

Facilitating Community Engagement and Participation for Phases 3 and 4 of the Bolin Creek Greenway Scope – DRAFT v.1

For Town Council review – March 28, 2023

Introduction

The Town of Carrboro is seeking assistance in a process that will engage the community in a topic that has been the source of significant controversy since 2010. The firm, individual or team will have experience in designing and implementing engagement with diverse and dynamic groups and individuals on complex and sometimes sensitive topics.

Bolin Creek Greenway, Phases 3 and 4, are two of five greenway segments identified in the *Town of Carrboro, NC Bolin Creek Greenway Conceptual Master Plan* [CMP, 2009; [Greenways | Carrboro, NC - Official Website \(townofcarrboro.org\)](#)]. Federal Transportation funds were provided through the NCDOT transportation improvements and prioritization processes. The Town solicited qualifications from firms to complete the conceptual plan in 2008. The Greenways Commission assisted with the review and recommended contracting with a consulting firm, Greenways, Inc. A general timeline of the major actions from the present to 2009 is included with other information in a Town Council worksession agenda item from February 14, 2023 at [Town of Carrboro - Meeting of Town Council on 2/14/2023 at 7:00 PM \(legistar.com\)](#).

Project Purpose

The goal is to engage the community in determining its vision and expectations for consideration of Phases 3 and 4 of the Bolin Creek Greenway. To accomplish this, the Town wishes to engage a firm, individual or team to 1) assist with formulation of the engagement framework, 2) manage logistics for the process, including agendas, meeting/project deliverables, arrangements for presentations and activities, 3) identify any regulatory or related conditions that have changed and would preclude moving forward with the recommended and alternative alignments and 4) facilitate a meeting environment that is inclusive of all segments of the community and supportive of participants. As with all matters considered by the Town, the principal focus will be on advancing racial equity and inclusion and climate action.

Overview of services

This scope is an example of what meets the Town's goals and objectives. Respondent selected to move forward in the selection process will need to plan for all the items included below. Upon selection, the respondent may propose additions and modifications to the scope as is deemed necessary or advisable and to incorporate their expertise in the final project delivery.

The scope of work for this project may include, but is not limited to the following components:

Project Management

- Work with Town Manager and designated staff to design, prepare for and facilitate a community engagement and participation process to occur between ____ and _____.
- Coordinate and meet with designated staff bi-monthly during the project's timeline. Meetings can be held in-person or via telephone or videoconference.
- Attend meetings with other entities prescribed by Town of Carrboro, which may include elected officials and community members from Carrboro's Town limits, its extraterritorial jurisdiction and its Joint Planning Area planning jurisdiction, Chapel Hill Carrboro City Schools representatives, including especially all Carrboro residents, persons who run businesses or organizations in Carrboro, provide services in Carrboro, and persons who work in Carrboro.
- Prepare a detailed work plan and a schedule for accomplishing the entire scope of work including major milestones, check-ins with the Town, decision points, and final report.
 - Address/incorporate One Orange Racial Equity Framework principles throughout the project, and
 - Utilize as a starting point for communications, outreach and engagement, the Town's Inclusive Carrboro Communications and Community Engagement Plan; and
 - Incorporate vision and goals expressed in Carrboro Connects Town of Carrboro Comprehensive Plan 2022-2042 and the Community Climate Action Plan.
- Assist the Town with engaging with owners of property where the recommended and alternative alignments for Phases 3 and 4 are proposed; and
- Prepare necessary data collection, maps, graphics, and exhibits, except for materials the Town compiles or develops for outreach/engagement/public education, or similar. The Town of Carrboro will become the owner of all documents and materials at the end of the process. The consultant will furnish finished documents (i.e., PDFs) and as available, editable documents (i.e., Word docs), and CAD and GIS shapefiles, or similar.

- Make recommendations on how to monitor and track the diversity and representativeness of participation at each step in the process, as well as any performance metrics, including especially a monitoring system that might serve as a model and be utilized uniformly for all engagement efforts for others in the future.
- Make recommendations for how best to identify the different interests/stakeholders in the participation process and associated engagement strategies, if they vary, to maximize the collaboration of all participants.
- Make recommendations on how to identify relevant information related to the proposed greenway, behavioral and climate/environmental benefits, environmental challenges/considerations, and possible mitigation needs.
- Assist the Town in formulating and expanding its website-based “library,” developing fact sheets that can be accessed and used in various formats and languages.

Research and Analysis

- Consultant will review all past meetings and materials where the project has been considered, including agendas, video, resolutions, and minutes.
 - Review of related emails, to be compiled and provided by the Town.
 - Review of previous situation assessment and outline of planned meeting facilitation
- Complete a review of the Bolin Creek Greenway Conceptual Master Plan to comprehend the work completed, the plan recommendations, the engagement processes and feedback, and plan adoption.
- Examine the alternative and recommended alignments and review for any changes that have occurred since plan adoption in 2009 related to these alignments that would present a major obstacle or preclude sections, or an entire alignment, from being considered as viable at this time. Information should include but is not limited to:
 - verifying current and expected use of the rail corridor and current and expected future use of the sewer easements; and
 - evaluating stream, stormwater management, and water quality regulations to determine if any options/portions of the alignments would not be feasible.
 - considering whether special flood hazard area or related conditions along the corridor would preclude crossings or the number of creek crossings, specifically in relation to neighborhood connections.

Community Engagement and Participation

- Consultant will formulate the framework for and lead a comprehensive community engagement and participation strategy that allows for individual participation in different venues and formats using the Town’s Inclusive Carrboro Community

Engagement Plan. Community participation is the principal interest of this effort, particularly encouraging and ensuring participation from all community members who have interests in Phases 3 and 4 including the potential these phases provide for alternative recreational and educational experiences, for making alternative commuting travel choices for home-to-work and home-to-school journeys, and the relationship to the Town's commitments to advancing climate action and environmental resilience.

- The strategy shall include the following.
 - Methods to support, engage, and solicit input from all community members.
 - Methods to show support for participants, particularly those who have barriers to participation including transportation, childcare, limited digital access and language access.
 - Methods to ensure participation from community members who commute to schools in Carrboro, need additional mobility considerations, and/or may not have English as a first language.
 - All methods included in One Orange Racial Equity Framework and Inclusive Carrboro Communications and Community Engagement, both in-person and online, in varying locations and at varying times, for online tools, and the use of random sampling in polling, surveying, and voting. Please advise on a minimum and maximum number of each.
 - Methods to factor in when community participants provide input and interests multiple times using one or more venues or formats.
 - Descriptions and timelines for each community participation activity including purpose and goals, needed resources and anticipated staffing levels.