

Engagement and Communications Report

Current as of March 1, 2024

1. Overview

This report is a living document that will summarize community engagement efforts for Rewriting Our Rules. The report will cover public information meetings, pop-up events, and other stakeholder meetings and will include information such as how many people attended the meeting, topics shared by staff, and feedback received from attendees.

Summaries included in this report:

- [January 24, 2024 – Pop-up event](#)
- [January 31, 2024 – Public Information Meeting](#)
- [February 14, 2024 – Pop-up event](#)
- [February 24, 2024 – Pop-up event](#)

Please see the **Policy Discussion and Outreach Schedule** for more on future events.

2. Demographic Data

Census data for the Town of Chapel Hill is shown below to provide context for the demographic information shared throughout the report.

RACE		
2020 Decennial Census Data		
Race	Number	Percent
White	39,752	64%
Black or African American	5,973	10%
American Indian and Alaska Native	271	0%
Asian	9,305	15%
Native Hawaiian and other Pacific Islander	23	0%
Other	1,862	3%
Two or more races	4,774	8%
Total	61,960	100%

ETHNICITY		
2021 American Community Survey (ACS) Data		
	Number	Percent
Hispanic or Latino	4,145	7%
Not Hispanic or Latino	56,775	93%
Total	60,920	100%

SEX		
2021 American Community Survey (ACS) Data		
	Number	Percent
Male	28,754	47%
Female	32,166	53%
Non-binary or Transgender		
Total	60,920	100%

LANGUAGE SPOKEN AT HOME		
2021 American Community Survey (ACS) Data		
	Number	Percent
English only	47,030	80%
Language other than English	11,758	20%
Total	58,788	100%

AGE		
2021 American Community Survey (ACS) Data		
	Number	Percent
Under 18	10,251	17%
18 – 24	20,188	33%
25 – 34	6,880	11%
35 – 44	5,689	9%
45 – 54	6,401	11%
55 – 64	4,778	8%
66 – 74	3,965	7%
Over 75	2,768	5%
Total	60,920	100%

3. Engagement Summary

This section includes brief summaries of the following events attended or hosted by Planning Department staff:

- [January 24, 2024 – Pop-up event](#)
- [January 31, 2024 – Public Information Meeting](#)
- [February 14, 2024 – Pop-up event](#)
- [February 24, 2024 – Pop-up event](#)

January 24, 2024 - Pop-up Event

Location: South Estes Public Housing Community Center

Overview: Planning Department staff joined a “Cookies and Community” monthly event hosted by the Affordable Housing and Community Connections Department. These events provide an opportunity to share information about Town-sponsored services and activities with residents of various communities throughout Chapel Hill.

Location Demographics:

- A large share of public housing residents identify as Black or African American, Immigrant or Refugee, Low-Income, and all are Renters.
- These community members speak a range of languages, including Arabic, Burmese, English, Spanish, and Karen.

Questions and Comments: Common themes of attendees’ questions and comments included:

- The proximity of school and parks to young attendees’ homes.
- What surrounds a school facility and why.
- How they travel around Town – by walking, biking, or car.

January 31, 2024 - Public Information Meeting

Location: Chapel Hill Public Library

Attendance: 17

Overview: Staff hosted a public information meeting at the Chapel Hill Public Library on January 31, 2024. The meeting began with a poster session where attendees could learn more about potential changes included in the new LUMO. Staff then presented the project’s goals and timelines and summarized Council’s discussion during the January 17 work session. The meeting concluded with another opportunity for attendees to review posters and discuss the new LUMO with staff.

Questions and Comments: Common themes of attendees’ questions and comments included:

- How changes to the land use rules can support the Town’s goal of more affordable housing.

- The relationship between the Rewriting Our Rules project and last year's Housing Choices text amendments.
- What land use rules may be changed and what land use rules may stay the same.
- Opportunities to strengthen existing elements of our ordinance, such as tree protection requirements.
- The timing of any rezoning to implement an updated LUMO.

Attendee Survey

Survey Respondents: 9

- Majority of respondents had attended a public meeting before and heard about this event through TownNews.
- 44% of respondents "disagree" with the statement "I learned something new about how land use rules impact my life and/or my property."
- 44% of respondents were "neutral" with the statement "I learned something new about how zoning and land use rules have changed over time. 44% of respondents "disagree" or "strongly disagree" with that statement.
- 66% of respondents "disagree" or "strongly disagree" with the statement "I learned why our land use rules (LUMO) need to be updated."

Participant Demographics

- All survey respondents identified as White, non-Hispanic, and spoke English at home.
- 1/3 of respondents identified as over the age of 75.
- 1/3 of respondents identified as under age 55.

February 14, 2024 - Pop-up Event

Location: Airport Gardens Public Housing Community Center

Overview: Planning Department staff joined a "Cookies and Community" monthly event hosted by the Affordable Housing and Community Connections Department.

Location Demographics:

- A large share of public housing residents identify as Black or African American, Immigrant or Refugee, Low-Income, and all are Renters.
- These community members speak a range of languages, including Arabic, Burmese, English, Spanish, and Karen.

Questions and Comments: Common themes of attendee's questions and comments included:

- When asked “If you could choose what you live next to, what would it be?”, young attendees responded, “my friends”.
- The proximity of school and parks to their homes.
- How they travel around Town – by walking, biking, or car.

February 24, 2024 - Pop-up Event

Location: Chapel Hill Farmer’s Market

Attendees: Approximately 20

Overview: Planning Department staff tabled at the Chapel Hill Farmer’s Market located at University Place from 10 am and 12 pm.

Questions and Comments: Common themes of attendees’ questions and comments included:

- What the Planning department does.
- The relationship between the Rewriting Our Rules project and last year’s Housing Choices text amendments.
- If and where the Town can accommodate growth.
- The land use rule changes should make it easier for property owners to build accessory dwelling units.
- The timing of the project and when Council could make a decision.
- Infrastructure like protected bike lanes is needed with new development.
- How our land use rules relate to stormwater management.

4. Communication Summary

This section summarizes digital communications shared by Town staff using a variety of platforms.

Date(s)	Activity	Reach
October 2023	Project Newsletter	81 Subscribers
July to October 2023	Social Media	3 posts 9,562 Twitter ("X") impressions 90 Instagram likes
November 2023	"What is Zoning" video, social media post	Instagram - 43 likes, 1262 accounts reached, 11 shares, 1 save Facebook - 2 likes, 400 people reached, 2 shares Twitter - 10 likes, 5 reposts, 1415 impressions, 322 unique views
December 2023	"Why do we Plan" video, social media post	Instagram - 43 likes, 1058 accounts reached, 1 share, 1 save Facebook - 3 likes, 407 people reached Twitter- 1 like, 541 views
January 2024	Project Newsletter	110 Subscribers
January 2024	Affordable Housing and Community Connections Newsletter	361 Subscribers
January 11, 2024 January 19, 2024 January 25, 2024	Chapel Hill Town News	6,000 – 7,000 Subscribers
February 2024	Project Newsletter	120 Subscribers 41 direct outreach emails
February 2024	Affordable Housing and Community Connections Newsletter	361 Subscribers
February 15, 2024 February 22, 2024	Chapel Hill Town News	6,000 – 7,000 Subscribers