

Engagement Efforts for the Downtown Area Plan – Summary Report Nov. 10, 2025

The following tables show, to the best of the project team’s ability, data about participation and who we’ve heard from over the course of the 14-month period of the project.

In addition to the demographic information collected as part of the visioning survey, staff have developed a voluntary, self-reporting demographic activity that is brought to as many events as possible. On average, this activity sees about a 30-40% response rate (comparing the number of interactions counted to the number of unique responses on the activity).

Along with the strategies listed below, information about the Downtown Area Plan—including information about how to engage and upcoming events—was included in the “Carrboro This Week” all-town newsletter throughout the project.

Statistics

Total Number of Events	35
Total Number of Additional Engagement Efforts	14
Estimated Total Carrboro Staff Time for Engagement Efforts	250+ hours *(does not include time devoted to project for regular meetings, plan review, etc.)
Estimated Additional Costs for Engagement (Planning Dept)	\$5,000+
Total Unique Website Visits	2,441
Total Downloads	1,853
Total Survey Responses	286
Total Non-Survey Touchpoints	2,155 *(includes one count of study area postcards and mailing, but not townwide mailing)

Race & Ethnicity Demographics

	Asian American/ Pacific Islander	Black and/or African American	American Indian/ Alaskan Native	White	Other	Hispanic/ Latino
Survey	12.7%	3.6%	0.36%	66.7%	16.6%	16.7%
Demographic Activity	5.8%	12.3%	2.3%	64.3%	3.0%	12.3%
Total	11%	11%	1%	65%	11%	14%

“About Me” Demographic Question – note, multiple choices are allowed so the percentages across a row may not add to 100%.

	I work in Carrboro	I own a business in Carrboro	I am a student	I live in Carrboro	I live in the Study Area	I live in the ETJ	I Live in Chapel Hill
Survey	39.1%	3.6%	(not asked)	72.8%	27.9%	0.36%	19.9%
Demographic Activity	18.5%	6.4%	15.7%	94.9%	35.1%	2.6%	12.5%

Engagement Efforts for the Downtown Area Plan – Summary Report Nov. 10, 2025

	Date		Event	Participants	Demo Questions Asked (Y/N)	Carrboro Staff	FNI/Other	Add. Costs
2024	Jun	6/21	Soft launch at Freight Train Blues (letting visitors know the DAP process is starting)	24 flyers*	N	3	-	\$75
	Jul	7/4	Soft launch at Fourth of July (letting visitors know about DAP at Latin American Festival)	25 flyers*	N	2	-	\$75
	Aug	8/25	Project launch at Fiestas en la Calle/Latin American Festival	75	Y	4	3	\$120
	Sep	9/1	Visioning Survey Launched	-	-	3	3	-
		9/14	Carrboro in Motion – Willow Creek Laundromat	6	Y	2	-	-
		9/19	Community Vision Workshop @ Town Hall	22	Y	3	3	\$312
		9/26	Community Vision Workshop @ Town Hall	29	Y	6	-	\$165
		9/29	Carrboro Music Festival (postcards about survey distributed by staff walking around)	85 postcards*	N	2	-	\$100
	Oct	10/1	Paper surveys are distributed to Refugee Community Partnership, El Centro, and Marian Cheek Jackson Center for help getting representative results.	50 surveys*	N	3	-	\$150
		10/2	Staff distribute door hangers to all residents in Historically Black and African American Neighborhoods about upcoming resident stakeholder meetings and survey (Alabama Ave, Glosson Circle, Lincoln Park, Lloyd-Broad, Tin-Top/Carr Court)	342 postcards	N	7	-	\$312
		10/2	Staff mail a letter to all property owners and residents (renters) within the study area about upcoming resident stakeholder meetings and survey	764 letters	N	4	-	\$646
		10/7	Stakeholder Meetings held at Carrboro Civic Club (Bim Street) with Council Members, Advisory Board Members, Business Owners, Local Service Providers, and Residents	30	N	2	2	\$252
		10/8	Follow up virtual stakeholder meeting for residents held on zoom	4	N	2	1	-
		10/9	Advisory Board Meeting 1 (held for all advisory board members)	35	-	3	1	-
		10/12	Carrboro in Motion at Fitch Lumber Parking Lot	16	Y	2	-	-
		10/15	Northside Neighborhood Community Meeting	8	Y	1	-	-
		10/16	Placed 6 Banners around Town noting the Input Sessions & Survey	-	-	1	-	\$269
		10/17	Mailed postcard to all property owners and residents (renters) within the study area about survey closing Nov. 1	764 letters	N	4	-	\$641
		10/20	Community Input Session at the ArtsCenter	19	Y	3	2	\$533
		10/23	Community Input Session at the ArtsCenter	17	Y	5	-	\$445
	Nov	11/1	Visioning Survey Closes	286	Y	1 (survey entry)	-	-
	Dec	12/5	Advisory Board Meeting 2 (all advisory board members)	61	-	3	1	-

Engagement Efforts for the Downtown Area Plan – Summary Report Nov. 10, 2025

	Date		Event	Participants	Demo Questions Asked (Y/N)	Carrboro Staff	FNI/Other	Add. Costs
2025	Jan	-	-	-	-	-	-	-
	Feb	2/19	Stakeholder in-person presentation of draft plan/renderings (business owners, local service providers, & residents)	19	N	2	2	\$93
		2/19	Stakeholder virtual presentation of draft plan/renderings (residents)	1	N	2	1	-
		2/20	Advisory Board Meeting 3 (all advisory board members) – initial renderings presented	27	-	3	1	-
	Mar	3/6	Advisory Board Meeting 4 (all advisory board members) – all renderings presented at meeting	42	-	3	-	-
		3/15	Carrboro in Motion at Estes Park Apartments	11	Y	2	-	-
		3/20	Townwide postcard mailed to all residents with DAP invite from Mayor Foushee	-	-	-	-	-
		3/29	Ask a Planner at Farmers’ Market	28	N	1	-	-
	Apr	4/6	Open Streets/Earth Day	101	Y	4	-	-
	May	5/13	Town Council Work Session	-	-	2	1	-
		5/17	Ask a Planner at Farmers’ Market	16	N	1	-	-
	Jun	6/19	Juneteenth	31	Y	1	2	\$140
	Jul	7/25	Vision & Goals, Master Plan, & Implementation chapter drafts posted to website	-	-	-	-	-
	Aug	8/1	Carrboro in Motion at Collins Crossing	29	Y	3	-	\$50
		8/2	Community Update at St. Paul’s AME	19	Y	3	-	\$200
		8/9	Community Update at the Community School for People Under Six	9	Y	2	2	\$200
		8/9	Unity in the Community at RENA Community Center	12	N	1	-	\$50
		8/15	Carrboro in Motion at Royal Park Apartments	57	Y	3	-	\$50
		8/24	Fiestas en la Calle/Latin American Festival	99	Y	4	-	\$52
	Sep	9/16	Council sets a public hearing for Oct 21, refers draft to all advisory boards Draft plan is published as part of Council agenda	-	-	-	-	-
		9/19	Full Draft Downtown Area Plan is posted to website for additional access & review	-	-	-	-	-
	Oct	10/9	Advisory Board Meeting 5 (held for all advisory board members)	48	-	3	1	-
		10/21	Public Hearing for Adoption	-	-	-	-	-
		10/29	Press Release published and HOAs emailed	-	-	-	-	-
	Nov	11/3	Signs and Posters distributed around Town for MLK park events & TC meeting (TICs, neighborhoods, and bus stops totaling ~30 signs/banners)	-	-	3	-	\$120
		11/5	Neighborhood Meeting in Dr. MLK Jr. Park	approx. 50	Y	4	-	\$75
		11/7	Interview & Notice of Meetings on ‘State of the Station’ - WCOM Local Radio	-	-	3	-	-
		11/8	Neighborhood Meeting in Dr. MLK Jr. Park	approx. 50	Y	2	-	\$75
		11/18	Continued Public Hearing for Adoption	-	-	-	-	-

ENGAGEMENT MAP 1 - PLANNING JURISDICTION



LEGEND

- Workshop/Presentation
- Tabling
- Flyering
- Door Hanger
- Banner/Posters/Signs
- Town Information Center
- Paper Survey
- Study Area
- City Limits
- Planning Jurisdiction

0 0.5 1 2 MILES

MAP 2

ENGAGEMENT MAP 2 - STUDY AREA & NEARBY NEIGHBORHOODS

