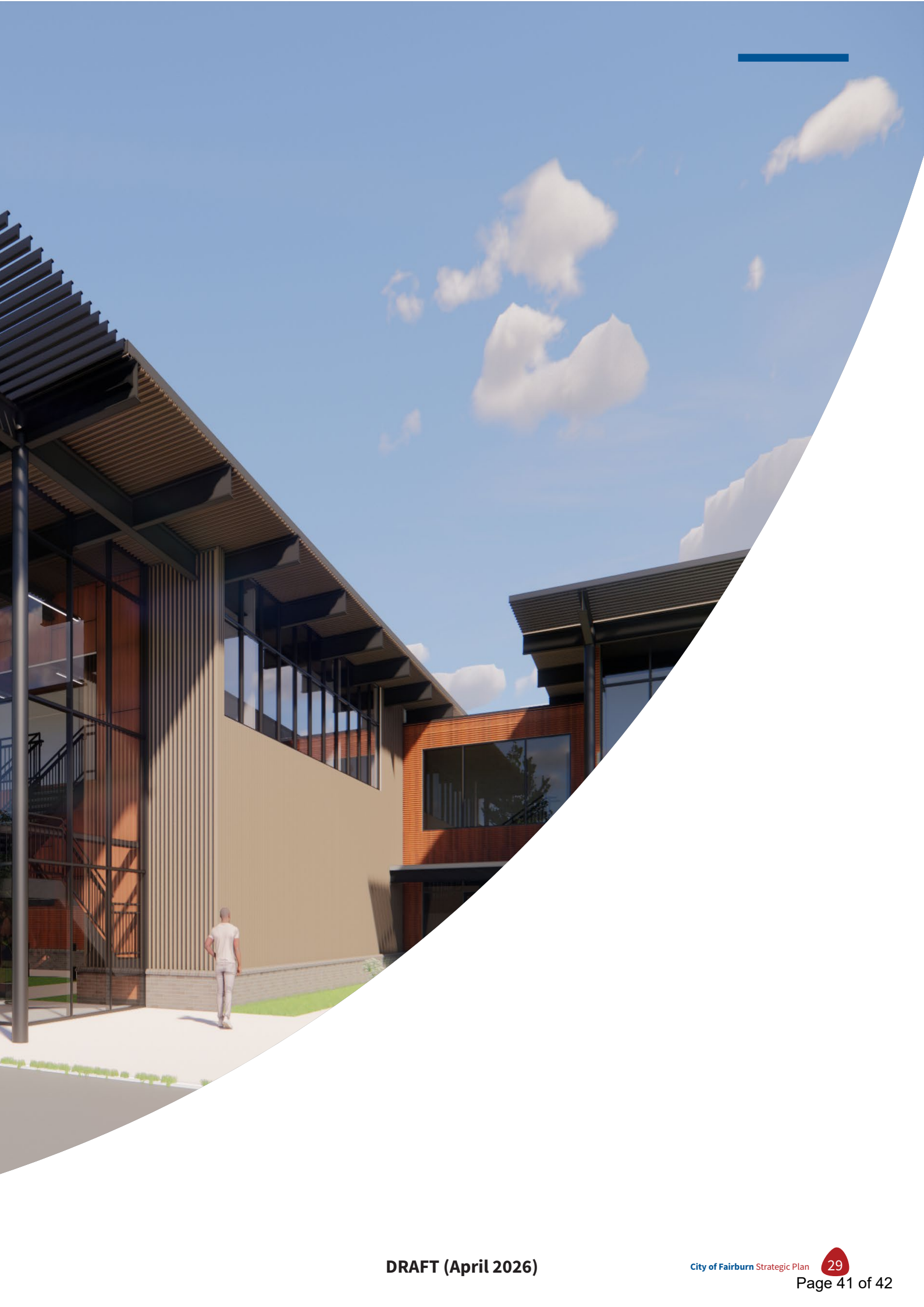
Strategies to Accomplish Goal	2026	2027	2028	2029
Present amphitheater vision to Mayor & Council for feedback and direction		X		
Develop Conceptual Artist Renderings to illustrate potential design and community benefits		X		
Prepare Architectural Drawings and obtain detailed cost estimates			X	
Secure funding through grants, sponsorships, and budget allocations			X	
Initiate Construction of the amphitheater				X

SUSTAINING FAIRBURN'S STRATEGIC MOMENTUM

Fairburn's strategic plan is designed to be accessible, adaptive, and accountable. City staff will proactively distribute the plan through public channels—including the city website, City Hall, and municipal administrative facilities—ensuring residents and stakeholders always have visibility into the city's direction, priorities, and progress commitments. The plan is structured to operate as a living framework, reviewed and refined annually based on evolving conditions, community sentiment, policy shifts, population trends, economic growth, and regional infrastructure needs. The Mayor and City Council will formally evaluate plan updates during annual leadership retreats, while continuing to integrate community input through town halls and structured engagement forums year over year.

To support transparency and execution discipline, departmental leadership will implement ongoing performance tracking, translating strategic goals into measurable outcomes and monitored progress markers. Staff will utilize centralized digital tools and standardized reporting systems to evaluate implementation milestones, measure impact rates, and monitor governance alignment across departments. Strategic progress, outcomes, and investment impact will be reviewed at regular City Council meetings and consistently published through public communication channels, reinforcing Fairburn's commitment to shared ownership, operational excellence, and resident-first accountability.







City of Fairburn
314 NW Broad Street
Fairburn, GA 30213
Tel: (770) 964 2244
Email: communications@fairburn.com
Website: www.fairburn.com