



Town of Chapel Hill Youth Initiative Report

January 2019

BACKGROUND



The Town of Chapel Hill’s mission of “learning, serving, and working together to build a community where people thrive” drives the Town’s efforts over the years to engage youth. Our youth contribute to making Chapel Hill a thriving community, and by learning about their everyday experiences and how to best serve their needs, the Town hopes to continue making strides in more fully and authentically engaging youth in the community.

The Town has had a long-standing commitment to youth through our various program and service offerings, including: providing recreational and educational programming, employing youth in Town Departments, and maintaining public spaces enjoyed by youth. Over the past year, at the direction of the Mayor and Town Council, the Town has intensified its efforts to engage with youth. We embarked on an intensive youth engagement process of listening and learning. Town staff pursued answers to the following questions: Who are the youth in Chapel Hill? What do they do and why? Where do they go and why? This approach is based on [human-centered design](#)ⁱ, which aims to first more fully understand youth and their experiences, then develop themes and solutions based on findings.

RESEARCH PROCESS

In response to the Mayor and Council’s interest, the Town Manager formed a cross-departmental team (Housing and Community, Library, Parks and Recreation, Manager’s Office, Police – refer to Appendix F) to advance the Youth Initiative. The Team developed and led focus groups, conducted data analysis, and identified recommended next steps. Key steps in our research process are outlined below.

- Consistent with the Town’s working definition of past Town youth initiatives, such as [2013’s Chapel Hill 4 Youth initiative](#)ⁱⁱ, **youth are defined as middle and high school aged community members.**
- The staff team developed focus group activities following the human-centered design approach. Activities centered on identifying places, things, and people that are important to youth, opportunities youth want and challenges they are facing, reactions to various Chapel Hill places, and questions the Town should be asking them.
- Staff gathered demographic information, health information, and Town services information from secondary sources including the [American Community Survey](#)ⁱⁱⁱ, [Youth Risk Behavior Survey](#)^{iv}, and the [Town of Chapel Hill Community Survey](#)^v.
- Building on previous convenings of youth-focused organizations, in November of 2018, the Town assembled ~50 organizations serving youth to share initial findings and seek input from community organizations.



Chapel Hill youth participating in a focus group in Fall 2018.



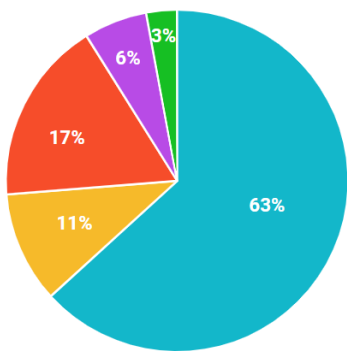
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DEMOGRAPHIC KEY FINDINGS

This section highlights key demographics for Chapel Hill youth. Staff pulled data from the American Community Survey and the Youth Risk Behavior Surveillance System^{2,3,4}. When possible, comparisons were made to North Carolina or national data. Refer to Appendices A and B for full data tables and comparisons.

RACE

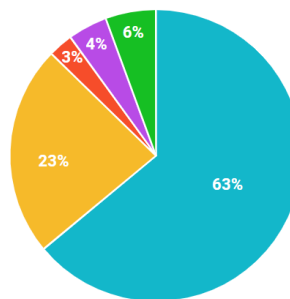
Chapel Hill, NC



- White (63%)
- African American (11%)
- Asian (17%)
- Two or more races (6%)
- Other (3%)

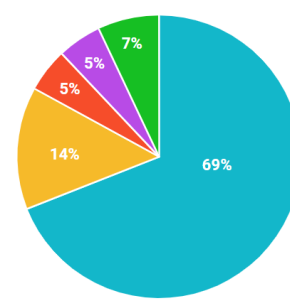
The American Community Survey indicates that Chapel Hill's Asian youth make up 17% of the youth population, making them the second largest racial group in Chapel Hill following white youth (63%). This differs from NC and national trends in which African American youth are the second largest racial group.

North Carolina



- White (63%)
- African American (23%)
- Asian (3%)
- Two or more races (4%)
- Other (6%)

United States



- White (69%)
- African American (14%)
- Asian (5%)
- Two or more races (5%)
- Other (7%)

FINANCIAL STRESS



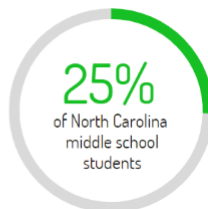
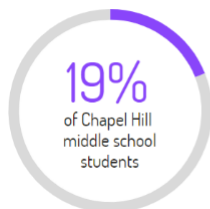
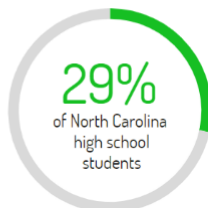
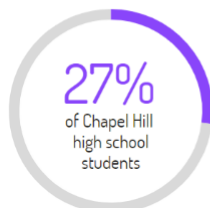
1 in 3

The 2017 Youth Risk Behavior survey identified that one in three Chapel Hill and Carrboro middle and high school students identified their family as one that has financial stress.

Financial stress is defined as youth who receive free or reduced lunch, or youth who identify with the phrase "family has to work hard to make ends meet", or have significant instability in the living situation.

MENTAL HEALTH

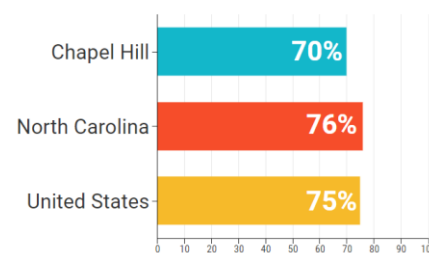
% of youth who felt sad or hopeless enough for two weeks or more and stopped usual activities



Feelings of sadness and among Chapel Hill middle and high school students is somewhat lower, but roughly similar, to state trends.

SLEEP

% of high school students who get less than 8 hours of sleep



A majority of high school students in Chapel Hill, across NC, and nationally get less than 8 hours of sleep (Youth Risk Behavior Surveillance System survey). This is echoed in the focus group findings.



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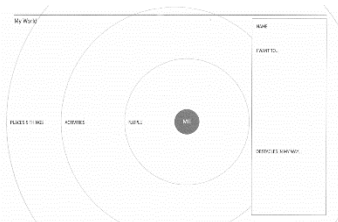
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FOCUS GROUP KEY FINDINGS

During October through December 2018, Town staff conducted 14 focus groups with 180 youth. Staff exceeded their goal of hearing from 150 youth. For full focus group participant demographics and data, refer to Appendices C, D, and E. The focus group activities and some key findings are highlighted below.

FOCUS GROUP ACTIVITIES

MY WORLD



In this activity, youth were provided with a “My World” document with prompts about places, activities, and people that are important to them. Youth also discussed what they want and the challenges they are facing.

CHAPEL HILL PLACES



In this activity, youth were provided pictures of various Chapel Hill locations and prompted to react and write and talk about why they reacted that way.

QUESTION STORMING



In this activity, youth were prompted to write questions they would want the Town to ask them.

IMPORTANT PLACES, ACTIVITIES, AND PEOPLE



How do you spend your time?

- Extracurricular clubs, lessons, and sports
- Hanging out with friends, shopping, going places, gaming
- Going to school/doing homework
- On my own
- With family
- Working
- Travel



What places are important to you?

- Places I can hang out with friends
- Home
- Extracurricular clubs, lessons, and sports
- School
- Travel
- Work



Who matters in your life?

- Friends
- Family
- Teachers, coaches, mentors
- Pets
- Self

WANTS & OBSTACLES

I want to...



- Do well in school
- Go to college
- Find a job
- Travel
- Spend time with family/friends
- Help others
- Be happy

Obstacles in my way...



- Too little time/busy
- Money
- School work and college prep
- Mental health – anxiety, depression
- Pressure
- Age (too young)

CHAPEL HILL PLACES

Youth react differently to Chapel Hill places.



Franklin Street, outdoor spaces, University Place, Chapel Hill Transit, Halloween on Franklin



The Corner Teen Center, a religious institution



Silent Sam

QUESTION STORMING

Society and cultural issues

How do you feel about gun violence?

General support and resource needs

What support do you need?

Town specific items

How can we build unity between diverse communities?

Personal life

What do you like?



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KEY THEMES

From our team's extensive engagement of youth in the community through focus groups and analysis of secondary data, key themes emerged about Chapel Hill's youth. The themes are described below.



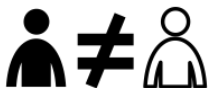
YOUTH WANT SAFE AND INCLUSIVE SPACES

Spaces that youth identified as important to them include home, businesses (retail, restaurants), school, and spaces for enrichment (sport fields/complexes, outdoor parks, library). Young people want to feel both safe and welcome in public spaces, and they would like more accessible safe and inclusive public spaces for people their age.



YOUTH HAVE BUSY SCHEDULES AND FACE PRESSURE TO SUCCEED

Youth in Chapel Hill are busy with school and participate in a wide variety of activities from sports, clubs, volunteering opportunities, and more. They also face a strong academic pressure to succeed. The time it takes to complete the school work and activities is often a barrier for youth to do other things they want to do. One example: over 14% of youth expressed their love for travel, yet less than 1% cite travel as something they do.



DISCRIMINATION IMPACTS YOUTH'S LIVED EXPERIENCES

Experiences for Chapel Hill's youth are shaped by their race, ethnicity, sex, gender, and other identities. Our focus group conversations revealed that youth are more aware than ever of the impacts of -isms and -phobias. Further, many youth are impacted by inequities in the Chapel Hill community.



YOUTH FACE MENTAL HEALTH CHALLENGES

Roughly 1 in 4 youth are facing feelings of sadness or hopelessness for an extended period of time (2 weeks or more). In addition, youth face other mental health challenges including anxiety and depression. Our focus group conversations reiterated the mental health challenges facing Chapel Hill youth, as many live under constant pressure and stress.



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RECOMMENDED NEXT STEPS

Through our team's analysis of secondary and focus group data, we have identified recommended next steps to advance the Town's Youth Initiative going forward. The staff team will develop more detailed action steps with specific goals, performance measures, and timelines based on direction received by the Mayor and Council.

1. Identify and implement strategies to make existing Chapel Hill spaces (Town spaces, business spaces, and other spaces) be seen as safe and welcoming to youth.

- Continue building relationships with community organizations, business owners, and others to promote creating inclusive and safe spaces for youth.
- Design and pilot a "Youth-friendly business designation" modeled after the Dementia Friendly Business Campaign from the Orange County Department on Aging.
- Rapid prototype mini-space improvements to Town facilities rooted in what we learned from youth through our engagement efforts. These improvements should be relatively low- or no cost and quick to test and evaluate.

2. Continue conversations with the community.

- Hold regular community meetings that include youth, parents, youth-serving organizations, school system, and other community members and groups passionate about this topic.
- Continue building relationships with community members, schools, and community organizations to encourage collaboration.
- Include youth in the development and testing of ideas and solutions.
- Update the Town's youth website to more easily find up to date information about both spaces and activities for youth.

3. Continue the Town's cross-departmental collaboration and communication.

- Strengthen internal collaborations on programs and services serving youth.
- Consider re-branding and renovating the Chapel Hill Teen Center.



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REFERENCES

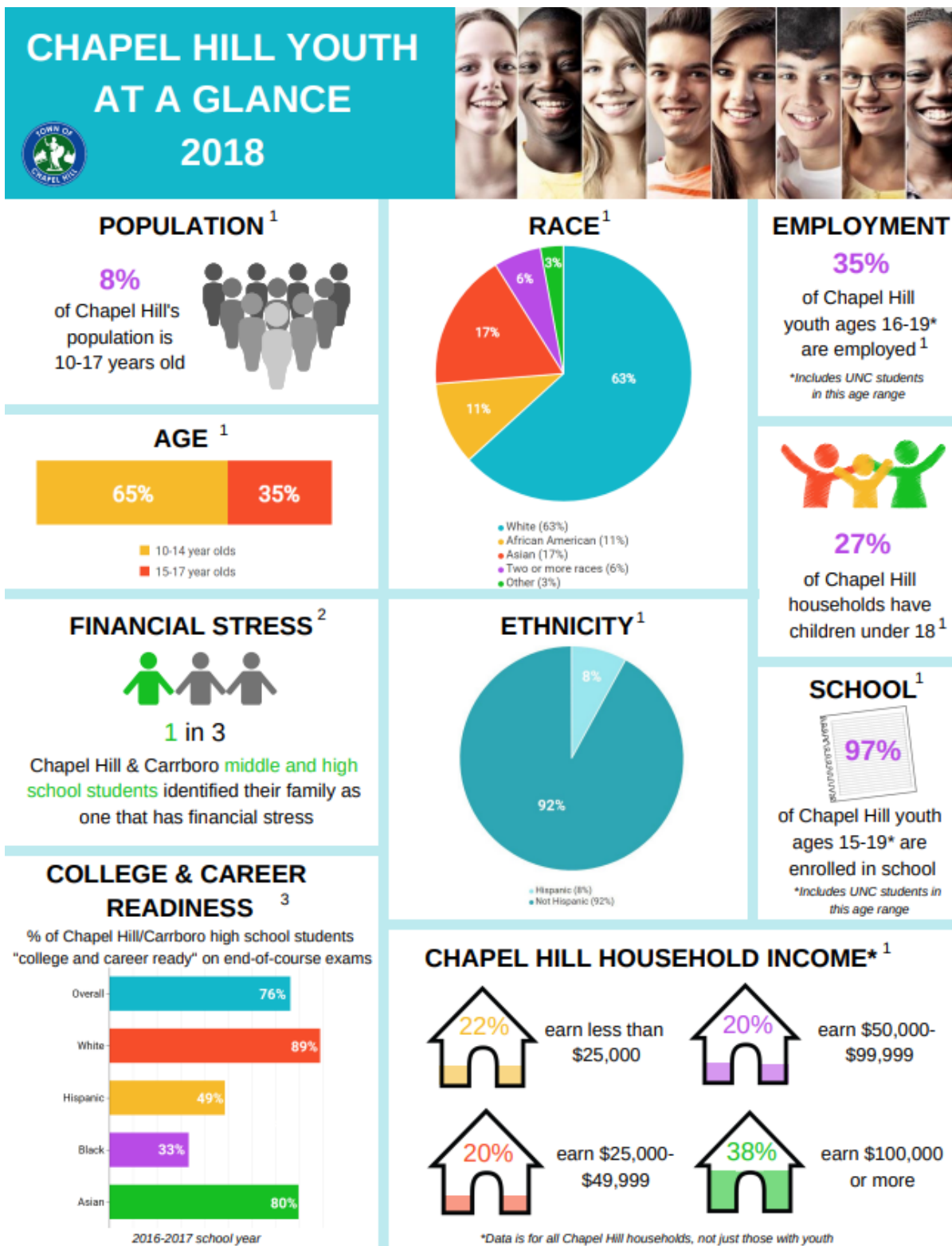
1. What is human-centered design? IDEO. Retrieved from <http://www.designkit.org/human-centered-design>
2. American Community Survey 2016 (5-year estimates). Retrieved from <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
3. 2017 CHCCS Youth Risk Behavior Survey. Retrieved from <https://www.chccs.org/Page/5086>
4. Youth Risk Behavior Surveillance System (2017). CDC. Retrieved from <https://www.cdc.gov/healthyyouth/data/yrbs/index.htm>



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APPENDIX A: CHAPEL HILL YOUTH AT A GLANCE INFOGRAPHIC

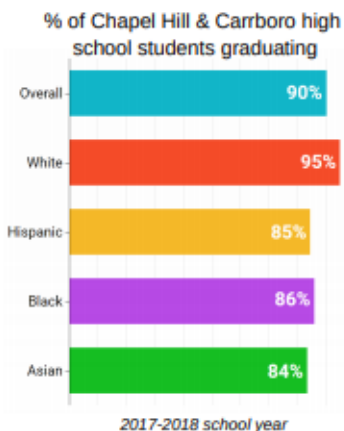




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GRADUATION RATES ⁴



FREE AND REDUCED LUNCH ⁴



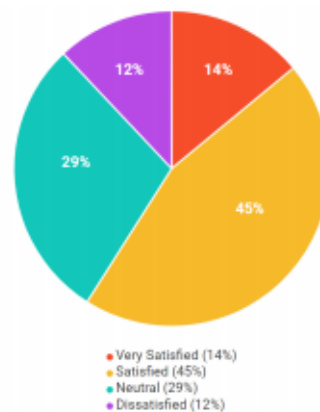
21% of Chapel Hill & Carrboro public school students applied for free or reduced lunch

2016-2017 school year

TOWN SERVICES ⁵

Data for this Town Services section is from the 2018 Chapel Hill Community Survey. This survey represents a random sample of Chapel Hill residents, not just youth.

Satisfaction among Chapel Hill residents with the **access teens have to facilities/services**



MENTAL HEALTH ²



Chapel Hill & Carrboro students **felt sad or hopeless** enough for two weeks or more and stopped usual activities

FREQUENCY OF ALCOHOL USE ²

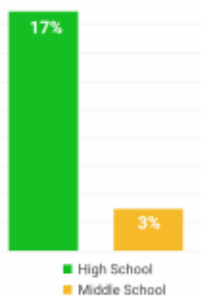
8%

of Chapel Hill & Carrboro high school students report **drinking at least 1 drink more than 1-2 days in the last 30 days**



TOBACCO USE ²

% of Chapel Hill & Carrboro students with any tobacco use in the last 30 days



1% of residents (of all ages) indicated their household used The Teen Center

SLEEP ²



70% of Chapel Hill & Carrboro high school students get less than 8 hours of sleep

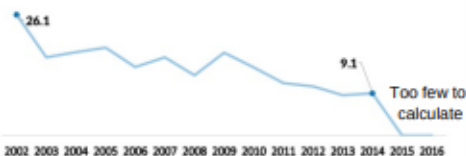
Top 3 items residents (of all ages) noted should receive the most emphasis from Town Leaders



1. Availability of a range of housing options by price
2. How well Town is planning for the future
3. As a community thinking about choices for future generations

TEEN PREGNANCY ⁶

Orange County* Teen Pregnancy Rates Per 1000 Girls, Age 15-17



Sources

1. ACS 2016 (5 Year Estimates)
2. 2017 CHCCS Youth Risk Behavior Survey
3. 2017 CHCCS Racial Equity Report Card
4. Data and Reports. Department of Public Instruction
5. 2018 Town of Chapel Hill Community Survey
6. N.C. Health and Human Services

Developed by



November 2018



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APPENDIX B: DEMOGRAPHICS

This Appendix provides additional youth demographic data from the U.S. Census American Community Survey and other secondary data sources. This data is reflective of all Chapel Hill youth (and other selected locations). To find demographic data specific to the focus groups, refer to Appendix D.

RACE

Table 1: Chapel Hill Race Estimates for youth ages 10-17

Race	Total	Percent of Total	Male	Female
White alone	3,112	63.3%	1,416	1,696
Black or African American	514	10.5%	220	294
American Indian/Alaska	0	0%	0	0
Asian Alone	853	17.4%	456	397
Native Hawaiian or Pacific Islander	0	0%	0	0
Some other Race alone	141	2.9%	63	78
Two or more races	293	6.0%	122	171
Chapel Hill population 10 to 17 years	4,913	-	2,277	2,636

Source: ACS 2012-2016 estimates, Tables B01001, B01001A, B01001B, B01001C, B01001D, B01001E, B01001F, B01001G

Chapel Hill, NC

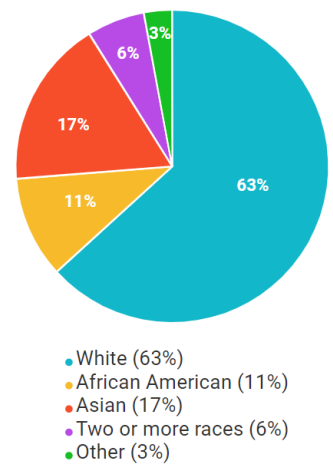
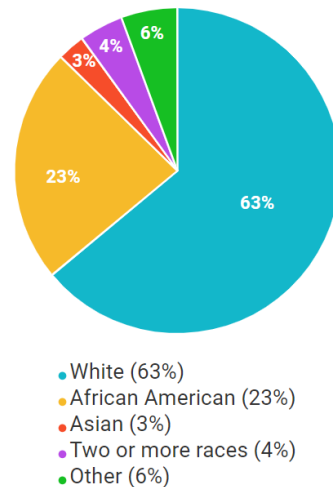


Table 2: North Carolina Race Estimates for youth ages 10-17

Race	Total	Percent of Total	Male	Female
White alone	655,597	63.2%	339,029	316,568
Black or African American	247,175	23.8%	125,488	121,687
American Indian/Alaska	14,281	1%	7,616	6,665
Asian Alone	27,699	2.7%	13,206	14,493
Native Hawaiian or Pacific Islander	648	0%	283	365
Some other Race alone	47,117	4.5%	23,391	23,726
Two or more races	45,011	4.3%	22,138	22,873
North Carolina population 10 to 17 years	1,037,528	-	531,151	506,377

Source: ACS 2012-2016 estimates, Tables B01001, B01001A, B01001B, B01001C, B01001D, B01001E, B01001F, B01001G

North Carolina





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Table 3: United States Race Estimates for youth ages 10-17

Race	Total	Percent of Total	Male	Female
White alone	22,783,765	68.6%	11,681,201	11,102,564
Black or African American	4,742,191	14.3%	2,405,919	2,336,272
American Indian/Alaska	331,246	1.0%	169,557	161,689
Asian Alone	1,533,814	4.6%	766,818	766,996
Native Hawaiian or Pacific Islander	65,474	0.2%	33,195	32,279
Some other Race alone	2,026,139	6.1%	1,034,532	991,607
Two or more races	1,754,486	5.3%	887,669	866,817
United States Population 10 to 17 years	33,237,115	-	16,978,891	16,258,224

Source: ACS 2012-2016 estimates, Tables B01001, B01001A, B01001B, B01001C, B01001D, B01001E, B01001F, B01001G

United States

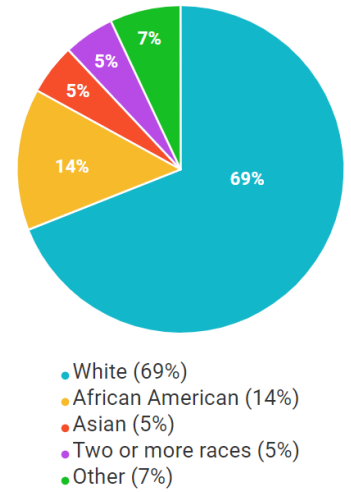


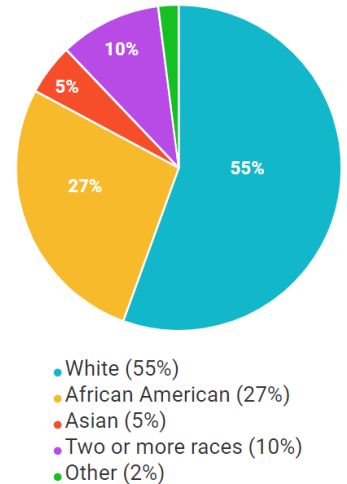
Table 4: Charlottesville, VA* Race Estimates for youth ages 10-17

Race	Total	Percent of Total	Male	Female
White alone	1,483	54.9%	763	720
Black or African American	731	27.1%	336	395
American Indian/Alaska	33	1%	0	33
Asian Alone	138	5.1%	101	37
Native Hawaiian or Pacific Islander	0	0%	0	0
Some other Race alone	39	1.4%	30	9
Two or more races	275	10.2%	194	81
Charlottesville, VA Population 10 to 17 years	2,699	-	1,424	1,275

Source: ACS 2012-2016 estimates, Tables B01001, B01001A, B01001B, B01001C, B01001D, B01001E, B01001F, B01001G

*Charlottesville, VA data is displayed here because it is often referred to as a comparison city to Chapel Hill

Charlottesville, VA



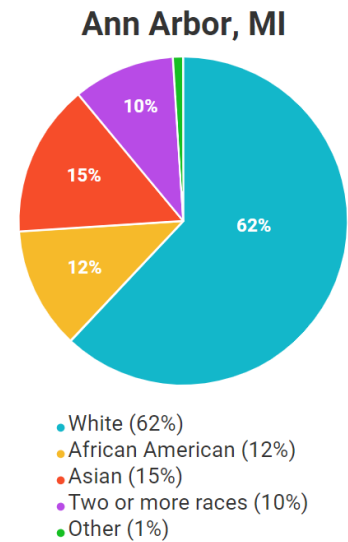


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Table 5: Ann Arbor, MI Race Estimates for youth ages 10-17

Race	Total	Percent of Total	Male	Female
White alone	4,338	62.1%	2,291	2,047
Black or African American	809	11.6%	516	293
American Indian/Alaska	57	0.8%	15	42
Asian Alone	1,041	14.9%	590	451
Native Hawaiian or Pacific Islander	0	0%	0	0
Some other Race alone	16	0.2%	16	0
Two or more races	723	10.4%	408	315
Ann Arbor, MI Population 10 to 17 years	6,982	-	3,834	3,148



Source: ACS 2012-2016 estimates, Tables B01001, B01001A, B01001B, B01001C, B01001D, B01001E, B01001F, B01001G

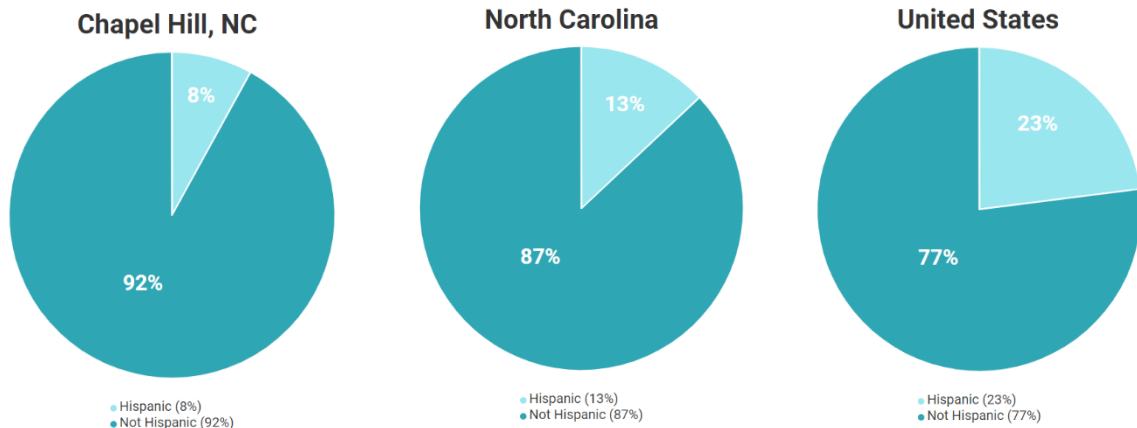
**Ann Arbor, MI data is displayed here because it is often referred to as a comparison city to Chapel Hill*

ETHNICITY

Table 6: Population of Hispanic/Latino youth in Chapel Hill and select locations

Place	Population of Hispanic/Latino population age 10-17 years	Total population age 10-17	% of Youth age 10-17 who identify as Hispanic/Latino Population
Chapel Hill	393	4,913	8.0%
NC	135,150	1,037,528	13.0%
USA	7,673,674	33,237,115	23.1%
Charlottesville, VA	208	2,699	7.7%
Ann Arbor, MI	479	6,982	6.9%

Source: ACS 2012-2016 estimates, Tables B01001, B01001I





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FREE AND REDUCED LUNCH

Table 7: 2016-2017 Free and Reduced Meals Application Data for Chapel Hill and Carrboro Public Schools

School	Final ADM	Number of students who applied for Free Lunch	Number of students who applied for Reduced Lunch	% of enrolled students eligible for free and reduced lunch
Carrboro High	816	181	27	20% - 25%
Chapel Hill High	1,496	287	42	15% - 20%
McDougle Middle	671	193	less than 20	25% - 30%
East Chapel Hill High	1,362	225	32	10% - 15%
Grey Culbreth Middle	711	173	less than 20	20% - 25%
Guy Phillips Middle	650	141	23	20% - 25%
Smith Middle	793	175	less than 20	15% - 20%
Phoenix Academy	33	25	less than 20	75% - 80%

Source: NC Department of Public Instruction

ADM: Average Daily Membership (average number of students enrolled in the school)

Free Lunch: Children from families with incomes at or below 130% of the federal poverty level

Reduced Lunch: Children from families with incomes between 130 and 185% of the federal poverty level

YOUTH EMPLOYMENT

Table 8: Percent of youth ages 15-19* in the labor force

Place	Percent of youth age 15-19 in the labor force
NC	38%
Chapel Hill	35%
Charlottesville, VA	n/a**
Ann Arbor, MI	34%
USA	38%

Source: ACS 2012-2016 estimates, Table S0902

Charlottesville and Ann Arbor are displayed here because they are often referred to as comparison cities to Chapel Hill

* To note, these numbers likely include college youth.

**Data not available



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HOUSEHOLD INCOME

Table 8: Household income for Chapel Hill and select other locations

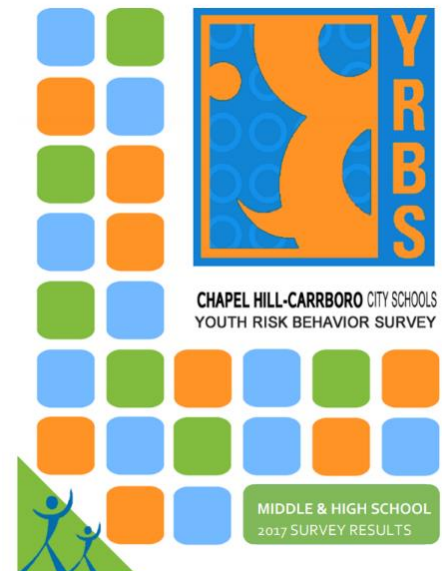
Total # of households	Chapel Hill		NC		USA		Charlottesville, VA		Ann Arbor, MI	
	#	%	#	%	#	%	#	%	#	%
	20,102		3,815,392		117,716,237		17,980		47,248	
Less than \$10,000	2,143	10.7%	294,399	7.7%	8,243,664	7.0%	2,489	13.8%	4,967	10.5%
\$10,000 to \$14,999	856	4.3%	232,150	6.1%	6,000,362	5.1%	834	4.6%	2,010	4.3%
\$15,000 to \$24,999	1,413	7.0%	440,660	11.5%	12,053,642	10.2%	1,744	9.7%	4,280	9.1%
\$25,000 to \$34,999	1,474	7.3%	435,831	11.4%	11,628,547	9.9%	1,506	8.4%	4,358	9.2%
\$35,000 to \$49,999	2,540	12.6%	561,228	14.7%	15,588,752	13.2%	2,321	12.9%	5,316	11.3%
\$50,000 to \$74,999	2,425	12.1%	687,589	18.0%	20,913,779	17.8%	2,729	15.2%	7,264	15.4%
\$75,000 to \$99,999	1,708	8.5%	442,371	11.6%	14,361,853	12.2%	1,998	11.1%	5,264	11.1%
\$100,000 to \$149,999	2,691	13.4%	422,252	11.1%	15,885,823	13.5%	2,411	13.4%	6,684	14.1%
\$150,000 to \$199,999	1,699	8.5%	149,685	3.9%	6,369,156	5.4%	830	4.6%	3,409	7.2%
\$200,000 or more	3,153	15.7%	149,227	3.9%	6,670,686	5.7%	1,118	6.2%	3,696	7.8%

Source: ACS 2012-2016 estimates, Table DP03

*Charlottesville and Ann Arbor are displayed here because they are often referred to as comparison cities to Chapel Hill

YOUTH HEALTH DATA

The Youth Risk Behavior Survey (YRBS) is administered to Chapel Hill-Carrboro City School (CHCCS) students every other year. This school-based survey, designed by the Centers for Disease Control (CDC), monitors health risk behaviors that contribute to death, disability and social problems among youth. For the purposes of this report, staff used the data from the 2017 CHCCS Youth Risk Behavior Survey. To access the 2017 data report and past reports, refer to the CHCCS Health Services webpage: <https://www.chccs.org/Page/5086>.





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APPENDIX C: FOCUS GROUP MATERIALS

FOCUS GROUP DISCUSSION GUIDE

Purpose: *The Town of Chapel Hill is conducting focus groups with teens (defined as youth in 6th-12th grade). We want to learn about their lives and better understand their needs so that we can design services with and for them. This initiative advances one of the Town Council's goals - to create a place for everyone.*

Estimated duration: 45-60 minutes

1. Introduction (5 minutes)

Participants settle in with snacks & complete the demographic survey. Briefly state the purpose of the focus group (see above).

Materials: demographic survey, pens/pencils, snacks

2. Activity: My World Worksheet and Discussion (20 minutes)

Hand out and instruct participants to fill out the My World Worksheet. They can write responses, draw responses, use magazine images, etc. As they complete the worksheet, ask questions about their world. Questions can include:

- Tell us something about your world (places, activities, people, obstacles, etc.)
 - What are your places, activities, and people?
 - Why are these places, activities, and people important to you?
 - What do you like about them?
- What do you want to do?
 - What do you wish you could have done last weekend?
- What is the biggest obstacle/challenge you are facing right now?
 - Why is this your biggest obstacle?
 - What would reduce this obstacle?
- What is the biggest challenge your community is facing right now?
 - Why do you think it is a challenge?

Materials: My World worksheet, pens, markers, magazines, scissors, glue sticks



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3. Activity: Chapel Hill Photos (15 minutes)

Hand out Chapel Hill Photos activity. Direct participants to use stickers, pens, etc. to document their reaction to the photos. Reactions can include “I don’t know”, “I don’t have a reaction”, etc. After participants have reacted to each photo, ask the following questions.

- Do you know this location?
- Do you visit this location?
- What was your reaction to this photo? Why did you react this way?

Materials: Chapel Hill photos worksheet, emoji stickers, pens, markers, etc.

4. Activity: Question storming (10 minutes)

Using post-it notes, ask participants to consider what questions Chapel Hill should be asking teens. Post the notes on a wall, etc. and, if time, go over a few suggested questions.

- Why do you think this is an important question to ask?

Materials: post-it notes, pens, sticky note easel paper

PARTICIPANT DEMOGRAPHIC QUESTIONNAIRE

Please answer the below questions. All answers will remain anonymous.

1. What is your age? _____ years
2. What grade are you currently in? _____ grade
3. Are you in...
 - Public school
 - Private school
 - Homeschool
 - Not in school
 - Other (please explain): _____
4. Are you...
 - Male
 - Female
 - Transgender
 - Nonbinary
 - Prefer not to answer
5. With which race or group(s) do you most identify
 - American Indian/Alaska Native
 - Asian
 - Native Hawaiian or Other Pacific Islander



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- Black or African American
- White
- More than one race
- Other
- Prefer not to answer

6. Are you Hispanic or Latino?

- Yes
- No
- Prefer not to answer

7. How much do you or the people you live with worry about money?

- Not at all
- Rarely
- Sometimes
- Often
- All the time

MY WORLD ACTIVITY

My World

PLACES & THINGS

ACTIVITIES

PEOPLE

ME

NAME

I WANT TO...

OBSTACLES IN MY WAY...



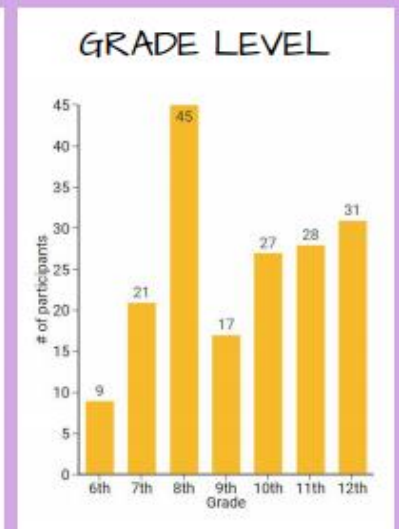
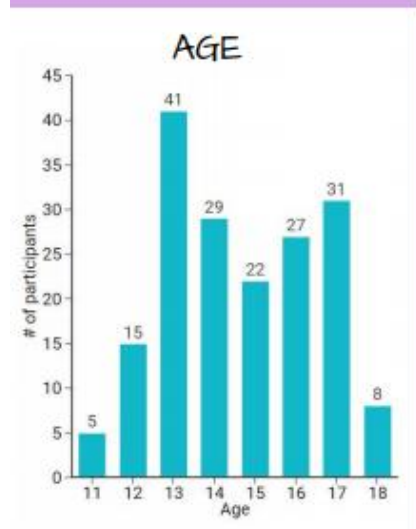
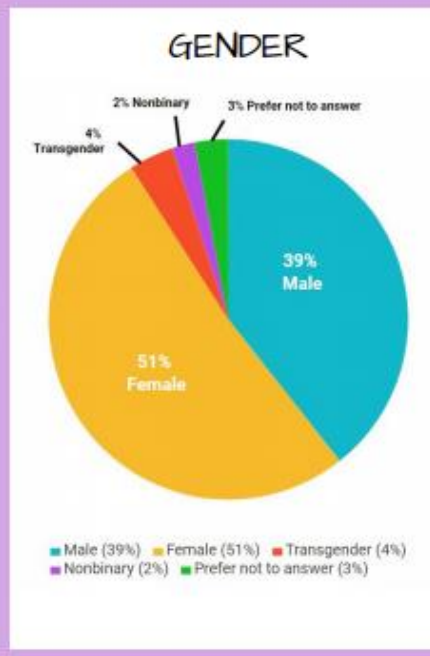
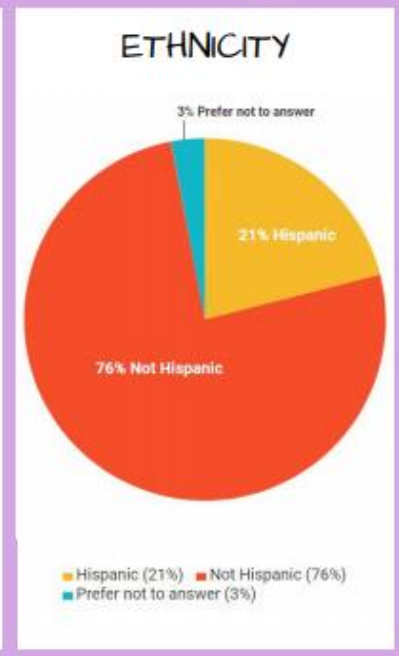
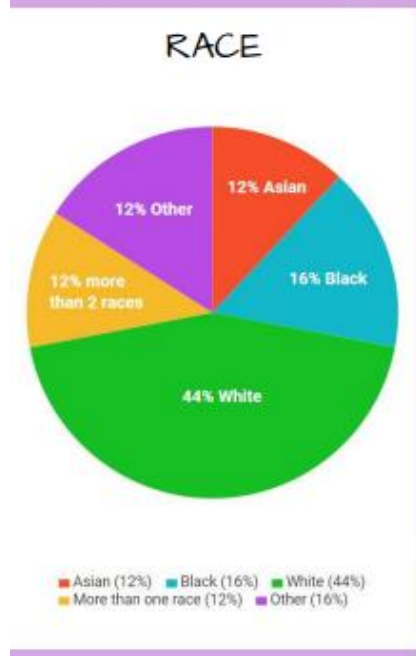
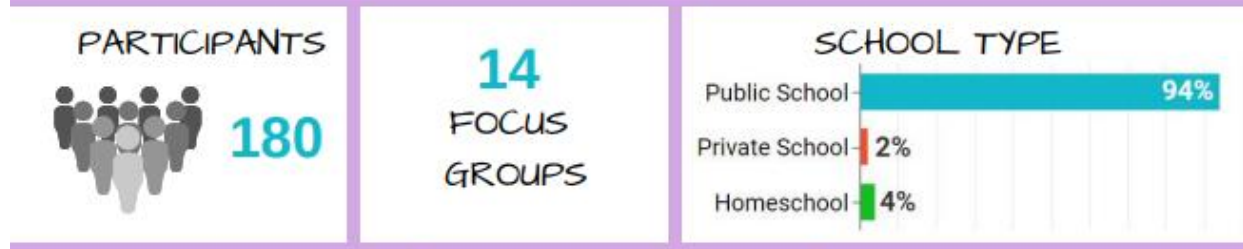
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APPENDIX D: FOCUS GROUP PARTICIPANT DEMOGRAPHICS

CHAPEL HILL YOUTH FOCUS GROUP SUMMARY

In the Fall 2018, the Town of Chapel Hill held focus groups with its youth to learn about their lives. This is the summary of who the Town spoke with.



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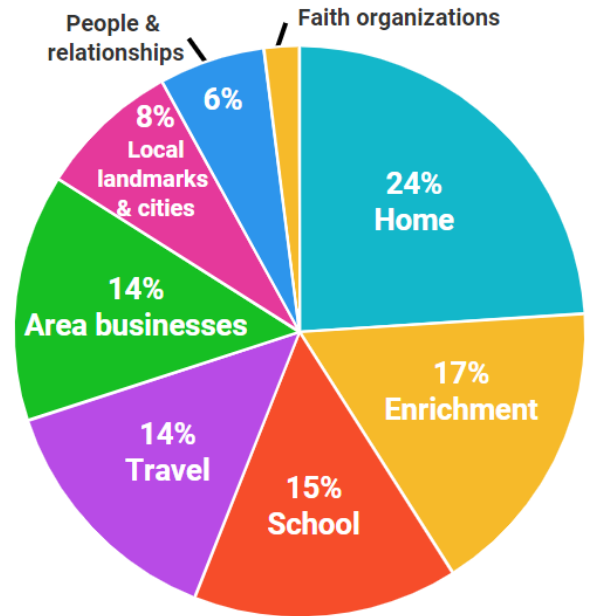
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APPENDIX E: FOCUS GROUP DATA AND FINDINGS

Below are **PLACES** that focus group participants identified as important during the My World activity. The Youth Initiative Team identified both general and more specific categories for the responses.

General categories	Frequency
Home	203
Enrichment	141
School	128
Travel	120
Area businesses	117
Local landmarks/cities	69
People/relationships	50
Faith Orgs	13
Work	7

All Categories	Frequency
Home, car, bed (general)	161
School	107
Local City: Chapel Hill/Carrboro/Durham	69
Business: retail, shopping, movies	62
Business: restaurant, café	55
Travel: international	51
Home: entertainment, video games, netflix, books	42
Travel: US/outside of NC	42
Enrichment: hobbies, extracurricular lessons	34
Enrichment: Town services (library/parks & rec)	31
People/relationships: friends' homes	28
Travel: North Carolina	27
Enrichment: places to play/practice sports	21
Enrichment: outdoors, nature	19
Enrichment: YMCA	19
Enrichment: camps	17
People/relationships: extended family homes	15
School: local college campus	14
Faith Orgs	13
People/relationships: pets	7
School club, org, afterschool programs	7
Work	7



- Home (24%)
- Enrichment (17%)
- School (15%)
- Travel (14%)
- Area businesses (14%)
- Local landmarks/cities (8%)
- People/relationships (6%)
- Faith organizations (2%)

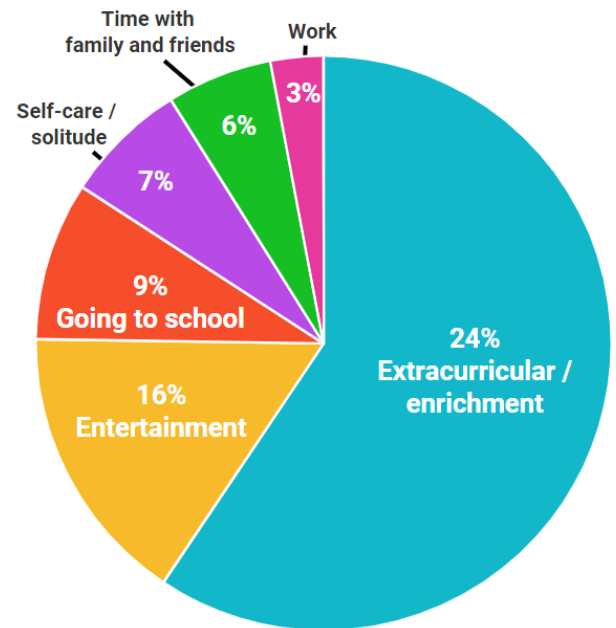


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Below are **ACTIVITIES** that focus group participants identified as important during the My World activity. The Youth Initiative Team identified both general and more specific categories for the responses.

General Categories	Frequency
Extracurricular/enrichment	555
Entertainment	147
Going to school/doing homework	81
Self-care/solitude	61
Spending time with family and friends	53
Work	25
Travel	5

All Categories	Frequency
Enrichment: sports/exercise	195
Enrichment: practicing/learning hobby, skill, art	151
Entertainment: gaming/TV/screen-time	99
School/homework	81
Enrichment: internships, camps, leadership	68
self-care: solitude, meditation, counseling, sleeping	61
Enrichment: school-based club/org	57
Relationships: friends, dating	44
Enrichment: volunteering	37
Entertainment: events--movies, music, concerts	28
Enrichment: being outdoors: hiking, etc.	20
Spending: eating out/shopping	20
Work	18
Enrichment: faith-based club/org	15
Enrichment: social clubs/conventions	9
Relationships: family activities, pets	9
Chores/helping out at home	7
Travel	5
Driving	3



- Extracurricular/enrichment (60%)
- Entertainment (16%)
- Going to school (9%)
- Self-care/solitude (7%)
- Spending time with family and friends (6%)
- Work (3%)

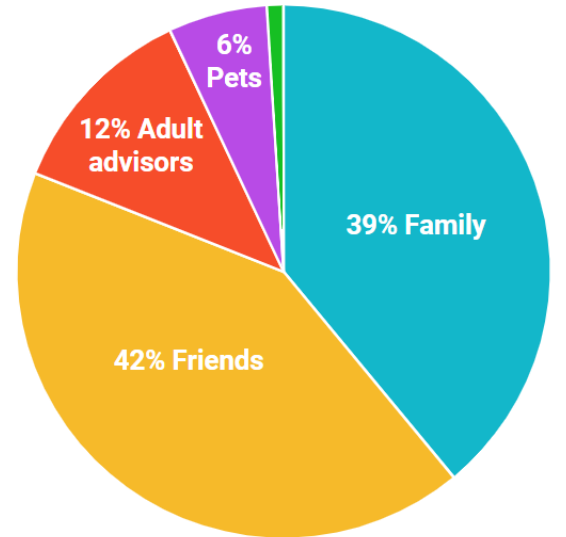


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Below are **PEOPLE** that focus group participants identified as important during the My World activity. The Youth Initiative Team identified both general and more specific categories for the responses.

General Categories	Frequency
Friends	383
Family	363
Adult advisors: coaches, mentors, teachers	111
Pets	59
Self	7

All Categories	Frequency
friends: close/named friends	166
friends (general)	135
family: parent	134
family (general)	89
family: extended family	71
teachers	68
family: sibling	65
pets	59
coaches, mentor, adult advisors	43
friends: club/org-based	41
friends: school	25
friends: boyfriend/girlfriend/romantic partner	7
self	7
friends: online	5
family: blended family member (step/half)	4
friends: coworkers	4



- Family (39%)
- Friends (42%)
- Adult advisors: coaches, mentors, teachers (12%)
- Pets (6%)
- Self (1%)



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Below are common **GOALS** that focus group participants identified as important during the My World activity. For these responses the team did not determine frequency, but rather reviewed the general themes that emerged.

- Have a satisfying/successful career
- Go to college
- Achieve a specific goal (i.e. get better at music, etc.)
- Make the world better
- Be successful (in general)
- Be famous in sports or other career
- Travel
- Graduate from high school
- Play college/varsity sports
- Be happy
- Be connected with family/friends
- Join military
- Make money
- Join nonprofit/volunteer service

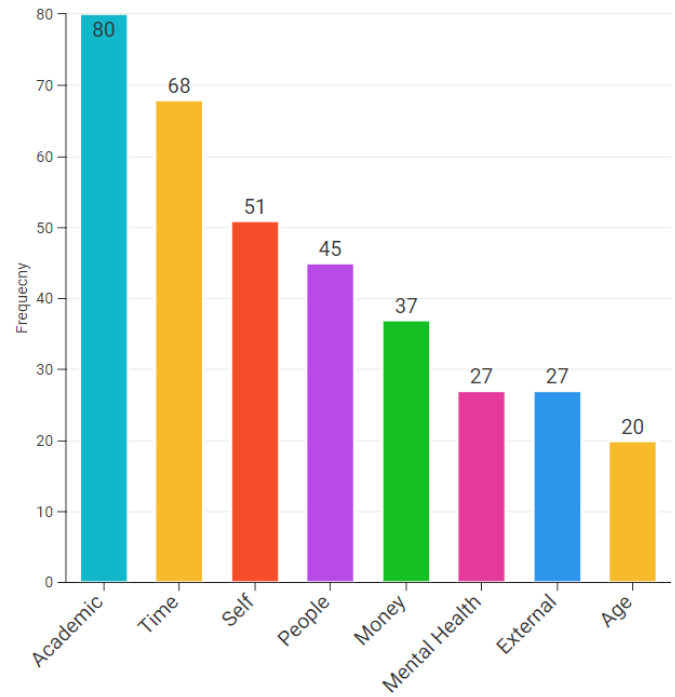




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Below are **OBSTACLES/CHALLENGES** that focus group participants identified as important during the My World activity. The Youth Initiative Team identified themes for the responses.

Key Themes	Frequency
Academic: school, homework, achievement pressure, college prep	80
Time	68
Self: not motivated, confidence, doubt, etc.	51
People: family, friends, others	45
Money	37
Mental health: depression, anxiety, stress, etc.	27
External factors: society, location, lack of opportunities	27
Age: too young	20



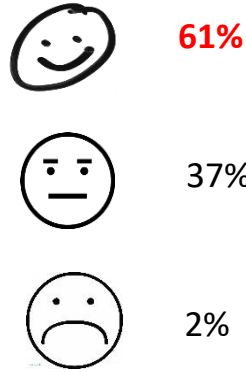
All Themes	Frequency
not enough time/too many obligations	68
academic: too much homework/school	51
self (not motivated, confidence, doubt, etc.)	51
other	38
money	37
academic: pressure/achievement/college	29
age (too young)	20
home life/family difficulties	19
mental health/mental illness/disabilities	17
other people (general)	17
External pressures (society, reality, etc.)	13
stress	10
problems with friends/relationships	9
life	9
no opportunities/lack of opportunities	7
location	7
work	6
no obstacles	4
lack of knowledge	3
religion	2



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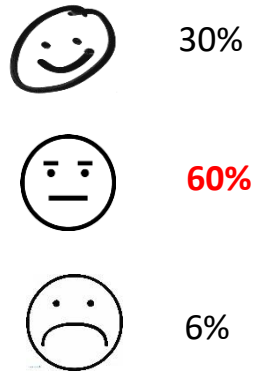
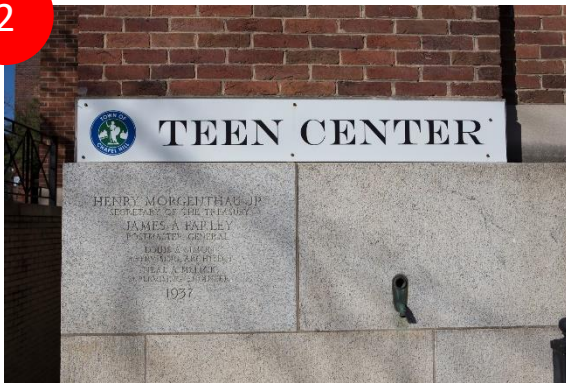
Below are **PHOTO REACTIONS** for focus group participants.

1



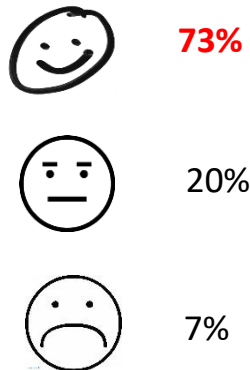
Common reasons for reaction: Spend time with friends here, good food, happy place, good memories here, good atmosphere, don't go often, don't care, nothing to do, not teen friendly, too many people

2



Common reasons for reaction: never been, no knowledge of it, know of it but no experience with it, good vibe, fun place

3

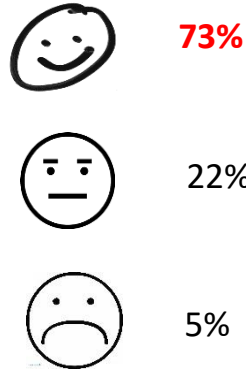


Common reasons for reaction: I enjoy being outdoors, nature is nice, peaceful, good memories, walk with family and friends, neutral, prefer unpaved, don't like the outdoors



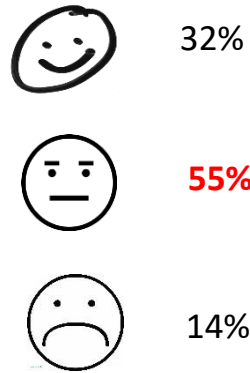
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4



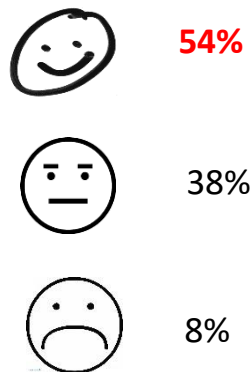
Common reasons for reaction: Chick-fil-A and Silverspot are the main reasons for going, other shops are too expensive/upscale, no other shops in the mall that are good for teens

5



Common reasons for reaction: I don't know this church, I don't go to this church, I go to church and like it, and I don't go to church/not religious.

6

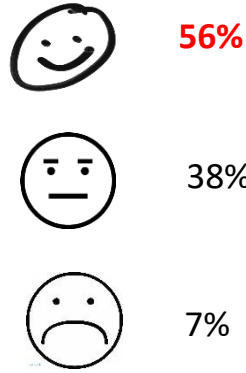


Common reasons for reaction: I like that it's free, lets me go places, too crowded, takes too long, bus stop locations are not convenient to me



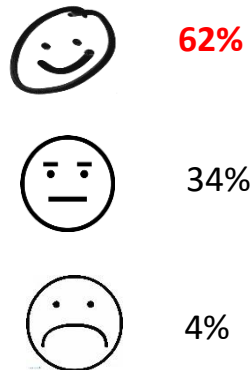
Town of Chapel Hill Youth Initiative Report January 2019

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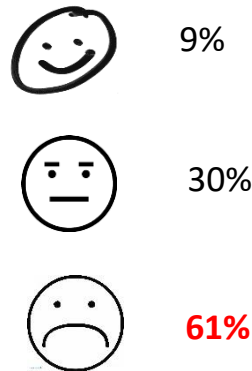
Common reasons for reaction: I like to play basketball, looks nice, I don't play basketball, went there when I was younger, don't know where this is

8



Common reasons for reaction: I like Franklin at night – it's fun, good times with friends, it's pretty at night, wouldn't want to be there alone – can be sketchy/concerned over personal safety

9



Common reasons for reaction: Glad Silent Sam is down, don't like it, represents hate, belongs in a museum, don't know much about it



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10



82%



14%



4%

Common reasons for reaction: I like dogs, cute, having dogs in a pool is gross

11



40%



46%



14%

Common reasons for reaction: Halloween is fun, it's cool, good memories, too many people, overrated



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Below are **QUESTIONS** that focus group participants identified as questions the Town should be asking them. The Youth Initiative Team identified broad topics for these and questions are within those (see below).

Questions related to broad society/cultural issues

- How do you feel about gun violence?
- Should teachers be armed? (one teen responded his teachers were afraid of him and would have shot him if they had a gun)
- How can we better integrate our teenagers together (racially)?
- Make every voice be heard and count doesn't matter the age.
- To educate on racial equity more - to push for people to know that being "woke" isn't just pertaining to whites.
- What is white privilege and how would you describe it?
- Are dress codes fair for both sexes, why or why not?
- Why is voting important?
- Why can't we find a better organization system, apart from communism, democracy, etc.?
- Why does America have to use feet/inches?
- Gun violence how can we all fix it?
- How we feel about political issues
- Do you think Putin rigged the election?
- How can we help encourage young people to vote?
- How can we as a city reduce environmental degradation?
- What do you think about America's health infrastructure?
- What can we do to resolve the obstacles in our community?
- How can our actions change the people and places around us?
- What do you think of Trump?
- Who will be the next governor?
- Is Trump gonna get another 4 years?
- Do you agree that sexual assault is ignored?
- What would you improve with the NC public school system?
- Politics, etc.
- What are your political beliefs and how can we help?
- Is there high sexism, homophobia, or transphobia?
- Do you support abortion?
- Do you like our president?
- Do you want Trump impeached - why/why not?
- What do you think about gun control - what laws should be put in place and why/how
- Are all the laws fair?
- Is everyone treated fairly?
- Are people judged for who they are?
- Is everyone represented and/or respected?
- Are all genders treated equal?



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Questions related to general support and resources

- How can we help you?
- What do you need?
- What opportunities can we create for teenagers interested in not going to college?
- What sort of program would be helpful to you?
- How can we help reduce school stress?
- Do you have a support group?
- Do you have safe spaces to go after school?
- Do you need help registering to vote/voting (over 18)?
- What resources do you need that you don't have now?
- In what spaces do you not feel safe, and why - how can the Town help with that?
- What activities are more needed for individuals?
- Do you have a club or organization that could use a place to use?
- How can we help?
- How can we (adults) make the world better for you?
- Do you need help interacting with people?
- How is the stress for college applications and how can I help?
- Ask about their situation on mental health and about pressure in school.
- How can we help with mental health
- What are your goals and what can we do to help you
- What is your safe place

Questions related to Chapel Hill, its community, and its resources

- What are some things you think need to change about CH?
- What are the biggest issues that could give Chapel Hill a poor reputation? How can we fix that?
- What do you feel could be done to fix the general race tension in Chapel Hill?
- In your ideal teen center or community center what would be included?
- Questions about opportunity awareness - like do people/teens know what goes on in their community?
- What opportunities can we give for teen leadership in CH?
- How can we build unity between diverse communities within Chapel Hill?
- How can we limit pressures from the school and Chapel Hill community to limit stress for students?
- What is something we need to have to have more teens at the community center?
- How do these places/activities make you feel?
- Are any of the activities/places they have benefit you?
- How can the Town help you?
- How can students use their time to improve Chapel Hill/Carrboro life?
- How can city officials interact more with students? (becoming a familiar, physical face can encourage students to utilize resources)
- Chapel Hill should do more to include minorities - mixed honors/standard classed, education gap.
- What can our community do to make things enjoyable for ALL youth?



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- How can we reach out to expand diversity within the community?
- Should we have a teen club?
- How can we treat you like people?
- What is your favorite part of town?
- What would you change about town?
- What does the teen center do?
- What events do they put on?
- How do you travel around Chapel Hill?
- How could we better make our teen services available?
- Where is the Teen Center?
- Do you know about the teen center?
- What should we add to make this town better?
- Where would teens park to access the center (we need it to be free) How many teens go?
- What outdoor facilities would you use?
- Affording parking and other stuff; how to find trails/greenways; what uses do you see for a teen center?
- How can community events be better advertised to teens?
- How can events bring together teens of different backgrounds?
- Would you want more events for teens at the teen center?
- How often do you visit the library?
- What indoor facilities would you use?
- What can be some things that Chapel Hill can have to have more teens interested in going to places?
- Do you think the [Silent Sam] statue should be taken down?
- Do you think there is racism in Chapel Hill?
- How do you feel about having no parties here?
- Do you enjoy being in Chapel Hill?
- What have you seen in Chapel Hill?
- What's the most dangerous place in Chapel Hill?
- not a question, but just seem really approachable
- What town events would teens be interested in?
- What is a good space to host events (teen center is hidden)?
- How can Chapel Hill build a closer knit community?
- How can the town make events more accessible?
- How can you make events more visible to people?
- What can Chapel Hill do to support the arts?
- How are you treated in school by teachers and staff?
- Do you have any equity trainings in your school? Do your teachers have it?
- Does your school system support you?
- Where do you hear about town events?
- Is there anywhere in Chapel Hill that you feel unsafe?
- Do you think teens have enough say in our town?



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- What can teens do for the town? Including teens more in town functions, etc.
- What other opportunities/activities should be offered/advertised?
- What things would teens want during events?
- What areas need to be made more walkable/accessible through public transportation?
- What kind of places should be built to accommodate teens better?
- What programs/services should the town offer for teens?
- How can the town be more involved with teens and get them to care more and be bigger part of the community?
- What are your thoughts on public schools?
- How do you use the library?
- How can the Town better serve and assist minorities?
- How can you make teens feel safer revealing their sexuality and gender?
- Is there a demand for specific homeschool resources?
- How can we supply homeschool resources?
- Is there any way to give homeschoolers access to diverse clubs not unlike public school extracurricular clubs?
- What things are we doing well?
- What would you like to see more of?
- How can we better aid homeschoolers looking to take standardized tests (ACT/SAT)?
- How have public schools interacted with you? (e.g. applying for clubs or SAT/ACT testing)
- What extracurricular activities do you wish were available to homeschoolers?
- What events could we hold to make the transition to adulthood easier?
- How can we make our town more accessible to people with learning disabilities?
- How can we get information about town events to teens?
- Where is your favorite community center or public space? Why? What makes it so great?
- Are there any public events or activities that you wish we had in our community?
- What can we do to improve our community?
- Do you feel like our community needs major change?
- What do you feel like adults could do to motivate your learning?
- How can Chapel Hill be improved?
- What do you like about Chapel Hill?
- What are some problems in Chapel Hill?
- How can you (youth) make a change in Chapel Hill?
- Do you think the district provides you with the basic needs for your learning?
- Do you feel that Chapel Hill gives you a strong sense of security?
- What do you want to add or change something in the community?
- What can you do for reducing the waste?
- Do you think your school is safe and can protect you from the school shooting?
- What can the government do to improve the environment of Chapel Hill?
- How can youth help make decisions and be heard in the community?
- In what ways do you think the community should improve?



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- What do you think of your community in general and why?
- What are some things about your community that you want to stay the same?
- Do you agree that property tax is too high?
- What can be improved in the town of Chapel Hill?
- How can you get more involved with the Town of Chapel Hill?
- What is the town doing to get teens more involved?
- What can we do to get teens more involved?
- How do you think we could improve safety in our community?
- What are things we dislike about Chapel Hill?
- Do you feel safe in Chapel Hill?
- What would students, teens and the general youth want to do to be a greater part of the community?
- What would teens like to do or see done to improve our city on all fronts?
- What opportunities do you want the town to provide in order to help you be successful?
- How do you feel about the construction and deforestation in Chapel Hill?
- Are you fine with the cities infrastructure and can we improve it?
- How can we improve your school system?
- How do you feel about the construction around Chapel Hill?
- What is your pros and cons about our public transportation?
- How safe is it for people?
- What do we need to do to have more clean bathrooms?
- Do you feel like that there is a lot of homeless?
- Do you think the library should receive more funding?
- Would you feel safe in a lockdown drill/do you feel safe with all the school shootings lately?
- Should we bring down Silent Sam?
- Do you feel represented in the community?

Questions related to personal life

- What is something in your life you could change?
- What specifically is a negative stressor in your life?
- What does your typical weekend look like?
- What does your typical weekday look like?
- Ask questions about family situations to make sure people are safe.
- Questions about mental health.
- What stops you from achieving in school and participating in clubs and activities you'd like to?
- What types of things do we really like?
- Show yourself and inner self.
- What are you so focused on sports? What sport do you play? The sport you play why is it important to you?
- How stressed are you?
- What movies and shows do you like to watch?
- What do you feel you wish you could spend time doing that doesn't exist?



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- Why do you go where you go?
- Why do you do what you do?
- Where do you go on your free time?
- Who is your favorite rapper?
- What was your worst family problem?
- Where do you think you will end up?
- What do you want to do with your life?
- What is your interest?
- What is your favorite rapper?
- What is your worst experience?
- What influenced you to go down this negative path?
- What do you value?
- What's important at home?
- What do you actually like?
- I wish people in general would ask for pronouns and respect them because it hurts people when they don't
- Politely asking if I like boys or girls before assuming
- What are my interests?
- If I'm into anime?
- How's life?
- How can I help you?
- What are your preferred pronouns? This question is sooo important
- Will you be the world's next leader (evil dictator) please?
- Does this make you uncomfortable?
- How are we?
- Pronouns
- What is your sexuality? (but politely)
- Asking pronouns nicely
- What do you like?
- What are your pronouns?
- I wish adults would ask about pronouns
- What are your pronouns
- How are you?
- How do you feel about political stuff?
- How is your mental health?
- What makes you happy?
- Do you like your home?
- How do you get where you're going (carpool, bus, Uber, bike)?
- Do you feel heard?
- Do you have any time to do this?
- Why did you choose homeschooling?



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- What do you wish other public schoolers did not ask you?
- Do you want to watch a movie?
- Why do you hate school?
- What is your opinion on brawl stars?
- What is your favorite food?
- How did you hear about this?
- Do you have any friends?
- Who do you live with?
- What school do you go to?
- How much do you react to one person's criticism?
- Do you feel like you are expected to be too mature/childish for your age?
- What do you fear?
- How important are your priorities to you?
- Do you need more organized school clubs?
- Do you think teachers should have higher salaries?
- What do you want to do on weekends?
- What is your favorite color?
- Do you like school?
- Do you like shoes?
- Why do you like to play video games?
- What's your plan?
- What are some things you love to do and want to do?
- Why do you hate school?
- What do you find fun?
- Why do you play video games?
- Who are you?
- Do you do sports?
- What's your favorite color?
- Why did you come?
- Do you hang out at Franklin more or University?
- Why are you here?
- Where do you go for school?
- Where do you normally go (other than home)?
- What do you think of CH?
- How do you want to influence others as you get older?
- Do you actually want to participate more in the community?
- How do you influence others in the community?
- Do you agree that PE (not the health portion) is useless?
- Do you agree that the school facilities suck?
- Do you agree that the language department needs improvement?



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- Do you agree that there are cheaters in the school?
- Do you live a healthy lifestyle?
- What we like?
- What are things that you value?
- Which do you prefer: solitary, small group, or large group?
- Life goals?
- What are your favorite subjects?
- New years resolutions?
- Siblings?
- What are your goals?
- What are some things you like to do on your free time?
- How much time do you think each class should get?
- Why are the trees being cut down in my backyard?
- Why couldn't cutting down 40 acres be prevented?
- Do we like dogs?
- What's your fav ice cream?
- Do you like the school system?
- Do you have severe depression?
- Do you feel welcome here?
- How much work can you handle?
- Do you have any positives/negatives about school?
- Do you feel safer with someone with you (either day or night)?
- Do you enjoy school at all?
- What are your beliefs?
- What do you do after school?
- What is your ideal community?
- Do you feel comfortable in the city?
- Do you feel safe in your school?
- Financial situation?
- How many family members and their ages?
- Where are you from?
- Problem with the school system?
- How can we improve your lifestyle?
- Do you feel safe in Chapel Hill?
- Where are you from?
- Do you feel safe?
- How old are you?
- Where do you want to go to college?
- Do you like your school?
- Do you feel safe at home and school?



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- What issues do you have with your school/school system?
- How much homework should teachers give based on after school clubs?
- How can school become slightly more relaxed for students and teachers?
- What parts of your school day do you feel are wasted?
- What extracurricular activities do you do?
- Do you feel safe?
- What do you dislike about your school?
- Do you feel safe (at school, etc.)?
- How do you feel about Chapel Hill?
- What is your favorite school in Chapel Hill?
- What can we do to make them better?
- Have you been raped or sexually assaulted recently
- What are ways you want to spend your time?
- Are all the schools really protected?
- Do you feel uncomfortable in religious or political situations?
- Do you feel safe at school?
- On a scale of 1-10 how stressed are you and why? What can we do to help alleviate that stress?



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APPENDIX F: TOWN YOUTH INITIATIVE TEAM

- **Chris Blue**, Chapel Hill Police Chief
- **Susan Brown**, Chapel Hill Public Library Director
- **Loryn Clark**, Executive Director for Housing and Community
- **John French**, Resident Services Coordinator
- **Molly Luby**, Library Special Projects Coordinator
- **Megan Peters**, Community Connections Coordinator
- **Linda Smith**, Interim Executive Director for Parks and Recreation
- **Beth Vasquez**, Town Ombuds
- **Sarah Vinas**, Assistant Director, Housing and Community

ENDNOTES (refer to pages 1-2 for context within document)

ⁱ <http://www.designkit.org/human-centered-design>

ⁱⁱ <https://www.townofchapelhill.org/Home/Components/News/News/6832/22?date=20151105045555&npage=55&arch=1&selectview=0>

ⁱⁱⁱ <https://www.census.gov/programs-surveys/acs/about.html>

^{iv} <https://www.cdc.gov/healthyyouth/data/yrbs/index.htm>

^v <https://www.townofchapelhill.org/town-hall/news-events/current-issues/community-survey>