

## Community Engagement

Recent experience and feedback from the community survey makes it clear that in order to maximize participation by community members, a variety of engagement strategies are needed, with those listed below expected:

- Focus groups with civic/community/religious/neighborhood groups
- Community information sessions (e.g. digging into the plan details)
- Town events (e.g. Carrboro Day, July 4th, Farmers' Markets)
- Community events and meetings (e.g., Holiday Parade, Carrboro Business Alliance)
- Citizens Academy
- Web-based portal for education and input
- Social media campaign
- Coffee hours/face-to-face conversations
- Public meetings and hearings

The Town is committed to reaching new and traditionally underserved audiences and to engaging the community in creative and thought-provoking new ways. As was done with the recent public outreach for the 203 Project, the Town seeks to use data and analytics, as well as the observed experiences of community members, to structure community engagement to be responsive to the documented behavioral preferences of community groups and not just stated preferences.

While there are many in Carrboro who are actively engaged, there are some voices that are not regularly represented in public outreach. The selected consultant will be expected to develop an outreach and engagement proposal that, based upon expertise and prior work experience, as well as research and knowledge of Carrboro, will prioritize and achieve diversity and equity.

## Comprehensive Plan Task Force Structure (28 total)

Representative staff from each Town Department (9 in total) is expected as support to this planning and policy initiative and are not included in the total number for members of the task force. Staff from neighboring local governments (varying departments, based on subject matter) and institutions (e.g. Orange County, Town of Chapel Hill, UNC-Chapel Hill, Hillsborough, CHCCS, OWASA) would also be invited to participate and serve as resources to this effort.

1. Planning Board (Chair, vice-chairs and up to 2 other members – up to 5 total)
2. Economic Sustainability Commission (2 members)
3. Transportation Advisory Board (1 member)
4. Recreation and Parks Commission (1 member)
5. Affordable Housing Advisory Commission (1 member)
6. Appearance Commission (1 member)
7. Environmental Advisory Board (1 member)
8. Northern Transition Area Advisory Committee (1 member)
9. Greenways Commission (1 member)
10. Stormwater Advisory Commission (1 member)
11. Arts Commission (1 member)
12. Human Services Advisory Commission (1 member)
13. Youth Advisory Board (1 members)

14. Carrboro Business Alliance (2 members)
15. Possible additional advisory board members (up to 2 if Planning Board is limited to 3)
16. At-large, community members (up to 8 members)

## Plan Components

The descriptions below are not expected to preclude a different organization in the final product, especially related to systems analysis and prioritization/fiscal capacity to be developed in the planning process. The final recommended plan document shall address, and may include, the following components:

| Component   | New/Update  | Lead Staff/author(s)   |
|---|---|--|
| Executive Summary                                   | New- highlights of overall plan with summary of vision, goals, and elements   | Consultant, staff (Planning)   |
| Who, What, How and Why of the Comprehensive Plan    | Description of the background, process, data, and decisions that lead to the final plan.  | Consultant, staff (Planning)   |
| Framing Element – Major Topics                      | New – Description of the major topics that form the basis for community goals, strategies, budgetary decision-making, including equity, cost-benefit analysis, sustainability, and operations | Consultant, Departmental staff involved with plan development (expected to be all)                 |
| Action Element                                      | New – Plan strategies in a go-to format, with operational and fiscal performance measures, including time frames and prioritization   | Consultant, Departmental staff involved with plan development (expected to be all)                 |
| Land Use and Design                                 | Assessment and recommended updates to Land Use Ordinance and Vision 2020, Small Area Plan for Carrboro’s Northern Study Area  | Consultant, staff (Planning with assistance from Public Works, Fire, Police, Recreation and Parks) |
| Economic Sustainability                             | Update of 2017 ESP  | Staff (Economic and Community Development), ESC  |
| Housing Affordability                               | Component of Land Use and Design assessment; Update of 2015 Affordable Housing Goals and Strategies; Accessory and short-term housing   | Consultant, staff (Planning, Manager’s Office)   |
| Recreation, Parks, and Open Space; Arts and Culture | Update of 2004 Comprehensive Recreation and Parks Master Plan so as to ensure eligibility for grant   | Consultant, staff (Recreation and Parks, Planning, Economic and Community Development)             |