



Town of Carrboro

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

Meeting Agenda Town Council



Tuesday, August 18, 2020

7:00 PM

Remote Meeting - View Livestream or Cable TV

18

SPECIAL CALLED MEETING - CARRBORO TOWN COUNCIL

7:00-7:05

A. ROLL CALL

7:05-7:15

B. CONSENT AGENDA

1. [20-290](#) Draft Inclusive Carrboro Communications and Community Outreach Plan
- PURPOSE:** The purpose of this agenda item is to provide a plan of action and strategies to increase access to information, resources and participation in civic processes by the entire Carrboro community with renewed focus on people of color, immigrant, refugee and other marginalized communities.

Attachments: [Attachment A - Adopted Communications Plan 2017](#)
[Attachment B - DRAFT Inclusive Carrboro Communications and Community Engagement Plan August 18 2020](#)
[Attachment C - Inclusive Carrboro Strategy Map](#)

C. OTHER MATTERS

7:15-7:45

1. [20-293](#) Update from Chief Schmidt on COVID-19

7:45-8:05

2. [20-285](#) FY20 Financial Update
- PURPOSE:** The purpose of this item is to provide an update on FY20 revenues and expenditures to date.

Attachments: [Attachment 1 - FY20 Gen Fund Financials](#)
[Attachment 2 - FY17-20 Cash Balances](#)

8:05-8:35**3. [20-286](#)****CARES Act Grant Expenditure Plan**

PURPOSE: The purpose of this agenda item is for Town Council to approve a plan on how to spend the CARES Act grant funds.

Attachments: [Attachment 1 - Summary of COVID19 expenses](#)
[Attachment 2 - CARES Act Plan - Option A](#)
[Attachment 3 - CARES Act Plan - Option B](#)
[Attachment 4 - CARES Funds Budget Amendment](#)
[Attachment 5 - CARES Plan Budget Amendment](#)

8:35-9:00**4. [20-291](#)****Minority Business Roundtable Report**

PURPOSE: This is a final report to the Town Council on the findings and recommendations as a result of the discussions held during the Minority Business Roundtable meetings held in July.

Attachments: [Attachment A - Minority Business Roundtable Report](#)

9:00-9:30**5. [20-294](#)****Mural Update - End Racism Now**

PURPOSE: The purpose of this item is for the Town Council to receive an update on the Town's pursuit of approval to allow an 'End Racism Now' street mural to be painted in the street right of way for Laurel Avenue adjacent to the Town Commons

Attachments: [A - Concept Plan for End Racism Now mural](#)



Town of Carrboro

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

Agenda Item Abstract

File Number:20-290

Agenda Date: 8/18/2020

File Type:Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Draft Inclusive Carrboro Communications and Community Outreach Plan

PURPOSE: The purpose of this agenda item is to provide a plan of action and strategies to increase access to information, resources and participation in civic processes by the entire Carrboro community with renewed focus on 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.

We have reengaged 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.

This draft plan was initially provided for review by the Town Council on July 14, 2020. Since then, the Town Communications Team also has reviewed and provided feedback. We are currently moving forward with several of the action items including recruitment of Neighborhood Liaisons; and analysis of the Town communications and community engagement network. We are identifying priority projects through a Strategy Map that outlines a path moving forward. (Attachment C).

FISCAL & STAFF IMPACT: To be determined.

Agenda Date: 8/18/2020

File Type:Agendas

In Control: Board of Aldermen

Version: 1

RECOMMENDATION: Staff recommends the Council adopt the Plan.

Communications Plan

TOWN OF CARRBORO

2017

TOWN OF CARRBORO | 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.

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.
-



DRAFT Inclusive Carrboro Communications & Community Engagement Plan

UPDATED 8/18/2020

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 and trust
- Tell our story

Communications Team

1. Catherine Lazorko (Manager's Office / Project Leader)
2. Chris Atack (Police)
3. Kristen Benoit (Public Works)
4. Jon Hartman-Brown (Economic Development)
5. Catherine Dorando (Clerk's Office)
6. Robert Douglass (IT)
7. Julie Eckenrode (HR)
8. Chandra Edwards (Finance)
9. Charles Harrington (Recreation, Parks and Cultural Resources)
10. Heather Holley (Public Works/Stormwater)
11. Tina Moon (Planning and Zoning)
12. Will Potter (Fire)
13. Martin Roupe (Planning and Zoning)
14. Anne-Marie Vanaman (Housing and Community)

Summary of 2018 Biennial Citizen Survey

The Town of Carrboro contracted with BKL Research and Consulting to conduct a community survey in October and November 2018. A total of 400 residents were surveyed. The telephone survey methodology included listed, unlisted, and wireless numbers in the sampling frame.

Key findings related to public communications are as follows:

- The most significant barrier to citizen involvement in local government was “too busy – don’t have time” with a mean of 5.75 on a 9-point scale. Other less important barriers were “don’t know about opportunities” (4.62) and “timing is inconvenient” (4.23). These top three barriers remain unchanged from 2016.
- The top five major information sources (in order) used by the respondents were word-of-mouth, street signage, Carrboro’s website, television, and Facebook. Other sources also utilized but somewhat less important were radio, Carrboro’s email list service, Recreation, Parks and Cultural Resources Brochure, Twitter, and Instagram.
- It was generally noted that the traditional media sources that have declined (Raleigh News & Observer, Independent Weekly, The Daily Tar Heel, Government Access Channel, and Herald Sun). The only exception was television that rose from 5th to 4th place overall.
- 59.3% of respondents indicated they are “informed” versus 14.9% on the “uninformed” side about government services, projects, issues, and programs that affect them.
- 64% of respondents were satisfied with Carrboro making information available to citizens concerning important services, projects, issues, and programs – with 11.6% on the dissatisfied side.
- 61% of respondents were satisfied with the opportunities Carrboro gives them to participate in the decision-making process with 11% on the “dissatisfied” side.

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 2016 survey lead to the following conclusions:

- 71% of respondents live in Carrboro; 27% work in Carrboro
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- 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 1: 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 #2

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 #3

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 #4

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 #5

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 1: 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 #2

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 #3

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 #4

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 #5

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 1: 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 www.plainlanguage.gov
3. Provide translation and interpretation
4. Increase use of video messages and captioning

Objective #2

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 #3

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 #4

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 event

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



Goal 1
Engagement

Increase public awareness and participation

Neighborhoods
Relationships
Conversations
Agency Partners

Language Access
Events & Meetings
Citizen Academies
Volunteers

Goal 2
Communications

Increase public awareness of programs and services

Website
Email & Text
Social Media
Fliers/Brochures
Advertising

Storytelling
Direct Mail
Agenda items
Graphics & Maps
Photos & Videos

Goal 3
Analysis

Create opportunities to provide feedback

Surveys
Forums
Demographics
Inventories

Testing
Analytics
Databases

Goal 4
Systems

Create internal systems to standardize

How-to Guides
Teaming
Training
Calendars

Intranet
Website Admins
Expert Staff
Town Policies

GOAL 5 - COORDINATE AND STANDARDIZE EMERGENCY COMMUNICATION
(THIS GOAL AREA WILL BE ADDRESSED BY POLICE AND FIRE-RESCUE REPS)

DRAFT STRATEGY MAP

**Inclusive Carrboro
Communications &
Community Engagement Plan 2020**

Acknowledgement of the barriers that people of color, immigrant, refugee and other marginalized communities experience in accessing Town government or participating in public process.

Transparency

Awareness

Trust

Plan Objectives

Access

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

Engagement

Tell our story

Inclusive Carrboro

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

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



Engagement
Group

**Increase public
awareness and
participation**

a. Inventory Volunteers
b. List of Nonprofits

c. Language Access Plan
d. Leaders and liaisons

Goal 1

Comm-Group

**Increase public
awareness of
programs and
services**

a. Message Collection
b. Visual Assets
Storage System

c. Communications
Plan template

Goal 2

Analysis
Group

**Create
opportunities
to provide
feedback**

a. Communications
Dashboard

b. Demographics

Goal 3

Systems
Group

**Create internal
systems to
standardize**

a. Annual Calendar
b. Social Media
Registration

c. Flowchart for
Communications

Goal 4

**GOAL 5 - COORDINATE AND STANDARDIZE EMERGENCY COMMUNICATION
(THIS GOAL AREA WILL BE ADDRESSED BY POLICE AND FIRE-RESCUE REPS)**

DRAFT GROUPS & PROJECTS

**Inclusive Carboro
Communications &
Community Engagement Plan 2020**



Town of Carrboro

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

Agenda Item Abstract

File Number:20-285

Agenda Date: 8/18/2020

File Type:Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

FY20 Financial Update

PURPOSE: The purpose of this item is to provide an update on FY20 revenues and expenditures to date.

DEPARTMENT: Finance

CONTACT INFORMATION: Cary McNallan 919-918-7301

INFORMATION: Included in this agenda item are two attachments.

Attachment 1 shows the FY19 and FY20 actual revenues and expenditures, along with FY20 budget information. Attachment 2 shows a four year history of the Town's cash balances for the General Fund and All Funds combined.

Notes for Attachment 1: The FY20 amounts are not final totals as we are still in the process of closing out the fiscal year. For revenues, there are two major receipts missing (see highlighted areas). These include the June sales tax revenues and the 4th quarter State collected taxes/fees. Without these figures, the total revenues for FY20 are \$336K below budget, and \$1.5M shy of FY19 totals, or \$1.1M if you don't consider Other Financing Sources which primarily includes operating transfers. Sales tax receipts for March-May are down 11% from the same time last year. Expenditures for FY20 are nearly \$2.4M less than budgeted, and approximately \$556K greater than FY19.

Notes for Attachment 2: The four year trend for cash balances is fairly consistent from year to year, with October usually being the low point of our cash reserves before property tax payments start coming in to replenish the balances. With the downturn in the economy, revenues such as sales tax and state taxes and fees will likely continue to be much less than previous years which will have an adverse effect on our cash balances. Another thing to note is that the unexpected expenditures related to COVID-19 require an upfront cash outlay. Even though many of these expenses will be funded with FEMA dollars, that reimbursement request and the receipt of that funding will likely not occur until the spring of 2021.

During the FY21 budget process, we lowered the revenue projections in anticipation of the effects of the pandemic. At this point in time, we do not have enough data or information to predict what the actual FY21 revenues will look like, and do not recommend any budget amendments at this time.

FISCAL & STAFF IMPACT:

RECOMMENDATION: Council receives the attached reports.

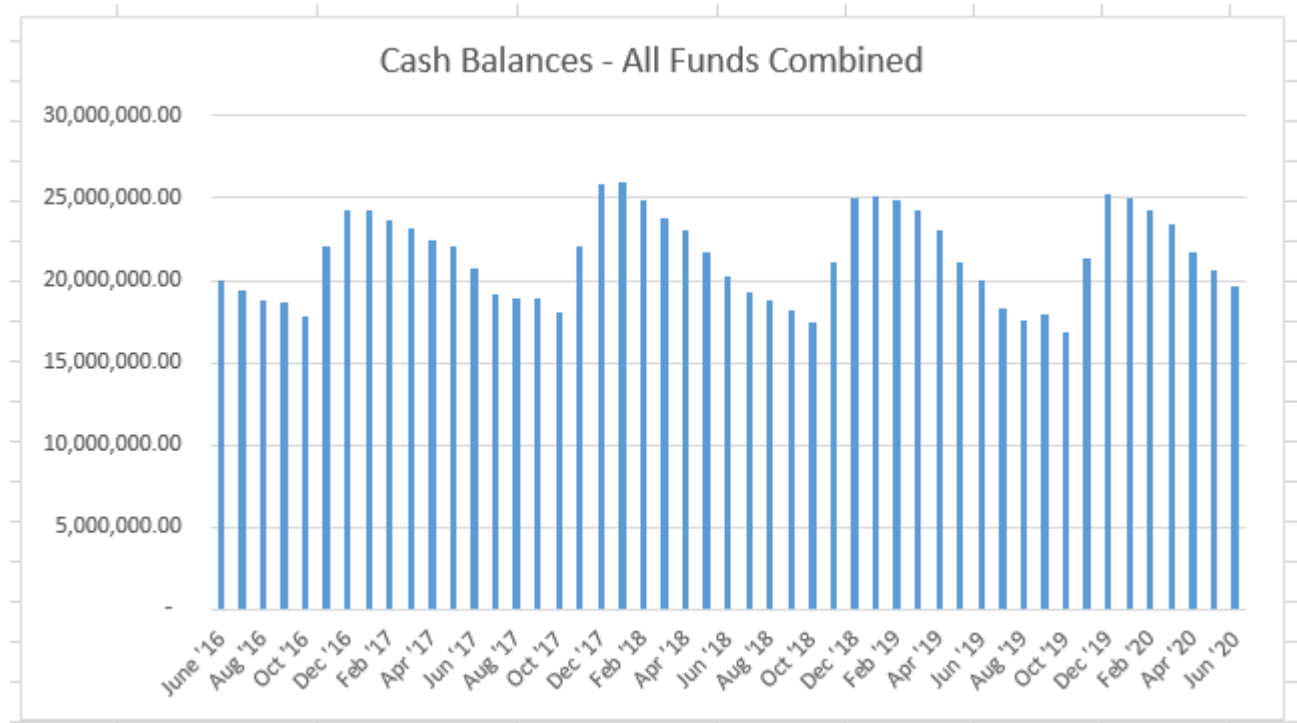
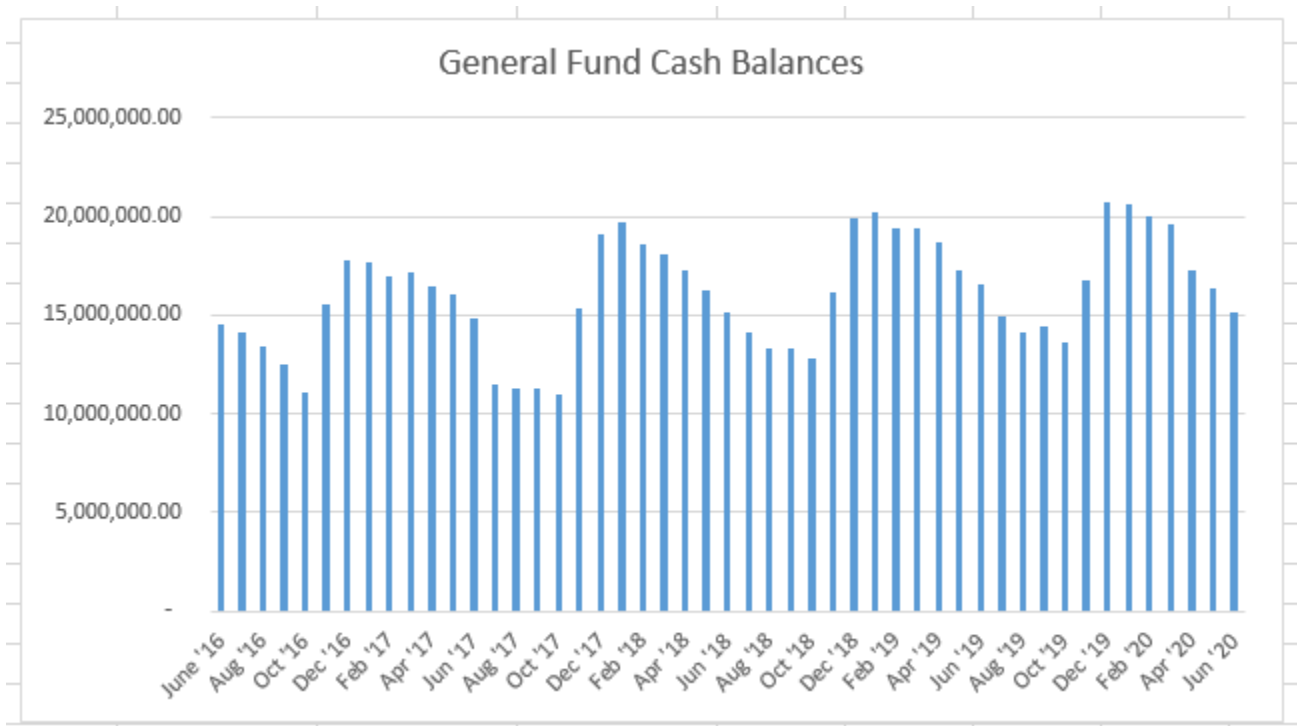
Town of Carrboro - General Fund Revenues

Updated as of 8/11/20

Fiscal Year	FY2019	FY2020 - Partial <i>Note: not Final Totals</i>	FY20	FY20	Actual Totals
Revenue Description	Actual Totals	Actual Totals	Budget	Over (Under) Budget	FY19/FY20 Diff
Ad Valorem Taxes	13,113,521.01	13,274,783.19	12,978,367.00	296,416.19	161,262.18
Sales Tax					
July	379,912.27	434,260.84			
August	425,213.01	437,628.06			
Sept	399,971.95	456,582.16			
Oct	269,468.84	436,023.24			
Nov	427,610.09	422,877.66			
Dec	436,778.61	384,223.20			
Jan	356,325.31	122,399.11			
Feb	366,753.70	377,336.95			
Mar	463,135.95	417,997.68			
Apr	441,303.72	368,830.36			
May	450,819.75	419,366.40			
June	463,386.97				
Subtotal	4,880,680.17	4,277,525.66	4,649,090.00	(371,564.34)	(603,154.51)
Hotel Occupancy Tax					
Qtr 1	44,284.56	52,427.84			
Qtr 2	46,914.69	49,473.63			
Qtr 3	42,853.73	38,877.51			
Qtr 4	56,305.26	7,878.91			
Subtotal	190,358.24	148,657.89	183,000.00	(34,342.11)	(41,700.35)
Other Taxes/Licenses	1,440,479.58	1,275,408.03	1,427,441.00	(152,032.97)	(165,071.55)
State collected taxes/fees *					
Qtr 1	375,188.94	379,054.25			
Qtr 2	358,122.44	349,033.45			
Qtr 3	404,628.70	360,508.82			
Qtr 4	305,716.12				
Subtotal	1,443,656.20	1,088,596.52	1,306,300.00	(217,703.48)	(355,059.68)
Other Intergovt Rev	736,979.35	811,566.85	773,224.00	38,342.85	74,587.50
Permits & Fees	1,263,963.18	1,263,142.25	1,227,219.00	35,923.25	(820.93)
Sales & Services	253,111.74	142,739.62	273,050.00	(130,310.38)	(110,372.12)
Investment Earnings	202,849.40	146,083.83	152,053.00	(5,969.17)	(56,765.57)
Other Revenues	400,997.91	371,641.64	160,990.00	210,651.64	(29,356.27)
Revenues Subtotal	23,926,596.78	22,800,145.48	23,130,734.00	(330,588.52)	(1,126,451.30)
Other Financing Sources	491,659.15	92,432.15	97,869.15	(5,437.00)	(399,227.00)
Total Revenues	24,418,255.93	22,892,577.63	23,228,603.15	(336,025.52)	(1,525,678.30)
Expenditures	21,661,563.11	22,217,553.11	24,616,884.35	(2,399,331.24)	555,990.00
Transfers to other Funds **	1,587,449.60	3,348,062.00	3,348,062.00	-	1,760,612.40
Total Expenditures	23,249,012.71	25,565,615.11	27,964,946.35	(2,399,331.24)	2,316,602.40
Revenues over (under) Exp	1,169,243.22	(2,673,037.48)	(4,736,343.20)	2,063,305.72	(3,842,280.70)

* Includes Franchise tax, Natural Gas tax, Video Sales Programming tax, Satellite Sales tax, Telecommunications tax, PEG Channel Support

** Includes transfers to Affordable Housing Fund (\$52K), and Capital Projects Funds (\$3,296K)





Town of Carrboro

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

Agenda Item Abstract

File Number:20-286

Agenda Date: 8/18/2020

File Type:Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

CARES Act Grant Expenditure Plan

PURPOSE: The purpose of this agenda item is for Town Council to approve a plan on how to spend the CARES Act grant funds.

DEPARTMENT: Town Manager & Finance

CONTACT INFORMATION: David Andrews 919-918-7315; Cary McNallan 919-918-7301

INFORMATION: The North Carolina Pandemic Recovery Office (NCPRO) is requiring that all recipients of CARES Act funding, submit a Coronavirus Relief Fund Plan (CRFP) by September 1, 2020. This plan should state how the Town plans to spend all of the CARES Act monies received, on eligible expenditures related to the pandemic, through December 30, 2020. The plan can be amended at a later date.

The CARES Act defines a variety of expenditures that are eligible for this funding. Using CARES funding to replace lost revenues for the Town is not allowable, however, both the House and Senate bills that were being discussed last week did include revenue replacement as an eligible use of funding. Since this has not yet been approved, it cannot be included in our CRFP.

Included in this agenda item is a summary of COVID-19 expenditures to date (Attachment 1). These expenditures qualify for FEMA and/or CARES Act funding.

Attachments 2 and 3 include different CRFP's for the Council's consideration. The column titled "1st allotment" shows what was already allocated by Council when we received the first allotment in June. Attachment 2 (Option A) includes an amount of \$137,736.70 for public safety payroll related expenses. This expenditure is also eligible for FEMA funding. The \$137K allocation satisfies the plan requirements and provides some flexibility within the plan. Should future needs arise, this expenditure could be shifted back to a FEMA reimbursement and these funds reallocated to an expense that is only covered by CARES funds.

Attachment 3 (Option B) does not include the public safety payroll related expenses and provides various funding as shown.

Attachment 4 includes a budget amendment related to the 1st allotment of CARES funding. This amendment is somewhat of an accounting housekeeping item since the CARES Act stated that funds should be allocated to a Special Revenue Fund instead of the General Fund. This amendment simply shifts the funds between those two fund types.

Attachment 5 includes a budget amendment, based on Option A, for the 2nd allotment of CARES Act funding.

Agenda Date: 8/18/2020

File Type:Agendas

In Control: Board of Aldermen

Version: 1

FISCAL & STAFF IMPACT: The Plan provides some guidelines as to how the Council wishes to spend the CARES Act grant funds.

RECOMMENDATION: Approve the proposed Option A plan (Attachment 2) to be submitted to Orange County by September 1, 2020. Approve the FY21 budget amendments (Attachments 4 and 5).

Town of Carrboro
COVID-19 related expenses

Updated as of 8/10/20

General Fund	FY20	FY21	
<u>Expense</u>	<u>Amount</u>	<u>Amount</u>	<u>Totals</u>
Personnel costs	\$ 166,933	\$ 40,450	\$ 207,383
Operating supplies	16,420	10,536	26,956
Computer & Peripherals	78,685		78,685
Legal Fees	47,210		47,210
Contractual Services	28,418	3,479	31,897
<u>Equipment:</u>			
Sierra Wireless Equipment	9,376		9,376
3 Biomist machines	21,092	10,651	31,743
Totals	<u>\$ 368,134</u>	<u>\$ 65,116</u>	<u>\$ 433,250</u>

Affordable Housing	FY20	FY21	
<u>Expense</u>	<u>Amount</u>	<u>Amount</u>	
Rental Assistance	\$ 58,105	\$ 16,902	75,007
Totals	<u>\$ 58,105</u>	<u>\$ 16,902</u>	<u>\$ 75,007</u>

Emergency Loan Fund	FY20	FY21	
<u>Expense</u>	<u>Amount</u>	<u>Amount</u>	
Grant Disbursement	\$ 33,890	\$ (896)	32,994
Totals	<u>\$ 33,890</u>	<u>\$ (896)</u>	<u>\$ 32,994</u>
Grand Totals	<u>\$ 460,129</u>	<u>\$ 81,122</u>	<u>\$ 541,251</u>

CARES Act Funding received to date = \$554,736.70
FEMA reimbursement request has not yet been submitted

Coronavirus Aid, Relief, and Economic Security Act - "CARES Act"

Coronavirus Relief Fund Plan for Town of Carrboro, NC

<u>Type of Expense</u>	<u>Purpose</u>	<u>Option A Amount</u>	<u>CARES Act Funding</u>	
			<u>1st allotment</u>	<u>2nd allotment</u>
Rental Assistance	Provide Carrboro residents with rental assistance payments during economic hardships due to COVID-19. To expedite payments, the Town would transfer the CARES funds to Orange County to administer through the Emergency Housing Assistance program and receive periodic progress reports.	\$ 240,000.00	\$ 120,000.00	\$ 120,000.00
Business Grants	Provide grant assistance to local businesses due to economic hardships due to COVID-19.	47,500.00	47,500.00	
Computer Equipment	Provide capabilities for staff to work from home.	62,000.00	41,500.00	20,500.00
LT Recovery Coordinator	Provide funding to Orange County for a Long Term Recovery Coordinator	17,500.00	17,500.00	
Non-profit grants	Provide funding to local non-profit organizations to assist with providing food, counseling, and misc services to those adversely affected by COVID-19.	40,000.00	40,000.00	
On-line Training platform	Purchase an online training platform called Target Solutions to provide COVID-19 updates and other mandatory training to employees. This will allow the Town to keep up with necessary training without gathering in confined spaces.	4,000.00		4,000.00
Outreach & Communications	Funding for flyers, signs, banners, translations, and mailings related to COVID-19 information and communicating with Carrboro residents, especially minority groups.	6,000.00		6,000.00
Payroll	Public Safety payroll expenses related to mitigating and responding to public health emergencies.	137,736.70		137,736.70
Total		\$ 554,736.70	266,500.00	288,236.70

Coronavirus Aid, Relief, and Economic Security Act - "CARES Act"

Coronavirus Relief Fund Plan for Town of Carrboro, NC

<u>Type of Expense</u>	<u>Purpose</u>	<u>Option B Amount</u>	<u>CARES Act Funding</u>	
			<u>1st allotment</u>	<u>2nd allotment</u>
Rental Assistance	Provide Carrboro residents with rental assistance payments during economic hardships due to COVID-19. To expedite payments, the Town would transfer the CARES funds to Orange County to administer through the Emergency Housing Assistance program and receive periodic progress reports.	\$ 300,000.00	\$ 120,000.00	\$ 180,000.00
Business Grants	Provide grant assistance to local businesses due to economic hardships due to COVID-19.	47,500.00	47,500.00	-
Computer Equipment	Provide capabilities for staff to work from home.	100,000.00	41,500.00	58,500.00
LT Recovery Coordinator	Provide funding to Orange County for a Long Term Recovery Coordinator	17,500.00	17,500.00	-
Non-profit grants	Provide funding to local non-profit organizations to assist with providing food, counseling, and misc services to those adversely affected by COVID-19. 2nd allotment funding: IFC (\$4,260), Refugee Community Partnership (\$6,000), El Centro (\$1,990), and Marian Cheek Jackson Center (\$2,750).	55,000.00	40,000.00	15,000.00
On-line Training platform	Purchase an online training platform called Target Solutions to provide COVID-19 updates and other mandatory training to employees. This will allow the Town to keep up with necessary training without gathering in confined spaces.	4,000.00	-	4,000.00
Outreach & Communications	Funding for flyers, signs, banners, translations, and mailings related to COVID-19 information and communicating with Carrboro residents, especially minority groups.	10,000.00	-	10,000.00
Employee Leave due to COVID-19	Funding for overtime or temporary staff to cover for those employees that take Family First Coronavirus Relief Act (FFCRA) leave.	20,736.70	-	20,736.70
Total		\$ 554,736.70	266,500.00	288,236.70

AMENDMENT TO FY 2020-21 ADOPTED BUDGET
Town of Carrboro, North Carolina

WHEREAS, the Town Council for the Town of Carrboro adopted Annual Budget Ordinance No. 21/2019-20 for FY 2020-21 on June 23, 2020; and,

WHEREAS, the CARES Act requires the grant funding to be recorded in a special revenue fund; and,

WHEREAS, the Town now finds it necessary to amend the budget ordinance due to the receipt of federal funds provided through the CARES act; and,

WHEREAS, said funds are to be appropriated for eligible COVID-19 related expenditures; and,

NOW, THEREFORE, BE IT ORDAINED, that in accordance with authority contained in G.S.159-15, the following revenue and expense accounts are amended as shown and that the total amount for the funds are herewith appropriated for the purposes shown:

Account Code			Fund	Account Name	Current Budget	Change	Revised Budget
Org	Object	Project	Department				
			<u>General Fund</u>				
1445	437203	99900	Operating Grants	Federal CARES Act	\$ (57,500.00)	\$ 57,500.00	\$ -
420	504500		Town Manager	Contractual Services	22,500.00	(17,500.00)	5,000.00
425	504506		Housing & Community Services	Human Services Grants	267,625.00	(40,000.00)	227,625.00
			<u>Grants Fund</u>				
29	437203	29102	Grant Administration	Federal CARES Act	\$ -	\$ (57,500.00)	\$ (57,500.00)
29	504500	29102	Grant Administration	Contractual Services	-	17,500.00	17,500.00
29	504506	29102	Grant Administration	Human Services Grants	-	40,000.00	40,000.00

REASON: To move the General Fund appropriation of federal CARES Act funding, for eligible recovery plan consulting costs (\$17,500), and non-profit allocations (\$40,000), to the Special Revenue Grants Fund for the same purposes.

This budget ordinance amendment shall be effective immediately upon adoption.

A copy of this amendment shall be forwarded to the Town's Finance Officer within five (5) days.

AMENDMENT TO FY 2020-21 ADOPTED BUDGET
Town of Carrboro, North Carolina

WHEREAS, the Town Council for the Town of Carrboro adopted Annual Budget Ordinance No. 21/2019-20 for FY 2020-21 on June 23, 2020; and,

WHEREAS, the CARES Act requires the grant funding to be recorded in a special revenue fund; and,

WHEREAS, the Town now finds it necessary to amend the budget ordinance due to the receipt of a second allotment of federal funds provided through the CARES Act; and,

WHEREAS, said funds are to be appropriated for eligible COVID-19 related expenditures; and,

NOW, THEREFORE, BE IT ORDAINED, that in accordance with authority contained in G.S.159-15, the following revenue and expense accounts are amended as shown and that the total amount for the funds are herewith appropriated for the purposes shown:

Account Code			Fund	Account Name	Current Budget	Change	Revised Budget
Org	Object	Project	Department				
			<u>Affordable Housing Fund</u>				
28	437203	99900	Affordable Housing	Federal CARES Act	\$(120,000.00)	\$(120,000.00)	\$(240,000.00)
28	505900	99900	Affordable Housing	Rental Assistance	120,000.00	120,000.00	240,000.00
			<u>Grants Fund</u>				
29	437203	29102	Grant Administration	Federal CARES Act	\$ (57,500.00)	\$(168,236.70)	\$(225,736.70)
29	503305	29102	Grant Administration	Computer & Peripherals	-	20,500.00	20,500.00
29	504500	29102	Grant Administration	Contractual Services	17,500.00	6,000.00	23,500.00
29	503300	29102	Grant Administration	Departmental Supplies	-	4,000.00	4,000.00
29	500750	29102	Grant Administration	Personnel-Othr Depts	-	137,736.70	137,736.70

REASON: To appropriate \$288,236.70 of federal CARES Act funding, to the Special Revenue Funds of Affordable Housing and Grants, for eligible COVID-19 expenditures.

This budget ordinance amendment shall be effective immediately upon adoption.

A copy of this amendment shall be forwarded to the Town's Finance Officer within five (5) days.



Town of Carrboro

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

Agenda Item Abstract

File Number:20-291

Agenda Date: 8/18/2020

File Type:Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Minority Business Roundtable Report

PURPOSE: This is a final report to the Town Council on the findings and recommendations as a result of the discussions held during the Minority Business Roundtable meetings held in July.

DEPARTMENT: Economic Development

CONTACT INFORMATION: Jon Hartman-Brown - (919) 391-7846

INFORMATION: This is the final report and recommendations as a result of the Minority Business Roundtable meetings. Staff are open to discussion and advisement from the Council regarding the implementation of the report.

FISCAL & STAFF IMPACT: No major impact to staffing anticipated other than additional time dedication. No major fiscal impact anticipated aside from potential co-working space expenses.

RECOMMENDATION: Staff recommend approval of the report.

Minority Business Roundtable Report

Final Report to the Carrboro Town Council



Presented by:

Betsy Bertram, Interim Economic Development Director

Anita Jones-McNair, Race and Equity Officer

Jon Hartman-Brown, Economic Development Director

Background

In response to the racial issues in our nation and our town in addition to the impacts of COVID-19 led the Council to make a recommendation to the Economic Development Department to reach out to minority businesses in our community. Interim Economic Development Director, Betsy Bertram, and Race and Equity Officer, Anita Jones-McNair, had many meetings to discuss the best way to begin a thoughtful and long-term, sustainable support structure for our minority businesses. Bertram and Jones-McNair decided that the best first step would be to simply listen and hear directly from our minority businesses what support looks like in these times. Bertram and Jones-McNair saw the minority business roundtable discussions on Zoom as a first step in a much larger effort to engage and sustain our minority business community. This specific initiative is also a part of the Town Council's larger initiative to provide better outreach, increase access to information, resources and civic processes for those who have been historically underrepresented in government decision making.

On July 23 and July 24, Town Staff held minority business roundtable discussions meetings via Zoom with various BIPoC business owners and support organizations for BIPoC businesses (BIPoC stands for Black, Indigenous, and People of Color and will be used in this report to more specifically differentiate this group from other minority businesses owners such as women). Both meetings lasted approximately one hour with seven attendees on July 23 and three attendees on July 24. Staff attendance included Betsy Bertram as the previous Interim Economic Development Director, Anita Jones-McNair as the Race and Equity Officer, Jon Hartman-Brown as the Economic Development Director. Meetings were attended by African-American and Latinx business owners and support organizations.

The meetings were advertised via email from the Town's business database, the Chapel Hill-Carrboro Chamber of Commerce email database, social media, direct outreach to BIPoC business support organizations, posters that were displayed around the Carrboro and Chapel Hill area and word of mouth.

Findings

During these meetings, staff heard multiple recurring concerns and issues related to being a BIPoC business owner. A phase that continually reoccurred was lack of resources. Staff worked to better distill what specific resources were needed. There was a general challenge in finding financial resources as well as guidance resources for opening, running, and growing a business. It was suggested by one of the participants to consider developing a resource hub that would address financial and guidance resources, but also would address holistic concerns of being a business owner of color, such as access to affordable housing, personal financial advice, and access to transportation, crisis management, and counseling resources. As one participant put it, "if I have trouble paying my rent or for childcare, how am I supposed to have enough money

to start my business?" Generally the discussion resolved down to this concept: if Carrboro wants BIPoC businesses, then those business owners need to be able to afford to live in Carrboro, or they will have to find affordable, reliable transportation to get to Carrboro and if they cannot then they will start their business in the community in which they live.

Another major topic of discussion that continued to arise in both meetings was that of access to facilities or equipment. In addition to affordability issues related to housing, there also seem to be concerns with affordability of business facilities and, as a result, access to appropriate business equipment. More specifically, ensuring equal access to high speed Internet, commercial kitchen space, and training space. We recognize in order to ensure equal access to business startups and/or small businesses, owners need to be able to do basic business/office tasks, such as printing off forms for state licenses or certifications, making copies of documents, and having access to a fax machine or the ability to scan documents to email. Many of these services are offered by the private sector, but can be expensive for a new startup business or small businesses with very little capital. Oftentimes access to these basic resources are overlooked by governmental agencies in exchange for more "flashy" resources that make a good impression on the community, but that may not be as helpful to a fledgling new business.

A lack of transparency in the process of starting a new business was also a challenge that was brought up during these discussions. The participants stated they felt there was a lack of understanding on their part of where to go, what to do, and when to do it as they started or are starting their new business. This was also echoed by many of the BIPoC business support organizations as a problem that they frequently hear about. A lack of complete understanding of how to start a business (especially in particular sectors) can result in significant challenges and potential fines later in the business's life which could easily cause a young business to die.

Lastly, there was a great interest in continuing to have the types of discussions that were held during these roundtables on some sort of regular schedule. Many of the participants stated that they found these discussions extremely helpful and provided an opportunity for them to learn from other BIPoC business owners and BIPoC business support organizations. This type of unstructured discussion allowed for these business owners to openly discuss their challenges with operating a business as a person of color, provided the opportunity to know they're not alone in their endeavors, and that there are resources available to them. These meetings illuminated that the disparities in our business community are great and that there is a real need for long-term support, especially in these unprecedented times, for our BIPoC business community.

Recommendations and Actions

As a result of these discussions, Town Staff are recommending four actions to help resolve the challenges these BIPoC business owners face and to encourage new BIPoC businesses to start.

One, we need to build and foster relationships/partnerships with BIPoC organizations in Carrboro and Chapel Hill. Town and Economic Development Staff must begin to form relationships and improve partnerships with BIPoC organizations within the area, such as the NAACP, El Centro, EmPOWERment, and CommunityWorx. BIPoC business owners look to these organizations for resources and guidance. In the past, the Economic Development Department has not placed an emphasis on reaching these businesses. As such, it will take time and intentional effort to gain the trust and confidence of BIPoC business owners. By continuing to build relationships and partnerships with these existing BIPoC support organizations, we believe this will help speed the building of trust and create valuable partnerships along the way. In addition to these relationships and partnerships, we must work to better our database to include all minority businesses so that we can have consistent communication and equal access to information.

Two, we must provide a centralized point for resources, information, and guidance for starting a business including educational/training opportunities, financing, and other life issues (such as housing and transportation). The obvious solution to this action is to create a webpage or website which can easily be found, and which contains all the necessary information for starting, growing, operating a small business in the Town of Carrboro, Orange County, North Carolina, and the United States. Based, however, on the feedback we received from the discussion and challenges with reliable access to the Internet, it is important that this centralized point also manifests itself physically somewhere within the town limits. It wouldn't necessarily need to be a large, dedicated space, but for those without Internet access it would be a critical step in helping them get their small business started and ensuring that these resources are equally available to everyone.

Three, space should be set aside where some form of co-working facility may be operated. A co-working facility doesn't have to be large. A co-working facility could be a space as small as 500 square feet, but it should be located in a professional business environment and contain basic business/office equipment and services such as printing, copying, faxing, scanning, Internet access, package receiving, and even access to computers. Oftentimes, co-working facilities have fee-based memberships increasing over time and as the business grows. Having such a facility would help provide equal opportunity for those who may not be able to afford a private office when they're starting their business. The goal would be to have these businesses get started in the co-working facility, then "graduate" from the program and open their own building or space in Carrboro. This concept could easily be a public-private venture, but funding will need to be assigned to such an initiative to, at least, offer reduced membership fees for

new businesses that cannot afford a private membership at a co-working facility. Perhaps space can be used in current or upcoming Town owned facilities.

Fourth and last, town staff should continue having conversations with BIPOC business owners no less than once a quarter. It has become clear through this process that the BIPOC business owners and business support organizations who attended these round table discussions were yearning for this conversation and for the opportunity to learn from one another. In order to better ensure equal access to these discussions, translation services should be made available to provide limited English assistance or live translation as necessary. As we communicate, we must also understand that not all cultures place a strong emphasis on the written word as a form of communication. We need to incorporate more graphics, infographics, and other forms of communication that may go beyond a written language to communicate to our businesses. It was unanimous from all participants that these discussions must continue in order to provide fertile ground for these businesses and future BIPOC businesses to be successful in Carrboro.



Town of Carrboro

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

Agenda Item Abstract

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Agenda Date: 8/18/2020

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TITLE:

Mural Update - End Racism Now

PURPOSE: The purpose of this item is for the Town Council to receive an update on the Town's pursuit of approval to allow an 'End Racism Now' street mural to be painted in the street right of way for Laurel Avenue adjacent to the Town Commons

DEPARTMENT: Planning

CONTACT INFORMATION: Patricia McGuire, pmcguire@townofcarrboro.org
<mailto:pmcguire@townofcarrboro.org>, 919-918-7327

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 an upcoming mural. On July 14, the Council authorized up to \$5,000 to be used to support the installation of a mural with the text End Racism Now on Laurel Avenue from the FY 21 Non-Departmental operating budget. The Council also authorized the submittal of a request to the Federal Highway Administration. Development of specifications and a detail illustrating the street mural have been underway. A letter requesting approval was submitted on Friday, August 14th. The draft layout showing the letter heights and location (attached). The letters are 16 feet in height, approximately, leaving space for pedestrian routes and designated parking along the Town Commons

The time frame for this request could be longer or shorter than the Town's recent experience (approximately 2-4 months) with requests for approval of the use of markings already specified in the MUTCD. There is not a standard process for this request and there is some uncertainty that approval would be granted. Non-traffic related painting in the roadway is considered to have the potential to compromise safety of roadway users. We've worked to identify specifications related the size of letters in relation to the use of the street overall and the amount of paint and the color, type and slipperiness of the paint to indicate the Town's awareness of the traffic control signage and safety concerns and the duty of the Town to maintain the roadway in a safe manner. Town staff have reached out via phone and email to FHWA staff and will continue to check in to monitor the progress of this request.

Council member Barbara Foushee has requested the Town Council consider identifying a back-up plan for the mural installation since there is uncertainty about whether the project will be approved.

Recognizing that the time frame was not specifically known for the approval of a street installation of the mural

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by FHWA, Black Lives Matter flags and lighting were installed at Town Hall soon after the Council meeting in July and remain in place.

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

RECOMMENDATION: Staff recommends the Town Council discuss the update.



1" = 50'

