



Town Council Update

Tuesday, June 22, 2021

Engagement Update: Takeaways

Project Task Force that is **40%** BIPOC members and has met six times thus far

Nearly **60** stakeholder interviews conducted

Two virtual community meetings each with **100-150** participants

18% of website participants are BIPOC

560 views on El Centro Facebook Live event reaching Latinx community

180 views on the Refugee Community Partnership (RCP) Listening Session reaching the community from Burma

12 one-on-one conversations via the Conversation Café

5 Around Carrboro Pop-ups at strategic locations interacting with at least **130** residents

Ongoing review and discussions with from Town Advisory Boards, Orange County Affordable Housing Commission, NAACP, and other groups

Ongoing outreach and marketing that includes Facebook, Twitter, Instagram, Town Newsletters, Printed Banner, Bilingual Project Cards, Food Distribution Events, Conversation Menu, Radio Marketing, and more

Website Stats Fall 2020 – Summer 2021

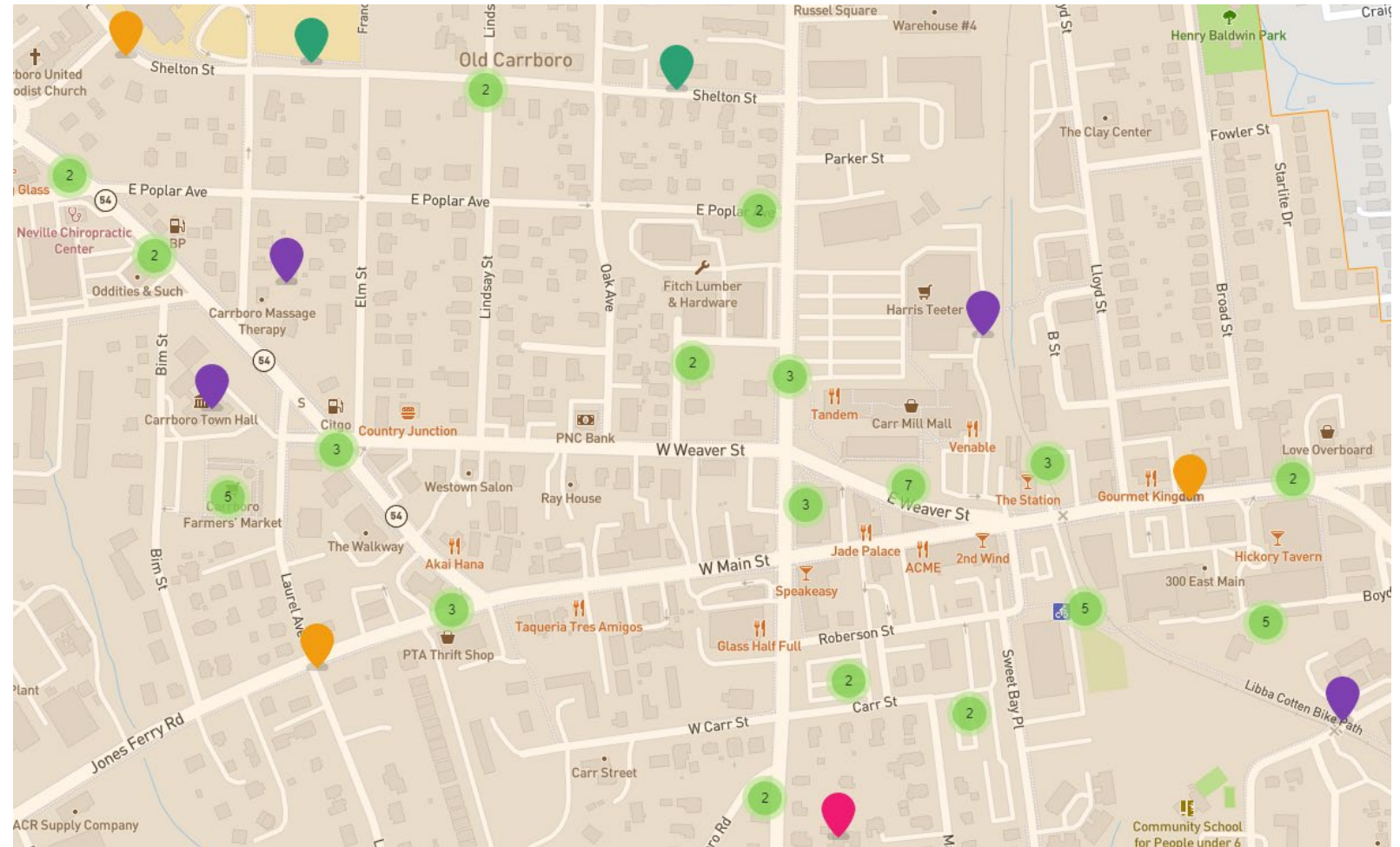
3,471 site visits
2,038 unique visitors
289 activated
registrations

Map Tool

185 Pins/Comments
50 Contributors

Share Ideas Tool

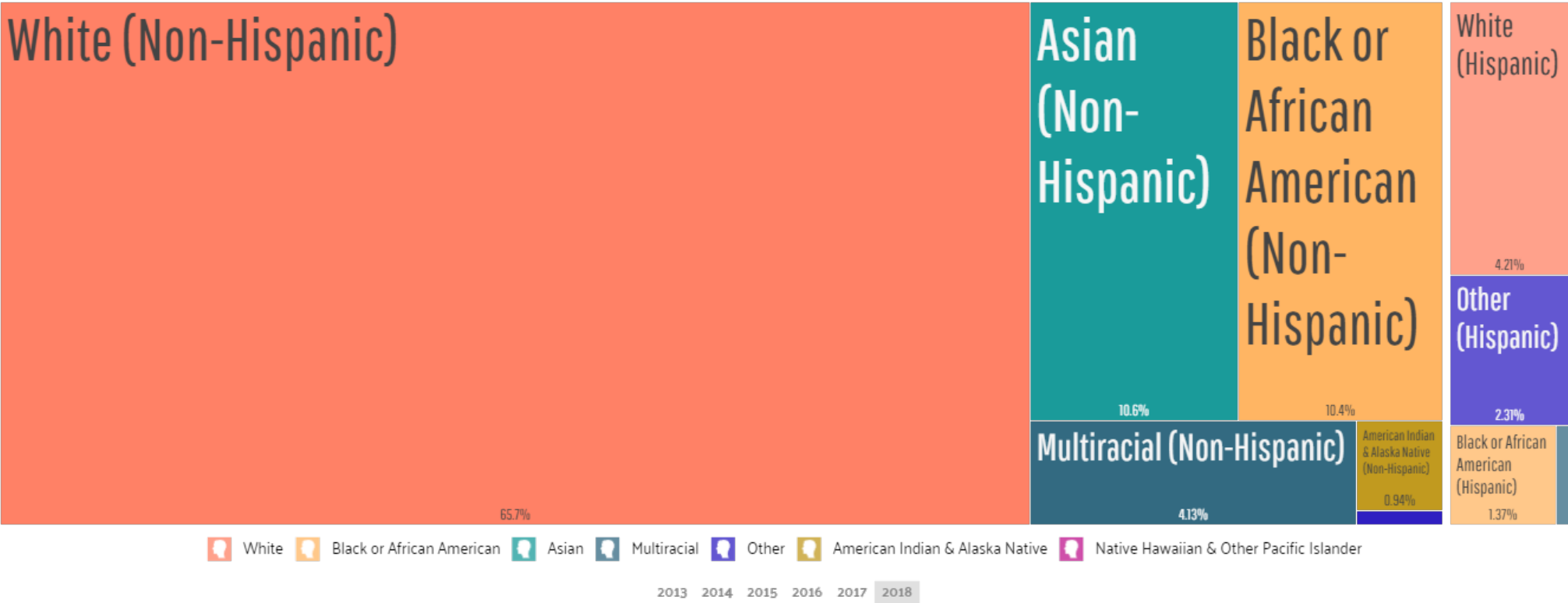
188 visits



Town of Carrboro Race & Ethnicity

66% White (Non-Hispanic)
11% Asian (Non-Hispanic)
10% Black (Non-Hispanic)
4% Multiracial (Non-Hispanic)
1% American Indian & Alaska Native (Non-Hispanic)

8% Hispanic



Source: Census Bureau ACS 5-Year Estimates (2018)

1,200 Engaged Participants to Date (non-duplicated)

OUTREACH TYPE	Date	Participants Count	Virtual Engagement Methods Utilized	Bilingual
Interviews	ongoing	60	Discussion / Q + A	
Conversation Café	ongoing	11	Discussion / Q + A	
Task Force Meetings	6 meetings	25 each	Breakout Groups	
Orange County Housing Coalition	1 meeting	11		
Community Meeting 1	11/19/2020	140	Mentimeter Live Polling, Breakout Groups	*Bilingual
Community Meeting 2	3/18/2021	110	Mind Mapping, Breakout Groups	*Bilingual
Community Meeting 3	TBD			*Bilingual
El Centro Facebook Live Event	3/4/2021	550 views	Discussion / Q + A	*Dedicated Spanish Event
Community from Burma Focus Group	5/4/2021	180 views	Discussion / Q + A	*Burmese
Community Pop-Ups (5 total)	6/10/2021 – 6/12/2021	130	Pop-Up Mapping and Idea Sharing Booth	*Bilingual at Carrboro Plaza
Web site Registered Users		290		

March 4th Facebook Live with El Centro!



~550 Views on Facebook

Refugee Community Partnership (RCP) Listening Session



~180 Views on Facebook



Thursday · Friday · Saturday · June 10 - 12, 2021

Free Refreshing Popsicles



Pop Up Stats

5 Pop Ups

Share Ideas

81 Post It Ideas

6 Web Ideas

Map It!

9 Pop Up Map
Comments

30 Web Comments

Registrants

42 people provided
demographics



Pop Up and Site Visit Input



Recreation, Parks, and Cultural Resources

DRAFT VISION STATEMENT | All people in Carrboro have safe and equitable access to recreational and cultural opportunities, including a connected network of parks and green space. The community comes together through creative programming and events that celebrate the Town's history, spirit, and diversity with festivals, music, and the arts.



Strive for a park, play field, or other green space within walking distance to all residents



Expand access to open spaces and natural areas for low-income or BIPOC communities



Expand year-round markets with new vendors and entrepreneurs



Celebrate the diversity of the Town's residents through events, festivals, and programming that honors the variety of cultural backgrounds and traditions in Carrboro



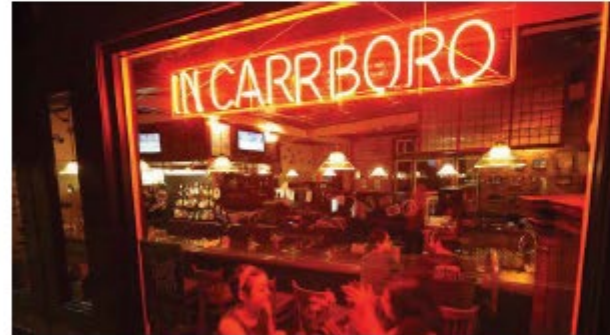
Support and install public artwork by local artists in strategic locations throughout Town to celebrate the history and story of Carrboro

Economic Sustainability

DRAFT VISION STATEMENT | Carrboro is a place where businesses can thrive, living wage jobs are available and residents can create new businesses. The community supports a thriving and inclusive local economy that prioritizes the needs of the most vulnerable and underserved.



Support innovative models such as co-ops and flex spaces for businesses



Keep more of Carrboro's spending power within the Town



Strengthen business districts + commercial areas outside of downtown



Support walkable, bikeable, place-based business growth and development



Expand access to capital for entrepreneurs, small and BIPOC businesses



Affordable Housing

DRAFT VISION STATEMENT | Carrboro is affordable, safe and welcoming for all households who want to live in the community, works to prevent displacement of existing residents, advances racial equity and accessible housing, and has a full range of options for all life stages.



Diversify and expand housing options throughout Carrboro using a mixture of affordable housing types



Reduce effects of parking requirements on housing costs



Improve the development process to create more affordable housing



Increase number of owner-occupied and rental units that are permanently affordable, with priority to historically disadvantaged and BIPOC households



Reduce barriers to first-time homebuyers and to homeownership retention

Climate Action & Environment

DRAFT VISION STATEMENT | The Town is a leader in mitigating climate change and prioritizes strategies to increase the resilience of BIPOC, low-income, and other residents who are disproportionately impacted by climate change. Carrboro preserves and restores natural and ecologically sensitive areas while also enhancing access to green space for all.



Pursue development provisions that preserve and maintain natural areas



Increase use of renewable energy and energy efficiency for residents and municipal buildings



Reduce greenhouse gas emissions in municipal fleet operations



Expand access to residential landscaping and green stormwater infrastructure measures in all communities



Support native plantings throughout town



Transportation

DRAFT VISION STATEMENT | Every Carrboro resident, with particular attention to BIPOC populations, has increased safe and quality access to multimodal transportation options for efficient connections to jobs, recreation, and services.



Connect sidewalk + biking network to expand access for all communities



Reduce the need to drive by providing amenities/infrastructure for bikes + pedestrians



Expand complete streets that accommodate pedestrians, bikes, buses, + cars

Energy

DRAFT VISION STATEMENT | Carrboro reduces its dependence on fossil fuel energy sources with opportunities for all residents, especially low-income BIPOC residents, to participate.



Increase variety of options for transit and alternatively fueled vehicles

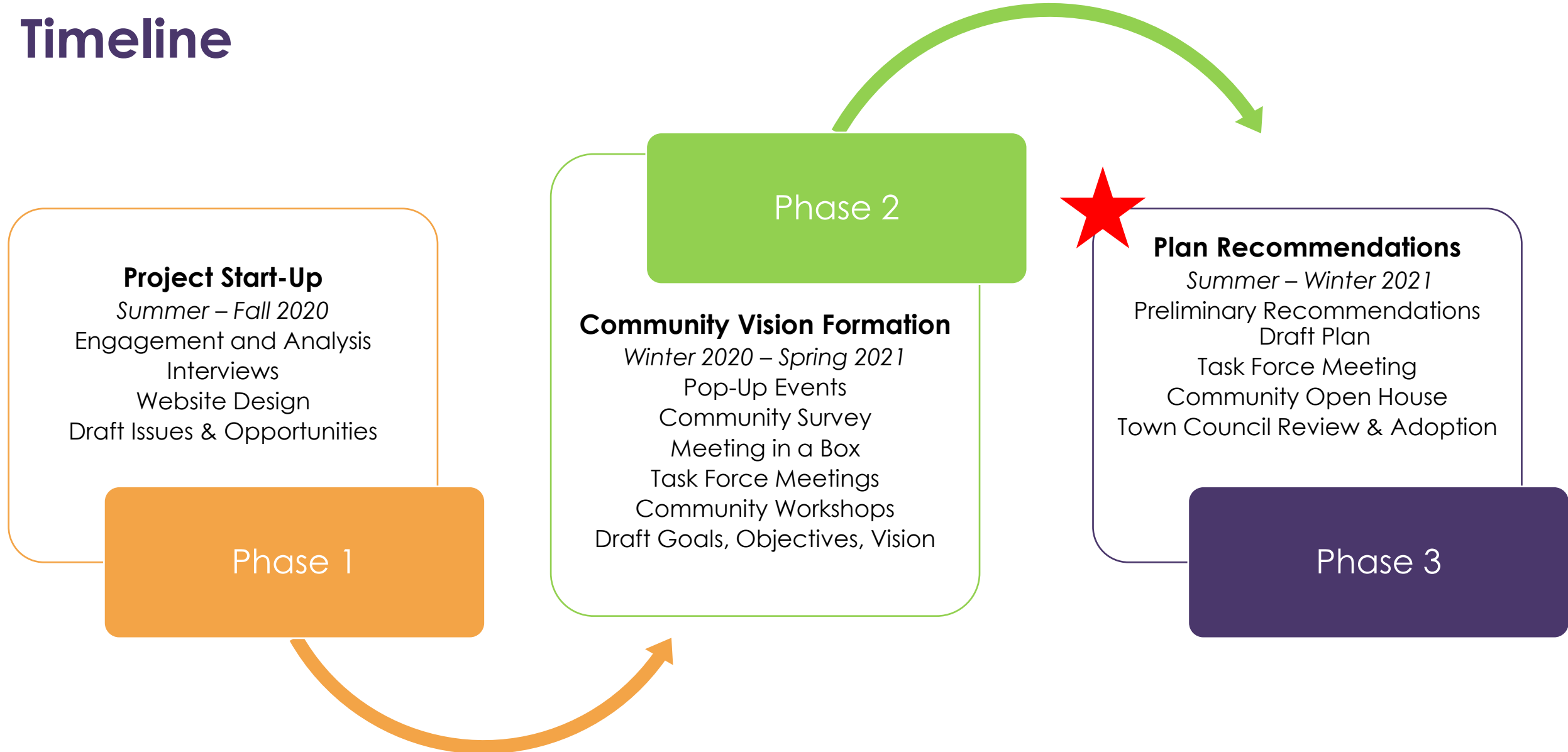


Support energy efficiency financing to small businesses and low-income households



Install EV charging at new developments and popular destinations

Timeline



Developing and Reviewing the Draft Plan



Early May: Advisory Boards reviewed 1st Draft Vision and Goals

May 13: Task Force 6 Reviewed of 1st Draft Vision and Goals

Early August: 2nd Draft to be distributed for review by Task Force

Early September: Advisory Boards (including Racial Equity Commission) review

September 21: Town Council Update

September 22: Community Meeting 3

September 23: 3rd Draft to be reviewed at Task Force 7

October 26: Town Council Public Hearing