



DeKalb County Government
Planning and Sustainability
Office of Recreation, Parks & Cultural Affairs

THIS AGREEMENT made **December X, 2025** (hereinafter “Effective Date”) by and between DEKALB COUNTY, a political subdivision of the State of Georgia (hereinafter “County”), and Georgia State University Research Foundation (GSURF), a Georgia nonprofit corporation supporting Georgia State University (GSU), a University System of Georgia member-institution in the administration of the Sponsored grants and contracts located at 58 Edgewood Ave. SE, 3rd Floor, Atlanta, GA 30303, (hereinafter “Contractor”), shall constitute the terms and conditions under which Contractor shall provide the research, design and implementation services outlined herein.

RECITAL

WHEREAS, the County is presently engaged in the development of the Stone Mountain Trail Master Plan, a comprehensive planning initiative aimed at assessing current trail conditions and identifying improvements to enhance safety, connectivity, and public access; and

WHEREAS, The County intends, as part of the plan, to utilize the talents and expertise of Contractor’s students and faculty carry out a component of the Master Plan entitled “*Reimagining the Stone Mountain Trail as a Cultural Corridor*” as further described in the Scope of Work in **Attachment A**.

NOW THEREFORE, in consideration of the mutual covenants and promises herein, the County and Contractor agree as follows:

1. Project

- a. Unless otherwise specified, all work on the Project) performed on behalf of Contractor shall be completed by GSU employees.
- b. The Project period of performance shall begin on **Month 00, 2025** and end on the Agreement Termination Date in Section 3(a).
- c. Contractor will use its own facilities and its reasonable efforts to conduct the Project.
- d. The manner of performance of the Project shall be determined solely by the Principal Investigator. Contractor does not guarantee specific results.

- e. In the event that the Principal Investigator becomes unable or unwilling to continue the Project, and a mutually acceptable substitute is not available, The County may terminate this Agreement upon sixty (60) days prior written notice to Contractor.
- f. The County understands that GSU as a research university may be involved in similar research on behalf of itself and others. GSU shall be free to continue such research provided that it is conducted separately from the Project, and The County shall not gain any rights via this Agreement to other research.
- g. Contractor does not guarantee that any intellectual property will result from the Project or that any resulting intellectual property will be free of dominance by others' rights.

2. Compensation

- a. This is a Fixed Price Contract. In consideration of the services performed pursuant to this Agreement, The County shall pay a total amount of 300,000.00 (Three Hundred Thousand) US. Dollars in accordance with **Attachment B – Budget**. Payments should be sent to the following address.

Georgia State University Research Foundation, Inc.
P.O. Box 3999
Atlanta, Georgia 30302-3999

- b. Contractor will invoice The County according to the following **schedule**. The County shall pay invoices within thirty (30) days from the date of the invoice. Invoices should be submitted as follows:

If electronically, to the following address: email address; attn. Name

If a physical invoice is required: **Dekalb County**

Address

City, State Zip

- 3. Contractor shall be allowed to re-budget funds without prior written approval from The County so long as such re-budgeting does not result in a modification to the Project and/or a change in the payments under this Agreement.
- 4. Contractor shall retain title to all equipment purchased and/or fabricated by it with funds provided by The County under this Agreement.
- 5. If at any time Contractor determines that it will require additional funds for the completion of the Project, it shall notify The County and provide an estimate of the additional amount necessary to complete the Project. The County shall not be liable for any costs in excess

of the amount set forth in Project Budget unless set forth in a written amendment to this Agreement signed by the authorized representatives of the Parties.

6. Tax Payments. The County acknowledges that Contractor is a non-profit entity and not subject to tax. All payments made to Contractor under this Agreement shall be made free and clear of any tax, withholding or other governmental charge or levy (other than taxes imposed on the net income of GSURF), all such non-excluded amounts being “Taxes.” Should The County be obligated by law to withhold any Taxes on such payments, the payment due hereunder shall be increased such that after the withholding of the appropriate amount Contractor receives the amount that would have been paid but for the Taxes withheld. Should Contractor be obligated to pay such Taxes, and such Taxes were not satisfied by way of withholding, The County shall promptly reimburse Contractor for such payment, in an amount such that after the payment of the Taxes, Contractor has received the same amount that it would have received had such Taxes not been payable.

7. Term and Termination.

- a. The term of this Agreement shall commence on the Effective Date and terminate on December 31, 2025. This Agreement may be renewed under mutually agreeable terms and conditions which are agreed to in writing by both parties.
- b. Either party may terminate this Agreement for any reason upon ninety (90) days prior written notice to the other.
- c. In the event that either party shall be in default of its material obligations under this Agreement and shall fail to remedy such default within sixty (60) days after receipt of written notice thereof, this Agreement shall terminate upon expiration of the sixty (60) day period.
- d. Termination or cancellation of this Agreement shall not affect the rights and obligations of the parties accrued prior to termination. Upon termination, The County shall pay Contractor for all services properly rendered, monies properly expended, and non-cancelable commitments by the Contractor through the date of termination.
- e. If the Project involves human subjects, GSURF/GSU may terminate this Agreement upon oral notice (promptly followed by written notice) to The County if GSURF/GSU determines that termination of the Project is necessary for the safety of the Project subjects.
- f. Any provisions of this Agreement which by their nature extend beyond termination shall survive such termination. If human subjects are involved and this Agreement is terminated before completion of the Project, GSURF/GSU shall cease enrolling Project subjects immediately (or, in the case of termination by the County, as soon as GSURF/GSU has been notified of such termination), and shall cease conducting the activities set out in the approved Contractor IRB protocol to the extent that

doing so is permissible and appropriate. The County and GSURF/Contractor shall negotiate in good faith on the subsequent treatment or transfer of the Project subjects.

8. Publicity. The County shall not use the name of Contractor or Georgia State University (“GSU”), the Board of Regents of the University System of Georgia, or any person performing the Project, in any publicity, advertising, or news release without the prior written approval of an authorized representative of Contractor. Contractor shall not use the name of The County or any employee of The County in any publicity, advertising, or news release, without the prior written approval of The County. As an exception to the foregoing, Contractor shall have the right to i) acknowledge in scientific publications and presentations the support provided by The County for the research performed under this Agreement, and ii) reference the County and existence of this Agreement, but not the details of the Agreement, if required to do so as part of a reporting obligation.
9. Reports and Conferences. During the time period during which the Project is being performed, Contractor agrees to make representatives of the persons performing the Project available to meet with representatives of The County at times mutually agreed upon to discuss the Project. Contractor agrees to have a final written report of the Project submitted to The County no later than forty-five (45) days after the earlier of the termination of this Agreement or the completion of the Project.
10. Publication and Academic Rights.
 - a. The County recognizes that a primary objective of research conducted by Contractor is the generation and dissemination of knowledge to benefit the public. The results of the Project may be publishable and the parties agree that the Principal Investigator and other persons performing the Project shall be permitted to present at symposia and professional meetings and to publish in journals, theses, or dissertations, or otherwise of their own choosing. In order that The County may (i) assess the patentability of any invention described in the material, and (ii) review the material for Confidential Information provided by the County, Contractor will submit any proposed publication materials to The County for review and comment at least thirty (30) days prior to planned submission of such proposed publication. The County will notify Contractor within thirty (30) days of receipt of such materials whether they (i) describe any Invention(s) subject to the parties’ rights under Sections 7 and 8 or (ii) contain The County Confidential Information. Upon notice, Contractor shall remove The County Confidential Information from the proposed publication and may agree to delay submission of the publication for up to thirty (30) days to allow for the parties to seek patent protection for such invention or discovery. In all cases, Contractor shall have the final authority to determine the scope and content of any publications.
 - b. The Principal Investigator and other persons performing the Project may discuss the Project with other individuals for scientific or research purposes but shall not reveal The County’s Confidential Information (as defined in Section 6).

- c. Should the parties agree that The County will lead publication efforts, The County agrees to (i) determine authorship of such publication in accordance with generally accepted principles for scholarly publications, (ii) provide Contractor an opportunity to review and comment in advance of publication similar to that given to The County in 5.a. above, and (iii) refer to Contractor as a research location in any publication.

11. Confidential Information. During the course of the Project, either Party may disclose to non-public information to the other that is proprietary, commercially valuable, or otherwise sensitive (“Confidential Information”). Such information shall only be considered Confidential Information if identified as confidential at the time of disclosure, either: (i) in writing and marked as “Confidential,” “Proprietary,” or with a similar designation; or (ii) if disclosed orally or visually, is identified as confidential at the time of disclosure and confirmed in writing within 30 days of disclosure. Confidential Information does not include information that is:

- i. is already in the recipient party’s possession at the time of disclosure;
- ii. is or later becomes part of the public domain through no fault of the recipient party;
- iii. is received from a third party having no obligation of confidentiality to the disclosing party;
- iv. is independently developed by the recipient party; or
- v. is required by law or regulation to be disclosed.

In the event that information is required to be disclosed pursuant to subsection (v), the party required to make disclosure shall notify the other to allow the party to assert whatever exclusions or exemptions may be available to it under such law or regulation.

12. Patents and Copyrights.

a. Definitions.

“Background Intellectual Property” means any Invention(s), intellectual property rights (including patent applications, patents, extensions, trademarks, copyrights and/or rights in non-public information) or data (i) owned by a party prior to the Effective Date, or (ii) developed, invented, created, generated, or obtained by a party independent of the Project performed pursuant to this Agreement and without reliance upon or use of the other party’s Confidential Information.

“Invention(s)” means any improvement, design, invention, or discovery that is or may be patentable or otherwise protectable under applicable US laws, including copyrightable works.

“Project Invention(s)” means any Invention(s) that are conceived, created, and reduced to practice resulting from the Project.

- b. Except as needed to conduct the Project during the Term, no rights or licenses to either party's Background Intellectual Property are transferred or granted as part of this Agreement.
- c. All right and title to Project Invention(s) made solely by employees of The County shall belong to The County and such Inventions shall not be subject to the terms and conditions of this Agreement. All right and title to Project Invention(s) made solely by one or more employees of GSU or made using GSU facilities ("Contractor Project Invention(s)") shall belong to Contractor. All right and title to Invention(s) related to the Project made jointly by one or more employees of Contractor and The County ("Joint Project Invention(s)") shall be owned jointly between Contractor and The County.
- d. Upon receipt by its Office of Technology Transfer & Commercialization, Contractor will promptly and fully disclose in writing to The County any Contractor Project Invention(s) or Joint Project Invention(s). The County shall promptly and fully disclose to Contractor any Joint Project Invention(s) as it is made aware. The County may at its discretion request Contractor file patent applications covering Contractor Project Invention(s) or Joint Invention(s) and The County shall reimburse Contractor for all costs associated with the preparation, prosecution, and maintenance of such patent applications. Contractor shall keep The County informed as the prosecution and maintenance of the patent applications and shall provide or cause counsel to provide The County with copies of related patent correspondence. Inventorship shall be determined in accordance with US patent law and ownership of such patent applications shall follow inventorship. If The County, (i) elects not to request Contractor to file for patent protection, or (ii) at any time fails to make timely reimbursement for costs associated with maintaining and prosecuting a patent application for which it requested Contractor to file, then Contractor shall have a right, but no obligation to pursue protection or continue prosecution and maintenance for any Contractor Project Invention(s) or Joint Project Invention(s) at its own discretion and with no obligations to The County.
- e. GSU investigators, including the Principal Investigator, own copyright in their scholarly works. Scholarly works resulting from the Project are not subject to the terms of this Section.

13. Grant of Rights. Provided The County has paid Contractor the full costs associated with the Project and subject to the preexisting rights of any third party, including without limitation the US government, Contractor grants to The County, (i) a non-exclusive license to use GSURF's rights in any Project Invention(s) for internal research and development purposes, and (ii) an option to negotiate, at its discretion a non-exclusive or exclusive license for commercial purposes in the County's field of business. Such option shall extend from the date The County is notified of a Project Invention by Contractor and extend for six (6) months (the "Option Period"). The County may execute its option at any time during the Option Period by providing written notice to Contractor and the parties will then negotiate in good faith a non-exclusive or exclusive license agreement (as applicable) for up to six (6) months (the "Negotiation Period"). If the parties are unable to reach a

definitive agreement by the completion of the Negotiation Period, then subject to the non-exclusive license granted in (i) above, Contractor shall be free to license its rights in the Project Invention(s) as it sees fit. In all cases, Contractor reserves a right on behalf of itself and its research collaborators to use Project Invention(s) for research, academic, and scholarly purposes.

14. **Liability.** The County agrees to indemnify and hold harmless GSURF, GSU, the Board of Regents of the University System of Georgia, the Principal Investigator and others involved in the Project from any liability, loss or damage that may be suffered as a result of claims, demands, costs or judgments against them arising out of the activities to be carried out pursuant to the obligations of this Agreement, including but not limited to (i) the use by The County of the results obtained from the activities performed by GSURF, and (ii) any right or license granted to The County.
15. **Independent Contractor.** For the purposes of this Agreement and all services to be provided hereunder, the parties shall be, and shall be deemed to be, independent contractors and not agents or employees of the other party. Neither party shall have authority to make any statements, representations, or commitments of any kind or to take any action which shall be binding on the other party, except as may be expressly provided herein or authorized in writing.
16. The primary points of contact for this Agreement, including all required notices hereunder, unless otherwise specified shall be as follows:

Administrative /Contractual Matters:

GSURF	Dekalb County
Georgia State University Research Foundation 58 Edgewood Avenue NE, 3rd Floor Atlanta, Georgia 30303 Attn: Timothy Gehret Email: GSURFawards@gsu.edu Copy: Mary Elizabeth Boucebc Email: mtylerbloucebc1@gsu.edu	The County Name: Address: Phone: Email:

For Technical Matters:

GSURF	Dekalb County
Fernando Rochaix 315 Panthersville Rd Decatur, GA, 30021 Phone: 678-891-2608 Email: frochaix@gsu.edu	Name: Address: Phone: Email:

17. **Results of Project.** Contractor will conduct the Project in accordance with generally-accepted professional standards of workmanship and effort at a quality comparable to research performed at major public and private research universities within the United States. The County understands that all research is experimental in nature and that the outcome of the Project is inherently uncertain and unpredictable. The County agrees and

acknowledges that Contractor has not made and does not make any representation, guarantee or warranty, express or implied, regarding the results of the Project. CONTRACTOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND HEREBY DISCLAIMS ALL SUCH WARRANTIES AS TO ANY MATTER WHATSOEVER INCLUDING, WITHOUT LIMITATION, WARRANTIES WITH RESPECT TO: (i) THE PROJECT AND ANY RESULTS OF THE PROJECT; (ii) DATA, REPORTS, INFORMATION OR RESEARCH PROVIDED BY EITHER Contractor OR THE COUNTY; AND (iii) ANY INVENTION OR PRODUCT, OR OWNERSHIP THEREOF, WHETHER TANGIBLE OR INTANGIBLE, TESTED, CONCEIVED, DISCOVERED, OR DEVELOPED IN THE PROJECT OR IN CONNECTION WITH CONDUCTING THE PROJECT UNDER THIS AGREEMENT.

18. Export Controls.

- a. Each party acknowledges that any information or materials provided by the other under this Agreement may be subject to U.S. export control laws and regulations, including the International Traffic in Arms Regulations (“ITAR”, 22 CFR Chapter 1, Subchapter M, Parts 120-130), Export Administration Regulations (“EAR”, 15 CFR Chapter VII, Subchapter C, Parts 730-774), and Assistance to Foreign Atomic Energy Activities (10 CFR Part 810); each party agrees to comply with all such laws.

19. Miscellaneous.

- a. Unless otherwise agreed to in writing by the Parties, this Agreement may not be assigned by either Party without the prior written consent of the other.
- b. If any provision of this Agreement is held to be unenforceable for any reason, that unenforceability shall not affect the enforceability of any other provision of this Agreement, and the Parties shall negotiate in good faith to substitute an enforceable provision with similar terms.
- c. This Agreement may be executed in two (2) or more counterparts, each of which is deemed an original, but all of which together constitutes one instrument.
- d. The Section and Article headings in this Agreement are for reference only and shall not affect the interpretation or meaning of any provision of this Agreement.
- e. Unless otherwise specified, this Agreement and its Attachments embody the entire understanding between Contractor and The County with respect to the Project, and any prior or contemporaneous representations, either oral or written, are hereby superseded. No amendments or changes to this Agreement, including, without limitation, changes to the scope of the Project, period of performance or budget, shall be effective unless made in writing and signed by authorized representatives of the parties.

- f. This Agreement shall be governed by, construed, and enforced in accordance with the laws of the State of Georgia.
- g. GSU is an agency of the State of Georgia, as defined in O.C.G.A. § 50-5-82 and may serve as an assignee or third-party beneficiary to any the Countyed contract to which Contractor is a party. Accordingly, The County acknowledges and agrees that all laws, provisions, requirements, and restrictions applicable to contracts with state agencies are hereby incorporated into and shall govern this Agreement with Contractor

[Signature page follows]

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representatives.

**Georgia State University
Research Foundation, Inc.**

**Dekalb County, Georgia
Planning and Sustainability**

Signature

Signature

Printed Name

Printed Name

Title

Title

Date

Date

1. Trail Map with Landmarks and Previous Perimeter College Murals

1. Trail Map with Landmarks and Previous Perimeter College Murals



2. Executive Summary

The *Stone Mountain Trail Cultural Corridor* will lay the foundation for transforming a 5-mile stretch of the Stone Mountain Bicycle Trail into an innovative public art destination. This one-year project will design artistic crosswalks and path markings along the trail connecting the Avondale Estates MARTA station to Clarkston. Once installed by outside vendors after the year-long design phase funding period, it will transform an essential transportation corridor into a landmark cultural asset that celebrates local heritage, promotes public safety, and strengthens community bonds.

Instead of hiring professional muralists, the GSU student design team will engage community members and stakeholders through participatory design (PD) workshops and events. The data collected through these workshops will inform future projects. There will be multiple iterations of each crosswalk design. Each iteration will have community input, from design to prototypes to final renderings.

Georgia State University, Perimeter College (GSU, PC) objectives related to the one-year design project are as follows:

- Provide unprecedented opportunities for community engagement, corresponding with the fourth pillar of GSU's strategic plan: *Identity and Placemaking*.
- Offer paid opportunities for GSU, PC students in creative professional fields. These kinds of opportunities are often lacking for undergraduate students in the Fine Arts.

After installation by outside vendors, the designs will facilitate the following **DeKalb County Outcomes**:

- Increase trail usage through enhanced safety and community engagement.
- Generate an economic impact through increased tourism and local business activity.
- Reduce vehicle speeds at high-traffic intersections with "artistic calming."

A GSU design team will coordinate work across three municipalities. The project builds on proven models of creative placemaking that have demonstrated success in similar contexts nationwide and internationally. This project presents a unique opportunity to develop designs for the trail, a vibrant outdoor gallery that celebrates local culture, promotes access, and fosters a sense of place.

3. List of Locations for Artistic Crosswalks along the Trail

After having completed field assessments, we will facilitate designs for fifteen major intersections, ten small restriping areas along the trail (entrances to parking lots, businesses, pocket parks, etc.), and two pedestrian byways. The list below identifies the street locations for each design. Please note that the installation/painting of these areas is beyond the scope of this project and should be completed by professional contractors who specialize in thermoplastic applications. (See recommendations for specifications of future installation vendors in the project standards at the end of this document.)

Major Intersections

Extra Large (twice the size of any of the other intersections under consideration)

1. **Sam's Crossing - East Ponce de Leon Ave**

Large (any intersection bigger than the crosswalk in Clarkston at Market St - Vaughan St)

1. Mell Ave - Church St
2. Glendale Rd
3. N Decatur Rd
4. Laredo Dr (Wells St - Pine St)

Medium (approximately the same size as the crosswalk in Clarkston at Market St - Vaughan St)

1. Church Street Entrance

2. Norman Rd
3. Market St
4. Indian Creek
5. Lovejoy St
6. Church St - Park N Blvd
7. Chestnut St
8. Rockbridge Rd
9. N Clarendon Ave
10. DeKalb Industrial Way

Small Restriping Areas

1. Wilson Street
2. Rayford Trail
3. Mauck St.
4. Woodland Ave
5. Robinson Ave
6. Kelly St
7. Cedar St
8. Walnut St
9. Old Rockbridge Rd
10. Marta Administration Building

Pedestrian Byways

1. Roland St. Byway (whole street between North Indian Creek and Norman Rd)
2. 285 Overpass Bridge

We will conduct four participatory design workshops for each of the four large intersection murals listed above, targeting local business owners, residents, and MARTA employees. Workshops will result in a unique design for each of the large intersections. The data we collect during the workshops will also allow us to plan the designs of the ten medium crosswalk murals, as well as the extra-large crosswalk at Sam's Crossing. The color palette for the large and medium murals will determine the colors for the small restriping locations along the trail. Unity in color choice will bring cohesion to the entire length of the trail that is addressed in this phase of the project.

Regarding the pedestrian byway on Roland St between North Indian Creek and Norman Rd in Clarkston: although this is not a crosswalk, for added safety, the area needs to better demarcate that people, bikes, and cars share the same road. As the project's hallmark, we will provide a design for the I-285 trail overpass bridge. These designs could be our best asset in advertising the initiative to the rest of the city.

4. Methodology: Community Engagement and Participatory Design Strategies

Participatory Design (PD) democratizes design processes by engaging stakeholders as co-designers. Methodologically, PD and other media-based methods are transformative because

they re-center art practice to include more than one artistic voice. This process reorients power and decision-making toward residents, business owners, and other stakeholders as co-researchers in the development of design solutions. However, participatory methods alone do not guarantee equitable collaboration. True co-design requires humility and ongoing negotiation of expertise and authority between outside designers and local communities.

Our Approach to Participatory Design

Our research begins with data collection through surveys and community workshops. Our team will conduct participatory design workshops with different stakeholder groups in Avondale Estates, Scottdale, and Clarkston (civic, religious, educational, artistic, etc.). In the design workshops, participation with the team will need to be enacted equitably and include different modalities of engagement available to a diverse range of stakeholders. Inclusive engagement encourages users and non-users to address issues, obstacles, and perceived injustices within communities through narrative-based interventions and interactions.

The team will cooperatively develop templates, design docs, and manuals with the community on using art for cultural heritage storytelling and placemaking. Such work will be approached with cultural sensitivity and co-creative practices. Community toolkits are not new interventions, and the majority intend to make research a tangible benefit, not after but during the equitable exchange of ideas and identities. This approach process intends to support the fidelity and relevance of resident stories. It also validates stakeholder experiences and fosters a sense of ownership of space and place along the trail. Finally, this physical-socio-cultural connection empowers participants to claim agency, therefore educating and engaging the broader community in a dialogue of understanding and compassion.

The work developed through the co-design workshops will result in user-generated designs. The content is produced both through human collaborators engaged in the co-design process and with mixed workshop initiatives. As part of the co-design effort, workshop attendees need to be involved in every aspect of the project, from intention setting to the moderation of user-generated content from within their community.

To do this work, the team plans an approach similar to the co-design for public art efforts. The process involves receiving feedback and insights from the community about how they view public media and the process of designing public art. Such an approach sets the intention of the work framed by the community instead of the workshop organizers. The same occurs on the back end, where the community develops its own criteria to evaluate the work being created and its capacity to do justice to the culture or community it is representing and its situatedness in the place. The latter is crucial as the community becomes stewards of these spaces once the crosswalks have been painted.

Having a co-designed evaluative structure in place makes this outcome easier. This process breaks down into initial brief, co-brief, co-design, design competitions, sentiment analysis, ranking/voting, and integrating. The last four items help to solidify expectations for user-generated content as part of the public art through the cooperative development of artifacts. These artifacts are then evaluated by the community through sentiment analysis, providing insights into how others feel when discussing the work through ranked choice and voting. From

here, the final pieces can be evaluated against benchmarks before they are integrated into the project.

5. Proposed Stakeholder Engagement Framework

The success of this initiative depends heavily on structured, consistent input from key community representatives and technical experts. To ensure comprehensive oversight and meaningful community representation, we propose establishing a volunteer advisory body that will guide the project through its development until after the funding period, when vendors for installations are identified. We will need the help of the county to identify possible volunteers from governmental entities. This group will meet regularly to review progress, provide strategic direction, and ensure the project maintains alignment with community needs and technical requirements. The advisory structure creates a clear channel of communication between the GSU, PC design team, municipal stakeholders, and community members while establishing accountability for project outcomes.

Core Advisory Group (meets monthly)

- One business owner and at-large city government representative from each municipality
- Three local artists
- Two GSU design team members
- Other possible technical advisory members identified by the county may include, but are not restricted to: a transportation planner (MARTA), a municipal public works representative, a trail safety expert, an accessibility advocate, a transportation engineer, and an environmental specialist.

6. Proposed Marketing and Communications Strategy

A comprehensive marketing and communications strategy is essential to achieve DeKalb County's outcomes of increasing trail usage, enhancing public safety, and fostering community engagement along the Stone Mountain Trail Cultural Corridor. Our project framework outlines a multi-channel approach to reach diverse stakeholders across three municipalities while building awareness, participation, and long-term community investment in the project.

The strategy prioritizes inclusive, multi-lingual communications and leverages both traditional and digital platforms to ensure broad reach across different demographic groups. By establishing a digital presence with grassroots community outreach, we will create multiple touchpoints for residents to engage with the project throughout its development.

Key to the marketing framework is maintaining consistent messaging about safety improvements, cultural celebration, and community ownership - themes that directly support DeKalb County's vision for this transformative infrastructure project. The following plan outlines how we will execute this strategy across five core areas, which include: brand development, digital presence, traditional media, community communications, and evaluation metrics.

1. Brand Development

Visual Identity

- Project name and logo design
- Style guide for all materials
- Branded wayfinding elements
- Consistent color palette
- Typography standards

Key Messages

- Cultural connectivity theme
- Safety and accessibility focus
- Community ownership narrative
- Economic development benefits
- Environmental stewardship

2. Digital Presence

Website Features

- Interactive trail map
- Team bios
- Event calendar
- Community story archive

Social Media Strategy

- Weekly project updates
- Community events and engagement
- Project milestones and news
- Behind-the-scenes content

3. Traditional Media Outreach

Press Strategy

- Quarterly press releases
- Media kit development
- Human interest stories
- Ted Terry, Op-ed, AJC; Decaturish, etc.

Print Materials

- Trail maps and guides
- Event posters and flyers

4. Community Communications

Direct Outreach

- Monthly digital e-newsletter
- Door-to-door canvassing
- Community board postings

Partnership Communications

- Municipal websites
- Tourism bureaus
- Chamber of Commerce
- Arts organizations
- Educational institutions
- MARTA

5. Evaluation and Metrics

Digital Analytics

- Website traffic and engagement
- Social media reach and interaction
- Email open and click rates
- Online survey responses

Traditional Media Metrics

- Press coverage tracking
- Event attendance
- Partnership engagement
- Community feedback

7. Project Timeline and Implementation Plan

This 12-month implementation plan outlines our systematic approach to transforming the Stone Mountain Trail into a vibrant cultural corridor. The timeline is structured across four key phases, each building upon previous community input and design iterations. Our phased approach ensures continuous stakeholder engagement while maintaining efficient project management and quality control. Each phase includes specific deliverables and measurable outcomes to track progress and maintain accountability to project stakeholders. Regular evaluation points are built into the schedule to allow for adjustments based on community feedback and emerging needs.

Phase 1: Discovery and Planning (Months 1-3)

- Hire project staff and establish advisory committee
- Launch project website, social media presence, and digital surveys (10+ languages)
- Host community kickoff events in each municipality
- Create online interactive map for community input
- Host pop-up information events at local festivals
- Deliverable: Comprehensive site analysis report

Phase 2: Design Development (Months 4-6)

- Conduct four participatory design workshops with GSU and the PC student team
- Organize community art walks with the design team
- Create digital scale models and renderings
- Host prototype review sessions
- Deliverable: Design concepts and feasibility report

Phase 3: 2nd Round Design and Development (Months 7-9)

- Host "Meet the Designers" events
- Iterate and revise prototypes
- Launch public art education series
- Deliverable: Revised designs after initial feedback

Phase 4: Evaluation and Planning (Months 10-12)

- Gather community feedback on second round of prototypes
- Iterate and revise prototypes
- Evaluate and report for future vendor installations
- Deliverable: Comprehensive project and designs

Ongoing Activities Throughout Year 1:

- Weekly social media updates
- Monthly steering committee meetings
- Quarterly reports to funders and stakeholders

8. Summary

After installation, this public art initiative has the potential to significantly enhance the Stone Mountain Bike Trail, making it a destination for art, culture, and recreation. It represents a unique opportunity to imbue an underutilized transportation corridor with vibrant designs, envisioning the trail as a cultural asset that serves community needs. Through careful planning, community engagement, and after the design phase, professional execution, this project will create lasting value for DeKalb County residents and visitors alike.

The *Stone Mountain Trail Cultural Corridor* project demonstrates a data-driven approach to creative placemaking, supported by recent studies showing that artistic crosswalks can reduce pedestrian accidents by up to 50%. Through four carefully structured participatory design workshops and extensive community engagement across three municipalities, this project will generate unique designs for 26 locations, including 15 major intersections, 10 smaller restricting areas and the landmark I-285 overpass bridge. The initiative aligns with DeKalb County's economic development goals and has the potential to increase trail usage 30% through enhanced safety features and community programming. Furthermore, as Georgia State University's most ambitious community-engaged placemaking project to date, it creates valuable professional opportunities for undergraduate art students while establishing a replicable model for future cultural corridor developments in metro Atlanta, the nation and the world.

Project Standards & Supporting Research

The success of public art initiatives depends heavily on evidence-based planning, measurable outcomes, and adherence to rigorous technical standards. This section outlines our comprehensive framework for evaluating project impact while ensuring compliance with safety and accessibility requirements. Drawing from recent studies and successful case examples nationwide, we present data-driven metrics across four key impact areas, followed by technical specifications that will guide implementation for the county with other vendors after the one-year design phase.

Our research base includes authoritative sources ranging from the National Endowment for the Arts to Bloomberg Philanthropies' groundbreaking studies on artistic crosswalk safety. These resources demonstrate that well-executed cultural corridor projects can increase trail usage by up to 30% while reducing pedestrian accidents by as much as 50%. The following detailed

objectives, metrics, and specifications will ensure the Stone Mountain Trail Cultural Corridor achieves similar transformative results while meeting all municipal safety standards.

1. GSU, PC Objectives and DeKalb County's Measurable Outcomes

The Stone Mountain Trail Cultural Corridor project is guided by specific, measurable objectives that align with DeKalb County's outcomes for infrastructure improvement, public safety, and community development. Our framework encompasses four key impact areas: cultural vibrancy and economic development, safety and infrastructure enhancement, community engagement and social cohesion, and environmental and cultural sustainability. For each area, we have established concrete goals and corresponding metrics that can be used beyond the one-year design project to track and demonstrate outcomes. This data-driven approach ensures accountability while providing clear benchmarks for success that reflect both immediate project deliverables and long-term community benefits.

1. Cultural Vibrancy and Economic Development

Measurable Goals:

- Increase trail usage within the first year of completion.
- Generate economic impact through increased tourism and business activity.
- Attract new visitors annually to the trail corridor.
- Achieve 80% positive feedback from local businesses on project impact.

Success Metrics:

- Trail user counts (automated counters)
- Business revenue data from corridor merchants
- Visitor surveys and zip code tracking
- Local business satisfaction surveys

2. Safety and Infrastructure Enhancement

Measurable Goals:

- Reduce vehicle speeds by 20% at artistic crosswalk locations.
- Decrease pedestrian/cyclist incidents along the corridor.
- Achieve 90% positive feedback on safety improvements from trail users.

Success Metrics:

- Traffic speed measurements
- Incident report data
- Safety perception surveys

3. Community Engagement and Social Cohesion

Measurable Goals:

- Engage residents through four participatory design workshops.
- Achieve 30% workshop participation from each municipality along the corridor.
- Generate community co-designed art and designs.
- Establish partnerships with stakeholders and schools.

Success Metrics:

- Workshop attendance records
- Geographic distribution of participants

- Idea submission tracking
- Partnership agreements

4. Environmental and Cultural Sustainability

Measurable Goals:

- Document and preserve local stories through a project blog and narratives.
- Create multilingual educational materials.

Success Metrics:

- Materials documentation
- Story collection database

2. Case Studies, Best Practices and Project Guides

Our approach to the Stone Mountain Trail Cultural Corridor is grounded in extensive research and proven methodologies from successful public art initiatives across the United States. The following resources inform our strategy, highlighting the demonstrated benefits of artistic interventions in public spaces, from improving pedestrian safety to boosting economic development. These case studies and guides provide evidence-based support for our proposed methods and expected outcomes, while offering tested frameworks for community engagement and project implementation. Each reference addresses key aspects of our proposal, from safety metrics to participatory design approaches.

• [1] "[Bridges of Possibilities: Arts and the Built Environment](#)," National Endowment for the Arts Magazine, 2024. This NEA publication examines how public art integration in infrastructure projects can transform utilitarian spaces into vibrant community assets. The article provides case studies of successful arts integration in transportation corridors, offering valuable precedents for the Stone Mountain Trail project.

• [2] "[Art Along Trails](#)," American Trails Resource Library, American Trails, 2023. A comprehensive resource guide focusing specifically on incorporating art into trail systems. The document outlines best practices for artwork selection, placement, and maintenance along recreational trails, with particular attention to safety considerations and user experience.

• [3] "[Street Art May Boost Pedestrian Safety](#)," Russell & Hill Law Firm Blog, 2022. This article presents evidence-based research on how strategic placement of public art, particularly at crosswalks and intersections, can improve pedestrian safety by increasing driver awareness and naturally slowing traffic speeds.

• [4] "[New Study Shows Streets Are Safer with Asphalt Art](#)," Bloomberg Philanthropies, 2022. Bloomberg's research demonstrates that intersections with art installations saw a 50% decrease in crashes involving pedestrians and cyclists. The study provides quantitative data supporting the safety benefits of incorporating art into transportation infrastructure.

• [5] "[Public Art and the Art of Public Participation](#)," National Civic Review, National Civic League, 2023. This academic article examines effective strategies for community engagement in public art projects, emphasizing inclusive planning processes and methods for gathering meaningful community input - crucial elements for the Stone Mountain Trail project.

• [6] "[Community Engagement Initiatives: Public Art Installations](#)," Faster Capital Knowledge Base Blog, 2023. A practical guide detailing successful community engagement strategies for public art projects, including workshop frameworks, stakeholder mapping, and methods for maintaining long-term community involvement.

- [7] "[Public Art Commission Handbook](#)," City of Winston-Salem Public Art Commission, 2022. This municipal handbook provides detailed guidelines for public art commissioning, including contract templates, artist selection processes, and maintenance planning - all valuable references for our project implementation.
- [9] "[Community Planning Meetings and Costs](#)," Community Murals Info Guide, 2023. This practical guide outlines effective strategies for organizing and budgeting community planning meetings, with specific attention to inclusive participation and meaningful engagement techniques.
- [10] "[The Impacts of Public Art on Cities, Places and People's Lives](#)," Americans for the Arts, 2022. A research-based examination of public art's economic and social impacts, providing quantitative data on how public art installations affect property values, tourism, and community well-being, supporting the project's projected benefits.

3. Recommended Crosswalk Installation Requirements for Future Vendors

To ensure the long-term success and safety of the Stone Mountain Trail Cultural Corridor, all artistic crosswalk installations must meet rigorous technical specifications and safety standards. These requirements balance creative expression with critical transportation safety needs while maximizing durability and maintenance efficiency. The following guidelines provide essential parameters for future contractors and installation vendors to ensure consistent quality, regulatory compliance, and integration with existing trail infrastructure. All specifications align with municipal codes and industry best practices for pedestrian safety installations.

Technical Specifications:

- Material: thermoplastic road marking material
- Color palette: high contrast
- Estimated lifespan: 3-5 years with maintenance

Installation Requirements:

- Professional traffic control during installation
- Surface preparation, including grinding and cleaning
- Proper curing time before reopening to traffic
- Coordination with municipal traffic departments

Safety Standards:

- Meets municipal standards for crosswalk visibility
- Preserves standard crosswalk markings
- Incorporates retroreflective elements
- Maintains proper contrast ratios

Trail Integration Requirements for Installations:

- Unified wayfinding system
- Emergency location markers
- QR codes for interactive content
- Historical/cultural interpretation panels
- Bilingual and Braille informational signage

Attachment B – Budget

A. Senior/Key Personnel

Fernando Rochaix serves as the lead and will administer and supervise all aspects of the design project. Rochaix is the main liaison between project stakeholders. He will be responsible for selecting team members, coordinating workshops and outreach events, and providing design oversight. The project lead will receive 8.1 months (90%) of AY salary during the academic year and receive 3 months (33.3%) equivalent of AY salary as summer pay.

$\$54,765 \text{ base salary} \times 8.1 \text{ months (90\%)} = \$49,289 \text{ AY salary}$

$\$54,765 \text{ base salary} \times 3 \text{ months (33.3\%)} = \$18,255 \text{ Summer pay}$

Full-time negotiated fringe rate is 35% = $\$67,544 \times 36\% = \$24,316$ fringes

Total Senior/Key Personnel	\$91,859
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B. Other Personnel

A part-time Assistant Director will lead the design team artistically and serve as the lead for the design production post-workshop period. They will also assist the director in team management. The Assistant Director will work during the AY 19 hours a week for 30 weeks and 35 hours a week for 10 weeks during the summer semester. The rate of pay is \$40/hour.

$\$40 \text{ per hour} \times 19 \text{ hours} \times 30 \text{ weeks} = \$22,800$

$\$40 \text{ per hour} \times 35 \text{ hours} \times 10 \text{ weeks} = \$14,000$

Part-time negotiated fringe rate is 3.2% = $\$36,800 \times 3.2\% = \$1,178$ fringes

Total Other Personnel	\$37,978
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C. Equipment

Total Equipment	\$0
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D. Travel

Total Travel	\$0
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E. Participant Support Costs

Six undergraduate students will each receive a \$5,000 stipend to participate in the design project (workshop and event outreach, canvassing, data analysis, and prototype designs).

$6 \text{ students} \times \$5,000 = \$30,000$

Total Participant Support Costs	\$30,000
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F. Other Direct Costs

Design workshop materials are estimated at \$4,040.75 per session for 4 sessions. Materials needed would include basic stationery, non-digital presentation tools (poster boards, easels, flip charts), and prototyping materials (crafting material, printed materials, translation).

$\$4,040.75 \times 4 \text{ sessions} = \$16,163$

Remuneration for attendees to the four 2-hour sessions is \$31.25 per person.

$40 \text{ attendees} \times \$31.25 \times 4 \text{ sessions} = \$5,000$

Community Event Materials are estimated at \$6,000. Materials needed would include fact sheets and postcards, a pop-up tent, printed poster boards, and a listening post.

Brand Development for the project would include website creation, social media launch, print materials, photography/video, and media relations. Estimated costs for each brand development phase are:

Website creation = \$10,000 for a central hub for information about the project (e.g., event information, prototype updates, and volunteer forms.)

Social Media Launch = \$6,000 for (Pre-designed posts with key messages, event details, and links to registration pages. Ready-to-send emails for partners and community leaders to share with their networks.)

Print Materials = \$10,000 for (flyers, brochures, mailers, and educational outreach materials.

Photography/Video = \$6,000 for (DSLR camera, audio recorders, projector, microphone, and speaker)

Media Relations = \$6,000 for (consistent branding, workshop ads, infographics, op-eds)

Consultants would include a translation service estimated at \$4,000. The translation service would facilitate outreach and participation in the Clarkston community. We will translate print and digital materials into +5 languages.

Total Other Direct Costs	\$70,163
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G. Total Direct Costs

$\$91,859 + \$37,978 + \$30,000 + \$70,163$

Total Direct Costs	\$230,000
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H. Modified Total Direct Costs

Modified Total Direct Costs are the Direct Costs – Participant Costs.

$\$230,000 - \$30,000 = \$200,000$ Modified Total Direct Costs

Total Modified Direct Costs	\$200,000
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I. Total Indirect Costs

Modified Total Direct Costs $\$200,000 \times 35\%$ Indirect Cost Rate for Public Service = \$70,000

Total Indirect Costs	\$70,000
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J. Total Project Costs

Modified Total Direct Costs $\$200,000 +$ Participant Support Costs $\$30,000 +$ Indirect Costs

$\$70,000 = \$300,00$

Total Project Costs