

Draft Public Engagement Plan for “Rewriting Our Rules: A LUMO Update”

Public engagement during the project will build on engagement conducted in 2022 for the Shaping our Future LUMO Audit, Transit Oriented Development, and Focus Area planning. Engagement will leverage existing organizational relationships and be extended to others.

Key engagement principles to be applied include:

- Equitable engagement, drawing input from communities and voices that have been less heard in the past
- Reaching people where they are, at locations and in forums where they are already active
- Tailoring materials to the audience being engaged
- Capturing the demographics of participants
- Using plain and accessible language

The Town of Chapel Hill recently completed a [Gap Analysis and Engagement Study](#). Through this Study, the Town identified who is missing from Town engagement and common barriers to engagement. The Study made several recommendations for how the Town can strengthen engagement efforts to align with the Town's equity goals and the long-standing Council commitment to creating a vibrant and inclusive community. The LUMO rewrite process will reference and align with the Engagement Study recommendations wherever possible.

The following engagement tasks are aligned with various phases of the broader project.

Phase 1. Initiation of Drafting

Public engagement activities will be initiated alongside drafting a LUMO table of contents, further evaluation of development typologies and assessment of affordable housing and other potential benefits.

1. Preparation of Public Participation Plan: May and June 2023

A Public Participation Plan for the LUMO update will be prepared and serve as the outreach framework for the life of the project and will be designed to inform key stakeholders and community members as the project unfolds.

2. Public Announcements: June 2023

Public announcements and the creation of a project landing page on the Town's website will occur.

Phase 2.1: Preliminary Draft of Re-envisioned LUMO

During this phase, the consultant team will work on preliminary code drafting, a draft district palette, possible district changes, illustrative materials, and analysis regarding the potential for affordable housing and community benefits.

1. Project Ambassador Recruitment: July 2023

The Town will recruit 12-15 Project Ambassadors who can support the growth of community knowledge for the duration of the project. Project Ambassadors will be compensated to acknowledge the time and expertise they share with the Town.

2. Community Education: August-September 2023

At least four sessions that serve as community education opportunities to give the community and Project Ambassadors more context and background on planning activities and the importance of the project will be

held. This will support the building of community capacity, trust, and understanding for the project and future efforts for urban planning in Chapel Hill.

3. Small Group Meetings: September- October 2023

The Town will leverage contact lists from past LUMO engagement efforts, the Project Ambassadors, and stakeholder group contacts to recruit residents to participate in small group meetings. Small group meetings will address outputs associated with the Preliminary Draft of the Re-envisioned LUMO.

Phase 2.2A Preliminary Draft of Re-envisioned LUMO

Engagement during this period will follow on from further development of project content between November 2022 and February 2023.

1. Preliminary Draft Engagement: February-March 2024

A further set of small group meetings will be held to address:

- Revisions to draft districts and continued draft code components
- Complete preliminary draft of the re-envisioned LUMO

Attendance at an event or events being held by the Town will also allow the team to engage with the public, and brief them on project progress and solicit feedback.

Phase 3: Preliminary Draft Revisions and Outreach

After revisions to the draft have been integrated, a revised composite draft LUMO will be prepared that incorporates illustrations and is formatted for review.

1. Preliminary Draft Revisions Engagement: March-June 2024

Engagement during this phase will include further meetings in small group settings, and engagement with stakeholder groups at their meetings. Attendance at an event or events being held by the Town will allow engagement with the public and briefing on project progress. It is recommended that this be a component of a public meeting on parallel Town processes. As part of the trip to present the revised draft LUMO to the Town Council, open house and drop-in events will be planned to engage stakeholders and the public on changes made to the original draft.

Phase 4: Advisory Board Consideration

June through September 2024

Phase 4 is intended to engage advisory boards and the Planning Commission in the final composite draft of the LUMO, to the extent this engagement is appropriate and desired by Town staff and Council.

Phase 5: Formal Adoption Process

September - November 2024

Phase 5 includes all tasks related to formal review, public hearings, and Council adoption of the LUMO.

Phase 6: User's Guide and Staff Training

December 2024 through April 2025

A series of training events, both in-person and online, for key stakeholders and interested members of the public on how to use the new LUMO will be held, focusing on the applicant experience, submittals and requirements, the review process, and enforcement procedures.