

- 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



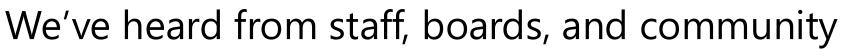
We aren't the only local government thinking about this.

Realigning power structures isn't easy, ever.

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









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

# 'n

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

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

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

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



#### **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



### **Comms Tactics**

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



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



#### **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



### **Engagement Methods**

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



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

## PAAPI PAPI

#### **Three Exercises**

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

