



Legislation Text

File #: 21-168, **Version:** 1

TITLE:

Inclusive Carrboro Communications and Community Engagement Plan Update

PURPOSE: The purpose of this item is to update the Town Council on Carrboro Communications and Community Engagement Plan Implementation Efforts.

DEPARTMENT: Manager's Office

CONTACT INFORMATION: Catherine Lazorko, Communications Manager,
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INFORMATION: The purpose of this item is to provide the Town Council with an update on the implementation of the Inclusive Carrboro Communications and Community Engagement Plan.

Work on the plan has been underway since the Council's adoption in 2017 in its first iteration as the Town of Carrboro Communications Plan. In August 2020, the plan was updated and adopted as the Inclusive Carrboro Communications and Community Engagement Plan with new objectives for the Town of Carrboro to increase access to information, resources and civic processes by people of color, immigrant, refugee and other marginalized communities. (Attachment A).

This communications and engagement report includes the May 2021 Update of the Inclusive Carrboro Communications and Community Engagement Plan (Attachment B), describing general actions over this extended time period with emphasis on activities since September 2020 including Town Information Centers (Attachment C), a Social Media Analytics Year-to-Date Report (Attachment D) and a Social Media Comparison Report (Attachment E).

FISCAL & STAFF IMPACT: There is no fiscal or staff impact related to this update.

RECOMMENDATION: Staff recommends the Town Council receive the Inclusive Carrboro Communications and Community Engagement Plan Update.