



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Meeting Agenda Town Council



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Tuesday, July 14, 2020

7:00 PM

Remote Meeting - View Livestream or Cable TV

18

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### SPECIAL CALLED MEETING - CARRBORO TOWN COUNCIL

7:00-7:05

A. ROLL CALL

7:05-7:15

B. CONSENT AGENDA

1. [20-270](#) Mural Update in Support of Black Lives Matter  
**PURPOSE:** The purpose of this item is for the Town Council to approve the logistics of painting a mural in support of Black Lives Matter.  
**Attachments:** [Attachment A - END RACISM NOW](#)
2. [20-272](#) Consideration of Non-Profit CARES Act Funding Recommendations  
**PURPOSE:** The purpose of this item is for the Carrboro Town Council to consider recommendations to fund non-profits who provide direct assistance to households impacted by COVID-19 with the Town's CARES Act funds.  
**Attachments:** [Attachment A Resolution CARES 7.14.20](#)  
[Attachment B Applications for CARES Act funding.docx](#)  
[Attachment C Cares Funding Recommendations](#)
3. [20-274](#) Update on Proposed Changes to the Town's Communications Plan to Improve Outreach and Communications Strategies to Underserved Community Members  
  
**PURPOSE:** The purpose of this agenda item is to provide an update on a plan of action and strategies to increase access to information, resources and participation in civic processes by people of color, immigrant, refugee and other marginalized communities.

**Attachments:** [Attachment A - Adopted Communications Plan 2017](#)  
[Attachment B - DRAFT UPDATED Inclusive Carrboro Communications and Community Engagement Plan](#)

## C. OTHER MATTERS

### 7:15-7:25

1. [20-275](#) A Resolution Recognizing Juneteenth as a Town Holiday

**PURPOSE:**

**Attachments:** [Attachment A - Resolution](#)

### 7:25-7:50

2. [20-277](#) Update from Chief Schmidt on COVID-19

### 7:50-8:30

3. [20-279](#) UNC Roadmap Briefing by Provost Blouin

**PURPOSE:**

### 8:30-8:40

4. [20-276](#) Appointments to the Final At-Large Community Seats on the Comprehensive Plan Task Force

**PURPOSE:** The purpose of this item is for the Town Council to adopt a resolution appointing the final four at-large seats to the Comprehensive Plan Task Force.

**Attachments:** [Attachment A - Resolution making appointments and directing work of Task Force](#)  
[Attachment B- Demographic Data of Community At-Large Applicants](#)  
[Attachment C - Comprehensive Plan Task Force Applications](#)  
[Community Member At-Large](#)

### 8:40-9:10

5. [20-273](#) The 203 South Greensboro Project - Design Considerations

**PURPOSE:** The purpose of this item is to provide the Town Council with an opportunity to discuss some design considerations related to the 203 South Greensboro Project.

**Attachments:** [A - The 203 Project Timeline](#)



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## Agenda Item Abstract

**File Number:**20-270

**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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### TITLE:

Mural Update in Support of Black Lives Matter

**PURPOSE:** The purpose of this item is for the Town Council to approve the logistics of painting a mural in support of Black Lives Matter.

**DEPARTMENT:** Recreation Parks and Cultural Resources, Planning and Public Works

**CONTACT INFORMATION:** Anita Jones-McNair, [amcnair@townofcarrboro.org](mailto:amcnair@townofcarrboro.org), 919-918-7381, Patricia McGuire, [pmcguire@townofcarrboro.org](mailto:pmcguire@townofcarrboro.org), 919-918-7327, and Daniel Snipes, [dsnipes@townofcarrboro.org](mailto:dsnipes@townofcarrboro.org), 919-918-7432

**INFORMATION:** The Council approved at the June 23, 2020 meeting to move forward with using Black Lives Matter and End Racism Now as messaging in upcoming mural(s), along with directing staff to work with Sekou Keita, Carrboro resident and artist on logistics and present option(s) for Council consideration.

Staff met with Mr. Keita and he has expressed moving forward with one unified message “END RACISM NOW” installed on Laurel Avenue as a representation of the Town of Carrboro’s support for Black Lives Matter. See attached design - (Attachment A). He believes a streamline focus will help create a unified message.

His recommendation falls under the following type of installation -

Town right -of way, public street, open to traffic - Town staff will request approval from the Federal Highway Administration for an alternative pavement treatment on Laurel Avenue using the prepared draft letter. The Town is extremely careful in its adherence to FHWA standards for traffic control, signage, painting, et cetera as these uniform standards seek to communicate clearly with local residents and those travelling on town streets from other places about where and how to use the streets safely as drivers, cyclists and pedestrians. We anticipate a two to four month wait time to receive a decision from FHWA. Staff will also work with a licensed engineer on type of paint and letter spacing due to vehicular traffic, including bicyclists.

Mr. Keita intends to take headshot photos to raise funds for this project, recruit volunteers and create a short documentary that highlights the positive aspects of the town and the importance of the mural through the eyes of all who helped with the project. The funds raised can cover supplies and paint. Staff completed a

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preliminary estimate of \$3,000 for this project.

**FISCAL & STAFF IMPACT:** The fiscal impact varies based on specific actions.

**RECOMMENDATION:** Staff recommends that the Town Council approve moving forward with Mr. Keita's recommendation; and that the total costs, not to exceed \$5,000, could be funded from the current FY21 Non-Departmental operating budget should the Council want to move forward with the project.

Laurel Ave: 23 foot letter height









# Town of Carrboro

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## Agenda Item Abstract

**File Number:**20-272

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### **TITLE:**

Consideration of Non-Profit CARES Act Funding Recommendations

**PURPOSE:** The purpose of this item is for the Carrboro Town Council to consider recommendations to fund non-profits who provide direct assistance to households impacted by COVID-19 with the Town's CARES Act funds.

**DEPARTMENT:** Housing and Community Services

**CONTACT INFORMATION:** Anne-Marie Vanaman, Management Specialist, 919-918-7321, [amvanaman@townofcarrboro.org](mailto:amvanaman@townofcarrboro.org) <<mailto:amvanaman@townofcarrboro.org>> Rebecca Buzzard, Housing and Community Services Director, 919-918-7438, [rbuzzard@townofcarrboro.org](mailto:rbuzzard@townofcarrboro.org) <<mailto:rbuzzard@townofcarrboro.org>>

**INFORMATION:** In FY2019-2020, the Town of Carrboro received \$266,000 of Coronavirus Aid, Relief, and Economic Security (CARES) Act money from Orange County to be used for eligible expenditures related to COVID-19.

On June 23, 2020, the Carrboro Town Council allocated these funds to various eligible COVID-19 expenditures, including \$40,000 to support non-profits who are providing direct assistance to Carrboro households affected by the pandemic. This allocation has been included in the FY2020-2021 adopted budget. <https://carrboro.legistar.com/LegislationDetail.aspx?ID=4576406&GUID=76A65447-1A80-41B7-9DC0-E079D089A8DC&Options=&Search=>>

On June 30, 2020, Town staff released a brief, online funding application and invited non-profits who have previously participated in the annual Carrboro/Chapel Hill/Orange County Human Services funding process to apply. Invitations were made via email and followed up with phone calls and subsequent emails. The application was closed on July 8, 2020.

Eighteen (18) applications were received, requesting a total of \$145,180. Applications are located in Attachment B. For expediency, Housing and Community Services staff reviewed the applications, followed up with non-profits if needed, and scored the applications. Recommended funding allocations are provided in Attachment C. Due to the number and amounts of the requests, staff set a maximum and minimum award. Funding recommendations were based on the number of Carrboro residents served and the percentage of minority populations served.

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**FISCAL & STAFF IMPACT:** The FY20-21 Adopted Budget includes \$40,000 of CARES Act federal funds to support these funding recommendations. There is no staff impact.

**RECOMMENDATION:** Staff recommends the Council consider approving the non-profit CARES Act funding recommendations. A resolution approving these funding recommendations is provided as Attachment A.



**A RESOLUTION APPROVING CARES ACT NON-PROFIT  
FUNDING RECOMMENDATIONS FOR FISCAL YEAR 2020-2021**

**July 14, 2020**

WHEREAS, in FY2019-2020 the Town of Carrboro received \$266,000 of Coronavirus Aid, Relief, and Economic Security (*CARES*) Act money from Orange County to be used for eligible expenditures related to COVID-19; and

WHEREAS, the Town of Carrboro allocated \$40,000 of CARES Act funds to support non-profit agencies that provide direct assistance to Carrboro households impacted by the COVID-19 pandemic; and

WHEREAS, eighteen (18) agencies applied for funding through a special application process; and

WHEREAS, the total amount of funds requested by the eighteen (18) agencies is \$145,180; and

WHEREAS, the FY2020-2021 Adopted Town Budget includes the allocation of \$40,000 of CARES Act funds; and

WHEREAS, Housing and Community Services staff reviewed and scored all the applications for funding and made the following funding recommendations:

RENA	\$4,000
Chapel Hill-Carrboro Public School Foundation	\$2,500
PORCH	\$2,500
Refugee Community Partnership	\$4,000
TABLE	\$3,750
Marian Cheek Jackson Center	\$2,750
OE Enterprises	\$500
Diaper Bank	\$2,500
Meals on Wheels Orange County	\$1,125
IFC	\$1,420
El Centro	\$4,000
EmPOWERment	\$4,000
Community Empowerment Fund	\$4,000
El Futuro	\$1,455
Club Nova	\$1,000
Orange County Rape Crisis Center	\$500
Bridge II Sports	\$0
The Arts Center	\$0
<b>Total</b>	<b>\$40,000</b>

NOW THEREFORE, THE CARRBORO MAYOR AND TOWN COUNCIL RESOLVE THAT:

Section 1. Approves the recommended CARES Act grant funding activity in FY2020-2021.

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

Section 3. This resolution is effective immediately and a copy of this resolution shall be forwarded to the Town's Finance Officer.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Chapel Hill-Carborro Public School Foundation
Tax ID Number	56-1421977
Address1	P. O. Box 877
Address2	<i>Field not completed.</i>
City	Carrboro
State	NC
Zip	27510
Web Address	<a href="http://www.publicschoolfoundation.org">www.publicschoolfoundation.org</a>
Phone	919-967-8211 x28376
Executive Director	Madeline Blobe
Email	<a href="mailto:mblobe@chccs.k12.nc.us">mblobe@chccs.k12.nc.us</a>
Amount Requested	\$5,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	<p>The Chapel Hill-Carrboro Public School Foundation (PSF) has always focused on supporting students to provide them an equitable education; however, with the COVID-19 epidemic, our emphasis on how we do that has changed somewhat. Prior to the pandemic, about 33% of Chapel Hill-Carrboro City School (CHCCS) students received Free-or-Reduced Lunch (FRL) program benefits. Now, with parents losing jobs or having to quit jobs in order to provide child care for their children, that number is approaching 50%. PSF is working closely with the CHCCS Nutrition and Transportation Departments to bring food into 38 low-income neighborhoods in our District every day Monday through Thursday through the Food for Students (now Summer) program. To date, over 1600 students have been served over 398,000 meals since mid-March. We are also seeking additional funds to help families pay utility and rent bills so they can stay in their homes.</p>
2. Since the State of Emergency was issued on	<p>PSF generally serves all the students and teachers of CHCCS in some capacity, but a major area of support has been for</p>

March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

students from disadvantaged families. Currently, the Food for Students/Summer program serves 1649 children with the following ethnicity/race: Hispanic-42%; Asian-16%; Black-29%; American Indian-1%; Multiracial-3%; White-9%. Whereas we previously supported students ages 4-19, we now are focusing on entire families during so folks of all ages. About once a week, produce boxes are given out at food delivery sites to help provide food for entire families (not just breakfasts and lunches that go to students only). Additionally, we have given out over 100 food gift cards to families in our community with greater food needs.

3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

Funds would be used almost immediately to support the CHCCS District's Free-or-Reduced Lunch families with housing assistance (rent and/or utilities) and/or food needs. PSF works closely with the Social Workers at the schools who are in close contact with the families who need assistance. The Social Workers use a rubric to identify what the family's needs are and to determine an amount to be allocated. PSF then sends checks directly to the housing or utility company in the family's name to pay toward their bills, or mails a food gift card to the home.

If PSF were to receive \$5,000 from the Town of Carrboro, then approximately 50 families (or at least 200 individuals) who have children in a CHCCS school and who live in Carrboro would receive about \$100 each in support.

4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

Of the 1649 students (not counting their family members) in low-income neighborhoods who are receiving food support through the Food for Students program, 91% are people of color. We know that these families have members who, because of COVID-19, have lost jobs, been furloughed, or who have had to give up a paying job so they can stay home with their children. Many are families who were on the border to receive Free-or-Reduced Lunch benefits, and who now qualify. New requests for FRL benefits are being made weekly and we expect the numbers to continue to rise as the pandemic rages on. The funds from the Town of Carrboro would be used for housing and/or food support to these needy families who are struggling to feed their children and stay in their homes.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

The impact that additional funding would have on the approximately 50 Carrboro families or approximately 200 residents that we would serve is:

- Students and their family members would not go hungry;
- The Carrboro residents we serve would not lose their current leases in the homes they rent. While there is a State mandate in place right now that families who cannot afford to pay rent cannot be kicked out of their homes, we know that this mandate will end and that rent payments will be due.
- Utilities for the Carrboro residents we serve would not be discontinued. This includes water and electricity.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Meals on Wheels Orange County, NC (AKA CHCMOW)
Tax ID Number	57-1721954
Address1	PO BOX 2102
Address2	<i>Field not completed.</i>
City	Chapel Hill
State	NC
Zip	27515
Web Address	mowocnc.org
Phone	919-942-2948
Executive Director	Rachel Bearman
Email	<a href="mailto:execdirector@mowocnc.org">execdirector@mowocnc.org</a>
Amount Requested	7,500
1. Describe how COVID-19 has affected your organization's ability to provide services.	We have changed our operations from daily weekday delivery accompanied by a friendly check-in to once per week delivery of five frozen meals and a bag of fresh fruit. A volunteer phone brigade calls recipients every other weekday to check-in. We

also delivered a shelf-stable meal box containing 10 meals to every recipient to ensure there was food in the home in case delivery was interrupted for any reason. We have also initiated a new service, the distribution of emergency food and supply boxes based on stated recipient need. Recipients made it aware to volunteer callers that they did not have access to or the ability to get food and necessary supplies beyond the meals MOW delivers. In response we created the food box distribution which includes ~ 7-10 meals (peanut butter, jelly, bread, protein heavy soups, stews, tuna fish, fruit cups, granola bars, ensure, paper towels, toilet paper and sometimes personal care items).

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

At the start of COVID in our community we worked our way through our waitlist and added over 50 people to our delivery routes. We are serving more people and delivering more meals. Recipients who were receiving fewer than 5 meals per week at the start of COVID had the option to increase their meal count and most did. We work on a sliding scale model and our ability to collect payments has decreased during this time while there has also been in an increase in recipients receiving meals for no charge.

In early March we had 88 (40%) recipients paying \$10/month and 32 (14%) paying \$0/month.

In early June we had 107 (47%) recipients paying \$10 and 44 (19%) paying \$0/month.

One month = approximately 22 meals delivered.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

COVID-19 response funds would be used to further subsidize meal delivery to older adults, homebound adults, adults with disabilities and those convalescing, who do not have access to, or the ability to prepare, a healthy meal. Carrboro awarded Meal on Wheels Orange County, NC \$15,000 in Human Services Grant Funding for 2020-21. For the number of meals projected to be served in 2020-21 that subsidizes the direct main meal cost to a Carrboro resident by less than a dollar per meal. Between now and December 31st the additional \$7,500 requested would effectively double the meal subsidy to almost \$2 per meal enabling us to continue to serve the current 57 Carrboro residents on our delivery routes through December. It will also ease financial constraints and enable us to more quickly add more recipients off of our waitlist. Moreover, additional funds covering meal costs, would help us maintain

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our emergency food and supply box distribution (offered at no charge to recipients) to those who have a stated need.

4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

22 of the 57 Carrboro residents who are current recipients are African-American. We believe (and our statistics have shown) that Meals on Wheels Orange County, NC has created an almost zero barrier to entry referral process which has enabled us to serve the African-American community well. There are still some barriers that we have been working to eradicate, ore associated with the Latinx/Hispanic and Asian communities. In short, if you meet basic eligibility requirements (age, health, food access) you can be added to the program. Our waitlist is run on a first-come first served basis predicated on when the referral was received by our office.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Additional funding would help sustain service to our current recipients (the 57 mentioned above) and also open the door to be able to add more recipients to our delivery routes off of our waitlist. We can track (through annual survey) the overall impact on recipients that received Meals on Wheels. It would be harder to quantify additional funds impact with the exception of how many were able to be added off of the waitlist due to increased funding.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	PORCH Chapel Hill - Carrboro
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Tax ID Number	27-2759081
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Address1	218 Lake Manor Road
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Address2	<i>Field not completed.</i>
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City	Chapel Hill
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State	NC
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Zip	27516
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Web Address	<i>Field not completed.</i>
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Phone	<i>Field not completed.</i>
Executive Director	Debbie Horwitz
Email	<a href="mailto:debbie@porchcommunities.org">debbie@porchcommunities.org</a>
Amount Requested	\$5000
1. Describe how COVID-19 has affected your organization's ability to provide services.	<p>PORCH's Food for Families program continues to serve our clients and has also expanded enrollment during this challenging time of COVID-19. We have had to modify our typical monthly food collection and distribution programs to avoid our usual large gatherings of volunteers and clients. During March and April we used donated funds and grants to provide grocery gift cards by mail, enabling our clients to purchase food and necessities. PORCH began distributing fresh food again since May, packing fresh food with smaller groups of volunteers and utilizing the USDA's Coronavirus Assistance Program (CFAP) to access free sources of fresh produce for our clients. Even as we have resumed the distribution of fresh food, we continue to provide supplemental support to our families through grocery gift cards, increasing our impact during this time of crisis. We have also provided grocery gift cards each month to local partner organizations, extending our hunger relief efforts to their clients.</p>
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.	<p>PORCH has continued to serve and expand our diverse client community. Thirty (30) families (60% Hispanic and 30% African American) have been added to our rolls, including 10 families from Carrboro (44 individuals). We are currently serving 485 food-insecure families with children in the public schools (2125 individuals, 1250 children, with over 1930 of these individuals from vulnerable populations affected by racial disparities). Overall, our clients are 45% Hispanic, 16% African American, and 31% refugees (542 refugees from Burma, 54 refugees from the Congo, and 65 refugees from Syria). Many of the new families are seeking supplemental food aid for the first time, and all are facing challenging financial circumstances.</p>
3. If awarded, how would you use COVID-19 Response funds between	<p>\$5000 would enable PORCH to deliver a combination of fresh food and gift cards to families enrolled in our Food for Families program. At \$50 per family, fresh food or grocery gift cards</p>

now and December 31st? Estimate the number of Carrboro residents who would benefit.	would be provided to 100 families in need (over 400 individuals) in Carrboro, extending our hunger relief services in this time of increased need and great uncertainty.
4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?	100% of the funding would be used to provide food support to Carrboro residents who are people of color. As described previously, of the new families we have added since the beginning of the COVID-19 pandemic, 60% are Hispanic and 30% are African American. We typically serve people of color (92% of our enrolled participants) who are disproportionately affected by poverty, but are seeing even more need as a result of the economic impact of the pandemic. We anticipate continued growth in demand for our services and sustained need in this community until we see recovery from this crisis.
5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?	Additional funding would help PORCH continue to deliver essential food support to alleviate hunger for food-insecure families in Carrboro throughout the pandemic and economic crisis. We conduct annual client surveys to assess the impact of our food assistance programs and will make every effort to survey families again this fall. We anticipate simplifying our surveys and methods to seek feedback remotely by web, phone, mail, and text. We will also add a specific question related to the impact of our COVID-19 relief efforts.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Refugee Community Partnership
Tax ID Number	26-
Address1	117 W Main St
Address2	<i>Field not completed.</i>
City	Carrboro
State	NC
Zip	27510

Web Address	<a href="http://www.refugeecommunitypartnership.org">www.refugeecommunitypartnership.org</a>
Phone	919-590-5910
Executive Director	Madison Hayes
Email	<a href="mailto:madison@rcpteam.org">madison@rcpteam.org</a>
Amount Requested	\$10,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	RCP is providing support for the immediate human needs of our 800+ refugee and immigrant Members. 95% of our membership, most of whom already live below the poverty level, have been laid off from work, and are turning to RCP for support with critical needs, from grocery gift cards, to tele-health interpretation, to public health and safety information in their native languages. We have had roughly 200 new members join since the beginning of the pandemic, driven by an urgent need for support. While economic support systems, like unemployment and SNAP, offered relief to some, we are receiving an increase in requests to help fill gaps that still exist, particularly from undocumented Members, who are not eligible to receive any federal support. Families report they are struggling to pay daily bills, and while there a
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.	Since March 2020, we have been serving nearly double the number of residents. our Membership has from 560 Members to 840 Members (that's a growth of 280 people in 3 months!). Almost 2/3 of these Members are undocumented, constituting the communities most impacted by COVID, by both its health and financial implications. All of these new Members live below the Federal Poverty Line, and live in either local mobile home neighborhoods, or the GSC-owned apartment complexes in Carrboro.
3. If awarded, how would you use COVID-19 Response funds between now and December 31st?	We are requesting an additional \$15,000 for direct bill pay for immigrant and refugee Carrboro families. Families who seek support will be able to receive between \$100 and \$400 of support per month, depending on specific need, circumstance,

Estimate the number of Carrboro residents who would benefit.

and availability of funds. In April we received \$10,000 from United Way to provide direct support to what we estimated would be 25-100 families. Within 2 weeks, we had exhausted funds and provided aid to 103 families- 57 from Burma, 33 Latinx, 2 Syrian, and 11 Congolese. 33 households received payments towards rent, with the remainder making contributions to utilities, electric bills mainly, of which 85% of accounts had past due balances. With RCP's multilingual staff, interpreters, and pre-existing relationships, requests for support have continued to flow in, primarily from undocumented families, who are fearful that any misstep could have an impact on their ability to remain in the US.

As the organization that is providing application support to non-English speaking families to Orange County's Housing Stabilization Fund, we continue to see first hand how critically needed direct financial support is, and, how quickly financial resources burn up. Many families are finding themselves months behind on rent payment, so while, say, \$1,000 may appear to be substantial support, they remain 3 months behind on rent and still positioned for potential eviction. Not to the stacking-up of outstanding utility bills, health insurance premiums, etc.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

100% of RCP's Membership are communities of color, specifically communities from the Congo, Burma, Syria, Mexico, and El Salvador. These communities constitute the local, front-line domestic and service labor force, from hospital sanitation to meat packing factories. We expect this funding to support ~40-60 Carrboro households, approximately 150-250 individuals.

We have been triaging our financial assistance strategy according to the person's citizenship status, household size, current household income, and health status. As of this month, the Members in greatest financial need are undocumented, and because of this status, blocked from all federal supports. While we work to get them access to grassroots sources of direct financial assistance - like mutual aid funds, grocery gift cards, and the County's Housing Stabilization Fund - household's have slid quickly into significant debt due to widespread job loss, and the financial need continues to swell exponentially.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Direct financial assistance would reduce risk of eviction, increase retention of existing housing, and stabilize household income by decreasing household expenses. We track all disbursement of financial assistance, and - because we are the ones paying landlords and utility companies directly - what exactly families use it for (i.e. rent, utilities, etc).

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	ROGERS-EUBANKS NEIGHBORHOOD ASSOCIATION (RENA)
Tax ID Number	26-1313267
Address1	101 Edgar Street
Address2	P.O. BOX.16903
City	Chapel Hill
State	N.C.
Zip	27516
Web Address	<a href="http://www.renacommunitycenter.com">www.renacommunitycenter.com</a>
Phone	9199182822
Executive Director	Rosie Caldwell
Email	<a href="mailto:CAMPBELLROBERTLEERENA1@GMAIL.COM">CAMPBELLROBERTLEERENA1@GMAIL.COM</a>
Amount Requested	\$20,000.00
1. Describe how COVID-19 has affected your organization's ability to provide services.	RENA , suspended the after school program as well as the summer enrichment camp. We have become more a out reach information center since Covid -19 pandemic.We have extended our food pantry to meet the need of the communities around the Rogers and Eubanks road communities.No in house services at this time only drive -by- food distribution is taking place to help provide food supplies for the youth and

their families. RENA have transition into community resource food and supplier distributor

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

RENA outreach have changed to provide for the whole family, making sure that fresh food and supplies is made available for families. RENA Food Pantry provide food on a day by day service as well as the main food distribution is still on the third Friday. The regular number is 85 household per week that number is now 350 per month now and the doors are open to the pantry Monday thru Saturday from 10:30 am until 3:00 pm. Each household that receive a bag or box can prepare four meal per bag. So the numbers of meals is about 1400 meals since March 13, 2020. This is a low-income community of color and we are servicing more families than individuals. Each household we have as clients have an average of 5 members in the household.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

The FUNDS will be used to provide food as well as supplies for the community farm-market to provide fresh produce for the community residents. RENA goal for the summer back to school bash 850, which 60% of household live in the Carrboro area will be about 510 residents will benefit from the funding. Families will receive food and school supplies. RENA will help meet the needs of all residents of the surrounding communities.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

The work that RENA is providing support for families of color and families of low income. RENA will reach out to our partners, churches and other non-profit organization to ensure that all people of color and all that have been disproportionately affected will be served. RENA will use the [www.renacomunitycenter.com](http://www.renacomunitycenter.com) website and other media outlet to reach out to communities in the Carrboro and Chapel Hill service area. RENA will make sure that all event is communicated through out the communities of surrounding area. RENA will reach out to all the town to put information about the events as well as Orange County DSS and Senior Living organizations.

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5. What impact would additional funding have on the Carrboro residents you serve? How would

The additional funding will help provide a free farm market as well as food supplies for food distribution up until December. The funds will help buy school supplies for the back to school bash where over 850 resident will receive free backpack with

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you gather this qualitative data?

school ready supplies. The funds will help RENA to provide fresh and healthy food . The funds will help resident use home funding for utilities and household items other than school supplies and which can help supplement the household . RENA have client food and supply assistance application and the back to school supply application that gather house members as well as gender , age and address of clients.

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## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Club Nova Community, Inc.
Tax ID Number	27-0103430
Address1	103-D W Main St
Address2	<i>Field not completed.</i>
City	Carrboro
State	NC_2838
Zip	27510-1691
Web Address	clubnova.org
Phone	919-302-8867 Cell
Executive Director	Karen Kincaid Dunn
Email	<a href="mailto:karendunn@nc.rr.com">karendunn@nc.rr.com</a>
Amount Requested	\$10,000.00
1. Describe how COVID-19 has affected your organization's ability to provide services.	<p>The COVID 19 pandemic has dramatically affected how Club Nova provides services.</p> <p>Club Nova provides services that are truly the difference between life and death for our members. What we are experiencing with COVID-19 has increased the urgency of the work we are doing.</p> <p>Not only are our members living with serious mental illness, the majority of our members are in the high risk category for COVID-19 due to co-occurring serious health conditions including a high prevalence of diabetes, as well as respiratory and heart conditions, and compromised immune systems. The life expectancy for individuals living with serious mental illness is 25 years shorter than the general population.</p> <p>With the majority of our members at risk, our physical facility has been closed since March 15.</p> <p>Prior to closing the facility to members, we proactively updated emergency contacts, ensured members had medication and food, provided education on precautions, and identified access</p>

to technology.  
Despite funding

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

In the month and a half leading up to March 15th, Club Nova served 80 members. Since the State of Emergency was declared on March 13th, and Club Nova closed its physical facility, we have served 108 members, including reengaging members who had been inactive.

We did not see much of a change in percentile when it came to age. Though we served 12 more individuals aged 19-50 since March 13th, the overall percentage decreased by 2.5%, with a 2.2% increase for those aged 51 and older.

Prior to the pandemic, we served 62 males and 18 females, but we are currently serving 76 males and 32 females. This points to an overall decrease in percentage of males served by 9.2%, and an overall increase in percentage of females served by 31%. When it com

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

All 32 members of Club Nova who are residents of Carrboro will benefit from COVID-19 response funding. If awarded COVID-19 Response funds, Club Nova would apply the funds toward:

- Data usage on the cell phones distributed to members - \$389 per month for a total of \$2,336 for a 6 month period.
- Cost for 500 meals a month for 6 months equals ~3,000 meals - ~\$700 per month over a 6 month period equals \$4,200
- Staff time for meal planning, preparation, cooking, clean up, packaging, labeling food and meal delivery. Cost per month equals \$1,143 and for 6 months equals \$6,862.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

Our 8 members who are Carrboro residents and people of color will have access to technology for communicating and engaging in our virtual platform, as well as meals and all other critical supports needed.

Additional funding will allow Club Nova to continue providing its life-sustaining supports and services without interruption to all members, including the 8 residents of Carrboro who are people of color.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

With the majority of our members at high risk, it is unclear when Club Nova will be able to open our physical facility to members. We have limited operating reserves. Without a steady stream of income and unless significant changes are implemented regarding Medicaid and other reimbursement flexibilities, Club Nova will be faced with the decision to close our doors and services at least on a temporary basis. The human costs of closing operations are high. This would be incredibly detrimental and potentially life-threatening to our members. The potential negative impact on our health care system would be higher, and the cost of Emergency Department visits and hospitalizations would be higher, as well as the cost on other emergency services (E

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## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	El Futuro
Tax ID Number	80-0122334
Address1	2020 Chapel Hill Road, Suite 23
Address2	<i>Field not completed.</i>
City	Durham
State	NC
Zip	27712
Web Address	<a href="http://www.elfuturo-nc.org">www.elfuturo-nc.org</a>
Phone	919-688-7101
Executive Director	Luke Smith, MD
Email	<a href="mailto:lsmith@elfuturo-nc.org">lsmith@elfuturo-nc.org</a>
Amount Requested	\$5,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	On March 16, El Futuro rapidly transitioned from clinic-based mental health services for Latino families to comprehensive TeleBehavioral Health services and 100% of employees working remotely. Although this transition has allowed us to

provide the same level of services we did before the pandemic (in terms of number of people served each week), TeleBehavioral Health delivery means increased costs / burdens in two key operational areas. 1. Technology. Many of our personnel are using personal laptops/computers, some of which are outdated, inefficient, and not operating at capacity. Additional laptops with adequate capacity are needed. 2. Administrative support. Telehealth delivery requires significantly increased administrative support for reminder calls / texts, Zoom training and link sharing, tech troubleshooting, and further outreach to ensure seamless services. These are non-billable activities.

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

From March through May 2020, we have documented no major demographic shifts and the following service trends:

- 3,634 treatment visits total, an increase from 3,353 in the prior 3-month period
- 400 treatment visits from Orange County residents (primarily Latino), an increase from 392 in the prior 3-month period
- 106 treatment visits for 18 Carrboro residents (primarily Latino), an increase from 42 treatment visits for 17 Carrboro residents in the prior 3-month period

We believe these increases are, in part, due to the reality that the telehealth platform removes a transportation barrier for Orange Co Latino patients and families to access our services - a service we hope to continue even beyond the pandemic!

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

Funds will be used to purchase two new laptops for personnel providing TeleBehavioral Health services and/or related administrative support to low-resource Latino patients and families (at a cost of approximately \$1,500 each).

The remaining funds will be used to support the increased outreach / administrative support burden of providing these services.

From July - Dec, based on service trends in prior months, we anticipate providing direct TeleBehavioral Health services to approximately 20 Latino residents of Carrboro, benefitting approximately 60 people or more when the family benefits of improved mental health for one individual are considered.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

All services will be targeted to low-resource Latino families. In addition to being disproportionately affected by the COVID-19 epidemic (in terms of health, mental health, job loss, access to care, and more), Latino families also face greater barriers to mental health treatment in general. To overcome these barriers, the funds will be used to provide effective, targeted outreach and a seamless technological experience to ensure some of the most vulnerable families have access to quality care when they need it most.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

We will conduct bilingual telephone surveys with Carrboro residents served during the July - December period to determine their level of satisfaction with the services provided and the outcomes achieved. Target: At least 75% of those served via TeleBehavioral Health will express satisfaction with the services received.

Additionally, we will continue to administer standardized rating scales to determine clinical and functional improvements as a result of being able to access seamless services remotely. Target: At least 75% of those served via TeleBehavioral Health will experience clinical and functional improvements or stabilization as a result of treatment received.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Orange County Rape Crisis Center
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Tax ID Number	581356356
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Address1	1506 E. Franklin Street Suite #200
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Address2	<i>Field not completed.</i>
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City	Chapel Hill
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State	NC
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Zip	27514-2825
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Web Address	ocrcc.org
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Phone	9199684647
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Executive Director	Rachel Valentine
Email	<a href="mailto:rvalentine@ocrcc.org">rvalentine@ocrcc.org</a>
Amount Requested	2,500
1. Describe how COVID-19 has affected your organization's ability to provide services.	Our agency is starting to see the impact of the COVID crisis on our clients, and we are bracing for the impact of an expected increase in assaults over the next several months . In our standard operations model, our case management and program staff answer our 24 Hour Crisis Lines during the day, and our Crisis Response Assistants cover overnight/weekend shifts. As a result of the COVID crisis and the ways that social distancing have complicated our case management service delivery, our case management and program staff are unable to simultaneously attend to our current client caseload and be available for 24-hour helpline coverage.. In cases where our clients face barriers that amount to safety concerns, we maintain a modest emergency fund to support direct relief. We have already seen increased demand on our fund and anticipate this will only increase as the crisis continues.
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.	In the first several weeks of the Emergency, we saw a decline in clients, but since May our client contacts have increased by 49%. While we do not record demographic information for all our clients, we have seen a 55% increase in the number of requests for financial assistance, indicating an increase in economic vulnerability among our client base. 175% increase in Black clients, 58% increase in Latino/a/x clients.
3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.	We seek funding to pay our Crisis Response Assistants to provide day-time support on the Helplines for up to 25 hours/week for the next quarter (12 weeks). We also will use the funds to pay for the tele-health and virtual advocacy platforms and supplies we've purchased to continue our critical services during this crisis. We seek funding to support basic needs for survivors of sexual violence such as food, housing,

and supplies for safety and health management. We have an established criteria framework for direct relief dispensation and experienced case managers to manage the fund.

We do not track residency for our services; however, of those for whom we do have residency information, about 8% of the clients are from Carrboro. We anticipate serving a minimum of 300 clients between now and December, so we could estimate about 25 Carrboro residents will benefit. This does not include all of the clients who work in Carrboro, which we cannot track at the moment.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

As described previously, the demographics of our service delivery are changing as a result of the COVID crisis- as word gets out that our services are more comprehensive than crisis counseling and include case management and basic needs assistance, we are serving more and more people of color and economically vulnerable clients. Our services to the Latino/a/x community, in particular, will be directly supported by the funding as it will contribute to our bilingual staffing needs.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Clients who access supportive services in the aftermath of sexual trauma have a variety of needs and define success in as many different ways. However, it is well documented that trauma supports like those we provide can mitigate a variety of mental, emotional, social, and economic outcomes associated with sexual violence, including lost income, PTSD, isolation, and difficulties with school and employment. We do not gather "outcome" data for all those we serve; however we can provide anecdotal evidence in the form of client testimony and post-service evaluations.

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## Town of Carrboro Grant Application for COVID-19 Response Funds

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Agency Name	Diaper Bank of North Carolina
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Tax ID Number	32-0401621
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Address1	1311 E. Club Blvd
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Address2	<i>Field not completed.</i>
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City	Durham
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State	NC
Zip	27704
Web Address	ncdiaperbank.org
Phone	919-886-8085
Executive Director	Michelle Old
Email	<a href="mailto:michelle@ncdiaperbank.org">michelle@ncdiaperbank.org</a>
Amount Requested	5,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	<p>The Diaper Bank of North Carolina distributes free hygiene products (e.g. infant and child diapers, toddler pull-ups, period products, and adult incontinence supplies). There is no assistance to help families with these costs; WIC and SNAP (food stamps) benefits cannot be used for diapers. Without assistance from the diaper bank, families are forced to make difficult choices about whether to spend money on hygiene products or on another basic need such as food, rent, or medicine.</p> <p>During the COVID-19 pandemic, we have seen a 400% increase in requests over the past several weeks as families report sudden and unexpected loss of income due to job loss or a reduction in the number of hours worked. With our program, Outcome-Based Diaper Distribution, the DBNC distributes diapers only via established, local, family-support agencies already working with low-income families. We have responded and adapted our hygiene product distribution to meet the need for social distancing.</p>
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income	<p>We have been contacted by families who have never previously needed the type of basic needs assistance that we provide. Carrboro families have described to us the many ways the pandemic has impacted their income including: families with both parents suddenly unemployed, single moms who are out of work and having a difficult time keeping up with paying the essentials such as rent and utilities, and a grandmother in her late '50's who has all her grandchildren and is unable to work and unable to provide all of the basic needs for her grandchildren. Many refugee families have also reached out to us for assistance. Refugee families are particularly vulnerable</p>

levels, housing situation, etc.? Please provide numbers to support your answer.

during this time as they are unable to receive many forms of financial assistance.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

At this time, we are in need of funding to support our increased distribution and the addition of several new community partners to meet the need. Funding awarded would be applied to the costs of purchasing, distributing, and warehousing hygiene products. As one of the largest diaper banks in the country, we are eligible for bulk purchasing prices, allowing us to purchase hygiene products directly from the manufactures at one-third of the cost of retail prices. We will continue to serve families both immediately during this crisis and in the months and years to come as families recover long-term from jobs lost during the pandemic. We are committed to serving Carrboro families long-term as we know from our experience responding to natural disasters that families have unmet basic health needs long after the start of a crisis. We will serve up to 450 Carrboro families a month.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

We are seeing a great increase in requests from people of color and Refugee families. Refugee families are particularly vulnerable during this time as they are unable to receive many forms of financial assistance and do not have jobs because they have recently arrived in the country, and have very limited resources.

We have added new partners, The Refugee Community Partnership, and created open distributions through the Health Department to reach more families.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

DBNC is effective at increasing families' access to diapers and connecting them to other supports. The success of our program is measured not only by the number of diapers distributed to families in need, but also by outcomes families experience from receiving diapers. In 2017, we published in Maternal & Child Health Journal the first peer-reviewed research study documenting the outcomes experienced by diaper bank recipient families. Specifically, parents and caregivers receiving diapers: felt happier (62%), could increase spending on food (61%), perceived that their children were happier (43%) and healthier (28%), could pay nonmedical bills

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(27%), had the requisite diapers to send children to childcare  
(18%) increased work and school atten

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## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	EmPOWERment Inc
Tax ID Number	561965772
Address1	109 N Graham Street
Address2	Suite 200
City	Chapel Hill
State	North Carolina
Zip	27516
Web Address	<a href="http://www.empowermentinc.org">www.empowermentinc.org</a>
Phone	9199678779
Executive Director	Delores Bailey
Email	<a href="mailto:empowermentincnc@gmail.com">empowermentincnc@gmail.com</a>
Amount Requested	14,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	<p>EmPOWERment's (EI) ability to provide its normal level of services in the following ways:</p> <p>Affordable Rental Program:</p> <ul style="list-style-type: none"><li>• All face-to-face rental and housing counseling sessions have been cancelled</li><li>• Rental collection process has been restructured</li><li>• Maintenance request process has been changed to follow COVID-19 guidelines</li><li>• Unit turnovers has been delayed based on "Stay-At-Home Orders"- difficulty getting workers to complete jobs</li><li>• Loss of income due to many tenants losing their jobs, reduction in hours or being furloughed</li></ul> <p>Community Outreach Program has been affected by:</p> <ul style="list-style-type: none"><li>• All community outreach programs have been cancelled</li><li>• EI's emergency utility assistance program has been</li></ul>

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restructured

- All court appointed community service volunteers in need of community service hours has been cancelled
- Many residents are having a difficult time navigating their resources via phone or the internet

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

We have observed an upsurge in the need for financial assistance in the Carrboro area. We noticed that individuals who had once been self-sufficient sought much needed assistance. Thus far, in this capacity, we have served 25 individuals/families including our own Carrboro rental tenants. Statistically, we provided service to 18 female and seven male head of households, of those 25, 15 were families of color and 23 renters. 16 of these families fall below 40% of median income for this area and come from all walks of life (ranging from ages 39 to 80). All were directly affected by COVID-19.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

The COVID-19 pandemic has adversely affected low income rental tenants because their work hours have drastically been reduced, they have lost one of their two jobs or they have been completely unemployed since March 2020. With these funds, EmPOWERment would target seven households that live in EI units and the 40 families that live in Chase Park who all continue to struggle because of COVID-19. Many of these families have children. Most wage earners have not gone back to work and cannot predict when they will return. EmPOWERment would use these funds to purchase more gift cards that would assist families purchase essential for their households. Additional funding is being requested to support the rental and budgeting counseling sessions that has increased for our staff since the pandemic. EmPOWERment Inc. is requesting \$14,000.00. These funds would provide a resource pool for 50 families in the form of gift cards that would allow approximately \$50 per month per family for items that may not be covered by other supplemental programs. This would provide benefits to at least 100 Carrboro residents per month.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

Funds will be used to support in the purchase of essential items household items. The remaining funds will be used for budgeting sessions to help residents navigate through these challenging financial times. EmPOWERment would target, but not exclusively, people of color living in rental units in the Hillmont, Collins Crossing and Chase Park communities. We know from experience people of color living in these neighborhoods traditionally struggle to find resources to make ends meet. This pandemic has highlighted this problem in Carrboro. EmPOWERment would collaborate with other non-profits operating in Carrboro like Family Success Alliance, Refugee Community Partnership, Jackson Center, and Community Empowerment Fund, these organizations primarily service African American, Hispanic and immigrant families which are people of color. These funds would be used specifically to support households that have been disproportionately affected by the COVID-19 pandemic.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

We anticipate once rental and utility bans have been lifted, families will be challenged to pay past due bills and still provide food, household goods and school supplies for their children. No resources exist for these essentials. The monthly impact of these funds to the families will be to supplement an already fragile household income. Families will receive financial counseling every month. Each time a gift card is requested, tenants are required to schedule a counseling session with the EI counselors. Counseling case files will be created for each household to show the ongoing impact of the additional funds over the 5 month period.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	OE Enterprises, Inc.
Tax ID Number	57-0740781
Address1	348 Elizabeth Brady Road
Address2	<i>Field not completed.</i>
City	Hillsborough
State	NC

Zip	27278
Web Address	<a href="http://www.oenterprises.org">www.oenterprises.org</a>
Phone	919-732-8124
Executive Director	Margaret Samuels
Email	<a href="mailto:samuelsm@oenterprises.org">samuelsm@oenterprises.org</a>
Amount Requested	\$2,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	OE has served the community for over 45 years as an employment and services resource for individuals with disabilities in our community. Many of the clients we support work in industries and businesses deeply affected by the economic impact of the COVID-19 pandemic. Many have lost their jobs and OE has shifted to assisting with basic need assistance and navigating systems such as unemployment, financial services, and helping to secure new employment. Many of our clients and their families are in very vulnerable situations related to housing and monetary needs. Clients have complex health needs that compromise their immunity, and the COVID-19 virus poses a great risk. We are working with individuals to educate about COVID-19 and prevention and mitigation strategies.
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.	Since March 13, 2020 OE has observed that although our demographics are focused on our index client, the services we provide are being utilized by the extended family and this assists the larger community.
3. If awarded, how would you use COVID-19	30 Carrboro residents and their families would benefit. Client Basic Needs/Health and Sanitary Kits; Food: \$1500

Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

Community Support Coach: \$1000  
Total Request: \$2500

4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

The COVID-19 pandemic has disproportionately affected people of color. Of the individuals we hope to serve in Carrboro 40% are people of color. Many of our clients fall in the high risk category for COVID-19 due to multiple risk factors including immunocompromised conditions and employment at essential businesses, such as grocery stores. In serving community members as proposed we will also reach additional Carrboro community members through their families and support network.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

OE feels strongly that funding from Carrboro will have positive outcomes for the individuals and families that we serve and will help support increased education about health and safety during the COVID-19 pandemic and will also be a bridge to maintaining social supports and employment. OE provides frequent contacts to our clients and have increased those connections during this pandemic. OE is in a good place to monitor the impact of the funding provided and track the intended outcomes.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name The Community Empowerment Fund

Tax ID Number 27-0428981

Address1 208 N Columbia Street

Address2 Suite 100

City Chapel Hill

State NC

Zip 27514

Web Address [www.communityempowermentfund.org](http://www.communityempowermentfund.org)



Phone	919-200-0023
Executive Director	Donna Carrington
Email	<a href="mailto:development@communityef.org">development@communityef.org</a>
Amount Requested	15,000
1. Describe how COVID-19 has affected your organization's ability to provide services.	<p>In March 2020, CEF adapted operations to meet local, state, and CDC guidelines and protect the health of Members (clients), staff, and volunteers. CEF created a crisis response strategy to continue providing individualized support to all Members as well as other community residents and partner organizations during the crisis. Immediate COVID-19 responses included: implementing Community Care Calls to reach out to all current CEF Members to check on their needs, connect them to essential resources, and offer encouragement; developing comprehensive local resource databases for Orange and Durham Counties that include resources for shelter, financial assistance, healthcare, and childcare; answering a hotline; and extending emergency financial assistance to all Members utilizing Safe Savings Accounts through a one-time 15% match on any savings. In June, CEF pivoted our response by re-opening our offices, increasing access to housing and employment support, emergency savings, and PPE.</p>
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.	<p>Demographic changes since COVID-19 began:</p> <ul style="list-style-type: none"> <li>- Slightly fewer Members overall (880 Members pre-COVID; 775 Members since)</li> <li>- Increase in Members who identify as Black/African-American (61% pre-COVID; 64% since)</li> </ul> <p>Other noticeable trends since COVID-19:</p> <ul style="list-style-type: none"> <li>- Members have changed goals with a greater focus on Housing and Savings.</li> <li>- Fewer Members are securing housing and employment</li> <li>- Anecdotally, staff report changes in the types of issues Members face including more requests for support with navigating unemployment benefits, COVID-19 stimulus funding, and homelessness prevention referrals.</li> </ul> <p>No significant changes in other demographics:  F (55%), M (44%), other gender (1%)  Latinx (5%)</p>

Ages 18-44 (41%), 45-64 (51%), 65+ (8%)

Disability 49%

Veteran 11%

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

CEF is requesting \$15,000 from Carrboro in COVID-19 Response funds, which would allow CEF to carry out the activities described above to at least 100 Carrboro residents by December 31, 2020. This includes one-on-one meetings to work towards housing, employment, and financial goals. All CEF Members, staff, and volunteers will have access to PPE and toiletry/cleaning supplies as needed. Funding will support staff salaries to cover time spent directly supporting Members, coordinating volunteer Advocates, maintaining partnerships with community partners, and managing CEF's financial tools, including Safe Savings Accounts and financial coaching. Funding will also support operating costs in our Chapel Hill office.

CEF currently supports at least 66 Members who are Carrboro residents. We expect to add another 25-30 new Members from Carrboro by the end of 2020. In addition, 151 current Members accessing services in our Chapel Hill/Carrboro branch are currently experiencing homelessness or are in transition in the Orange County area (including many who may be residing in Carrboro).

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

64% of all CEF Members are Black/African-American, and 11% are other people of color. In addition to being more likely to contract and die from COVID-19, Black Americans are also more susceptible to the negative economic impacts of COVID-19. CEF's person-centered approach to financial empowerment, which grounds our programs in relationships between Members and Advocates, empowers Members to set their own goals rather than being told what they need, and offers one-on-one support and coaching opportunities, exemplifies our commitment to helping Members overcome barriers such as race in order to achieve their personal goals. CEF is deeply committed to lessening the economic fallout and has committed to increasing the match on Safe Savings Accounts to 15%. In addition, all CEF staff, interns, and volunteer Advocates complete training covering racial equity, trauma-informed care, active listening, and non-violent communication. We have Black leadership at every level of the organization.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Funding would help Carrboro residents facing homelessness or financial insecurity to access the resources they need to weather the challenging months ahead. Each Member has access to one-on-one assistance to help meet their personal goals. CEF has close partnerships with 40+ Orange County organizations and helps Members navigate these resources to secure housing vouchers, enroll in benefits, seek out workforce development, and much more. Members will be able to utilize CEF's interactive financial coaching tools and incentivized Safe Savings Accounts in order to improve financial behavior and increase assets. CEF uses a quarterly Member survey to gather qualitative data, including evaluating the changes in Members' financial well-being.

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## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	TABLE
Tax ID Number	26-1471735
Address1	209 E. Main St.
Address2	<i>Field not completed.</i>
City	Carrboro
State	NC
Zip	27510
Web Address	<a href="http://www.tablenc.org">www.tablenc.org</a>
Phone	919-636-4860
Executive Director	Ashton Tippins
Email	<a href="mailto:actippins@tablenc.org">actippins@tablenc.org</a>
Amount Requested	7500
1. Describe how COVID-19 has affected your organization's ability to provide services.	During a typical school year, TABLE delivers bags of food to children at their schools, afterschool centers, and a few select neighborhoods to provide meals and snacks on weekends and breaks without school meals. Beginning the first week of the

COVID-19 school closures, TABLE immediately transitioned to delivering door-to-door to nearly 90% of our children's homes. This was a huge undertaking, involving 400+ household deliveries every week with a small team of volunteers (to limit the number of individuals at TABLE and further potential spread of the virus) while facing a limited and challenging nonperishable supply chain. Knowing that so many of our participating kids' parents were facing limited work hours or unemployment due to the pandemic has kept TABLE motivated to continue serving and working hard during this time.

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

Since the State of Emergency was issued, the number of kids TABLE is serving has slightly changed. Prior to school closures, we were delivering food to nearly 750 kids per week. We are currently serving 670+ children, although this number is an incomplete picture. We aren't able to serve all 750 children because of some live in more rural/remote areas, too far for our delivery volunteers; however, we added 53 more children to our roster whose parents reached out to us in need of food support. Additionally, we typically serve more children during the school year and then down to about 500 kids during our summer program, but this year we rolled seamlessly into summer - serving more kids than ever before for this time of year.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

The cost of one child for one week in our Weekend Meal Backpack Program during COVID-19 school closures is \$20. Previously the cost was \$15, but we are providing additional food to help families during this time. We are respectfully requesting a grant of \$7,500. This would cover nearly 100 children for a month of our program: providing food security in the form of nonperishables, fresh food, meal items, and snack items to ensure kids have plenty to eat amidst lack of school meals, parents' reduced hours at work/unemployment, and general economic uncertainty. All 100 children benefiting from this grant funding would be Carrboro residents - some of our youngest neighbors.

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4. How would you use these funds to support people of color, who have been disproportionately

TABLE's participating children are disproportionately people of color. Approximately 60% of TABLE's kids are Hispanic or Black (whereas approximately 20% of Carrboro residents are Hispanic and/or Black according to 2010 Census numbers -

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affected by the COVID-19 pandemic?

even fewer in Chapel Hill). Approximately 90% of TABLE's kids are non-white. These numbers are unfortunately representative of larger systemic issues in our nation. While TABLE is already working to address the immediate, short-term needs of minority (and white) children in our community, we are well aware of these larger issues and are working to utilize longer-term equitable and justice-oriented approaches to serve people of color in Carrboro.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

When everything else feels so uncertain, we want to provide a sense of stability and security for our kids. Of our participating children, 55% experience low or very low food security. Funding from the Town of Carrboro would enable us to continue accomplishing our mission of serving our town's youngest, most vulnerable residents. We recently did a survey of several dozen parents (and will do larger program evaluations in July/August and again this fall) and received comments such as, "My children have never had to go without because of TABLE," and, "You all are blessing my family and everyone you help - it's a struggle but less of a struggle when you have help." We couldn't accomplish our mission without the support of our community.

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## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Bridge II Sports
Tax ID Number	20-8577055
Address1	3729 Murphey School Rd
Address2	<i>Field not completed.</i>
City	Durham
State	North Carolina
Zip	27705
Web Address	<a href="http://www.bridge2sports.org">www.bridge2sports.org</a>
Phone	866-880-2742
Executive Director	Ashley Thomas
Email	<a href="mailto:ashley@bridge2sports.org">ashley@bridge2sports.org</a>
Amount Requested	\$2,500
1. Describe how COVID-19 has affected your organization's ability to provide services.	We are offering virtual opportunities to keep our disabled community healthy and active as well as safe on-site activities. We are promoting "virtual challenges" and also checking in on our community for their mental health and well-being. We were also able to provide a Virtual Valor Games Southeast event for our disabled Veteran community and are looking forward to providing an additional programming event in September for our disabled community and their families. As the only adapted sports provider serving the needs in the Triangle region and the state of North Carolina, we are committed to finding new opportunities to engage our community and keep them safe, healthy and active during COVID-19.
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less	The demographics have not changed although we have been able to reach out to more people through virtual check-in's, virtual WebEx events and Virtual Valor Games Southeast. When public schools re-open, we will be looking at opportunities to serve our disabled communities to keep students healthy and active and promote disability awareness.

people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

Our minority community is predominantly low-income and without access to healthy and active lifestyle opportunities to keep their physical and emotional well-being strong as we navigate this pandemic, they are at risk.

3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

We would use the COVID-19 Response funds to support our disabled community and their families to provide virtual as well as safe, on-site programming opportunities to support healthy and active lifestyles. Our concern is keeping our lights on, staffing, and providing personal protective equipment while serving our minority and disenfranchised community. One of our staff members, REDACTED, was initially part of our program. Born with spina bifida into a low-income household, he did not have all of the opportunities for a healthy, active and socially-engaged lifestyle. He was bullied. His dad was incarcerated. He came into our program angry. What we have witnessed over the years is REDACTED'S resiliency and perseverance. We are proud to have him as a member of our team as a Program Cultivator. If awarded, we would use COVID-19 funds to keep REDACTED on staff. He connects with our community because he understands their struggles and motivates them to believe that they CAN be healthy and active. He works with the families to encourage them to participate in adapted sports as a family unit. REDACTED has the ability to transform lives and is a valuable member of our staff.

4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

A large portion of our population are people of color and low-income. All too often, we see that the minority and disenfranchised population we serve is overlooked. REDACTED is a person of color. Had he not joined our program and ultimately became a member of our staff, he would have been overlooked. We have to change this attitude and mindset. REDACTED is another program participant, a young man of color, whose future was changed through participation in our program. Similar to REDACTED, he was born with spina bifida. Through our programming, which has a strong emphasis on education, he is now playing wheelchair basketball at the University of Illinois. We would use the funds to reach out to public school systems in the county when they

re-open as well as Veterans and their families. We can also provide adapted sports equipment to keep our population healthy and active during the COVID-19 pandemic.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

As the only organization in the state providing adapted sports programming, we are looking at whether we will survive COVID-19. Our goal is to enrich the lives of Carrboro residents as well the Triangle region, and we financial support to do so. Every participant completes a survey which provides the qualitative data on the impact our programming has made. We continue to survey participants on how we can meet their needs during the COVID-19 pandemic as well as if their needs have been met following their program participation.

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	The ArtsCenter
Tax ID Number	51-0198497
Address1	300-G East Main Street
Address2	<i>Field not completed.</i>
City	Chapel Hill
State	North Carolina
Zip	27156
Web Address	<a href="http://www.artscenterlive.org">www.artscenterlive.org</a>
Phone	919.929.2787
Executive Director	Daniel Y. Mayer
Email	<a href="mailto:dmayer@artscenterlive.org">dmayer@artscenterlive.org</a>
Amount Requested	\$5,000
1. Describe how COVID-19 has affected your	The ArtsCenter was hit extremely hard by the COVID-19 pandemic. As a performing arts venue and a state arts resource that provides classes to all ages, we were one of the



organization's ability to provide services.

first organizations that had to start cancellations before the stay-at-home orders came from the governor. Almost all the shows in our Spring Season were cancelled and partner shows with dramatic and performing arts organizations were cancelled as well. We also closed our ArtSchool and open ceramics departments and our drawing and painting classes. In our AfterSchool Arts Immersion program alone, we went from tuition revenue of about \$20,000 a month, to zero for the last three months of school. Our summer arts camp has lost revenue from the reduction in weeks of camp that we have offered, as well as enrollment. We had to reduce the number of students in each classroom and cut the weeks of camp offered from 10 weeks to 6 weeks. We also had to cancel many classes outright as it would not be possible to have them.

2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

Since the State of Emergency order was issued, we have gone from serving an average of 1,500 visitors weekly to none. Concerts, which could average 500 visitors between two shows and 100 children a day in after school, are no longer in our building. Summer camp has gone from 10 classes a day with over 150 students in the building, to three classes in the morning and 2 classes in the afternoon with average of 30 children in the building a day. We are serving more scholarship families than ever which aligns with the fact that most of these families cannot afford childcare and still need to work. More than 30% of the students in camp this summer are on scholarship.

3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

We are offering three weeks of online camps for our younger campers and will still plan on offering six weeks of in person camps this summer. When schools were cancelled we began by creating free web resources for parents to engage with their children through our youth programming department.

The ArtsCenter will continue to respond to the needs of our community. We are offering hip hop dance, improv, and swing dance classes as restrictions and infection rates are lower. Painting classes will be opening soon with smaller enrollment to allow for proper social distancing. We will be opening our ceramics studio for artists to come fire and glaze the work they

have created while they were at home.

A grant from the town of Carrboro would enable us to hire more teaching artists and create more online classes and offer funds to help teachers develop thoughtful well planned classes.

With an average of 60 weekly online enrollments in our online classes, the thoughtful resuming of socially distant classes, and patrons coming to fire their pottery I would easily see your funds benefiting hundreds of Carrboro residents.

4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

More than 80% of the ArtKits were given to BIPOC families and 80% of our free online class scholarships have been to BIPOC families. We also had an exhibit in March and April with a virtual exhibition component that highlighted the issue of BIPOC under representation in medical research.

As we move forward these funds will support hiring more BIPOC teaching artists to lead our online student and adult classes.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

We have already been sending surveys and calling for direct feedback from our online patrons. These surveys have been helpful in designing classes that patrons will enjoy and also keep them connected with their artistic community. We have heard from parents in our last three weeks of online camps that they were the only thing that occupied the kids for two hours and even were so engaging that this was the only they were able to schedule important calls

## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	Inter-Faith Council for Social Service
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Tax ID Number	59-1224041
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Address1	110 West Main Street
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Address2	<i>Field not completed.</i>
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City	Carrboro
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State	NC
Zip	27510
Web Address	<a href="http://www.ifcweb.org">www.ifcweb.org</a>
Phone	919.929.6380
Executive Director	Jackie Jenks
Email	<a href="mailto:jjenks@ifcmailbox.org">jjenks@ifcmailbox.org</a>
Amount Requested	\$5,680

1. Describe how COVID-19 has affected your organization's ability to provide services.	IFC continues to be the only provider of shelter and a primary provider of food security programs in Orange County, with our hours staying the same and our operations at 100%. Program changes in the past 12 months are mainly a response to COVID-19. Community Kitchen now provides take-out meals only, Food Pantry requests and Emergency Financial Assistance interviews are taken by phone, and members pick up groceries in the parking lot to minimize the number of people in the building. As volunteers heed guidance to stay home, our volunteer contributions have necessarily decreased and a lot of the places people normally go for assistance (the library, Community Empowerment Fund, DSS) are closed or have reduced capacity. IFC staff are being pulled from their regular duties to assist with the increase in unsheltered and unstably housed people needing various kinds of help, such as resource information, basic supplies like face masks, copy and printer services, faxing, and phone access.
2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income	From March-June 2020 we saw 1037 households for food, compared to 940 in March-June 2019. The number of people contacting Orange County's Housing Helpline increased from 113 in April to 391 people in June. We know from our relationships with people we serve that the pandemic is resulting in job loss, reduced transportation, lack of childcare, and worsening health conditions. We are concerned that the pandemic is disproportionately affecting people of color. We are seeing more people living unsheltered and they are disproportionately people of color, consistent with our general shelter population. One Carrboro single mother contacted us

levels, housing situation, etc.? Please provide numbers to support your answer.

needing help - she is 3 months behind on rent, is unemployed, and is waiting on a disability decision.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

We are requesting \$5,680 to fund a part-time crisis response staff person Monday through Friday 4 hours per day for 4 months, at Orange County's living wage of \$14.90 per hour plus 10% payroll taxes. The staff person will respond to unsheltered and marginally housed people who visit our Community Kitchen/Community Services location to answer questions, communicate resource information, distribute supplies such as face masks, and facilitate access to phones (Orange County is providing a cell phone for people to use onsite) and computers (one woman comes regularly to print out and fax her timesheets so she can get paid). The staff person (preferably someone with lived experience of homelessness or poverty) will also help educate people about Covid-19, help with social distancing during mealtimes, and coordinate mobile testing if that becomes a reality. We expect the number of Carrboro residents needing assistance to be consistent with the numbers we typically see in our Community Services programs, about 27%, although the people we see in crisis and unsheltered often move between towns and cannot be concretely associated with one town or the other.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

We expect the number of people of color needing assistance to be consistent with the numbers we typically see in our Community Services programs, about 55%.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Funding would impact residents in need by having available necessary resources upon request. When people are living unsheltered or are in crisis, their situation only worsens by attempting to get support and finding agencies that are shuttered or unable to help. Currently, the Community Kitchen and Community Services building has open doors and access to some resources, but there is limited staffing to dedicate to this function. The part-time staff position funded by this project

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would go a long way to filling that gap, and could collect data on the resources and/or supplies they provide.

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## Town of Carrboro Grant Application for COVID-19 Response Funds

Agency Name	The Marian Cheek Jackson Center for Saving and Making History
Tax ID Number	46-1988511
Address1	512 W Rosemary St
Address2	<i>Field not completed.</i>
City	Chapel Hill
State	NC
Zip	27516
Web Address	<a href="http://www.jacksoncenter.info">www.jacksoncenter.info</a>
Phone	919-960-1670
Executive Director	Hudson Vaughan
Email	<a href="mailto:Hudson@jacksoncenter.info">Hudson@jacksoncenter.info</a>
Amount Requested	\$5,500
1. Describe how COVID-19 has affected your organization's ability to provide services.	The Jackson Center is deeply rooted in and connected to neighbors throughout Northside (inc. Lloyd/Broad), Pine Knolls, and Tin Top. COVID impacted the ability for people to access our services through our offices, but we have actually expanded our ability to provide services to the community in a number of ways: 1) All of our staff have now shifted roles to focus on community advocacy and connection work, including making over 200 wellness calls to elderly neighbors and families each week to learn about challenges and connect them to resources/partners, 2) We've distributed critical COVID resources, information, and supplies (like masks and family activity bags) safely to 350+ households using our weekly

distribution walks, 3) We have partnered with local restaurant Vimala's to distribute 200 hot meals each week to elderly and low-income families in the community and mobilized volunteers to distribute 50 grocery boxes to food insecure households without access to transportation.

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2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.

The Jackson Center is connecting to and serving a higher number of residents directly on a weekly basis with support, especially households with residents over 65 or with children. Over 80% of the residents we are serving are African American, and a larger number of families with children are Latinx than we normally serve. We started off reaching out to all the families in our neighborhood database and have expanded through partners, word of mouth, and door-to-door distributions of resources and materials. Our current efforts are providing food, supplies, and advocacy support for 45 Carrboro residents directly each week and reaching 150 Carrboro households each month. 95% of the residents our COVID relief has reached are under 80% AML.

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3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.

Yes, we have already used \$30,000 in COVID Response funds so far directly to serve residents the last three months, so would definitely be able to use any additional funding quickly. We would request more except that we know there is a lot of other important work going on from partner organizations in Carrboro! Our COVID relief funds go to food security, sanitation supplies, and emergency repairs and housing assistance. As mentioned in the last answer, our current efforts benefit 45 Carrboro residents directly each week and 150 Carrboro households, or around 300 Carrboro residents, each month. We would expect this to grow slightly during peak COVID times, and to shrink slightly if we ever get the curve under control.

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4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

Our work is focused on the Historically Black neighborhoods of Chapel Hill/Carrboro. 87% of the residents we are working with every week are people of color, and we are currently working to expand our communication and services to more refugee and immigrant families in the community in partnership with RCP and several affordable housing partners. We are proud of the

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fact that of the communities we serve have been able to so far prevent the spread of COVID to such a remarkable extent that we only know of a single household in the over 400 we are in communication with that have been diagnosed (and recovered!) from COVID. We believe that this is largely a result of the strength of community leadership, communication and education efforts, and the many partners who have mobilized to support our neighborhoods during this critical time.

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5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Additional funding would allow us to do three things:

- Extend our hot meal deliveries to Carrboro elders in Lloyd/Broad and Tin Top neighborhoods, which have supported a local, minority-owned restaurant while providing quality hot meals to elders throughout the community. This effort has provided food access and moral support, while encouraging people to stay in. We are in touch with all of these families and can easily gather qualitative and quantitative data to continue to document and share these efforts
- Provide funding for up to 3 additional emergency repairs of long-term residents over the age of 65
- Allow us to continue to distribute critical supplies like masks and sanitation supplies to residents throughout these neighborhoods

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Note: Some agencies had difficulty with the online form's character limit or the form not saving. They provided their answers via email. Their information is provided below.

## **Supplemental application content – Club Nova, EmPOWERment, El Centro**

### **1. Club Nova**

**Describe how COVID-19 has affected your organization's ability to provide services.**

The COVID 19 pandemic has dramatically affected how Club Nova provides services.

Club Nova provides services that are truly the difference between life and death for our members. What we are experiencing with COVID-19 has increased the urgency of the work we are doing.

Not only are our members living with serious mental illness, the majority of our members are in the high risk category for COVID-19 due to co-occurring serious health conditions including a high prevalence of diabetes, as well as respiratory and heart conditions, and compromised immune systems. The life expectancy for individuals living with serious mental illness is 25 years shorter than the general population.

With the majority of our members at risk, our physical facility has been closed since March 15.

Prior to closing the facility to members, we proactively updated emergency contacts, ensured members had medication and food, provided education on precautions, and identified access to technology.

Despite funding uncertainty, Club Nova immediately pivoted and adapted operations without hesitation to include intensive, daily outreach checking on health and well-being of members, as well as medication and food supplies; home wellness visits, two of which were literally life-saving; crisis intervention; solving housing crises, preparation and delivery of 1933 + meals to members thus far; establishing a virtual platform structure with over 40 hours of structured workgroups of members and staff including:



- Reach Out
- Note Tracking
- Billing
- Business Continuation
- Resource Development
- Administration
- Newsletter
- Wellness
- Social and Wellness Planning
- Club Nova Racial Injustice Statement
- Survey
- Clubhouse Culture
- Technology
- U.S. Census Completion

It is unclear how long the majority of our members will need to practice physical distancing since they are in the high risk category. Physical isolation quickly results in social isolation. Social isolation can be lethal for our members. Some of our members live in 24 hour residential facilities. They are experiencing the most extreme isolation, mostly confined to their rooms. Again, the work that we are doing is even more critical in the midst of this pandemic.

The changes in how services are delivered and reimbursed has a dramatic economic impact on Club Nova. Prior to the pandemic, Club Nova was routinely reimbursed ~\$35,000 per month in state and Medicaid revenues for services provided. Starting in mid-March, our revenues are averaging around \$5,000 per month.

**Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.**

In the month and a half leading up to March 15th, Club Nova served 80 members. Since the State of Emergency was declared on March 13th, and Club Nova closed

its physical facility, we have served 108 members, including reengaging members who had been inactive.

We did not see much of a change in percentile when it came to age. Though we served 12 more individuals aged 19-50 since March 13<sup>th</sup>, the overall percentage decreased by 2.5%, with a 2.2% increase for those aged 51 and older.

Prior to the pandemic, we served 62 males and 18 females, but we are currently serving 76 males and 32 females. This points to an overall decrease in percentage of males served by 9.2%, and an overall increase in percentage of females served by 31%. When it comes to ethnicity, Club Nova saw no change in population of Native Americans or Asians. We did, however, serve 3 more African Americans, though the overall percentage of African Americans decreased by 1.2%. Similarly, we served 1 additional Hispanic member, but the overall percentage of Hispanic members served decreased by 1.2%. Club Nova saw an increase in Caucasian members served from 57 to 81, or a 5.2% increase in overall population.

We are also seeing individuals participating on our virtual platform who previously did not frequently attend Club Nova. There is a trend of individuals with mobility issues engaging much more with the virtual platform we have established.

During recent months, we have seen a trend of members experiencing having more housing issues and crises.

Three members who were residents of Carrboro have recently moved and 1 died of unknown causes last month. We currently have 32 members who are residents of Carrboro. Of the 32 members, we have 8 members (25%) of color (5 African-American, 1 Native American, 1 Hispanic, and 1 Asian).

**If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.**

All 32 members of Club Nova who are residents of Carrboro will benefit from COVID-19 response funding. If awarded COVID-19 Response funds, Club Nova would apply the funds toward:

- Data usage on the cell phones distributed to members - \$389 per month for a total of \$2,336 for a 6 month period.
- Cost for 500 meals a month for 6 months equals ~3,000 meals - ~\$700 per month over a 6 month period equals \$4,200
- Staff time for meal planning, preparation, cooking, clean up, packaging, labeling food and meal delivery. Cost per month equals \$1,143 and for 6 months equals \$6,862.

**How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?**

Our 8 members who are Carrboro residents and people of color will have access to technology for communicating and engaging in our virtual platform, as well as meals and all other critical supports needed.

Additional funding will allow Club Nova to continue providing its life-sustaining supports and services without interruption to all members, including the 8 residents of Carrboro who are people of color.

**What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?**

With the majority of our members at high risk, it is unclear when Club Nova will be able to open our physical facility to members. We have limited operating reserves. Without a steady stream of income and unless significant changes are implemented regarding Medicaid and other reimbursement flexibilities, Club Nova will be faced with the decision to close our doors and services at least on a temporary basis. The human costs of closing operations are high. This would be incredibly detrimental and potentially life-threatening to our members. The

potential negative impact on our health care system would be higher, and the cost of Emergency Department visits and hospitalizations would be higher, as well as the cost on other emergency services (EMS and fire and police departments) that typically all respond during a crisis.

With our proven, evidence-based approach, Club Nova makes an enormous impact on some of our society's higher-cost resources (e.g., hospitals) that struggle to meet the needs of people living with serious mental illness. Club Nova can serve one of our members for an entire year for less than the cost of one week of inpatient psychiatric hospitalization. The community-based system of care is not adequately developed. Prior to the state of emergency, our emergency departments (EDs) were already overwhelmed, and hospital beds in short supply. The national re-hospitalization rate for the mentally ill is 40-50%, but Club Nova's re-hospitalization rate ranges between 9-15%.

We are working to secure funding to remain operational until such time that it is safe for our members to return to the physical facility.

Any funding we receive at this time will help us continue our critical life-saving services and help us remain operational during this time and at the same time benefit the larger community immensely.

#### **NOTE: Clubhouse International Survey**

During the COVID pandemic, Clubhouses around the world completed surveys related to how member needs were being met. Club Nova's results demonstrated the following:

The majority of needs were met (i.e. food, medicine, housing, technology). The one area where members reported needs not being met included access to medical care, including psychiatric care.

## **2. Empowerment**

### **1. Describe how COVID-19 has affected your organization's ability to provide services**

EmPOWERment, Inc (EI) is a nonprofit organization that provides affordable rental housing, community outreach and grassroots economic development. EI provides numerous community outreach programs throughout the year and operates the Midway Business Center (MBC), a small business incubator, located in the historically Black Business district connecting Chapel Hill and Carrboro communities. Before COVID-19 pandemic EI functioned as a one-stop shop for affordable residential and commercial rentals, providing resources to tenants and the community throughout Orange County. COVID-19 has affected EmPOWERment's (EI) ability to provide its normal level of services in the following ways:

**Affordable Rental Program:**

- All face-to-face rental and housing counseling sessions have been cancelled
- Rental collection process has been restructured
- Maintenance request process has been changed to follow COVID-19 guidelines
- Unit turnovers has been delayed based on "Stay-At-Home Orders"- difficulty getting workers to complete jobs
- Loss of income due to many tenants losing their jobs, reduction in hours or being furloughed

**Community Outreach Program has been affected by:**

- All community outreach programs have been cancelled
- EI's emergency utility assistance program has been restructured
- All court appointed community service volunteers in need of community service hours has been cancelled
- Many residents are having a difficult time navigating their resources via phone or the internet

**Grassroots Economic Development:**

- The Midway Business Center and the small businesses operating inside the MBC were mandated to close forcing owners to close their businesses resulting in loss of income
- Loss of commercial income due to business closings
- Renovation projects were stopped due to "Stay-At-Home" orders

**2. Since the State of Emergency was issued on March 13th, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.**

Yes, the demographics of the people we serve has changed since the State of Emergency was issued on March 13<sup>th</sup>. EmPOWERment, Inc was allowed to remain open as an essential business to serve clients. Immediately after the "Stay-at-home" order was issued, we began to see a surge from both individuals and families seeking financial assistance. Because EmPOWERment is a HUD approved counseling agent, families from all over the state requested assistance. For those who were not local, we were able to connect them to resources in their local area. Money for rent, food, and essential items such as toilet tissue and paper towel were sought on a daily basis.

During this same period of time, we observed an upsurge in the need for financial assistance in the Carrboro area. We noticed that individuals who had once been self-sufficient sought much needed assistance. Thus far, in this capacity, we have served 25 individuals/families including our own Carrboro rental tenants. Statistically, we provided service to 18 female and seven male head of households, of those 25, 15 were families of color and 23 renters. 16 of these families fall below 40% of median income for this area and come from all walks of life (ranging from ages 39 to 80). All were directly affected by COVID-19. Unfortunately, seven of EmPOWERment's Carrboro tenants have been greatly impacted financially. Since March, these sole providers have either lost their primary employment or are currently still on reduced hours. In addition, residents of the Chase Park Apartments, an income-based housing community have been adversely affected by COVID-19. Working with the Service Coordinator of this complex, EmPOWERment purchased gift cards for the 40 families that live in Chase Park apartments. Of those households, 71.79% are African American, 2.65 % are Asian, 12.82% are white and 12.74% identify as "other". They continue to be vulnerable and are still in need of some form of financial assistance.

**3. If awarded, how would you use COVID-19 Response funds between now and December 31st? Estimate the number of Carrboro residents who would benefit.**

The COVID-19 pandemic has adversely affected low income rental tenants because their work hours have drastically been reduced, they have lost one of their two jobs or they have been completely unemployed since March 2020. With these funds, EmPOWERment would target seven households that live in EI units and the 40 families that live in Chase Park who all continue to struggle because of COVID-19. Many of these families have children. Most wage earners have not gone back to work and cannot predict when they will return. EmPOWERment would use these funds to purchase more gift cards that would assist families purchase essential for their households. Additional funding is being requested to support the rental and budgeting counseling sessions that has increased for our staff since the pandemic. EmPOWERment Inc. is requesting \$14,000.00. These funds would provide a resource pool for 50 families in the form of gift cards that would allow approximately \$50 per month per family for items that may not be covered by other supplemental programs. This would provide benefits to at least 100 Carrboro residents per month.

**4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic:**

Funds will be used to support in the purchase of essential items household items. The remaining funds will be used for budgeting sessions to help residents navigate through these challenging financial times. EmPOWERment would target, but not exclusively, people of color living in rental units in the Hillmont, Collins Crossing and Chase Park communities. We know from experience people of color living in these neighborhoods traditionally struggle to find resources to make ends meet. This pandemic has highlighted this problem in Carrboro. EmPOWERment would collaborate with other non-profits operating in Carrboro like Family Success Alliance, Refugee Community Partnership, Jackson Center, and Community

Empowerment Fund, these organizations primarily service African American, Hispanic and immigrant families which are people of color. These funds would be used specifically to support households that have been disproportionately affected by the COVID-19 pandemic.

**5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?**

We anticipate once rental and utility bans have been lifted, families will be challenged to pay past due bills and still provide food, household goods and school supplies for their children. No resources exist for these essentials. The monthly impact of these funds to the families will be to supplement an already fragile household income. Families will receive financial counseling every month. Each time a gift card is requested, tenants are required to schedule a counseling session with the EI counselors. Counseling case files will be created for each household to show the ongoing impact of the additional funds over the 5 month period. During this time EI would provide HUD certified housing counselors to assist with budgeting and financial planning so that the residents are given the necessary tools to understand the best use of their income. This translates into increased financial literacy for households. The counselors will work closely with these families including their children, helping all to adjust to the new financial normal affecting their household. This hands-on approach to financial planning will allow us to monitor the impact of this additional funding.



**Town of Carrboro  
Grant Application for  
COVID-19 Response Funds**

On June 23, 2020, the Carrboro Town Council approved making available \$40,000 of CARES Act funding to support non-profit organizations who are providing direct assistance to Carrboro residents who have been adversely impacted by the COVID crisis.

To be considered for a COVID-19 Response grant, nonprofits must: (1) provide direct assistance to Carrboro residents; (2) be in good standing with the Town; and (3) be able to demonstrate the impact additional funding would have on those you serve. Funds must be used by December 31, 2020.

Please submit the online application below by noon July 8<sup>th</sup>. Funding decisions will be made by July 14 or 28, 2020.

Please contact Anne-Marie Vanaman, [amvanaman@townofcarrboro.org](mailto:amvanaman@townofcarrboro.org), if you have questions.

Application

**Agency Name:** El Centro Hispano, Inc

**Tax ID #:** 56-2011661

**Executive Director:** Pilar Rocha Goldberg

**Address:** 2000 Chapel Hill Road, Suite 26A, Durham NC 27707

**Phone, email, website:** (919) 687-4635 Ext. 125 , [procha@elcentronc.org](mailto:procha@elcentronc.org), [www.elcentronc.org](http://www.elcentronc.org)

**Amount Requested:** \$18,000

1. Describe how COVID-19 has affected your organization's ability to provide services.

As COVID19 has unfolded in North Carolina, ECH staff have been actively engaged in answering calls, providing information on COVID19, connecting people to resources, delivering food, helping community members complete application for rent/utility assistance, providing cash relief to day laborers, setting up testing sites, distributing masks, mobilizing community health works, and much more. It has required that staff and resources be redirected to meet the demands for assistance by community members. While some programs are still being offered (ie. HISET, ESL, tutoring, etc) 65% of our time is spent on community support services and health outreach. ECH is now considered an essential organization partnering with local and state leaders to flatten the curve of the pandemic, particularly among the Latinos community.

2. Since the State of Emergency was issued on March 13<sup>th</sup>, have the demographics of the people you typically serve changed? For example, are you serving more/less people, more individuals vs. families, or noticing trends in their ages, ethnicity/race, income levels, housing situation, etc.? Please provide numbers to support your answer.





Since March 13 to present, ECH has since an increasing number of people seeking assistance. ECH has helped total of 332 Orange County families for a total of 1,470 people of which 772 are children under 13; Latinos, mostly immigrant and low-income families who are essential workers. Of that count, 59 are Carrboro families (225 ppl; 103 children). Additionally, thanks to a donation from NDLO and PNC Bank, 40 Day Laborers served through the Casa for Employment and Leaders with proved \$250 cash assistance; a mix of Latinos, African Americans and some Caucasian workers benefitting from this aid.

3. If awarded, how would you use COVID-19 Response funds between now and December 31<sup>st</sup>?  
Estimate the number of Carrboro residents who would benefit.

Given the reach from March 13 to now, we project being able to assist and additional 120 families from July to December 2020; depending on how COVID19 continues to unfold

4. How would you use these funds to support people of color, who have been disproportionately affected by the COVID-19 pandemic?

ECH would continue doing what it has been doing providing information, access to food, financial assistance, health education, in-person outreach, testing, mask distribution, and advocating for the issues affecting poor families, new immigrant, and essential workers.

5. What impact would additional funding have on the Carrboro residents you serve? How would you gather this qualitative data?

Additional funding will allow ECH to meet demands, grow staffing, help community members navigate systems and make resources available to get them through these challenging times. We are exploring ideas such as providing stipends to Promotoras to do education and outreach to Latino businesses such as stores, restaurants, construction sites to assure recommendations are being kept. Also. Staff is looking into opportunities for upskilling workers who are out of work by providing them cash assistance upon completing job skills training that will make them more employable during and after COVID19.

All data is presently maintained in an in-house database and reports are run using that data. Additionally, ECH became an NC CARE360 affiliate. Staff is completing training required by NC CARE360 and will use that resource to tap into additional resources needed to coordinate care for community members. Reports can also be run from that system.

Agency	Previous Funding *	Requested	# of Carrboro Residents	% POC	Town Council Priority	Recommended*	Comments
RENA	\$18,000 - HS	\$20,000	510	% not supplied; majority POC	FA	\$4,000	
Chapel Hill-Carrboro Public School Foundation	\$500 - HS	\$5,000	200	91%	FA	\$2,500	50 households; assume 4ppl/household = 200
PORCH	\$4,750 - HS	\$5,000	400	92%*	FA	\$2,500	*of all recipients
Refugee Community Partnership	\$7,000 - HS	\$10,000	150-250	100%	FA	\$4,000	
TABLE	\$9,500 - HS	\$7,500	400	90-94%	FA	\$3,750	for one month; 100 kids - assume 4ppl/household;
Marian Cheek Jackson Center	\$5,500 - HS	\$5,500	300	87%	FA	\$2,750	150 households - smaller households in community so est. 2 per household per application
OE Enterprises	\$1,500 - HS and \$25,000 - SBL	\$2,000	120	40%	FA	\$500	30 individuals -assume 4ppl/household
Diaper Bank	\$3,500 - HS	\$5,000	1800	Use partners to distribute	FA	\$2,500	450 households/month - assume 4ppl/household; partners=OC DSS, HD, CPS, Compasss Center, Refugee Comm. Pship, El Centro
Meals on Wheels Orange County	\$15,000 - HS	\$7,500	57	39%	FA	\$1,125	reflect current list but anticipates being able to increase; note recipients are elderly and often live alone
IFC	\$22,000 - HS	\$5,680	280	55%	FA	\$1,420	Carrboro residents are 27% of overall clients; however, moving between towns is common
El Centro	\$20,000-HS	\$18,000	480	100%	FA	\$4,000	
EmPOWERment	\$20,875 - HS	\$14,000	188	60%	FA/Financial Counseling	\$4,000	47 households; assumes 4 ppl/household; updated neighborhoods: Estes Park, Carolina Apt, Royal Park;; % POC is approx.
Community Empowerment Fund	\$2,600 - HS	\$15,000	100	75%	Financial Counseling	\$4,000	
El Futuro	\$7,000 - HS	\$5,000	80	100%	Mental Health	\$1,455	20 individuals; # assumes 4ppl/household
Club Nova	\$20,000 - HS	\$10,000	32	25%	Mental Health	\$1,000	
Orange County Rape Crisis Center	\$16,500 - HS	\$2,500	25	don't track or can't track easily	Mental Health/Health	\$500	Clarifying info: moved to virtual model and could not utilize volunteers dur to COVID; funding is to fill gap and meet increased need
Bridge II Sports	\$0	\$2,500	not supplied	not supplied		\$0	Request did not fit with funding priorities(financial assistance, health/mental health and financial counseling)
The Arts Center	\$0	\$5,000	not supplied	not supplied		\$0	Request did not fit with funding priorities(financial assistance, health/mental health and financial counseling)
<b>TOTAL</b>		<b>\$145,180</b>				<b>\$40,000</b>	

**Max Award: \$4,000 - Min Award: \$500**

FA=financial assistance for basic needs: food, critical supplies, bill payment-not rental

\*Recommendation Level 1: Serving 100 or more Carrboro residents, of which over 50% are minorities = fund 50% of request up to maximum  
Recommendation Level 2: Serving either 100 or more Carrboro residents OR over 50% minorities = fund 25% of request  
Recommendation Level 3: Serving fewer than 100 Carrboro residents and less than 50% minorities = fund 15% of request, not below minimum

\*\* A total of \$39,795 was awarded; staff allocated the balance of \$205 to El Futuro as Council has recognized the importance of mental health services for the Spanish-speaking community.



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

**File Number:**20-274

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**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

Update on Proposed Changes to the Town's Communications Plan to Improve Outreach and Communications Strategies to Underserved Community Members

**PURPOSE:** The purpose of this agenda item is to provide an update on a plan of action and strategies to increase access to information, resources and participation in civic processes by people of color, immigrant, refugee and other marginalized communities.

**DEPARTMENT:** Town Manager's Office

**CONTACT INFORMATION:** Catherine Lazorko, Communications Manager, 919-918-7314,  
[clazorko@townofcarrboro.org](mailto:clazorko@townofcarrboro.org) <<mailto:clazorko@townofcarrboro.org>>

**INFORMATION:** On June 11, 2020, the Council requested a plan for community outreach, education and engagement with intentional cultural sensitivity around language, values and perspectives.

The Town of Carrboro seeks to increase access to information, resources, and civic processes by people of color and marginalized communities through the implementation of racially and culturally inclusive outreach and public engagement processes. The Town will use strategies to effectively educate and inform communities about services, events and programs; opportunities for leadership; and avenues to make positive change.

The process will be guided by the Town's participation with the Government Alliance on Race and Equity (GARE). The Town is committed to advancing racial equity across all functions and levels of municipal government.

The *Draft Inclusive Carrboro Communications and Community Engagement Plan* revises the current Town Communications Plan. The revision of an existing plan is part of a conscious effort to evaluate and update institutional practices as the Town works to dismantle institutional barriers faced by underserved communities.

The Communications Manager, in conjunction with the Race and Equity Officer, is developing strategies for the revised plan to improve engagement and inclusivity, which will include:

1. Building upon successful strategies for generalized communications and engagement
2. Connecting with minority communities and building relationships
3. Adopting a grassroots approach
4. Ensuring culturally appropriate messaging and information

All Town Departments participate in public engagement on projects of various scales. The Town of Carrboro adopted its *Town Communications Plan* in 2017 (included as attachment A). Through the revised *Inclusive Carrboro Communications and Community Outreach Plan* and an interdepartmental team approach, the Town will pursue a common set of goals, standards and best practices.

Our plan is to reengage a Town Communications Team, and with input from the GARE Core Team, to help think about communications and public engagement practices with an equity lens. Revising an existing organizational plan is a conscious effort to evaluate our institutional practices currently in place. Ultimately, having a single plan will help to dismantle institutional barriers faced by underserved communities.

The revised draft plan (Attachment B) includes new strategies to engage, as best as possible, the entire Carrboro community. Staff will pursue non-traditional methods of outreach to inspire entire community involvement. In this plan, we identify alternate opportunities for social interaction and relationship building by “going where the people are.” We will continue to expand new ways for the public to contribute input and offer feedback on the actions of local government.

It should be noted that many of these practices are being implemented by the Town of Carrboro in some form already. Staff intends to deploy new practices within a structural strategy and existing plan to maximize impacts on racial equity.

**Next Steps:**

1. Review draft plan by GARE Core Team and incorporate feedback
2. Review by interdepartmental Town Communications Team and incorporate feedback
3. Staff attendance at 3CMA Webinar Series: Unconscious Bias Training for Local Government Communicators (July 9) and How to Address Microaggressions and Known Offensive Language in Your Department/Municipality (July 16)
4. Take key actions from the draft plan: a) Recruit for Neighborhood Liaisons b) Analysis of Town communications and community engagement network
5. Final Inclusive Carrboro Communications and Community Engagement Plan Council review for possible adoption on Aug. 18.

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**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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**FISCAL & STAFF IMPACT:** To be determined.

**RECOMMENDATION:** Staff recommends the Council receive this update.

# Communications Plan

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TOWN OF CARRBORO

2017

TOWN OF CARRBORO | [WWW.TOWNOFCARRBORO.ORG](http://WWW.TOWNOFCARRBORO.ORG)

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## Introduction

The Town of Carrboro is committed to improving communications with its external stakeholders and internally throughout the organization. This commitment is evident through the creation of a Communications Team with representatives from each Town department who have collaborated to produce this Communications Plan.

Communications with stakeholders is a sound investment of Carrboro's resources and will continue to have a place among the Town's primary functions. Through this plan, staff will make every effort to improve public access to information about the Town and its services, programs and decisions; provide timely communication with stakeholders; assure the Town provides clear and useful information; and enhance transparency of decision-making and outcomes.

The Town will strive to tell our story- continuously, comprehensively, and enthusiastically.

### The objectives of this plan are to:

- Increase awareness
- Increase engagement
- Provide access
- Establish transparency
- Tell our story

## Communications Team Members

Julie Eckenrode, Assistant to the Town Manager (Project Manager)

Sharmin Mirman, Assistant to the Mayor

Andy Vogel, Information and Technology Manager

Annette Stone, Community and Economic Development Director

Earlene Hicks, Assistant to the Finance Director

Will Potter, Fire Driver

Patricia McGuire, Planning Director

Marty Roupe, Development Review Administrator

Jane Tuohey, Administrative Assistant

Chris Attack, Police Captain

JD Freeman, Public Works Director

Eric Marsh, Assistant to the Public Works Director

Charles Harrington, Recreation Supervisor



## Executive Summary of 2016 Citizen Communications Survey

The Town of Carrboro's Communications Team conducted a survey of area residents, business owners, visitors, and other interested parties to learn how stakeholders were receiving information from the Town; what information they are receiving; how they prefer to receive information from the Town; and input on how to improve communications between the Town and its stakeholders.

The survey was conducted from August 17- September 19, 2016. It was available in an online and paper version. The online version was advertised via email, on the Town's website, social media outlets, and on other local listservs including HOA's, church contacts, and school contacts. The paper version was available in English and Spanish and was available at Town Hall, El Centro Hispano, the Latina Festival, the Cybrary, the Carrboro Farmers Market, the Seymour Center, and by special request.

The survey received 364 responses.

The data from the survey was used to develop the goals, objectives, and action steps included in this plan.

### Results Summary

Results of the survey lead to the following conclusions:

- 71% of respondents live in Carrboro; 27% work in Carrboro
- 99% of respondents have internet access
- About half of the respondents have lived in Carrboro for 5+ years.
- The majority of respondents receive their information about the Town from an indirect source (from a neighbor, info posted on Nextdoor, shared posts and tweets on social media)
- The top 3 utilized methods to get information from the Town are banners/signs/posters/flyers, Facebook, and the Town website.
- The top 3 preferred methods to receive information from the Town are News Flash (email from the Town with a news story/event), Facebook, email/listserv (i.e. Carrboro business listserv, HOA distribution, etc.)
- 52% of respondents are very satisfied or somewhat satisfied with the information they receive pertaining to Town of Carrboro news, information, and events. 31% are neither satisfied nor dissatisfied and 16% are somewhat dissatisfied or very dissatisfied.
- Nearly half of respondents use local radio stations (WCOM, WCHL, and WUNC) to find out about what's happening in Carrboro and more than half use print material (Chapel Hill magazine, Chapel Hill News, The Daily Tar Heel)

## Recommendations to improve Town communications

After reviewing the survey data and listening to the needs of each Town department, the Communications Team identified five (5) goals to help improve internal and external communication and specifically address the objectives of this plan.

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### Goal #1 Increase public awareness of and participation in Town decisions.

#### Objective #1

Disseminate information to the media and stakeholders related to Town decisions.

##### *Actions:*

- 1:** Investigate electronic sign or signs for use on Town-owned property to display meeting times and public input opportunities.
- 2:** Establish internal procedures to keep track of upcoming decisions and public input opportunities.
- 3:** Examine and consider expanding outreach to media and stakeholders via news releases, public service announcements, and/or advertising.

#### Objective #2

Effectively and efficiently use social media to increase public awareness about Town decisions.

##### *Actions:*

- 1:** Evaluate current social media presence and followers.
- 2:** Educate staff on best practices for using social media for local government (develop parameters).

#### Objective #3

Provide for alternative input methods to allow citizen participation in Town decisions.

##### *Actions:*

- 1:** Identify input opportunities for in person and virtual participation (i.e. wiki maps, Skype, public and satellite meetings, a civic engagement tool).
- 2:** Evaluate options, select approaches, and train staff and community to use new input opportunities.
- 3:** Seek feedback on use of tools from the public, demonstrate change based on feedback.

#### Objective #4

Increase efforts to recruit and train residents for service on advisory boards.

##### *Actions:*

- 1:** Evaluate biannual community survey responses to determine needs of stakeholders.
  - 2:** Develop in person and virtual methods for recruiting and training stakeholders (i.e. Citizens Academy or Carrboro Gov 101).
  - 3:** Regularly monitor advisory board participation and publish information regarding vacancies and how stakeholders can be involved in other volunteer capacities.
-

## Goal #2 Increase public awareness of Town programs and services.

### Objective #1

Disseminate information across broad platforms and venues to ensure equitable access to information.

#### *Actions:*

- 1:** Identify and promote key locations and events (i.e. Carrboro Day) where written information can be distributed (i.e. face to face – personal interactions).
- 2:** Develop procedure for sharing information with stakeholders who choose not to access information electronically.
- 3:** Create relationship with local radio stations such as WCOM, WCHL/Chapelboro and WXYC.
- 4:** Investigate ability to create video content for use in various places (i.e. website, local channels)
- 5:** Investigate ability to create content in multiple languages.

### Objective #2

Utilize Town website as primary means of promoting Town programs and services.

#### *Actions:*

- 1:** Centralize Town event information via Community Events Calendar.
- 2:** Create easily accessible information on status of Town projects.

### Objective #3

Educate public on where to obtain information on Town services and programs.

#### *Actions:*

- 1:** Periodically send instructions on where/how information may be obtained via Master Listserv.
- 2:** Inform citizens about the various means of obtaining information about Town programs and services (electronic and non-electronic).

### Objective #4

Seek feedback and evaluation on current Town programs and services.

#### *Actions:*

- 1:** Encourage each department to seek feedback on programs and services within their department.
  - 2:** Analyze feedback to improve quality of programs and services.
-

### Goal # 3 Create opportunities for stakeholders to provide feedback to the Town.

#### Objective #1

Evaluate existing opportunities for stakeholders to provide feedback to the town.

##### *Actions:*

- 1:** Establish criteria to measure the effectiveness and efficiency of existing feedback opportunities (i.e. response rates to a survey).
- 2:** Ensure current feedback opportunities are measurable.
- 3:** Establish benchmarks for future improvement.

#### Objective #2

Establish a process to analyze feedback.

##### *Actions:*

- 1:** Assess the existing ways that we analyze feedback.
- 2:** Adopt a feedback framework that can be used across all departments.

#### Objective #3

Educate stakeholders on current opportunities to provide feedback.

##### *Actions:*

- 1:** Better utilize preferred communication methods (established by 2016 Citizen Communication Survey) to seek feedback.
  - 2:** Create education materials and distribute via preferred communication methods regarding feedback opportunities.
-

## Goal # 4 Create internal systems to standardize and enhance the quality of communication created and distributed by Town Departments.

### Objective #1

Improve internal communications with Staff in order for them to be an information resource for internal and external customers.

#### *Actions:*

- 1:** Help employees develop effective communication skills to ensure that all Town employees are informed about town goals, hot topics, new initiatives, programs so they can serve as community ambassadors.
- 2:** Promote and utilize the Town's intranet to direct staff to find updated information about Town government activities, new initiatives, programs, and hot topics.
- 3:** Create external and internal electronic newsletters to communicate Town news and information to citizens and employees.
- 4:** Develop multiple channels for communicating town news to employees including intranet, email, posted notices and staff meetings.
- 5:** Standardize Board of Aldermen presentations, email signatures and letterhead for consistent communication from Town officials.

### Objective #2

Create a permanent communications team with a representative from each department to be responsible for proactively identifying and coordinating Town information to be communicated both internally and externally.

#### *Actions:*

- 1:** Train communication team members to identify newsworthy items, write news releases, prepare public service announcements, post items to website and to create social media content to effectively communicate Town's messaging.
  - 2:** Establish a process to periodically monitor and evaluate Town communications activities.
  - 3:** Create a campaign to encourage citizens to subscribe to receive Town communication via CivicPlus Notify Me.
  - 4:** Provide continuing education and training for town employees on the capabilities and features of town website.
  - 5:** Establish a chain of command system for how communication is handled within this policy including a point person for major events.
-

## Goal #5 Coordinate and standardize emergency communication.

### Objective #1

Increase the effectiveness of both the OCAAlerts (Reverse 911) system and our internal Everbridge (employee notification) system.

#### *Actions:*

- 1:** Develop a coordinated community information campaign to increase the percentage of residents effectively utilizing the OCAAlerts system (e.g. social media, informational sign) as well as to increase understanding of the purpose of the OCAAlerts system.
- 2:** Develop criteria for OCAAlerts activation for community notifications.
- 3:** Create procedural guidelines for departments/department heads outlining how to initiate an OCAAlerts activation.
- 4:** Increase employee participation in the internal Everbridge system to 100%. Ensure accurate information is maintained in the system through routine informational updates and reviews.

### Objective #2

Enhance overall town communication during emergency situations.

#### *Actions:*

- 1:** Utilize non-public safety personnel in the role of Public Information Officer (PIO) and/or to support the mission of the public safety PIO during emergency situations.
- 2:** Require department heads to participate in National Incident Management System (NIMS)/Incident Command System (ICS) training to improve awareness and understanding of emergency communication. Offer all town personnel the option of attending the same training.
- 3:** Explore the possibility of adding a full-time Town of Carrboro PIO.
- 4:** Expand current NIMS/ICS training for PW, PD, and FD with an emphasis on interoperability and coordination between the three departments.
- 5:** Train the current Town PIO to perform public safety PIO duties.

### Objective #3

Research and improve the most effective method(s) of information dissemination to the public before, during, and after an emergency.

#### *Actions:*

- 1:** Examine current mediums utilized for communication during all phases of an emergency with an emphasis on establishing the most effective method(s) for information dissemination.
- 2:** Evaluate how and what information is currently disseminated, as well as what internal and external stakeholders would like to be disseminated.
- 3:** Identify current Town performance (baseline) as it pertains to emergency communications. Create a benchmark that satisfies both internal and external stakeholders. Perform gap analysis to improve performance from baseline to the established benchmark.

### Objective #4

Focus efforts on prevention and education before an emergency or crisis.

#### *Actions:*

- 1:** FD – Improve public education and prevention efforts to limit the effects of a natural or man-made disaster before the disaster occurs.
  - 2:** PD – Enhance community outreach efforts to reduce crime victimization and to increase contact with at-risk community members.
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# **DRAFT** Inclusive Carrboro Communications & Community Engagement Plan

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UPDATED 7/7/2020

## Introduction

The Town of Carrboro is committed to improving communications with its external stakeholders and internally throughout the organization. This commitment is evident through a Communications Team with representatives from each Town department who will collaborate to implement the *Inclusive Carrboro Communications and Community Engagement Plan*.

The Town Communications Plan was adopted by Council in 2017. Goals from the original plan are carried over in 2020 with new objectives and actions for how the Town of Carrboro can increase access to information, resources and civic processes by people of color, immigrant, refugee and other marginalized communities.

The *Inclusive Carrboro Communications and Community Engagement Plan* promotes multiculturalism and full participation by all residents through:

- Acknowledgement of the barriers that people of color, immigrant, refugee and other marginalized communities experience in accessing Town government or participating in public process.
- Recognition of diversity as both a strength and opportunity.
- Affirmation that a healthy democracy requires outreach and public engagement that takes into account our communities' racial, cultural, and socio-economic complexity

The Communications Manager, in conjunction with the Race and Equity Officer, is developing strategies for the revised plan to improve engagement and inclusivity, which will include:

1. Building upon successful strategies for generalized communications and engagement
2. Connecting with minority communities and building relationships
3. Adopting a grassroots approach
4. Ensuring culturally appropriate messaging and information

Our approach is to advance and refine an existing and generalized communications plan. We recognize that outreach efforts will build upon successful strategies and efforts to engage all residents. Effective communications campaigns utilize multiple strategies, messages, platforms, and channels to reach people. We will continue to identify best practices, leverage existing communication channels and networks.

The updated plan includes new strategies to engage, as best as possible, the entire demographics of Carrboro. We will pursue non-traditional methods of outreach to inspire entire community involvement. In this plan, we identify alternate opportunities for social interaction and relationship building. We will continue to expand new ways for the public to contribute input and offer feedback. This will occur through the implementation of racially and culturally inclusive outreach and public engagement processes.

We will implement strategies to effectively educate, inform and engage communities about services, events and programs; opportunities for leadership; and avenues to make positive change. This is an accelerated process and a dynamic plan. We recognize that the time is now to roll up our sleeves and get moving to create the kind of community where equity in opportunity exists for everyone.

Communications and engagement with stakeholders is a sound investment of Carrboro's resources and will continue to have a place among the Town's primary functions. Through this plan, staff will make every effort to improve public access to information about the Town and its services, programs and decisions, provide timely communication with stakeholders; engage racial and ethnic minority groups and other vulnerable and underserved populations; advance opportunities for all; assure the Town provides clear and useful information; and enhance transparency of decision-making and outcomes.

The Town will strive to tell our story continuously, comprehensively, and enthusiastically.

**The objectives of this plan are to:**

- Increase awareness
- Increase engagement
- Increase access
- Establish transparency
- Tell our story

**Communications Team Members**

Catherine Lazorko (Project Manager)

Additional members to be designated from each department.

## Executive Summary of 2016 Citizen Communications Survey

The most recent survey was done in 2018 – summary results will be included in the updated report.

The Town of Carrboro's Communications Team conducted a survey of area residents, business owners, visitors, and other interested parties to learn how stakeholders were receiving information from the Town; what information they are receiving; how they prefer to receive information from the Town; and input on how to improve communications between the Town and its stakeholders.

The survey was conducted from August 17- September 19, 2016. It was available in an online and paper version. The online version was advertised via email, on the Town's website, social media outlets, and on other local listservs including HOA's, church contacts, and school contacts. The paper version was available in English and Spanish and was available at Town Hall, El Centro Hispano, the Latina Festival, the Cybrary, the Carrboro Farmers Market, the Seymour Center, and by special request.

The survey received 364 responses.

The data from the survey was used to develop the goals, objectives, and action steps included in this plan.

### Results Summary

Results of the survey lead to the following conclusions:

- 71% of respondents live in Carrboro; 27% work in Carrboro
- 99% of respondents have internet access
- About half of the respondents have lived in Carrboro for 5+ years.
- The majority of respondents receive their information about the Town from an indirect source (from a neighbor, info posted on Nextdoor, shared posts and tweets on social media)
- The top 3 utilized methods to get information from the Town are banners/signs/posters/flyers, Facebook, and the Town website.
- The top 3 preferred methods to receive information from the Town are News Flash (email from the Town with a news story/event), Facebook, email/listserv (i.e. Carrboro business listserv, HOA distribution, etc.)
- 52% of respondents are very satisfied or somewhat satisfied with the information they receive pertaining to Town of Carrboro news, information, and events. 31% are neither satisfied nor dissatisfied and 16% are somewhat dissatisfied or very dissatisfied.
- Nearly half of respondents use local radio stations (WCOM, WCHL, and WUNC) to find out about what's happening in Carrboro and more than half use print material (Chapel Hill magazine, Chapel Hill News, The Daily Tar Heel)

# Goals, Objectives and Actions

## Goal #1 Increase public awareness of and participation in Town decisions.

### New Objective: Connect with minority communities

The Town will establish community conversations with neighborhoods and engage non-traditional stakeholders. Solicit insights from representatives of minority communities about the significance of engagement data for their communities. These leaders and liaisons are a valuable resource for interpreting engagement data to modify strategies to more effectively outreach to underserved populations. Engaging neighborhood representatives to serve as trusted messengers can serve to increase the effectiveness of outreach and engagement strategies.

#### Actions:

1. Create neighborhood liaisons network
2. Create community conversations
3. Build personal relationships
4. Increase accessibility (identify barriers such as location, transportation, childcare, language)
5. Maintain a presence in communities and neighborhoods
6. Offer multiple ways for residents to contribute input and feedback
7. Offer information in different languages

### Objective #1

Disseminate information to the media and stakeholders related to Town decisions.

#### Actions:

1. Investigate electronic sign or signs for use on Town-owned property to display meeting times and public input opportunities.
2. Establish internal procedures to keep track of upcoming decisions and public input opportunities.
3. Examine and consider expanding outreach to media and stakeholders via news releases, public service announcements, and/or advertising.

### Objective #2

Effectively and efficiently use social media to increase public awareness about Town decisions.

#### Actions:

1. Evaluate current social media presence and followers.
2. Educate staff on best practices for using social media for local government (develop parameters).

### Objective #3

Provide for alternative input methods to allow citizen participation in Town decisions.

#### Actions:

1. Identify input opportunities for in person and virtual participation (i.e. wiki maps, Skype, public and satellite meetings, a civic engagement tool).
2. Evaluate options, select approaches, and train staff and community to use new input opportunities.
3. Seek feedback on use of tools from the public, demonstrate change based on feedback.

#### Objective #4

Increase efforts to recruit and train residents for service on advisory boards.

##### Actions:

1. Evaluate biannual community survey responses to determine needs of stakeholders.
2. Develop in person and virtual methods for recruiting and training stakeholders (i.e. Citizens Academy or Carrboro Gov 101).

## Goal #2 Increase public awareness of Town programs and services.

### New Objective: Adopt a grassroots approach

The Town will support and encourage grassroots approaches, using trusted community organizations and groups – community-based organizations, faith-based organizations, and ethnic- and culture-based groups – to engage communities and help disseminate information. These may be organizations that are already culturally tied to or are currently providing services to minority and underserved populations.

1. Create townwide network to display info banners with Calls to Action
2. Partner with businesses including supermarkets, laundromats and banks
3. Partner with faith communities, nonprofits, schools, day cares
4. Direct outreach with residents of apartment complexes, neighborhood associations, HOAs – including holding meetings in the neighborhoods
5. Create places for sustained, informal interactions with staff and elected reps

#### Objective #1

Disseminate information across broad platforms and venues to ensure equitable access to information.

##### Actions:

Identify and promote key locations and events (i.e. Carrboro Day) where written information can be distributed (i.e. face to face – personal interactions).

1. Develop procedure for sharing information with stakeholders who choose not to access information electronically.
2. Create relationship with local radio stations such as WCOM, WCHL/Chapelboro and WXYC.
3. ability to create video content for use in various places (i.e. website, local channels)
4. Investigate ability to create content in multiple languages.

#### Objective #2

Utilize Town website as primary means of promoting Town programs and services.

##### Actions:

1. Centralize Town event information via Community Events Calendar.
2. Create easily accessible information on status of Town projects.

#### Objective #3

Educate public on where to obtain information on Town services and programs.

##### Actions:

1. Periodically send instructions on where/how information may be obtained via Master Listserv.
2. Inform citizens about the various means of obtaining information about Town programs and services (electronic and non-electronic).

#### Objective #4

Seek feedback and evaluation on current Town programs and services.

##### Actions:

1. Encourage each department to seek feedback on programs and services within their department.
2. Analyze feedback to improve quality of programs and services.

### **Goal # 3 Create opportunities for stakeholders to provide feedback to the Town.**

#### **New Objective: Ensure culturally appropriate messaging and information**

The Town will engage with stakeholders to receive feedback on their experiences interfacing with local government. Community buy-in and review are vitally important to developing culturally appropriate messages and information. Processes should be established to test informational messages to ensure that they are culturally appropriate as well as strategies for disseminating information. Factors including where and how people receive information, trusted sources of information and support in communities, and people's perceptions of and experiences with local government must be considered when crafting and disseminating messages particularly to diverse and underserved communities.

##### Actions:

1. Schedule forums and community conversations with communities
2. Use plain language guidelines for website content <https://www.plainlanguage.gov/>
3. Provide translation and interpretation
4. Increase use of video messages and captioning

#### Objective #1

Evaluate existing opportunities for stakeholders to provide feedback to the town.

##### Actions:

1. Establish criteria to measure the effectiveness and efficiency of existing feedback opportunities (i.e. response rates to a survey).
2. Ensure current feedback opportunities are measurable.
3. Establish benchmarks for future improvement.

#### Objective #2

Establish a process to analyze feedback.

##### Actions:

1. Assess the existing ways that we analyze feedback.
2. Adopt a feedback framework that can be used across all departments.

#### Objective #3

Educate stakeholders on current opportunities to provide feedback.

##### Actions:

1. Better utilize preferred communication methods (established by 2016 Citizen Communication Survey) to seek feedback.
2. Create education materials and distribute via preferred communication methods regarding feedback opportunities.

## **Goal # 4 Create internal systems to standardize and enhance the quality of communication created and distributed by Town Departments.**

### **Objective #1**

Improve internal communications with Staff in order for them to be an information resource for internal and external customers.

#### **Actions:**

1. Help employees develop effective communication skills to ensure that all Town employees are informed about town goals, hot topics, new initiatives, programs so they can serve as community ambassadors.
2. Promote and utilize the Town's intranet to direct staff to find updated information about Town government activities, new initiatives, programs, and hot topics.
3. Create external and internal electronic newsletters to communicate Town news and information to citizens and employees.
4. Develop multiple channels for communicating town news to employees including intranet, email, posted notices and staff meetings.
5. Standardize Town Council presentations, email signatures and letterhead for consistent communication from Town officials.

### **Objective #2**

Create a permanent communications team with a representative from each department to be responsible for proactively identifying and coordinating Town information to be communicated both internally and externally.

#### **Actions:**

1. Train communication team members to identify newsworthy items, write news releases, prepare public service announcements, post items to website and to create social media content to effectively communicate Town's messaging.
2. Establish a process to periodically monitor and evaluate Town communications activities.
3. Create a campaign to encourage citizens to subscribe to receive Town communication via CivicPlus Notify Me.
4. Provide continuing education and training for town employees on the capabilities and features of town website.
5. Establish a chain of command system for how communication is handled within this policy including a point person for major events.

## **Goal #5 Coordinate and standardize emergency communication.**

### **Objective #1**

Increase the effectiveness of both the OCAAlerts (Reverse 911) system and our internal Everbridge (employee notification) system.

#### **Actions:**

1. Develop a coordinated community information campaign to increase the percentage of residents effectively utilizing the OCAAlerts system (e.g. social media, informational sign) as well as to increase understanding of the purpose of the OCAAlerts system.
2. Develop criteria for OCAAlerts activation for community notifications.
3. Create procedural guidelines for departments/department heads outlining how to initiate an OCAAlerts activation.
4. Increase employee participation in the internal Everbridge system to 100%. Ensure accurate information is maintained in the system through routine informational updates and reviews.

### **Objective #2**

Enhance overall town communication during emergency situations.

#### **Actions:**

1. Utilize non-public safety personnel in the role of Public Information Officer (PIO) and/or to support the mission of the public safety PIO during emergency situations.
2. Require department heads to participate in National Incident Management System (NIMS)/Incident Command System (ICS) training to improve awareness and understanding of emergency communication.
3. Offer all town personnel the option of attending the same training.
4. Explore the possibility of adding a full-time Town of Carrboro PIO.
5. Expand current NIMS/ICS training for PW, PD, and FD with an emphasis on interoperability and coordination between the three departments.
6. Train the current Town PIO to perform public safety PIO duties.





# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

**File Number:**20-275

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**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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**TITLE:**

A Resolution Recognizing Juneteenth as a Town Holiday

**PURPOSE:**

**DEPARTMENT:**

**CONTACT INFORMATION:**

**INFORMATION:**

**FISCAL & STAFF IMPACT:**

**RECOMMENDATION:**

## **RESOLUTION**

### **Declaring Juneteenth an Official Holiday in the Town of Carrboro**

WHEREAS, Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States; and

WHEREAS, On June 19, 1865 Union soldiers led by Major General Gordon Granger, landed at Galveston, Texas with news that the war had ended and that the enslaved were now free; and

WHEREAS, this was two and a half years after President Lincoln's Emancipation Proclamation which freed slaves of this nation's original sin of human bondage and had become official on January 1, 1863 in these United States of America which included North Carolina and the Town of Carrboro; and

WHEREAS, even with nowhere to go, many slaves felt that leaving the plantation would be their first grasp of freedom; and

WHEREAS, Juneteenth, also known as Freedom Day, Liberation Day and Emancipation Day is recognized in 47 states in a ceremonial fashion but only the state of Texas has recognized Juneteenth as an official state holiday since 1980; and

WHEREAS, Governor Beverly Eaves Perdue was the first governor to proclaim a Juneteenth observance in the State of North Carolina in June 2010; and

WHEREAS, Governor Roy Cooper, proclaimed Juneteenth in North Carolina on June 19, 2020 and created the Andrea Harris Social Economic Environmental Health Disparities Task Force to address longstanding, intersectional racial disparities; and

WHEREAS, Governor Roy Cooper also established the North Carolina Task Force for Racial Equity in Criminal Justice to end racially discriminatory law enforcement practices and promote a more equitable criminal justice system; and

WHEREAS, the annual observance of Juneteenth would provide community members and Town of Carrboro employees an opportunity to promote and cultivate knowledge and appreciation of African American history and culture, as well as, reflect on the history and impact of slavery on us all;

NOW THEREFORE, BE IT RESOLVED that the Carrboro Town Council designates Juneteenth as an official Town holiday; and

BE IT FURTHER RESOLVED, that the Carrboro Town Council urges our state and federal representatives to sponsor legislation to make Juneteenth an official state and federal holiday; and

BE IT FURTHER RESOLVED, that the Carrboro Town Council directs the Town Clerk to transmit a copy of this resolution to the Orange County Board of County Commissioners, Chapel Hill-Carrboro Board of Education, Chapel Hill Town Council and the Hillsborough Commissioners.

Approved this\_\_day of\_\_20\_\_.



# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

**File Number:**20-276

**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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### TITLE:

Appointments to the Final At-Large Community Seats on the Comprehensive Plan Task Force

**PURPOSE:** The purpose of this item is for the Town Council to adopt a resolution appointing the final four at-large seats to the Comprehensive Plan Task Force.

**DEPARTMENT:** Planning, Town Clerk

**CONTACT INFORMATION:** Patricia McGuire, [pmcguire@townofcarrboro.org](mailto:pmcguire@townofcarrboro.org), 919-918-7327; Catherine Dorando, [cdorando@townofcarrboro.org](mailto:cdorando@townofcarrboro.org), 919-918-7309

**INFORMATION:** The Town Council appointed four members to the at-large seats during the June 23 meeting. There were four at-large seats left open for additional recruitment efforts for more diverse representation. There are eight total at-large seats on the Comprehensive Plan Task Force. There are 25 applications to choose from to select four seats. Applications, matrix, and an appointment resolution are attached.

The ballot process for selecting applicants in a virtual setting should follow the steps as shown below and have been approved by the Town Attorney:

- 1) Town Clerk sends Town Council all applications with instructions on how many seats are available for appointment.
- 2) Council Members will email Town Clerk INDIVIDUALLY (very important not to copy 3 or more Council Members) your selections by 12:00 PM on Tuesday.
- 3) If there is a tie of highest votes, I will then send instructions on remaining candidates and request another vote by 6:30PM. If no tie, move to step 4.
- 4) Town Clerk provides a live announcement of the highest vote receiver during the virtual meeting.
- 5) Town Council appoints by formal motion process.

**FISCAL & STAFF IMPACT:** No unusual/particular impacts are anticipated with the recommended action.

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**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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**RECOMMENDATION:** The staff recommends that the Town Council consider adoption of the resolution appointing members and directing the work of the task force.

RESOLUTION ESTABLISHING AND MAKING APPOINTMENTS TO THE  
COMPREHENSIVE PLAN TASK FORCE

WHEREAS, the Carrboro Town Council has planned for, funded, and obtained contractual service assistance for the development of a townwide Comprehensive Plan, the first such effort in nearly 30 years; and

WHEREAS, a task force allows advisory board members, residents and neighboring jurisdictions to participate in guiding and informing the process of comprehensive plan development.

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

Section 1. The Carrboro Town Council hereby appoints the following community members to the task force.

1.	
2.	
3.	
4.	

Section 2. This resolution shall become effective upon adoption.

[Type here]



Race and Gender Data of Community At-Large Applicants (Full Detail in Applications)

Key:

	Previously Reviewed on 6/23
DND	Did Not Disclose

At-Large Applicant Name	Race	Gender Identity
Ashley Brown	White	Female
Lisa Brown	white	female
Thomas Tiemann	White	Male
Justin Haslett	Caucasian	Male
Perry Haaland	Caucasian	Male
Misty Belser		female
Ina Stern	white	female
Timothy Richards	white	male
Leigh Anne King	white	Female
Bob Taylor	White	male
Sarah Dickson	White	Female
Mariah Wozniak	White	Female
Rizwan Rashdi	Brown	Male
Tamara Sanders	White	Female
Michael Crowell	DND	DND
John Haggerty	DND	DND
Wamiq Chowdhury	Asian	Male
Sekou Keita	Black	Male
Rani Dasi	Black	Female
Gabriel Vinas	Latinx	Male
Vijay Sivaraman	DND	Male
Mariela Hernadez	Hispanic	Female
Jacqueline Thompson	African American	Female
Soteria Shepperson	Black	Female
Vicky Cruz	Hispano	Female





# Print

## Comprehensive Plan Task Force Application - Submission #4802

Date Submitted: 6/4/2020

First Name \*

Ashley

Your legal first name

Last Name\*

Brown

Your last name as it appears on your driver's license

Address1\*

901 N Greensboro St

Address2

Apt B

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

260-243-1388

E-mail Addresss\*

ashmbrown@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

I've been a weekly volunteer at IFC for 3 years.

Please share a few sentences of your vision for Carrboro.\*

Carrboro is a great place to live, and I want to build off of the strong foundation we already have. One of my main concerns is affordability and access to transportation. I want to ensure that Carrboro remains a viable option for people of all socioeconomic levels to live, especially if their jobs are located in Carrboro or Chapel Hill. I also appreciate the vibrant "small town"- like vibe the town provides especially with its events, but I want to ensure that those events remain representative and continue to celebrate diverse populations.

What skills, networks, or expertise will you bring to the planning process?\*

I am the Director of Research Services at the Kenan Institute at UNC Kenan-Flagler Business School. Our Institute aims to study the intersection of business and society, and we have a strong economic development arm, in which I support with research and data. I also have advanced degrees in public administrations and library science. I also interned at the town of Carrboro nearly 7 years ago.

---

### Demographic Information

The Town of Carrboro wishes to ensure that the Comprehensive Planning Committee is openly equal to all residents who wish to contribute. The following information will help ensure that the group reflects our unique and diverse Town. The information you submit below is completely voluntary; you do not have to fill it out if you do not want to. We value your diversity.

Race

White

Ethnicity

Gender Identity

Female

---

# Print

## Comprehensive Plan Task Force Application - Submission #4804

Date Submitted: 6/6/2020

First Name \*

Lisa

Your legal first name

Last Name\*

Brown

Your last name as it appears on your driver's license

Address1\*

1006 KAREN WOODS RD

Address2

City\*

CHAPEL HILL

State\*

NC

Zip\*

27516-5199

Telephone Number\*

9198125796

E-mail Addresss\*

DOWNTOWNLB@GMAIL.COM

How are you connected to the Town of Carrboro?\*

☐

Resident of the Town

☐

Town employee

☐

Business owner

☒

Other

☐

Employee of business

If OTHER, please explain

I am in the planning district NTA - in Carrboro planning but vote in Orange. Pay CH Carrboro Taxes for school, but not city services.

Are you a student?\*

☐

Yes

☒

No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Attend NTA meetings, some town meetings, have attended Rogers Rd meetings as they are my neighbors.

Please share a few sentences of your vision for Carrboro.\*

A place where people can live safely, with health and sustainable practices. This means ecology, economy and a balanced approach to the place that is Carrboro. What does that mean? Indoor/outdoor spaces that support social gathering and distancing (pandemic) be they private or public. Affordable, clean, green and thoughtful spaces. A balance of space and place to support all kinds of people and families. Not driving out history for the sake of finance, renewing space so it will help with carbon footprint but also ensure our older generations can stay.

What skills, networks, or expertise will you bring to the planning process?\*

I am a nonprofit fundraising professional. I think it structures for nonprofit management, which is like a small business. My work has been in education, health and human services, and my personal mission is to be of service to my community. Mission, vision, and execution of programmatic outcomes, while linking people to that are my 25+ yr background. I have a bachelors from Emory University and read, research and stay informed. I believe in data, and in research not just policy. I am married to faculty and act as a consultant to small nonprofits.

---

### Demographic Information

The Town of Carrboro wishes to ensure that the Comprehensive Planning Committee is openly equal to all residents who wish to contribute. The following information will help ensure that the group reflects our unique and diverse Town. The information you submit below is completely voluntary; you do not have to fill it out if you do not want to. We value your diversity.

Race

white

Ethnicity

european in origin

Gender Identity

female

---

# Print

## Comprehensive Plan Task Force Application - Submission #4811

Date Submitted: 6/10/2020

First Name \*

Thomas

Your legal first name

Last Name\*

Tiemann

Your last name as it appears on your driver's license

Address1\*

100 Stable Rd

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9196362283

E-mail Addresss\*

tiemann@elon.edu

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

Please share a few sentences of your vision for Carrboro.\*

A walkable town with a dense urban core and a variety of housing options.

What skills, networks, or expertise will you bring to the planning process?\*

PhD in economics with speciality in urban economics. I was on the Planning Board in Carrboro for many years.

### Demographic Information

The Town of Carrboro wishes to ensure that the Comprehensive Planning Committee is openly equal to all residents who wish to contribute. The following information will help ensure that the group reflects our unique and diverse Town. The information you submit below is completely voluntary; you do not have to fill it out if you do not want to. We value your diversity.

Race

White

Ethnicity

European

Gender Identity

Male

# Print

## Comprehensive Plan Task Force Application - Submission #4815

Date Submitted: 6/10/2020

First Name \*

Justin

Your legal first name

Last Name\*

Haslett

Your last name as it appears on your driver's license

Address1\*

1201 Cypress Road

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27517

Telephone Number\*

6199727974

E-mail Addresss\*

HASLETTJ@EMAIL.UNC.EDU

How are you connected to the Town of Carrboro?\*

☐

Resident of the Town

☐

Town employee

☐

Business owner

☒

Other

☐

Employee of business

If OTHER, please explain

I am an engaged and interested member of the Chapel Hill Carrboro community -- Chair of the Chapel Hill Cultural Arts Commission, member of the Carrboro Arts Committee, and the board of the Orange County Arts Commission -- as well as the Managing Director of PlayMakers with over 15 years in arts and community engagement experience.

Are you a student?\*

☐

Yes

☒

No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

PlayMakers Repertory Company, Chapel Hill Cultural Art Commission (Chair), Carrboro Arts Committee, Orange County Arts Commission Board

Please share a few sentences of your vision for Carrboro.\*

I imagine the future of Carrboro as a vibrant, colorful, inclusive community where people want to live, work, shop, eat, engage in art, and generally want to spend their time.

What skills, networks, or expertise will you bring to the planning process?\*

I am well connected in the Chapel Hill-Carrboro area through my community work and my connections with UNC.

### Demographic Information

The Town of Carrboro wishes to ensure that the Comprehensive Planning Committee is openly equal to all residents who wish to contribute. The following information will help ensure that the group reflects our unique and diverse Town. The information you submit below is completely voluntary; you do not have to fill it out if you do not want to. We value your diversity.

Race

Caucasian

Ethnicity

White

Gender Identity

Male



# Print

## Comprehensive Plan Task Force Application - Submission #4825

Date Submitted: 6/15/2020

First Name \*

Perry

Your legal first name

Last Name\*

Haaland

Your last name as it appears on your driver's license

Address1\*

100 Simpson St

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9194372428

E-mail Addresss\*

jigsandreels@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Before the pandemic, I led a bi-weekly Irish session on Thursday nights at Steel String.

Please share a few sentences of your vision for Carrboro.\*

The pandemic has shown us what a wonderful place Carrboro is with less traffic, less noise, more people outside, more people exercising, and generally people living here with enthusiasm. This is our chance to reimagine the future from a different perspective. I hope we can come together to discover a future with a vibrant economy and community life but with less pollution, noise, and traffic. I hope that we can take advantage of rediscovering our neighbors and community to forge more common interests and engagement to make Carrboro a better place for all of us.

What skills, networks, or expertise will you bring to the planning process?\*

Analytical thinking, statistical reasoning, data science, local music community, bird watching, walking, biking, neighborliness, and a general love of Carrboro.

### Demographic Information

The Town of Carrboro wishes to ensure that the Comprehensive Planning Committee is openly equal to all residents who wish to contribute. The following information will help ensure that the group reflects our unique and diverse Town. The information you submit below is completely voluntary; you do not have to fill it out if you do not want to. We value your diversity.

Race

Caucasian

Ethnicity

Scandinavian and Northern European

Gender Identity

Male

# Print

## Comprehensive Plan Task Force Application - Submission #4826

Date Submitted: 6/16/2020

First Name \*

Misty

Your legal first name

Last Name\*

Belser

Your last name as it appears on your driver's license

Address1\*

107 Hogan Woods Circle

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27516

Telephone Number\*

919.744.9594

E-mail Addresss\*

mimigibi@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Member of the Town of Carrboro Arts Committee

Please share a few sentences of your vision for Carrboro.\*

I see Carrboro as an inclusive and joyful place to live and thrive. My vision for the town is a vibrant community oasis where residents & businesses support one another. I'd like to see integrated spaces for work, leisure and the arts to be integrated and seamless.

What skills, networks, or expertise will you bring to the planning process?\*

I am a skilled project manager and sales professional who is able to focus, keep people engaged and get things done. I see big picture concepts and will be able to assist in getting others to recognize the vision the Comprehensive Planning Committee puts forward.

---

### Demographic Information

The Town of Carrboro wishes to ensure that the Comprehensive Planning Committee is openly equal to all residents who wish to contribute. The following information will help ensure that the group reflects our unique and diverse Town. The information you submit below is completely voluntary; you do not have to fill it out if you do not want to. We value your diversity.

Race

Ethnicity

Gender Identity

female

---

# Print

## Comprehensive Plan Task Force Application - Submission #4827

Date Submitted: 6/16/2020

First Name \*

Ina

Your legal first name

Last Name\*

Stem

Your last name as it appears on your driver's license

Address1\*

422 Waterside Drive

Address2

City\*

Carrboro

State\*

USA\_NC

Zip\*

27510

Telephone Number\*

9192801847

E-mail Addresss\*

inagailstem@gmail.com

How are you connected to the Town of Carrboro?\*

☒

Resident of the Town

☐

Town employee

☐

Business owner

☐

Other

☐

Employee of business

If OTHER, please explain

Are you a student?\*

☐

Yes

☒

No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Project EngAGE, a volunteer organization of senior leaders under the auspices of the Orange County Dept. on Aging. Board Member of Spring Valley Homeowners Association Advisory Board of Charles House

Please share a few sentences of your vision for Carrboro.\*

I would like to see Carrboro be as welcoming to its senior citizens as it is to its students. We should have a dynamic plan for enabling residents to age-in-community—a plan that is available to seniors of all races, faiths, and economic means. Within our town there is a wealth of knowledge and life experience that, when shared with all segments of the community will enhance the lives of us all—I envision our new library becoming that safe space that brings us together for the conversations that have been so difficult in recent days, and in our past. I see the vibrancy and local flavor of our businesses (pre-Covid and after) being used to attract and support even greater investment in our town in order for us to intentionally grow and sustain our community. Our parks and trails have been a balm for our citizens during the pandemic and I think this new-found appreciation for our natural environment will help us plan for ensuring these dedicated urban forests will be here for the next generation.

What skills, networks, or expertise will you bring to the planning process?\*

For most of the nearly 30 years I've lived in Carrboro I was the Marketing Director and then Associate Publisher of Algonquin Books of Chapel Hill (which was actually in Carrboro for a good chunk of that time). I have strong communication and editorial skills and experience planning events. Since I retired 2 years ago, I've been involved in Senior Advocacy and am well-versed in the needs, resilience, and power of the seniors in our midst. I am also a certified Advance Care Planning facilitator currently involved in a 5-year equity study at Duke University.

### Demographic Information

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Race

white

Ethnicity

Gender Identity

female

# Print

## Comprehensive Plan Task Force Application - Submission #4829

Date Submitted: 6/17/2020

First Name \*

Timothy

Your legal first name

Last Name\*

Richards

Your last name as it appears on your driver's license

Address1\*

301 Pleasant Dr

Address2

Apt A

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

919-748-0202

E-mail Addresss\*

tarichards@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

Please share a few sentences of your vision for Carrboro.\*

A walkable, bicycle-friendly place that has a healthy sense of community and embraces diversity. The built environment, community groups, and government services support an enriching culture and a strong local economy.

What skills, networks, or expertise will you bring to the planning process?\*

I am a professional planner with a legal background. I have enjoyed living in Carrboro and would like to deepen my connection to the Town and expand my network. I think Carrboro is a pretty great place with a lot of assets and tremendous potential for equitable, sustainable development. That being said, if you opt for another candidate to achieve a more diverse task force, I completely support that.

### Demographic Information

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Race

white

Ethnicity

not hispanic or latino

Gender Identity

male



# Print

## Comprehensive Plan Task Force Application - Submission #4830

Date Submitted: 6/17/2020

First Name \*

Leigh Anne

Your legal first name

Last Name\*

King

Your last name as it appears on your driver's license

Address1\*

203 Pleasant Drive

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9199232508

E-mail Addresss\*

laking@clarionassociates.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

child attends Carrboro Elementary School too

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

---

Please share a few sentences of your vision for Carrboro.\*

Carrboro will be a connected, inclusive, and affordable community that maximizes use of sustainable local and regional transportation modes, supports the upward mobility of its residents and local businesses, and provides for a high quality of life through active recreation, green spaces, and community gatherings and events. Future development will utilize innovative techniques to achieve green building objectives and support affordability for residents and businesses.

What skills, networks, or expertise will you bring to the planning process?\*

I will bring nearly 20 years of city and regional planning experience, particularly focused on preparing comprehensive plans for communities throughout the Southeast. I am thrilled at the chance to be able to use these skills to help create a long range plan for my favorite little town in the world. While not an active member of a community group, I follow several and am willing to help share information to contacts.

### Demographic Information

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Race

white

Ethnicity

n/a

Gender Identity

Female

# Print

## Comprehensive Plan Task Force Application - Submission #4832

Date Submitted: 6/18/2020

First Name \*

Bob

Your legal first name

Last Name\*

Taylor

Your last name as it appears on your driver's license

Address1\*

107 Viburnum Way

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9195933003

E-mail Addresss\*

rgt7670@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

Please share a few sentences of your vision for Carrboro.\*

My vision for Carrboro is a vibrant, stable, involved, and engaged community that supports all of its residents and welcomes visitors. We have an opportunity to lead the region and the state on climate action, social justice, and sustainable economic development.

What skills, networks, or expertise will you bring to the planning process?\*

I currently work on a Disaster Recovery Coordination contract in the southeastern 12 counties of North Carolina that are recovering from Hurricanes Matthew, Florence, and Dorian. As part of that effort, I'm working with numerous funding agencies that include federal, state, and private foundations. I'm assisting local communities with resiliency planning and prioritization as that pertains to infrastructure improvements, economic development, and housing. I have a strong network of professionals within different sectors including housing, planning, water, sewer, and stormwater, and that network includes individuals in state agencies, private sector, local government, non-profit organizations, and academia.

### Demographic Information

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Race

white

Ethnicity

non-hispanic

Gender Identity

male

# Print

## Comprehensive Plan Task Force Application - Submission #4833

Date Submitted: 6/18/2020

First Name \*

Sarah

Your legal first name

Last Name\*

Dickson

Your last name as it appears on your driver's license

Address1\*

430 N Greensboro Street

Address2

Unit 407

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

7046183598

E-mail Address\*

Sarahrossdickson@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

Please share a few sentences of your vision for Carrboro.\*

Building upon the vibrant community aspects in Carrboro that are already in place and strengthening them. This looks like being intentional about land use in the town and the creation of future space. Working to create inviting areas for public gatherings and civic participation. Prioritizing projects that make the town walkable and bike-able. A Carrboro that celebrates and acknowledges diversity, and prioritizes inclusivity. A Carrboro that works to create a local economy that supports this diversity. A Carrboro that has more affordable housing options. Lastly, a Carrboro that continues to be innovative and lead the fight against climate change with proactive policies.

What skills, networks, or expertise will you bring to the planning process?\*

Master of Public Administration, UNC Chapel Hill Course work and elective classes taken at UNC's City and Regional Planning Department.

### Demographic Information

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Race

White

Ethnicity

Gender Identity

Female

# Print

## Comprehensive Plan Task Force Application - Submission #4834

Date Submitted: 6/18/2020

First Name \*

Mariah

Your legal first name

Last Name\*

Wozniak

Your last name as it appears on your driver's license

Address1\*

104 W Main St

Address2

Apt. 3

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

7572187466

E-mail Addresss\*

wozniak.mariah@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

I am currently a master's student enrolled in UNC's department of city and regional planning. I am specializing in land use and environmental planning.

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

I am not involved in any community groups at the moment, but I did sit in on several EAB meetings this spring for a class project. As a result of this project, I am also familiar with Carrboro's Community Climate Action Plan.

Please share a few sentences of your vision for Carrboro.\*

Carrboro is an inclusive community that attracts residents, businesses, and visitors from various backgrounds. The Town is equitable, sustainable, and actively committed to antiracist beliefs and actions.

What skills, networks, or expertise will you bring to the planning process?\*

As a graduate student studying city and regional planning, I bring a host of knowledge and experience related to the comprehensive planning process itself. This knowledge includes methods for effective community engagement and experience with vision, goal, agenda, and policy setting. I understand the importance of developing a comprehensive plan that allows for interconnectedness with Carrboro's other planning document, including the Community Climate Action Plan. I also have skills like demographic data analysis, site planning, and GIS mapping that will be of benefit to the Comprehensive Plan Task Force.

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Race

White

Ethnicity

Gender Identity

Female



# Print

## Comprehensive Plan Task Force Application - Submission #4837

Date Submitted: 6/19/2020

First Name \*

Rizwan

Your legal first name

Last Name\*

Rashdi

Your last name as it appears on your driver's license

Address1\*

200 Autumn Drive

Address2

City\*

Carrboro

State\*

NC

Zip\*

27516

Telephone Number\*

919-302-6557

E-mail Addresss\*

rizrashdi@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Habitat for Humanity

Please share a few sentences of your vision for Carrboro.\*

I envision Carrboro as a participatory democracy where we respect, care for, and listen to our most vulnerable community members and welcome immigrants.

What skills, networks, or expertise will you bring to the planning process?\*

As a new resident who just moved back to North Carolina after 15 years on the West Coast, I am eager to become involved and bring my enthusiasm and years of team experience as a Senior Business Analyst at San Diego Gas and Electric to the town. I led SDGE's electric vehicle initiative and care about clean transit and bikeways. As the stepbaba to a rising kindergartener, I also care about equity in education. I was born in Pakistan to parents who brought me to the U.S. at age four, and I also care about my fellow immigrants and Muslims, as well as all people. I moved to Braggtown, Durham at the age of 12 and grew up in the Triangle, attending NCSU. To my friends and loved ones, I'm known as a friendly, low-key person who is a compassionate listener and dedicated problem-solver. I laugh a lot, and am a natural born optimist. I love finding strengths in my teammates and learning together. I speak Urdu as well as English and my partner and her daughter speaks Spanish and English.

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Race

Brown

Ethnicity

Pakistan

Gender Identity

Male

# Print

## Comprehensive Plan Task Force Application - Submission #4840

Date Submitted: 6/21/2020

First Name \*

Tamara

Your legal first name

Last Name\*

Sanders

Your last name as it appears on your driver's license

Address1\*

708 Davie Rd

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9196193992

E-mail Addresss\*

Tamarab.sanders@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

I am the chair of BikeCarrboro, I've volunteered as a studio assistants for ArtsCenter pottery studio for the past 15 years, I served on Carrboro's Rec & Parks Commission for the past 5 years with my last term ending this past Feb.

Please share a few sentences of your vision for Carrboro.\*

I see the opportunity for our community to focus equitable attention on our least advantaged members with the goal of equal and long-term health and happiness for all. I recognize the connection between our own individual health and happiness and the health of our surroundings, including our local natural environment and our global climate, our local economy, and the health and happiness of all of our neighbors. As an active community is a healthier community, I'd like to see more opportunities for active transportation being the safe, fun and convenient option for even the most concerned community members.

What skills, networks, or expertise will you bring to the planning process?\*

I've lived and worked in this community for over 20 years. I understand and am committed to working within both short-term and long-term plans for positive growth. I look to identify problems/issues/needs, and am solution-focused to address these. Since 2006 I've worked as a manager of a local bicycle shop. With both clients and employees, I strive to identify needs and goals, establish trust and provide guidance toward an enriching experience. Though we are a retail business, I lead my staff to work within a structure that is relationship-focused and where, for both coworkers and clients, the bottom line is health and happiness. In 2012, I was part of an organizing effort against a Family Dollar development in our neighborhood. I learned a great deal about town code, zoning, land use ordinances and the permitting processes. As neither I nor any of my cohorts had the means to work with a lawyer, we successfully advocated within these systems and their languages toward a healthier future path for our greater community. In 2016, I co-planned and co-led a series of Carrboro Community Conversations that focused on both education and seeking solution-based actions in areas of homelessness, poverty, and hunger. Though initially offering a safe avenue to encourage honest conversation around concerns that arose in response to the IFC's community kitchen, the second meeting culminated in a number of reciprocity circles to address specific action items related to these issues. In the past several years, I've attended several anti-racism workshops. As I feel that our personal anti-racism work is never a completed project, I have fully dedicated myself to this journey for myself, as well as to respectfully guide those around me. Currently, I am working with the ArtsCenter board on paths for good-neighbor community engagement to gather input for their future home on Jones Ferry. Through each aspect of my life's close personal, community-based, and work-based I lead by listening, appreciation, empathizing, offering honesty, diplomacy, and energetic creativity.

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Race

White

Ethnicity

Gender Identity

Female

# Print

## Comprehensive Plan Task Force Application - Submission #4842

Date Submitted: 6/22/2020

First Name \*

Michael

Your legal first name

Last Name\*

Crowell

Your last name as it appears on your driver's license

Address1\*

1011 Brace Lane

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27516

Telephone Number\*

9198121073

E-mail Addresss\*

mcrowellnc@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Board of Adjustment member

Please share a few sentences of your vision for Carrboro.\*

Carrboro is an exciting place to live these days. It is a diverse, progressive, entertaining community. It will not necessarily remain that way, however. While town planning can influence the town's evolution only so much, we need to do what we can to assure that Carrboro retains a vibrant downtown, has housing for people of all means, does not necessitate a private vehicle to move about, and remains open to diverse points of view. One particular opportunity for the town is in the arts, to be a leader in the Triangle in that area.

What skills, networks, or expertise will you bring to the planning process?\*

While the planning process should be led by younger folks, the people who will be living here and running the town in the coming decades, it may help to include longer views of how the town and the Triangle area have evolved. I first came to Carrboro and Chapel Hill to attend UNC in the early 1960s, and I have lived in the area continuously since 1970, first in Chapel Hill, then in Raleigh, a short while in Cary, and Carrboro for the last 12 plus years. About half my professional career was on the faculty of the School of Government, about half in private law practice (including frequent representation of local governments). I hope that experience, along with simply living in the area during the enormous changes of the last half century, has given me some insight into how communities evolve, what ties people together and what divides, how much government can do to affect the direction of a community, the extent to which the evolution is independent of planning, and the importance of community diversity and citizen participation. Carrboro is far different place from when I first arrived here, and that knowledge helps me appreciate the community it has become. Carrboro has an identity; we need to do what we can to preserve that.

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Race

Ethnicity

Gender Identity

# Print

## Comprehensive Plan Task Force Application - Submission #4843

Date Submitted: 6/22/2020

First Name \*

John

Your legal first name

Last Name\*

Haggerty

Your last name as it appears on your driver's license

Address1\*

105 Fidelity St., B-8

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9192657474

E-mail Addresss\*

jackhaggerty@mac.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

---

Please share a few sentences of your vision for Carrboro.\*

I believe Carrboro has the potential to be a sustainable and livable community that provides a high quality of life. Much has been achieved, but further attainment requires a balancing of aspirations with practical knowledge and a realistic assessment of the town's potential.

What skills, networks, or expertise will you bring to the planning process?\*

I am an architect who has done numerous residential and commercial projects in Carrboro over the last thirty-plus years. I have some familiarity with planning, and over the years have served on town advisory boards, committees and similar civic groups.

---

### Demographic Information

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Race

Ethnicity

Gender Identity

---

---

---



# Print

## Comprehensive Plan Task Force Application - Submission #4846

Date Submitted: 6/22/2020

First Name \*

Wamiq

Your legal first name

Last Name\*

Chowdhury

Your last name as it appears on your driver's license

Address1\*

601 Jones Ferry Rd Apt H10

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

6095984601

E-mail Addresss\*

wamiq.chowdhury@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Democratic Socialists of America, NC Piedmont Chapter, Chapelboro Branch; Carrboro Mutual Aid; Apoyo; NEXT Chapel Hill-Carrboro; Muslims for Social Justice

Please share a few sentences of your vision for Carrboro.\*

I moved to Carrboro two years ago after visiting several times and falling in love with it. I work in Morrisville, and moved here from California with my girlfriend who is a student at NC State, but we both wanted to live in Carrboro rather than closer to work and school. I love that Carrboro is a peaceful smaller town near larger cities in the Triangle. I love our dining and nightlife establishments, our small business community, our parks and our beautiful natural setting, but most of all I love the people. I love that Carrboro residents support each other and get involved in ways of making our community better, and I love that our municipal government is in touch with the community and responsive to its needs. After an adult life spent entirely in larger cities like New York, DC, Philadelphia, Miami, and Long Beach, it is a pleasure to live in a place where I regularly see familiar faces of active community members while walking down the street. My vision for Carrboro's future is one that preserves its wonderful character and features sustainable growth and development while taking care to address the needs of those who make up the lifeblood of our community, particularly working class folks who often get left out of urban planning discussions. While I think the town has generally done alright in this regard, as we enter this phase of comprehensive planning, I want to ensure that we are able to maintain a stable revenue base while engaging in development that does not displace lower class residents and people of color. Some level of gentrification may be unavoidable, but it is vital to maintaining the character of our town that we not price out younger people like myself or engage in development that goes against the generally welcoming feel of our town. We have a real opportunity here to highlight the best parts of our local traditions while improving on the past (no small issue in a town named after a notorious white supremacist). I believe that prioritizing development and public services that serve the needs of lower income folks will be key in our comprehensive planning – this is what will continue to make Carrboro attractive to all kinds of folks for years to come, in addition to sustaining a vibrant, diverse community that I'd like my future kids to grow up in. I also believe that as a forward thinking, progressive town, Carrboro is well suited to be a leader in environmentally sustainable development. I applaud the good work of the town's leaders in this regard thus far and want to ensure that we continue on this path. Finally, this planning process is beginning in the context of a call for reimagining public safety throughout the country, as exemplified here by the Town Council's recent resolution on the same. The comprehensive plan is a perfect opportunity to implement programs and services to help move away from law enforcement as a one size fits all response to an array of social and interpersonal problems, which can simultaneously make more efficient use of our public funds while making the jobs of our police officers easier.

What skills, networks, or expertise will you bring to the planning process?\*

There are a few important things I can bring to the planning process. As I alluded to in my previous response, I am a (relatively) young person of color who is settling down for the long term in Carrboro. Not only can I provide the Task Force with my perspective in this regard, but I am an active leader in local grassroots organizing networks that provide me with many varied perspectives from younger folks and people of color. I want to keep these communities actively engaged in our comprehensive planning process and I believe I am well suited to serve as a liaison between them and the Task Force. My organizing in groups like the DSA that function as decentralized local chapters in a larger national organization gives me a broad network of community organizers to draw on. I use my national network regularly in looking for examples of initiatives that have been successful elsewhere and thinking about how to adapt and implement them locally. In particular, I am connected to many folks around the country who have engaged in comprehensive local planning similar to this initiative here in Carrboro and would draw on their perspectives to help inform the work of the Task Force. I'm also active in the Orange County Democratic Party, and while the work of the Task Force should of course not be partisan, there are many folks in the OCDP network that I've drawn on for expertise and advice in nonpartisan organizing work, and I expect that there are many folks there who will be able to assist the Task Force as well. As a lawyer as well as a graduate of one of the nation's top undergraduate public policy programs, reading, research, oral and written communication, and critical thinking are natural strengths of mine that I can bring to the Task Force. I think my communication skills will be particularly important, as it will help me bring cohesion to our Task Force, as well as helping the Task Force communicate our thoughts to the public in an inclusive way. I still consider myself relatively new to local government (I previously worked in international law and foreign policy), but I have thrown myself into it in my time in Carrboro, attending town council and board meetings. While I still have much to learn, I've gained valuable experience in how our local government works and what tools we have at our disposal (as well as those we don't have" which is important in a state that has curtailed municipal authority). This will provide me with a better sense of which programs, services, and development initiatives that have worked in other places around the country will work here, and which won't. Finally, I should acknowledge that my application is coming in late. I apologize, as I only learned about the Task Force recently, and needed a few days to ensure that I could commit to it amidst my organizing responsibilities. I am very committed to this initiative, and I hope my application can still be considered despite its lateness.

Demographic Information

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Race	Ethnicity	Gender Identity
Asian	Bangladeshi-American	male

# Print

## Comprehensive Plan Task Force Application - Submission #4850

Date Submitted: 6/24/2020

First Name \*

Sekou

Your legal first name

Last Name\*

Keita

Your last name as it appears on your driver's license

Address1\*

118 Andys Lane

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27516

Telephone Number\*

9803450264

E-mail Addresss\*

sekoukeita11@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

Please share a few sentences of your vision for Carrboro.\*

I believe Carrboro has big potential to change the small town narrative for Southern America. I image someday reading the headlines of the New York Times -voting Carrboro as "One of Americas Most Liberal City" by continuous community efforts surrounding diversity and equality for all races and genders.

What skills, networks, or expertise will you bring to the planning process?\*

Im a freelance Videographer/Photographer and editor capable of consistently capturing and producing commercial quality media content that can highlight and document the efforts of the Comprehensive Task Force as well as the Town of Carrboro. I also have extensive project management experience, web building capabilities , and excellent research and planning skills.

### Demographic Information

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Race

black

Ethnicity

African American

Gender Identity

male

# Print

## Comprehensive Plan Task Force Application - Submission #4857

Date Submitted: 6/27/2020

First Name \*

Rani

Your legal first name

Last Name\*

Dasi

Your last name as it appears on your driver's license

Address1\*

8509 Balmoral Pl

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27516

Telephone Number\*

9198697055

E-mail Address\*

ranidasi@yahoo.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

CHCCS BOE

Please share a few sentences of your vision for Carrboro.\*

Intentionally designed community which supports all community members, through safe spaces and appropriate resources.

What skills, networks, or expertise will you bring to the planning process?\*

Strategy and financial planning as well as experience as a Black woman

### Demographic Information

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Race

Black

Ethnicity

Chapel Hill

Gender Identity

Female

# Print

## Comprehensive Plan Task Force Application - Submission #4858

Date Submitted: 6/28/2020

First Name \*

Gabriel

Your legal first name

Last Name\*

ViÃ±as

Your last name as it appears on your driver's license

Address1\*

200 Barrington hill rd

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27516

Telephone Number\*

8285456366

E-mail Addresss\*

ginasj@gmail.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

AHAC Board member

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?



Are you involved in any community groups?\*

☒ Yes

☐ No

If YES, please name them.

AHAC Board Member

Please share a few sentences of your vision for Carrboro.\*

I want to live in a town where racial diversity is encouraged & celebrated. I want to live in a town where the police force uses compassion in their approach to protect its residents. I would like to see Carrboro continue to encourage new and racially diverse voices to come to table. This town also really needs to focus on affordability & inclusivity.

What skills, networks, or expertise will you bring to the planning process?\*

Iâ€™ve been a resident of Carroboro since 2010. My family & I plan on sticking around long term. I work at UNCH as a Spanish medical interpreter & I am also a bilingual and bicultural Venezuelan who identifies as a male.

Demographic Information

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Race

Latinx

Ethnicity

Latinx

Gender Identity

Male

# Print

## Comprehensive Plan Task Force Application - Submission #4861

Date Submitted: 6/29/2020

First Name \*

Vijay

Your legal first name

Last Name\*

Sivaraman

Your last name as it appears on your driver's license

Address1\*

711 W Main St

Address2

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

9193608825

E-mail Addresss\*

vijayridesabike@yahoo.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

Human Services Board

Please share a few sentences of your vision for Carrboro.\*

An open and equal community that develops with fairness and data in hand, and true notice of environmental impact.

What skills, networks, or expertise will you bring to the planning process?\*

Biology professor. home owner. served on board of ReCyclery. Parent.

### Demographic Information

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Race

Ethnicity

Indian

Gender Identity

Male

# Print

## Comprehensive Plan Task Force Application - Submission #4875

Date Submitted: 7/5/2020

First Name \*

Mariela

Your legal first name

Last Name\*

Hernadez

Your last name as it appears on your driver's license

Address1\*

1303 hillsborough rd

Address2

City\*

Chapel Hill

State\*

NC

Zip\*

27516

Telephone Number\*

9194287125

E-mail Addresss\*

Lvmycaro@yahoo.com

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*

☐

Yes

☒

No

If YES, please name them.

Please share a few sentences of your vision for Carrboro.\*

a inclusive community. Where the community can have a say on up coming plan bu having a more equitable way of communicating and informing ALL our redidents

What skills, networks, or expertise will you bring to the planning process?\*

Advocate and have work with some mobile home issues, housing with miss Bailey at empowerment, lived her 32 years of my life

### Demographic Information

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Race

Hispanic

Ethnicity

Gender Identity

Female

# Print

## Comprehensive Plan Task Force Application - Submission #4877

Date Submitted: 7/5/2020

First Name \*

Jacqueline

Your legal first name

Last Name\*

Thompson

Your last name as it appears on your driver's license

Address1\*

400 Davie Road, Apt. 45

Address2

City\*

Carrboro

State\*

North Carolina

Zip\*

27510

Telephone Number\*

919-414-0843

E-mail Addresss\*

jthompson99@bellsouth.net

How are you connected to the Town of Carrboro?\*



Resident of the Town



Town employee



Business owner



Other



Employee of business

If OTHER, please explain

Are you a student?\*



Yes



No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

I am involved professionally with various community groups via my employment with the Town of Chapel Hill.

Please share a few sentences of your vision for Carrboro.\*

My vision for the Town of Carrboro is to be a thriving community that embraces and involves everyone. I would like to see a focus on Affordable Housing, Economic Development and Revitalization in some of our neighborhoods.

What skills, networks, or expertise will you bring to the planning process?\*

Community outreach and engagement skills, ability to communicate with diverse populations, knowledge of some local government rules and regulations, familiar with various local non-profits and other organizations.

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### Demographic Information

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Race

African American

Ethnicity

Not Hispanic

Gender Identity

Female

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Print

Comprehensive Plan Task Force Application - Submission #4879

Date Submitted: 7/5/2020

First Name \*

Soteria

Your legal first name

Last Name\*

Shepperson

Your last name as it appears on your driver's license

Address1\*

901 W. Main Street

Address2

Apt. A

City\*

Carrboro

State\*

NC

Zip\*

27510

Telephone Number\*

8043632543

E-mail Addresss\*

soteria.shep@gmail.com

How are you connected to the Town of Carrboro?\*

☒ Resident of the Town

☐ Town employee

☐ Business owner

☐ Other

☐ Employee of business

If OTHER, please explain

Are you a student?\*

☐ Yes

☒ No

If YES, where are you currently enrolled?



Are you involved in any community groups?\*



Yes



No

If YES, please name them.

IFC, Reentry Work in the county, Arts Commission, Hate Free Schools

Please share a few sentences of your vision for Carrboro.\*

My vision is one that holds a racial and equity lens that understands true diversity takes those things into account. It is one that holds integrity at the forefront of decision making processes. It is one of inclusiveness and growth for all parties as individuals and as a unit. It is one that does not continue to mimic culture of people who do not feel welcome or safe within the community. If they build it they should be able to afford to live in it, which comes with affordable housing. Does the vision actually included everyone or just some people. I think it is best to be honest about what the town think it wants and what it is actually willing to invite in and make transformations for.

What skills, networks, or expertise will you bring to the planning process?\*

My background is criminal justice and social work. A few ways I have supported Orange County is by serving in the Orange County Men's Prison, IFC, United Church of Chapel Hill, CEF and I have done this by using music, poetry, advocacy and motivational speaking ( activism) to bring to light issues of racism, inequity and injustice and ways in which we must address these issues before and as we move into a "better" world. I've also taught at Wake Tech and assisted men and women as they transitioned to a new career. I am connected to several businesses, leaders and communities in the Triangle Area which have mainly been done through networking and building community relationships.

### Demographic Information

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Race

"Black"

Ethnicity

Gender Identity

Female

Print

Comprehensive Plan Task Force Application - Submission #4885

Date Submitted: 7/6/2020

First Name \*

Vicky

Your legal first name

Last Name\*

Cruz

Your last name as it appears on your driver's license

Address1\*

100 Crest Street

Address2

Apt C

City\*

Carrboro

State\*

North Carolina

Zip\*

27510

Telephone Number\*

919-345-5475

E-mail Adresss\*

vcruz@elcentronc.org

How are you connected to the Town of Carrboro?\*

<input checked="" type="checkbox"/> Resident of the Town	<input type="checkbox"/> Town employee
<input type="checkbox"/> Business owner	<input type="checkbox"/> Other
<input type="checkbox"/> Employee of business	

If OTHER, please explain

Are you a student?\*

☐ Yes

☒ No

If YES, where are you currently enrolled?

Are you involved in any community groups?\*



Yes



No

If YES, please name them.

El Centro Hispano

Please share a few sentences of your vision for Carrboro.\*

town of Colors, freedom, inclusion and progress

What skills, networks, or expertise will you bring to the planning process?\*

Community Specialist, Workforce Development.

### Demographic Information

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Race

Hispano

Ethnicity

Hispano

Gender Identity

Female





# Town of Carrboro

Town Hall  
301 W. Main St.  
Carrboro, NC 27510

## Agenda Item Abstract

**File Number:**20-273

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**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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### **TITLE:**

The 203 South Greensboro Project - Design Considerations

**PURPOSE:** The purpose of this item is to provide the Town Council with an opportunity to discuss some design considerations related to the 203 South Greensboro Project.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Patricia McGuire 919-918-7327, [pmcguire@townofcarrboro.org](mailto:pmcguire@townofcarrboro.org)  
[<mailto:pmcguire@townofcarrboro.org>](mailto:pmcguire@townofcarrboro.org);

**INFORMATION:** Perkins + Will has begun the design process, updating the building program and meeting with proposed building users to identify shared and separate needs and possible interconnections. The schematic design process is projected to conclude within about three months. In order for the design process to proceed during the summer, this item allows the Council to review and decide on two questions that have been revealed through initial test fits of the proposed building and parking program, with and without entrepreneurial space on the existing lot. In relation to applicable regulations for downtown building heights and design, the building appears to utilize much of the site. Minimal outdoor space may be possible unless a fourth floor is planned, or the site footprint expands. Staff is seeking the Town Council's direction to pursue a design that would possibly utilize some of the Maple Avenue right of way, if needed to achieve the building program. Any use of the right of way would follow the applicable statutory processes.

Council members have discussed an interest in exploring the inclusion of a building option that includes additional entrepreneurial space. Creating space for this as a spec use is currently estimated at \$2.1M for the building area and parking. At the present time, indications are that some expansion of the lot size would be needed to accommodate this space. The design process does not include preparing more than one building option. In order to consider a design with this space included, two alternative actions are offered for the Council's consideration:

- (a) Decide to include the space in the project at this point, within the current design process and costs; or
- (b) Decide to expand the design process for two building designs, one with and one without the entrepreneurial space and associated parking. The cost of the design process would double to the point a decision regarding

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**Agenda Date:** 7/14/2020

**File Type:**Agendas

**In Control:** Board of Aldermen

**Version:** 1

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the entrepreneurial building option was made.

Other locations for this type of entrepreneurial space could be considered and could allow for partnering with existing or proposed developments, in the downtown or elsewhere in town, thus spreading town investments over a larger geographic area. Utilizing existing structures and surface parking would be expected to bring the cost per square foot down.

**FISCAL & STAFF IMPACT:** Depends on action related to initiating a design process that includes spec entrepreneurial space.

**RECOMMENDATION:** Staff recommends that the Town Council discuss the design considerations and provide follow-up direction. A resolution that describes the actions and options is in preparation and will be provided.

