



TOWN OF CARRBORO

NORTH CAROLINA

MEMORANDUM

PLANNING DEPARTMENT

DELIVERED VIA: ☐ HAND ☐ MAIL ☐ FAX ☒ EMAIL

To: David Andrews, Town Manager
Mayor and Board of Aldermen

From: Patricia J. McGuire, Planning Director

Date: April 2, 2018

Subject: Identifying stakeholders and interest in a comprehensive plan for the Town

Purpose. The Board of Aldermen held a worksession on January 9th to review and consider whether to undertake development of a comprehensive plan. The direction to staff was to develop a strategy for gauging community interest. This agenda item provides an opportunity for the Board of Aldermen to consider a process for doing so.

Background: The worksession followed from discussions in recent years on the status of Carrboro Vision2020 as the Town's guiding policy document, on the review of demographic trends, and on consideration of incorporating racial equity and social justice more deliberately and transparently in Town actions.

Board members discussed the topic broadly and then focused on three questions:

- 1) Are there opportunities that you see arising through a comprehensive planning process?
- 2) Are there limitations or concerns associated with undertaking a comprehensive planning process?
- 3) Is comprehensive planning a high priority for you? Why or why not?

The discussion was extensive and interesting; meeting notes are included as Attachment B and agenda materials and notes are available on the town's website at <https://carrboro.legistar.com/MeetingDetail.aspx?ID=571448&GUID=6E79CD92-282A-4071-86E3-E2261AA03043&Options=&Search=> .

During the worksession the Board determined that getting input from the community through various avenues such as public hearings, check-ins with advisory boards, and communication with groups and individuals outside of those who typically participate, would be an important first step in the process.

Proposal. Broadly speaking, comprehensive plans are prepared through a process of assessing existing conditions, identifying what and how a community envisions its future, and specifying when and by what means the vision will be achieved. The process needs to be organized and focused and appropriately prioritized and funded. The associated workload is not insignificant. The necessity of involving as many of the interests as possible in such a process is self-evident. An education component on existing plans and policies is often included as a starting point to orient participants to the conditions that have yielded the current pattern of development and range of services and programs and the economic effects of those choices. This component can also serve as the framework for gauging the range and type of community interests regarding a comprehensive plan. Possible actions that could be taken in 2018 are listed below.

1. Part I. May – September.
 - a. Prepare materials –organize for participation. The purpose of this step will be to gather the materials that will educate the community on how Carrboro plans for the future now and describe a comprehensive plan, including why and how one is prepared and the time and resource costs involved. The information needed to accomplish this step is largely in place. Major efforts in this step will be consolidating the information in ways that are accessible to as broad an audience as possible.
 - b. Reach out to community members – identify and get to know interest groups. Presentations to and meetings with the general public, focused groups, advisory boards, and others will be the emphasis in this step. This step is expected to be somewhat iterative as we would seek to identify and contact additional groups or interests as they came to be known. Methods of outreach would likely include direct communication with community groups, mailed notice to the general population, printed notices, email lists, neighborhood social media.
 - c. Online survey and questionnaires. The purpose of this step would be to determine what respondents know about the Town’s planning and policies, whether they identify with any particular interests, and what they know about comprehensive planning.
2. Part II. October
 - a. Present information from Part I to the Board of Aldermen and hold a public hearing on the topic.
3. Part III. November- January
 - a. Include questions on bi-annual community survey to determine knowledge and community interest.
 - b. Board of Aldermen receives responses to survey questions and formulates plan vision.

Costs. Preparation and presentation of materials and support for outreach activities is anticipated to be handled by existing staff. An estimate of materials and mailing costs is in preparation.