

Town of Carrboro

301 W. Main St., Carrboro, NC 27510



Meeting Agenda - Final

Tuesday, May 2, 2023

7:00 PM

Council Chambers - Room 110

Town Council

7:00-7:05**A. POETRY READING, RESOLUTIONS, PROCLAMATIONS, AND ACKNOWLEDGEMENTS**

1. [23-145](#) Small Business Week Proclamation

7:05-7:10**B. ANNOUNCEMENT OF UPCOMING MEETINGS****7:10-7:15****C. PUBLIC COMMENT**

Comments are limited to three minutes per speaker.

7:15-7:25**D. CONSENT AGENDA**

1. [23-142](#) **Request to Set a Legislative Public Hearing on a Text Amendment Relating to Complete Streets**

PURPOSE: The purpose of this agenda item is to request that the Town Council set a public hearing on a text amendment to Land Use Ordinance to establish a complete streets policy. The Town Council must receive public comment before making a decision. A resolution setting a public hearing for June 6, 2023 is provided.

Attachments: [A - Resolution for Text Amend.pdf](#)

[B - Draft Ordinance to Establish Complete Streets\(3\).docx](#)

[C - Racial Equity Pocket Questions\(5\).pdf](#)

2. [23-140](#) **Update on the Development of the Draft 2026-2035 STIP and Consideration of Transportation Projects for Prioritization 7.0.**

PURPOSE: The purpose of this agenda item is to provide the Town Council with an update on the development of the 2026-2035 State Transportation Improvement Program (STIP), the prioritization schedule and the proposed list of Town projects for consideration for P7.0.

Attachments: [A - Resolution A.pdf](#)

[B - P7 Schedule - Final 10-11-22 \(WG\).pdf](#)

[C - Prioritization P7.0 - Racial Equity Pocket Questions-DD.pdf](#)

3. [23-131](#) **Request to Submit a STIP Amendment to Allocate Local Discretionary Funds to Phase 1 of the Morgan Creek Greenway**

PURPOSE: The purpose of this agenda item is to request that the Town Council authorize staff to submit a request for an amendment to NCDOT's State Transportation Improvement Program (STIP) to allocate local discretionary funds to Phase 1 of the Morgan Creek Greenway.

Attachments: [A - Resolution.doc](#)
[B - Pocket Questions.pdf](#)

4. [23-137](#) **Affordable Housing Advisory Commission Funding Recommendation**

PURPOSE: The purpose of this agenda item is for the Town Council to consider approving recommended funding for two nonprofit applications to the Affordable Housing Special Revenue Fund.

Attachments: [Attachment A - Resolution for AHSRF Awards 04.19.2023](#)
[Attachment B Rec -AHSRF 04.19.2023](#)
[Attachment C AHSRF - Racial Equity Assessment Lens Summary](#)
[Attachment D AHSRF Applications April 023](#)

5. [23-138](#) **Approval of the 2023-2024 HOME Investment Partnership Program Annual Plan Activities**

PURPOSE: The purpose of this agenda item is for the Town Council to consider approving the HOME Investment Partnership Program's Annual Plan activities for FY 2023-2024.

Attachments: [Attachment A- HOME FY24 Resolution Carrboro](#)
[Attachment B - FY 2023-2024 Annual Action Plan Summary](#)
[Attachment C AHSRF - Racial Equity Assessment Lens Summary](#)

6. [23-144](#) **Budget Amendment - Accept Contributions for Recreation, Parks, and Cultural Resources Department's Active Life Programs**

PURPOSE: The purpose of this agenda item is to request that the Town Council adopt a budget amendment to accept and appropriate a \$5,000 contribution made to the Town by Carol Woods Retirement Community to support the Recreation, Parks, and Cultural Resources Department's Active Life Programs.

Attachments: [Attachment A-Carol Woods Contribution Resolution](#)
[Attachment B- Racial Equity Pocket Questions - Carol Woods Grant Funding](#)
[Attachment C- 2023 Carol Woods Grant Award Letter](#)

7. [23-143](#) **Appointment of Economic Sustainability Commission Member to Racial Equity Commission**

PURPOSE: The purpose of this agenda item is to request that the Town Council appoint a representative from the Economic Sustainability Commission (ESC) to serve as a voting liaison member of the Racial Equity Commission.

Attachments: [Attachment A- Resolution- Appointment to Racial Equity Commission for ESC seat \(C. McWilliams\)- 5.2.23](#)
[Attachment B- Courtnei McWilliams ESC Advisory Board Application- Submission #6571](#)
[Attachment C- REC Information Matrix for 5.2.23 TC Mtg](#)
[Attachment D- Racial Equity Pocket Questions- Adv Bd Appointments](#)

E. OTHER MATTERS

7:25-7:45

1. [23-135](#) **Annual Update from Orange County Partnership to End Homelessness**

PURPOSE: The purpose of this agenda item is for the Town Council to receive the 2022 Annual Report from Orange County Partnership to End Homelessness (OCPEH).

Attachments: [Attachment A 2022 Update to Homeless System Gaps Analysis Structure_rbw rev 1.19.23_cleaned](#)
[Attachment B 2022 PTEH REPORT_final](#)
[Attachment C AHSRF - Racial Equity Assessment Lens Summary](#)

7:45-8:05

2. [23-130](#) **2023 Carrboro Brand Guidelines**

PURPOSE: The purpose of the 2023 Carrboro Brand Guidelines is to update the guidelines to include new Carrboro brands for seasonal observances that will be used in marketing, email signatures and Downtown banners. The update also creates a refresh of the Carrboro “Feel Free” tagline to “Feel Free to Be” and creates this message in additional languages including Spanish, Burmese and others.

Attachments: [Attachment A - 2013 Town of Carrboro Brand Guidelines](#)
[Attachment B - 2022 Town of Carrboro Brand Guidelines](#)
[Attachment C - Decision Making for Racial Equity](#)
[Attachment D - Resolution Adopting the 2023 Brand Guidelines](#)

8:05-8:10

3. [23-141](#) **Appointments to the Carrboro Tourism Development Authority (CTDA) and selecting a Chairperson**

PURPOSE: The purpose of this item is for the Town Council to consider appointments to the Carrboro Tourism Development Authority (CTDA) and to select a chairperson.

Attachments: [Attachment A- Resolution Making CTDA Appointments & Selecting Chair](#)
[Attachment B- Chapter 8A - Town Code - Hotel and Motel Room Occupancy Tax](#)
[Attachment C- Bridget Pemberton-Smith TDA Application submitted 3.21.23](#)
[Attachment D- Racial Equity Pocket Questions- Adv Bd Appointments](#)

F. MATTERS BY COUNCIL MEMBERS



Town of Carrboro

301 W. Main St., Carrboro,
NC 27510

Agenda Item Abstract

File Number: 23-145

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Small Business Week Proclamation



Agenda Item Abstract

File Number: 23-142

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Request to Set a Legislative Public Hearing on a Text Amendment Relating to Complete Streets

PURPOSE: The purpose of this agenda item is to request that the Town Council set a public hearing on a text amendment to Land Use Ordinance to establish a complete streets policy. The Town Council must receive public comment before making a decision. A resolution setting a public hearing for June 6, 2023 is provided.

DEPARTMENT: Planning

CONTACT INFORMATION: Christina Moon - 919-918-7325, cmoon@townofcarrboro.org <<mailto:cmoon@townofcarrboro.org>>; Patricia McGuire - 919-918-7327, pmcguire@townofcarrboro.org <<mailto:pmcguire@townofcarrboro.org>>; Nick Herman - 919-929-3905, herman@broughlawfirm.com <<mailto:herman@broughlawfirm.com>>

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

Setting a public hearing on a text amendment is a required step in accordance with North Carolina state statutes and Town regulations.

INFORMATION: Complete Streets are streets designed and operated to enable safe use and support mobility for all users. The concept encompasses a comprehensive approach of planning, designing and operating streets and rights of ways with all users in mind, to make the transportation network more complete, more efficient and safer.

The existing street standards in the Land Use Ordinance, articulated in Article XIV, include requirements for all modes-motor vehicles, people on bicycles and pedestrians-with specific cross section dimensions based on street classification. The LUO does not currently include a policy statement relating to concept of complete streets, or findings noting the benefits of complete streets. During the review of the most recent application for Bicycle-Friendly Community status, this was noted as an area where the Town could make an improvement. The purpose of this text amendment is to add specific language as part of an overarching policy description that includes the need for/benefit of implementing a complete street network. Of note, complete streets programs are often established as part of a community’s capital improvement program and as such include a benchmarking component. The draft text amendment addresses the development process; the benchmarking component has not been included (*Attachment B*).

The Town Council must receive public comment before taking action on the draft ordinance. Orange County and Planning Board review is also needed, and the Town Council may wish to refer the matter to the Transportation Advisory Board based on its expertise.

Responses to the racial equity pocket questions for the public hearing process necessary for the consideration of a text amendment have been provided (*Attachment C*).

FISCAL IMPACT: Public hearings involve staff and public notice costs associated with advisory board and Town Council review.

RECOMMENDATION: The Town Manager recommends that the Town Council consider the attached resolution (*Attachment A*) setting a public hearing on June 6, 2023 and referring the amendment to Orange

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County, the Planning Board, and the Transportation Advisory Board.

A RESOLUTION SETTING A PUBLIC HEARING ON AN ORDINANCE AMENDING THE CARRBORO LAND USE ORDINANCE RELATING TO COMPLETE STREETS

WHEREAS, the Carrboro Town Council seeks to provide ample opportunities for the public to comment on proposed amendments to the Land Use Ordinance.

NOW, THEREFORE BE IT RESOLVED that the Town Council sets a public hearing on June 6, 2023, to consider adopting “An Ordinance Amending the Carrboro Land Use Ordinance to Establish a Complete Streets Policy.”

BE IT FURTHER RESOLVED that the draft ordinance is referred to Orange County and the Town of Carrboro Planning Board for consideration and recommendation prior to the specified public hearing date.

BE IT FURTHER RESOLVED that the draft ordinance is also referred to the following Town of Carrboro advisory boards and commissions.

- | | |
|---|--|
| <input type="checkbox"/> Appearance Commission | <input type="checkbox"/> Recreation and Parks Commission |
| <input checked="" type="checkbox"/> Transportation Advisory Board | <input type="checkbox"/> Northern Transition Area Advisory Committee |
| <input type="checkbox"/> Environmental Advisory Board | <input type="checkbox"/> Affordable Housing Advisory Commission |
| <input type="checkbox"/> Economic Sustainability Commission | _____ |
| | _____ |

This is the 2nd day of May in the year 2023.

**AN ORDINANCE AMENDING THE CARRBORO LAND USE ORDINANCE TO
ESTABLISH A COMPLETE STREETS POLICY**

****DRAFT 04-20-2023**

THE CARRBORO TOWN COUNCIL ORDAINS:

Section 1. Section 15-209 of the Carrboro Land Use Ordinance (“LUO”) is amended by adding a new Section 15-209 to read as follows:

Council Findings and Declaration of Policy for Complete Streets.

(a) The Council finds that:

- (1) Complete Streets are designed and operated to provide safe and accessible travel for all modes, including pedestrians, bicyclists, transit riders, motorists, commercial vehicles, emergency vehicles and for people of all ages and all abilities.
- (2) The creation of a safe, connected, and equitable Complete Streets network can reduce deaths, particularly those outside of vehicles. The development of a transportation network that includes a designated place for vehicles, bicycles, micro mobility users, and pedestrians, is an important part of a comprehensive Vision Zero policy. Travel behaviors are more predictable when there is a designated lane or space for each mode.
- (3) Complete Streets contribute toward the safety, health, economic viability, and quality of life by providing accessible and efficient connections between home, school, work, recreation and retail destinations by improving the pedestrian, bicycle and vehicular environments throughout communities.
- (4) People on foot or bicycles often do not have safe sidewalks or bike lanes to help them safely reach their destination or their bus stop. A connected multimodal network allows people to travel safely and comfortably by whatever mode they choose or rely on, including people who do not drive or do not have access to a motor vehicle.
- (5) High-quality, connective networks play a key role in making bicycling, walking, and public transportation safer, more convenient, and more prevalent. Use of these active, low-emission modes of travel can help with the climate crisis as well as improving individual health.
- (6) Complete Streets support transportation choices, and provides the necessary infrastructure to allow for multimodal use and fewer vehicles and particularly single occupancy vehicles (SOV) and associated infrastructure such as parking.
- (7) Complete Streets implementation can help to routinely provide the safe infrastructure that is fundamental to encouraging more use of low and zero carbon modes. Communities can reallocate street space to support connected networks and effective curbside management, and to encourage vehicle electrification by providing charging infrastructure.
- (8) Implementing Complete Streets equitably includes identifying underserved communities, recognizing their varying transportation needs, and prioritizing the creation of safe, connected networks in these communities. The desired outcome is a fair, safe, accessible,

and healthy transportation network. For Town initiated transportation projects, equity can be addressed by collecting and considering social and demographic data, disaggregating measures of performance, engaging with communities, and ensuring that project prioritization, to the extent practical, considers existing disparities.

(9) Complete Streets enhance safe walking and bicycling options for school-age children, in recognition of the objects of the national Safe Routes to School program and the U.S. Centers for Disease Control and Prevention’s “Physical Activity Guidelines.”

(b) Based upon the findings set forth in subsection (a), the Council declares that it is not only desirable but essential to implement a Complete Streets policy to construct equitable streets and networks that prioritize safety, comfort and connectivity to destinations for all people who use the street network and to encourage healthy, active living, reduce traffic congestion and fossil fuel use, and improve the safety and quality of life of residents of Carrboro.

Section 2. The first sentence of Subsection 15-216(c) of the Carrboro LUO is amended to read:

Subject to subsections (d), (d1), (d2), (e), and (f), collector streets and other streets not constructed according to the requirements of subsection (b) shall conform to the requirements of this subsection and the specifications referenced in Section 15-219.

Section 3. Section 15-216 of the Carrboro Land Use Ordinance is amended by adding a new subsection (d2) to read as follows:

When approving a subdivision that includes a proposed collector or subcollector street, the Town Council may allow such streets to be constructed with sidewalks on only one side of the street (within the right-of-way) if the subdivision provides an alternative, functionally equivalent path for pedestrians on the opposite side of the street outside the right-of way so that the street infrastructure is complete.

Section 4. The first sentence of Subsection 15-216(i) is amended to read as follows:

In subdivision developments that abut a public street, sidewalks shall be constructed adjacent to such street if a sidewalk in that location is required by the officially adopted town sidewalk master plan or other adopted town plan or regional transportation plan.

Section 5. Subsection 15-221(e) is amended to read:

In unsubdivided nonresidential developments that abut a public street, sidewalks shall be constructed adjacent to such street if a sidewalk in that location is required by the officially adopted town sidewalk master plan or other adopted town plan or regional transportation plan.

Section 6. All provisions of any Town ordinance or resolution in conflict with this ordinance are repealed.

Section 7. This ordinance is effective upon adoption.

This the __ day of ____, 2023

Racial Equity Pocket Questions – Legislative Public Hearings for Text Amendments

In accordance with North Carolina General Statutes, consideration of text amendments (G.S. 160D-601(a)) require legislative public hearings. Public hearings provide a forum for public input where proponents and opponents of the legislative action may voice their support/concern or provide opinions/comments on a matter. The Town Council has broad discretion in its decision making and can engage with applicant(s) and residents to discuss proposals.

Prior to the Town Council holding a legislative hearing, there must be proper public notice; this includes publishing notice in a newspaper, for two successive weeks before the date of the hearing.

What are the racial impacts?

Lack of representation on elected and appointed boards (advisory boards also provide comments for public hearings), and a perception of not being heard can make it difficult to feel welcome.

Who is or will experience burden?

Shift workers and people who have limited time, transportation choices and/or children may have difficulty finding the time to learn about a proposal, attending meetings, understanding how and when to provide input, and to whom. It takes time to learn the development process and to obtain a comfort level to participate. Language may also provide a barrier for some residents.

Who is or will experience benefit?

The public hearing process is intended to provide a mechanism to provide information in a public forum. In the case of a proposed change to a land use regulation, a public hearing provides a public forum for an applicant (land owner or local government) to present information to members of the public and the decision-making entity (elected officials/board of adjustment). Hearings provide opportunities for public comment and allow for decisions to occur in a public setting for transparency. Public hearings for text amendments involve a legislative decision, one which allows for applicants and members of the community to engage with elected officials and voice support or concern for the matter under consideration. Residents who are already engaged with the Town and follow Council meeting agendas may feel comfortable reaching out to the Town or attending meetings to express opinions land use matters.

What are the root causes of inequity?

Structural racism in government decisions, particularly those relating to land use, as well as residents' personal experiences with government, can further alienate those that may find it difficult to attend meetings—like working individuals and families—and contribute to a reticence by historically marginalized people to speak in a public setting. Disparate access to quality education, which in turn affects economic outcomes, as well as historical barriers to government for community members of color can lead to undue burden.

What might be the unintended consequences of this action or strategy?

Changes to land use regulations can benefit or harm land values and quality of life experiences for surrounding property owners and occupants. The public hearing process is intended to provide a way for developers and community members to learn about a proposal and provide input in a public setting. Even with published notice and social media releases, some people may not learn of a proposed amendment to the Land Use Ordinance in time to provide input and/or feel that that they understand the project and/or approval process enough to fully participate. The Planning Department is in the process of evaluating the amendment process through the REAL lens.



Agenda Item Abstract

File Number: 23-140

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Update on the Development of the Draft 2026-2035 STIP and Consideration of Transportation Projects for Prioritization 7.0.

PURPOSE: The purpose of this agenda item is to provide the Town Council with an update on the development of the 2026-2035 State Transportation Improvement Program (STIP), the prioritization schedule and the proposed list of Town projects for consideration for P7.0.

DEPARTMENT: Planning

CONTACT INFORMATION: Christina Moon, Planning Administrator, 919-918-7325, cmoon@carrboronc.gov <<mailto:cmoon@carrboronc.gov>>; Patricia McGuire, Planning Director, 919-918-7327, pmcguire@carrboronc.gov

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

The projects recommended for consideration in the SPOT 7.0 process have been identified in the Comprehensive Plan and Bicycle Plan as priority projects that advance multimodal travel options which further the Town’s efforts toward climate action and race/equity.

INFORMATION: About every two to three years, the North Carolina Department of Transportation (NCDOT) develops a state transportation improvement plan (STIP) to identify funding and schedule transportation projects for a period of ten years. NCDOT selects these projects using a data-driven prioritization process established by the Strategic Transportation Investments (STI) law, adopted in 2013. (Information about STI may be found at the following link:

<https://www.ncdot.gov/initiatives-policies/Transportation/stip/Pages/strategic-transportation-investments.aspx>).

The process for P6.0 began in early 2019 but was subsequently paused due to NCDOT funding issues. Since that time, NCDOT has worked with its partner regional planning organizations to obtain updated cost estimates and schedules for projects previously programmed for funding to determine how much funding is available for new projects in the upcoming funding cycle. It is anticipated that all projects submitted as part of P6.0 will be resubmitted as part of P7.0, but due to increasing construction costs, the number of new project submittals will be limited.

Carrboro submitted six projects as part of the P6.0 process, three bike/ped projects and three highway projects. These include:

- Bike-Pedestrian Projects
 - NC Old 86 - Bike lanes from Farm House Rd to Homestead Rd
 - Seawell School Rd - Sidepath or bike lanes and sidewalk (2 projects submitted) from Estes Dr to

- Homestead Rd
Highway Projects
 - NC Old 86 - Corridor improvements for all modes from Old Fayetteville Road to Calvander proposed as modernization
 - NC 54 & Old Fayetteville - Intersection Improvements
 - Calvander - Intersection Improvements

Based on the initial scoring for P6.0, staff is recommending the following projects for **Resubmittal as part of P7.0:**

- Seawell School Road sidepath (Bike/Ped project: local match required). This will involve coordination with Chapel Hill.
- Old NC 86/Hillsborough Road from Farmhouse Road to Calvander bike lanes and sidewalk (Bike/Ped project: local match required). Further coordination with Orange County and NCDOT will be needed.
- NC 54 Superstreet. Staff is reevaluating whether to resubmit the proposal for a reduced conflict intersection/superstreet for NC 54 from James Street to just west of Old Fayetteville Road. This proposed project is intended to address the community's interest in a full-movement to the Lloyd Farm development. To date, a left-in movement for eastbound travel has been approved as part of the permit.
- NC 54 sidepath project. The project was only guaranteed funding for design in the last STIP, and is therefore subject to reprioritization.

New project submitted:

- Phase 2 of the Morgan Creek Greenway. Phase 1 is under design, an Engineer's Estimate for Phase 2 has been prepared. Completion of Phase 2 would extend the project close to the final destination points of University Lake via existing formal and informal paths.

Based on the previous experience, staff is recommending at this point that the Calvander intersection improvement project not be resubmitted. Additional discussions with Orange County and NCDOT are needed to evaluate the feasibility of a project focused on bicycle safety -such as a one-lane roundabout or a one-lane roundabout with an outer multi-use path rather than a vehicular capacity design.

FISCAL IMPACT: Future fiscal impacts are dependent on the selection of projects during the P7.0 process.

RECOMMENDATION: The Town Manager recommends that the Town Council adopt the attached resolution that updates and reaffirms the Town's interest in these projects.

A RESOLUTION FOR THE CONSIDERATION OF TRANSPORTATION
PROJECTS FOR THE P7.0 PRIORITIZATION PROCESS

WHEREAS, the 2026-2035 Statewide Transportation Improvement Program (STIP) process, which provides an opportunity for local governments to submit transportation project priorities to the North Carolina Department of Transportation (NCDOT) has begun; and

WHEREAS, the DCHC-MPO has requested that local governments begin to identify new and unfunded transportation projects for consideration in Strategic Prioritization 7.0 process; and

WHEREAS, the Town submitted a number of bike-ped and highway projects for consideration for Prioritization 6.0; and

WHEREAS, only one bike-ped project, a sidepath along NC 54 from James Street to Anderson Park was programmed in the draft 2020-2019 STIP for design only and is therefore subject to reprioritization; and

WHEREAS, there is still public interest in the following projects:

- Sidepath along NC 54 from James Street to Anderson Park
- Sidepath along one side of Seawell School Road
- Bike lanes and a sidewalk from NC Old 86 from Farm House Road to Calvander (bike-ped)
- Bike lanes from NC Old 86 from Farm House Road to Calvander (highway modernization)
- Reduced conflict/superstreet along NC 54 from West Main to Old Fayetteville Road
- Morgan Creek Greenway Phase 2

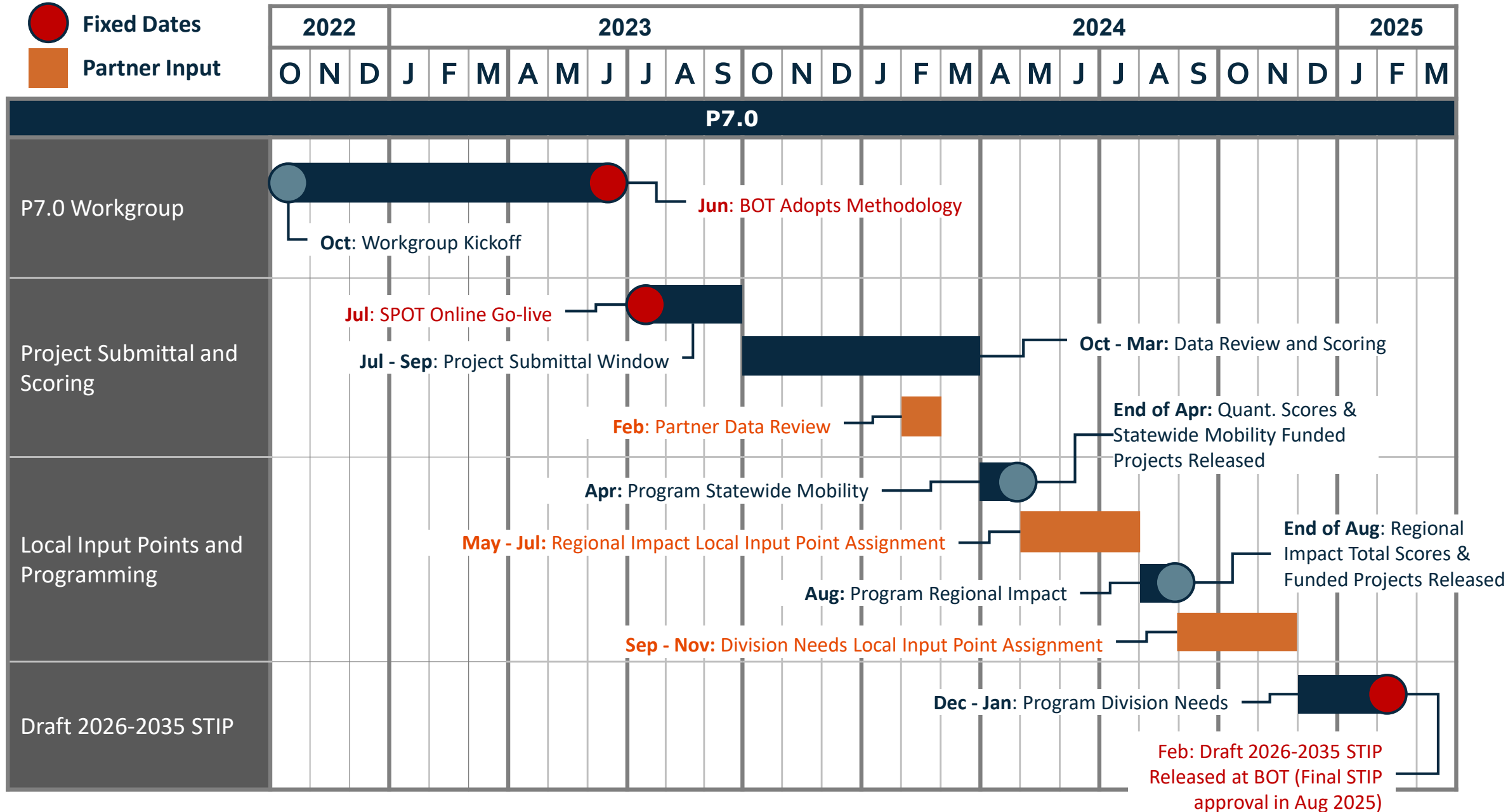
NOW, THEREFORE, BE IT RESOLVED by the Carrboro Town Council that Council directs staff to work with our neighbors, the Town of Chapel Hill and Orange County to seek opportunities to partner on transportation projects of mutual interest, and to submit the above mentioned projects for consideration in the P7.0 process.

This the 2nd day of May 2023.

P7 Schedule

Updated October 11, 2022

● Fixed Dates
 Partner Input



Racial Equity Pocket Questions – Submittal of Transportation Projects for Consideration in SPOT Process P7.0

What are the racial impacts?

Carrboro has an opportunity to identify transportation needs within the community and to submit projects for consideration for state and federal funding. The selection of transportation projects can have a significant impact on quality of life. Public engagement is essential to understand transportation needs, to identify projects, and to determine appropriate and thoughtful enhancements such as benches and art. Both need and access to opportunities to engage are exacerbated by existing racial inequities. The Town's selection of projects can eliminate/diminish transportation barriers BIPOC community members face.

Who is or will experience burden?

It takes time and energy to learn about and follow discussions on transportation projects. Technical language and drawings can be difficult to understand. Shift workers and people who have limited time, transportation choices, and/or children may have difficulty learning about or providing input on a project. Some residents face a language barrier. Gender and race provide a barrier for some residents; transportation consultants and NCDOT representatives are still predominately white men. Projects may require easements/right of way acquisition before completion. Property owners may be asked to donate or sell land for a project to move forward. Construction noise/dust, etc. can create inconveniences during construction.

Who is or will experience benefit?

Residents and property owners living near bike/ped projects can most readily make alternate transportation choices. But, when a project completes a missing segment in the overall network, residents living farther out can experience make this change as well. For example, residents living in the Canterbury Townhomes and Berryhill neighborhoods, will have easy access to the Morgan Creek Greenway, but once the signalized pedestrian crossings improve access across NC 54 (also underway), residents in the apartments along NC 54 and in the Lincoln Park neighborhood will be able to experience the greenway system, to enjoy nature, and to eventually walk/bike to University Lake and local schools. Multifamily residents on Smith Level will be able to head into downtown Carrboro off-road. This improves environmental, public health, and economic outcomes by lowering emissions and household expenses (particularly for BIPOC or low-income residents in qualified census tracts) on gas and vehicle maintenance if households choose not to have a car.

What are the root causes of inequity?

Lack of representation among decision makers, lack of a seat at the table, lack of information and notice about transportation funding and calls for projects. Structural racism in government decisions, particularly those relating to land use, as well as residents' personal experiences with government, can further alienate those that may find it difficult to attend meetings—like working individuals and families—and contribute to a reticence by historically marginalized people to speak in a public setting. Communities of color have historically fared poorly in decisions relating to transportation improvements. Dedicated funding sources are used to enhance predominately white neighborhoods while communities of color remain without basic infrastructure such as sidewalks.

What might be the unintended consequences of this action or strategy?

Changes to land use regulations can affect land values and quality of life experiences for surrounding property owners and occupants in ways that can be beneficial and, albeit for some, less desirable. The construction process for a transportation project can involve a loss of trees/shading and screening and privacy. People may be walking/bicycling in close proximity to someone's property, business or home. The character of a neighborhood, the quietness of a low-traffic street can change.



Agenda Item Abstract

File Number: 23-131

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Request to Submit a STIP Amendment to Allocate Local Discretionary Funds to Phase 1 of the Morgan Creek Greenway

PURPOSE: The purpose of this agenda item is to request that the Town Council authorize staff to submit a request for an amendment to NCDOT’s State Transportation Improvement Program (STIP) to allocate local discretionary funds to Phase 1 of the Morgan Creek Greenway.

DEPARTMENT: Planning

CONTACT INFORMATION: Christina Moon, Planning Administrator, 919-918-7325, cmoon@carrboronc.gov <<mailto:cmoon@carrboronc.gov>>; Patricia McGuire, Planning Director, 919-918-7327, pmcguire@carrboronc.gov <<mailto:pmcguire@carrboronc.gov>>; Arche McAdoo, Finance Director, 919-918-7300, amacadoo@carrboronc.gov <<mailto:amacadoo@carrboronc.gov>>

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

The Morgan Creek Greenway is included in the Comprehensive Plan and Bicycle Plan as a priority project for advancing multimodal travel options which further the Town’s efforts toward climate action and race/equity.

INFORMATION: The Town has approximately \$424,176 of local discretionary funds (STBG-DA) to be used toward a transportation infrastructure project (\$339,341 federal / \$84,835 local match). The Durham Chapel Hill Carrboro (DCHC) Metropolitan Planning Organization (MPO) has asked the Town to identify the project so that the funds can be allocated as part of the upcoming State Transportation Improvement Program (STIP) amendment process in May-June. After conferring with the Town Engineer on the anticipated cost for construction, staff is requesting authorization to allocate the remaining local discretionary funds to the Morgan Creek Greenway.

Design on Phase 1 of the Morgan Creek Greenway is now at 65-percent complete and the flood study is underway. The current project budget is \$1,567,500. Approximately \$374,763 of that has been used toward design, leaving approximately \$1,192,737 (\$954,190 federal / \$238,547 local match) available to be used for construction and construction inspection services (CEI). The Town Engineer is in the process of preparing an updated engineer’s estimate but after monitoring similar projects, it is anticipated that additional funds will be needed for project completion. Of note, \$199,837 of Orange County Transit funds have been allocated to the project for use toward the local match for construction.

The request to allocate \$424,176 of STBG-DA funds would include \$339,341 of federal funds (80-percent) and \$84,835 of local match (20-percent). A source for the local match would need to be identified.

FISCAL IMPACT: The updated project cost would be approximately \$1,991,676, an increase of \$424,176. The

use of local discretionary funds (STBG-DA) would require a 20-percent local match of \$84,835. The total amount of Town funds would increase to \$123,545.

The Town has also been allocated \$175,000 of Orange County Transit funds to cover the costs associated with updating the bid packet for construction, bringing the new project total to 2,166,676.

RECOMMENDATION: The Town Manager recommends that the Town Council consider the resolution provided (Attachment A) authorizing submittal of a STIP amendment request to the DCHC MPO to allocate the remainder of the Town's STBG-DA funds toward Phase 1 of the Morgan Greenway.

**RESOLUTION TO AUTHORIZE STAFF TO SUBMIT A REQUEST FOR A
STIP AMENDMENT TO ADD FUNDS FOR THE MORGAN CREEK
GREENWAY PROJECT (TIP#EL-4828A)**

WHEREAS, the Town Council on June 21, 2011 adopted the Morgan Creek Greenway Capital Improvement Project Ordinance No. 22/2010-11 and subsequently amended it on June 16, 2015 (Ordinance No. 19/204-15); and on February 6, 2018 (Ordinance No. 13/2017-18); and December 4, 2018 (Ordinance No.8/2018-2019); and

WHEREAS, the Town of Carrboro executed a municipal agreement, and supplemental agreements with the North Carolina Department of Transportation to receive federal STP-DA and TAP-DA funds for the design and construction of Phase 1 of the Morgan Creek Greenway, the first phase of a greenway system that will ultimately connect Smith Level Road to University Lake with a potential spur to Carrboro High School. Phase 1 begins at the Smith Level Road bridge and extends west along the north side of Morgan Creek, with a spur to Abbey Road, and then crosses the creek via a pedestrian bridge to a terminus point near an existing informal pedestrian network in the woods, for a total of approximately 1850 linear feet; and,

WHEREAS, additional funds are needed to increase the project budget to match the current construction estimate; and,

NOW, THEREFORE BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF CARRBORO, that the Town Council authorizes staff to submit a request to the DCHC MPO for a NCDOT STIP amendment to increase its allocation of STBG-DA funds to the project to provide for additional funding up to \$424,176.

This the 2nd day of May in the year 2023.

Racial Equity Pocket Questions – Local Discretionary Allocation to Morgan Creek Greenway Ph 1

What are the racial impacts?

Bicycle and pedestrian transportation projects provide residents with improved infrastructure. For those without regular access to a car, even small improvements to a sidewalk or paved bicycle facility can significantly improve everyday life. BIPOC populations are more likely to face barriers to accessing reliable transportation and live in communities with limited access to bike/ped facilities for recreation. Of note, the apartments along the North side of NC 54 West are located within a qualified census tract (QCT); the median income is \$57,479 (more than 50% of the households in this area make less than the median income for Carrboro - \$76,599). A separate transportation project is currently under design that involves the design and installation of pedestrian activated signals at the intersections of NC 54 West and the entrances at the Carolina Apartments and the Royal Park Apartments. Once completed, the signals will make it much easier and safer for residents in these neighborhoods to access the Morgan Creek Greenway System.

Who is or will experience burden?

The greenway is designed to connect Smith Level Road to the cul-de-sac at Abbey Court, which will become a walking route for residents to the nearby Frank Porter Graham Elementary school. The greenway will then continue over a pedestrian bridge to the south side of Morgan Creek and head on toward University Lake with a spur to Carrboro High School. Residents and property owners living or traveling in the vicinity of the greenway project will experience noise and inconvenience during the construction process. Once completed, residents living along the greenway, mainly residents in the Canterbury Townhomes, could see long-term impacts as more people use the greenway. Residents living in the Berryhill development may also see additional users coming into their trail network and recreation facilities. While long-term Morgan Creek will be part of a connected system, there are still gaps in the network, so users and nearby residents will experience some burden until the greenway connects to new sidewalks/infrastructure.

Who is or will experience benefit?

The allocation of local discretionary funding should provide sufficient money to complete the construction of Phase 1 of the greenway. In the short-term, the greenway will add an important segment of bike/ped infrastructure off-road—a preferred design for less confident cyclists. It will not substitute the installation of sidewalks or bike lanes but only add to the network providing another paved, off-road transportation choice. The paved off-road facility will connect to University Lake and Carrboro High School in Carrboro. Over time, the Morgan Creek Greenway system in Carrboro-Chapel Hill will become a significant off-road bike/ped facility providing residents with better access to transit stops, schools, a larger greenway system, and a real opportunity to get to destinations by foot or by bicycle, scooter or wheelchair without having to maneuver among vehicular traffic. This infrastructure will provide multimodal transportation choices, particularly for households in the QCT across NC 54, of which more than 15% have no access to a car.

What are the root causes of inequity?

Working individuals and families may find it difficult to attend public meetings when transportation projects are discussed. Structural racism in government decisions, particularly those relating to land use, as well as residents' personal experiences with government, can further contribute to a reticence by historically marginalized people to speak in a public setting, and/or may be reticent to speak in a public setting, particularly if there is a concern that personal property may be taken/condemned.

What might be the unintended consequences of this action or strategy?

Greenways can benefit or harm land values and quality of life experiences for surrounding property owners and occupants. While greenways provide safe travel from vehicles, there may be other hazards associated with their use such as encounters with wildlife and interactions with other users.



Agenda Item Abstract

File Number: 23-137

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Affordable Housing Advisory Commission Funding Recommendation

PURPOSE: The purpose of this agenda item is for the Town Council to consider approving recommended funding for two nonprofit applications to the Affordable Housing Special Revenue Fund.

DEPARTMENT: Housing and Community Services

CONTACT INFORMATION: Anne-Marie Vanaman, Interim Housing and Community Services Director, amvanaman@carrboronc.gov

COUNCIL DIRECTION:

X Race/Equity ___ Climate X Comprehensive Plan ___ Other

Racial Equity: A full assessment using the Racial Equity Assessment Lens of the Affordable Housing Special Revenue Fund has been completed and reviewed by the Racial Equity Commission. A summary of this assessment can be found in Attachment C.

Comprehensive Plan: Chapter 3. Affordable Housing. Goal 4: Maintain and improve the quality of Naturally Occurring Affordable Housing (NOAH) and "missing middle" opportunities.

Goal 5: Support efforts with Orange County to ensure that all homeless individuals and families have access to safe housing, appropriate services, and a path to permanent housing. Specifically, Strategy 5.3: Prevent homelessness.

INFORMATION: In the April 1, 2023 application cycle, two requests were received and forwarded to the Affordable Housing Advisory Commission (AHAC) for review.

On April 19, 2023, the AHAC discussed the applications from EmPOWERment and Rebuilding Together of the Triangle (RTT). The AHAC voted to make the following funding recommendations to the Town Council:

EmPOWERment - Recommendation: Fully Fund - \$64,020

Requested \$64,020 to support homeownership retention, housing stabilization, and financial counseling for six low-income households who live in an affordable, but aging, townhome development. The units require new siding and roofing after years of deferred maintenance. To support these necessary repairs, the HOA issued a one-time fee of \$9,700 per unit, an unforeseen and significant burden for residents who are low-income and/or on a fixed income, and one that places them at risk of losing their homes due to foreclosure. Due to the high fee amount per household, funds could not be applied for through the Emergency Housing Assistance program, nor could the homeowners obtain or afford a bank loan. Moving forward, new HOA management has developed a new plan for long-term maintenance which will not result in an unmanageable lump sum fee again.

Rebuilding Together of the Triangle (RTT) - Recommendation: Fully Fund - \$9,200

Requested \$9,200 to support aging-in-place, specifically by improving the accessibility of the bathroom for an elderly homeowner. The project involves a bathtub-to-shower conversion in a home built in the 1990s.

Climate Impact:

The primary focus of the EmPOWERment request is housing stabilization and homeownership retention for low-income households. However, the fees will support a large repair project in the townhome community. Replacement of siding and new roofing will likely improve energy efficiency and extend the life of the units.

The primary focus of the RTT project is to support aging-in-place by improving accessibility of the bathroom for an elderly homeowner. Wherever possible, RTT incorporates weatherization and energy efficiency improvements and universal design. They work closely with Central Piedmont Community Action and their weatherization program to maximize the benefit to homeowners, and they utilize funding from Orange County's climate action tax to support additional improvements in weatherization not covered by state weatherization program guidelines.

The AHAC's recommendation can be found in Attachment B. Funding requests can be found in Attachment D. **FISCAL IMPACT:** Sufficient budget funds are available in the Town's Affordable Housing Special Revenue Fund for these grants. If the requests are fully funded, the FY2022-23 AHSRF budget balance will be \$126,683. There are no more application cycles this fiscal year, but applications of \$5,000 or less will still be accepted by Housing and Community Services and presented to the Town Manager for consideration. **RECOMMENDATION:** The Town Manager recommends that the Town Council consider approving the funding recommendation. A resolution for approval is provided in Attachment A.

**A RESOLUTION APPROVING GRANT FUNDING FROM THE
AFFORDABLE HOUSING SPECIAL REVENUE FUND**

WHEREAS, the Town Council on, June 27, 2007, by the adoption of resolution no. 244/2006-07 created the Affordable Housing Special Revenue Fund; and

WHEREAS, the creation of the fund is another way in which the Council can advance its goal of increasing and maintaining the stock of affordable housing within the Town and its planning jurisdiction; and

WHEREAS, the Affordable Housing Advisory Commission (AHAC) reviewed two funding applications for the Affordable Housing Special Revenue Fund on April 19, 2023; and

WHEREAS, the AHAC determined that the requests met the criteria set forth in the Affordable Housing Special Revenue Fund; and

WHEREAS, the AHAC made the following funding recommendations:

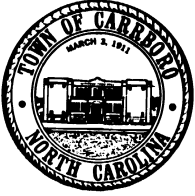
| | |
|--|--------------------|
| EmPOWERment | \$64,020.00 |
| Rebuilding Together of the Triangle | \$ 9,200.00 |

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF CARRBORO:

Section 1. Approves the recommended grant funding activity from the Affordable Housing Special Revenue Fund in FY2022-2023.

Section 2. Authorizes the Town Manager to develop and execute agreements as necessary to carry out the Council's action.

Section 3. This resolution shall become effective upon adoption.



TOWN OF CARRBORO

Affordable Housing Advisory Commission

301 West Main Street, Carrboro, North Carolina 27510

R E C O M M E N D A T I O N

April 19, 2023

**Affordable Housing Special Revenue Fund
Funding Recommendations**

Motion was made by Bobby Funk and seconded by Lindsay Griffin, that the AHAC recommends that the Town Council consider the following funding recommendations:

The AHAC received two applications to review in the April 1, 2023 funding cycle. With \$199,903 available in the Affordable Housing Special Revenue Fund budget for the current fiscal year (FY 22-23), the AHAC recommends to:

- Fully fund the request from EmPOWERment for \$64,020;
- Fully fund the request from Rebuilding Together from the Triangle for \$9,200.

Comments:

VOTE:

YES: (5- Bobby Funk, Lindsay Griffin, Betty Curry, Amy Singleton, Heather Nash)

ABSENT/EXCUSED: (0)

NOES: (0)

ABSTENTIONS: (0)

By a unanimous show of hands, the AHAC membership also indicated that no members have any financial interests that would pose a conflict of interest to the adoption of this amendment.

(Chair)

(Date)

AHSRF RACIAL EQUITY ASSESSMENT LENS - SUMMARY

The long-term consequences of slavery, Jim Crow, disenfranchisement, segregation, unjust lending practices, red lining and continued racial bias affect the ability for people of color to obtain equitable opportunities for education, employment, economic mobility, generational wealth, positive health outcomes, and access to safe and affordable housing.

The Town of Carrboro's Affordable Housing Special Revenue Fund (AHSRF) was established in 2007 with the intention to improve housing access for low-income Carrboro residents. Specifically, the Fund advances the Town's goal to preserve and expand the stock of affordable housing within Carrboro and its planning jurisdiction. As part of the Town's commitment to racial equity, the Affordable Housing Advisory Commission (AHAC) and town housing staff conducted a racial equity assessment on the AHSRF in the summer and fall of 2022.

Data gathered to conduct the assessment showed that lack of housing access and affordability disproportionately affected BIPOC residents in Carrboro. Root causes of this disparity were poverty (caused by intentional actions to deny wealth and equitable education), as well as policies & practices (government-sponsored intentional racism such as redlining, restrictive zoning ordinances, lending practices that create barriers; the illegality of rent control in NC, and white power structures' lack of willingness to address disparities).

The assessment provided several key findings that contributed to the ongoing lack of available affordable housing and provided a list of recommendations to be explored initially which could deepen the impact of the AHSRF. These recommendations included: (1) increase funding, (2) use plain language so residents know how to access the AHSRF, (3) leverage funding to support projects that create more units, (4) use a "score sheet or checklist" to help center equity in deliberations, (5) prioritize projects that support residents earning 30% AMI or less in household income.

The assessment also highlighted that the AHSRF's funding mechanism produced a key consequence and challenge. "Increasing taxes to support the AHSRF will exacerbate the wealth gap, fuel gentrification, and continue to make housing unaffordable. BIPOC, low-income, fixed income and no-income people will continue to experience the burden of paying the same amount of taxes as someone who's benefitted from generations of wealth building, had access to economic and educational mobility opportunities and benefits from a system designed to provide for and meet their needs."

TOWN OF CARRBORO AHSRF APPLICATION REVIEW SHEET

APPLICANT: REBUILDING TOGETHER OF THE TRIANGLE, INC.

PROJECT TYPE: Home Repair/Rehabilitation

TOWN AH GOALS ADDRESSED:

1.3 A2. Grants for critical home repairs, energy efficiency, up fits to accommodate changing mobility, etc. +opportunities to decrease utility payments.

FUNDING REQUESTED: \$9,200

PROJECT ADDRESS: 100 Weatherhill Point – Carrboro

PROJECT SUMMARY: This project will support aging-in-place, specifically by improving the accessibility of the bathroom for an elderly homeowner. The project involves a bathtub-to-shower conversion. The home was built in the 1990s.

POPULATION SERVED:

| Income Group | Seniors age62+ | Children | Disability Present | Asian | Black | Hisp./ Latinx | Mixed Race | Other | White |
|-----------------|----------------|----------|--------------------|-------|-------|---------------|------------|-------|-------|
| <30% of AMI | 1 | | 2 | | 3 | | | | |
| 31%-60% of AMI | | | | | | | | | |
| 61-80% of AMI | | | | | | | | | |
| 81-100% of AMI | | | | | | | | | |
| 101-115% of AMI | | | | | | | | | |
| TOTAL | | | | | 3 | | | | |

ENVIRONMENTAL IMPACT:

The primary focus of the project is improving accessibility of the bathroom for an elderly homeowner. Wherever possible, RTT incorporates weatherization and energy efficiency improvements and universal design. They work closely with Central Piedmont Community Action and their weatherization program to maximize the benefit to homeowners, and they utilize funding from Orange County's climate action tax to support additional improvements in weatherization not covered by state weatherization program guidelines.

TOWN OF CARRBORO AHSRF APPLICATION REVIEW SHEET

FUNDING RECOMMENDATION:

- FULLY FUND
- PARTIALLY FUND (Can include suggested amount or %) _____
- DO NOT FUND

FUNDING APPLICATION

DATE:

Section 1: APPLICANT AND PROJECT OVERVIEW

A. Applicant Information

Applicant/Organization's Legal Name: _____

Primary Contact Person and Title: _____

Applicant/Organization's Physical Address: _____

Applicant/Organization's Mailing Address: _____

Telephone Number: _____

Email Address: _____

B. Project Information

Project Name: _____

Total Project Cost: _____

Total Amount of Funds Requested: _____

Please specify **which permitted use of funding is being requested** (as listed in Section 2: B.1.):

To the best of my knowledge all information and data in this application are true and current. The document has been duly authorized by the governing board of the applicant.

Signature: _____

Executive Director or other Authorized Signatory

Date

Section 2: PROJECT DESCRIPTION

Please provide a thorough description of the project (by answering the "who," "what," "when," and "where" questions about your project). **Do not assume the reader knows anything about the project.**

A. "Who"

1. Who is the target population to be served and how will their needs be addressed through this project? If this is a repair or rehabilitation project, please address how the beneficiary meets eligibility requirements and provide substantiation, such as a deed, homeowner insurance policy statement, etc.

2. Please indicate the income of the beneficiaries (households) to be served through the proposed project. Please see **Attachment A** for the current income limits for the Durham-Chapel Hill MSA.

| Income Group (Area Median Income) | Number of Beneficiaries | % of Total Beneficiaries |
|--------------------------------------|-------------------------|--------------------------|
| <30% of AMI | | |
| 31%-60% of AMI | | |
| 61-80% of AMI | | |
| 81-100% of AMI | | |
| 101-115% of AMI | | |
| TOTAL | | |

| Income Group | Seniors age62+ | Children | Disability Present | Asian | Black | Hisp./ Latinx | Mixed Race | Other | White |
|--------------------|-------------------|----------|-----------------------|-------|-------|------------------|---------------|-------|-------|
| <30% of AMI | | | | | | | | | |
| 31%-60% of AMI | | | | | | | | | |
| 61-80% of AMI | | | | | | | | | |
| 81-100% of AMI | | | | | | | | | |
| 101-115% of AMI | | | | | | | | | |
| TOTAL | | | | | | | | | |

3. **Project Staff.** Please provide names of staff, contractors, and/or volunteers that will be involved with the project. Describe their responsibilities with the project and track record in successful completion of similar projects in the past:

B. "What"

1. Type of Activity. Please check the category under which your project falls.

- Acquisition
- Pre-development costs
- Rental subsidy
- Ownership subsidy
- New construction for homeownership
- New construction for rental
- Rehabilitation for owner-occupied or rental (including urgent repairs - see *)
- Land banking
- Grant to land trust
- Foreclosure assistance
- Other (specify): _____

**Starred items requesting no more than \$5,000 or 15% of the existing fund, whichever is lower, do not have to provide performance measures and can apply outside of the funding cycles.*

2. Project Description. Please provide a general overview of your project, including what you are planning to produce, how the requested funds will be used and how you are planning to carry out the project. Include how your project meets the criteria of eligible uses.

C. "Where"

1. Project Location. Please be as specific as possible.

2. Project Size (if applicable). Please provide the size of development site: _____ acres

Please attach the following:

- Site map showing lot boundaries, locations of structure(s), and other site features
- General location map (at least ½ mile radius)

D. "When"

Attach a **detailed** timetable showing when each work task will be completed (e.g., planning; obtaining financial commitments; design; environmental review; bidding; loan closing; key milestones in construction; marketing; final inspection; occupancy; etc.)

E. Project Details

If the questions below are not applicable or the requested information is not currently available, please insert N/A.

1. Property Acquisition.

- a. Has your agency acquired real property in order to carry out the project, or is property acquisition planned? _____

- b. Is the property currently occupied? If so, attach a description of your plan to relocate.
- c. Please attach an appraisal of the property.

2. Construction/Rehabilitation Detail.

- a. How many units will be newly constructed?
- b. How many units will be rehabilitated?
- c. What is the square footage of each unit?
- d. What is the number of bedrooms in each unit?
- e. What is the number of bathrooms in each unit?
- f. How many units will have full ADA accessibility?
- g. Is the proposed project located in Carrboro Town limits, ETJ, or transitional area?
- h. Please attach the following:
 - Floor plan(s)
 - Elevation(s)
 - List of Energy Efficiency measures included in the project (if applicable)
 - List of Universal Design principles included in the project (if applicable)

3. Design, Affordability, Marketing, and Supportive Services.

- a. Describe any methods to ensure long-term affordability of housing units, including subsidy recapture, equity sharing, deed restrictions, etc.:
- b. What are the proposed rents (including utility costs) or sales prices for completed units?
- c. Explain your agency's process for marketing to ensure an adequate pool of income-eligible renters to buyers:
- d. Describe the use of **energy efficient principles**, universal design, and/or materials with extended life span.
- e. What supportive services, if any, will be provided through this project?

Section 3: PERFORMANCE MEASUREMENTS

A. Goals and Objectives

Please complete the following chart with information about the project's goals and objectives.

| Goal/Objective | Measurement |
|--|---|
| <i>Ex: Provide housing for low- to moderate-income households.</i> | <i>Ex: By 2020, build ten units that are affordable to households earning less than 80%AMI.</i> |
| | |
| | |
| | |

B. Alignment with Town Goals and adopted affordable housing strategies.

Please explain how the proposed project aligns with the Town Council Goals and adopted affordable housing strategies.

Section 4: PROJECT BUDGET AND PRO-FORMA

A. Project Budget

Attach a **detailed project budget** in Excel format showing all sources and uses of funds. Indicate which funds are committed or pending and include the % of committed funds toward this project. Attach funding commitment letters where available or copies of funding applications previously submitted.

Has an appraisal been conducted? If so, please attach.

B. Terms of Project Funding

Please specify the type of funding request for which you are applying:

Grant Loan

C. Pro-forma (for rental property only)

If you are developing a property for rent, please attach a 20-year pro-forma showing estimated income, expenses, net operating income, debt service, and cash flow.

Section 5: ORGANIZATION DESCRIPTION

If you have already provided this information on a previous application in the current fiscal year, you do not need to provide this information again.

A. Organization

What is your organization's . . .

1. Mission statement?
2. Incorporation date (Month and Year)?
3. Estimated Total Agency Budget for this fiscal year? \$
4. Total number of agency staff (full time equivalents):

B. Organization Track Record and Community Support

Please describe your organization's experience and ability to carry out the proposed project, including:

1. Evidence of coordination of this application with other organizations to complement and/or support the proposed project
2. Involvement of intended beneficiaries of the project in the planning process
3. Past achievements in carrying out similar projects and evidence of successful record of meeting proposed budgets and timetables
4. Collaborative relationships with other agencies
5. Plans to develop linkages with other programs and projects to coordinate activities so solutions are holistic and comprehensive
6. Any other features relating to organization capacity that you consider relevant, (i.e. property management experience, including accepting Section 8 Vouchers, etc.).

Section 6: DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST

Are any of the Board Members or employees of the agency which will be carrying out this project, or members of their immediate families, or their business associates:

a) Employees of or closely related to employees of the Town of Carrboro

YES NO

b) Members of or closely related to members of the governing bodies of Carrboro?

YES NO

c) Current beneficiaries of the project/program for which funds are requested?

YES NO

d) Paid providers of goods or services to the program or having other financial interest in the program?

YES NO

If you have answered YES to any question, please explain below. The existence of a potential conflict of interest does not necessarily make the project ineligible for funding, but the existence of an undisclosed conflict may result in the termination of any grant awarded.

Town of Carrboro Grant Request - Budget and Funding Matrix

| Homeowner | Service Address | Project Budget | Town of Carrboro Request | Other RTT Match |
|---------------|------------------------|--------------------|--------------------------|-----------------|
| | 100 Weatherhill Pointe | \$ 9,200.00 | \$ 9,200.00 | - |
| TOTALS | | \$ 9,200.00 | \$ 9,200.00 | - |

RTT Work Scope

Owner: Orange - 100 Weatherhill Pointe Carboro NC 27510

Project Notes: 1871 sq. ft. conventional 2 story house built on a crawl space in 1993. 6/12 Shingle, 200 Amp DEC service, Dominion Gas, OWASA utilities. Good for Carrboro AHF and DEC HHF.

Area: 3 Interior

| Title | Trade | Description | Notes | Cost Per Unit | Quantity | Unit | Total Cost |
|------------------------|---------|--|-----------------------------|---------------|----------|------|------------|
| Drywall - Patch, Small | Drywall | Clean out and expand hole to allow the insertion of a 1/2" gypsum backer board coated with construction adhesive. Screw through drywall face to secure. After adhesive is set, apply patching plaster to 1/4" of surface. Finish with compound, wet sand ready for paint. Prime and paint to match, including adjacent area to a corner or wall edge for consistency | Bathroom ceiling, stairwell | \$ 450.00 | 2 | Each | \$ 900.00 |

Area: 6 Plumbing

| Title | Trade | Description | Notes | Cost Per Unit | Quantity | Unit | Total Cost |
|-------------------|----------|---|----------|---------------|----------|------|-------------|
| Shower Conversion | Plumbing | Remove existing tub. Install a 5', 4 piece, fiberglass low curb shower unit. Include a seat and ADA compliant grab bars; drain and overflow; PVC waste; single lever shower diverter; shower rod; shower faucet and a hand-held shower head with a maximum 2.0 GPM flow rate. Install faucet controls toward the outside of the tub for easier access. Exterior wall sections behind the tub shower unit and any plumbing penetrations must be completely air-sealed prior to installation. | LH 30x60 | \$ 5,500.00 | 1 | Each | \$ 5,500.00 |
| Plumbing General | Plumbing | Replace Shower valve in upstairs tub | | \$ 850.00 | 1 | Each | \$ 850.00 |

Area: 10 General Conditions

| Title | Trade | Description | Notes | Cost Per Unit | Quantity | Unit | Total Cost |
|------------------------------------|---------|------------------------------------|--|---------------|----------|------|-------------|
| Project Supervision and Management | General | Project Management and Supervision | \$500 project development fee + 20% of Construction Estimate | \$ 1,950.00 | 1 | Each | \$ 1,950.00 |

TOTAL ESTIMATED PROJECT COST

\$ 9,200.00

TOWN OF CARRBORO AHSRF APPLICATION SCORE SHEET

APPLICANT: EMPOWERMENT, INC.

PROJECT TYPE: Emergency Housing Assistance/Housing Stabilization/Foreclosure Prevention

AMOUNT REQUESTED: \$64,020

TOWN AH GOALS ADDRESSED:

1.3 Decrease barriers to first-time homeownership and homeownership retention, particularly among seniors

PROJECT ADDRESS: Brighton Square – 121 Westview Drive – Carrboro

PROJECT SUMMARY: The grant will assist 6 low-income households who own and live in their townhomes in Brighton Square, an affordable, but aging, townhome development, by providing financial counseling and stabilization funds so that they can retain homeownership. The units require new siding and roofing after years of deferred maintenance. To support these necessary repairs, the HOA issued a one-time fee of \$9,700 per unit, an unforeseen and significant burden for residents who are low-income and/or on a fixed income, and one which places them at risk of losing their homes due to foreclosure.

POPULATION SERVED:

| Income Group | Seniors age62+ | Children | Disability Present | Asian | Black | Hisp./ Latinx | Mixed Race | Other | White |
|--------------------|-------------------|----------|-----------------------|-------|-------|------------------|---------------|-------|-------|
| <30% of AMI | 1 | | 1 | | | | | | 1 |
| 31%-60% of AMI | | | | | | | | | 3 |
| 61-80% of AMI | | | | | | | | | 2 |
| 81-100% of AMI | | | | | | | | | 1 |
| 101-115% of AMI | | | | | | | | | |
| TOTAL | | | | | | | | | 7 |

ENVIRONMENTAL IMPACT: Although repairs are being conducted on the units which will undoubtedly increase energy efficiency, this request is seeking support for housing stabilization and foreclosure prevention in an existing affordable home community.

TOWN OF CARRBORO AHSRF APPLICATION SCORE SHEET

FUNDING RECOMMENDATION:

- FULLY FUND
- PARTIALLY FUND (Can include suggested amount or %) _____
- DO NOT FUND

FUNDING APPLICATION

Date: March 31, 2023

Section 1: APPLICANT AND PROJECT OVERVIEW

A. Applicant Information

Applicant/Organization's Legal Name: EMPOWERment, INC.

Primary Contact Person and Title: Delores Bailey, Executive Director

Applicant/Organization's Physical Address: 109 N Graham Street, Suite 200, Chapel Hill, NC

Applicant/Organization's Mailing Address: 109 N Graham Street, Suite 200, Chapel Hill, NC

27516 Telephone Number: 919-967-8779

Email Address: empowermentincnc@gmail.com

B. Project Information

Project Name: Brighton Square Homeowner Retention Project

Total Project Cost: \$64,020

Total Amount of Funds Requested: \$64,020

Please specify which permitted use of funding is being requested (as listed in Section 2: B.1.):

Housing Stability

To the best of my knowledge all information and data in this application are true and current. The document has been duly authorized by the governing board of the applicant.

Signature: 

Executive Director or other Authorized Signatory

4/3/23

Date

Section 2: PROJECT DESCRIPTION

Please provide a thorough description of the project (by answering the “who,” “what,” “when,” and “where” questions about your project). **Do not assume the reader knows anything about the project.**

A. “Who”

1. Who is the target population to be served and how will their needs be addressed through this project? If this is a repair or rehabilitation project, please address how the beneficiary meets eligibility requirements and provide substantiation, such as a deed, homeowner insurance policy statement, etc.

This grant will assist 6 families currently living in Brighton Square community which is an aging townhome development in Carrboro built in 1984. These homeowners are unable to meet the financial requirement of paying a onetime HOA fee of \$9,500 for needed development repairs. They each meet all the grant requirements such as live in Carrboro, reside in their property, have an active insurance policy, unable to obtain a loan and meet the Area Median income requirement range in this grant. This information has been obtained and verified by the HUD Housing Counselors at EMPOWERment where the grant will be administered.

2. Please indicate the income of the beneficiaries (households) to be served through the proposed project. Please see **Attachment A** for the current income limits for the Durham-Chapel Hill MSA.

| Income Group (Area Median Income) | Number of Beneficiaries | % of Total Beneficiaries |
|--------------------------------------|-------------------------|--------------------------|
| <30% of AMI | 1 | 14 |
| 31%-60% of AMI | 3 | 43 |
| 61-80% of AMI | 2 | 29 |
| 81-100% of AMI | 1 | 14 |
| 101-115% of AMI | | |
| TOTAL | 7 | 100 |

| Income Group | Seniors age62+ | Children | Disability Present | Asian | Black | Hisp./ Latinx | Mixed Race | Other | White |
|--------------------|-------------------|----------|-----------------------|-------|-------|------------------|---------------|-------|-------|
| <30% of AMI | 1 | | 1 | | | | | | 1 |
| 31%-60% of AMI | | | | | | | | | 3 |
| 61-80% of AMI | | | | | | | | | 2 |
| 81-100% of AMI | | | | | | | | | 1 |
| 101-115% of AMI | | | | | | | | | |
| TOTAL | | | | | | | | | 7 |

3. **Project Staff.** Please provide names of staff, contractors, and/or volunteers that will be involved with the project. Describe their responsibilities with the project and track record in successful completion of similar projects in the past:

With various levels of experience, this project will be completed on schedule and according to the proposed budget. Our team consist of Ms. Delores Bailey, Executive Director, Sharron Reid, Lead HUD Housing Counselor and Mrs Valencia Thompson, HUD Housing Counselor/Property Manager/Project Administrator. Listed are their individual experiences.

Delores Bailey, Executive Director of EmPOWERment, Inc - Ms Bailey, under her leadership for the past 15 years, has increased the organization's rental inventory from 12 to 58 units including two manufactured homes. In addition, she has managed new construction projects (five new single-family homes) as well as major rental rehabilitation projects (more than twenty) throughout Orange County during her tenure as the Director. Ms. Bailey has a long history of working closely with town and county government departments to secure project funding as well as developing collaborations with various local agencies. In 2019, she led a successful fundraising campaign raising over \$100,000.00 for operational and seed money for the PEACH Apartment Project. Lastly, she is diligently working with foundations and local banks in preparation to launch a capital campaign. In addition, she partnered with the Orange County Housing and Community Department to oversee and administer the Emergency Housing Assistance listening sessions. Ms. Bailey was responsible for the overall management of the proposed project. During that time, she worked as the point of contact and acted as liaison between the Orange County. She will assume the same role for the Town of Carrboro and the Brighton Square HOA including negotiating the agreement terms, execute the contract, oversee the project and disburse the funds.

Sharron Reid, HUD Counselor - Ms Reid has over 20 years of experience in the area of housing counseling and held positions at Habitat for Humanity Orange County, Chatham County Housing Authority Brick Capital CDC as well as EMPOWERment. Therefore, she is well trained in pre-purchase and has extensive training in foreclosure prevention counseling, group instruction as well as individual counselling. Since the pandemic, Ms Reid has worked extensively with the Emergency Assistance Program serving families in need of financial assistance to remain housed. In addition, she has assisted families with completing application for the Homeowners Assistance program and worked with mortgage services as well as landlords throughout the process to keep them housed. Therefore, she will be responsible for meeting with homeowners, developing individual budgets, collecting pertinent information and providing on-going counseling services to families.

Valencia Thompson, HUD Counselor- Mrs Thompson has several years of experience in the housing industry and therefore she has a panoramic view of the different facets of housing and how it works. As a HUD Housing Counselor, she provides education as well as rental and pre-purchase counseling to families disabled as well as seniors and to families from all income brackets throughout NC. Therefore, she understands the unique situations a family may encounter, and have seen firsthand the stress that families face when struggling to pay their rent or when evictions or foreclosures are pending. Her training has helped her help individuals/families locate valuable resources to shelter in place while their financial situation stabilizes. As a Real Estate Broker, she has seen the increase in housing cost and watch hard working families have to defer their dream of homeownership despite the unjustified

increase in their rents. Mrs Thompson has been able to connect them to programs that offer down payment assistance to help bridge that gap. Lastly, her accounting and financing background has helped her understand money from the viewpoint of a consumer as well as from the prospective of an organization. Currently, Mrs Thompson has acted as Administrator of several grants, which includes the HUD grants. Therefore, she is well rounded in fulfilling the role as administrator for this project. She will maintain files, provide reports, and request funding.

B. "What"

1. **Type of Activity.** Please check the category under which your project falls.

- Acquisition
- Pre-development costs
- Rental subsidy
- Ownership subsidy
- New construction for homeownership
- New construction for rental
- Rehabilitation for owner-occupied or rental (including urgent repairs - see *)
- Land banking
- Grant to land trust
- Foreclosure assistance
- Other (specify): Foreclosure Prevention/Housing Stability

**Starred items requesting no more than \$5,000 or 15% of the existing fund, whichever is lower, do not have to provide performance measures and can apply outside of the funding cycles.*

2. **Project Description.** Please provide a general overview of your project, including what you are planning to produce, how the requested funds will be used and how you are planning to carry out the project. Include how your project meets the criteria of eligible uses.

C. "Where"

1. **Project Location.** Please be as specific as possible.

The location of the townhomes (121 Westview Dr (units #57,8,42,12,54, 56) Carrboro NC are within the Carrboro Town Limits.

2. **Project Size (if applicable).** Please provide the size of development site: N/A acres

Please attach the following:

- Site map showing lot boundaries, locations of structure(s), and other site features
- General location map (at least ½ mile radius)

D. "When"

Attach a **detailed** timetable showing when each work task will be completed (e.g., planning; obtaining financial commitments; design; environmental review; bidding; loan closing; key milestones in construction; marketing; final inspection; occupancy; etc.)

See Attached

E. Project Details

If the questions below are not applicable or the requested information is not currently available, please insert N/A.

1. **Property Acquisition.**

- a. Has your agency acquired real property in order to carry out the project, or is property acquisition planned? N/A

- b. Is the property currently occupied? If so, attach a description of your plan to relocate.
- c. Please attach an appraisal of the property. N/A

2. Construction/Rehabilitation Detail.

- a. How many units will be newly constructed? N/A
- b. How many units will be rehabilitated? 6
- c. What is the square footage of each unit? (see Attached list)
- d. What is the number of bedrooms in each unit? 2
- e. What is the number of bathrooms in each unit? 2
- f. How many units will have full ADA accessibility? 0
- g. Is the proposed project located in Carrboro Town limits, ETJ, or transitional area?
All the homes are located at 121 Westview Dr within Carrboro Town Limits.
- h. Please attach the following: N/A
 - Floor plan(s)
 - Elevation(s)
 - List of Energy Efficiency measures included in the project (if applicable)
 - List of Universal Design principles included in the project (if applicable)

3. Design, Affordability, Marketing, and Supportive Services.

- a. Describe any methods to ensure long-term affordability of housing units, including subsidy recapture, equity sharing, deed restrictions, etc.:

As first-time homeowners these 6 families bought into the Brighton Square development when both the interest rates were low and their HOA dues were manageable. Ultimately, they all hoped to age in place in their affordable homes. However, recently each homeowner received notice that in addition to their regular HOA dues a special maintenance fee of \$9,700 would be assessed to each unit. This fee will be used to address the much-needed repairs to their aging units. Obtaining a loan with the current interest rates now at almost 7% would be unaffordable for the majority of these homeowners and impossible for 2 of them. Comparable to their mortgage payments ranging from \$530.00 to \$900.00, a 2 bedroom, 1 bath rental unit in the same area starts at \$1281.00 but can be as much as \$1,500.00 a month. Potential rental payments at these amounts would financially bankrupt these families. Therefore, we see the use of these funds to cover their HOA fees as the only solution to stabilizing their housing in Carrboro, keeping them housed and thus preventing homelessness. In addition, these funds for new siding will increase the energy efficiency within the units which will ultimately extend the life of the home. Also, the new HOA management will be executed a new plan to address long term repair cost to all the units within the development. Therefore, an unmanageable lump sum amount will not be requested from homeowners again.

- b. What are the proposed rents (including utility costs) or sales prices for completed units?

N/A

- c. Explain your agency's process for marketing to ensure an adequate pool of income-eligible renters to buyers:

N/A

- d. Describe the use of **energy efficient principles**, universal design, and/or materials with extended life span.

N/A

- e. What supportive services, if any, will be provided through this project?

EMPOWERment has provided services to the community for almost 30 years where it is strategically located within a traditionally African American neighborhood. Since inception, we have been committed to serving this community. Through the years, the residents have learned to trust us to offer guidance and leadership in various capacities including housing counseling. Our housing counseling services range from educating families on how to obtain a home (pre-purchase counseling) to the prevention of losing their home (foreclosure prevention counseling). In the beginning, the housing industry was booming and low to moderately income families wanted the American dream, the dream to own their own home. Homebuyer's education workshops became a necessary route to homeownership as individuals and families prepared to purchase their first home. Collaborations with Housing programs such the Town of Chapel Hill Transitional Housing Program and Habitat for Humanity not only ensured that families had a great start at reaching their goal but also educated them on how to keep that home. Down Payment Assistance Programs offering up to \$20,000 and local as well as county grants made homes affordable for the families we served. A homebuyer's Education certificate as well as one-on-one counseling became a mandatory component to receiving those funds. During the same time, EMPOWERment began acquiring rental properties and the focus shifted to rental counseling. Therefore, the same services that were offered to the community were now offered to our tenants, which ensured that they had access to workshops, budgeting and prepurchase counseling. Since the COVID-19 crisis began in 2020, evictions have been exacerbated, causing many people to lose stable housing. To address the issue, EMPOWERment expanded its housing counseling program to include eviction stabilization counseling where many individuals and families were offered the opportunity to receive counseling as well as connect to resources such the HOPE Program, Emergency Housing Assistance Program and local organizations to remain housed. So, we are very familiar with all facets of housing and through the years, we have hosted community meetings, stood alongside disenfranchised communities and provided a space in our building for small business owners. Therefore, on-going housing counseling services in any of this area will be provided to each family unit throughout this project and beyond. We are committed to keeping individuals/ families housed.

Section 3: PERFORMANCE MEASUREMENTS

A. Goals and Objectives

Please complete the following chart with information about the project's goals and objectives.

| Goal/Objective | Measurement |
|---|---|
| <i>Ex: Provide housing for low- to moderate-income households.</i> | <i>Ex: By 2020, build ten units that are affordable to households earning less than 80%AMI.</i> |
| Provide 6 income eligible homeowners the necessary financial assistance to meet the need of paying the one-time special assessment fee of \$9,700 | By 2024, 6 townhomes at 121 Westview Street will be repaired/renovated with Special Revenue Funds. Thus, stabilizing these household by preventing foreclosure and avoiding potential homelessness. |
| | |
| | |

B. Alignment with Town Goals and adopted affordable housing strategies.

Please explain how the proposed project aligns with the Town Council Goals and adopted affordable housing strategies.

The project supports housing stabilization for low-income homeowners at risk of losing their homes if they cannot pay a one-time homeowner’s association maintenance fee of \$9700. The fee will be used to pay for critical repairs to assist 6 homeowners (1 senior) and help them remain in their homes. Therefore, this project aligns with Goal 1.3 *Decrease barriers to first-time homeownership and homeownership retention, particularly among seniors.* The fees that are being requested support Goal 1.3 A2 which states *grants for critical home repairs, energy efficiency, up fits to accommodate changing mobility, etc. and opportunities to decrease utility payments.*

Section 4: PROJECT BUDGET AND PRO-FORMA

A. Project Budget

Attach a **detailed project budget** in Excel format showing all sources and uses of funds. Indicate which funds are committed or pending and include the % of committed funds toward this project. Attach funding commitment letters where available or copies of funding applications previously submitted.

Has an appraisal been conducted? If so, please attach.

B. Terms of Project Funding

Please specify the type of funding request for which you are applying:

Grant Loan

C. Pro-forma (for rental property only)

N/A

If you are developing a property for rent, please attach a 20-year pro-forma showing estimated income, expenses, net operating income, debt service, and cash flow.

Section 5: ORGANIZATION DESCRIPTION

If you have already provided this information on a previous application in the current fiscal year, you do not need to provide this information again.

A. Organization

What is your organization's . . .

1. Mission statement?

EMPOWERment's mission is to empower individuals and communities to achieve their destiny through community organizing, affordable housing, and grassroots economic development.

2. Incorporation date (Month and Year)? 03/1996
3. Estimated Total Agency Budget for this fiscal year? \$ 1,200,000.00
4. Total number of agency staff (full time equivalents): 5

B. Organization Track Record and Community Support

Please describe your organization's experience and ability to carry out the proposed project, including:

1. Evidence of coordination of this application with other organizations to complement and/or support the proposed project

Because an unforeseeable assessment of \$9,700 at Brighton Square Homeowner Association put several homeowners in an emergency financial situation, families potentially were at risk of losing their home. Time was of the essence, since the HOA mandated that all homeowners pay this one-time special assessment fee to address deteriorating siding by May 30, 2023. As a result, a member of their management team consulted with a local lender, and they suggested that the management reach out to identify potential community resources. In August 2022, EMPOWERment was approached to assist in brainstorming a solution that had arisen within this aging community. Due to the severity of the issue, Ms Bailey, EMPOWERment's Executive Director reached out to the Town of Carrboro to inquire about any possible funding options for these few families unable to pay this assessment. The Special Revenue Funds were identified as a potential option for these families. Because of the urgency of this matter and since these funds must be passed through an organization, EMPOWERment volunteered to advocate for these desperate homeowners. After that initial meeting, EMPOWERment's staff began facilitating meetings on a regular basis with Town Staff and the Homeowner Association detailing the process of working with homeowners and establishing a manageable timeline to submit the Special Revenue Fund application.

2. Involvement of intended beneficiaries of the project in the planning process

By letter, the homeowners were notified of the partnership and families were connected to EMPOWERment and then self-select if they wanted to move forward to apply for funding. One-on-one counseling appointments were set up with each of the homeowners on the application where they had the opportunity to ask questions, develop a budget and then provide documentation to move forward to apply for funding. The homeowners

met with counselors on a regular basis to update information as needed. Letters, emails and phone calls are ways counselors continue to communicate with the homeowners to update them on the progress of the application and the expected timeline.

3. Past achievements in carrying out similar projects and evidence of successful record of meeting proposed budgets and timetables

Around June 2021, Empowerment was approached by Orange County Department of Housing to administer a countywide survey regarding their Emergency Housing Assistance Fund. The purpose of the partnership was to collect quantitative data by way of feedback on how the program ranked while assisting families during the housing crisis that developed as a direct result of the pandemic. EMPOWERment assumed the administrative role, coordinated the sessions, hired translators, prepared mailers, advertised the sessions, collected the data, facilitated the sessions and prepared the final report by the established deadline. The budget was met according to the agreement.

4. Collaborative relationships with other agencies

EMPOWERment collaborates with multiple community partners such as The Marian Cheek Jackson Center, Interfaith Counsel, Orange County Department of Housing and Community, Town of Carrboro, Families and Communities Rising and the Empowerment Fund.

5. Plans to develop linkages with other programs and projects to coordinate activities so solutions are holistic and comprehensive

Homeowners listed in this grant will be referred to the Homeowners Assistance Program and to the Homestead Exemption program (tax issues), if needed.

6. Any other features relating to organization capacity that you consider relevant, (i.e. property management experience, including accepting Section 8 Vouchers, etc.).

At EMPOWERment, we offered specialized counseling services which will be available to the homeowners beyond this project. EMPOWERment counselors will also be able to connect family with outside resources as well. We collaborate with a variety of community partners to pair families with services.

Section 6: DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST

Are any of the Board Members or employees of the agency which will be carrying out this project, or members of their immediate families, or their business associates :

a) Employees of or closely related to employees of the Town of Carrboro

YES NO

b) Members of or closely related to members of the governing bodies of Carrboro?

YES NO

c) Current beneficiaries of the project/program for which funds are requested?

YES NO

d) Paid providers of goods or services to the program or having other financial interest in the program?

YES NO

If you have answered YES to any question, **please explain below**. The existence of a potential conflict of interest does not necessarily make the project ineligible for funding, but the existence of an **undisclosed** conflict may result in the termination of any grant awarded.

| | A | B |
|----|---|----------------|
| 1 | PROJECT Budget/Development Cost | |
| 2 | Brighten Square Townhomes | |
| 3 | 121 Westview Dr, Carrboro, NC | |
| 4 | PROJECT DEVELOPMENT SOURCES AND USES | |
| 5 | | |
| 6 | | |
| 7 | SOURCES OF FUNDS | |
| 8 | | |
| 9 | | - |
| 10 | | |
| 11 | | |
| 12 | | |
| 13 | | |
| 14 | | |
| 15 | | |
| 16 | TOTAL Committed Funding | - |
| 17 | | |
| 18 | Other Sources | |
| 19 | Carrbror Affordable Housing Reserve Fund | 58,200 |
| 20 | | |
| 21 | | |
| 22 | | |
| 23 | Total | 58,200 |
| 24 | | |
| 25 | Total Sources | 58,200 |
| 26 | | |
| 27 | Expenses | COST TO |
| 28 | | PROJECT |
| 29 | | - |
| 30 | | - |
| 31 | TOTAL IMPROVED LAND | - |
| 32 | | |
| 33 | Special Assessment Fee Unit 8 | 9,700 |
| 34 | Special Assessment Fee Unit 12 | 9,700 |
| 35 | Special Assessment Fee Unit 21 | 9,700 |
| 36 | Special Assessment Fee Unit 42 | 9,700 |
| 37 | Special Assessment Fee Unit 54 | 9,700 |
| 38 | Special Assessment Fee Unit 57 | 9,700 |
| 39 | TOTAL CONSTRUCTION COSTS | 58,200 |
| 40 | | - |
| 41 | | - |
| 42 | | - |
| 43 | | - |
| 44 | | - |
| 45 | | - |
| 46 | | - |
| 47 | | - |
| 48 | | - |
| 49 | TOTAL SOFT COSTS | - |
| 50 | EMPOWERment Admin Fee | 3,720 |
| 51 | Counseling Fees | 2,100 |
| 52 | | - |
| 53 | | - |
| 54 | | - |
| 55 | TOTAL FEES, RESERVES/ESCROWS | 5,820 |
| 56 | | |
| 57 | TOTAL DEVELOPMENT COSTS | 64,020 |



BOARD OF DIRECTORS

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Linda Bynum
Vice President
David Bright
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Buffie Webber
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Bernadine Cobb
Cory Flannery
Paris Miller-Foushee
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Jabe Hunter
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Lyniese Williams
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Meagan Julian
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Lisa Norwood
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Laura Wright
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STAFF

Delores Bailey
Executive Director
LaTanya Davis
Operations Manager
LaVett Saddler
BrightPath Solutions
Sarita Nwachukwu
Director of Community Programs
Sharron Reid
Housing Counselor
Valencia Thompson
Property Manager
Quintonia Thorpe
Finance Manager

BONNER STUDENTS

Desiree Lockhart
Aayliah Lee
Imani Rankins

VOLUNTEERS

Jalen Nwachukwu

Brighton Square Homeowners Retention Project Timeline/Timetable

- 7/16/2022** Initial meeting with EMPOWERment and Town of Carrboro to discuss partnership.
- 8/17/2023** Staff introduced to the opportunity to serve Brighton Square homeowners.
- 8/26/2022** Meeting with HOA Representative, Karla Rosenberg, Anne Marie Vanaman, Delores Bailey, Valencia Thompson and Sharron Reid to discuss partnership, roles and timelines.
- 9/20/2022** HOA Annual Meeting
- 10/26/2022** Partnership Meeting
- 11/11/2022** Zoom meeting with HOA representative, Ms Blanka Aguero
- 11/14/2023** Spoke with Ms Marsha Beck, HOA President to explain processes and timelines
- 11/15/2022** HOA Annual Meeting (project details included on the agenda)
- 12/31/2022** Completion of applicant's assessments
- 1/17/2023** Sent updated letter to homeowners (applicants)
- 1/26/2023** Introduction by ZOOM to the new HOA President, Ms Lara Handler
- 2/01/2023** Met with homeowner for collection of data and verification of eligibility of applicants for grant purposes
- 3/25/2023** Complete grant for submission
- 4/01/2023** Submit grant for review to the Town of Carrboro
- 4/06/2023** Provide letter to applicants reiterating approval/disapproval timeline
- 4/19/2023** Application presented to Carrboro Affordable Housing Advisory Commission
- 4/25/2023** Project presented to Town Council for approval
- 5/01/2023** Disbursement of funds to EMPOWERment
- 5/15/2023** Disburse funds to Homeowners Association management
- 5/29/2023** Funds credited to applicant's Brighton Square HOA accounts

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Agenda Item Abstract

File Number: 23-138

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Approval of the 2023-2024 HOME Investment Partnership Program Annual Plan Activities

PURPOSE: The purpose of this agenda item is for the Town Council to consider approving the HOME Investment Partnership Program’s Annual Plan activities for FY 2023-2024.

DEPARTMENT: Housing and Community Services

CONTACT INFORMATION: Anne-Marie Vanaman, Interim Housing and Community Services Director,
amvanaman@carrboronc.gov

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

Racial Equity: The Affordable Housing Special Revenue Fund has provided local matching funds for the HOME program annually. A full assessment using the Racial Equity Assessment Lens has been completed and reviewed by the Racial Equity Commission. A summary of this assessment can be found in Attachment C.

Comprehensive Plan: Chapter 3. Affordable Housing. Goal 2. Increase the number of rental units that are permanently affordable to very low-income households earning up to 60% of Area Median Income (AMI) with a particular focus on those earning less than 30% AMI and historically disadvantaged households.

INFORMATION: Every year, state and local governments (“Participating Jurisdictions”) that receive HOME Investment Partnerships Program (“HOME”) funds from the U.S. Department of Housing and Urban Development (“HUD”) are required to complete an [Annual Action Plan](https://www.orangecountync.gov/DocumentCenter/View/23712/ENOrange-County-FY-2023-2024-HOME-Annual-Action-Plan-PublicCommentDRAFT?bidId=>) [<https://www.orangecountync.gov/DocumentCenter/View/23712/ENOrange-County-FY-2023-2024-HOME-Annual-Action-Plan-PublicCommentDRAFT?bidId=>](https://www.orangecountync.gov/DocumentCenter/View/23712/ENOrange-County-FY-2023-2024-HOME-Annual-Action-Plan-PublicCommentDRAFT?bidId=>) that lays out how they will allocate HUD funds for the upcoming program year in order to address the goals and priorities in the [Consolidated Plan](https://orangecountync.gov/DocumentCenter/View/10806/Orange-County-NC-Consolidated-Plan-FINAL?bidId=>) [<https://orangecountync.gov/DocumentCenter/View/10806/Orange-County-NC-Consolidated-Plan-FINAL?bidId=>](https://orangecountync.gov/DocumentCenter/View/10806/Orange-County-NC-Consolidated-Plan-FINAL?bidId=>).

Orange County is a special type of Participating Jurisdiction, called a Consortium, consisting of Orange County and the Towns of Carrboro, Chapel Hill, and Hillsborough. Orange County serves as the lead entity for the Orange County HOME Consortium. To enhance collaboration on affordable housing among the jurisdictions in the County, the Orange County Local Government Affordable Housing Collaborative (the Collaborative) was formed in 2017. The Collaborative includes elected officials and staff from the each of the four participating jurisdictions and serves as the HOME Program application review team, charged with developing an annual HOME Program plan. The Annual Action Plan was completed based on the HOME award recommendations made by the Local Government Affordable Housing Collaborative, detailed in the section below. Council Member Susan Romaine represents the Carrboro Town Council on the Collaborative.

All participating jurisdictions must approve and authorize submission of the plan prior to submittal to the U.S. Department of Housing and Urban Development (HUD). **The Orange County Board of County Commissioners will consider approving the plan on May 2, 2023; the Town of Chapel Hill will consider the plan on May 3,**

2023, and the Town of Hillsborough on May 8, 2023.

For FY 2023-2024, Orange County anticipates receiving the following HOME resources:

| | |
|-------------------------|-------------------|
| FY 2023-2024 HOME Funds | \$ 429,496 |
| HOME Program Income | \$ 13,306 |
| Local Match | \$ 96,637 |
| Total | \$ 539,439 |

The above amounts are estimates and may be adjusted according to the actual allocation received from HUD. Each jurisdiction's contribution of the local match is based on its population. The Town's contribution to the matching funds is 15% of the total match, or \$14,496 (estimated).

The Collaborative reviewed the received applications for the FY 2023-2024 HOME Program on March 9, 2023 and made the following funding recommendations for consideration by each of the jurisdictions' elected bodies:

| | |
|---|-------------------|
| CASA, Rental Construction | \$ 446,489.40 |
| Pee Wee Homes - Rental Construction | \$ 50,000 |
| Administration (10% of HOME funds, per statute) | \$ 42,949.60 |
| Total | \$ 539,439 |

The above amounts may still be adjusted according to the actual allocation received from HUD. A summary of each of the above projects can be found in Attachment B.

FISCAL IMPACT: The Town of Carrboro's portion of the required HOME matching funds is estimated to be \$14,496, 15% of the total local match.

RECOMMENDATION: The Town Manager recommends that the Town Council (1) approve the plan developed by the Collaborative for use of \$539,439 of FY 2023-2024 Orange County HOME Program funds; and (2) authorize this plan to be incorporated into the FY 2023-2024 Annual Action Plan and the 2020-2025 Consolidated Plan for Orange County for submission to the U.S. Department of Housing and Urban Development. A resolution is provided as Attachment A.

**RESOLUTION APPROVING THE FY 2023-2024 HOME INVESTMENT
PARTNERSHIP PROGRAM ANNUAL PLAN**

WHEREAS, Orange County serves as the lead entity for the Orange County HOME Consortium;
and

WHEREAS, the Town of Carrboro is a member of the Orange County HOME Consortium; and

WHEREAS, elected representatives from each jurisdiction (the Collaborative) reviewed and
evaluated funding applications received for proposed FY 2023-2024 HOME funding; and

WHEREAS, HUD requires grantees to provide local match funds, of which the four local
jurisdictions contribute proportionally based on population, and the Town of Carrboro's 2022-2023
match allocation is \$14,496.

WHEREAS, the following 2023-2024 HOME Investment Partnership Program activities were
recommended by the members of the Orange County HOME Collaborative:

Pre-Development and Rental Development: \$446,489.40

Funds will be allocated to CASA for pre-development and rental development costs for 25 units in
Chapel Hill for low to moderate income households.

(Requested amount: CASA: \$512,000)

Rental Development: \$50,000

Funds will be allocated to Pee Wee Homes for rental development for three units (tiny homes) in
Carrboro for households exiting homeless.

(Requested amount: \$50,000)

Program Administration: \$42,949.60

Total HOME Funds for Project Activities: \$539,439

NOW, THEREFORE, BE IT RESOLVED THAT THE TOWN COUNCIL OF THE TOWN OF
CARRBORO:

Section 1. Approves the recommended plan for FY 2023-2024 Orange County HOME Program
funds.

Section 2. Authorizes this plan to be incorporated into the Annual Update to the 2020-2025
Consolidated Plan for Orange County for submission to the U.S. Department of Housing and Urban
Development.

Section 3. This resolution shall become effective upon adoption.



Orange County, NC HOME Consortium FY 2023-2024 Annual Action Plan Summary

Annual Goals and Objectives

| Sort Order | Goal Name | Start Year | End Year | Category | Geographic Area | Needs Addressed | Funding | Goal Outcome Indicator |
|------------|---------------------|------------|----------|---|-----------------|--------------------------------|--------------|--------------------------|
| 1 | Rental Construction | 2023 | 2028 | Affordable Housing Homeless Non-Homeless Special Needs | Chapel Hill | Affordable housing acquisition | \$496,489.00 | Construction of 25 units |

Projects

| | | |
|---|--|---|
| 1 | Project Name | CASA – Rental Construction |
| | Target Area | County-wide |
| | Goals Supported | Rental Construction |
| | Needs Addressed | Housing for Low- and Moderate-Income Households |
| | Funding | HOME: \$359,584.37 Local Match: \$86,905.03 Total: \$446,489.40 (CHDO Set Aside: \$32,212.00) |
| | Description | Grants & loans for households at or below 80% AMI |
| | Target Date | 12/31/2023 |
| | Estimate the number and type of families that will benefit from the proposed activities | 22 households at or below 80% AMI |
| | Location Description | 2200 Homestead Rd., Chapel Hill, NC 27516 |
| | Planned Activities | <ul style="list-style-type: none"> Predevelopment costs New construction for rental |



Projects, Cont.

| | | |
|---|--|--|
| 2 | Project Name | Pee Wee Homes – Rental Construction |
| | Target Area | County-wide |
| | Goals Supported | Rental Construction |
| | Needs Addressed | Housing for Low-income households, Households Exiting Homelessness |
| | Funding | HOME: \$40,268.03 Local Match: \$9,731.97 Total: \$50,000.00 (CHDO Set Aside: \$32,212.00) |
| | Description | Development for households at or below 30% AMI who are exiting homelessness |
| | Target Date | 12/31/2023 |
| | Estimate the number and type of families that will benefit from the proposed activities | 3 households at or below 30% AMI who are exiting homelessness |
| | Location Description | 106 Hill Street, Chapel Hill |
| | Planned Activities | Rental Construction |
| 3 | Project Name | Administration – 2023 |
| | Target Area | County-wide |
| | Goals Supported | Rental Construction |
| | Needs Addressed | Housing for People Experiencing Homelessness Housing for Low- and Moderate-Income Households |
| | Funding | HOME: \$42,949.60 |
| | Description | Funds for administration of the HOME Program will be allocated to the Orange County Housing Department. Total funds will equal 10% of the 2022 HOME award, which is estimated to be \$42,949.60. |
| | Target Date | 6/30/2023 |
| | Estimate the number and type of families that will benefit from the proposed activities | Administration will support HOME-funded housing activities. |
| | Location Description | N/A |



| | |
|--------------------|----------------|
| Planned Activities | Administration |
|--------------------|----------------|

Affordable Housing

| One Year Goals for the Number of Households to be Supported | |
|---|-----------|
| Homeless | 3 |
| Non-Homeless | 22 |
| Total | 25 |

| One Year Goals for the Number of Households Supported Through | |
|---|-----------|
| Rental Assistance | 0 |
| The Production of New Units | 25 |
| Rehab of Existing Units | 0 |
| Acquisition of Existing Units | 0 |
| Total | 25 |

AHSRF RACIAL EQUITY ASSESSMENT LENS - SUMMARY

The long-term consequences of slavery, Jim Crow, disenfranchisement, segregation, unjust lending practices, red lining and continued racial bias affect the ability for people of color to obtain equitable opportunities for education, employment, economic mobility, generational wealth, positive health outcomes, and access to safe and affordable housing.

The Town of Carrboro's Affordable Housing Special Revenue Fund (AHSRF) was established in 2007 with the intention to improve housing access for low-income Carrboro residents. Specifically, the Fund advances the Town's goal to preserve and expand the stock of affordable housing within Carrboro and its planning jurisdiction. As part of the Town's commitment to racial equity, the Affordable Housing Advisory Commission (AHAC) and town housing staff conducted a racial equity assessment on the AHSRF in the summer and fall of 2022.

Data gathered to conduct the assessment showed that lack of housing access and affordability disproportionately affected BIPOC residents in Carrboro. Root causes of this disparity were poverty (caused by intentional actions to deny wealth and equitable education), as well as policies & practices (government-sponsored intentional racism such as redlining, restrictive zoning ordinances, lending practices that create barriers; the illegality of rent control in NC, and white power structures' lack of willingness to address disparities).

The assessment provided several key findings that contributed to the ongoing lack of available affordable housing and provided a list of recommendations to be explored initially which could deepen the impact of the AHSRF. These recommendations included: (1) increase funding, (2) use plain language so residents know how to access the AHSRF, (3) leverage funding to support projects that create more units, (4) use a "score sheet or checklist" to help center equity in deliberations, (5) prioritize projects that support residents earning 30% AMI or less in household income.

The assessment also highlighted that the AHSRF's funding mechanism produced a key consequence and challenge. "Increasing taxes to support the AHSRF will exacerbate the wealth gap, fuel gentrification, and continue to make housing unaffordable. BIPOC, low-income, fixed income and no-income people will continue to experience the burden of paying the same amount of taxes as someone who's benefitted from generations of wealth building, had access to economic and educational mobility opportunities and benefits from a system designed to provide for and meet their needs."



Agenda Item Abstract

File Number: 23-144

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Budget Amendment - Accept Contributions for Recreation, Parks, and Cultural Resources Department's Active Life Programs

PURPOSE: The purpose of this agenda item is to request that the Town Council adopt a budget amendment to accept and appropriate a \$5,000 contribution made to the Town by Carol Woods Retirement Community to support the Recreation, Parks, and Cultural Resources Department's Active Life Programs.

DEPARTMENT: Finance

CONTACT INFORMATION: Langston W. Ramseur, Deputy Finance Director, 919-918-7345

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

Donation to improve the shared community experience through supporting the Active Life/Senior program activities offered by Town of Carrboro Recreation, Parks, and Cultural Resources Department.

INFORMATION: The Town had been awarded \$5,000 by Carol Woods to support the Recreation, Parks, and Cultural Resources Department Active Life Programs. These contributions are restricted to the purpose(s) as stated by the donor. They cannot be used for any other purpose, unless authorized by the donor. The attached amendment to the annual budget ordinance adopted by the Town on June 21, 2022 increases the revenues and expenditures by the above amount.

FISCAL IMPACT: These contributions are restricted to the purpose(s) stated by the donors.

RECOMMENDATION: The Town Manager recommends that the Town Council adopt the attached budget amendment (Attachment A).

**AMENDMENT TO FY 2022-23 ANNUAL BUDGET ORDINANCE
TO APPROPRIATE CONTRIBUTION TO RECREATION, PARKS AND CULTURAL
RESOURCES DEPARTMENT FOR ACTIVE LIFE PROGRAMS**

WHEREAS, the Town of Carrboro has been awarded \$5,000 by Carol Woods to support the Recreation & Parks Department's Active Life programs; and,

WHEREAS, the Town Council is grateful for the generosity of Carol Woods; and,

WHEREAS, it is appropriate to amend the FY 2022-23 General Fund budget to incorporate this restricted contribution;

NOW, THEREFORE, BE IT ORDAINED, that in accordance with authority contained in G.S. 159-15:

Section 1. The Town thanks Carol Wood for the contribution of \$5,000 to support the Active Life programs of the Recreation, Parks and Cultural Resources Department.

Section 2. The contributions identified in Section 1 above shall be used solely for the purpose(s) stated by the donors.

Section 3. This budget amendment is effective immediately and a copy of this amendment shall be forwarded to the Town's Finance Officer within five (5) days.

What are the racial impacts?

As part of the One Orange Racial Equity Lens evaluation on the Recreation, Parks & Cultural Resources Department’s programming, demographic information from our registration system indicated that participation among underserved populations, especially African American participants, was higher on average in our Active Life/Senior programming than in other programming categories. Therefore, this funding has a direct impact in supporting affordable programming for these residents as well as residents of all races and ethnicities.

Who is or will experience burden?

Due to the nature of the activities provided, we do not anticipate anyone will experience burden from the acceptance and use of these funds.

Who is or will experience benefit?

The primary beneficiaries of these funds will be our older adult population who participate in our Active Life programming. Indirectly, these funds help to offset the impact of programming recreation services through the general fund and thus reduce fiscal pressure of taxpayer funded programming.

What are the root causes of inequity?

Participation in recreational programming by seniors is often adversely affected due to program costs. The Town strives to provide free to low-cost programming for this group to address income inequities that may be the result of historical differences in compensation, retirement benefits, etc. Additionally, transportation can sometimes lead to inequity, so this funding allows the department to periodically take some programs to senior facilities such as Covenant Place, Carolina Springs, and Manley Estates.

What might be the unintended consequences of this action or strategy?

We do not anticipate any negative unintended consequences. Positive outcomes from the participation in diverse and well-rounded recreational opportunities should provide physical, mental, and social benefits for those who participate.



THE CAROL WOODS CHARITABLE FUND, INC.

750 Weaver Dairy Road, Chapel Hill, NC 27514-1502
TEL 919·918·3280 • FAX 919·918·3227

December 15, 2022

Mayor Damon Seils
Town of Carrboro
301 W Main Street
Carrboro, NC 27510

Dear Mayor Seils,

One aspect of Carol Woods' mission is to support the greater community through collaborative partnerships and charitable giving. To achieve this, Carol Woods would like to gift \$5,000 Town of Carrboro with the hope this will be used to improve our shared community through the various activities offered by The Carrboro Recreation & Parks Department such as the Active Life programs.

Invitation:

I would like to invite you (or your designee) to attend the first Residents Association meeting of 2023 on Tuesday, January 10th from 10:00 – 11:30 am. The first part of the meeting is dedicated to hearing very briefly from each charitable gift recipient. We ask that you or one of your colleagues present, for about 2 – 3 minutes, to the residents how their gift will support enriching the lives of older persons of Orange County. An RSVP is required so we know to include you on the list of speakers. Please email my teammate, Suzanne Martin, smartin@carolwoods.org, to confirm your attendance by December 28, 2022. In addition, a group photo of organization representatives will be taken prior to the start of this meeting. This photo will appear in CW News, a newsletter written by and for residents. An RSVP is necessary so that we know whether to include you in the list of speakers. If you're able to join us, I'll provide some logistical details in early January.

Reporting:

We ask that you provide a mid-way funding usage report, by August 15, 2023, as a way to share an update with our residents on the efforts you've accomplished to that point. This brief 1-2 page report should provide outcomes of the project/operations to date and any challenges or changes encountered. By January 31, 2024, we will be seeking a final report, including documentation of the funding's use or any unused funds remaining.

Future Funding:

The application deadline for 2024 funding will be August 15, 2023. As a note, we are creating a funding application for future requests which will be provided later in the coming year.

Sincerely,

Marianne Ratcliffe
President & CEO



Agenda Item Abstract

File Number: 23-143

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Appointment of Economic Sustainability Commission Member to Racial Equity Commission

PURPOSE: The purpose of this agenda item is to request that the Town Council appoint a representative from the Economic Sustainability Commission (ESC) to serve as a voting liaison member of the Racial Equity Commission.

DEPARTMENT: Town Clerk and Economic Development

CONTACT INFORMATION: Wesley Barker, Town Clerk, wbarker@carrboronc.gov <<mailto:wbarker@carrboronc.gov>>, 919-918-7309, Jon Hartman-Brown, Economic Development Director, jhartman-brown@carrboronc.gov <<mailto:jhartman-brown@carrboronc.gov>>, 919-918-7319

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

Advisory Board appointments follow the Town’s Advisory Board Recruitment and Appointment Policy originally adopted by the Town Council on 11-21-2017 and most recently revised on 3-16-2021.

<https://www.carrboronc.gov/DocumentCenter/View/5358/Town-of-Carrboro-Advisory-Board-Recruitment-and-Appointment-Policy->> This Advisory Board Recruitment and Appointment Policy Racial Equity Lens has been completed by staff and is currently being evaluated by the CORE team and will soon be reviewed by the Racial Equity Commission. The Town Council will consider revisions to this policy at a Council meeting in May 2023.

INFORMATION: The Racial Equity Commission is composed of nine members appointed by the Town Council:

- 2 non-voting, liaison members shall be selected from the membership of the Town Council
- 1 non-voting, liaison member shall be the Town's Race & Equity Officer
- 1 voting liaison member shall be selected from the Affordable Housing Advisory Commission
- 1 voting liaison member shall be selected from the Environmental Advisory Board
- 1 voting liaison member shall be selected from the Economic Sustainability Commission
- 1 voting liaison member shall be selected from the Carrboro Farmer's Market Board or BIPOC business owner
- 2 voting members shall have lived in the Town for at least twenty (20) years and be people of color
- 2 voting members shall have lived in the Town for at least ten (10) years and be people of color

- 1 voting member shall be a youth member
- All 9 members shall be residents of the Town

Economic Sustainability Commission (ESC) member Jim Porto was the former appointee to the Racial Equity Commission, who was appointed by Town Council on September 13, 2022, but had agreed to serve as the appointee temporarily until more ESC members were appointed by Council.

At the April 12, 2023 Economic Sustainability Commission (ESC) meeting, the ESC members were in consensus that ESC member Courtnei McWilliams would represent the ESC on the Racial Equity Commission, pending Council approval. Ms. Williams has served on the ESC since October 2022.

The appointment by Council would formally remove Jim Porto and appoint Courtnei McWilliams as the ESC representative to the Racial Equity Commission as a voting liaison member.

Ms. McWilliams ESC application is included as Attachment B.

A current matrix of the Racial Equity Commission is included as Attachment C.

Pocket questions are included as Attachment D.

FISCAL IMPACT: N/A

RECOMMENDATION: It is recommended that Town Council approve the resolution (Attachment A) and appoint Courtnei McWilliams to serve on the Racial Equity Commission as the representative of the ESC.

A RESOLUTION MAKING APPOINTMENTS TO THE RACIAL EQUITY COMMISSION

NOW THEREFORE, THE TOWN COUNCIL OF THE TOWN OF CARRBORO HEREBY RESOLVES:

Section 1. **Courtnei McWilliams** is hereby appointed as a member of the Racial Equity Commission to serve as the representative from the Economic Sustainability Commission (ESC) for a term to expire on February 1, 2025.

Section 2. This resolution shall become effective upon adoption.

This the 2nd day of May 2023.

| Seat Designation | Appointee | Term Expiration |
|---|---------------------|------------------------|
| Economic Sustainability Commission (ESC) Seat | Courtnei McWilliams | 2/2025 |

Print

Advisory Board Application - Submission #6571

Date Submitted: 6/20/2022

First Name*

Courtnei

Last Name*

McWilliams

Date*

6/15/2022

Select today's date

Address1*

201 North Carolina 54

Address2

512

City*

Carrboro

State

NC

Zip*

27510

Is this address located within the corporate limits of the Town of Carrboro?*

Yes

Please select Yes or No.

Is this address located within the Town's ETJ, Planning Jurisdiction, or Northern Transition Area?*

Unsure

Telephone (111)-111-1111*

9196495040

Please enter your primary contact phone number.

Email Address*

courtneimcwilliams@gmail.com

Enter your primary email address.

The demographic information provided below is of interest because your elected officials want the Town's advisory boards to reflect the diversity of the Town. Diversity of the applicant pool is a priority of the Board.

What Year Were You Born?*

1992

Race*

Black

Please enter your race.

Sex*

Female

Please enter your sex.

Ethnicity*

Mixed Ethnicity

Occupation*

Branding and Marketing Consultant

Please enter your occupation.

Are you a registered Orange County Voter?*

Yes

Please answer Yes or No

Length of Residence in Orange County*

11 months

How long have you been a resident of Orange County?

Length of Residence in the Town of Carrboro*

11 months

How long have you been a resident of the Town of Carrboro?

I wish to be considered for appointment to the following committee/board(s) (Select no more than two (2)):

- | | | | |
|-------------------------------------|--|--------------------------|---|
| <input type="checkbox"/> | Affordable Housing Advisory Commission | <input type="checkbox"/> | Greenways Commission |
| <input type="checkbox"/> | Appearance Commission/NPDC | <input type="checkbox"/> | Northern Transition Area Advisory Committee |
| <input type="checkbox"/> | Arts Committee | <input type="checkbox"/> | OWASA Board of Directors |
| <input type="checkbox"/> | Board of Adjustment | <input type="checkbox"/> | Planning Board |
| <input type="checkbox"/> | Climate Action Team | <input type="checkbox"/> | Racial Equity Commission |
| <input type="checkbox"/> | Community Safety Task Force | <input type="checkbox"/> | Recreation and Parks Commission |
| <input checked="" type="checkbox"/> | Economic Sustainability Commission | <input type="checkbox"/> | Stormwater Advisory Commission |
| <input type="checkbox"/> | Environmental Advisory Board | <input type="checkbox"/> | Tourism Development Authority* |
| <input type="checkbox"/> | Human Services Commission | <input type="checkbox"/> | Transportation Advisory Board |

Please note that membership is limited to one advisory board at a time. You shall not be considered for appointment to another board unless you resign before filing an application or you are in the last six months of your current term.

Advisory Board Preference*

Economic Sustainability Commission

Please indicate your preference by typing your first choice. Please limit your selection above to two boards).

Other (advisory board not listed):

Please indicate by typing the advisory board that you are applying for.

****Employer/Self Employed**

Self Employed

Please enter your employment information. This is a requirement for application for the Tourism Development Authority.

Number of Years Employed

Three years

Enter the number of years you have been employed at the organization listed to the left.

**** Provide examples of how you are involved in the promotion of travel and tourism in the Town of Carrboro.**

Required only for the Tourism Development Authority Application.

Community Activities/Organizational Memberships*

Volunteered on the Jonah Garson for NC House campaign from October 2021-May 2022.

Please enter the requested information.

Relevant Experience:*

As a small business owner for the past three years, as well as someone who has been employed by other small businesses prior to, I am interested in continuing to see the growth of this community.

Reasons You Wish to be Appointed*

I would enjoy being a part of seeing the growth of Carrboro and its citizens.

We believe as a Town and as a Town Council that racial equity and diversity and inclusion are important. Please tell us your thoughts about this and why they are important not only in advisory board/commission work but also in all facets of local government and community work.*

In order for us to serve all of the communities that make up Carrboro, those communities need to be represented by groups that make decisions that affect the citizens of Carrboro.

Have you ever served on any Town of Carrboro Committee or Board?*

If yes, which one(s)?

No

Are you currently serving on a Town Board or Committee?*

Yes

No

If yes, are you applying for a third consecutive term?*

Yes

No

If yes, please describe how you meet one, or more, of the following exceptions noted below.

After completing two full terms, a member must take off one year before applying for re-appointment to the same advisory board. However, a board member may apply to serve on another advisory board if he/she desires. The Board of Aldermen may make exceptions to this rule under the following circumstances: 1. To retain diversity on an advisory board; 2. A lack of applicants.

RACIAL EQUITY POCKET QUESTIONS

Advisory Board Appointments

Following the Advisory Board Recruitment and Appointment Policy

What are the racial impacts?

- There continues to be a need for more diverse representation on advisory board and commissions, as well as interest. Some members of the community may not be able to participate on these boards and commissions due to limitations on transportation, lack of childcare and the affordability of each. Further, some members may not have adequate access to internet or equipment, which can cause them to miss out on announcements, recruitment efforts and participation in virtual meetings. Some community members may have jobs that cause them to work outside of “normal” business hours, which would prohibit them from attending meetings. Further, there may be a historical mistrust of government or fear of not being heard by others, which limit interest in applications to advisory boards and commissions by people of color and lower-incomes households.

Who is or will experience burden?

- Lower-income households and people of color are burdened by possibly not being able to participate on advisory boards and commissions due to limitations on child-care, transportation, internet access and job demands. Additionally, if these groups have a distrust of government or historical experience of not being heard, they will not choose to participate or even apply for advisory boards or commissions, when they could in fact be an exceptional asset to a board or commission and be the voice representing their particular demographic, which may not be as well represented.

Who is or will experience benefit?

- Lower-income households and people of color would benefit by the ideas of new initiatives to bolster participation which could include stipends for childcare/transportation, stronger community outreach and education about the important roles advisory board and commission members play in town recommendations & decisions. It further signifies the important need for all voices to have a seat at the table which in turn benefits all town citizens and the work of the boards and commissions.
- Further, if more equitable solutions aren’t present, those who do not have issues with childcare, transportation, highspeed internet, or who live in more affluent, “plugged-in” areas of town, are able to continue serving on boards and having a voice at the table much easier, thus possibly benefiting more on initiatives and recommendations to the governing board, because there would be less diversity and equity at the table of these boards & commissions, and further isolating those other important areas and voices of the community.

What are the root causes of inequity?

- Recruitment efforts in the past have relied on advertising (hanging posters, social media, etc.), and word of mouth to groups of people that may align with only a certain neighborhood(s) or demographic(s). These are mainstream, accepted practices in most communities that have been the same for many years. This has been unintentional. Further, up until the advisory board recruitment and appointment policy was created by the Town, there was less direction on the recruitment processes for advisory boards. The adoption and amendments to the advisory board recruitment and appointment policy over the past few years have worked to address historical inequities and making sure diverse applicant pools are being brought to Council.

RACIAL EQUITY POCKET QUESTIONS

Advisory Board Appointments

Following the Advisory Board Recruitment and Appointment Policy

What might be the unintended consequences of this action or strategy?

- By considering new initiatives to possibly offer incentives to advisory board members, and for recruitment efforts, a distrust of government or missing educational component may still exist within some communities and may keep qualified citizens from applying to these boards and commissions.



Agenda Item Abstract

File Number: 23-135

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Annual Update from Orange County Partnership to End Homelessness

PURPOSE: The purpose of this agenda item is for the Town Council to receive the 2022 Annual Report from Orange County Partnership to End Homelessness (OCPEH).

DEPARTMENT: Housing and Community Services

CONTACT INFORMATION: Anne-Marie Vanaman, Interim Housing and Community Services Director, amvanaman@carrboronc.gov <<mailto:amvanaman@carrboronc.gov>>

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

Race/Equity: The Affordable Housing Special Revenue Fund has provided financial support of OCPEH annually. A full assessment using the Racial Equity Assessment Lens has been completed and reviewed by the Racial Equity Commission. A summary of this assessment can be found in Attachment C.

Comprehensive Plan: Chapter 3. Affordable Housing. Goal 5: Support efforts with Orange County to ensure that all homeless individuals and families have access to safe housing, appropriate services, and a path to permanent housing.

INFORMATION: : The [Orange County Partnership to End Homelessness](https://www.ocpehnc.com/) <<https://www.ocpehnc.com/>> was established in 2008 to coordinate funding and activities to end homelessness in Orange County. The Orange County Homeless Programs Manager, Rachel Waltz, will present the 2022 Annual Update highlighting the current status of homelessness and efforts to close system gaps in Orange County. A copy of the Update to Homeless Systems Gaps Analysis can be found as Attachment A and the 2022 Point-in-Time report in Attachment B.

FISCAL IMPACT: There is no fiscal or staff impact for this item.

RECOMMENDATION: The Town Manager that the recommends the Town Council receive the OCPEH 2022 Annual Update.



DRAFT Update to Homeless Systems Gaps Analysis
January 2023

EXECUTIVE SUMMARY

Orange County has made great strides in filling gaps in the homeless service system over the past three years. Service providers and local governments have significantly expanded programs and services to address the needs of people at-risk of and experiencing homelessness. Community members and other funders have also stepped up to finance new and expanded programs.

At the same time, **demand for homelessness prevention, services, and housing has also increased.** The COVID global pandemic exposed existing inequality and overwhelmed existing supports and systems. **There are currently seventeen gaps to be filled to meet the current need and end homelessness in Orange County.**

Filling the gaps will provide the right mix of client-centered and evidenced-based programs which will in turn result in **homelessness in our community becoming rare, brief and one-time.**

| Gap | Community Priority (1-6) |
|-------------------------------------|--------------------------|
| HOUSING | |
| Income Based Rental Units | 1.62 |
| Rapid Re-housing | 2.08 |
| DV Rapid Re-housing | NEW |
| Permanent Supportive Housing | 1.31 |
| Youth Housing | 2.38 |
| Landlord Incentives | 2.92 |
| Housing Locator | 2.15 |
| Furniture and Household Goods | 2.62 |
| SERVICES – TEMP HOUSING | |
| Accessible, housing-focused shelter | 1.77 |
| DV emergency shelter | NEW |
| Medical Respite Beds | 1.46 |
| Bridge Housing | 2.00 |
| SERVICES - CONNECTIONS | |
| Housing Helpline staffing | 2.69 |
| Crisis/Diversion facility | 2.00 |
| Integrated Service Center | 2.15 |
| SERVICES - DIGNITY | |
| 24 hour bathrooms | 1.85 |
| Memorial service funding | 2.31 |

GAP DETAILS

FILLED GAPS

Since the first homeless system gaps analysis in 2017, four gaps have been filled.

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|--|--|--------------------------|--|-------------------|
| Housing Access Coordinator | Position moved from CEF to Orange County | FILLED | Funded via OC Partnership to End Homelessness budget (local governments) | Continued program |
| <p>Program Description: The Housing Access Coordinator (HAC) position originated at the Community Empowerment Fund (CEF) in 2018 and moved to Orange County housing in 2020. This position works with landlords and property management staff to recruit existing housing units in our community to use Housing Choice Vouchers (Section 8) as well as other housing vouchers like Rapid Re-housing and veterans programs. This position has a limited capacity to also work with people in housing search. The HAC would work closely and directly with the Housing Locator position, which is a current Housing Gap to be filled.</p> | | | | |
| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
| Homelessness Diversion Funding | \$13,000 in diversion funding provided by Carolina Homelessness Prevention Initiative (CHPI) | FILLED | Ongoing CHPI leadership development and funding continuing Funded via CHPI (nonprofit) | Continued program |
| <p>Program Description: Homelessness diversion funding is flexible funding that allows people to find safe alternatives to emergency shelter. Orange County has reduced the number of people entering the homeless system through flexible diversion funds provided by the Carolina Homelessness Prevention Initiative (CHPI) as well as effective utilization of Emergency Housing Assistance and the Eviction Diversion program. CHPI was started by a group of undergraduate students at UNC who wanted to help people experiencing homelessness. After conversations with service providers and OCPEH staff, CHPI decided to tackle homelessness diversion, a gap at that time. CHPI has a system of ongoing member recruitment and leadership development to ensure ongoing continuation of this completely student-led and operated 501(c)3 nonprofit organization.</p> | | | | |
| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
| Street Outreach | Program started October 2020, 3 FTE (1 clinical coordinator + 2 peer support navigators) currently fully staffed at 1 clinical coordinator + 3 peer support navigators - ocpehnc.com/street-outreach | FILLED THROUGH JUNE 2022 | Funded initially via Emergency Solutions Grant COVID funding (Oct 2020 – November 2021); Orange County providing continuation funding with American Rescue Plan (ARP) Ongoing funded secured via OC Partnership to End Homelessness budget (local governments) | Continued program |

Program Description: The Street Outreach, Harm Reduction, and Deflection (SOHRAD) program began operations in October 2020 with three full-time positions – a clinical coordinator and two peer support navigators. SOHRAD works with people who are living unsheltered to connect them with housing and services. Since beginning client work in November 2020 and through mid-September 2021, SOHRAD staff served over 200 people including helping 48 people enter housing, and assisted with over 50 deflections from law enforcement involvement, including arrest and jail. Funding for a fourth full-time position could be approved by Town of Chapel Hill in fall 2021.

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|------------------------|---|--------|---|-------------------|
| Housing Locator | Orange County allocated the County portion for this position in the FY21-22 budget; OC Partnership to End Homelessness secured grant funding for 0.5FTE through the Foundation for Health Leadership and Innovation | FILLED | Housing Locator allow the HAC to concentrate on system-level unit recruitment | Continued funding |

Program Description: The Housing Locator provides client-level assistance in locating units for people exiting homelessness, people with Housing Choice Vouchers, and other people at risk of homelessness who contact the Housing Helpline. The position works in coordination with the Housing Access Coordinator (HAC) to develop and maintain landlord relationships. This will allow the HAC to focus more completely on system-level landlord recruitment. People are searching for units with Housing Choice Vouchers and other rental assistance without being able to locate units. As of December 2022, there are over 180 households experiencing homelessness who are connected to service providers and in active housing search, up from average of 102 households in 2019.

Program Budget:

| | |
|--|----------|
| Salary & benefits for Housing Locator position | \$67,000 |
|--|----------|

Orange County has made significant progress on filling some system gaps, there is also more work to be done. Here is the current status with some gaps added from previous editions of the Gaps Analysis.

CURRENT GAPS: HOUSING

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|---|---|------------------|---|--|
| Income-based rental housing | Some units available in the community from Town/County subsidies and HUD subsidies, with majority of referrals not coming through Coordinated Entry; There has been a significant expansion in the availability of Housing Choice Vouchers (HCV) since Oct 2020 with 100% of vouchers available through coordinated entry | PARTIALLY FILLED | Progress has been made with Master Leasing and development of new income-based units but barriers exist in the application process that exacerbate the lack of affordable housing options for people with criminal justice backgrounds and eviction histories resulting in longer time homeless for our most vulnerable community members | 9,553 households are currently “rent burdened” meaning they spend more than 30% of their income on housing costs; At any given time, there are 3x more households experiencing homelessness than the maximum number of LITHC units to be developed |
| Program Description: Having an adequate supply of housing that people can afford is one of the key drivers of ending homelessness. People are less likely to become homeless if they are not rent burdened and more likely to exit homelessness faster if they can find housing that is affordable. Income based rental housing uses household income to determine amount of rent paid by clients. | | | | |
| Program Budget: Average subsidy/unit has increased drastically with increased construction costs and interest rates. The current average subsidy for new unit development is \$80,000 per unit | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|----------------------------------|--|------------------|---|-------------------------------------|
| Expanded Rapid Re-Housing | Best practice program started April 2020, as of December 2022 have 4 FTE case managers | PARTIALLY FILLED | Best practice program funded via combination of Emergency Solutions Grant COVID (ESG-CV) funds, ESG, Continuum of Care (CoC) funds, HOME funds for Tenant Based Rental Assistance, and County | \$574,660 additional annual funding |

| | | | | |
|---|--|--|---|--|
| | | | Maintenance of Effort (MOE) funding; Program targeted long-term shelter stayers, plus others on HOME Committee list; Need funding for a total of 6 case managers plus client financial assistance to serve 180 households per year (30 per case manager per year) | |
| Program Description: Rapid Re-housing provides a flexible mix of short to mid--term rental assistance and case management with services provided in a trauma-informed, client-centered manner. As of December 2022, there are over 180 households each month who are connected to service providers and in need of permanent housing, almost all of whom would be well served by Rapid Re-housing. | | | | |
| Program Budget: | | | | |
| Salary & benefits for 6 case managers | | | \$400,360 | |
| Expected ESG funding for RRH services | | | (\$ 40,500) | |
| FY21 CoC funding for RRH services | | | (\$ 147,200) | |
| MOE funding for RRH services | | | (\$ 70,000) | |
| SUBTOTAL - case manager funding needed | | | \$142,660 | |
| Client financial assistance \$1200/household/month x 12 months x 6 case managers | | | \$1,296,000 | |
| HOME funds for Tenant Based Rental Assistance | | | (\$ 864,000) | |
| SUBTOTAL – rental assistance needed | | | \$ 432,000 | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|--|---|------------------|--|--|
| Expanded DV Rapid Re-Housing | \$120,000 annually of Victim of Crime Act Funds between Oct 2018-2022. \$107,208 in CoC funds for DV Housing Coordinator and rental assistance starting January 2023 | PARTIALLY FILLED | FY21 CoC funds provides rental assistance for four households and part of the DV Housing Coordinator's supportive services | \$95,000 annually – rental assistance to support all participants on the DV Coordinator's caseload |
| Program Description: Rapid Re-housing provides a flexible mix of short-term rental assistance and case management with services provided in a trauma-informed, client-centered manner. DV Housing Coordinator can provide services for up to 12 clients at one time. Additional rental assistance dollars would maximize the number of survivors the Coordinator can serve. | | | | |
| Program Budget: TBD | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill | | |
|---|---|------------------|---|----------------|--|-----------|
| Permanent Supportive Housing (PSH) | 1 program currently serves Orange County: IFC ; Other PSH was reallocated due to poor performance | PARTIALLY FILLED | Need additional funding for program expansion, helpful to identify non-HUD source for services funding to serve as match for CoC-funded PSH | \$200,000 | | |
| <p>Program Description: Permanent Supportive Housing (PSH) serves people experiencing chronic homelessness, providing housing subsidy and case management. The Inter-Faith Council for Social Service (IFC) is requesting funds for 3 FTE case managers to allow expansion of best practice PSH program. The current program cannot expand due to the need for match funding. The program currently has 2 FTEs funded by Continuum of Care (CoC) funding. Providing local funding for PSH services would allow the CoC dollars to be used for rental assistance, and adding another FTE case manager (3 total) would provide the staff capacity needed to administer additional rental assistance from reallocated CoC funds. Permanent Supportive Housing demand has been exacerbated by COVID, from an average of about 25 households per month in February 2020 who are experiencing chronic homelessness and have high service needs to about 40 households per month in September 2021. There has been one program referral to PSH in the past two years because current programs are full.</p> | | | | | | |
| <p>Program Budget:</p> <table> <tr> <td>Salary & benefits for 3 case managers + IFC overhead</td> <td>\$200,000</td> </tr> </table> | | | | | Salary & benefits for 3 case managers + IFC overhead | \$200,000 |
| Salary & benefits for 3 case managers + IFC overhead | \$200,000 | | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill | | | | | | | | | | | | | | | |
|---|--|------------------|--|----------------|----------------|---------------------------------------|----------|------------------|--|----------|---------|--|----------|--------------------|--|----------|--------------|--|------------------|
| Youth Housing Program | Program that served Durham revamped to adopt Rapid Re-housing model; LGBTQ Center was awarded \$284,771 in CoC funds in the FY2021 competition | PARTIALLY FILLED | Need program expansion funding to cover youth in Orange County | TBD | | | | | | | | | | | | | | | |
| <p>Program Description: Funding LGBTQ Center of Durham for housing, therapy, and case management for youth (age 18-24) exiting homelessness in Orange County; program serves both LGBTQ and non-LGBTQ youth. The Center completely revamped their youth housing program in response to COVID - changing from a host home program model to rapid re-housing inclusive of rental assistance and services.</p> | | | | | | | | | | | | | | | | | | | |
| <p>Program Budget:</p> <table> <tr> <td>Staff Salaries</td> <td>1/3 Program Director and Case Manager</td> <td>\$33,997</td> </tr> <tr> <td>Therapy Services</td> <td>Contract services with mental health service providers</td> <td>\$36,663</td> </tr> <tr> <td>Housing</td> <td>\$1000/month for 7 clients for 12 months</td> <td>\$84,000</td> </tr> <tr> <td>Admin and overhead</td> <td></td> <td>\$ 7,500</td> </tr> <tr> <td>TOTAL</td> <td></td> <td>\$162,160</td> </tr> </table> | | | | | Staff Salaries | 1/3 Program Director and Case Manager | \$33,997 | Therapy Services | Contract services with mental health service providers | \$36,663 | Housing | \$1000/month for 7 clients for 12 months | \$84,000 | Admin and overhead | | \$ 7,500 | TOTAL | | \$162,160 |
| Staff Salaries | 1/3 Program Director and Case Manager | \$33,997 | | | | | | | | | | | | | | | | | |
| Therapy Services | Contract services with mental health service providers | \$36,663 | | | | | | | | | | | | | | | | | |
| Housing | \$1000/month for 7 clients for 12 months | \$84,000 | | | | | | | | | | | | | | | | | |
| Admin and overhead | | \$ 7,500 | | | | | | | | | | | | | | | | | |
| TOTAL | | \$162,160 | | | | | | | | | | | | | | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill | | | | | | |
|---|---|------------------|---|----------------------------------|-----------------------------|-----------|--------------------------------|-----------|--------------|------------------|
| Sustained funding for Landlord Incentive Program (LIP) | Implemented LIP in April 2020 (flyer) to increase units available for people exiting homelessness and people with Housing Choice Vouchers, funded with CARES Act, HCV funds, and County ARP funds | PARTIALLY FILLED | Funded with County American Rescue Plan (ARP) funds | \$200,000 annually for 200 units | | | | | | |
| <p>Program Description: The Landlord Incentive program provides landlords with \$1000 signing bonus for new leases and \$500 for renewing leases for Housing Choice Voucher participants and participants in other programs like Rapid Re-housing, veterans programs, and for clients working with the Local Reentry Council and Compass Center. The County has funded LIP with ARP funds currently. LIP is managed by the Housing Access Coordinator. COVID eviction moratorium created stagnation in unit turnover -- providing Landlord Incentives for new and renewing leases has proven an effective strategy during COVID to create unit availability for people with Housing Choice and other vouchers.</p> | | | | | | | | | | |
| <p>Program Budget:</p> <table> <tr> <td>100 new leases, \$1000 each</td> <td>\$100,000</td> </tr> <tr> <td>200 renewal leases, \$500 each</td> <td>\$100,000</td> </tr> <tr> <td>TOTAL</td> <td>\$200,000</td> </tr> </table> | | | | | 100 new leases, \$1000 each | \$100,000 | 200 renewal leases, \$500 each | \$100,000 | TOTAL | \$200,000 |
| 100 new leases, \$1000 each | \$100,000 | | | | | | | | | |
| 200 renewal leases, \$500 each | \$100,000 | | | | | | | | | |
| TOTAL | \$200,000 | | | | | | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|---|---|------------------|---|----------------|
| Furniture and household goods | Orange County used state CARES Act funding for a furniture and household goods program in November 2020 – over 71 households applied in a 6 week period, of whom 39 were funded an average of \$800 | PARTIALLY FILLED | The Furniture Program, St. Thomas More’s Caring and Sharing Center, and CommunityWorx thrift store offer some options for furniture and household goods for people entering housing. Gaps remain for returning clients, clients in Ashley Forest, and to meet community-wide need for all people exiting homelessness | \$160,000 |
| <p>Program Description: People exiting homelessness often have little to no furniture or the other things needed to create a home, like linens, dishes, and cleaning supplies. Having items to make a housing unit livable and comfortable contribute greatly to housing stability. A best-practice program design would allow for a great deal of flexibility and client choice in allowing people to pick both what they need and what they would like for their homes. Orange County is on track to house over 160 households in 2022, the project budget estimates for 200 households understanding some do not come through the HOME Committee. The project budget estimates \$800 per household,</p> | | | | |

understanding some people will be fully or partially served by existing community programs, but that gaps remain.

Program Budget:

200 households per year, \$800 each

\$160,000

CURRENT GAPS: SERVICES – TEMP. HOUSING

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|---|---|------------------|---|--|
| Accessible, Housing-Focused Shelter | Noncongregate shelter program at local hotel funded by FEMA May 2020 – June 2021, COVID isolation non-congregate shelter available December 2021 – August 2022 and expanded Cold Weather non-congregate shelter available January – March 2022 was provided with County funds | PARTIALLY FILLED | Changes to the Chapel Hill Good Neighbor Plan are needed to allow IFC to implement best practice, low barrier approach and Emergency Shelter designation at IFC Community House; IFC also needs increased staffing to provide low barrier shelter | \$194,700 (revising Good Neighbor Plan) to \$3.17 million (building new shelter) |
| <p>Program Description: HUD recommends that emergency homeless shelters are accessible with low barriers to entry. Currently there is no same-night shelter availability in Orange County – people wait days, weeks, or months to enter and the wait time is highly variable. HUD further recommends that shelters are fully integrated into a housing-focused homeless service system. Stipulations in the current Good Neighbor Plan (GNP) agreement between shelter operator IFC and the neighbors of the men’s shelter, Community House regarding the designation and programming at IFC Community House do not allow this currently. OCPEH will partner with stakeholders and provide technical assistance regarding the current restrictions to try to determine a way forward – changing the GNP, building a new shelter, or other option(s).</p> | | | | |
| <p>Program Budget: TBD</p> | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|--|--|------------------|---|---|
| Accessible, Housing-Focused Domestic Violence Shelter | Noncongregate shelter program funded by using fundraised dollars beginning in October 2020 - current | PARTIALLY FILLED | Current non-congregate shelter program uses a scattered site model and is comprised of three units. Amount needed to fill includes cost for 3 units with services and assumes the addition of 6 units with services | \$435,000 – annual cost for 9 units and supportive services |

Program Description: Confidential Shelter for adults and children experiencing domestic violence is a persistent need in the community. Compass Center currently operates a scattered site shelter comprising of three units and refers survivors and their families to domestic violence or other types of shelters in other counties when the units are filled. Accessing safe housing near support networks is critical for survivors of domestic violence and is a key strategy to increase physical and psychological safety while reducing length of time homeless.

Note: The cost here will not meet the entire need, but is an estimate of the number of units that could be sustainable using the current scattered site model. Compass Center would like to engage in a mixed strategy method that includes sustained funds for rapid rehousing.

Program Budget: TBD

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|-----------------------------|---|----------|---|---|
| Medical Respite Beds | UNC Health is interested to pursue a pilot project providing lodging and per diem costs within Chapel Hill / Carrboro | UNFILLED | Explore community-based congregate versus scattered site models | Depends on the approach and whether a partner secures funds for operating costs; Cost savings to UNC Health will be significant |

Program Description: Beds with low level medical care available for people discharging from hospital without a place to live, 2-6 week stays previewed for people who are able to complete their activities of daily living but need skilled care such as wound care or IV medicine administered. Currently these patients are long-term stayers at the hospital or discharged to homelessness – a medical respite program would free up needed hospital beds and also ensure people experiencing homelessness are getting needed care. The program will be designed to meet community need, connect people with community-based social work and occupational therapy, and particularly being able to serve target people with behavioral health issues and/or criminal justice involvement for additional support

Program Budget: TBD

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|-----------------------|---|----------|--|----------------|
| Bridge Housing | Reentry House Plus opened summer 2021 to provide bridge housing to up to 3 participants at a time, plus a house manager who also has a history of incarceration | UNFILLED | Orange County Local Reentry Council (LRC) seeing 65 people exiting jail or prison per year needed an average of 60 nights stay | \$220,500 |

Program Description: There is a critical need for short-term, low barrier reentry housing and supporting services to help reentering individuals re-integrate into the community, especially during COVID. Bridge Housing funds allow for short-term supportive stabilization housing at hotels for up to 60 days for 55 reentering individuals per year and supportive services for 65 individuals through Reentry House Plus. Reentry House Plus has contracted with the SWIT (Success While in Transition) program run by individuals who themselves have reentered successfully to provide a month-long course and ongoing one-on-one case management and peer mentoring for these individuals in collaboration with our Local Reentry Council. Bridge Housing and support is an evidence-based best practice for ensuring stabilization and support for people reentering from incarceration, which has been identified as a [critical priority by U.S. Housing and Urban Development Secretary, Marcia Fudge](#).

Program Budget:

| | |
|--|------------------|
| Hotels – 55 people per year, an average of 60 nights, \$55/night | \$181,500 |
| Services – SWIT classes, \$600/person for 65 people | \$ 39,000 |
| TOTAL | \$220,500 |

CURRENT GAPS: SERVICES – CONNECTIONS

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|----------------------------------|---|------------------|--|---|
| Housing Helpline Staffing | Program moved to Orange County March 2020; expanded to full time hours (Monday-Friday, business hours) plus three days a week in-person in Chapel Hill/Carrboro as of July 2022 ocpehnc.com/housing-help | PARTIALLY FILLED | Have ongoing funding for 2.5 FTE from Continuum of Care grant; one-time 12 month funding for .5 FTE from ESG-CV; one-time funding from Foundation for Health Leadership and Innovation for .5 FTE HH Team Lead, have funding for 4 temporary staff through June 2023 | \$161,010 additional annual funding to add 2 FTE July 2023 and beyond |

Program Description: The Orange County Housing Helpline is the centralized access point for people in housing crisis, including people who need to access emergency shelter, homelessness diversion, eviction diversion, and homelessness prevention including rent and utility assistance. Since launching in March 2020 through November 2022, Helpline staff serve approximately 600 households per month. Helpline staff offer assistance using a trauma-informed and client-centered approach. The increased volume of people in housing crisis due to COVID results in increased need for Housing Helpline staff to answer calls, emails, and provide in-person assistance to households less likely to have regular access to phone and email.

Program Budget:

| | |
|---|-----------|
| Salary & benefits for 2 Coordinated Entry Housing Specialists | \$161,010 |
|---|-----------|

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|---|--|----------|--|---|
| Crisis Diversion Facility | Orange County Behavioral Health Task Force subcommittee working since 2019 on program to divert people in behavioral health crises from jail and hospitals. Stakeholders are combining conversations about a Sobering Center with this project, The County has an RFP out for an Architect | UNFILLED | UNC Healthcare seeing 10-15 encounters/5 people per week presenting at Emergency Department (ED) without medical conditions beyond alcohol use; discussion of rolling detox/sobering space into long-term planning for best practice Crisis/Diversion Facility | Facility to receive people who can be diverted from jail or hospitals |
| Program Description: A Crisis Diversion Center would provide a therapeutic environment in which to resolve a presenting mental health or substance use crisis while facilitating connections to interdisciplinary supports | | | | |
| Program Budget: TBD | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|---|---|------------------|---|----------------|
| Integrated Service Center | IFC Commons opened January 2021 providing bathrooms, showers, and drop-in service navigation; CEF Hub providing appointment based supportive services | PARTIALLY FILLED | Continuing community conversations to explore additional service integration with IFC Commons | Budget TBD |
| Program Description: An integrated service center is a central location where people in housing crisis could access many different needed services including housing navigation, service connections, showers, lockers, medicine storage, medical care, and food. Services would be provided in a trauma-informed and client-centered manner. Behavioral Health Taskforce Day Center Workgroup has recommended the following positions to address people in crisis in early engagement with additional service connections: Harm Reduction Therapist and Harm Reduction Peer Support Specialist. | | | | |
| Program Budget: TBD | | | | |

CURRENT GAPS: SERVICES – DIGNITY

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill | | | | |
|---|--|---|---|-----------------|----------------------------|--------|-----------------------------------|--------|
| Memorial Service Funding | CEF held vigils in 2020 and 2022 for people that passed the previous year; community member expressed interest in setting up GoFundMe to establish funding | PARTIALLY FILLED – CEF has received a \$1500 grant from UNC | DSS can assist with cremation if person is unclaimed; can explore receiving discounted rate while allowing person to be claimed by community members; Quarterly community memorial services and on-call grief support | \$6000 annually | | | | |
| <p>Program Description: Many people experiencing or with lived experience of homelessness are also medically fragile. Several times each year members of our community pass away. Oftentimes this is followed by case managers having to scramble to assemble funding and resources needed for a memorial service. Service providers have requested our community to establish a fund to use in these circumstances that would allow memorial services to occur with less stress, to provide needed closure for all community members. Service providers have also stated a need for grief counseling for service providers experiencing compounded losses and additional training on end of life planning for community members</p> | | | | | | | | |
| <p>Program Budget:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">\$1000 for 5 services/year</td> <td style="width: 50%;">\$5000</td> </tr> <tr> <td>\$75/hour for chaplaincy services</td> <td>\$1000</td> </tr> </table> | | | | | \$1000 for 5 services/year | \$5000 | \$75/hour for chaplaincy services | \$1000 |
| \$1000 for 5 services/year | \$5000 | | | | | | | |
| \$75/hour for chaplaincy services | \$1000 | | | | | | | |

| Gap | Progress since June 2019 | Status | Notes | Needed to Fill |
|---|--|--|---|----------------|
| 24 Hour Bathroom with showers and drinking water Access in Downtown | Need exacerbated with COVID, now returned to pre-COVID levels; Working group coordinated by the Town of Chapel Hill came up with pilot program in 2019, ToCH approved funding for expanded hours of operation for Wallace Deck facilities in November 2022 | PARTIALLY FILLED - IFC Commons bathroom open; Carrboro Town Commons open | 24-hour access and downtown location are key elements; OCPEH will partner with Town of Chapel Hill planning group to determine next steps | Budget TBD |
| <p>Program Description: Bathroom and shower access in downtown Chapel Hill/Carrboro for all community members, including people experiencing homelessness.</p> | | | | |
| <p>Program Budget: TBD</p> | | | | |

BACKGROUND

The Orange County Partnership to End Homelessness is a diverse group of community stakeholders including services providers, local governments and community members who work to prevent and eliminate homelessness in Orange County. This collaborative seeks to ensure that homelessness is rare, brief and one time through a coordinated system of assessment and service delivery including prevention and diversion, emergency shelter and rapid re-housing and permanent housing options.

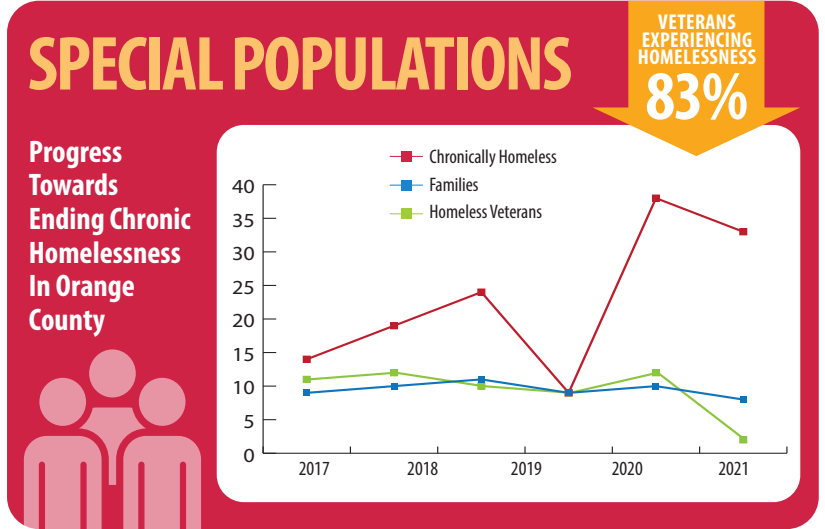
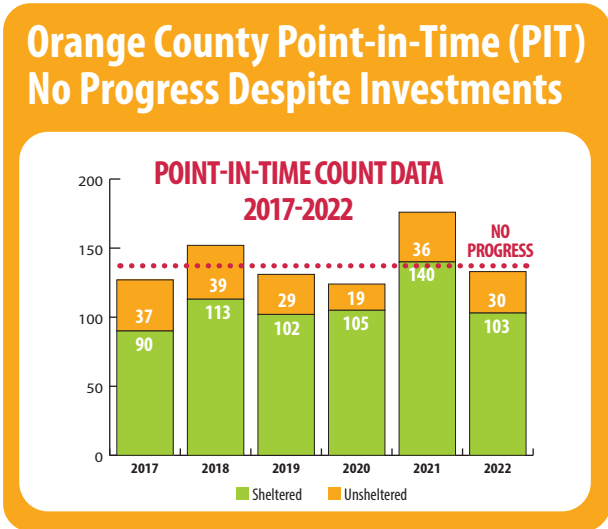
In 2016-2017 the Orange County Partnership to End Homelessness (OCPEH) gathered a series of meetings with people with lived experience of homelessness, homeless service providers, community leaders, and state homeless experts to map the homeless service system in Orange County. This process created the Orange County [homeless system map](#) and the [homeless system gaps analysis](#). OCPEH staff work with community members to update the gaps analysis annually, the latest updated is previewed to be approved by the OCPEH Leadership Team in January 2023

DRAFT

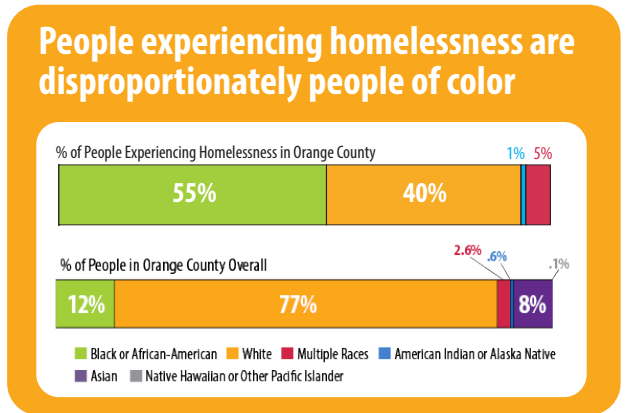


2022 REPORT

Number of People Experiencing Homelessness Remains Steady - Homeless System Gaps Remain



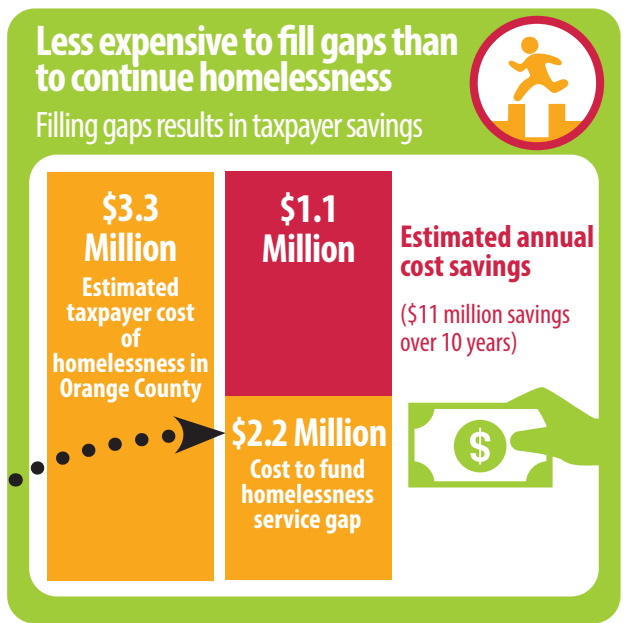
133 PEOPLE IN ORANGE COUNTY EXPERIENCED HOMELESSNESS ON ONE NIGHT



We can end homelessness by closing the 15 current system gaps.

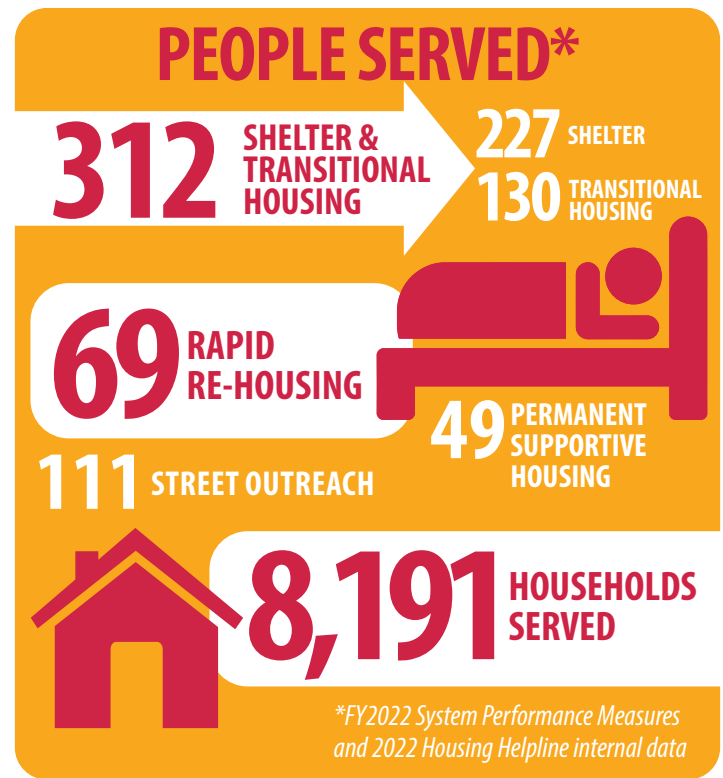
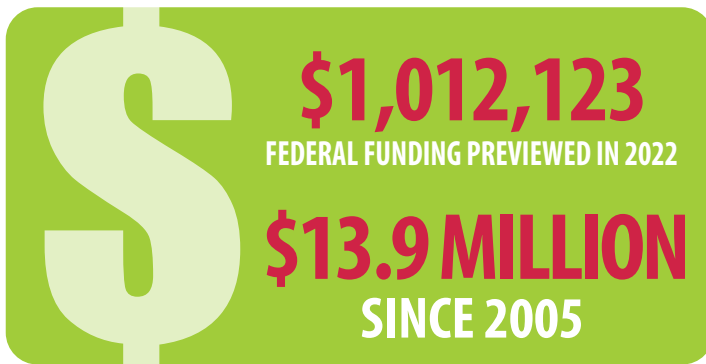
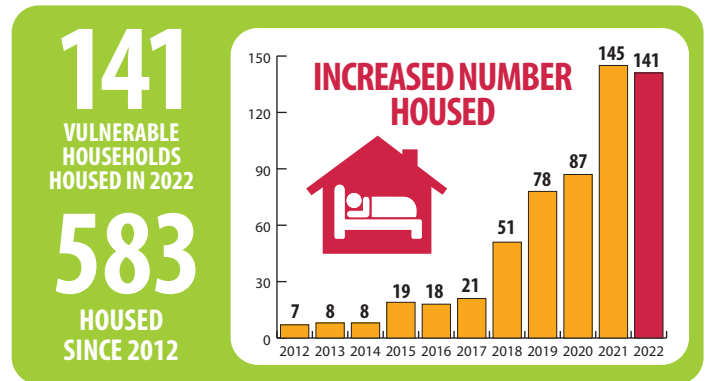
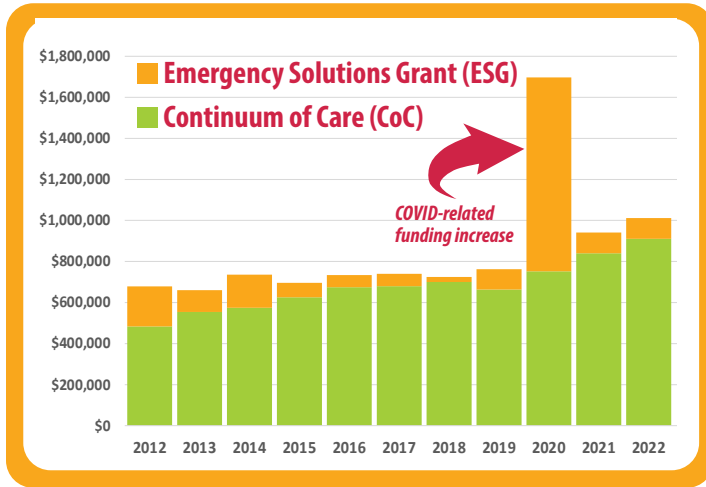
| GAPS | | |
|------|---------------------------------|---|
| | HOUSING | Income-Based Rental Units Housing Locator Furniture and Household goods Rapid Re-Housing Landlord Incentives Youth Housing Permanent Supportive Housing |
| | SERVICES – TEMP. HOUSING | Accessible, housing-focused shelter Medical Respite Beds Bridge Housing |
| | SERVICES – CONNECTIONS | Housing Helpline staffing Integrated Service Center Crisis/Diversion Facility |
| | SERVICES – DIGNITY | 24 hour bathrooms Memorial Service Funding |

An additional \$2.2 million needed annually for gap funding



For more information about homelessness in Orange County, contact **Rachel Waltz**, rwaltz@orangecountyinc.gov, (919) 245-2496.

2022 REPORT



| DIRECT SERVICE PROGRAMS | DESCRIPTION |
|--|---|
|  Housing Helpline | Coordinated entry point for people seeking housing and homeless services |
|  Housing Access Coordinator | Working with landlords to make units available for people at very low incomes |
|  Rapid Re-housing | Short-term rental assistance and services |
|  Homelessness Prevention/Housing Stabilization | Supportive service to prevent homelessness and bring housing stabilization |
|  Street Outreach, Harm Reduction & Deflection <i>Partnership with OC Criminal Justice Resource Department</i> | Connections to housing and services for people living unsheltered |

NEED HELP?

Contact the **Housing Helpline** at **919-245-2655** or **housinghelp@orangecountync.gov** or visit the online resource database: **www.occonnect.info**

For more information about homelessness in Orange County, contact **Rachel Waltz**, rwaltz@orangecountync.gov, (919) 245-2496.

AHSRF RACIAL EQUITY ASSESSMENT LENS - SUMMARY

The long-term consequences of slavery, Jim Crow, disenfranchisement, segregation, unjust lending practices, red lining and continued racial bias affect the ability for people of color to obtain equitable opportunities for education, employment, economic mobility, generational wealth, positive health outcomes, and access to safe and affordable housing.

The Town of Carrboro's Affordable Housing Special Revenue Fund (AHSRF) was established in 2007 with the intention to improve housing access for low-income Carrboro residents. Specifically, the Fund advances the Town's goal to preserve and expand the stock of affordable housing within Carrboro and its planning jurisdiction. As part of the Town's commitment to racial equity, the Affordable Housing Advisory Commission (AHAC) and town housing staff conducted a racial equity assessment on the AHSRF in the summer and fall of 2022.

Data gathered to conduct the assessment showed that lack of housing access and affordability disproportionately affected BIPOC residents in Carrboro. Root causes of this disparity were poverty (caused by intentional actions to deny wealth and equitable education), as well as policies & practices (government-sponsored intentional racism such as redlining, restrictive zoning ordinances, lending practices that create barriers; the illegality of rent control in NC, and white power structures' lack of willingness to address disparities).

The assessment provided several key findings that contributed to the ongoing lack of available affordable housing and provided a list of recommendations to be explored initially which could deepen the impact of the AHSRF. These recommendations included: (1) increase funding, (2) use plain language so residents know how to access the AHSRF, (3) leverage funding to support projects that create more units, (4) use a "score sheet or checklist" to help center equity in deliberations, (5) prioritize projects that support residents earning 30% AMI or less in household income.

The assessment also highlighted that the AHSRF's funding mechanism produced a key consequence and challenge. "Increasing taxes to support the AHSRF will exacerbate the wealth gap, fuel gentrification, and continue to make housing unaffordable. BIPOC, low-income, fixed income and no-income people will continue to experience the burden of paying the same amount of taxes as someone who's benefitted from generations of wealth building, had access to economic and educational mobility opportunities and benefits from a system designed to provide for and meet their needs."



Agenda Item Abstract

File Number: 23-130

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

2023 Carrboro Brand Guidelines

PURPOSE: The purpose of the 2023 Carrboro Brand Guidelines is to update the guidelines to include new Carrboro brands for seasonal observances that will be used in marketing, email signatures and Downtown banners. The update also creates a refresh of the Carrboro “Feel Free” tagline to “Feel Free to Be” and creates this message in additional languages including Spanish, Burmese and others.

DEPARTMENT: Communication & Engagement

CONTACT INFORMATION: Catherine Lazorko, Communication & Engagement Director,
clazorko@carrboronc.gov <<mailto:clazorko@carrboronc.gov>> or 919-918-7314

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

The update of the Carrboro Brand Guidelines will introduce new logos to communicate the Town’s alignment with and support of national observances such as Black History Month, Women’s History Month, Earth Month, Bike Month, Juneteenth, Hispanic Heritage Month, July Fourth, and Pride Month. Additionally, the guidelines include a refresh of the Carrboro “Feel Free” tagline to “Feel Free to Be” and creates this message in additional languages including Spanish, Burmese and others.

INFORMATION: Since 2013, the Town of Carrboro has relied on Carrboro Brand Guidelines (Attachment A) for consistent uses of the mark and tagline including color, placement and usage standards. In the 2022 Carrboro Brand Guidelines (Attachment B), the Town Council approved a new government logo and secondary department logos. Today, Town staff aim to develop a unique logo set for marketing of seasonable observances that have traditionally been followed by the Town of Carrboro.

Questions with regard to the “Feel Free” tagline were posed by the Council during its last review of the Brand Guidelines on October 18, 2022. A second part of this update proposes a refresh of the Carrboro tagline.

Town staff have worked with The Splinter Group on these various elements, which are proposed to be included in the 2023 Carrboro Brand Guidelines following the Council’s review. The Council is asked to consider the accompanying Decision Making for Racial Equity Tool (Attachment C) while considering adoption of the updated Brand Guidelines (Attachment D).

Seasonal Brands

The Carrboro brand has been shown broadly across the local community, town staff, and reaches beyond

Carrboro through tourism and marketing outreach across North Carolina and the country.

Communication and Engagement staff believe there are additional opportunities for Town brand uses for: Business Development, Tourism and Marketing (marketing and values brands). With this interest, Town staff returned to the Splinter Group, the design agency that created the original mark and tagline, to request additional guidance.

In response to this request, the Splinter Group has produced new Town of Carrboro logos with color gradients to symbolize different seasonal observances:

- Black History Month
- Hispanic Heritage Month
- Earth Month
- Pride Month
- 4th of July
- Bike Month
- Juneteenth
- Women’s History Month

These new seasonal brands will be used for marketing purposes including downtown banners, graphics and email signatures.

“Feel Free to Be” Proposed Tagline

The Council expressed interest in its last review of the Town Brand Guidelines to revisit the “Feel Free” tagline. In response, The Splinter Group has slightly modified the tagline to “Feel Free to Be.”

Background about the development of the tagline is that the design agency conducted a nine-month campaign in 2013 to develop a brand identity including the “Feel Free” tagline for Carrboro in 2013. This included a two-month community engagement campaign called “Let’s Talk Carrboro,” featuring “idea stations” at 23 Carrboro business, an online survey, and group and individual interview sessions. In their presentation to the Town Council on Nov. 12, 2013, Lane Wurster and Steve Balcom explained that the “Feel Free” tagline is about liberty, encouragement, and hospitality. “It means more yeses than nos, to follow your heart, be yourself, loosen your tie.” Read more at <https://www.carrboronc.gov/2737/Carrboro-Brand-Guidelines>

The purpose of the tagline is to communicate with consumers about the Carrboro brand and create a memorable impression. Without context, “Feel Free” can hold a range of interpretations. While some will carry the meaning as a general statement about freedom, freedom for some is not freedom for all. Black Americans continue to struggle for freedom, justice, and equity as they face the toll of everyday racism.

To further provide context, “Feel Free to Be,” is proposed as an option to capture the community sentiment expressed during the original community engagement branding campaign. It also expands on its meaning to provide further context. By including “To Be,” the meaning expands to include a message about comfort with self and individuality, empowerment, confidence, worth and value, and freedom from discrimination in all forms. Carrboro is a community that encourages people to express themselves authentically. This is a place where you can discover your “true” self - the part of you that reflects your authentic passions and interests, and

find a more fulfilling life.

2023 Carrboro Brand Guidelines

The update to the 2023 Carrboro Brand Guidelines includes the changes outlined above.

This update accomplishes the following:

- Establishes Carrboro brands for seasonal observances that will be used in marketing, email signatures and Downtown banners.
- Establishes additional secondary logos in five colors (copper, orange, purple, black and silver) to include “Town of Carrboro - NC.”
- Creates a refresh of the Carrboro “Feel Free” tagline to “Feel Free to Be” and creates this message in additional languages including Spanish, Burmese and others.
- Updates the Brand Guidelines with these changes.

FISCAL IMPACT: The Splinter Group has been under contract for \$1,750 to provide working designs for future use and to update the Town Brand Guidelines. Town staff are simultaneously working on banner designs, as well as acquiring approvals from Duke Energy prior to installing banner hardware on light poles. There are future budget implications to print banners for Downtown Carrboro.

RECOMMENDATION: The Town Manager recommends that the Council consider approving these changes to be incorporated into the 2023 Carrboro Brand Guidelines.



BRAND GUIDELINES

The Town of Carrboro has developed this brand to be used for promoting the Town of Carrboro for business development, travel and tourism and community events. The logo maybe be used with or without the slogan.



The Carrboro logo should be used in PMS 376 when possible. Since there will be instances when this green color will clash with its surrounding, the following additional color versions may also be used:



PMS = 376
C=50 M=0 Y=100 K=0



PMS = 1685
C=0 M=68 Y=100 K=44



PMS = 158
C=0 M=61 Y=97 K=0



PMS = 2607
C=81 M=100 Y=0 K=7



BLACK
C=0 M=0 Y=0 K=0



70% GRAY
C=0 M=0 Y=0 K=70



LOGO | Interpretation

In the “feel free” spirit, the logo may be customized to promote different events and organizations. As shown in the images here, the logo may be adorned with additional elements, texture and color, provided the legibility and proportions and dimensions are kept within the standards. These interpretations must receive Town approval prior to use.

Additionally, the logo can be fabricated out of materials such as wood or metal for signage and public art.



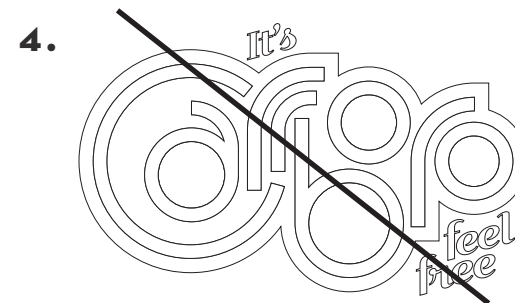
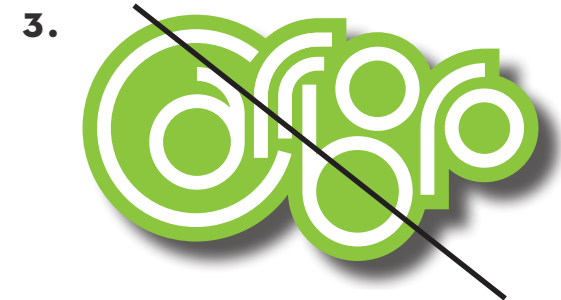
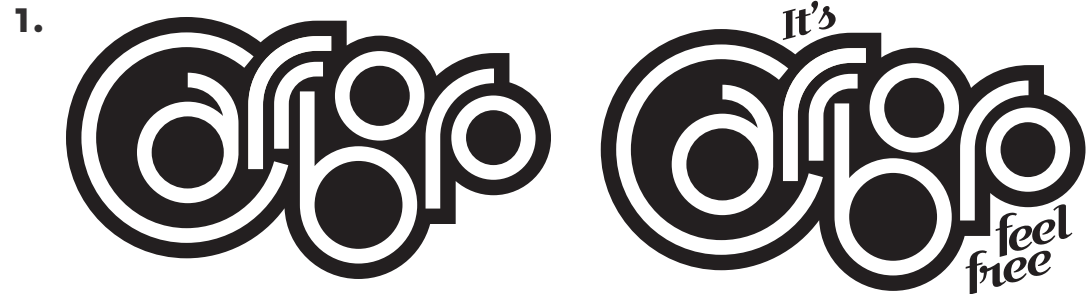
LOGO | *Layout Use*

As shown on the attached examples, the logo can be used in color and may also be used in white against a color background.



The logo should always be used in accordance with the guidelines set out for brand colors and appearance.

1. These are the approved formats of the logo. Always use the official, even when customizing as on previous page.
2. Do not stretch, distort or rotate the logo.
3. Do not modify the logo with effects such as 3D rendering or drop shadows.
4. Do not create or use an outline version of the logo.



TYPOGRAPHY

We suggest using the fonts specified below for all supporting materials. You can see how the brand typography is used in context in the ad to the right.

HEADLINE:

Semilla - 26pt

Here is a main headline, set in Semilla

SUBHEAD:

Neutra Text - Bold Small Caps, 16pt, tracking value of 75

HERE IS A SUBHEAD, SET IN NEUTRA TEXT BOLD SC

PARAGRAPH TEXT:

Sentinel - Semibold, 11pt, tracking value of 10

Lorem ipsum dolor sit amet, nulla a sed pellentesque, non sit eu nisl eu wisi, sed nulla elit sed, eu pede odio ornare curabitur. Ac curabitur cursus, ante fusce mollit, dictum blandit dui ut, nunc et dictum vestibulum molestie. Non-ummy elit, consequat erat est ante sed mauris suspendisse, in etiam mauris.



You couldn't make this place up!
CARRBORO ISN'T JUST A TOWN - IT'S A FEELING.

You'll know what we mean when you get here. There's an openness and optimism that encourages creativity and freedom of expression. It's a place where more is possible and the uncommon is common.

Visit Carrboro and *feel free* to unwind, dream, follow your heart, create, taste, shop, play and be yourself!

It's
Carrboro
feel free
TOWNOFCARRBORO.ORG

LOGO | *Official Town Use*

The Town of Carrboro has developed this brand to be used for promoting the Town of Carrboro for business development, travel and tourism and community events. The logo maybe be used with or without the slogan.

The logo will be used for promoting the Town of Carrboro for business development, travel and tourism, and community events. The logo will appear on the Town website, banners, print ads, internet ads, social media, and town signage. The logo and/or the Town Seal maybe used by the Town for letterhead, business cards, official Town communications and uniforms. The logo may be used for marketing and promotion of town events and merchandise. The Town Seals trademarked for use by the Police Department, Fire Department and General Government will appear on all town vehicles as appropriate.





BRAND GUIDELINES

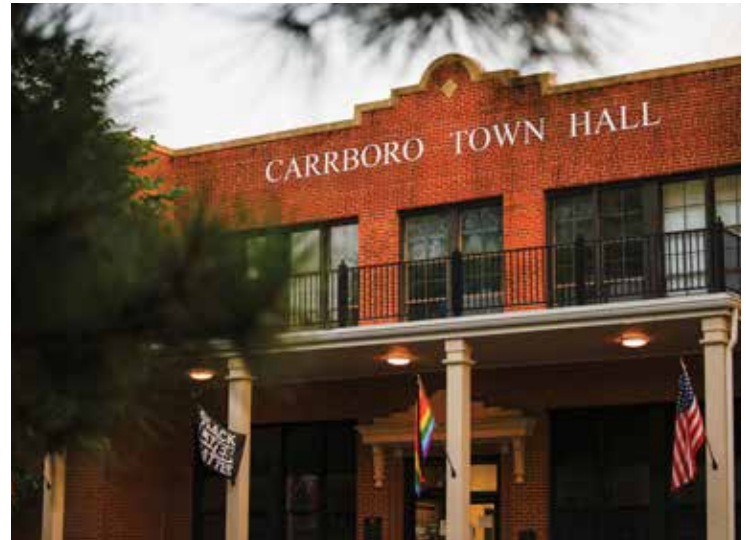
While the Town of Carrboro is made up of various departments and divisions, we are all part of the same organization. Every town employee is on the same team.

One of the best ways to show that we're on the same team is to use a shared set of branding elements – a specific combination of colors, fonts, symbols and design shapes, unique to our organization.

Branding conveys that in spite of our many services, programs events and initiatives, all of us are working together toward the common cause of making Carrboro better.

Residents and employees alike associate a specific “look” with the Town of Carrboro, making our services, events and programs instantaneously recognizable as coming from a single organization.

These brand guidelines are designed to be a helpful resource for departments when communicating from the Town of Carrboro. This will make it easier for our constituents to identify Town communications and ensure brand cohesion.



MORE COMMUNICATIONS, SPECIALTY ITEMS AND COLLATERALS

To project a professional and consistent image, all Town employees are encouraged to contact the Communication and Engagement Department for any guidance and access to communication materials designed to encourage consistency among email signatures, business cards, letterhead, report templates and more.

USE OF LOGOS BY EXTERNAL ORGANIZATIONS

Use of Town logos by external organizations without permission is prohibited. Since the use of the Town logo implies endorsement, the Town logo can only be used when the Town is supporting, sponsoring, partnering, funding or endorsing an external organization's program or event.

The Town is supportive of arts-related uses and the creative local economy. We request that when the Town's logo is used by an external group, a proof for review and approval is sent to the Communication and Engagement Department. Questions should be directed to communications@carrboronc.gov

FOR MORE INFORMATION

The Communication and Engagement Department maintains digital resources for the Carrboro brand. Please contact communications@carrboronc.gov

We are committed to implementing these brand updates in a fiscally responsible way. Any non-digital communication pieces that are not in exact conformance to this update can be used until they are ready to be replaced. This pertains to physical items like banners and tablecloths. Please consider ordering new business cards only when your supply has been depleted.

GOVERNMENT LOGO

The Town of Carrboro Logo is a stand-alone mark that represents Town government. It should be used whenever the Town is involved.

As appropriate, all informational and informal material - including websites, uniforms, brochures, public information notices, town signage, and other collateral material - should include the government logo and exclude the town seal.

The government logo and/or the town seal may be used for official Town communications.

The Town regularly uses promotional items such as pens, pencils, key chains, T-shirts, magnets, mugs and other items emblazoned with the logo. It is the department's responsibility to ensure that vendors follow our brand guidelines. Promotional materials should use the Town logo with correct colors, proportions, size and website (when possible).

DEPARTMENT SECONDARY LOGOS

Secondary logos are available, but not required, for use by departments. Departments are required to use either the government logo or the Town seal. Preference is that departments use the Carrboro government logo. Do not use multiple logos in communication pieces including email signatures.



TOWN OF CARRBORO • NC



TOWN OF CARRBORO • NC
ECONOMIC DEVELOPMENT



TOWN OF CARRBORO • NC
FIRE-RESCUE DEPARTMENT

Carrboro's seal should be used when the Town needs to be the symbol of authority. The official seal is only to be used on designated materials such as official documents, checks, official notifications, materials representing elected officials, proclamations and resolutions. On townwide promotional materials, signage and websites, the Carrboro logo should be used. The town seal should not be used in conjunction with the town logo. The seal is not recommended for everyday design.

The town seal features a white background with a seal in the middle with Town Hall, formerly the old Carrboro School, and the date of the chartering of Carrboro - March 3, 1911 - over it. The seal includes the words "Town of Carrboro" and "North Carolina."

The Town Seals trademarked for use by the Police Department, Fire Department and General Government will appear on all town vehicles as appropriate.

Police and Fire can use the new logo as they deem appropriate. We will work with each Department on specific applications.



The Town of Carrboro has various marketing brands to be used for promoting business development, travel and tourism and community events.

Many of these have been developed with creativity, enthusiasm, and love of community. We imagine future customizations will continue to promote various events, programs and community values. These interpretations must receive Town approval prior to use.

The Splinter Group conducted a nine-month campaign to develop a brand identity including the “Feel Free” tagline for Carrboro in 2013. This included a two-month community engagement campaign called “Let’s Talk Carrboro,” featuring “idea stations” at 23 Carrboro business, an online survey, and group and individual interview sessions.

“During our engagement with people across town, a recurrent theme emerged about a feeling of optimism, encouragement, a lack of judgment – and as a result of being unencumbered, inspired to take risks – not in a dangerous way, but more along the lines that this is a place where more is possible than you imagined. It is about dropping some things that are holding you back and being brave. It is about freedom from judgment and pessimism; and freedom to step up and be original; to be more than you thought you could be. It is not meant as an indulgent phrase. It also conveys hospitality in the same way my grandmother would say ‘Feel free to have another slice of pie.’”

-Lane Wurster (The Splinter Group)



ALL ARE WELCOME



The Carrboro logo should be used in PMS 376 when possible. Since there will be instances when this green color will clash with its surrounding, the following additional color versions may also be used. Context will help determine which alternate color version to use.



PMS= 376
 CMYK= 50/0/100/0
 RGB= 141/198/63 HEX= #8DC63F



PMS = 1685
 CMYK = 0/68/100/44
 RGB= 153/71/8 HEX= #994708



PMS = 158
 CMYK = 0/61/97/0
 RGB= 245/128/37 HEX= #F58025



PMS = 2607
 CMYK = 81/100/0/7
 RGB= 85/41/136 HEX= #552988



BLACK
 CMYK = 0/0/0/0
 RGB= 0/0/0 HEX= #000000




70% GRAY
 CMYK = 0/0/0/70
 RGB= 109/110/113 HEX= #6D6E71



As shown on the attached examples, the logo can be used in color and may also be used in white against a color background.

This guide is an organic document, with additional materials added on an ongoing basis.

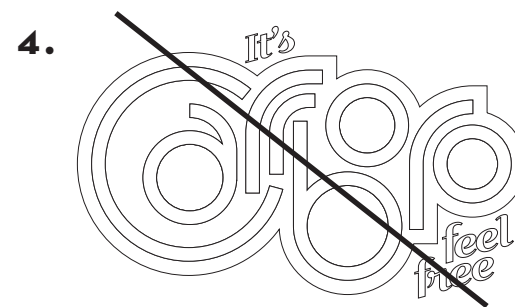
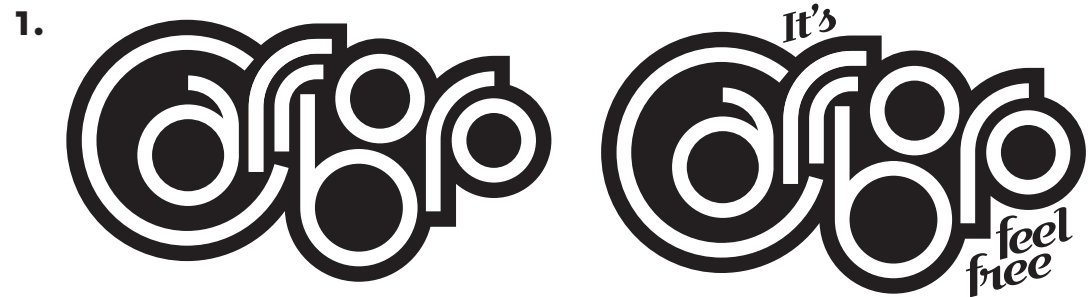


| | |
|--|---|
|  <p>TOWN OF CARRBORO • NC</p> <p>Richard J. White III, ICMA - CM Town Manager</p> | <p>Town of Carrboro 301 W. Main Street Carrboro, NC 27510</p> <p>office: 919-918-7315 fax: 919-918-4456 rwhite@carrboronc.gov</p> <p>CARRBORONC.GOV</p> |
|--|---|

| | |
|--|---|
|  <p>TOWN OF CARRBORO • NC</p> <p>Heather M. Horner Holley Stormwater Specialist</p> <p>PUBLIC WORKS DEPARTMENT STORMWATER DIVISION</p> | <p>Town of Carrboro 301 W. Main Street Carrboro, NC 27510</p> <p>office: 919-918-7426 cell: 919-548-9412 fax: 919-968-7728 hholley@carrboronc.gov</p> <p>CARRBORONC.GOV</p> |
|--|---|

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Semilla - 26pt

Here is a main headline, set in Semilla

SUBHEAD:

Neutra Text - Bold Small Caps, 16pt, tracking value of 75

HERE IS A SUBHEAD, SET IN NEUTRA TEXT BOLD SC

PARAGRAPH TEXT:

Sentinel - Semibold, 11pt, tracking value of 10

Lorem ipsum dolor sit amet, nulla a sed pellentesque, non sit eu nisl eu wisi, sed nulla elit sed, eu pede odio ornare curabitur. Ac curabitur cursus, ante fusce mollit, dictum blandit dui ut, nunc et dictum vestibulum molestie. Non-ummy elit, consequat erat est ante sed mauris suspendisse, in etiam mauris.





Attachment C – 2023 Carrboro Brand Guidelines Update

Decision Making for Racial Equity

Tool – Pocket Questions

- **What are the racial impacts?**

The racial impact of this brand update is through the establishment of new Town logos to help draw public attention and participation with seasonal observances. These include Black History Month to recognize the role Black people have played in shaping our history, and Juneteenth, a holiday commemorating the end of slavery in the United States. In addition, the new logo suite includes an update of the *Facing Race Embracing Equity* logo, which is used by the Chief Race and Equity Office on program materials for the Town’s work in diversity, equity and inclusion.

The Council also requested consideration of the “Feel Free” tagline for the Town of Carrboro. Brand developers from The Splinter Group have communicated that the intention of the tagline meaning is to express *a feeling of optimism, encouragement, a lack of judgment – and as a result of being unencumbered, inspired to take risks.*

However, freedom for some is not freedom for all. Black Americans continue to struggle for freedom, justice and equity as they face the toll of everyday racism.

In response to a question about providing additional context, we are suggesting an update: “Feel Free to Be.” Freedom to be yourself is considered critically important to happiness and personal well being. It speaks to the following: “I am enough, I am worthy, I am good, I am loved, I have what I need, or I am a success.”

The purpose of the tagline is to communicate with consumers about the Carrboro brand and create a memorable impression. The meaning expands under “Feel Free to Be” to convey that Carrboro is a community that encourages people to express themselves authentically. This is a place where you can discover your “true” self — the part of you that reflects your authentic passions and interests and find a more fulfilling life.

Also, we recognize that not everyone perceives statements in the same way. “Feel Free” without context may sound cavalere to individuals of color who struggle against racial inequity and injustice.



- **Who is or will experience burden?**

Because the new logos (as well as the tagline update) will be used in broad communications – from banners to social media posts – they will affect everyone in the community - elected officials, boards, commissions, staff, community partners, and stakeholders. The logos may be interpreted differently and/or negatively in BIPOC communities that don't identify with the tagline or feel that it speaks to their experience. Some may feel it brings out negative reactions/impacts.

- **Who is or will experience benefit?**

Because the new logos will be used in broad communications – from banners to social media posts – they will affect everyone in the community - elected officials, boards, commissions, staff, community partners, and stakeholders. The logos may be received differently and/or positively by BIPOC communities that appreciate the Town's support for seasonal observances that connect with their cultures and identities. People who connect with the tagline may find it to be witty and memorable.

- **What are the root causes of inequity?**

In the past, the Town has incorporated fun and playful logo variations for some observances (Pride Month and Bike Month) and not for others. By looking at all the seasonal observances together, we can apply interesting and innovative design treatments to all the events our community values.

- **What might be the unintended consequences of this action or strategy?**

An unintended consequence could be that the tagline is still misunderstood.

For people of a certain age, it may also bring to mind a song popular in the 1970s. Closely connected to "Feel Free to Be" is "Feel Free to Be ... You and Me" (Marlo Thomas, 1972). Yet the connection does not seem off-putting but rather well aligns to the intent of our tagline with the following song excerpt:

*To a land where the river runs free
To a land through the green country
To a land to a shining sea
To a land where the horses run free
To a land where the children are free
And you and me are free to be
And you and me are free to be
And you and me are free to be you and me*



A RESOLUTION ADOPTING
THE 2023 CARRBORO BRAND GUIDELINES

The Carrboro Town Council hereby adopts the 2023 Carrboro Brand Guidelines

with the updates presented. This resolution shall become effective upon adoption.

This the 2nd day of May 2023.



Agenda Item Abstract

File Number: 23-141

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

Appointments to the Carrboro Tourism Development Authority (CTDA) and selecting a Chairperson

PURPOSE: The purpose of this item is for the Town Council to consider appointments to the Carrboro Tourism Development Authority (CTDA) and to select a chairperson.

DEPARTMENT: Town Clerk / Economic Development

CONTACT INFORMATION: Wesley Barker, Town Clerk, wbarker@carrboronc.gov <<mailto:wbarker@carrboronc.gov>>, 919-918-7309; Jon Hartman-Brown, jhartman-brown@carrboronc.gov <<mailto:jhartman-brown@carrboronc.gov>>, 919-918-7319

COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

The Town Council follows the Advisory Board Recruitment and Appointment Policy which was adopted on 11-21-2017. Text amendments to this policy were approved by the Town Council on 12-1-2020 and 4-13-2021, respectively, to the section entitled “Composition” which related to expanding the racial and ethnic diversity on advisory boards and commissions. It should be noted that the Advisory Board Recruitment and Appointment Policy has been evaluated using the Racial Equity Lens tool, has been reviewed by the CORE team, and will be sent to the Racial Equity Commission for the next step in the review process. This review process should be completed by May 2023. Further, it should be noted that CTDA appointments fall under the section entitled “Appointments to Authorities” within the Advisory Board Recruitment and Appointment Policy which states the following: “The OWASA Board of Directors and Tourism Development Authority are considered “Authorities” under NC General Statutes. The Town Council will consider applications for those authorities and be responsible for making appointments as they are directed per law. The Council may at times choose to interview applicants for the representative seats by any method that they choose. All appointments will be made in open session by the ballot procedures established in the policy.”

INFORMATION: The CTDA was established by Chapter 8A in the Carrboro Town Code entitled Hotel and Motel Room Occupancy Tax. A copy of this chapter is included as attachment B.

Section 8A-5 within Chapter 8A is entitled Carrboro Tourism Development Authority: Appointment and Membership and states the following:

- “(a) The Carrboro Tourism Development Authority (CTDA) is hereby created, which shall be a public authority under the Local Government Budget and Fiscal Control Act.
- (b) The CTDA shall consist of three members appointed by the Town Council. Members need not reside within the Town, but at least one member must be affiliated with businesses that collect the tax in the Town and two members must be currently active in the promotion of travel and tourism in the Town.
- (c) Subject to subsection (d), members shall be appointed for terms of one year. The initial terms of all appointees shall expire on January 31 of the year that follows the initial appointments. Subsequent terms shall run from February 1 of one year to January 31 of the following year. Vacancies shall be filled for the remainder

of the unexpired term. Members may be appointed to successive terms without limitation.

(d) Members shall serve at the pleasure of the Town Council and may be removed by the Council at any time with or without cause.

(e) Members shall serve without compensation.”

Currently, the CTDA has one active member, Marlin Fludd. Mr. Fludd serves as a member who is affiliated with a business that collects occupancy tax within the town. Mr. Fludd’s term is up for re-appointment and is willing to continue to serve another term.

Further, Town Council appointed Donald Strickland in May 2022, but it was determined that Mr. Strickland did not meet the criteria to serve on the CTDA. Therefore, this leaves only one active member on the CTDA, and the CTDA cannot meet quorum to hold meetings. A quorum of the TDA is two (2) members.

One application has been received from Bridget Pemberton-Smith for the CTDA. Ms. Pemberton’s application can be found in attachment C. Based on Ms. Pemberton’s application with operating a business in Carrboro and serving on the Carrboro Business Alliance, she would need to meet criteria of serving in a CTDA seat that qualifies as “currently active in the promotion of travel and tourism in the Town.”

The CTDA has some upcoming important business to conduct, including the FY 23 audit and FY 24 budget approval. In order to conduct business, a quorum of the CTDA is required, so there must be another member appointed to achieve this quorum.

FISCAL IMPACT: The Hotel/Motel Room Occupancy Tax is a tax for the Town of Carrboro and the distribution of the tax is outlined in Section 8A-4 of the Carrboro Town Code:

Section 8A-4. Distribution and Use of Tax Revenue states:

“The Town shall, on a quarterly basis, remit the net proceeds of the occupancy tax to the Carrboro Tourism Development Authority (CTDA). The CTDA shall use at least two-thirds of the funds remitted to it under this section to promote travel and tourism in Carrboro and shall use the remainder for tourism-related expenditures. The following definitions apply in this section:

(1) Net Proceeds. Gross proceeds less the cost to the town of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross receipts collected each year.

(2) Promote travel and tourism. To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in these activities.

(3) Tourism-related expenditures. Expenditures that, in the judgment of the CTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in the town by attracting tourists or business travelers to the town. The term includes tourism-related capital expenditures.”

RECOMMENDATION: It is recommended that Town Council review the CTDA application for Bridget Pemberton-Smith and consider appointment to a CTDA seat for a term of one-year, and to re-appoint Marlin Fludd for another one-year term. Further, it is recommended that Town Council select a chair for the CTDA

Agenda Date: 5/2/2023
In Control: Town Council
Version: 1

File Type: Agendas

(Attachment A).

A RESOLUTION MAKING APPOINTMENTS TO THE CARRBORO TOURISM
DEVELOPMENT AUTHORITY (CTDA)

Section 1. The Carrboro Town Council hereby appoints the following to the CTDA for a term to expire in January 2024:

| Appointee | Term Expiration |
|-------------------------|------------------------|
| Donald Strickland | 1/2024 |
| Bridget Pemberton-Smith | 1/2024 |

Section 2. The Carrboro Town Council hereby selects the following person as chair of the CTDA:
_____.

Section 3. This resolution is effective immediately upon adoption.

This the 2nd day of May, 2023.

Chapter 8A

HOTEL AND MOTEL ROOM OCCUPANCY TAX

Section 8A-1 Tax Levied

There is hereby levied a room occupancy tax of three percent (3%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the Town that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3). This tax is in addition to any State or local sales tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations when furnished in furtherance of their nonprofit purpose.

Section 8A-2 Payment of Tax

(a) As provided in G.S. 160A-215(c), a retailer who is required to remit to the Department of Revenue the State sales tax imposed by G.S. 105-164.4(a)(3) on accommodations is required to remit a room occupancy tax to the Town on and after the effective date of this Chapter. The room occupancy tax applies to the same gross receipts as the State sales tax on accommodations and is calculated in the same manner as that tax. A rental agent or a facilitator, as defined in G.S. 105-164.4(a)(3), has the same responsibility and liability under the room occupancy tax as the rental agent or facilitator has under the State sales tax on accommodations.

(b) If a taxable accommodation is furnished as part of a package, the bundled transaction provisions in G.S. 106-164.4D apply in determining the sales price of the taxable accommodation. If those provisions do not address the type of package offered, the person offering the package may determine an allocated price for each item in the package based on a reasonable allocation of revenue that is supported by the person's business records kept in the ordinary course of business and calculate tax on the allocated price of the taxable accommodation.

(c) A retailer must separately state the room occupancy tax. Room occupancy taxes paid to a retailer are held in trust for and on account of the Town.

(d) The Town shall design and furnish to all appropriate businesses and persons in the Town the necessary forms for filing returns and instructions to ensure the full collection of the tax. An operator of a business who collects a room occupancy tax may deduct from the amount remitted to the Town a discount equal to the discount the State allows the retailer for State sales and use tax.

(e) As provided in G.S. 160A-215(d), the tax levied by this Chapter shall be due and payable to the Town finance officer in monthly installments on or before the 20th day of the month following the month in which the tax accrues. Every person, firm, corporation, or association liable for the tax shall, on or before the 20th day of each month, prepare and

render a return on a form prescribed by the Town. The return shall state the total gross receipts derived in the preceding month from rentals upon which the tax is levied. A room occupancy tax return filed with the Town is not a public record and may not be disclosed except in accordance with G.S. 160A-208.1.

Section 8A-3 Penalties

As provided in G.S. 160A-215(e), a person, firm, corporation, or association who fails or refuses to file a room occupancy tax return or pay a room occupancy tax as required by this Chapter shall be subject to the civil and criminal penalties set by G.S. 105-236 for failure to pay or file a return for State sales and use taxes. The Town Council has the same authority to waive the penalties for a room occupancy tax that the Secretary of Revenue has to waive the penalties for State sales and use taxes.

Section 8A-4 Distribution and Use of Tax Revenue

The Town shall, on a quarterly basis, remit the net proceeds of the occupancy tax to the Carrboro Tourism Development Authority (CTDA). The CTDA shall use at least two-thirds of the funds remitted to it under this section to promote travel and tourism in Carrboro and shall use the remainder for tourism-related expenditures. The following definitions apply in this section:

(1) *Net Proceeds*. Gross proceeds less the cost to the Town of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross receipts collected each year.

(2) *Promote travel and tourism*. To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in these activities.

(3) *Tourism-related expenditures*. Expenditures that, in the judgment of the CTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in the Town by attracting tourists or business travelers to the Town. The term includes tourism-related capital expenditures.

Section 8A-5 Carrboro Tourism Development Authority: Appointment and Membership

(a) The Carrboro Tourism Development Authority (CTDA) is hereby created, which shall be a public authority under the Local Government Budget and Fiscal Control Act.

(b) The CTDA shall consist of three members appointed by the Town Council. Members need not reside within the Town, but at least one member must be affiliated with businesses that collect the tax in the Town and two members must be currently active in the promotion of travel and tourism in the Town.

(c) Subject to subsection (d), members shall be appointed for terms of one year. The initial terms of all appointees shall expire on January 31 of the year that follows the initial appointments. Subsequent terms shall run from February 1 of one year to January 31 of the following year. Vacancies shall be filled for the remainder of the unexpired term. Members may be appointed to successive terms without limitation.

(d) Members shall serve at the pleasure of the Town Council and may be removed by the Council at any time with or without cause.

(e) Members shall serve without compensation.

Section 8A-6 Meetings of CTDA

(a) The CTDA shall meet as necessary to carry out its powers and duties as specified below. All meetings shall be held in conformity with the Open Meetings Law.

(b) A quorum for the CTDA shall consist of three members, except that if one seat is vacant, a quorum shall consist of two members. All actions of the CTDA shall be taken by majority vote, a quorum being present.

(c) Upon the initial appointment of members to the CTDA and upon the commencement of each new term, the Town Council shall appoint one member to serve as chair of the CTDA during that term. If a vacancy occurs during a term, the Council shall designate another member to serve as chair for the remainder of that term. The chair may take part in all deliberations and vote on all issues.

Section 8A-7 Powers and Duties of the CTDA

(a) The CTDA shall expend the net proceeds of the tax levied under this Chapter for the purposes provided in this Section 8A-4. The Authority shall promote travel, tourism, and conventions in the Town, sponsor tourist-related events and activities in the Town, and finance tourist-related capital projects in the Town. The Town's finance officer shall serve ex officio as the finance officer for the CTDA.

(b) The CTDA shall report quarterly and at the close of the fiscal year to the Town Council on its receipts and expenditures for the preceding quarter and for the year in such detail as the Council may require.

TOWN OF CARRBORO

Application for Membership on a Committee/Board

NAME: Bridget Pemberton-Smith DATE: 3/21/2023

ADDRESS: 408 Ridgecrest Drive, Chapel Hill, NC 27514

IS THIS ADDRESS LOCATED WITHIN THE CORPORATE LIMITS OF THE TOWN OF CARRBORO? no

TELEPHONE: [HOME] ((919)) 605-2081 [BUSINESS] (919) 605-2081

E-MAIL ADDRESS: bridgetpemsmith@gmail.com

DATE OF BIRTH 01/22/1969 RACE: white SEX: female

OCCUPATION art therapist

ARE YOU A REGISTERED ORANGE COUNTY VOTER? yes

LENGTH OF RESIDENCE IN ORANGE COUNTY 54 years

LENGTH OF RESIDENCE IN THE TOWN OF CARRBORO business owner cumulative for 5 years

I wish to be considered for appointment to the following committee/board(s):

| | |
|---|--|
| <input type="checkbox"/> Board of Adjustment | <input type="checkbox"/> OWASA Board of Directors |
| <input type="checkbox"/> Animal Control Board of Appeals | <input type="checkbox"/> Orange County Economic Dev. Com. |
| <input type="checkbox"/> Appearance Commission/NPDC | <input type="checkbox"/> Orange County Human Relations Com. |
| <input type="checkbox"/> Arts Committee | <input type="checkbox"/> Personnel Advisory Committee |
| <input type="checkbox"/> Economic Sustainability Commission | <input type="checkbox"/> Planning Board |
| <input type="checkbox"/> Environmental Advisory Board | <input type="checkbox"/> Recreation & Parks Commission |
| <input type="checkbox"/> Human Services Commission | <input type="checkbox"/> Safe Routes to School Implementation Com. |
| <input type="checkbox"/> Greenways Commission | <input checked="" type="checkbox"/> Tourism Development Authority* |
| <input type="checkbox"/> Northern Transition Area Advisory Com. | <input type="checkbox"/> Transportation Advisory Board |
| | <input type="checkbox"/> Other _____ |

If you apply for membership on more than one advisory board, please indicate your preference by number, with "1" being your first choice (please limit your selection to two (2) boards). Please note that membership is limited to one advisory board at a time. You shall not be considered for appointment to another board unless you resign before filing an application or you are in the last six months of your current term.

*EMPLOYER/SELF EMPLOYED self employed *NUMBER OF YEARS EMPLOYED less than one year

*PROVIDE EXAMPLES OF HOW YOU ARE INVOLVED IN THE PROMOTION OF TRAVEL AND TOURISM IN THE TOWN OF CARRBORO?
(*REQUIRED ONLY FOR TOURISM DEVELOPMENT AUTHORITY APPLICATION)

Founding member of the Carrboro Business Alliance

Chair of the Carrboro Business Alliance Marketing Committee

Leadership Council of the Carrboro Business Alliance

COMMUNITY ACTIVITIES/ORGANIZATIONAL MEMBERSHIPS:

Carrboro Business Alliance

EXPERIENCE TO AID YOU IN WORKING ON THESE ADVISORY BOARDS

Actively involved in Carrboro businesses (Art Therapy Institute, Cameron's, self employed) for nearly 2 decades

Actively involved in the Carrboro Business Alliance

REASON(S) YOU WISH TO BE APPOINTED:

Further support and promote the Carrboro business community beyond the Carrboro Business Alliance

HAVE YOU EVER SERVED ON ANY TOWN OF CARRBORO COMMITTEE OR BOARD? IF YES, WHICH ONE(S) no

ARE YOU CURRENTLY SERVING ON A TOWN BOARD OR COMMITTEE? no **IF YES, ARE YOU APPLYING FOR A THIRD CONSECUTIVE TERM?** no **IF YES, PLEASE DESCRIBE HOW YOU MEET ONE, OR MORE, OF THE EXCEPTIONS NOTED BELOW. PLEASE USE AN ADDITIONAL PAGE IF NECESSARY TO COMPLETE.**

After completing two full terms, a member must take off one year before applying for re-appointment to the advisory board. However, a board member may apply to serve on another advisory board if he/she desires. The Board of Aldermen may make exceptions to this rule under the following circumstances:

1. To retain diversity on an advisory board;
2. To provide continuity in oversight of a major, on-going project;
3. To keep a member who provides expertise otherwise unavailable on an advisory board (e.g., an engineer on the Planning Board or Board of Adjustment); or
4. A lack of qualified applicants.

RETURN THIS FORM TO: TOWN CLERK, 301 WEST MAIN STREET, CARRBORO, N.C. 27510
www.townofcarrboro.org

(Please note that this document and the information contained on it is a public record and must be provided by the town to anyone requesting a copy of it.)

RACIAL EQUITY POCKET QUESTIONS

Advisory Board Appointments

Following the Advisory Board Recruitment and Appointment Policy

What are the racial impacts?

- There continues to be a need for more diverse representation on advisory board and commissions, as well as interest. Some members of the community may not be able to participate on these boards and commissions due to limitations on transportation, lack of childcare and the affordability of each. Further, some members may not have adequate access to internet or equipment, which can cause them to miss out on announcements, recruitment efforts and participation in virtual meetings. Some community members may have jobs that cause them to work outside of “normal” business hours, which would prohibit them from attending meetings. Further, there may be a historical mistrust of government or fear of not being heard by others, which limit interest in applications to advisory boards and commissions by people of color and lower-incomes households.

Who is or will experience burden?

- Lower-income households and people of color are burdened by possibly not being able to participate on advisory boards and commissions due to limitations on child-care, transportation, internet access and job demands. Additionally, if these groups have a distrust of government or historical experience of not being heard, they will not choose to participate or even apply for advisory boards or commissions, when they could in fact be an exceptional asset to a board or commission and be the voice representing their particular demographic, which may not be as well represented.

Who is or will experience benefit?

- Lower-income households and people of color would benefit by the ideas of new initiatives to bolster participation which could include stipends for childcare/transportation, stronger community outreach and education about the important roles advisory board and commission members play in town recommendations & decisions. It further signifies the important need for all voices to have a seat at the table which in turn benefits all town citizens and the work of the boards and commissions.
- Further, if more equitable solutions aren’t present, those who do not have issues with childcare, transportation, highspeed internet, or who live in more affluent, “plugged-in” areas of town, are able to continue serving on boards and having a voice at the table much easier, thus possibly benefiting more on initiatives and recommendations to the governing board, because there would be less diversity and equity at the table of these boards & commissions, and further isolating those other important areas and voices of the community.

What are the root causes of inequity?

- Recruitment efforts in the past have relied on advertising (hanging posters, social media, etc.), and word of mouth to groups of people that may align with only a certain neighborhood(s) or demographic(s). These are mainstream, accepted practices in most communities that have been the same for many years. This has been unintentional. Further, up until the advisory board recruitment and appointment policy was created by the Town, there was less direction on the recruitment processes for advisory boards. The adoption and amendments to the advisory board recruitment and appointment policy over the past few years have worked to address historical inequities and making sure diverse applicant pools are being brought to Council.

RACIAL EQUITY POCKET QUESTIONS

Advisory Board Appointments

Following the Advisory Board Recruitment and Appointment Policy

What might be the unintended consequences of this action or strategy?

- By considering new initiatives to possibly offer incentives to advisory board members, and for recruitment efforts, a distrust of government or missing educational component may still exist within some communities and may keep qualified citizens from applying to these boards and commissions.