



Task Force Meeting #4

Thursday, January 21, 2021



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) 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 call, or email with any technical issues: Ben Berolzheimer
bberolzheimer@townofcarrboro.org 919-918-7330

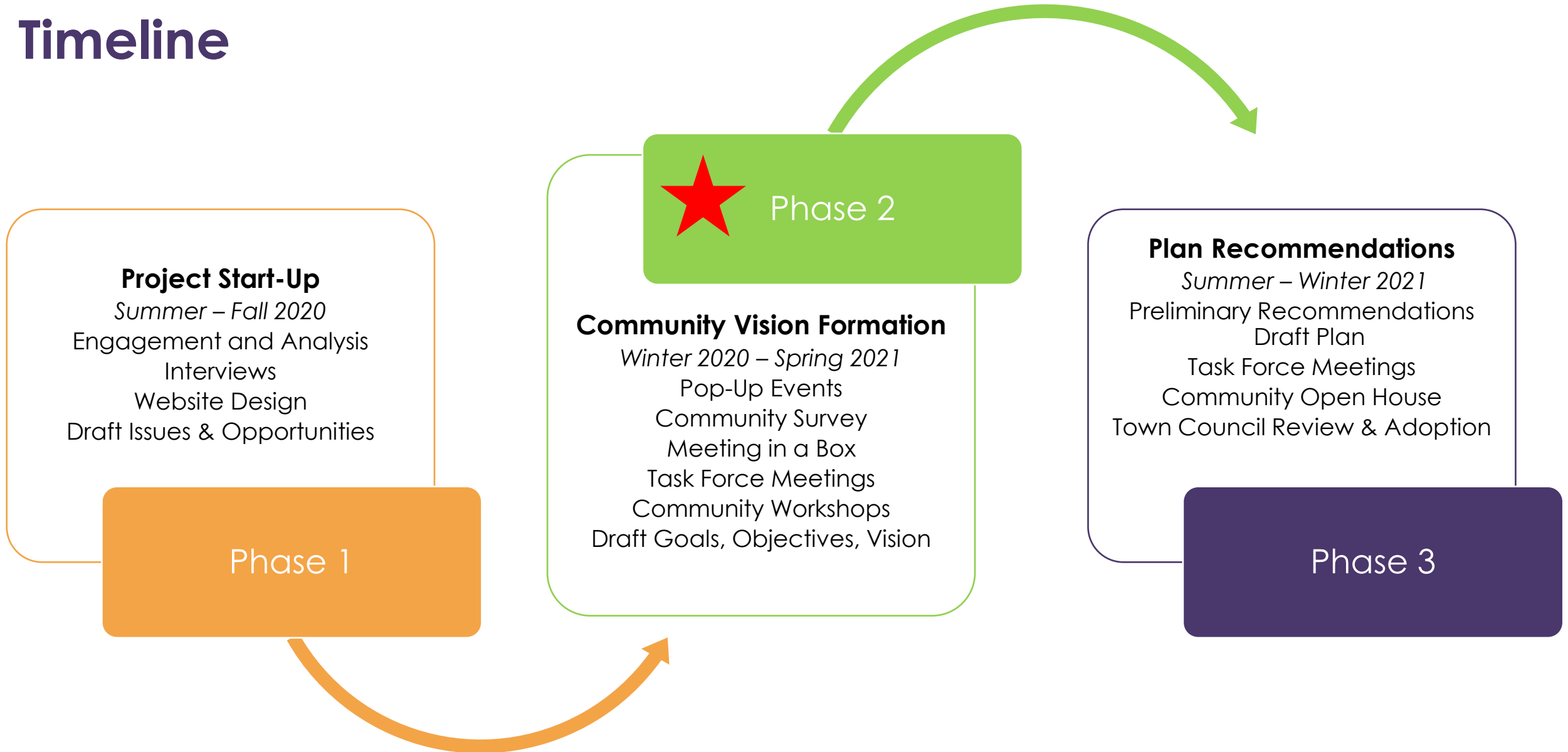
#1

welcome



Opening and Timeline
Catherine Fray
Task Force Chair

Timeline



#2

Town Council



Source: Town of Carrboro

#3

task force meeting 3 and community workshop reflections



Quinton Harper
Task Force Co-Chair

Task Force 3
Progress toward Vision and
Goals for:

- Land Use
- Affordable Housing

Feedback from Task Force 3 – Land Use

- The community incentivizes affordable housing development through policies and the zoning ordinance. There is a variety of housing, from taller buildings to tiny homes.
- Parking is de-emphasized and development that keeps cars off the road is encouraged.
- Public art, public space, and communal “living rooms” (“Weaver Street is Carrboro’s living room—what do different cultures’ living rooms look like?”) should be located throughout Town, not only downtown.
- Placemaking is incorporated throughout all of Carrboro and utilized as a way to make the community even more welcoming, distinct, and special.

Feedback from Task Force 3 – Land Use

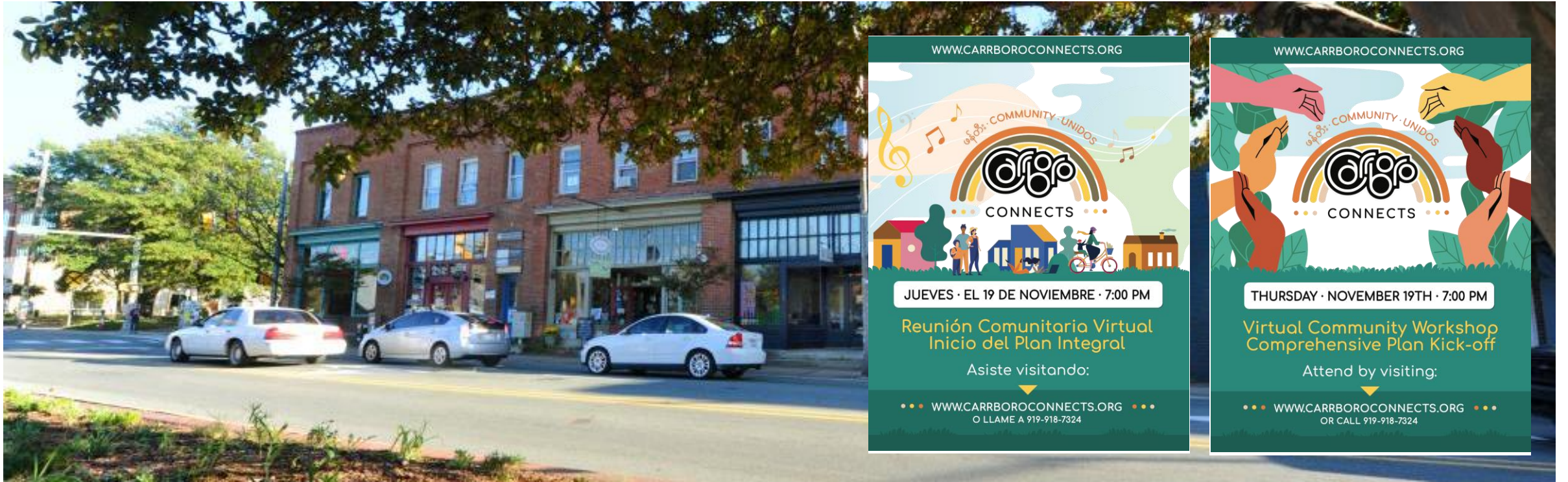
- Consider land use as a social determinant of health (greenspace, walkability, environmental protection, safe and affordable housing, etc).
- Equitable distribution of infrastructure, public services, affordable housing, and businesses
- Carrboro has a diverse set of non-residential land uses to provide a strong tax base and enhance economic sustainability.

Feedback from Task Force 3 – Affordable Housing

- No matter your job or wages, anyone should be able to live in Carrboro.
- People can stay in Carrboro and stay in their homes, not be pushed out via gentrification.
- Affordable housing and diversity are throughout Carrboro, not concentrated in one area.
- Processes are streamlined and unnecessary barriers are removed to help developers do what is right.
- Environmental/energy focus is part of affordable housing and equity concerns (housing is the pivot/linkage between equity and the environment).
- Carrboro has options for all people and provides a balance between renting and owning opportunities.

Community Workshop 1

November 19th



WWW.CARRBOROCONNECTS.ORG

COMMUNITY · UNIDOS

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JUEVES · EL 19 DE NOVIEMBRE · 7:00 PM

Reunión Comunitaria Virtual
Inicio del Plan Integral

Asiste visitando:

WWW.CARRBOROCONNECTS.ORG
O LLAME A 919-918-7324

WWW.CARRBOROCONNECTS.ORG

COMMUNITY · UNIDOS

Orgo
CONNECTS

THURSDAY · NOVEMBER 19TH · 7:00 PM

Virtual Community Workshop
Comprehensive Plan Kick-off

Attend by visiting:

WWW.CARRBOROCONNECTS.ORG
OR CALL 919-918-7324



namdi brandon



Francie Sallinger (F...)



Perry Haaland



Anahid Vrana



Connor Lopez (Yo...)



Amy Singleton



Maggie Funkhouser



Quinton Harper



Catherine Fray (the...)



Ben Berolzheimer,...



Rande Haven-O'D...



Braxton Foushee



Trish McGuire, she...



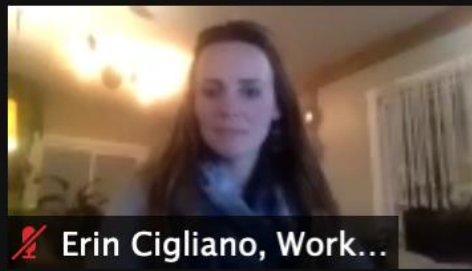
Bob Proctor



Tim Turner, Enviro...



Kathleen Anderson



Erin Cigliano, Work...



Kathy Kaufman



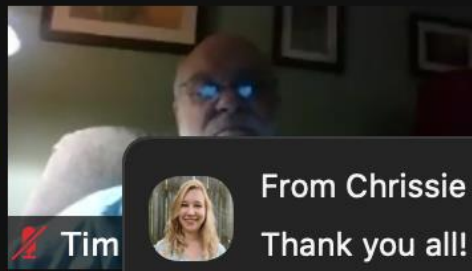
Laura Janway, Staff



Susan Romaine



Liz Evans she/her



Tim




MariaJulia Echart



MariaJulia Echart



Scott Goldstein Fac...

 From Chissie Schalkoff (she/her) t...
Thank you all!

#4

Draft Climate Change & Environment/Ecosystem Vision & Goals



Heidy Persaud, CNT

Definitions

Vision – the big picture of what Carrboro wants to be

Goal – outcome-focused “what” Carrboro is trying to achieve

Strategy – “how” Carrboro will achieve the goal

Project – specific initiatives that will be undertaken to implement the strategy

Climate

Vision: The town is a leader in mitigating climate change, and increasing resilience of the environment and residents from climate change impacts

Goal 1: Achieve 80% reduction in per capita greenhouse gas emissions by 2030 (Community Climate Action Plan, updated October 2020)

Goal 2: Achieve 80% reduction in municipal emissions by 2030 (Energy and Climate Protection Plan, updated October 2020)

Goal 3: Expand participation in the decision-making and implementation of climate change goals and policies across race, gender, ethnicity, immigration status and income.

Goal 4: Enable lower-income residents (renters and homeowners) and small business owners to participate and benefit from energy efficient and climate programs. (Climate Action Plan, RainReady Carrboro)

Environment/ Ecosystem

Vision: Preserve open space and ecologically sensitive areas through all available means (Carrboro Vision 2020, Small Area Plan for Carrboro's North Study Area) while improving access to experiencing these places.

Goal 1: Conserve and protect natural resources through land use planning, conservation and development practices.

Goal 2: Conserve and restore watersheds, ecosystems, and native species. (Eno-Haw Hazard Mitigation Draft Plan, Carrboro Vision 2020, Little Creek Watershed Assessment, Morgan Creek Local Watershed Plan, Bolin Creek Watershed Restoration Plan)

Goal 3: Promote environmental policies and access to ecosystems to be equitable across race and income.

#4

transportation, water, green infrastructure + energy

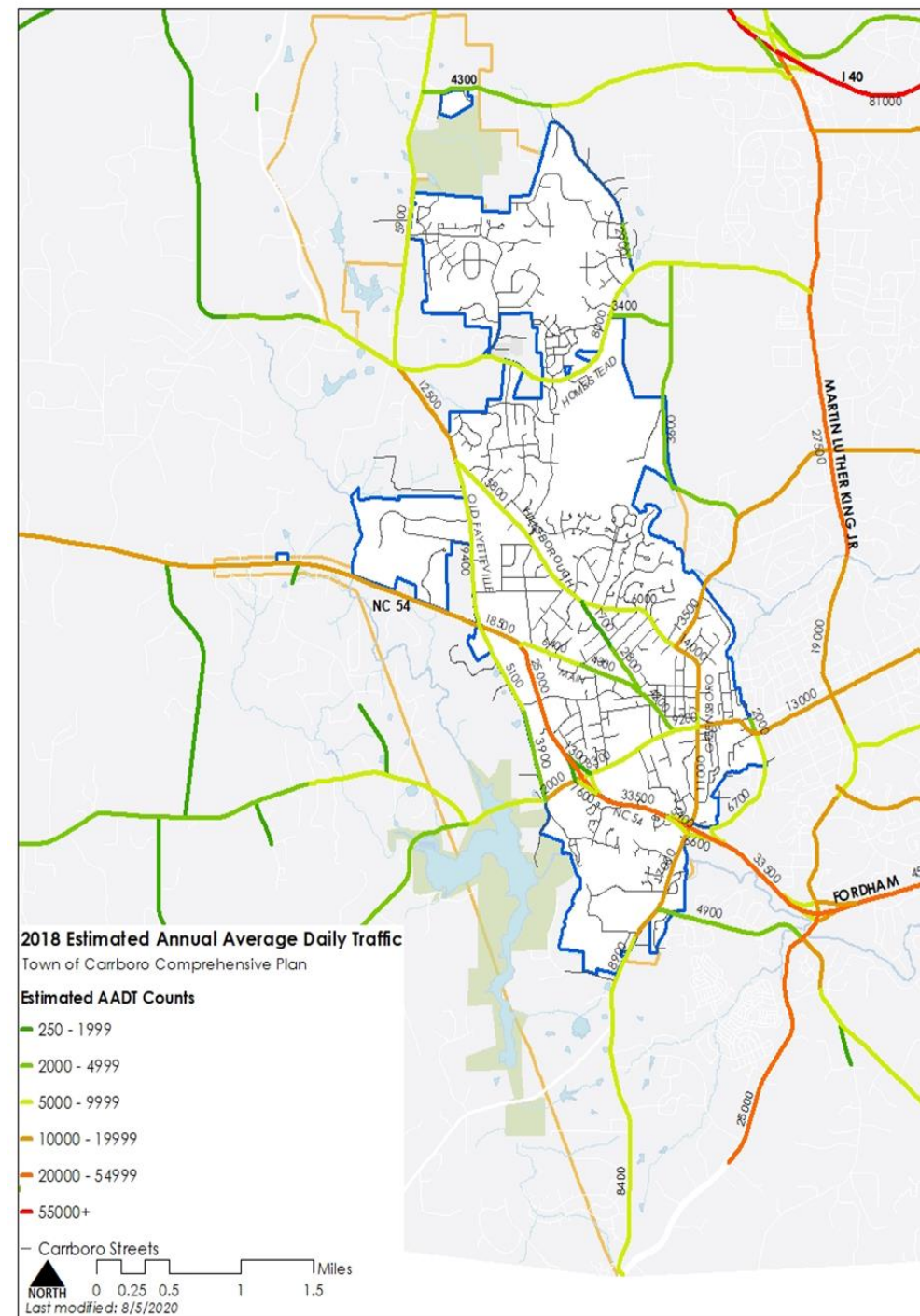


Heidy Persaud, CNT

transportation

ROADS + ARTERIALS

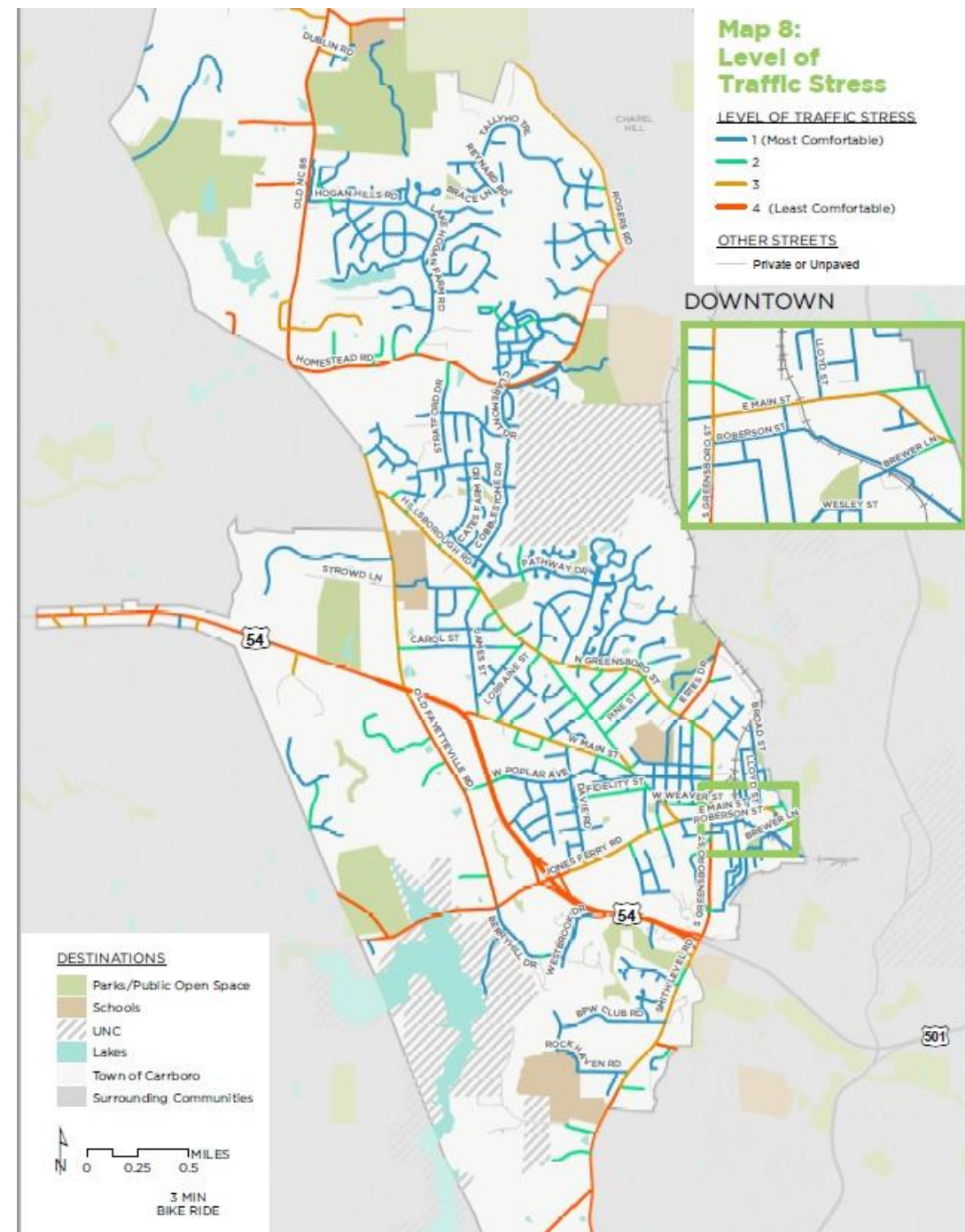
- Traffic Volume
- Traffic Congestion
- Air Quality
- Parking



transportation

PUBLIC TRANSIT

- Local Bus Service
- Walking & Biking
- Equity & Sustainability





transportation

1. Equity-focused transportation initiatives & outreach
2. Connected biking and walking system
3. Public transit system that encourages non-auto travel

water

- Water Supply
- Water Demand
- Wastewater Infrastructure
- “One Water” Approach





water

1. Education and awareness
2. Maintaining a sustainable water supply
3. Exploring alternatives for water supply
4. Resident Education & Assistance for Green Stormwater Infrastructure (GSI) Implementation

green infrastructure

- Natural Areas
- Greenways
- Urban Forestry,
Landscaping, and Planting



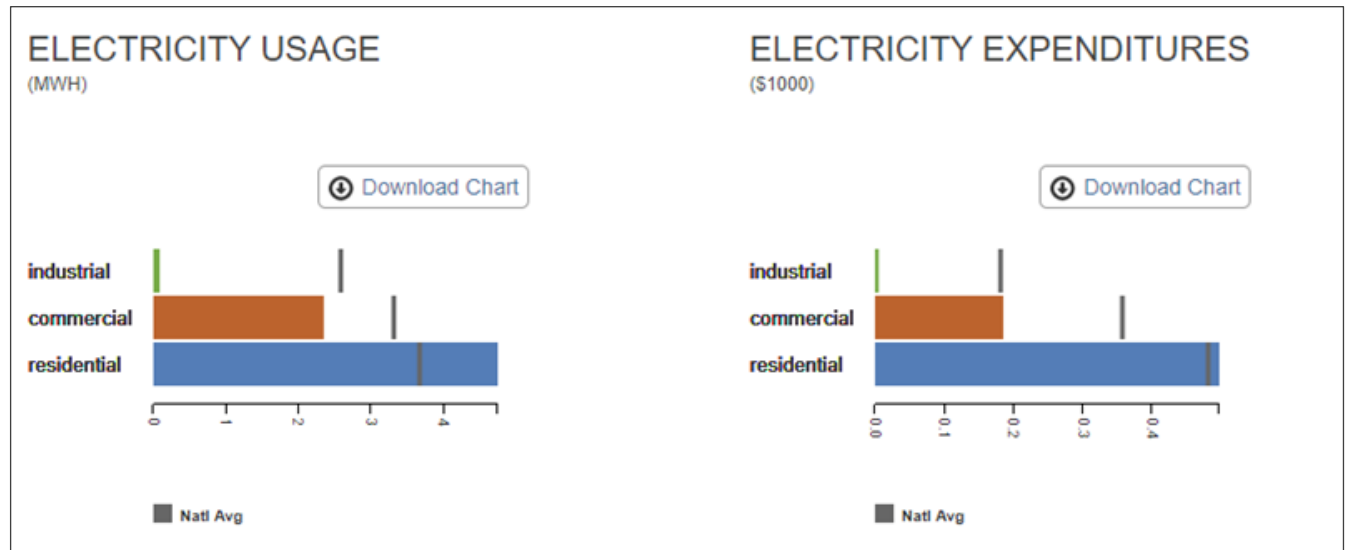
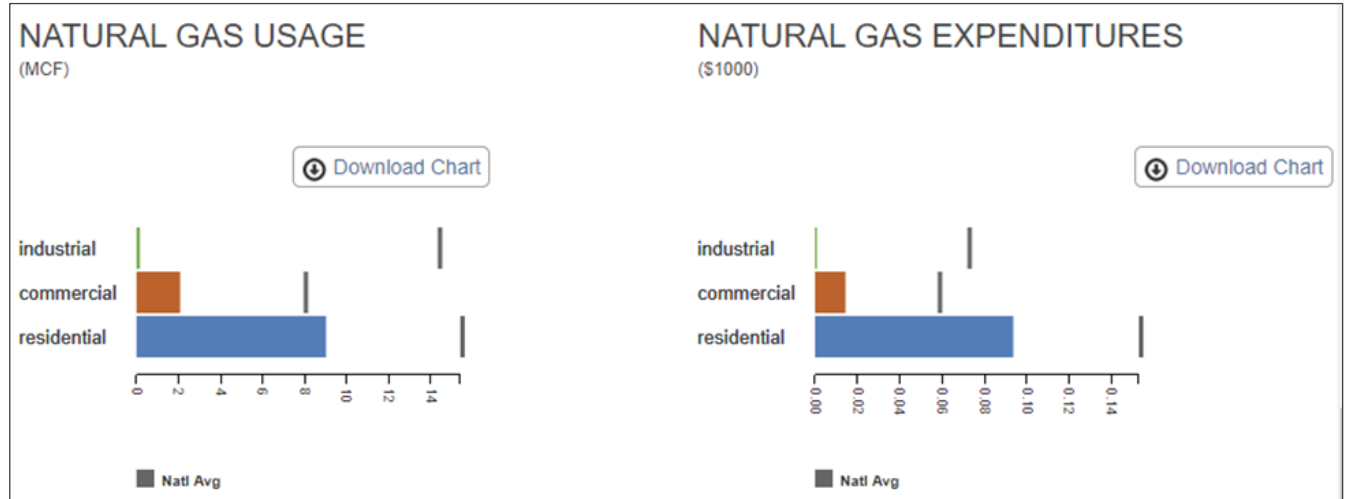


green infrastructure

1. Connected greenways and parkways, while protecting the natural environment

energy

- Energy Sources + Uses
- Energy Expenditure + Affordability
- Renewable Energy Initiatives





energy

1. Equitable initiatives & affordability
2. Energy efficiency
3. Renewable energy & electrification

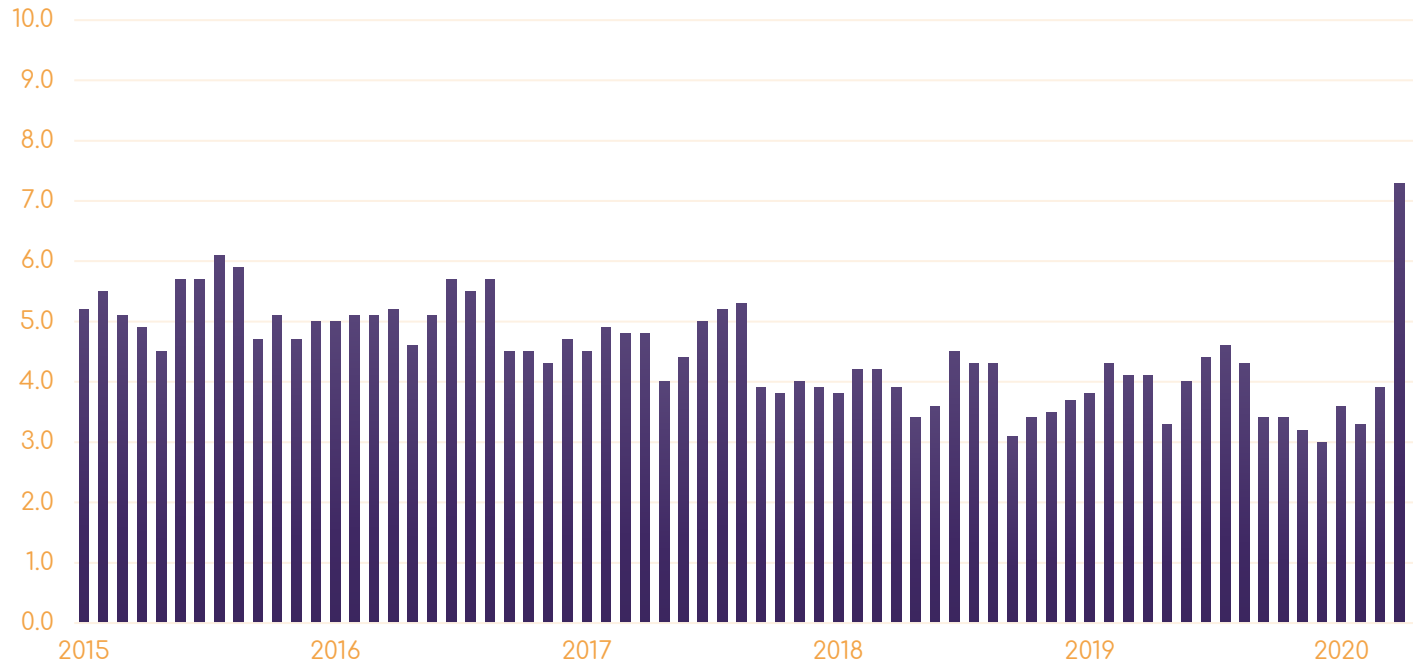
Economic Sustainability

- Overcoming challenges of BIPOC businesses
- Promote inclusive, equitable growth
- Walkable, place-based and resilient
- Build on Carrboro's strengths in arts, culture and entertainment
- Promotion of green economy
- Reduce frictions and barriers to redevelopment
- How to encourage more start-ups



Credit: David Jessee

Unemployment in Carrboro 2015-2020

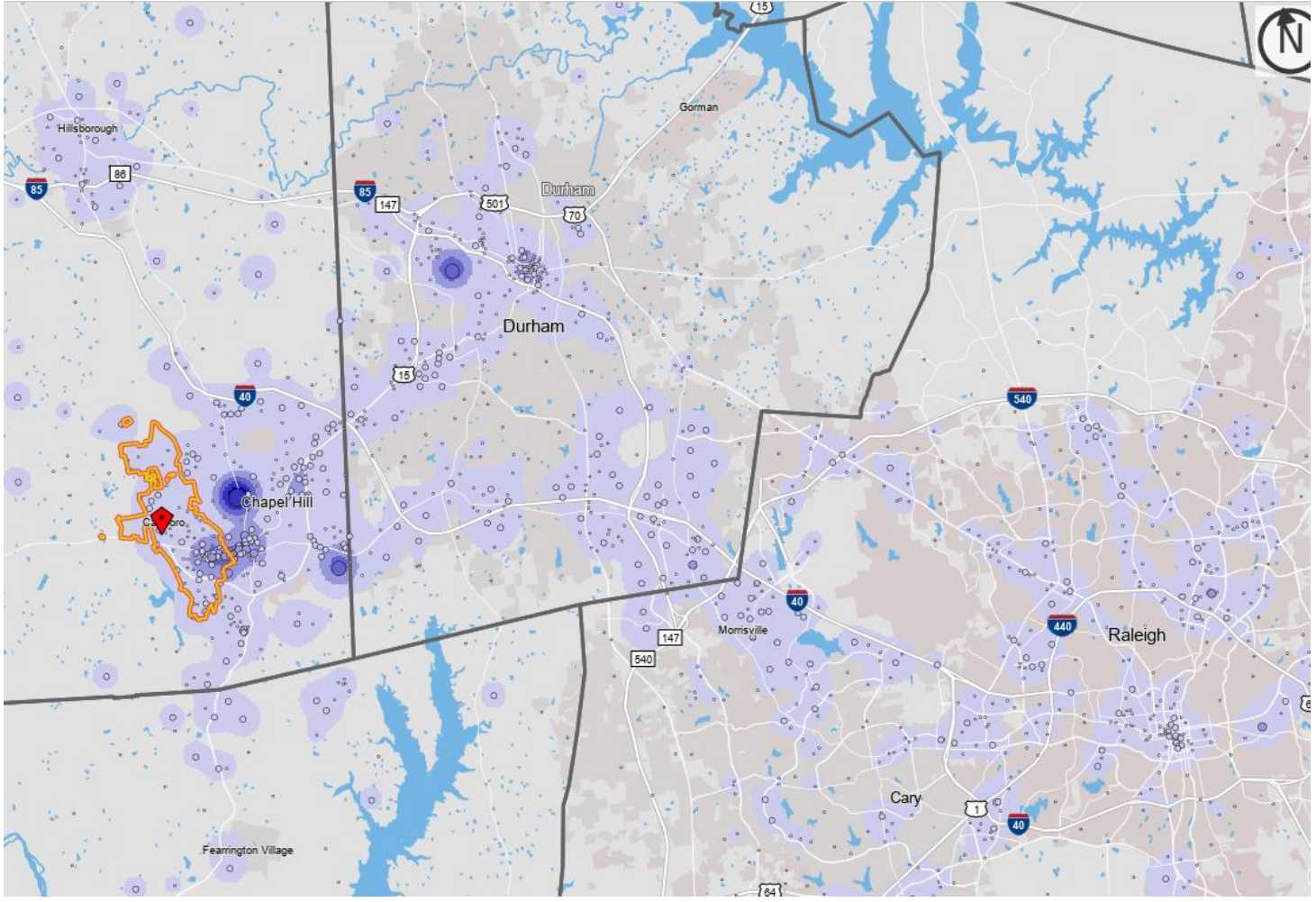


Source: Local Area Unemployment Statistics (LAUS), North Carolina Department of Commerce, Labor & Economic Analysis Division and U.S. Bureau of Labor Statistics

Equitable, Inclusive Development

- BIPOC businesses
- Connect low-, moderate- and middle-class to jobs
- Ensure a welcoming atmosphere to all

Where Carrboro Employees Live



Access to affordable housing and address employment mismatch

Source: On The Map, 2020

Retail Gaps

	Town of Carrboro	
	Retail Gap (Surplus)	Capture Rate
Total	\$161 million	53%

	Town of Carrboro		15 Minute Trade Area	
Category	Retail Gap (Surplus)	Capture Rate	Retail Gap (Surplus)	Capture Rate
General Merchandise	\$50 million	5%	\$228 million	70%
Motor Vehicles and Parts	\$64 million	2%	\$214 million	54%
Gasoline Stations	\$17 million	47%	\$90 million	54%
Furniture	\$11 million	12%	\$66 million	13%
Electronic & appliance	\$5 million	45%	\$34 million	43%
Restaurants & drinking places	\$4 million	86%	(\$7 million)	103%
Food stores & beverage	(\$6 million)	111%	(\$20 million)	106%

Grow the local economy

- Support local and minority-owned businesses
- Focus on filling gaps through small business growth rather than chains



Glass Half Full and Steel String Brewery
Credit: David Markiewicz

Build on Carrboro's strengths and diversity of skills

- Keep small town feeling in a growing regional economy
- Opportunities for job training and development

Triangle Regional Goals & Objectives

1. Cultivate a competitive environment that supports business retention, expansion and innovation.
2. Design and maintain robust infrastructure to support sustainable business and population growth.
3. Invest in workforce development.
4. Create vibrant and connected places to increase the overall quality of life.
5. Plan for the prevention and mitigation of future shocks and strengthen recovery methods to support a more resilient economy.

- How can we create a more inclusive (occupation, wages, education level, race) economy?
- How can our economy be more place-based, resilient, and more walkable?
- How can we grow the arts and entertainment sector?
- How do we encourage the transition of our economy to one based in the green industry-sector?
- How can we reduce friction/barriers to redevelopment?
- How can we encourage more business start-ups and growth, preferably in the tech industry?
- How do we encourage more racial equity in business growth and start-ups?

Economic Development Strategic Issues and Opportunities

#7

Break-Out Discussions



- Everyone has been assigned to participate in either Transportation & Infrastructure or Economic Sustainability
- Each session will discuss several focused questions based on input that has been received to date
- Goal will be to develop draft Vision, Goals and Strategies to present back at a future Task Force meeting

#8

report back



1. What are the “big ideas” that you have heard that will have the greatest impact?
2. What are the cross-cutting themes across issue areas?



#9

engagement update



Francesca Sallinger & Benito
Garcia, Teska



Share updates with your advisory boards, organizations you are involved in and social networks



www.carrboroconnects.org/documents



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Share your vision for the future and take part in Carrboro's first Comprehensive Plan!

[Join Us](#)

#10

debrief &
next steps



next steps

Upcoming Meetings:

- Feb. 18 @ 5:30, Task Force 5 - Recreation, Parks & Culture and Public Services
- Mar. 18 @ 7:00, Community Meeting 2
- **May 13 @ 5:30, Task Force 6 - Workshop on Goals, Strategies and Projects (note: this was originally scheduled for April 15)**

Homework:

1. Review and submit comments on Climate and Environment/Ecosystem Draft Vision, Goals & Strategies via web site or email
2. Provide an update on Carrboro Connects to your Advisory Board