



June 17, 2026, Town Council Meeting

Summer 2026 LUMO Awareness/Engagement Campaign

The purpose of the campaign is to inform the public about what is included in the LUMO Re-write and provide connections to opportunities for residents to share feedback and ask questions.

Communication and engagement materials will share the “why’s” and “how’s” of the LUMO update and focus on Council’s 5 top priorities for the LUMO:

1. User friendliness
2. Housing diversity, attainability, and supply
3. Economic development and land use
4. Building environment and public realm
5. Environment and resilience

A key element of this campaign will be the online publication of the draft LUMO. Interested members of the public will be invited to review and comment on the draft through the Town’s digital engagement hub, [Engage Chapel Hill](#).

- Engage Chapel Hill will present the full draft LUMO and provide instructions for how residents can provide comments on the document.
- Staff will compile all the comments received and share them with Council and the Planning Commission.
- Through the online engagement site, residents can also submit questions, and staff can update the FAQ section.
- Throughout the process, staff will provide updates as well as reminders about public meetings, etc.

We will help to inform members of the public about the draft LUMO and remind them of ways to share their thoughts with Council through the following channels:

- **Featured in Our Town weekly e-newsletter**
- **Homepage of Town website**
- **Weekly social media posts**
- **WCHL**
 - 30 second radio spots
 - Include in Mayor’s weekly conversations
- **Share directly with community partners**

- Email link to Engage Chapel Hill page to partners, asking them to share with their audiences and participate via Engage Chapel Hill, Mayor/Council inbox, and/or at a Planning Commission or Council meeting.
- **In-person opportunities**
 - 1 open house style public information meeting
 - Pop-up tabling at a variety of locations/events, including (at minimum):
 - Library lobby
 - Community Center lobby
 - Open Chapel Hill Day – 9/17 and/or 10/3
- **User testing with (at minimum):**
 - Affordable Housing Coalition
 - Homebuilders Association