



Boards & Commissions, Continued

Town Council Work Session
September 23, 2024

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- Community Policing Advisory Committee
- Cultural Arts Commission
- Environmental Sustainability Advisory Board
- Housing Advisory Board
- Human Services Advisory Board
- Library Advisory Board
- Parks, Greenways, and Recreation Commission
- Stormwater Management Utility Advisory Board
- Transportation and Connectivity Advisory Board

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**We aren't
the only local
government
thinking
about this.**

**Realigning
power
structures
isn't easy,
ever.**

**We've spent
a year
thinking and
working on
this.**

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We've identified shared interests



We've heard from staff, boards, and community



We haven't heard a clear consensus from you



We haven't given you the bigger picture

- Communications Strategy & Tactics
- Equitable Engagement Strategy & Tactics
- Three Generative Exercises
- Thumbs Up/Thumbs Down on Next Steps

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Town Council, Town Manager, and Town Staff ALL need to make informed decisions...

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- ✓ Adopted plans
- ✓ Research and data
- ✓ Best practices and trends
- ✓ Technical analysis

- ✓ Professional expertise
- ✓ DEI Lens
- ✓ **Community engagement**
- ✓ **Public input/comment**

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We are committed to improving our communications, extending our reach, and building relationships.

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Town Communications Strategy

- We are the primary source of information about Town government
- We break our own news and tell our own story
- We send information out and we welcome information in

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Comms Tactics



- Weekly e-news
- Website
- Media buys
- Media engagement
- Social media
- Info@ and dept emails
- Point-of-contact signage

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We are committed to equitable engagement, fostering community partnerships, and building relationships.

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Equitable Engagement Strategy

- We lead Townwide engagement
- We reduce barriers to public participation
- We center the voices of residents most impacted by Town decisions
- We engage marginalized populations in the Town's decision-making processes

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Engagement Methods



- Engagement Toolkit
- Language Access
- Cookies & Community
- Mobile Home Community Outreach
- Resident Compensation
- Focus Groups
- Door-to-Door Outreach
- Engage Chapel Hill

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**We need to hear about your experiences,
what you value, and what you want
more/less of.**

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Three Exercises

- Tell us about a time when...
- Which is more important to you?
- What dials do you want to turn up/down?



Next Steps...

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