

# Task Force Meeting #1

Thursday,  
September 17, 2020  
6-8:30pm

Please make sure your name in Zoom is correct and add any commission or board you are representing



#1

welcome



Mayor Lavelle



Credit: Soteria Shepperson

● ● ● ● ● Mayor Pro Tem Foushee



[Click here for YouTube](#)

#1

# introductions and charge for the task force



Catherine Fray, Chair  
Quinton Harper and  
David Jessee, Co-Chairs



Credit David Jessee



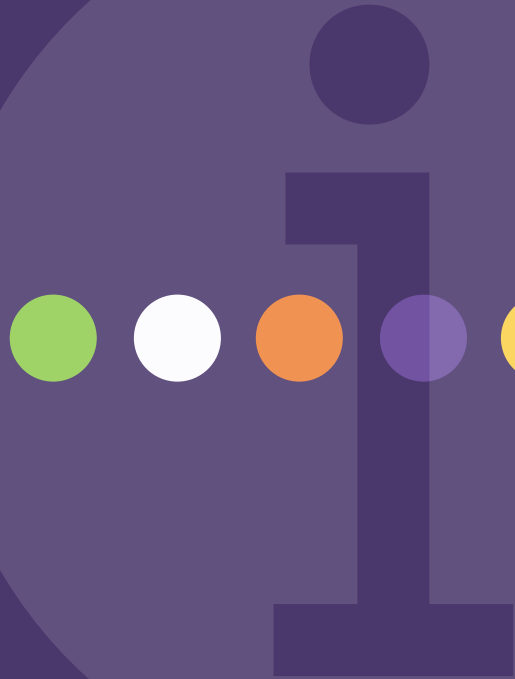
# Zoom tips:

1. Please mute your mic when not speaking.
2. If you called into this meeting on your phone, please email Ben ([bberolzheimer@townofcarrboro.org](mailto:bberolzheimer@townofcarrboro.org)) with your name and the phone number you are using.
3. Click the “raise your hand” button if you would like to ask a question.
4. Use the chat room feature to post questions while others are speaking.
5. We recommend using Gallery View and encourage your video to be on when possible so you can see your peers.
6. Please text, call, or email with any technical issues:  
Carol Brobeck [cbrobeck@teskaassociates.com](mailto:cbrobeck@teskaassociates.com) 702-807-7080 or  
Ben Berolzheimer [bberolzheimer@townofcarrboro.org](mailto:bberolzheimer@townofcarrboro.org) 919-918-7330

#2

 charge for the taskforce

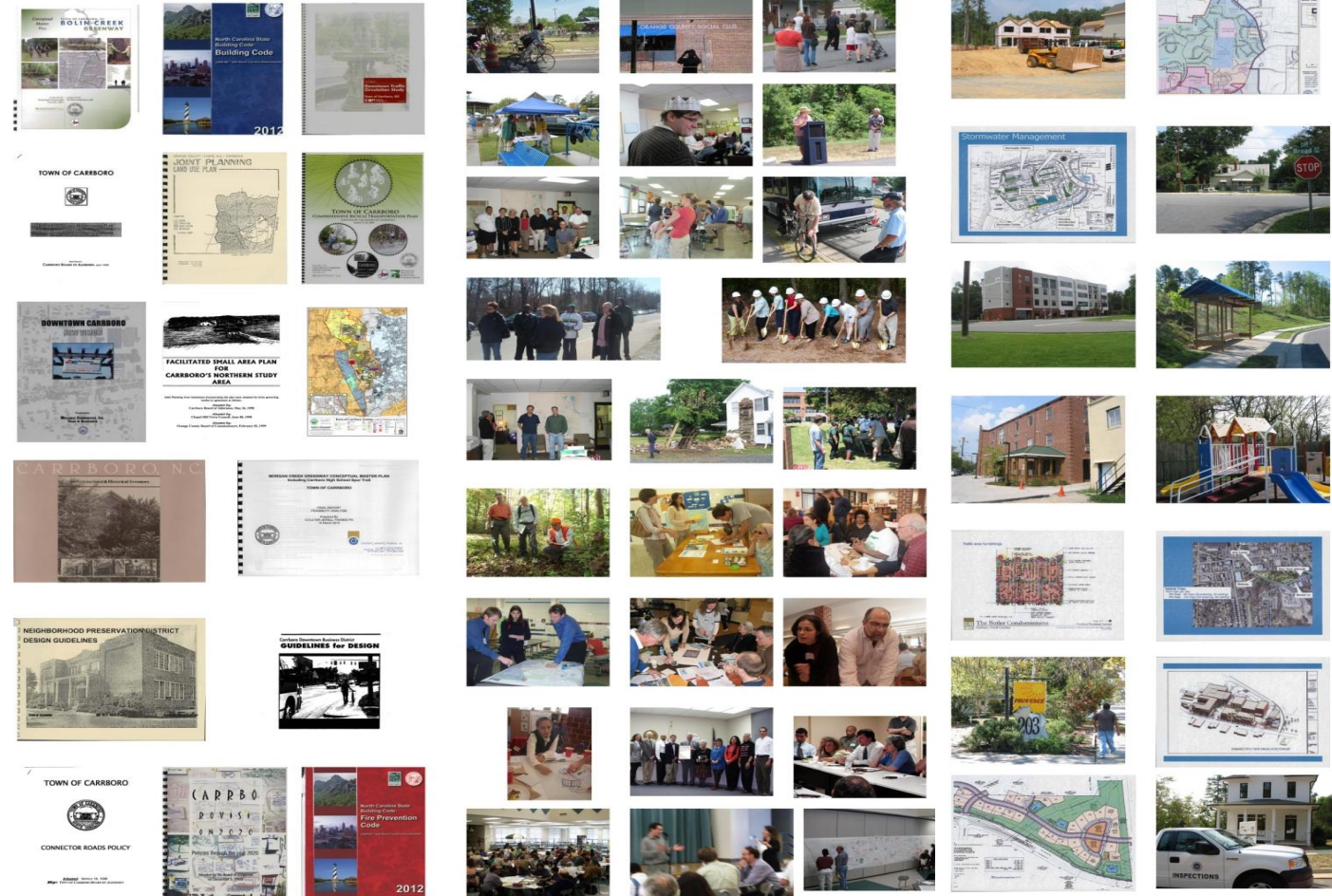
#3



why do a comprehensive plan now?

# Carrboro Context

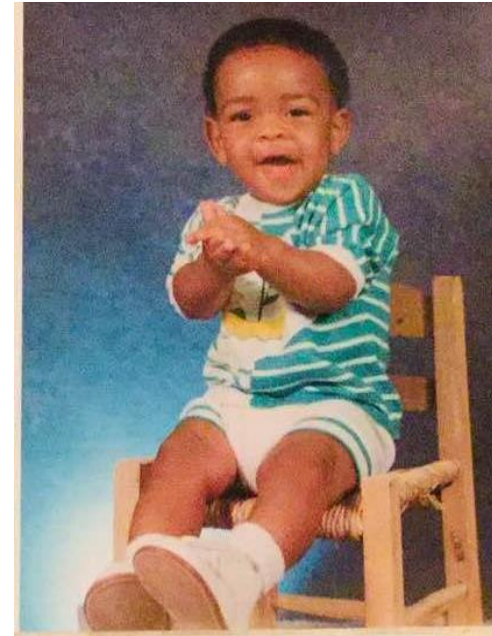
- Extensive planning efforts
- Land use
- Small area
- Downtown vision
- Focused, topical:
  - Watershed protection
  - Transportation
  - Recreation and parks
  - Greenways
  - Downtown
  - Economic sustainability
- Extensive community engagement.
- Projects that reflect community interests.





# Why a Comprehensive Plan Now?

- Time passes! Nearly 20 years since last comprehensive check-in with community on future visioning.
- For a place that is known for a lot of comprehensive planning, the Town of Carrboro has never adopted a “comprehensive plan.”
- Land use and regulations set the stage for fiscal success of the Town and its residents and businesses, and the type and amount of Town services.





# Why a Comprehensive Plan Now?

- Population has grown and changed – some needs and wants are different.
- Time to directly address racial equity and the changing climate.
- Governmental framework- basis for our authority as a local government- has changed and will continue to do so.
- Adoption by July 1, 2022 needed in relation to exercising zoning authority

#4



what is a comprehensive plan and what can the plan achieve?

# What's a Comprehensive Plan?

Thorough and thoughtful assessment of existing and future conditions.

Expression of vision, values, and expectations.

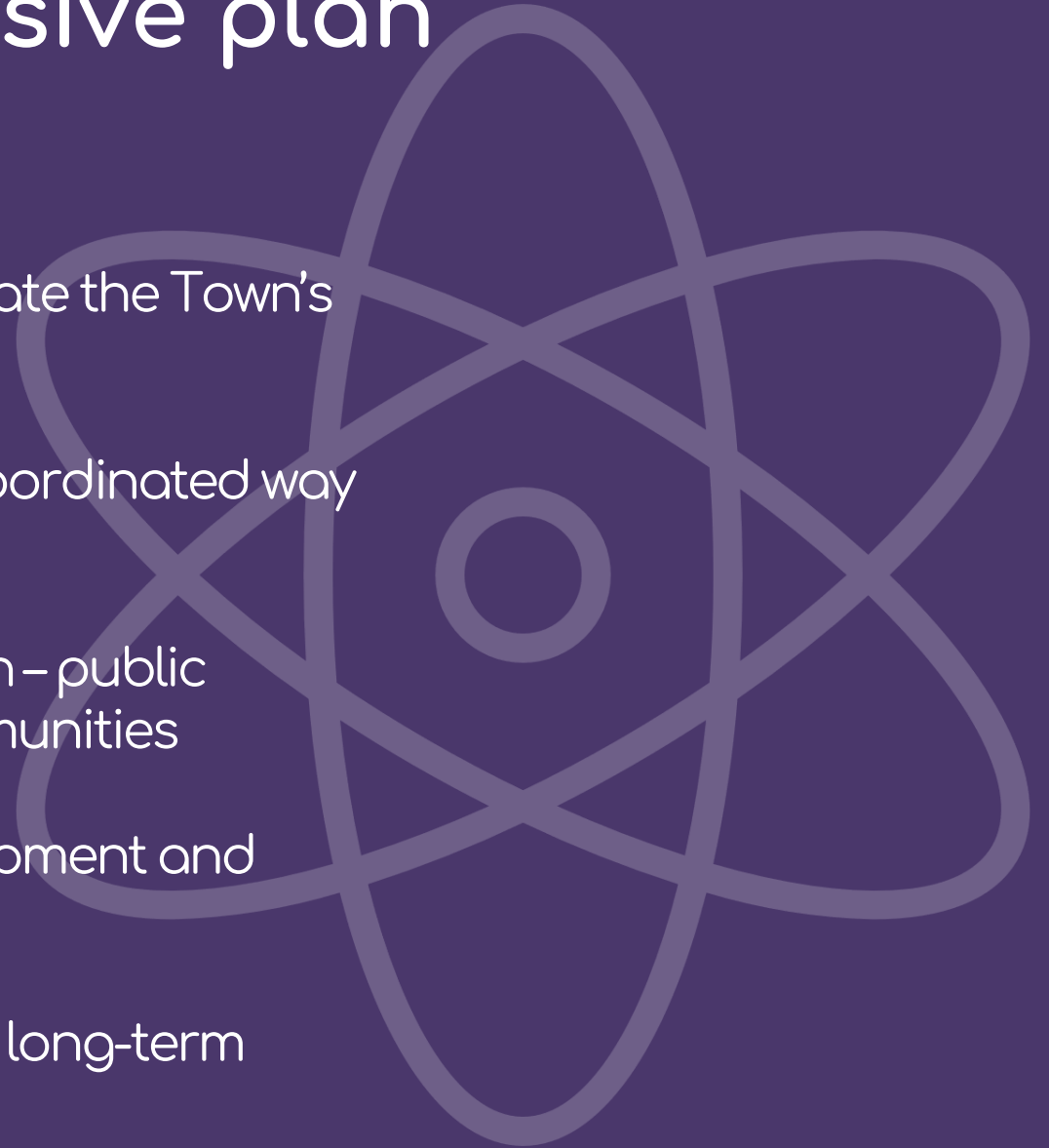
Guidance for desired development and services that guides regulations and programs.

Realistic description of fiscal and human resources needed to accomplish vision, values, and expectations.

Process for evaluation and updates.

# What can a comprehensive plan achieve?

- opportunity to engage the community to update the Town's vision and shared values
- develops goals, strategies and projects in a coordinated way across issue areas
- recruits partners to assist with implementation – public agencies, organizations and neighboring communities
- provides guidance for future land use, development and redevelopment opportunities
- lays out an action plan for short, medium and long-term implementation





Soteria Shepperson



David Jessee



David Markiewicz

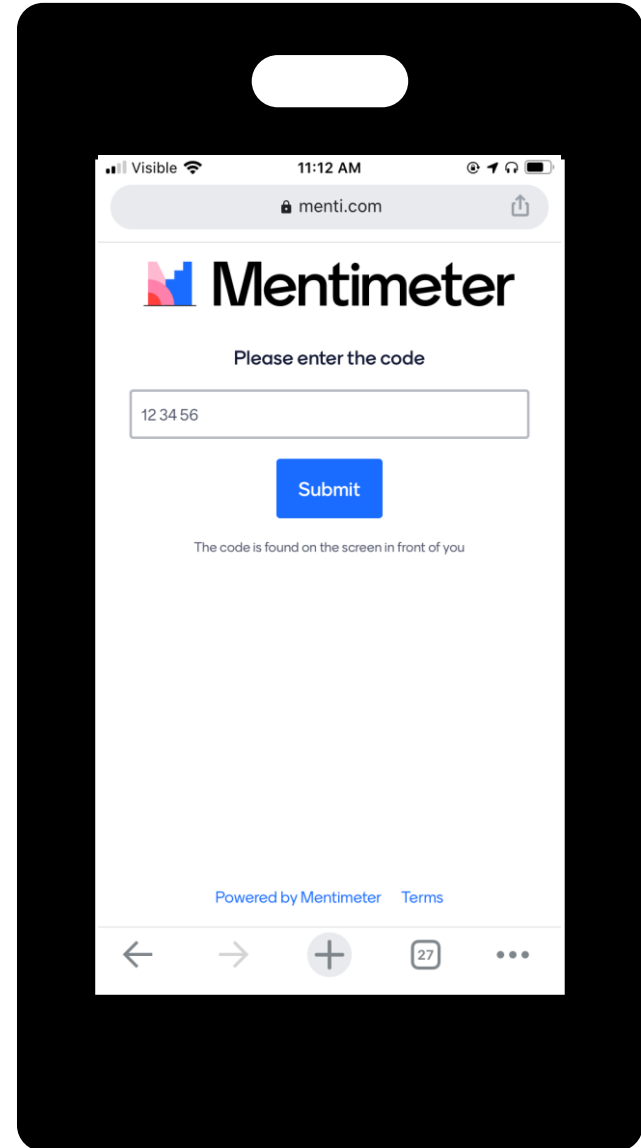
#5

 what is your vision?



please grab your phones:

1. Go to [www.menti.com](https://www.menti.com)
2. When provided, enter the code and hit Submit
3. WAIT to type your answer until prompted





 in so few words tell us...

1. Describe Carrboro today in 3 words ...
2. Describe Carrboro how you'd like it to be in 20 years...
3. What are the greatest challenges in reaching this vision?
4. What principles should guide the plan?

#6

race + equity



# the journey

- The Town Council voted unanimously to begin race and equity work in October 2018
- Town joined GARE (Government Alliance for Race and Equity)
- Created a CORE Leadership Team
- The CORE Team is participating in NC Learning Cohort
- Working with Orange County jurisdictions and regional partners
- Reviewing Town practices and procedures using a racial lens
- Training



## Vision Statement

*The Town of Carrboro envisions being a community where race does not determine outcomes and all have equitable opportunities and resources. We envision a time when participation in community events, programs and advisory boards represent community demographics. All will feel safe, secure and know their voice is valued.*

*We strive to be an inclusive and open-minded organization that has a culture created by its diverse staff, which serves the public through a social (racial) justice lens.*

#7

# community engagement



outreach tools  
and website



# Much more than a public meeting effective engagement is about...



PROCESS



COMMUNICATION



PARTNERSHIPS

“Success of the plan will depend on significant participation by all members of the community.”

“Speak to real people. Not just who is most active.”

“Make sure to get to all of the neighborhoods...”



## Creating Comfort

- + Empower the community to engage
- + Make authentic connections, listen to, go to the community
- + Use a variety of materials and techniques
- + Reinforce learnings from GARE in all activities

Building trust and strengthening community input by providing choice and transparency.



INTERACTIVE TOOLS



IN-PERSON ENGAGEMENT



INFORMATION SHARING



## Interactive Tools

- Website
- My Neighborhood, My Carrboro
- Virtual Keynotes / Topic Sessions
- Community Survey
- Outreach Toolbox
- SMS Texting

## In-Person Engagement

- Internal Meetings + Interviews
- Task Force
- Pop-Up Events
- Neighborhood Ambassadors
- Focus Groups w/ Partners
- Community Meetings

## Information Sharing

- Web / Social Media
- Signage Around Town (Tri-Lingual)
- Radio Briefs
- Newsletters (Town + Project + Partner)
- Educational Infographics
- Virtual Mind Mapping



## Virtual Sign In

- Tom Vander Woude, community development
- Stephen Gunty- Public Works Director
- Jill DiTommaso, engineering





The sense of family, community, and safety.

Alot of good familys everyone knows you

Small town close community

Great people

The calm peaceful environment and close knit community.

I love the small town atmosphere. My kids are very happy here too.

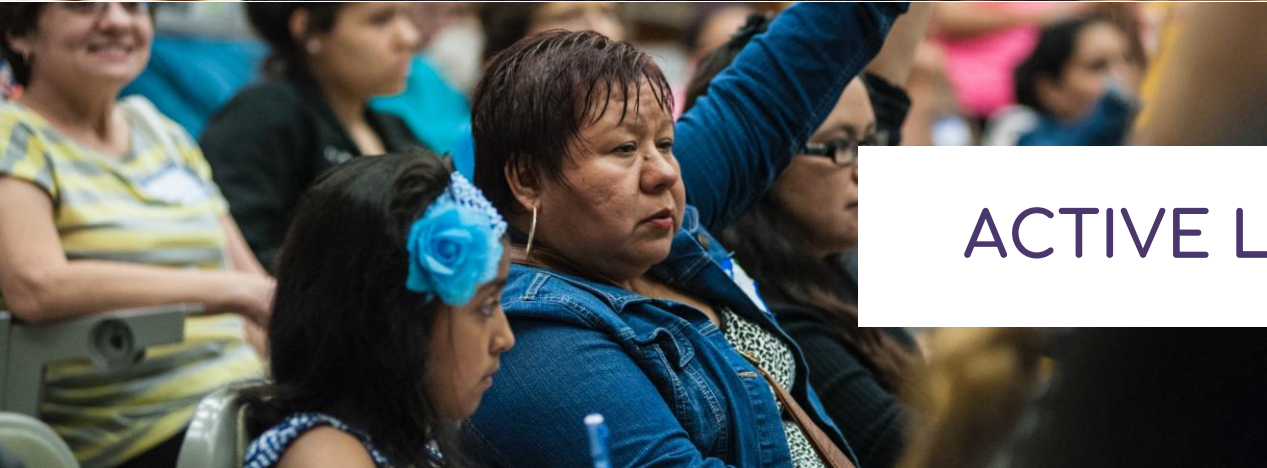
Friendly atmosphere,

Friendly community. Good Schools and a good place to raise our children.

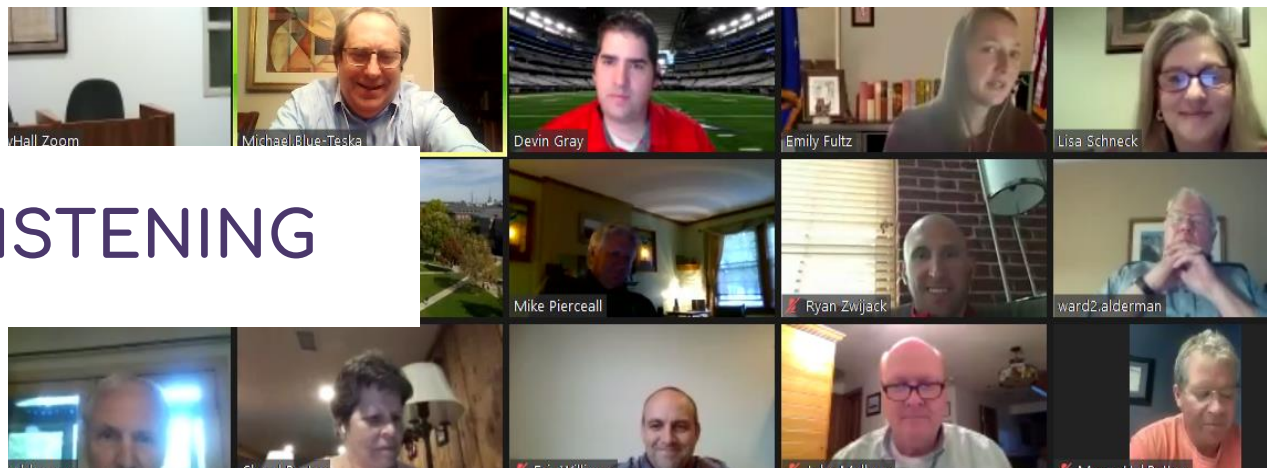
The feeling of living in a safe community.

Everyone loves me

Good school system



# ACTIVE LISTENING



# IDENTITY

1



future-forward quirky  
 engaged community  
 artistic welcoming busy casual  
 inclusive warm laidback  
 connected **CARRBORO IS** pride  
 creative small town feel walkable  
 resilient kitschy festivals close knit  
 verve people dream nature  
 perfect size fun

2

create · community · together  
 ဖန်တီးသည် · community · unidos  
 create · comunidad · အတူတူ

3



# A BRAND IS MUCH MORE THAN A LOGO...



The Rainbow Connection, like Carrboro, is iconic and inclusive, quirky yet timeless, memorable and welcoming. The Comprehensive Plan, Carrboro Connects, is about connecting every person of every age, race and background, and asking the question... **what will you help to create? what can we help to create, together?**

**This Project Is About**  
 Making  
 Building  
 Sustaining  
 Strengthening  
**Connections Between**  
 People  
 Places  
 Environment  
 Economy  
 Past  
 Present  
 Future  
**By Learning + Becoming More**  
 Resilient  
 Inclusive  
 Equitable  
 Responsive  
 Welcoming  
**This Plan is About Our**  
 People  
 Community  
 Togetherness  
 Spirit  
 Carrboro

## DESIGN DEVELOPMENT

Page that follows highlight a series of identity suites.



# WEBSITE UNDER DEVELOPMENT



## What is your vision for the future of Carrboro?

### How can a Comprehensive Plan advance Carrboro's vision and quality of life? What can we help to create, together?

Carrboro Connects, the Town's Comprehensive Plan, is focused on connecting every person of every age, race and background. The tagline, "Creating Community Together", is translated in English, Spanish, and Burmese to represent, celebrate and showcase our community coming together as one. How can we advance issues such as climate action, race and equity, and economic sustainability? How can the Town become more resilient? What's your vision? Help shape Carrboro's future for generations to come; click the sign-up button below.

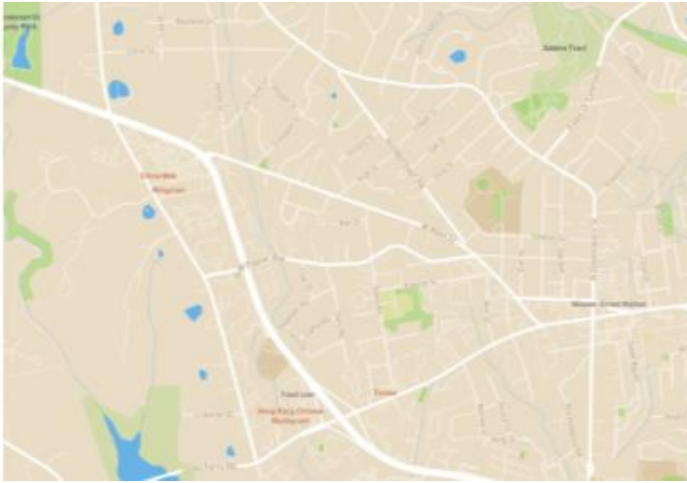
**Questions?** Contact Patricia McGuire, Town of Carrboro · (919) 918-7327 · pmcguire@townofcarrboro.org

[Register Today: Share Input + Receive Updates](#)

## My Block, My Carrboro

Drop a pin on your general neighborhood location and leave an idea for improving its future! The comprehensive plan is about connecting both our people and places – and hearing from all parts of our community.

[My Neighborhood Map](#)



## Engage · Compartir · မေးမြန်း

### Project Overview

Learn more about Carrboro Connects and view a project timeline of the process.

[ENTER](#)



### Q+A

What is a comprehensive plan? How can I get involved? What opportunities are there to share id...

[ENTER](#)



### Map Input

Where do opportunities and issues exist? What places do you love? Drop pins on a map!

[ENTER](#)



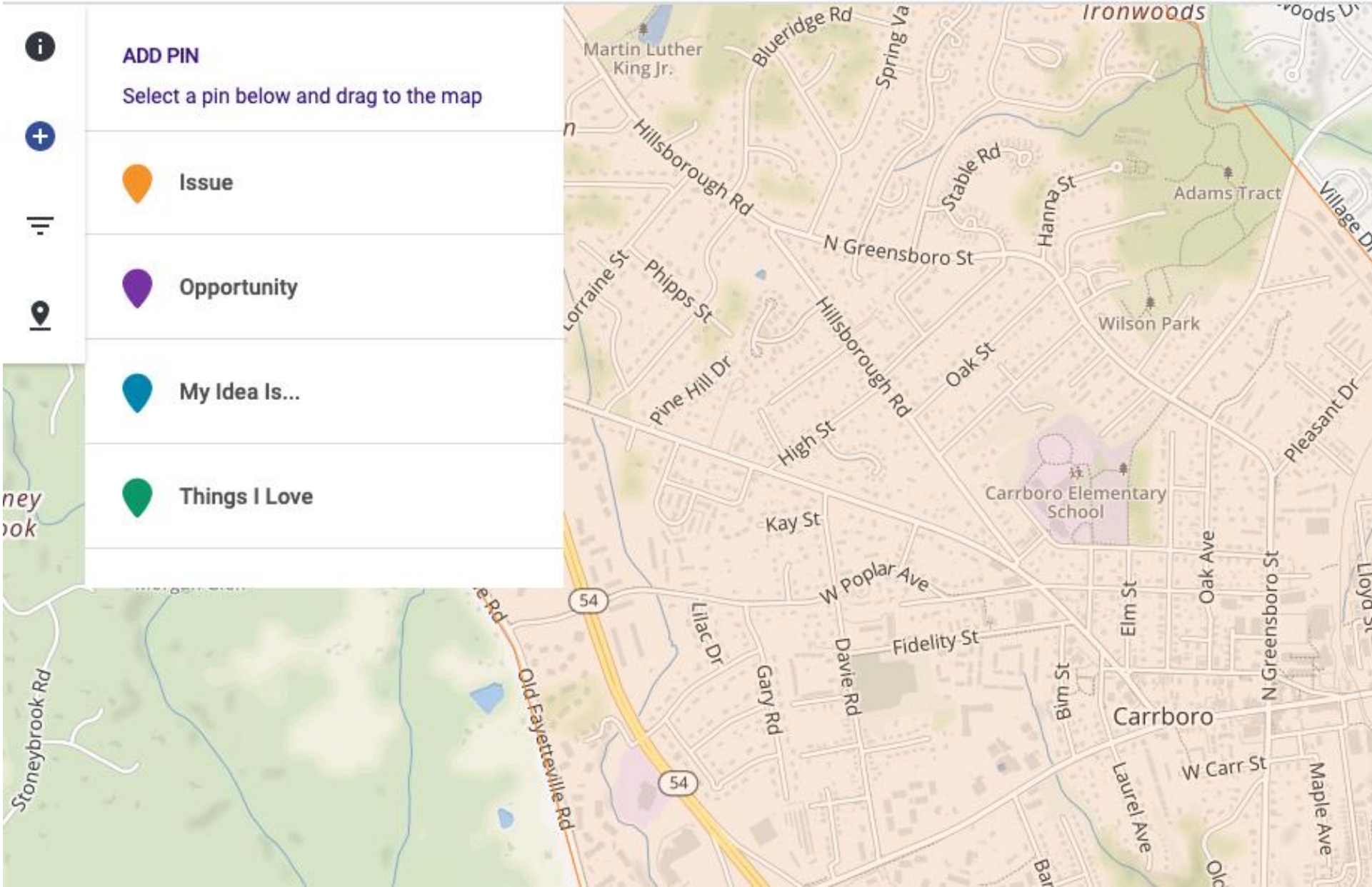
### Share Ideas

We want to hear from YOU! Share your ideas on what you love and want to see in Carrboro.

[ENTER](#)



# MAP INPUT



Add your comment (required)

ADD IMAGE

Select up to three topic areas that your idea or comment pertains to:

- Environment
- Getting Around
- Housing
- Development
- Parks and Recreation
- Arts, Culture, Music
- General / Other 30

# News · Noticias · သတင်း



## What We've Heard So Far

Read the summary of almost 60 interviews with community partners, individuals, and organizations.

[VIEW](#)



## Docs & Resources

View Town documents from past planning efforts and other existing resources here.

[VIEW](#)



## What's a Comprehensive Plan?

Carrboro Connects is about creating a more resilient, inclusive, and equitable future.

[VIEW](#)

# Community Connections

## **i** Stakeholder Interviews

Nearly 60 interviews have been conducted to date with key stakeholders and organizations in Carrboro. Thanks to everyone who has taken time to share their insights and vision for Carrboro!

June 17, 2020 - August 26, 2020

## **i** Task Force Workshops

Project Focus Groups will be meeting throughout the fall virtually and in-person to discuss and review current project topics, trends, and findings.

September 17, 2020 - December 17, 2020

## **i** 11/19 Community Meeting

The first Carrboro Connects Community Meeting will be held on Thursday, November 19th from 7:00 to 9:00 pm and will be virtual. More details coming soon; click the "sign-up" button at top for updates.

October 29, 2020

## **i** #CarrboroConnects

How are you connecting with your friends, neighbors, and relatives? Outdoor yoga? Hikes? Socially distant coffee? Share photos of the ways you and your community are coming together in Carrboro on Instagram using the hashtag #carrboroconnects.

September 17, 2020 - December 17, 2020



# ENGAGEMENT TRACKER

REGISTRATION · ONLINE · IN-PERSON · VIRTUAL

### About Me

- I reside in Carrboro
- I work in Carrboro
- I own a business in Carrboro
- I am a student attending school in / near Carrboro
- Other

Note: The following demographic information is completely voluntary but requested to ensure representation from all points of diversity, racial and ethnic groups.

### What is your primary language spoken at home?

- English
- Spanish
- Burmese
- Karen
- Chinese
- Other

### Age

- Under 18
- 18-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

### How long have you lived in Carrboro?

### Which of the following best describes your race / ethnicity?

### Gender

Throughout the process we are  
building and strengthening  
community partnerships.



# Connecting with all of Carrboro

## Some ideas so far...

- + Community Ambassadors Program
- + Youth (via schools), Youth Council
- + Immigrant groups, Burmese, Minority Businesses (go to them)
- + Community Works, Orange County Literacy Center
- + El Centro, Refugee Support Center, Carrboro Plaza
- + Orange County Affordable Housing Commission
- + Truth Plaque Committee Members
- + Apartment Buildings along 54
- + Faith Centers, Churches, Art Center
- + Carrboro Business Alliance
- + Local Radio Show with Mayor
- + Yard Signs, Electric Message Boards, Telephone Poll Posters

Who should be involved? How do we reach them?

#8

# the plan



topic areas and interview  
feedback



● ● ● ● ● interviews



# What do you love about Carrboro?



# Why do people choose to live in Carrboro?







# Topic Areas and Themes

## Topic Areas:

1. Environment
2. Transportation & Infrastructure
3. Economic Sustainability
4. Affordable Housing
5. Recreation, Parks & Culture

## Cross-Cutting Themes:

Race & Equity  
Climate Action & Resiliency  
Fiscal Sustainability  
Income Inequality



# Environment

## Key Issues and Opportunities:

- Climate resilience
- Preservation of natural areas
- Social equity

“Fundamentally it is our sense of understanding connection; there’s a danger in advancing one without the other [climate change and racial equity].

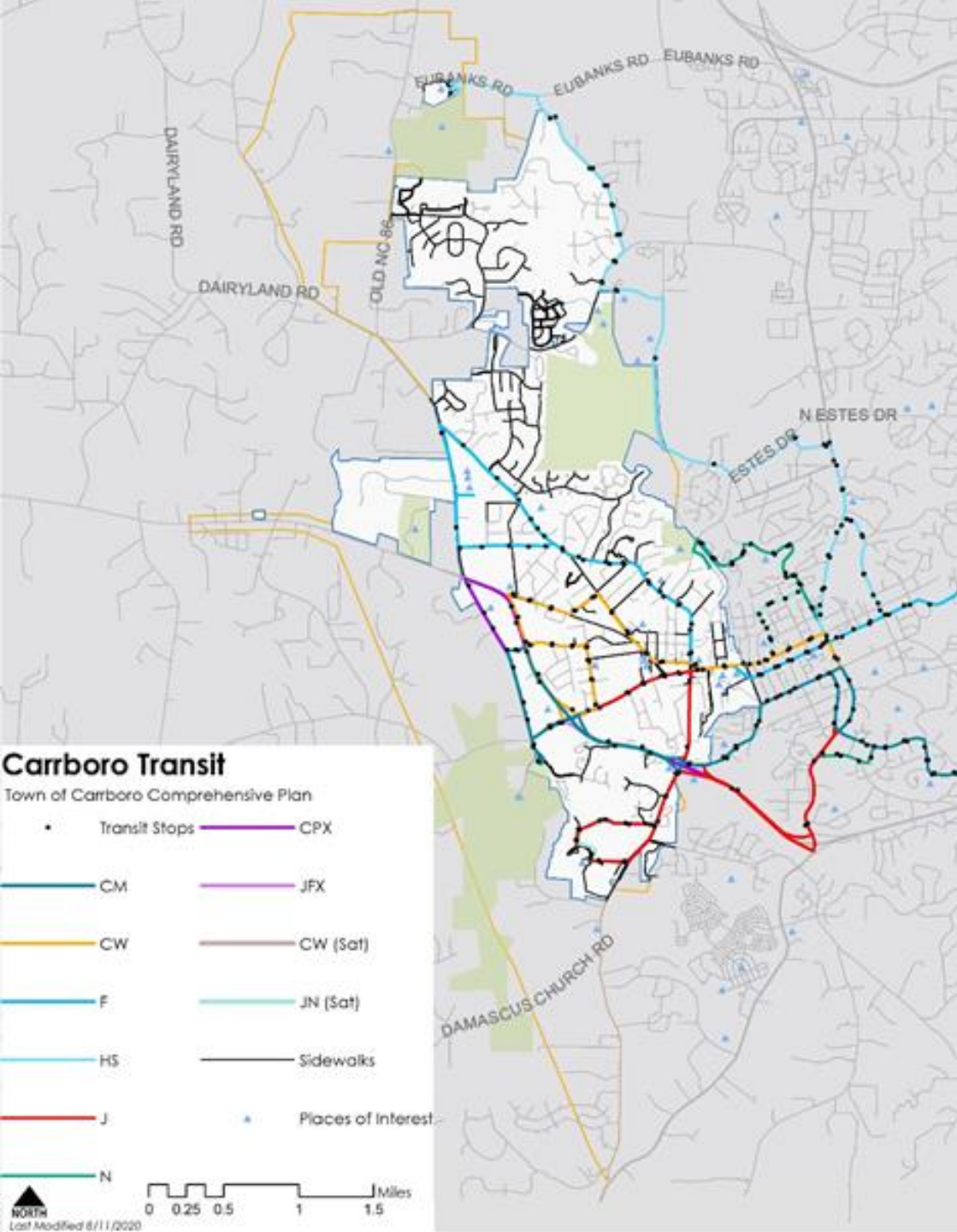
Are we talking what we mean about equity for a different type of system? We need get a sense of what is life giving and align our actions with that, maximizing walkability, addressing all of these interconnected things while respecting the bioregion.”

--Town Council member

# Transportation

## Key Issues and Opportunities:

- Equity-focused transportation initiatives & outreach
- Connected biking and walking system
- Public transit system that encourages non-auto travel & reduces congestion
- Connected greenways and parkways while protecting natural environment





# Infrastructure

## Key Issues and Opportunities:

### WATER

- Education & awareness
- Maintaining a sustainable water supply
- Exploring alternatives for water supply

### ENERGY

- Equitable initiatives & affordability
- Energy efficiency
- Renewable Energy & Electrification

“We have a transportation problem, not a parking problem. [Would] love to take a look at the way we get around without needing a car, make that safer for people, make people aware that it’s the preferred method.”

--Carrboro Connects At-Large Task Force member

“No more budget into lane expansions, needs to go into improving bike and pedestrian.”

--Transportation Advisory Board member

“Improving green infrastructure [is a priority]”

--Greenways Commission member



# Economic Sustainability

## Key Issues and Opportunities:

- Environmental sustainability and climate change
- Equitable, inclusive development
- Access to affordable housing and addressing employment mismatch
- Diversity in local economy, financial literacy, and technical assistance
- Accessibility and skills

“Breathe some new life into different parts of Carrboro--do it in a very thoughtful way, maintain the feel of Carrboro, but there are opportunities to do it right.”

--Business Owner

“Keyword is sustainability and the breadth of what that can mean--environment, sustainable tax base, sustainable people. Those who want to live in Carrboro can live in Carrboro.”

--Department Head

Limit displacement of long-term residents from gentrification. Develop dense nodes that would be walkable, bikeable, accessible to transport.”

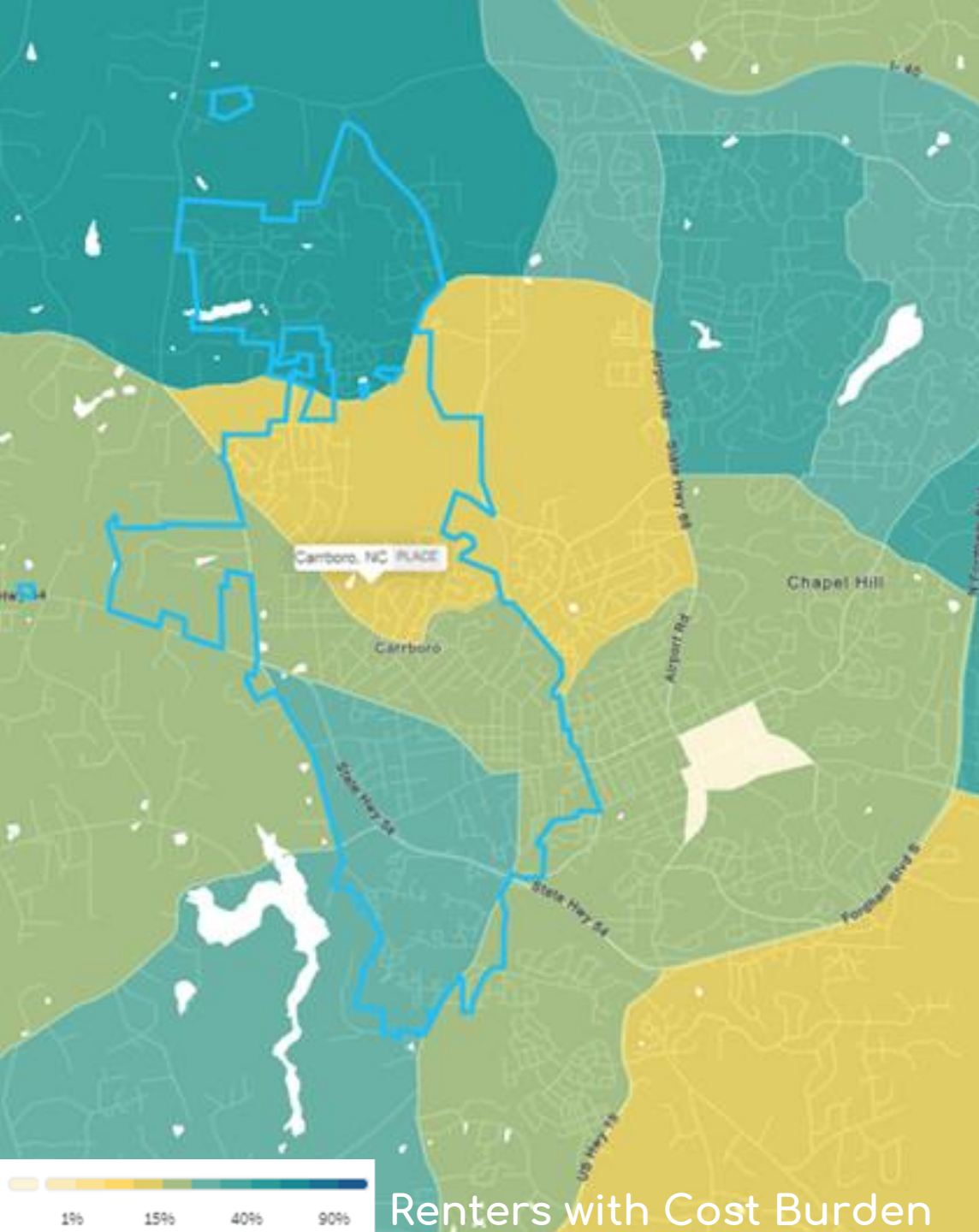
--Town Council member



# Affordable Housing

## Key Issues and Opportunities:

- Creation of affordable housing
- Maintaining existing affordable housing
- Addressing high cost burden
- Promoting sustainable and energy-efficient housing
- Senior and special needs housing



“Housing is the biggest challenge, we have a serious problem with affordable housing—really strong will to talk about affordable housing as a value statement, but when it comes to building a new development, we see another side of these neighborhoods come out. I’ve seen developments strangled by neighborhood complaints. When homeowners come out, they get listened to.”

--Planning Board member

“Increase and build density in the downtown to address affordability in Carrboro. Number of new houses spring up that are large single-family homes--opportunity to think about different types of residences.”

--Carrboro Connects At-Large Task Force member

“Full range of housing, not just low-income and high-income so that a middle-class couple or family doesn’t have to qualify for some program to find a place they can afford to live.”

--Town Council member



Image credit David Jessee

# Recreation, Parks, & Culture

Key Issues and  
Opportunities:

- Equitable access
- Strengthening Interconnections
- Managing resources
- Understanding community needs
- Service provision
- Cultural storytelling

“Need for more in-town public usage space, for multi-use activities.”

--Carrboro Connects At-Large Task Force member

“Attract people to visit Carrboro to enjoy the outdoors”

“Promote more music & arts”

“Engaging minority owned businesses”

#9

# break-out discussions



# break-out groups

There will be **two** break out sessions for each topic area. Each person has been pre-assigned for each session.

Topic areas are:

1. Environment
2. Transportation and Infrastructure
3. Economic Sustainability
4. Affordable Housing
5. Recreation, Parks & Culture

# break-out questions

1. How would you characterize Carrboro now for this topic?
2. Where would you like Carrboro to be in 20 years for this topic?
3. What are the biggest challenges to getting to this vision for this topic?

#10

debrief &  
next steps





# next steps

1. Continue to send photos (and why you took them) to Scott at [sgoldstein@teskassociates.com](mailto:sgoldstein@teskassociates.com)
2. We will be sending out a link to a dedicated website for Carrboro Connects soon!
3. We will be sharing draft Issues and Opportunities reports to review before the next Task Force meeting.
4. Conduct 3 interviews before the next meeting.
5. Dates:
  - Oct 22 5:30 PM | Task Force Meeting 2
  - Oct 29 7:00 PM | Community Meeting 1
  - Nov 12 5:30 PM | Task Force Meeting 3
  - Nov 19 7:00 PM | Community Meeting 2
6. Race and Equity Training
7. For those interested, Orange County Planning is hosting a Transit Summit on Oct 1 at 5:00-8:00 PM ([www.octransit2020.com](http://www.octransit2020.com))