Town of Carrboro

301 W. Main St., Carrboro, NC 27510

Meeting Agenda

Town Council

Tuesday, October 18, 2022 | **7:00 PM** | **Council Chambers - Room 110**

7:00-7:05

A. POETRY READING, RESOLUTIONS, PROCLAMATIONS, AND ACKNOWLEDGEMENTS

1. 22-292 Resolution: Operation Green Light for Veterans

7:05-7:10

B. ANNOUNCEMENT OF UPCOMING MEETINGS

7:10-7:20

C. PUBLIC COMMENT

7:20-7:25

D. CONSENT AGENDA

1. 22-299 Approval of April 5, 2022 Meeting Minutes

2. 22-293 Request to Authorize the Town Manager to Execute a Memorandum of Agreement to Accept Transportation Demand Management Grant Funds for FY23

PURPOSE: The purpose of this agenda item is for the Town Council to consider authorizing the Town Manager to enter into a Memorandum of Agreement for the FY23 TDM Grant Program.

3. 22-290 Approval of Contracts for Executive Search Firm Services and Special Inspections for 203 Project

PURPOSE: The purpose of this agenda item is to request that the Town Council approve contracts for executive search firm services and a special inspections contractor for 203 Project.

7:25-7:40

E. PUBLIC HEARING

1. 22-298 A Public Hearing for Consideration of a Minor Modification to the Perry Place Special Use Permit-A Project at 800 and 802 Merritt Mill Road

PURPOSE: The purpose of this agenda item is for Town Council to hold a public hearing for consideration of a Minor Modification to the Special Use Permit-A for Perry Place at 800 and 802 Merritt Mill Road. The modification would allow NCDOT to complete right of way improvements within the Merritt Mill Road corridor.

F. OTHER MATTERS

7:40-8:00

1. 22-294 Update on Implementation of the Town of Carrboro Updated Bike Plan

PURPOSE: The purpose of this agenda item is to provide the Town Council with a status report on implementation of the Town's Updated Bike Plan with a focus on the five priority projects.

8:00-8:30

2. 22-285 Request to Adopt 2022 Carrboro Brand Guidelines

PURPOSE: The purpose of this agenda item is to request that the Town Council consider adopting the 2022 Carrboro Brand Guidelines.

8:30-8:50

3. 22-286 A Presentation Regarding the Orange County Food Council

PURPOSE: The purpose of this agenda item is to receive a presentation and a draft Memorandum of Understanding to govern the Orange County Food Council.

G. MATTERS BY COUNCIL MEMBERS

Town of Carrboro

301 W. Main St., Carrboro,
NC 27510

Agenda Item Abstract

File Number: 22-292

Agenda Date: 10/18/2022
In Control: Town Council
Version: 1

File Type: Agendas

Resolution: Operation Green Light for Veterans

A RESOLUTION SUPPORTING OPERATION GREEN LIGHT FOR VETERANS

WHEREAS, the people of Carrboro respect, admire, and appreciate the individuals who selflessly have served the United States of America in the Armed Forces by placing themselves in challenging or perilous situations for the good of all; and

WHEREAS, the contributions and sacrifices of those individuals who served in the Armed Forces have been vital in maintaining the freedoms and ways of life that we enjoy in our local communities; and

WHEREAS, Operation Green Light is a nationwide initiative to support veterans and raise awareness about the challenges many veterans face in accessing benefits and services;

WHEREAS, approximately 70 percent of veterans experiencing homelessness also experience substance use disorders, and 50 percent live with mental illnesses such as posttraumatic stress disorder; and

WHEREAS, approximately 200,000 service members transition to civilian communities annually, and an estimated 20 percent increase of service members will transition to civilian life in the near future; and

WHEREAS, studies indicate that 44 to 72 percent of service members experience high levels of stress during transition from military to civilian life, and active service members transitioning from military service are at a high risk for suicide during their first year after military service; and

WHEREAS, veterans continue to serve our communities in the American Legion, Veterans of Foreign Wars, religious groups, community organizations, and civil service, and as County Veteran Service Officers in 29 states to help fellow former service members access more than $52 billion in federal health, disability, and compensation benefits each year; and

WHEREAS, the Town of Carrboro seeks to join other communities through Operation Green Light for Veterans to shine a light on the plight of veterans across the country who are having a hard time connecting with benefits after serving their country; and

NOW, THEREFORE, BE IT RESOLVED that the Carrboro Town Council declares the period from November 7 through Veterans Day, November 11, 2022, to be a time to honor the service and sacrifice of individuals in uniform transitioning from active service;

BE IT FURTHER RESOLVED that, in observance of Operation Green Light, the Town of Carrboro shall display green lights on Carrboro Town Hall, and the Town Council encourages residents to participate by displaying a green light in a window of their place of business or residence from November 7 through November 11.

This the 18th day of October, 2022.

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Approval of April 5, 2022 Meeting Minutes

Town of Carrboro

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Agenda Item Abstract

File Number: 22-293

Agenda Date: 10/18/2022
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TITLE:
Request to Authorize the Town Manager to Execute a Memorandum of Agreement to Accept Transportation Demand Management Grant Funds for FY23

PURPOSE: The purpose of this agenda item is for the Town Council to consider authorizing the Town Manager to enter into a Memorandum of Agreement for the FY23 TDM Grant Program.

DEPARTMENT: Planning

CONTACT INFORMATION: Tina Moon, Planning Administrator, 919-918-7325, cmoon@townofcarrboro.org <mailto:cmoon@townofcarrboro.org>; Trish McGuire, Planning Director, 919-918-7327, pmcguire@townofcarrboro.org <mailto:pmcguire@townofcarrboro.org>

INFORMATION: On January 18, 2022, the Town Council approved the Town's continued participation of the Triangle J Council of Governments (TJCOG) Transportation Demand Management (TDM) Program, "Triangle Transportation Choices" for FY23 (Town of Carrboro - Meeting of Town Council on 1/18/2022 at 6:00 PM (legistar.com) <https://carrboro.legistar.com/MeetingDetail.aspx?ID=917081&GUID=033C2F7E-DA1D-4FD1-A83C-168EFD8FEF9A&Options=&Search=>; <https://carrboro.legistar.com/View.ashx?M=M&ID=917081&GUID=033C2F7E-DA1D-4FD1-A83C-168EFD8FEF9A>). Transportation Demand Management involves the application of strategies and policies to reduce reliance on single-occupancy vehicles (SOV) through programs and activities that promote behavior changes and encourage the use of other travel options such as carpooling, public transit, biking, walking, remote or teleworking, and flexible work schedules. The funding is for programming activities only.

As noted in the January agenda item, Chapel Hill serves as the primary recipient of the TJCOG TDM program grant, with Carrboro as a subrecipient. The grant allows for 50-percent reimbursement of eligible expenses (such as staff time toward TDM activities or vehicle costs associated with the Open Streets event). The Town submits documentation of qualifying expenditures to Chapel Hill before the end of the fiscal year for reimbursement. The amount of available funding has varied from year to year. Following the Council's direction to begin to expand the Town's TDM program, staff submitted a request for $15,000 for FY23. This represents an increase from the previous year (up from $7,500 for FY22).

FISCAL & STAFF IMPACT: The total value of the grant is $15,000 and requires a local match of $7,500, which is provided through in-kind, services (staff time). Eligible expenditures include a portion of the Transportation Planner's time that is spent on TDM activities, outreach materials, any documented expenses related to the annual Open Streets event, and any other TDM program related expenses that are incurred between July 1, 2022, through June 30, 2023.

RECOMMENDATION: Staff recommends that Town Council consider the attached resolution

(Attachment A) authorizing the Town Manager to execute the TDM Grant MOA for FY23.

REGIONAL TRANSPORTATION DEMAND MANAGEMENT GRANT PROJECT ORDINANCE

WHEREAS, the North Carolina Department of Transportation, Capital Area MPO, and Durham-Chapel Hill-Carrboro MPO have provided funding to the Triangle J Council of Governments to support, Triangle Choices, Transportation Demand Management activities in the region; and

WHEREAS, the Town of Carrboro has partnered with the Town of Chapel Hill since 2010 on Transportation Demand Management program promotions; and

WHEREAS, Carrboro has developed a set of Transportation Demand Management activities as a subrecipient of the Town of Chapel Hill's FY23 Transportation Demand Management grant application; and

WHEREAS, Carrboro will receive up to $7,500 or 50% reimbursement of expenses up to $15,000 for Transportation Demand Management activities (such as Open Streets, a portion of the Transportation Planner's salary, and outreach materials).

NOW, THEREFORE, BE IT RESOLVED by the Carrboro Town Council that:

The Council authorizes continued participation in regional Transportation Demand Management funding in FY23, with the Town of Chapel Hill.

The Transportation Demand Management funding shall be used for Open Streets, Bike Month a portion of the Transportation Planner's salary, and outreach materials.

Within five (5) days after this resolution is adopted, the Town Clerk shall file a copy of this resolution with the Town Manager and Finance Director.

This resolution shall be effective upon adoption by the Carrboro Town Council.

TRIANGLE TDM GRANT PROGRAM

ROLES AND RESPONSIBILITIES

Updated December 2019

NC DEPARTMENT OF TRANSPORTATION

The NC Department of Transportation (NCDOT) provides the overall policy framework for TDM in North Carolina and the state funding and fiscal oversight for regional TDM programs and individual Transportation Management Associations. NCDOT's involvement is guided by the Statewide Transportation Demand Management Plan (April 2004) and is administered by its Public Transportation Division. NCDOT also provides funding for the statewide ride-matching program software (managed by GoTriangle) as well as other TDM programs, projects (e.g., Fortify), and studies. NCDOT has given funding to the Triangle TDM program since 2007.

METROPOLITAN PLANNING ORGANIZATIONS

The two Triangle MPOs, Capital Area Metropolitan Planning Organization (CAMPO) and Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO), provide federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program funding for the Triangle TDM Program. The MPOs serve as the coordinating agencies between local governments, NCDOT, and FHWA. They are responsible for carrying out an annual work program, a portion of which includes updating Metropolitan Transportation Improvement Programs (a seven-year project programming schedule) and the Long-Range Transportation Plan (a minimum twenty-year forecast of projects and programs). TDM has been a part of the Metropolitan Transportation Improvement Programs since 2008.

OVERSIGHT COMMITTEE

The Triangle TDM Program Oversight Committee is made up of representatives from the three program funders (NCDOT, CAMPO, and DCHC MPO) as well as the NC Department of Environment and Natural Resources' Division of Air Quality and Triangle J Council of Government (TJCOG). The three funders are the voting members of the Committee while the other two are in an advisory capacity.

The Oversight Committee releases the annual call for projects (Request for Proposals), reviews proposals and funding requests, provides comments as appropriate, and approves the budget for the program as well as budgets for individual sub-recipients. The Oversight Committee also provides strategic direction for the program, establishing program priorities and coordinating the program with other transportation issues and considerations and overseeing updates to the 7-Year Plan.

TDM PROGRAM ADMINISTRATOR

Triangle J Council of Governments (TJCOG) serves as the administrator of the Triangle TDM Program, linking state and MPO policies and funding with local and regional service providers. As such, TJCOG is primarily responsible for the Program Administration Performance Area in the 7-Year TDM Plan, which includes ensuring TDM programs are consistent with the 7-Year TDM Plan, providing overall management and dispersal of TDM funds as approved by the Triangle TDM Oversight Committee, and coordinating evaluation and monitoring activities for the Program (surveys, annual impact reports, etc.). In this role, TJCOG coordinates contracts, provides administrative support to the Oversight Committee, liaises between the Oversight Committee and Service Providers, as well as amongst the Service Providers themselves, answers budget questions, and attends monthly GoPartner meetings to help coordinate local and regional programs.

TJCOG has responsibilities under other Performance Areas as well. For example, TJCOG is responsible for several Strategies under the Planning Performance Area, such as identifying and promoting TDM-supportive public policies. TJCOG also administers the regional Best Workplaces for Commuters program which encourages employers to provide and support TDM employee benefits and recognizes their efforts.

REGIONAL SERVICE PROVIDER

As the only regional Service Provider funded by the Program, Go Triangle's TDM division implements and coordinates regional TDM services and is the lead agency on all regional marketing and outreach initiatives. GoTriangle coordinates closely with local Service Providers through the GoPartners committee to plan and conduct numerous TDM initiatives, campaigns, and services. GoTriangle also coordinates the region's ridematching system and vanpool services under the grant.

Additionally, GoTriangle functions as a local Service Provider for Wake County. It provides TDM services to all Wake County areas not covered by any other local Service Provider as well as certain hotspots specifically approved by the Oversight Committee.

LOCAL SERVICE PROVIDER

Local Service Providers are primarily responsible for developing and implementing campaigns to market TDM services and providing TDM outreach in their hotspots. They are expected to be experts in knowing the TDM related characteristics and needs of their target audience, thereby possessing the skill and knowledge to design strong campaigns to increase TDM participation. Additionally, the Local Service Providers work closely with the Regional Service Provider (GoTriangle). They attend GoPartner regional meetings, support and promote regional outreach efforts, and implement all regional campaigns. Further, they also collaborate with and support other Local Service Providers and create long lasting partnerships with any local organizations that can help them promote alternative transportation choices amongst residents.

The Local Service Providers are also responsible to monitor, track and report on their activities on a regular basis.

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Agenda Item Abstract

File Number: 22-290

Agenda Date: 10/18/2022
In Control: Town Council
Version: 1

File Type: Agendas

TITLE:
Approval of Contracts for Executive Search Firm Services and Special Inspections for 203 Project

PURPOSE: The purpose of this agenda item is to request that the Town Council approve contracts for executive search firm services and a special inspections contractor for 203 Project.

DEPARTMENT: Town Manager, Finance

CONTACT INFORMATION: Arche McAdoo, Finance Director, 918-7439; Daniel Snipes, Interim Public Works Director, 918-7432; Julie Eckenrode, Human Resources Director, 918-7308

INFORMATION: The Town issued an RFP for Executive Search Firm services to assist with the hiring of the following employee positions: Assistant Town Manager, Fire Chief, Public Works Director, Recreation, Parks, & Cultural Resources Director, and Housing & Community Services Director. Additionally, an RFQ was issued for a special inspector for construction material testing and special inspection services for the 203 South Greensboro Street Project.

After review and evaluation of the respective responses, the following recommendations for contract award are presented to the Council.

1. **Contract for Executive Search Firm**
   This contract is for an executive search firm. The Town received seven proposals which were reviewed by the Town Manager, Human Resource Director, and Deputy Finance Director for completeness of the proposal and experience or expertise with local government executive recruiting. Baker Tilly was selected as the most qualified firm based on their overall expertise and experienced staff. The contract for $113,970 is expected to be completed by February 28, 2023. Funding is available in the Human Resources operating budget.
   .

2. **Contract for a Special Inspections Contractor**
   Eight responses were received and a committee including Ben Schmadeke and Max Randal from Public Works, Rebecca Buzzard from Housing and Community Services, Cary McNallan from Finance, Steve Arndt with Orange County and Christine Bendixon with Lynch Mykins, the Structural Engineer for the 203 Project, participated in evaluating the responses. ESP Associates was one of only two of the participating firms that had all of the necessary inspections certifications and was determined to be the most qualified to complete the services. ESP has committed to the Town's MBE participation goal of 10% and is partnering with Trimat Materials Testing to achieve this. The Town has negotiated a contract with ESP Associates for an amount not to exceed $328,182 with all work expected to be completed in 2024. Funding is available in the 203 South Greensboro Street Capital Project budget.

Vendor-Location	Bid Amt	Vendor	HUB/MW Subconsu
ECS Southeast	RFQ		
* ESP Associates	RFQ		Yes, 10
Falcon	RFQ	Yes, W	
GeoTechnologies	RFQ		
Stewart	RFQ	Yes, H	
Summit Design & Engineering	RFQ		Yes, 10
Summit Sciences	RFQ		
Trimat	RFQ	Yes, AA	

* Recommended proposal

AA = Asian American, **AB** = African American, **AI** = American Indian, **DBE** = Disabled Business Enterprise
H = Hispanic, **SE** = Socially & Economically Disadvantaged, **W** = Woman

FISCAL & STAFF IMPACT: FY23 funds are budgeted in the Human Resources operating budget and the 203 Project budget for these contracts.

RECOMMENDATION: Staff recommends that the Town Council adopt the resolution (Attachments A) authorizing the Town to enter into a contract with Baker Tilly and adopt the resolution (Attachment B) authorizing the Town to enter into a contract with ESP Associates.

ATTACHMENT A

RESOLUTION TO AWARD A CONTRACT
TO BAKER TILLY FOR EXECUTIVE SEARCH SERVICES

WHEREAS, the Town staff recommends entering into a contract with Baker Tilly, an executive search firm, for recruitment of a Fire Chief, Public Works Director, Recreation, Parks, & Cultural Resources Director, Housing & Community Services Director, and an Assistant Town Manager; and,

WHEREAS, funding for this contract is appropriated in the FY23 budget,

BE IT RESOLVED by the Town Council of the Town of Carrboro, North Carolina as follows:

Section 1. The contract for the executive search firm is awarded to Baker Tilly.

Section 2. The amount of this contract shall not exceed $113,970.00.

Section 3. The Town Manager may execute a contract with Baker Tilly and may execute change orders for the contract up to the amount of any contingency.

Section 4. The resolution shall become effective upon adoption.

Section 5. Within five (5) days after this resolution is adopted, the Town Clerk shall file a copy of this resolution with the Finance Director.

ATTACHMENT B

RESOLUTION TO AWARD A CONTRACT
TO ESP ASSOCIATES FOR SPECIAL INSPECTION SERVICES

WHEREAS, the Town staff recommends entering into a contract with ESP Associates for special inspection services for the 203 South Greensboro Street Project; and,

WHEREAS, funding for this contract is appropriated in the FY23 budget,

BE IT RESOLVED by the Town Council of the Town of Carrboro, North Carolina as follows:

Section 1. The contract for special inspection services for the 203 Project, a capital improvement project, is awarded to ESP Associates.

Section 2. The amount of this contract shall not exceed $328,182.00.

Section 3. The Town Manager may execute a contract with ESP Associates and may execute change orders for the contract up to the amount of any contingency.

Section 4. The resolution shall become effective upon adoption.

Section 5. Within five (5) days after this resolution is adopted, the Town Clerk shall file a copy of this resolution with the Finance Director.

Town of Carrboro

301 W. Main St., Carrboro, NC 27510

Agenda Item Abstract

File Number: 22-298

Agenda Date: 10/18/2022
In Control: Town Council
Version: 1

File Type: Agendas

TITLE:
A Public Hearing for Consideration of a Minor Modification to the Perry Place Special Use Permit-A Project at 800 and 802 Merritt Mill Road

PURPOSE: The purpose of this agenda item is for Town Council to hold a public hearing for consideration of a Minor Modification to the Special Use Permit-A for Perry Place at 800 and 802 Merritt Mill Road. The modification would allow NCDOT to complete right of way improvements within the Merritt Mill Road corridor.

DEPARTMENT: Planning Department

CONTACT INFORMATION: Marty Roupe, Development Review Administrator, 919-918-7333 or mroupe@carrboronc.gov <mailto:mroupe@carrboronc.gov>

INFORMATION: On March 27, 2018, the Town Council approved a Special Use Permit-A for CASA, a nonprofit organization that builds or renovates apartments to increase the availability of affordable housing, to build a 48 unit affordable housing project at 800 and 802 Merritt Mill Road (Town of Carrboro - File #: 17-444 (legistar.com) <https://carrboro.legistar.com/LegislationDetail.aspx?ID=3460204&GUID=6DE55CFF-7A5F-4212-B5BC-61D8E0C2827C&Options=ID|Text|Attachments|Other|&Search=Merritt>. Half of the units will be located in Chapel Hill and half will be located in Carrboro and the Town of Chapel Hill followed a similar schedule of approval in 2018.

Construction of the project is well underway and completion is expected in early 2023. Coordination between CASA and both towns continues as the project moves toward completion. Both towns included a requirement for CASA to modify its property frontage along Merritt Mill Road by moving the curb and sidewalk back to add a bike lane.

As is occurring with other streets locally that are scheduled for resurfacing, staff recently engaged with NCDOT about modifying the pavement markings on Merritt Mill. The street currently has a three-lane cross section and both towns are interested in adjusting this cross section to include bicycle lanes. NCDOT indicated an operational analysis would be needed and the work would need to proceed quickly to coincide with the resurfacing schedule. Consultant, staff, and volunteer efforts to accomplish this analysis are underway, with consultant fees being shared by both jurisdictions.

Rather than have CASA do work that may potentially be modified by NCDOT soon thereafter, the towns began a discussion with CASA about applying for a permit modification to allow NCDOT to make the improvements instead of CASA. A letter from CASA regarding this modification is attached (Attachment B) in which CASA also notes this change will result in cost savings for the project. A plan sheet showing the originally approved design and a plan sheet showing the revised scope of work along Merritt Mill Road are included as Attachment

C.

The terms of Chapel Hill's ordinance and permit for the project require a public hearing. While a public hearing is not required in Carrboro, Carrboro Town Council is holding a public hearing as well on the Minor Modification request for consistency between the two jurisdictions regarding how the request is being considered.

A resolution approving the Minor Modification is included as Attachment A for Council to consider adopting. Chapel Hill will open their public hearing for the matter on October 19, 2022. Final action by way of a vote on the matter is anticipated to take place in Chapel Hill on November 16. With that in mind, town staff is recommending that Council choose to continue the public hearing to its November 15 meeting to make a decision at approximately the same time as Chapel Hill. Continuing the hearing will also allow town staff representatives an opportunity to gain more clarity from NCDOT about the final design details for the corridor.

FISCAL & STAFF IMPACT: The applicant is paying the applicable permitting fees associated with the hearing. The applicant has applied for fee waiver, which would be paid through the town's Affordable Housing Special Revenue Fund.

RECOMMENDATION: Town staff recommends that the Town Council open the public hearing on the request and continue the hearing to the November 15 meeting for a decision at that time.

The following resolution was introduced by Council Member _____ and duly seconded by Council Member _____.

A RESOLUTION APPROVING A MINOR MODIFICATION TO THE SPECIAL USE PERMIT-A ISSUED TO CASA FOR CONSTRUCTION OF PERRY PLACE AT 800 AND 802 MERRITT MILL ROAD TO ALLOW FOR NCDOT TO MAKE IMPROVEMENTS TO MERRITT MILL ROAD.

WHEREAS, the Carrboro Town Council approved a Special Use Permit-A for the Perry Place Project at 800 and 802 Merritt Mill Road on March 27, 2018; and

WHEREAS, the Town of Carrboro desires to see developments constructed in the Town's jurisdiction in a responsible and marketable manner; and

WHEREAS, the Town of Carrboro Council set a public hearing date for October 18, 2022 for consideration of the request; and

WHEREAS, Town Staff has determined that this request constitutes a Minor Modification to the Conditional Use Permit; and

WHEREAS, the applicant has met the criteria in the Town's Land Use Ordinance related to Minor Modifications, and

WHEREAS, approval of the request hereby allows NCDOT to complete upcoming improvements to the Merritt Mill Road right of way corridor instead of CASA completing improvements that may otherwise need to be modified soon thereafter.

NOW, THEREFORE BE IT RESOLVED by the Carrboro Town Council that the minor modification to the Special Use Permit-A is hereby approved.

This the 18th day of October 2022.

September 29, 2022

Town of Chapel Hill
405 Martin Luther King Jr. Blvd
Chapel Hill, NC 27514

Town of Carrboro
301 West Main Street
Carrboro, NC 27510

Re: Request for Major Modification (Special Use Permit 9778-93-2136)

Greetings,

CASA is requesting a modification to **Stipulation #8** and **Stipulation #9** in the approved Special Use Permit 9778-93-2136 related to the Merritt Mill East, Multi-Family Development, or Perry Place Apartments:

8. Curb and Pavement Transition Taper: It will be necessary to provide a minimum curb and pavement transition taper length of 50 feet for transitions to and from the bike lane prior to issuance of a Certificate of Occupancy.

9. Sidewalk and Bicycle Improvements: Prior to issuance of a Certificate of Occupancy, the developer shall construct 5-foot sidewalk and 5-foot bike lanes along the property frontage. That the design and construction details must be approved by the Town Manager and the North Carolina Department of Transportation prior to issuance of the Zoning Compliance Permit.

It has come to CASA's attention that planning is underway for NCDOT improvements to Merritt Mill Road that includes Perry Place's property frontage. As a result, the requirements under Stipulation #8 related to providing a curb and pavement transition taper and Stipulation #9 involving the construction of a 5-foot sidewalk and 5-foot bike lane along the property frontage will be a duplicative effort for CASA to provide as owner/developer. NCDOT's approval timeline for improvements is scheduled to occur at the end of 2022 at the earliest, while CASA is currently anticipating certificate of occupancy for the entire project in early 2023.

624 W. Jones Street | Raleigh North Carolina 27603
P.O. Box 12545 | Raleigh North Carolina 27605
919.754.9960 | fax 919.754.9968 | casanc.org

The removal of Stipulation #8 and Stipulation #9 will save the project over $200,000 in additional costs, which is critical to ensuring the success of Perry Place as an affordable tax credit project. Therefore, CASA is requesting a modified limited scope of review for a forthcoming Conditional Zoning District application. All other stipulations in our original approval remains the same.

CASA is grateful to both the Town of Chapel Hill and the Town of Carrboro for their continued support and collaboration on Perry Place. We appreciate the accommodation.

Sincerely,

MERRITT MILL APARTMENTS, LLC,
a North Carolina limited liability company

By: CASA, a North Carolina nonprofit corporation,
its Managing Member

Jess Brandes

Jess Brandes
Senior Director of Real Estate Development
CASA

PUBLIC RECYCLING WAIVER

1. APPLICANT ELECTS TO PROVIDE RECYCLING SERVICES TO RESIDENTS/TENANTS OF THIS PROPERTY IN LIEU OF BUILDING A RECYCLING STATION CONSTRUCTED TO ORANGE COUNTY SPECIFICATIONS. THE SITE WILL NOT RECEIVE PUBLIC RECYCLING COLLECTION NOW OR IN THE FUTURE UNLESS SUCH A RECYCLING STATION IS CONSTRUCTED OR CONTINGENCY FOR SUCH A STATION IS INCLUDED ON THE DEVELOPMENT PLANS.
2. APPLICANT MUST REQUIRE AT THE LEAST THE SAME LEVEL OF SERVICE (CURRENT OR FUTURE) TO ITS RESIDENTS AS THAT PROVIDED BY ORANGE COUNTY.
3. COUNTY FEES FOR RECYCLING AND WASTE MANAGEMENT ASSOCIATED WITH THIS PROJECT/PROPERTY WILL NOT BE WAIVED.
4. APPLICANT AGREES TO ENTER INTO A SERVICE AGREEMENT WITH A PRIVATE SOLID WASTE/RECYCLING COLLECTION CONTRACTOR THAT IS ACCEPTABLE TO ORANGE COUNTY. FURTHER, THE AGREEMENT SHALL PROVIDE FOR THE COLLECTION AND RECYCLING OF CORRUGATED CARDBOARD IN ADDITION TO THE OTHER CO-MINGLED RECYCLABLES AND AN EXECUTED COPY OF THE AGREEMENT SHALL BE PROVIDED TO AND APPROVED BY ORANGE COUNTY PRIOR TO APPROVAL OF FINAL CONSTRUCTION PLANS FOR THE PROPERTY/PROJECT.

PLAN KEY NOTES

DETAIL REFERENCE	#	
B4 C5001	1	CONCRETE WHEELSTOP (TYP.)
A2 C5001	2	30" CONCRETE CURB & GUTTER
A1 C5001	3	ADA DUMPSTER PLAN BY R/DA
	4	RETAINING WALL – DESIGN BUILD
	5	ACCESSIBLE RAMP
A4 C5002	6	UNCOVERED BIKE PARKING
	7	FIRE LANE STRIPING (SEE NOTE #6)
	8	TEMPORARY CONSTRUCTION INFORMATION KIOSK
	9	PLAYGROUND EQUIPMENT
	10	PRIVATE PLAYGROUND
	11	COVERED PICNIC AREA –350 SF WITH TABLES AND GRILL
	12	ENTRY SIGN
	13	SITTING AREA
	14	MAIL KIOSK
A4 C5002	15	INVERTED "U" COVERED BIKE PARKING
A4 C5002	16	TYPICAL BREEZEWAY COVERED BIKE PARKING

SITE DATA – WEST (CARRBORO PARCELS)

APPLICANT:	CASA	
PROPERTY OWNER:	GREENSTREET BUILDERS, INC.	
PROPERTY ADDRESS:	806 MERRITT MILL RD.	802 MERRITT MILL RD.
PIN NUMBERS:	9778930153	9778931183
DEED REFERENCES:	DB 4964 PG 476	DB 4964 PG 476
EXISTING ZONING:	R-7.5	
PROPOSED ZONING:	R-2	
EXISTING USE:	VACANT	
PROPOSED USE:	1.330 MULTI-FAMILY APARTMENTS	
NET LAND AREA (NLA)	86,833 SF (1.99 AC)	
RESIDENTIAL DENSITY SUMMARY:		
DWELLING UNITS (DU) ALLOWED	12 (1 DU / 7,500 SF NLA)	
DU ALLOWED W/AFFORDABLE BONUS	18 (MAX. 150% OF ALLOWED)	
DU PROPOSED	24 (ALL AFFORDABLE)	
PROPOSED FLOOR AREA	±25,000 SF	
VEHICLE PARKING SUMMARY:	TOTAL	ACCESSIBLE
REQUIRED	*24	1 (VAN)
PROPOSED (CARRBORO SIDE ONLY)	35	4 (1 VAN)
PROPOSED (OVERALL SITE)	66	8 (2 VAN)
*1 SPACE REQUIRED PER AFFORDABLE UNIT.		
BICYCLE PARKING SUMMARY:		
REQUIRED (1.5 SPACES PER UNIT)	36 (50% COVERED)	
PROPOSED	**16 (4 EA. @ LOWER LEVEL STAIRWELLS)	
	**2 (@ MAIL KIOSK)	
	18 (9 INVERTED "U" UNCOVERED)	
TOTAL	36 (**18 COVERED)	
IMPERVIOUS SUMMARY:		
EXISTING	0 SF (0.000 AC)	
POST DEVELOPED TOTAL	±27,500 SF (0.631 AC)	
NET IMPERVIOUS INCREASE	±27,500 SF (0.631 AC)	

NOTES

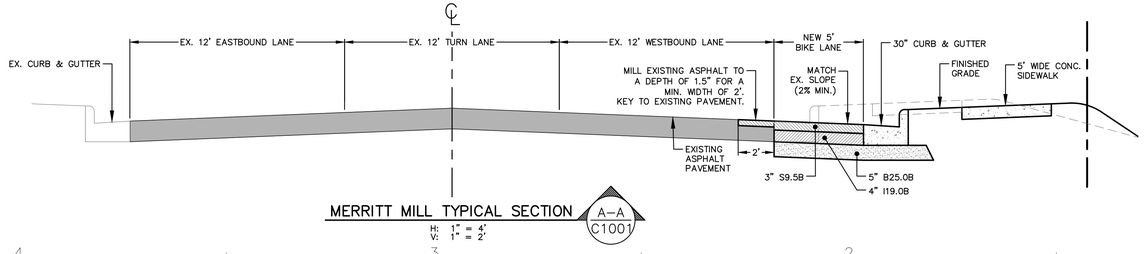
1. ALL CONSTRUCTION SHALL COMPLY WITH APPLICABLE TOWN OF CARRBORO AND NCDOT STANDARDS AND SPECIFICATIONS.
2. TRUNCATED DOMES ARE REQUIRED AT ALL CROSSWALKS AND RAMPS.
3. THE TOWN OF CARRBORO, ITS ASSIGNS OR THE COUNTY SHALL NOT BE RESPONSIBLE FOR ANY PAVEMENT DAMAGE THAT MAY RESULT FROM SERVICE VEHICLES.
4. NO CERTIFICATES OF OCCUPANCY SHALL BE ISSUED UNTIL ALL REQUIRED PUBLIC IMPROVEMENTS ARE COMPLETED.
5. CONSTRUCTION TO OCCUR IN A SINGLE PHASE.
6. FIRE LANE STRIPING TO BE COORDINATED WITH THE CARRBORO FIRE MARSHALL PRIOR TO THE ISSUANCE OF A CO PER CHAPTER 12 OF THE CARRBORO TOWN CODE.
7. PER THE NC FIRE PROTECTION CODE, AN ALL WEATHER HARD SURFACE ACCESS SHALL BE IN PLACE PRIOR TO BUILDING CONSTRUCTION.
5. SOLID WASTE & RECYCLING COLLECTION TO BE PROVIDED FOR BY A PRIVATE VENDOR.

DRAWING LEGEND

SYMBOL/ABBREVIATION EXISTING	PROPOSED	DESCRIPTION
		IRON PIPE/PROPERTY CORNER
		BUILDING SETBACK
		SIGN SETBACK
		PROPERTY LINE
		RIGHT-OF-WAY
		EASEMENT
		EPHEMERAL STREAM
	SB	STREAM BUFFER
		CU-REZONING/CUP AREA
		OPEN SPACE

CONSTRUCTION WASTE NOTES

1. ALL EXISTING STRUCTURES 500 SQUARE FEET AND LARGER SHALL BE ASSESSED PRIOR TO THE ISSUANCE OF A DEMOLITION PERMIT TO ENSURE COMPLIANCE WITH THE COUNTY'S REGULATED RECYCLABLE MATERIALS ORDINANCE (RRMO) AND TO ASSESS THE POTENTIAL FOR DECONSTRUCTION AND/OR THE REUSE OF SALVAGEABLE MATERIALS.
2. PURSUANT TO THE COUNTY'S RRMO, CLEAN WOOD WASTE, SCRAP METAL, AND CORRUGATED CARDBOARD PRESENT IN CONSTRUCTION OR DEMOLITION WASTE MUST BE RECYCLED.
3. PURSUANT TO THE COUNTY'S RRMO, ALL HAULERS OF MIXED CONSTRUCTION AND DEMOLITION WASTE (WHICH INCLUDES ANY REGULATED RECYCLABLE MATERIALS) SHALL BE LICENSED BY ORANGE COUNTY.
4. PRIOR TO ANY DEMOLITION OR CONSTRUCTION ACTIVITY ON THE SITE, THE APPLICANT SHALL HOLD A PRE-DEMOLITION/PRE-CONSTRUCTION CONFERENCE WITH SOLID WASTE STAFF. THIS MAY BE THE SAME PRE-CONSTRUCTION MEETING HELD WITH OTHER DEVELOPMENT/ENFORCEMENT OFFICIALS.
5. THE PRESENCE OF ANY ASBESTOS CONTAINING MATERIALS ('ACM') AND/OR OTHER HAZARDOUS MATERIALS SHALL BE HANDLED IN ACCORDANCE WITH ANY AND ALL LOCAL, STATE, AND FEDERAL REGULATIONS AND GUIDELINES.



MERRITT MILL TYPICAL SECTION A-A C1001

H: 1" = 4'
V: 1" = 2'

NC GRID NAD 83

PRELIMINARY SITE PLAN

30 0 15 30 60

(GRAPHIC SCALE IN FEET)
1 inch = 30 ft.

REVIEW DRAWING
NOT FOR CONSTRUCTION

BALLENTINE ASSOCIATES, P.A.
221 PROVIDENCE ROAD, CHAPEL HILL, N.C. 27514
(919) 968-4808 FAX: (919) 968-4789

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Ballentine Associates, P.A. CORPORATE SEAL C328 NORTH CAROLINA Chapel Hill

NORTH CAROLINA PROFESSIONAL ENGINEER SEAL 029127 GEORGE J. RETSCHLE
NOT FOR CONSTRUCTION

NUM	REVISIONS	DATE

ISSUED	DATE
CZ SUBMITTAL #1	13 SEP 17
CZ SUBMITTAL #2	17 DEC 17
CU-REZONING/CUP SUBMITTAL #3	22 FEB 18

OWNER INFORMATION
GREENSTREET BUILDERS, INC.
206 OAK PARK DRIVE
CHAPEL HILL, NC 27517

OWNERS REPRESENTATIVE:
JESS BRANDES, CASA NC
PH. (919) 307-3429
FAX
EMAIL jbrandes@casanc.org

MERRITT MILL APARTMENTS AFFORDABLE HOUSING

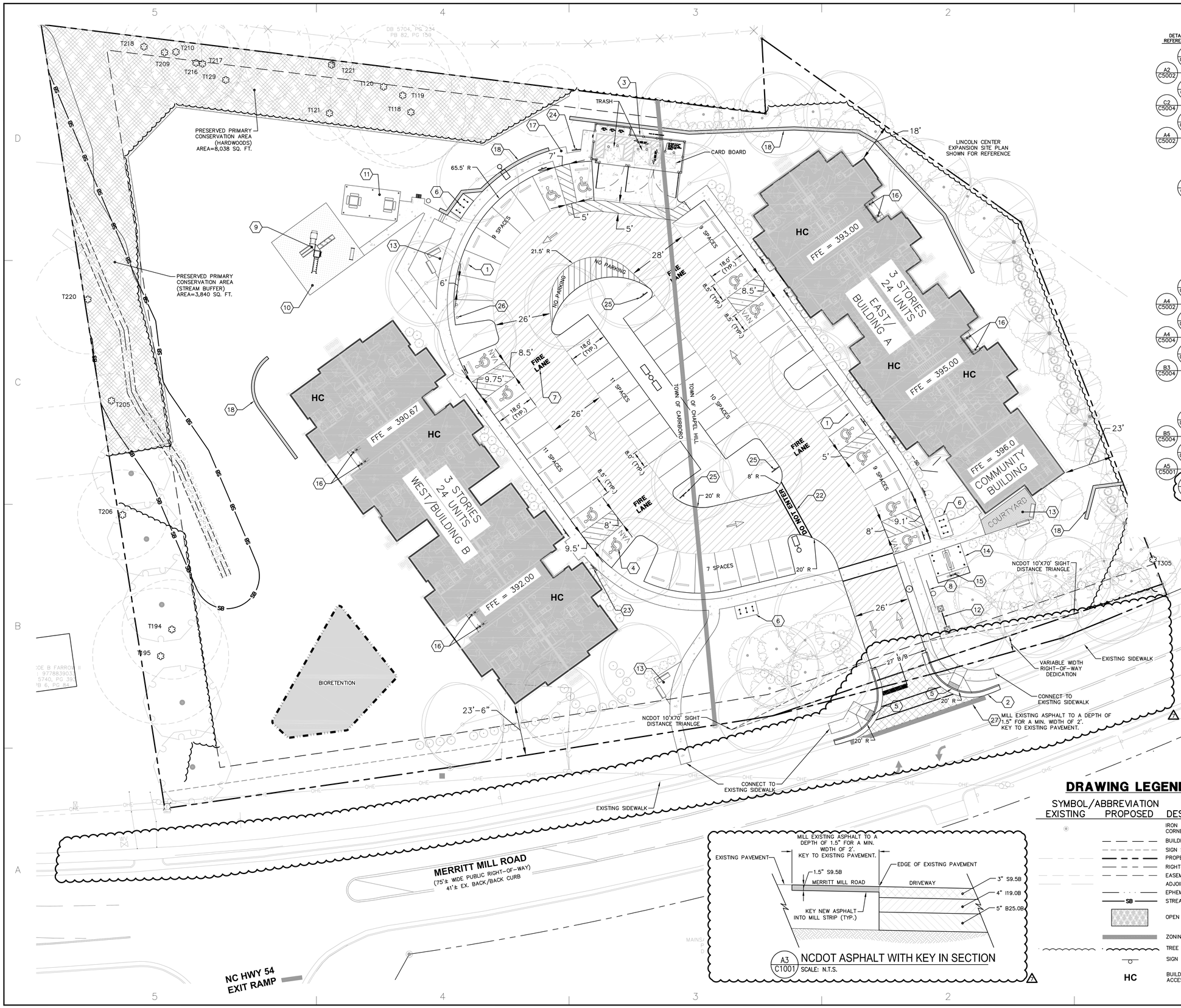
CHAPEL HILL/CARRBORO, ORANGE COUNTY, NORTH CAROLINA

CU-REZONING/CUP DRAWINGS

JOB NUMBER: 116031.01
DATE: 18 AUG 2017
SCALE: AS NOTED
DRAWN BY: ZHG / DBB
REVIEWED BY: GJR

SHEET
C1001

N:\Projects\116031.00 Merritt Mill Housing\1_Dwg\BA-Model Files\C1000-Site-MMH.dwg, 2/22/2018 8:54:02 PM, DavidB, 1:1



A3 / C1001 NCDOT ASPHALT WITH KEY IN SECTION
SCALE: N.T.S.

PLAN KEY NOTES

DETAIL REFERENCE	#	
A3 C5003	1	CONCRETE WHEELSTOP (TYP.)
A2 C5002	2	30" CONCRETE CURB & GUTTER
A1 C5001	3	ADA DUMPSTER PLAN BY R/DA
C2 C5004	4	HANDICAP PARKING SPACE STRIPING (TYP.)
B4 C5002	5	ACCESSIBLE RAMP
A4 C5002	6	UNCOVERED BIKE PARKING
	7	FIRE LANE STRIPING (SEE NOTE #6)
	8	TEMPORARY CONSTRUCTION INFORMATION KIOSK
C4 C5001	9	PLAYGROUND EQUIPMENT
	10	PRIVATE PLAYGROUND
	11	COVERED PICNIC AREA –350 SF WITH TABLES AND GRILL
	12	ENTRY SIGN
	13	SITTING AREA
	14	MAIL KIOSK
A4 C5002	15	INVERTED "U" COVERED BIKE PARKING
A4 C5002	16	TYPICAL BREEZEWAY COVERED BIKE PARKING
A3 C5004	17	5' WIDE CONCRETE SIDEWALK (TYP. UNLESS OTHERWISE NOTED)
A4 C5004	18	CAST-IN-PLACE RETAINING WALL (DESIGN BUILD)
A4 C5004	19	CAST-IN-PLACE SEAT WALL (DESIGN BUILD)
B3 C5004	20	SEGMENTAL BLOCK RETAINING WALL (DESIGN BUILD)
	21	42" GUARDRAIL ALONG RETAINING WALL
	22	PAINT "DO NOT ENTER" USING 24" WHITE REFLECTIVE PAINT PER NCDOT STANDARDS
B5 C5004	23	HS-2 VAN ACCESSIBLE PARKING SIGN
B5 C5004	24	HS-1 STANDARD ACCESSIBLE PARKING SIGN
C5 C5004	25	NO PARKING – FIRE LANE SIGN
A5 C5001	26	REMOVABLE BOLLARD DETAIL (TYP).
A3 C1001	27	PAVEMENT KEY-IN SECTION

NOTES

1. ALL CONSTRUCTION SHALL COMPLY WITH APPLICABLE TOWN OF CARRBORO, TOWN OF CHAPEL HILL, AND NCDOT STANDARDS AND SPECIFICATIONS.
2. TRUNCATED DOMES ARE REQUIRED AT ALL CROSSWALKS AND RAMPS.
3. THE TOWNS OF CARRBORO AND CHAPEL HILL, THEIR ASSIGNS OR THE COUNTY SHALL NOT BE RESPONSIBLE FOR ANY PAVEMENT DAMAGE THAT MAY RESULT FROM SERVICE VEHICLES.
4. NO CERTIFICATES OF OCCUPANCY SHALL BE ISSUED UNTIL ALL REQUIRED PUBLIC IMPROVEMENTS ARE COMPLETED.
5. FIRE LANE STRIPING TO BE COORDINATED WITH THE CARRBORO FIRE MARSHALL PRIOR TO THE ISSUANCE OF A CO PER CHAPTER 12 OF THE CARRBORO TOWN CODE.
6. PER THE NC FIRE PROTECTION CODE, AN ALL WEATHER HARD SURFACE ACCESS SHALL BE IN PLACE PRIOR TO BUILDING CONSTRUCTION.
7. SOLID WASTE & RECYCLING COLLECTION TO BE PROVIDED FOR BY A PRIVATE VENDOR.ALL RADIAL DIMENSIONS SHOWN HEREON ARE 3' UNLESS OTHERWISE NOTED.
8. ALL SIDEWALK IS 5' WIDE UNLESS OTHERWISE NOTED.
9. ANY AND ALL ROADS, DRIVEWAYS OR DEDICATED FIRE LANES USED FOR FIRE DEPARTMENT ACCESS SHALL BE ALL-WEATHER AND DESIGNED TO SUPPORT TO CARRY THE IMPOSED LOAD OF FIRE APPARATUS WEIGHING 75,000 LBS. FIRE ACCESS ROADS SHALL HAVE A MINIMUM WIDTH OF 20 FEET WITH OVERHEAD CLEARANCE OF 13FT. 6 IN.
10. APPROVAL OF THE DESIGNED RETAINING WALL BY TOWN OF CHAPEL HILL INSPECTION DIVISION IS REQUIRED PRIOR TO CONSTRUCTION OF THE WALL.

DRAWING LEGEND

SYMBOL/ABBREVIATION EXISTING	PROPOSED	DESCRIPTION
		IRON PIPE/PROPERTY CORNER
		BUILDING SETBACK
		SIGN SETBACK
		PROPERTY LINE
		RIGHT-OF-WAY
		EASEMENT
		ADJOINER PROPERTY LINE
		EPHEMERAL STREAM
SB	SB	STREAM BUFFER
		OPEN SPACE
		ZONING BOUNDARY
		TREE LINE
		SIGN
	HC	BUILDING ACCESSIBLE ENTRY

PAVING LEGEND

A1 C5003	HEAVY-DUTY ASPHALT
A1 C5003	STANDARD DUTY ASPHALT
A1 C5003	CONCRETE PAVEMENT
A3 C1001	NCDOT HEAVY DUTY ASPHALT

SITE PLAN

(GRAPHIC SCALE IN FEET)
1 inch = 20 ft.

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231 PROVIDENCE ROAD, CHAPEL HILL, NC 27514
(919) 968-8040 FAX (919) 968-8080

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Ballentine Associates, P.A. CORPORATE SEAL C328 NORTH CAROLINA Chapel Hill

NORTH CAROLINA PROFESSIONAL SEAL 029127 ENGINEER GEORGE J. RETSCHLE OCT 12

NUM	REVISIONS	DATE
1	MODIFICATIONS TO APPROVED ZCP	05 OCT 21
2	MODIFICATIONS SINCE LAST PRICING SET	05 OCT 21
3	ELEVATION UPDATE PER RFI#41	02 MAY 22
4	LGD & SEWER ADJUSTMENT PER OWASA	16 JUNE 22
5	CONCRETE IN HANDICAP SPACES PER RFI#43	18 JULY 22
6	SEWER ADJUSTMENT	27 SEP 22
7	BIKE LANE REMOVAL MODIFICATION	05 OCT 22

OWNER INFORMATION
CASA
624 W. JONES STREET
RALEIGH, NC 27603

OWNERS REPRESENTATIVE:
JESS BRANDES
PH. (919) 307-3429
FAX
EMAIL jbrandes@casanc.org

ISSUED	DATE
ISSUE FOR CONSTRUCTION	05 OCT 21
ISSUE FOR CONSTRUCTION	02 MAY 22
ISSUE FOR CONSTRUCTION	16 JUNE 22
ISSUE FOR CONSTRUCTION	05 JULY 22
ISSUE FOR CONSTRUCTION	27 SEP 22
ISSUE FOR CONSTRUCTION	05 OCT 22

PERRY PLACE

CHAPEL HILL/CARRBORO, ORANGE COUNTY, NORTH CAROLINA

CONSTRUCTION PLANS

JOB NUMBER: 116031.03
DATE: 29 MAR 21
SCALE: AS NOTED
DRAWN BY: S.R.H./A.A.A.
REVIEWED BY: G.J.R.

SHEET C1001

N:\Projects\116031.00 Merritt Mill Housing\1_Dwg\BA-Model Files\C1000-Site-MMill - BL.dwg, 10/5/2022 10:48:31 AM, Bluebeam PDF

Town of Carrboro

301 W. Main St., Carrboro, NC 27510

Agenda Item Abstract

File Number: 22-294

Agenda Date: 10/18/2022
In Control: Town Council
Version: 1

File Type: Agendas

TITLE:
Update on Implementation of the Town of Carrboro Updated Bike Plan
PURPOSE: The purpose of this agenda item is to provide the Town Council with a status report on implementation of the Town's Updated Bike Plan with a focus on the five priority projects.
DEPARTMENT: Planning

CONTACT INFORMATION: Patricia McGuire, Planning Director, 919-918-7327, pmcguire@carraboronc.gov <mailto:pmcguire@carraboronc.gov>; Christina Moon, Planning Administrator, 919-918-7325, cmoon@carrboronc.gov <mailto:cmoon@carrboronc.gov>

INFORMATION: The Town Council adopted the Updated Bike Plan on January 12, 2021. The Town Council's review of the use of ARPA funds on September 20th and October 11th led to discussion regarding the status and schedule for implementing the recommendations in the plan, particularly the five priority projects (Updated Bicycle Transportation Plan - 2020 | Carrboro, NC - Official Website (townofcarrboro.org) <http://www.townofcarrboro.org/1174/2020-Bike-Plan-Update>. This update on the plan is being provided as information.

The attached table provides a status report on each of the priority projects. Work has also occurred on longer-term projects including conceptual design work for buffered bike lanes on North Greensboro Street, reconfiguration of East Main Street to include bike lanes, preliminary design on the Colfax Drive connector and installation of traffic calming measures on Cobblestone Drive.

While reviewing the recommendations in the Updated Bike Plan, it may be helpful to consider the following:

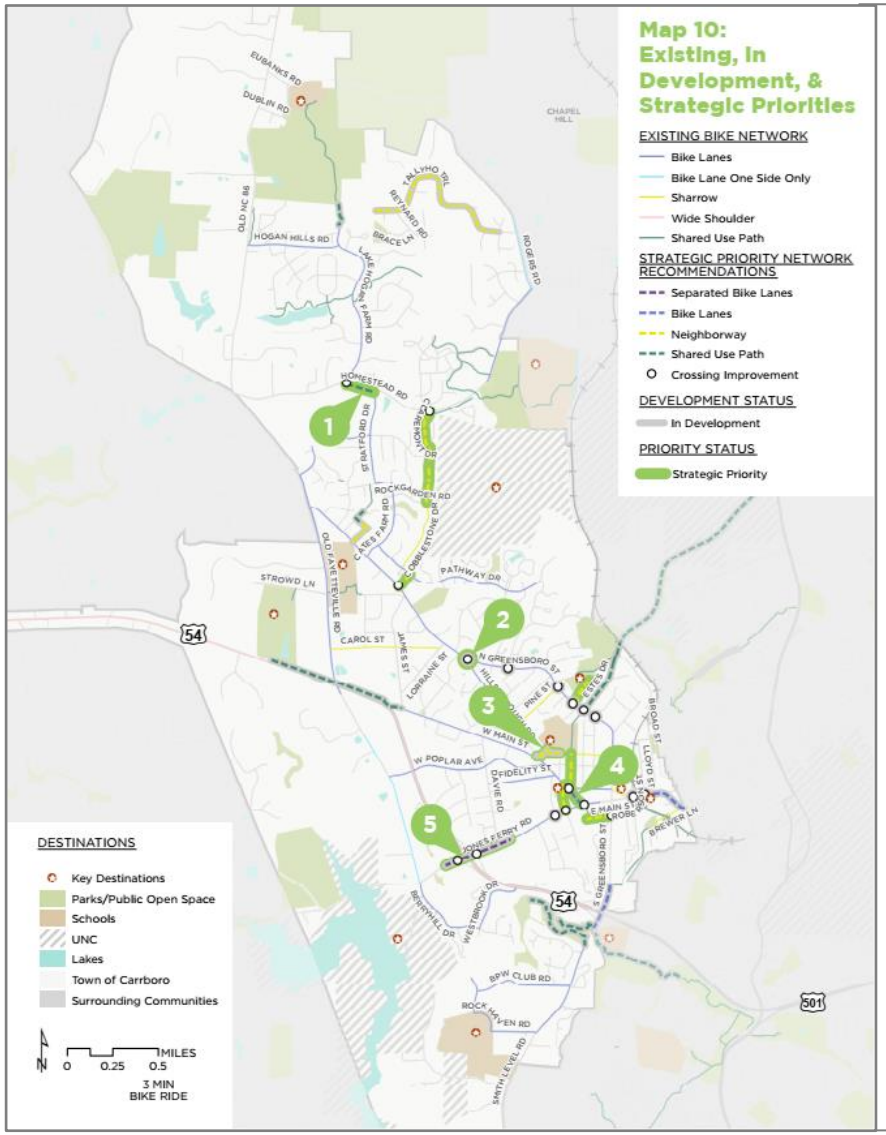
- The Town pursues opportunities to collaborate with NCDOT and to expand existing NCDOT projects as a cost-effective way to achieve Town priorities. For example, adding bike lanes to East Main Street as part of a resurfacing project and adding crosswalks as part of a NCDOT ADA ramp replacement project.
- Partnering with NCDOT may require rescheduling Town projects, however, to ensure that the Town's part of a joint project advances in tandem with NCDOT's work. A capacity analysis was needed for the East Main Street project followed by the development of a new pavement marking plan, signal plans, approval of an encroachment agreement, and advertisement/contracting of a signal contractor for the signal changes and pavement marking contractor for the green pavement markings.
- All infrastructure projects involve a certain amount of staff time for management, even when using consultants. Federally funded projects have significant administrative requirements for reporting and seeking reimbursements.
- Construction often involves more than one Town department. Depending on the status of other initiatives, there may be staff capacity in one department but not in another.
- Successful projects involve a lot of outreach, opportunities for input and regular updates.

- Construction projects can impact local businesses and traffic circulation (including transit and bike/ped); thoughtful planning is needed to limit impacts for long periods of time and/or to more than one arterial or connector street at the same time.

FISCAL & STAFF IMPACT: There are no fiscal impacts associated with receiving the update. Modifications to the current workplan and/or advancing projects more quickly would likely involve costs and additional staff time for project administration and outreach.

RECOMMENDATION: Staff recommends that the Town Council receive the update. No action by the Town Council is requested.

Updated Bike Plan Priority Projects



1 HOMESTEAD RD SIDEPATH LINK pg. 52

This project will connect large residential hubs and fill a gap from north Carrboro to downtown by connecting bike lanes along Lake Hogan Farm Rd and Stratford Dr.

2 HILLSBOROUGH ST AND N GREENSBORO ST INTERSECTION IMPROVEMENTS pg. 54

This is a an unsignalized intersection along a critical bike route. Improving the intersection will increase safety and comfort for all users.

3 SHELTON ST CONTRAFLOW BIKE LANE pg. 56

The Shelton St contraflow bike lane will fill an important gap between the Hillsborough St bike lanes and Carrboro Elementary.

4 WEST MAIN ST BIKE LANES & INTERSECTION IMPROVEMENTS pg. 58

Intersection improvements and bike lanes on both sides of the street (filling gaps) will improve bike access to downtown along West Main St.

5 JONES FERRY RD SEPARATED BIKE LANES pg. 62

Separated bike lanes along Jones Ferry Rd will bring much-desired safety benefits to this heavily used commuter corridor.

Status
Funding for part of project: design/construction of RRFB to provide signalize pedestrian crossing at Claremont.
Improved ramps and crosswalks approved and will be installed as part of NCDOT ADA ramp project.
Under design.
Very preliminary scoping of steps to implement. Some aspects of project may require additional feasibility analysis.
Consulting with NCDOT on incorporating lane changes/addition of buffered bike lane for segment of JFR that extends under NC 54 as part of NCDOT resurfacing project.

Agenda Item Abstract

File Number: 22-285

Agenda Date: 10/18/2022
In Control: Town Council
Version: 1

File Type: Agendas

TITLE:
Request to Adopt 2022 Carrboro Brand Guidelines

PURPOSE: The purpose of this agenda item is to request that the Town Council consider adopting the 2022 Carrboro Brand Guidelines.
DEPARTMENT: Communication and Engagement

CONTACT INFORMATION: Catherine Lazorko, Communication and Engagement Director, 919-968-2713 or clazorko@carrboronc.gov

INFORMATION: Since the Carrboro brand was adopted in November 2013, the Town has relied on Carrboro Brand Guidelines for consistent uses of the town Carrboro logo and tagline including color, placement, and usage standards. Town staff aim to further clarify brand uses for official government communication as separate from marketing and business or program outreach.

Communication and Engagement staff, who are tasked to make available organizational templates (business cards, powerpoints, reports, etc.) for departmental use, identified the need for an update to the 2013 Carrboro Brand Guidelines to gain greater clarity for unique uses and to establish more consistency. At the June 7, 2022, Town Council meeting, the Town Council requested that staff revisit the “Feel Free” tagline after receiving public comments.

The Town has worked with the Splinter Group on the draft 2022 Carrboro Brand Guidelines, which Council is being asked to consider adopting to replace the existing 2013 Brand Guidelines. Additional information about the development of the Carrboro logo and tagline is provided below.

Clarify Brand Uses
Since its adoption in 2013, the Carrboro brand has been shown broadly across the local community, town staff, and reaches beyond Carrboro through tourism and marketing efforts across North Carolina and the country.

Communication and Engagement staff are of the opinion that improvements could be made to clarify distinct brand uses for: 1. Government Purposes (government logo) and 2. Business

Development, Tourism and Marketing as well as Special Events, Programs and Initiatives (marketing/values logos).

In response to this request, the Splinter Group has produced a slightly updated "Town of Carrboro" logo proposed for government communications. Additionally, the design agency has created secondary logos that are available for optional use by departments. Also available to departments, with additional guidance for uses, are the Town seal and public safety logos for Carrboro Fire-Rescue and Carrboro Police.

"Feel Free" Tagline
The Splinter Group, which was the original design firm that developed the Carrboro brand, was further asked to explain the derivation of the "Feel Free" tagline.

The design agency conducted a nine-month campaign to develop a brand identity including the "Feel Free" tagline for Carrboro in 2013. This included a two-month community engagement campaign called "Let's Talk Carrboro," featuring "idea stations" at 23 Carrboro business, an online survey, and group and individual interview sessions.

In their presentation to the Town Council on November 12, 2013, Lane Wurster and Steve Balcom with the Splinter Group explained the "Feel Free" tagline: "It means more yeses than nos, to follow your heart, be yourself, loosen your tie."

In describing how the tagline was developed, Splinter Group Co-founder Lane Wurster stated: "During our engagement with people across town, a recurrent theme emerged about a feeling of optimism, encouragement, a lack of judgment - and as a result of being unencumbered, inspired to take risks - not in a dangerous way, but more along the lines that this is a place where more is possible than you imagined. It is about dropping some things that are holding you back and being brave. It is about *freedom from* judgment and pessimism; and *freedom to* step up and be original; to be more than you thought you could be. It is not meant as an indulgent phrase. It also conveys hospitality in the same way my grandmother would say "Feel free to have another slice of pie."

Brand Guidelines
The 2022 Carrboro Brand Guidelines includes the new government logo.
Another change reflected in the updated guidelines relates "Logo Interpretation," which instructs staff on the use of secondary department logos. The adaptation of the central logo into marketing/values logos will continue to be offered for events and programs that align with Town of Carrboro values, such as the *Facing Race Embracing Equity* logo and the *All Are Welcome* Pride logo; and marketing purposes such as the *Visit Carrboro* logo.

Background

- Draft 2022 Carrboro Brand Guidelines (Attachment B)
- Current Carrboro Brand Guidelines from 2013 (Attachment C)
- Initiation of Work with the Splinter Group for Creative Branding and Marketing Services - June 12, 2013 (Attachment D)
- Update on Branding and Marketing Project - June 30, 2013 (Attachment E)
- 2013 Carrboro Brand Guidelines - Adoption of brand (and tagline) - Nov. 12, 2013 (Attachment F)
- Update on branding and marketing initiative - Feb. 2, 2014 (Attachment G)

FISCAL & STAFF IMPACT: The Splinter Group is under contract for $2,500 to revise the brand guidelines and provide working designs for future use.

RECOMMENDATION: Staff recommends that the Council consider adopting the resolution (Attachment A) which approves the 2022 Carrboro Brand Guidelines.

Attachment A

A RESOLUTION ADOPTING
THE 2022 CARRBORO BRAND GUIDELINES

The Carrboro Town Council hereby adopts the 2022 Carrboro Brand Guidelines.

This resolution shall become effective upon adoption.

This the 18th day of October 2022.

BRAND GUIDELINES

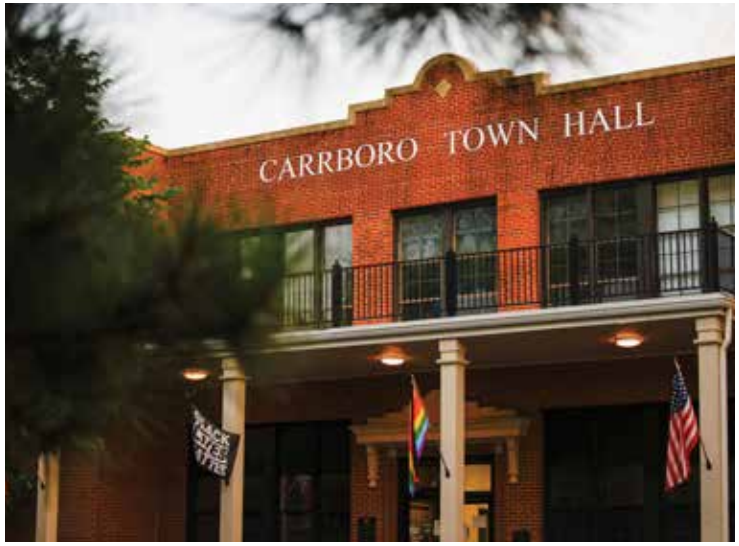
While the Town of Carrboro is made up of various departments and divisions, we are all part of the same organization. Every town employee is on the same team.

One of the best ways to show that we're on the same team is to use a shared set of branding elements – a specific combination of colors, fonts, symbols and design shapes, unique to our organization.

Branding conveys that in spite of our many services, programs events and initiatives, all of us are working together toward the common cause of making Carrboro better.

Residents and employees alike associate a specific "look" with the Town of Carrboro, making our services, events and programs instantaneously recognizable as coming from a single organization.

These brand guidelines are designed to be a helpful resource for departments when communicating from the Town of Carrboro. This will make it easier for our constituents to identify Town communications and ensure brand cohesion.



MORE COMMUNICATIONS, SPECIALTY ITEMS AND COLLATERALS

To project a professional and consistent image, all Town employees are encouraged to contact the Communication and Engagement Department for any guidance and access to communication materials designed to encourage consistency among email signatures, business cards, letterhead, report templates and more.

USE OF LOGOS BY EXTERNAL ORGANIZATIONS

Use of Town logos by external organizations without permission is prohibited. Since the use of the Town logo implies endorsement, the Town logo can only be used when the Town is supporting, sponsoring, partnering, funding or endorsing an external organization's program or event.

The Town is supportive of arts-related uses and the creative local economy. We request that when the Town's logo is used by an external group, a proof for review and approval is sent to the Communication and Engagement Department. Questions should be directed to communications@carrboronc.gov

FOR MORE INFORMATION

The Communication and Engagement Department maintains digital resources for the Carrboro brand. Please contact communications@carrboronc.gov

We are committed to implementing these brand updates in fiscally and environmentally responsible ways. Any non-digital communication pieces that are not in exact conformance to this update can be used until they are ready to be replaced. This pertains to physical items like banners and tablecloths. Please consider ordering new business cards only when your supply has been depleted.

The Carrboro Brand Guidelines were updated in October 2022.

GOVERNMENT LOGO

The Town of Carrboro Logo is a stand-alone mark that represents Town government. It should be used whenever the Town is involved.

As appropriate, all informational and informal material – including websites, uniforms, brochures, public information notices, town signage, and other collateral material – should include the government logo and exclude the town seal.

The government logo and/or the town seal may be used for official Town communications.

The Town regularly uses promotional items such as pens, pencils, key chains, T-shirts, magnets, mugs and other items emblazoned with the logo. It is the department's responsibility to ensure that vendors follow our brand guidelines. Promotional materials should use the Town logo with correct colors, proportions, size and website (when possible).

DEPARTMENT SECONDARY LOGOS

Secondary logos are available, but not required, for use by departments. Departments are required to use either the government logo or the Town seal. Preference is that departments use the Carrboro government logo. Do not use multiple logos in communication pieces including email signatures.

TOWN OF CARRBORO • NC

TOWN OF CARRBORO • NC
ECONOMIC DEVELOPMENT

TOWN OF CARRBORO • NC
FIRE-RESCUE DEPARTMENT

Carrboro's seal should be used when the Town needs to be the symbol of authority. The official seal is only to be used on designated materials such as official documents, checks, official notifications, materials representing elected officials, proclamations and resolutions. On townwide promotional materials, signage and websites, the Carrboro logo should be used. The town seal should not be used in conjunction with the town logo. The seal is not recommended for everyday design.

The town seal features a white background with a seal in the middle with Town Hall, formerly the old Carrboro School, and the date of the chartering of Carrboro - March 3, 1911 - over it. The seal includes the words "Town of Carrboro" and "North Carolina."

The Town Seals trademarked for use by the Police Department, Fire Department and General Government will appear on all town vehicles as appropriate.

Police and Fire can use the new logo as they deem appropriate. We will work with each Department on specific applications.

The Town of Carrboro has various logos interpreted from the main brand that express our community values. These can be used to promote special events, programs and initiatives; and business development, travel and tourism.

Many of these have been developed with creativity, enthusiasm, and love of community. We imagine future customizations will continue to promote various events, programs and community values. These interpretations must receive Town approval prior to use.

The Splinter Group conducted a nine-month campaign to develop a brand identity including the "Feel Free" tagline for Carrboro in 2013. This included a two-month community engagement campaign called "Let's Talk Carrboro," featuring "idea stations" at 23 Carrboro business, an online survey, and group and individual interview sessions.

"During our engagement with people across town, a recurrent theme emerged about a feeling of optimism, encouragement, a lack of judgment – and as a result of being unencumbered, inspired to take risks – not in a dangerous way, but more along the lines that this is a place where more is possible than you imagined. It is about dropping some things that are holding you back and being brave. It is about freedom from judgment and pessimism; and freedom to step up and be original; to be more than you thought you could be. It is not meant as an indulgent phrase. It also conveys hospitality in the same way my grandmother would say *'Feel free to have another slice of pie.'"*
-Lane Wurster (The Splinter Group)

APPROVED COLORS

The Carrboro logo should be used in PMS 376 when possible. Since there will be instances when this green color will clash with its surrounding, the following additional color versions may also be used. Context will help determine which alternate color version to use.

PMS= 376
CMYK= 50/0/100/0
RGB= 141/198/63 HEX= #8DC63F

PMS = 1685
CMYK = 0/68/100/44
RGB= 153/71/8 HEX= #994708

PMS = 158
CMYK = 0/61/97/0
RGB= 245/128/37 HEX= #F58025

PMS = 2607
CMYK = 81/100/0/7
RGB= 85/41/136 HEX= #552988

BLACK
CMYK = 0/0/0/0
RGB= 0/0/0 HEX= #000000

70% GRAY
CMYK = 0/0/0/70
RGB= 109/110/113 HEX= #6D6E71

As shown on the attached examples, the logo can be used in color and may also be used in white against a color background.

This guide is an organic document, with additional materials added on an ongoing basis.

The logo should always be used in accordance with the guidelines set out for brand colors and appearance.

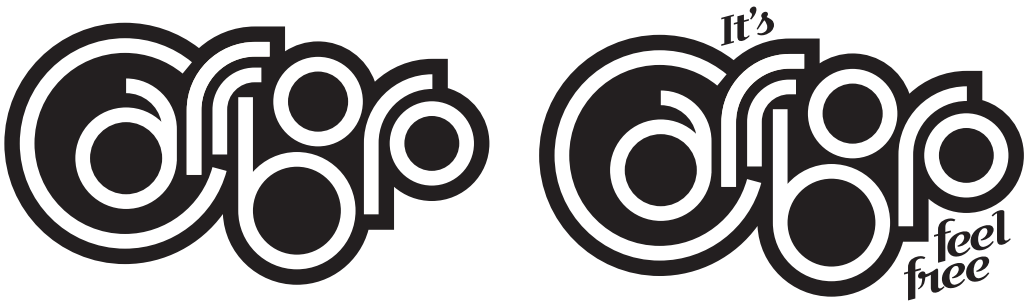
1. These are the approved formats of the logo. Always use the official, even when customizing as on previous page.

2. Do not stretch, distort or rotate the logo.

3. Do not modify the logo with effects such as 3D rendering or drop shadows.

4. Do not create or use an outline version of the logo.

1.



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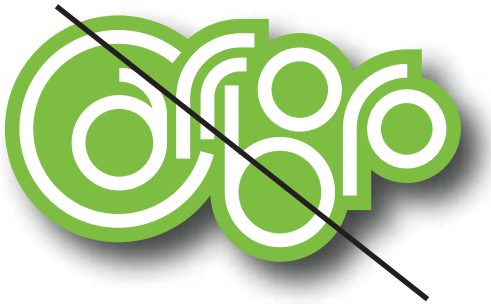

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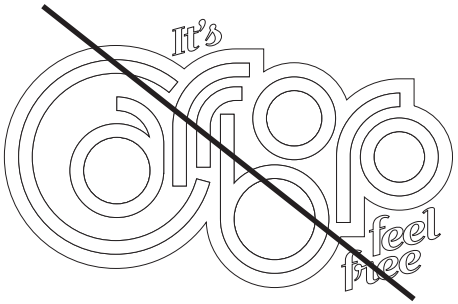


We suggest using the fonts specified below for all supporting materials. You can see how the brand typography is used in context in the ad to the right.

HEADLINE:

Semilla - 26pt

Here is a main headline, set in Semilla

SUBHEAD:

Neutra Text - Bold Small Caps, 16pt, tracking value of 75

HERE IS A SUBHEAD, SET IN NEUTRA TEXT BOLD SC

PARAGRAPH TEXT:

Sentinel - Semibold, 11pt, tracking value of 10

Lorem ipsum dolor sit amet, nulla a sed pellentesque, non sit eu nisl eu wisi, sed nulla elit sed, eu pede odio ornare curabitur. Ac curabitur cursus, ante fusce mollit, dictum blandit dui ut, nunc et dictum vestibulum molestie. Non-ummy elit, consequat erat est ante sed mauris suspendisse, in etiam mauris.

It's

BRAND GUIDELINES

The Town of Carrboro has developed this brand to be used for promoting the Town of Carrboro for business development, travel and tourism and community events. The logo maybe be used with or without the slogan.

The Carrboro logo should be used in PMS 376 when possible. Since there will be instances when this green color will clash with its surrounding, the following additional color versions may also be used:

PMS = 376
C=50 M=0 Y=100 K=0

PMS = 1685
C=0 M=68 Y=100 K=44

PMS = 158
C=0 M=61 Y=97 K=0

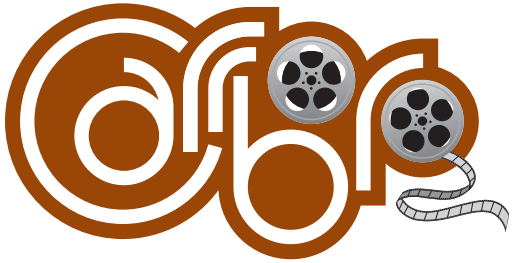
PMS = 2607
C=81 M=100 Y=0 K=7

BLACK
C=0 M=0 Y=0 K=0

70% GRAY
C=0 M=0 Y=0 K=70

In the “feel free” spirit, the logo may be customized to promote different events and organizations. As shown in the images here, the logo may be adorned with additional elements, texture and color, provided the legibility and proportions and dimensions are kept within the standards. These interpretations must receive Town approval prior to use.

Additionally, the logo can be fabricated out of materials such as wood or metal for signage and public art.



As shown on the attached examples, the logo can be used in color and may also be used in white against a color background.

The logo should always be used in accordance with the guidelines set out for brand colors and appearance.

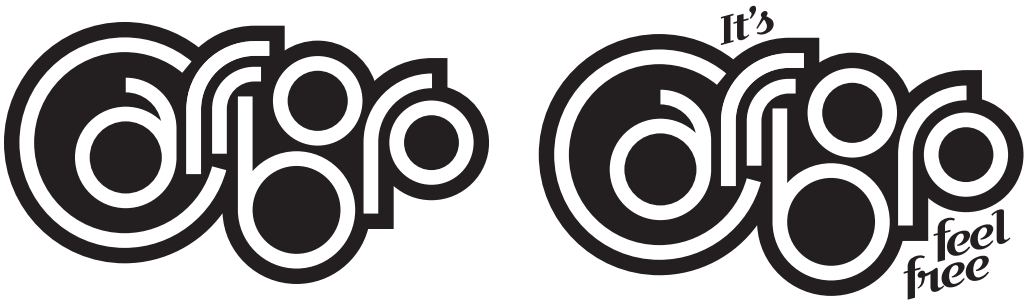
1. These are the approved formats of the logo. Always use the official, even when customizing as on previous page.

2. Do not stretch, distort or rotate the logo.

3. Do not modify the logo with effects such as 3D rendering or drop shadows.

4. Do not create or use an outline version of the logo.

1.



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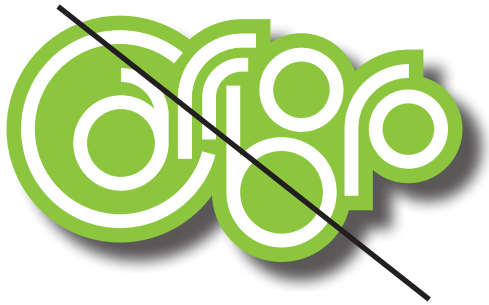

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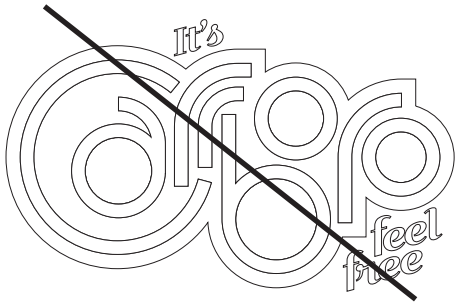

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The Town of Carrboro has developed this brand to be used for promoting the Town of Carrboro for business development, travel and tourism and community events. The logo maybe be used with or without the slogan.

The logo will be used for promoting the Town of Carrboro for business development, travel and tourism, and community events. The logo will appear on the Town website, banners, print ads, internet ads, social media, and town signage. The logo and/or the Town Seal maybe used by the Town for letterhead, business cards, official Town communications and uniforms. The logo may be used for marketing and promotion of town events and merchandise. The Town Seals trademarked for use by the Police Department, Fire Department and General Government will appear on all town vehicles as appropriate.

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File #:	13-0031 Version: 1	Name:	
Type:	Agendas	Status:	Consent Agenda
File created:	2/13/2013	In control:	Board of Aldermen
On agenda:	2/19/2013	Final action:	
Title:	Execute contract with The Splinter Group for Creative Branding and Marketing Services PURPOSE: The purpose of this agenda item is to direct the Town Manager to execute a contract with The Splinter Group for Creative Branding and Marketing Services.		
Attachments:	1. 104 - A RESOLUTION TO EXECUTE A CONTRACT WITH SPLINTER.pdf		

History (0) Text

TITLE:

Title

Execute contract with The Splinter Group for Creative Branding and Marketing Services

PURPOSE: The purpose of this agenda item is to direct the Town Manager to execute a contract with The Splinter Group for Creative Branding and Marketing Services.
Body

DEPARTMENT: Economic and Community Development

CONTACT INFORMATION: Annette D. Stone, AICP Economic and Community Development Director

INFORMATION: The Board of Aldermen selected The Splinter Group as the Town's Creative Consultant to lead the Branding and Marketing effort. The Board also directed the Town Manager to negotiate a contract with The Splinter Group for Services. This action would allow the Manager to execute a contract in the amount of $20,000.00.

The project will be split into two phases, Phase I will include the following elements;

BRAND DEVELOPMENT
The importance of your brand identity cannot be overestimated. It sets the tone for public interaction with Carrboro and creates an expectation of what it has to offer. The Splinter Group will utilize the following process and deliver the following services during this campaign:

STRATEGIC DIRECTION
Before we begin the campaign we need to continue our initial discussions on goals, audience, resources and possible means of introducing and reinforcing brand. Usage may drive us in certain directions. We will also develop systems for ongoing meeting and communication at the outset of our relationship.

Deliverable: Goals Brief and Communication

DISCOVERY & COMMUNITY OUTREACH
Our next step is to engage key stakeholders and the community at large for research and to foster goodwill and support. It is important that our community feels in sync with us as we develop the Carrboro brand.

Interviews
We will together identify a target list and The Splinter Group will conduct interviews with key citizens and stakeholders to learn more about their opinions and experiences to distill what makes Carrboro such a special place.

Website/Survey
We will launch a simple website survey to engage the community. We will issue a press release surrounding the launch of this online survey and look for other ways to get our community involved including flyering with local business. In addition to questions, the site will gather email addresses of respondents for future communications and also strongly position social media so everyone can stay abreast of progress.

Social Media
We will develop specific Facebook and Twitter accounts to this campaign to provide additional outlets for feedback and opinion. These sites can transition into marketing platforms once the brand is introduced and implemented.

Public Forums
We are happy to participate in up to two public forums where we invite thecommunity to share opinions about Carrboro and the branding process.

Other Outreach
We are open to other means to engage the community, including a table at the Farmer's Market, a drop box at Town Hall or any other ideas we come up with once
campaign begins.

Deliverable: Executive Summary of our findings with how this information will shape the creative process with all interviews and surveys as an
addendum.

BRAND CREATIVE
We will use knowledge gleaned to date to begin the creative process. In addition to the key components of visual identity (logo, color palette, graphic elements) we will develop core copy and creative headlines that will be used in future phases of marketing. Once these elements are approved, we will create a brand book or style guide that includes the logo in approved file formats for print, web, and other uses.

Deliverables: Logo, Tagline, Core Copy, Brand Book

Phase II of the project will include the marketing plan and initial marketing efforts. This Phase will be included in the FY 2013-2014 Budget.

FISCAL IMPACT: The Town has budgeted $18,000 this fiscal year for a branding campaign. The project is being split into two phases in order to allow for budgeting. The initial Brand Development and Marketing will not exceed $20,000. The Town may wish to retain Splinter for on-going creative marketing services at the completion of this initial project.

RECOMMENDATION: Staff recommends the Board consider directing the manager to execute a contract with The Splinter Group not to exceed $20,000.

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Details Reports

File #:	13-0344 Version: 1	Name:	
Type:	Agendas	Status:	Other Matters
File created:	6/14/2013	In control:	Board of Aldermen
On agenda:	6/30/2013	Final action:	
Title:	Update on Branding and Marketing Project PURPOSE: The Purpose of this item is for the Board of Aldermen to receive an update on the progress of the Town's Branding and Marketing project from The Splinter Group.		
Attachments:	1. splinter_carrboro_report		

History (0) Text

TITLE: Title
Update on Branding and Marketing Project

PURPOSE: The Purpose of this item is for the Board of Aldermen to receive an update on the progress of the Town's Branding and Marketing project from The Splinter Group.
body
DEPARTMENT: Economic & Community Development

CONTACT INFORMATION: Annette D. Stone, ACIP 918-7319

INFORMATION: The information for this agenda item is included in the attached document.

FISCAL & STAFF IMPACT: N/A

RECOMMENDATION:r Staff recommends that the Board of Aldermen accept the report and provide direction on how to proceed.

SPLINTER

CARRBORO BRANDING PROJECT

PROGRESS REPORT 6.12.13

SPLINTER

OVERVIEW

As the first phase of our branding project, we are wrapping up a successful community engagement and feedback campaign and have just begun our analysis of responses. The Let's Talk Carrboro campaign consisted of on an online survey, idea stations placed throughout town, and group sessions and individual interviews with key town stakeholders. Details and raw statistics on the campaign are noted below.

In general we received insightful and thoughtful feedback that will help in the brand development process and future marketing initiatives. We did have an undercurrent of negative reactions to Carrboro's need for branding and a resistance to change of any kind. We actually received a phone call from someone distrusting the process and wondering if another town was doing research to determine (and probably steal) what makes Carrboro so special.

RESEARCH

Here's a breakdown of responses to the campaign:

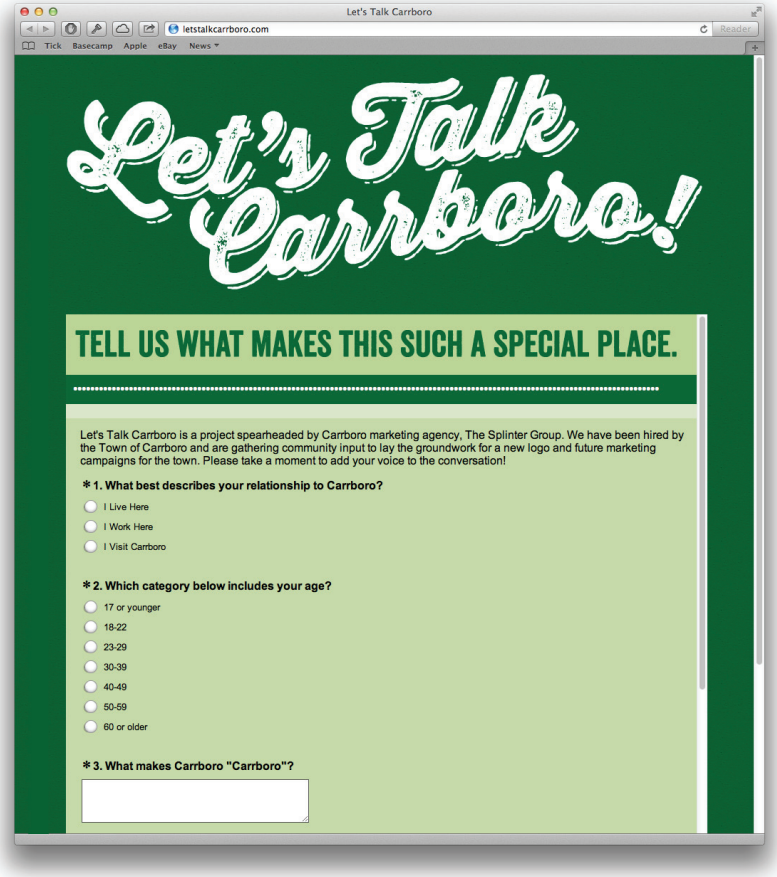
ONLINE SURVEY

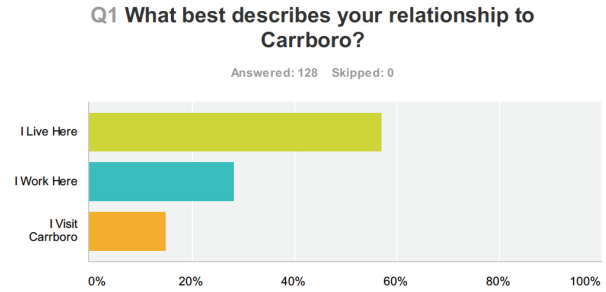
We've had 128 responses to our online survey at letstalkcarrboro.com, 57% of respondents live in Carrboro, 28% work here and the remaining 15% visit. Over 55% of survey participants were 30-49.

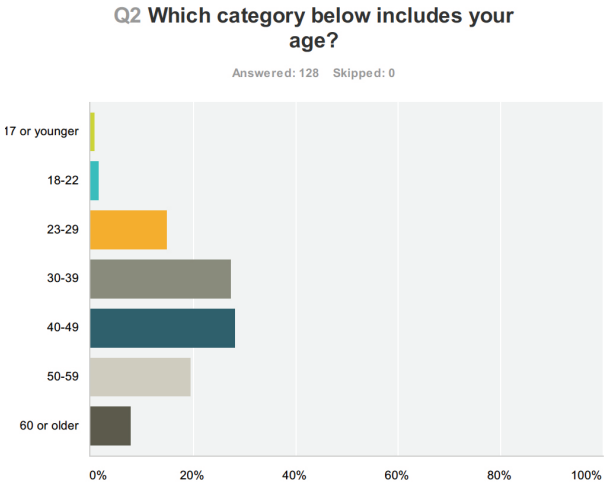
Let's Talk Carrboro!

We asked folks:

- What makes Carrboro "Carrboro"?
- How would you describe Carrboro in five words or less?
- Do you have a "Carrboro Moment"? Something that happened to you in town that is etched in your memory and uniquely Carrboro?







IDEA STATIONS

We set up idea stations at 23 Carrboro businesses during the month of May, asking a simple question "What Makes Carrboro, Carrboro". We have harvested 188 responses from 18 businesses to date. We had the largest concentration of responses from downtown merchants (Weaver Street Market, Milltown, Looking Glass) but also received feedback from the northern edge of town (BP at Calvander, Winmore Salon) and from "legacy" businesses (Fitch Lumber, Cliff's Meat Market). We placed idea stations en espanol at two locations to engage Latino population (Don Jose Tienda, Panaderia in Carrboro Plaza), but unfortunately received no responses.

GROUP SESSIONS

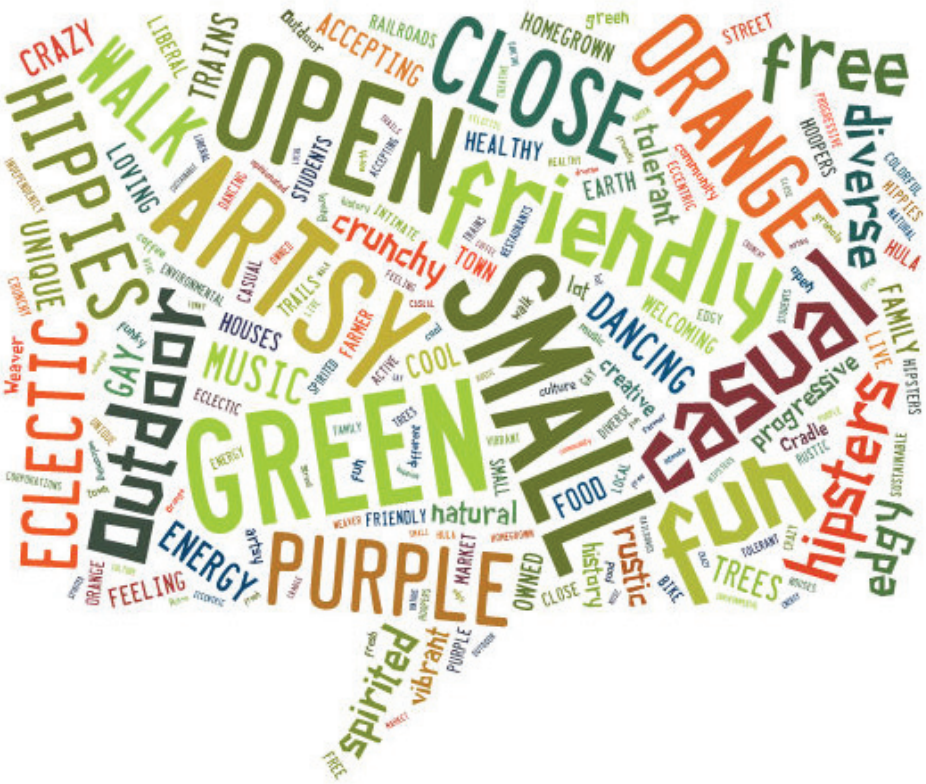
In addition to personal interviews we conducted group exercises to stimulate brand discussion with the Arts Committee, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board, and Transportation Advisory Board. We also led a session at the Driving Carrboro Forward Business Meeting. We collected questionnaire responses from 64 folks during these sessions.

EVENTS

We set up tables and/or manned idea stations at several Carrboro Farmer's Markets, Open Streets, Carrboro Day and the Carrboro Block Party and received feedback from 115 people at these events.

INTERVIEWS

We approached over 40 individuals we felt were important stakeholders in the brand, and conducted 20 one-on-one in-person and online interviews including sessions with Lydia Lavelle, Jacquelyn Gist, Randee Haven-O'Donnell, Damon Sells, and many local business owners.



We received plenty of insightful and interesting feedback throughout this campaign, much of which extends beyond the scope of what we were hired to do but will come in handy for future marketing and brand initiatives. Specific to our immediate goal of developing a logo and tagline for Carrboro, we are currently analyzing recurring emotions, statements, word use and descriptions of the town. We will distill this community feedback into a branding summary we will submit in late June along with a complete report including all survey, idea station and interview responses. Then, we begin the design and creative process. We plan to officially present these directions in September.

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File #:	13-0471 Version: 1	Name:	
Type:	Agendas	Status:	Passed
File created:	11/5/2013	In control:	Board of Aldermen
On agenda:	11/12/2013	Final action:	11/12/2013
Title:	Carrboro Branding and Marketing PURPOSE: The purpose of this agenda item is to present the findings of the Branding study to the Board of Aldermen.		
Attachments:	1. splinter_carrboro__june report, 2. splinter_carrboro__june report2, 3. toc_report_nov6		

History (1) Text

TITLE: Title
Carrboro Branding and Marketing

PURPOSE: The purpose of this agenda item is to present the findings of the Branding study to the Board of Aldermen.
body
DEPARTMENT: Economic and Community Development

CONTACT INFORMATION: Annette D. Stone, AICP Economic and Community Development Director 919 918 7319

INFORMATION: Cities, Towns and Counties across the State and Country are recognizing the value of branding a community. Branding is the art of aligning what you want people to think about your community with what people actually do think about your community. Branding is communicating through visuals and words that tell the unique story, in Carrboro's case, about this special place.

The Board of Aldermen recognized the need to re-brand the Town (there is an existing visual that is used throughout Town signage) in several planning documents. First, in the 2006 RTS report, "Creating Carrboro's Economic Future," the study points out the need to brand the community in order to communicate to new and re-locating businesses why Carrboro is an attractive place to start a business. In the 2008 Local Living Economy Task Force Recommendations, the Task Force recommended developing a brand, stating "The consistent use and promotion of a Town graphic and tagline provides a visual hook to uniquely identify those businesses, programs, events, products, people and the physical environment that define our community. Properly developed, this graphic and tagline could embody the unique traits and characteristics of the community (i.e. quality, successful, unique, healthy, committed, beautiful, funky, leading edge, fun, historic, active.)".

The Town officially began this process of branding last year with the selection of The Splinter Group to guide a community conversation and develop a process for stakeholder engagement. In the past year, staff and the

consultant have meet with Town advisory boards, attended community events, held public input sessions, and collected information. The information collected was about people's feelings and thoughts about Carrboro. What makes Carrboro, Carrboro?, was asked in surveys, interviews, and in meetings. The results were reported to the Board of Aldermen at the June 2013 Retreat (attached).

That information was used by the creative team at Splinter to develop ideas for visuals and phrases that describe Carrboro, in the proverbial "nutshell." The attached report is an accounting of the process, community feedback, results of the focus groups and input from advisory boards to develop what has emerged as the preferred brand.

FISCAL & STAFF IMPACT: If adopted by the Board of Aldermen, the initial "launch" of the brand will be through the Town's new website, which is waiting on the branding process for the "look and feel" to launch. Also, already included in the FY 13-14 budget for launching the new brand is $6,500 for banners to be used throughout the Downtown and the Community Resource and Visitor Guide which will be used to introduce the brand to the Community. Town staff is working with the newly formed Carrboro Tourism Development Authority to develop a walking map for Downtown and other marketing materials that will use the new brand to promote Carrboro. Upcoming marketing opportunities are Carrboro Chill being planned by Downtown businesses for December 14th, immediately after the Holiday Parade, and in February as there is continued interest in the now annual "For the Love of Carrboro" campaign.

Town staff is working on estimates for cost of replacement of Town signs which will be considered in next year's budget. Other opportunities to promote the brand will be sought out and budgeted for accordingly.

RECOMMENDATION: Staff recommends the Board consider adopting the new brand and directing staff to move forward with implementation.

SPLINTER

CARRBORO BRANDING PROJECT

PROGRESS REPORT 6.12.13

SPLINTER

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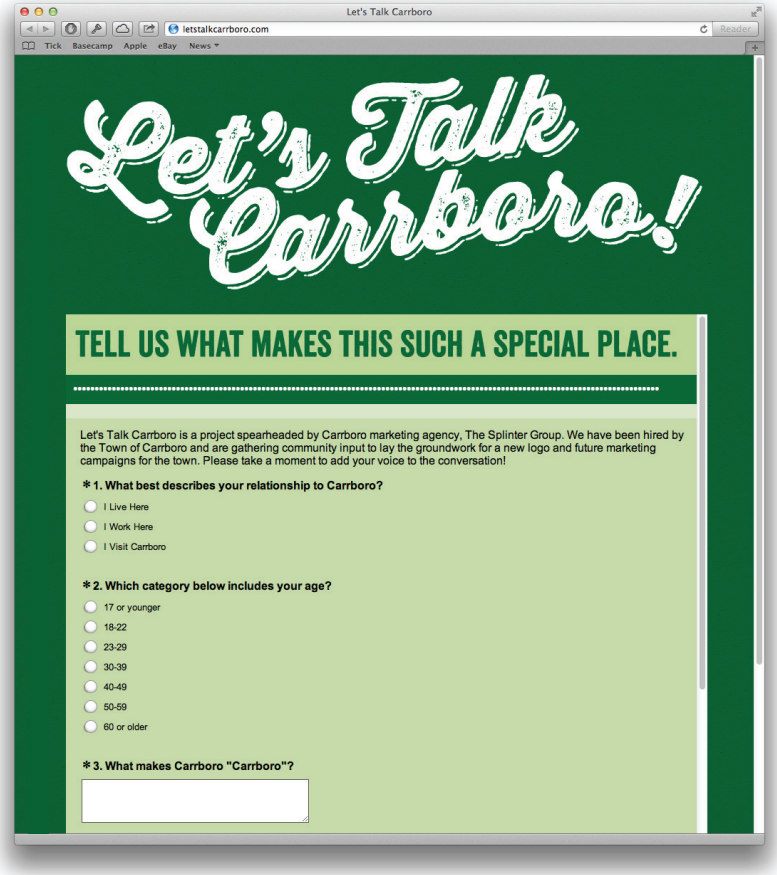

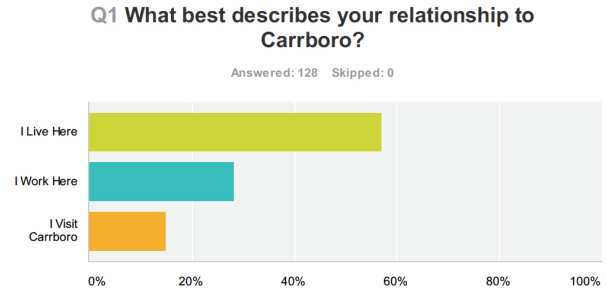

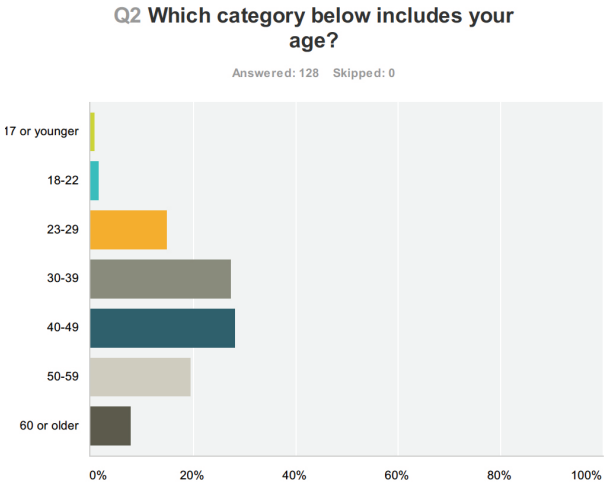

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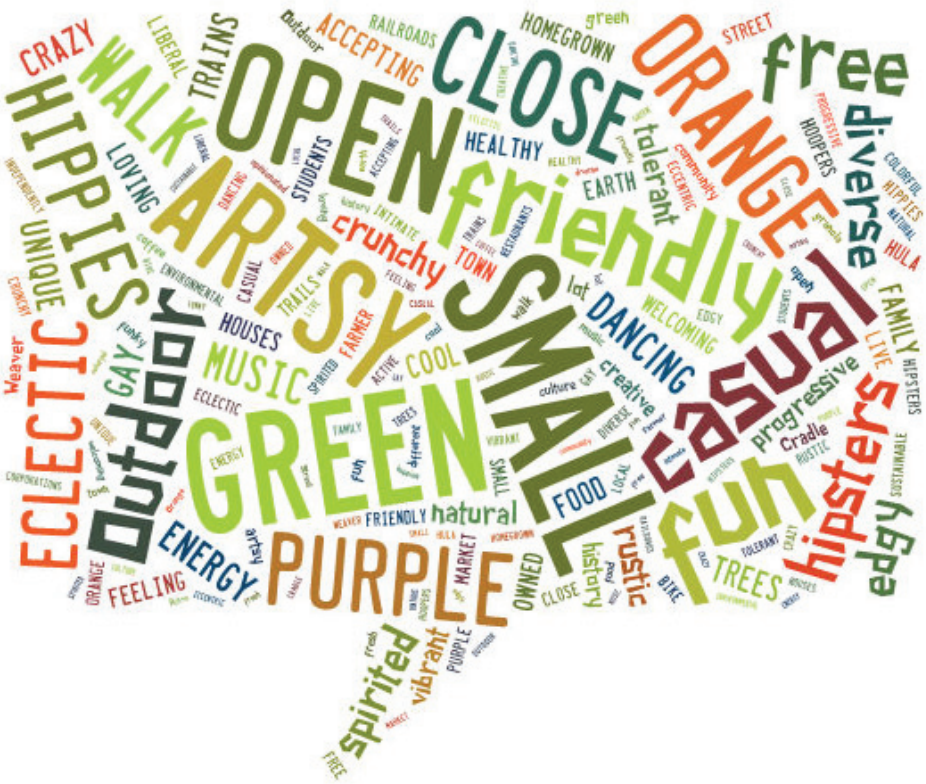

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SPLINTER

LET'S TALK CARRBORO

RESEARCH ANALYSIS

OVERVIEW

Let's Talk Carrboro was a six-week community engagement campaign to gather ideas and input from residents and visitors and to inform and make the public a part of the branding process.

We used a multi-level approach to gather feedback, including idea stations at local businesses, an online survey, group sessions with town stakeholders, an event survey, and one-on-one interviews. Our goal in each avenue was to engage and solicit opinion and emotion that could be distilled into our brand efforts and future marketing initiatives.

With any survey or research project like this you typically receive the most response from two ends of the spectrum—people who love and live the brand and people who hate or have issues with the brand. This rang true in this campaign. We received many glowing responses with true insight and feeling about the town and what people enjoy about it. We found many repeated words, statements, and feelings as well as common favorite places, people and things. We also received a fair amount of responses that criticized the town, its handling and/or awareness of current issues, expressed a distrust of the process or questioned the need for a brand.

We find all of this insight helpful to the process and believe we are ready to dive into creative directions for your logo, tagline and brand assets. The following report distills community feedback into manageable information that will inform our process.

REPEATED WORDS: Community/Community Feel, open-minded, free, hippies, walk-able, bike-friendly, eclectic, hipsters, weird, open, local, eccentric, funky, diverse, small, green, sustainable, active, artsy, edgy, intimate, fun, colorful, music, spirited, culture, coffee, dancing, energy, environmental, crunchy, gay, artsy, rustic, unique, fresh, crazy, fun, trains, tolerant, trees, cool, granola, food, family, natural, casual, accepting, entitled, vibrant, different, friendly, progressive, loving.

When we break this down, here are common feelings and wordplay:

COZY: relaxed, friendly, welcoming, laid-back, chill, cool, homey, casual, friendly, family oriented, neighborly, supportive, lovable, inviting, southern, quaint, simple, peaceful, bright smiles, kind

UNIQUE: funky, eclectic, artistic, musical, weird, different, fun, eccentric, vibrant, odd, quirky, playful, zippy, granola, distinct, creative, carnival, pleasantly edgy, spirited, diverse, crunchy, scruffy, unpredictable, free

FOOD: fresh, organic, local restaurants, beer, farmer's market, vegetarians, healthy, culinary, tasty, delicious

ACTIVITIES: biking, walking, walking dogs, dancing, hula hooping, running, gardening, happening

OPINIONATED: progressive, elitists, liberal, privileged, left-winged, accepting, tolerant, friendly, entitled, sophisticated, independent, open-minded, intelligent, educated, egoists

HISTORY: rustic, vintage, historic, mill houses

REPEATED STATEMENTS, WHAT APPEALS: independently-owned businesses and restaurants, music and arts, festivals, small town feeling, friendly, healthy, progressive, everything is close by, homegrown, casual, down to earth, mill houses, history, welcoming, creative, liberal, hula hoopers, opinionated

COMMON PLACES PEOPLE LOVE/ASSOCIATE WITH CARRBORO: Weaver Street, Farmers' Market, Cat's Cradle, railroads, trails, Open Eye Café

Here are some quotes pulled from responses to What Makes Carrboro "Carrboro" that show the range of feedback we received:

Community, hippie, organic, healthy, eco-friendly, walk able, bike- friendly, full of music and food trucks. Open Eye Café and Weaver Street, farmer's markets and small, locally owned businesses. Guys with dreadlocks, sandals and acoustic guitars. Girls with tattoos, cargo shorts, organic cotton, trees and yoga mats. Tech-savvy, drive hybrids. We're green, clean organic, close-knit and way cooler than Chapel Hill.

Stay funky, my friend. Please do not become Chapel Hill.

Don't screw it up!

Creativity, energy, innovation, everyone is outside, openness, small business support

People on the street taking time to talk with each other and valuing that. Art, and music everywhere

Live life with no pretentions. Be what you are all and enjoy the fresh food, coffee, music, festivals and the people.

Carrboro has an open and accepting atmosphere. People here are interested in other people.

The fact that Carrboro asked this question is very Carrboro.

We are close together, physically, socially, and culturally. And we share well.

Not only tolerates eccentricity, but celebrates eccentricity

Carrboro is great but it's already a bit too self-consciously in love with itself. Don't make it worse with this campaign

It's the best place, I see happy relaxed people and I want to become one of them.

Lack of planning, branding thought or foresight. Why change that? To become Chapel Hill?!

Open Minds, Open hearts, Open arms!

I love Carrboro because when I walk out my front door I just might run in a street fair where people are doing yoga, making energy with each other or celebrating our town!

It's the place hippies and hipsters love calling home

It is a BUBBLE of self absorbed hipster bullshit. Please do not draw any more attention to this fact.

I've never lived anywhere that was so instantly easy to enjoy living. I moved into an apartment/condo area and instantly made friends with my neighbors, who were friends with their neighbors, who knew the people up the hill, who knew some more friends, and soon a close-knit group of 30 under-35-years old group of awesome friends, all new to the area for various reasons, was created and we're still friends today even though only 3 of those people still live in Carrboro.

The independently owned businesses are the most important thing about Carrboro.

Business owners and workers support each other and the people who live here help each other and look out for each other. It's the true definition of "community" and makes living here invaluable.

MOVING FORWARD

Here's what we learned and distilled from our research.
We will have these sentiments in mind as we move into our creative phase.

Carrboro is an unconventional place that cannot be neatly wrapped up with a bow.

Carrboro is a non-traditional town that supports and encourages creativity.

Carrboro is genuine. It looks you in the eye.

Carrboro has an independent spirit that is positive and optimistic.

Carrboro's eclectic nature is a by-product of an environment that fosters difference and tolerance.

Carrboro is a feeling. People feel different when they are here.

Carrboro welcomes outsiders because it is one itself.

Carrboro is not static. It is active and in constant flux.

Carrboro is neighborly. We are on a first-name basis.

Carrboro is smart and serious, but it can also laugh at itself.

Carrboro is up-tempo and down to earth.

Carrboro has a rhythm to it. And its own beat.

Carrboro is cool but would never call itself cool.

Carrboro has a rich history, but is not stuck in the past.

SPLINTER

CARRBORO BRANDING REPORT

11.6.13

SPLINTER

OVERVIEW

The Splinter Group is in the final stages of a nine-month campaign to develop a new brand identity for the Town of Carrboro. In the following report we will update you on each phase of this campaign, including research/community engagement, creative development, and presentations to our focus group and town committees and brand stakeholders. Through this process we have received positive feedback and strong preference for a logo direction and tagline we believe will serve Carrboro well for its signage, identity and marketing needs.

SCHEDULE

MARCH: Official Hire

APRIL-MAY: Let's Talk Carrboro, Research & Community Engagement

JUNE: Report Findings to Stakeholders

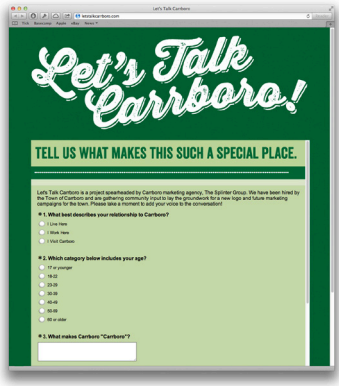
JULY-AUGUST: Creative Development

SEPTEMBER: Focus Group Presentation, Revisions to Feedback

OCTOBER: Presentations to Stakeholders

NOVEMBER: Final Presentation & Approval

LET'S TALK CARRBORO



Our campaign started with a two-month community engagement campaign we called "Let's Talk Carrboro". Our goal in this phase was to engage town officials, residents and visitors to share experiences, emotions and opinions about Carrboro. The primary components of this campaign were:

ONLINE SURVEY: We had 135 responses to our online survey at letstalkcarrboro.com, 57% of respondents live in Carrboro, 28% work here and the remaining 15% visit. Over 55% of survey participants were 30-49. Our questions centered on wordplay, emotions and experiences.

IDEA STATIONS: We placed "idea stations" at 23 Carrboro businesses including Weaver Street Market, Carrboro High School, Open Eye Café, The Salon at Winmore, Calvander BP and Cat's Cradle asking one simple question...What Makes Carrboro "Carrboro". We had over 200 responses over a four-week period.

GROUP : & INDIVIDUAL SESSIONS: We hosted group sessions with the Arts Commission, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board, Transportation Advisory Board, and Driving Carrboro Forward, attended events such as Open Streets and Carrboro Farmers' Market, and held over 50 individual interviews.

FINDINGS

We distilled the feedback we received during Let's Talk Carrboro into some initial findings that helped guide the creative process.

- **Carrboro is an unconventional place that cannot be neatly wrapped up with a bow.**
- **Carrboro is non-traditional and supports creativity.**
- **Carrboro is genuine. It looks you in the eye.**
- **Carrboro has an independent spirit that is positive and optimistic.**
- **Carrboro is a feeling. People feel different when they are here.**
- **Carrboro welcomes outsiders because it is one itself.**
- **Carrboro is neighborly. We are on a first-name basis.**
- **Carrboro is smart and serious, but it can also laugh at itself.**
- **Carrboro is cool but would never call itself cool.**

We filed two reports in June with more information on Let's Talk Carrboro. Those reports are attached for easy reference.

CREATIVE PROCESS

When we begin the creative process, the first question we ask ourselves is "what story are we telling?" What is the message that we want our audience to take away? In developing brand identities, the outcome is usually a logo paired with a tagline or slogan. In the case of this project, we began with slogans first as creative ways to distill down the key sentiments we drew from our research. We needed our creative to be meaningful, not just attractive.

Our research told us that we want folks to understand that Carrboro is a lively town that is unconventional, open to new ideas, unique beyond words, accepting of others and supportive of growth and change.

We produced a series of key words to provide criteria for our creative process. We wanted to create a brand expression that said Carrboro is:

- **Active**
- **Unconventional**
- **Independent**
- **Welcoming**
- **Creative**
- **Complex**

Our approach to visual design again referred back to our research. We learned that there wasn't a single shared visual icon that represented the town. Unlike some towns, we don't have a huge Arch, or a Golden Gate Bridge or even an Old Well. Over and over we heard that Carrboro is a feeling. An attitude. A sense of possibility. So we decided to pursue a mark in which the very rendering of the name itself captured and communicated the unique feeling of the town. Rather than creating an icon that stood next to a conventional type treatment of the name, we put all of our energy into developing a creative portrayal of the name through interesting typography and graphic design.

We wanted to create an original design that spoke to the people of Carrboro first. We wanted Carrboro to "get it" before anyone else did. And we wanted there to be a moment of interactive interpretation and a sense of discovery.

FOCUS GROUP

Fifteen initial slogans and logo directions emerged from our creative process. In August we presented these to a focus group consisting of members of the Arts Commission, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board and other members of our community.

The focus group echoed and reinforced our instincts—they challenged us to avoid being safe and easy. Carrboro is not just another town..it isn't easy to sum up and neither should the logo be.

Of all the logos and slogans presented to the focus group, two main directions on each rose to the surface.

SLOGANS

1. DIFFERENT AS USUAL

When in Carrboro, expect the unexpected. Our eclectic mix of characters, businesses, and organizations push the envelope on creativity and progress. There is nothing typical about Carrboro. We are known for our being ahead of the curve and outside of the box. The uncommon is common and our diversity is what unifies us.

2. IT'S CARRBORO, FEEL FREE

This phrase is about liberty, encouragement, and hospitality and has its roots as a Southern colloquialism. It captures both our welcoming, hospitable nature, but also speaks to the notion of empowerment that comes from a supportive community. "Feel free" implies an open-mindedness where more is possible. Carrboro is supportive and encouraging. Optimists and pioneers are welcome here. Do your own thing becomes own your own thing. Open a business, start a band, learn a foreign language or run for office. Feel free means more yes's than no's. With less doubt, more is possible here.

LOGOS

Two logo directions also emerged, as seen on the following pages...

LOGO #1

We use overlapping, blended type and color to illustrate the idea that Carrboro is made up of many unique individuals that come together to create one body. Different colors, perspectives and voices retain their sense of individuality while tolerating and embracing difference. Through community, there is social overlap and colors begin to blend and change. This logo tells the story of how Carrboro takes all kinds and is more than the sum of its parts. It's colorful, energetic and interactive.

=DIFFERENT AS USUAL=

LOGO #2

For our second design we created an evocative piece of original art that captures the lively energy and spirit of the town. Rather than using traditional typography, this design creates the town name entirely out of lines and circles that flow into each other. The shapes within the design are suggestive of growing trees, faces, bicycle tires, spinning records, hoops and trails. The interplay between the letters gives a sense of movement, encouraging you to wander through the design as you would tour through the town, seeing unique characters and sites along the way. The flow in this design grew out of the notion that things are fundamentally different here. Helvetica does not apply. Carrboro has its own sensibility and we sought to capture it with this design. Like Carrboro itself, the mark is open to interpretation.

OUTCOME

In our six committee presentations during the month of October, logo #2 and “Feel Free” were the consistent favorites. Folks overwhelmingly responded to the originality of the design, the signature shape, and the way in which it communicated the essence of “feel free”. The legibility of logo #2 was discussed in some of our meetings but the idea that the logo was abstract and worthy of a longer look in itself spoke to the essence of Carrboro. Additionally, our context mocks (to follow) showed that logo #2 is much more versatile than Logo #1. Because logo #1 relies on a variety of colors to communicate its essential idea, it lost much of its power when reduced to fewer colors. This is a real concern when dealing with printing limitations and associated costs.

WELCOME TO

NO
CAMPAIGNING

NO
CAMPAIGNING

It's Carrboro feel free
HOME OF THE CARRBORO MUSIC FESTIVAL
N Greensboro ST 100

You Couldn't Make This Place Up!
It's Carrboro feel free

YOUR GOVERNMENT
OUR COMMUNITY
DOING BUSINESS
FOR VISITORS
HOW DO I...?
Search...
CodeRED Sign-Up
It's Carrboro feel free
Notify Me ®
Report a Concern
Online Payments
Community Engagement
Share
Site Tools
Agendas & Minutes
Bid Opportunities
Codes & Ordinances
FAQs
GIS
Job Opportunities
Public Parking
Recreation Registration
NEWS
CALENDAR
At Vero Eos Et Justo
Et justo odio dignissimos estet lorem ipsum ducimus uht.
Read More
At Vero Eos Et Justo
Et justo odio dignissimos est lorem ipsum et ducimus uht.
Read More
View All
CARRBORO DAY
Join neighbors and friends to learn about and celebrate the unique qualities that make our town special. Enjoy old Carrboro stories and photos, poetry readings, music and dancing, interactive field games, crafts, family activities and more!

I'M OPENLY CARRBORO.
It's
carrboro
feel free

YOU KNOW WHAT THEY SAY
ABOUT CARRBORO.
It's
carrboro
feel free

YOU COULDN'T
MAKE THIS PLACE UP.
It's
carrboro
feel free

OPEN SOURCE VARIATIONS

While there will be an approved logo for official town use, one of the things we love about Logo 2 is the concept of it being a signature shape or icon that is open to interpretation and customization. In the spirit of the "feel free" tag line, the mark has an open-source quality in which color and texture could be added by the public in a very Carrboro way. The interpretations carry the signature brand design while highlighting different aspects and appeals of the town. This participatory sense of the brand is emblematic of the process we've been engaged in. From the beginning, we've sought to create something unique that folks will embrace and make their own. Allowing and encouraging interpretation puts our money where our mouth is. Below we are showing how the Farmers' Market, NC PRIDE, a skate shop, or Open Streets might interpret the mark.

SUMMARY

From the beginning of this process we've firmly believed that we are branding Carrboro because we CAN, not because we MUST. This difference in motivation is a critical distinction. Carrboro is not a desperate product that needs to increase market share. It is thriving, attracting regional and national attention, and it's simply time to unify and symbolize what makes this place so singularly original. This decidedly positive motivation has led us to creative choices born out of a sense of celebration and joy.

We are seeking your approval on this logo direction and feedback to color variations. The following two color schemes were favored in our presentations and have been used in the context examples. Your feedback will help us to create a style guide that specifies approved color, usage for identity and marketing and any allowable variations of use.

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Details Reports

File #:	14-0025 Version: 1	Name:	
Type:	Agendas	Status:	Agenda Ready
File created:	1/24/2014	In control:	Board of Aldermen
On agenda:	2/2/2014	Final action:	
Title:	Update on the branding and marketing initiative (15 minutes) PURPOSE: The purpose of the agenda item is to update the Board of the efforts to promote the newly adopted brand.		
Attachments:	1. TOC_brandguidelines-1, 2. toc_30x60_banners, 3. Print Ad		

History (0) Text

TITLE: Title
Update on the branding and marketing initiative (15 minutes)

PURPOSE: The purpose of the agenda item is to update the Board of the efforts to promote the newly adopted brand.
body
DEPARTMENT: Economic and Community Development

CONTACT INFORMATION: Annette D. Stone, AICP ECD Director, 919-918-7319

INFORMATION: Since the Board adopted the new brand in November 2013, staff has been moving forward with efforts to introduce the brand to the community. Efforts include a holiday promotion known as Carrboro Chill, t-shirts, and social media promotions. February will be the official launch of the brand in conjunction with a promotion that has become known as For the Love of Carrboro. This promotion is a month long celebration of the Carrboro business community. In addition to For the Love of Carrboro, staff will issue a press release, street banners, internet ads, a website www.fortheloveofcarrboro.com <http://www.fortheloveofcarrboro.com> and other social media promotions.

A Branding Guide has been developed and the Board will be asked to consider adopting the guide at the February 4th meeting while also declaring February For the Love of Carrboro month. Events for the month of February include the NC Comedy Arts Festival, 2nd Friday Artwalk which is also Valentine's Day, and our 2nd Lunch and Dance Party!

Other promotional opportunities include a print ad that was developed for the Chapel Hill-Orange County Visitors Bureau Visitor Guide. The ad space was provided to Carrboro by the CHOCVB at no charge. Carrboro will be working on our own Community Resource and Visitor's Guide before the end of the fiscal year. The brand has been incorporated into the design for the new Town website.

Staff is working on budgeting for replacement of the Town's signage at entryway corridors and town owned properties, also staff is reviewing options for Town buildings. The Brand Guidelines allow for use of the brand on letterhead, business cards, etc., in conjunction with the Town Seals when appropriate. Other marketing products like lapel pins, cups, wall hangings, are being considered. Once the Brand Guidelines have been adopted, staff will pursue trademarking the brand.

FISCAL & STAFF IMPACT: These expenditures have been budgeted for and are in the Economic and Community Development budget for FY 2013-14.

RECOMMENDATION: Staff recommends the Board accept the report.

It's

cbp

feel free

HOME OF THE

WEST END POETRY FESTIVAL

It's

cbp

feel free

It's

carrboro

feel free

HOME OF THE

CARRBORO MUSIC FESTIVAL

It's

carrboro

feel free

It's

Cabo

feel free

HOME OF THE

NORTH CAROLINA COMEDY ARTS FESTIVAL

It's

Cabo

feel free

It's carrboro feel free

HOME OF THE
WEST END POETRY FESTIVAL

It's carrboro feel free

HOME OF THE
CARRBORO MUSIC FESTIVAL

It's carrboro feel free

HOME OF THE
NORTH CAROLINA COMEDY ARTS FESTIVAL

It's carrboro feel free

It's carrboro feel free

It's carrboro feel free

HOME OF THE
CARRBORO FARMERS' MARKET

It's carrboro feel free

HOME OF THE
CARRBORO FILM FESTIVAL

It's carrboro feel free

It's carrboro feel free

It's Carrboro feel free

HOME OF THE

CARRBORO FILM FESTIVAL

It's Carrboro feel free

You couldn't make this place up!
CARRBORO ISN'T JUST A TOWN – IT'S A FEELING.
You'll know what we mean when you get here. There's an openness and optimism that encourages creativity and freedom of expression. It's a place where more is possible and the uncommon is common.
Visit Carrboro and *feel free* to unwind, dream, follow your heart, create, taste, shop, play and be yourself!
STREET
REALTY CO.
WEAVER STREET REALTY
SAINT PATRICK'S
It's Carrboro feel free
TOWNOFCARRBORO.COM

Town of Carrboro

301 W. Main St., Carrboro, NC 27510

Agenda Item Abstract

File Number: 22-286

Agenda Date: 10/18/2022
In Control: Town Council
Version: 1

File Type: Agendas

TITLE:
A Presentation Regarding the Orange County Food Council

PURPOSE: The purpose of this agenda item is to receive a presentation and a draft Memorandum of Understanding to govern the Orange County Food Council.

DEPARTMENT: Economic Development

CONTACT INFORMATION: Jon Hartman-Brown; JHartman-Brown@CarrboroNC.gov; 919-918-7319

INFORMATION: The Town Council originally approved a joint Memorandum of Understanding in April of 2019 between Orange County, Chapel Hill, and Hillsborough which created and governed the Orange County Food Council. The original MOU was to remain in effect for two years and could be renewed for up to five additional two-year terms. The purpose of the Food Council was to provide advice and recommendations to the jurisdictions on "issues related to the county community food system and also facilitate communication between community groups, committees, commissions, and other boards whose work supports a thriving local farm economy, access to healthy food, food related economic development, strong communities, sustainable ecosystems, and healthy people." The County serves as the administrative and fiscal agent for the Food Council.

There have recently been some concerns with the existing MOU as it is written, and some jurisdictions have requested that it be revised. This item will provide a presentation by Ashley Heger of the new MOU and the differences between the two. Hillsborough has already provided comments on the MOU while Chapel Hill and Orange County have yet to schedule comments on the MOU. Comments provided will be incorporated into a new MOU to be approved by all jurisdictions.

FISCAL & STAFF IMPACT: Staff impact includes attendance at 1.5-hour meetings approximately every-other month. The Town currently provides 15% of the Food Council's budget which (as of last year) came to $10,650.

RECOMMENDATION: Staff recommend Council provide feedback on any changes they wish to see in the new MOU and accept the presentation. Staff would also recommend that the MOU include a clause stating that the County will serve as the administrative and fiscal agent of the Food Council, that an annual report be required to be provided to all jurisdictions, and that a line item budget be submitted to the Town with the annual report.

Memorandum of Understanding between Orange County and the Towns of Chapel Hill, Carrboro, and Hillsborough:
Orange County Food Council

THIS MEMORANDUM OF AGREEMENT ("Agreement"), made and entered into this ____ day of _____, 20__ between Towns of Carrboro, Chapel Hill, and Hillsborough, North Carolina municipal corporations situated in Orange County, North Carolina (hereinafter referred to individually as the "Town" and jointly as "Towns"); and Orange County, a political subdivision of the State of North Carolina (hereinafter referred to as the "County"), for the provision of funding for a Food Council Coordinator. (County and Towns may be referred to collectively as the "Parties")

Whereas, since July 1, 2015, the Orange County Board of Commissioners, Chapel Hill Town Council, Carrboro Town Council, and Hillsborough Board of Commissioners have provided financial support to the Orange County Food Council.

Whereas, the Orange County Food Council will provide advice and recommendations to the four jurisdictions on issues related to the county community food system and also facilitate communication between community groups, committees, commissions, and other boards, whose work supports a thriving local farm economy, access to healthy food, food related economic development, strong communities, sustainable ecosystems, and healthy people.

Whereas, the Parties to this Agreement understand the value of this work to each jurisdiction and accordingly intend to continue to fund and support it.

Whereas, the Orange County Food Council Executive Committee consists of elected representatives appointed from each of the above governmental partners as well as the Co-Chairs of the Food Council, charged with providing oversight of the Food Council Coordinator.

Whereas, the Orange County Food Council consists of a 11~~16~~-member council including elected representatives appointed from each of the above governmental partners and a cross-section of community members, food access and food provider representation, charged with providing direction for the council's work, and the Parties to this Agreement intend for the 11~~16~~-member Food Council to continue to perform this role, and

Whereas, the Parties to this Agreement intend to provide funding support to a Food Council Coordinator, whose responsibilities have been outlined in a Job Description and the Parties to this Agreement hereby clarify the roles and responsibilities of each body as it relates to funding and oversight.

A. The Executive Committee will

1. Provide ongoing guidance of the Coordinator with all decisions about the Coordinator's work subject to final approval by the County Manager. The Executive Committee will provide this guidance by:
    a. Conducting joint annual performance reviews of the Coordinator with the County Manager, after gathering input from the Co-chairs of the Food Council and others, as appropriate;
    b. Approving an annual work plan for the Coordinator based on the goals of the Plan, subject to final approval by the County Manager;
    c. Meeting with and reviewing the work plan with the Coordinator and the County Manager quarterly;
    d. Participating in interviews for the hiring of the Coordinator;
    e. Making recommendations to the County Manager regarding performance concerns related to the Coordinator.

2. Operate its program on the same fiscal year as that operated by the Towns and County
3. Not have supervisory authority over any Town or County staff who may be assigned to provide assistance to the Food Council or Executive Committee
4. Meet quarterly, with staff support, to review progress under the annual work plan.

B. The 11-member Food Council will:
    a. Convene stakeholders to build strategic partnerships across all sectors, identify issues,
    b. Conduct research, and educate the community on the Orange County food system,
    c. Promote sustainable agriculture, increase economic development, and advance social justice, and dismantle systemic racism,
    d. Develop strategies, and advise on policy recommendations to encourage the growth of a robust community food system and a healthier population.

C. Towns and County will:
    a. Appoint an elected representative to serve as liaison between the governmental jurisdiction and the Orange County Food Council. The appointed representative will serve on the Executive Committee.
    b. Provide office space and supplies for the use of the Coordinator.
    c. Provide staff assistance as needed to support the Coordinator and Orange County Food Council members and workgroup members subject to the County Manager's direction.
    d. Provide an annual appointment from the elected governing bodies to the Orange County Food Council.
    e. Assist with the annual implementation efforts of the Food Council and workgroup priorities.
    f. Continue to support the Orange County Food Council.

g. The amount of funding to be provided by each partner will be determined by utilizing a population-based formula based on the latest Census data. Based upon the 2020 Census data, the percentage contributions are as follows:
    - Orange County 39%
    - Town of Chapel Hill 41%
    - Town of Carrboro 14~~5~~%
    - Town of Hillsborough 6~~5~~%
h. Receive an annual report from Orange County Food Council.
i. Not be required or expected to continue funding the Coordinator position should the funding not be available through any one or more of the other partners.
j. Not require or suggest the Orange County Food Council or its Coordinator perform work on goals that are not in her/his work plan for the Food Council.

D. Invoicing and Payment:
    a. The Coordinator will submit annual invoices on behalf of the County to each Party by April 1st and payment will be due by June 30th each year. Failure to pay the agreed upon amount (see section C. g.) will be considered a breach of this Agreement.

This Agreement will remain in effect for five years from the date of its adoption by all Parties. The Agreement may be renewed for up to five additional five-year terms. Any Party hereto may withdraw from the Agreement by providing written notice to every other Party at least 12 months prior to the start of the fiscal year in which the Party wishes to withdraw.

[SIGNATURES TO FOLLOW]