

## Engagement and Communications Report

Current as of February 12, 2024

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### Overview

This report is a living document that will summarize community engagement efforts for Rewriting Our Rules. The report will cover public information meetings and other stakeholder meetings hosted by staff and will include information such as how many people attended the meeting, topics shared by staff, and feedback received from attendees.

Summaries included in this report:

- [January 24, 2024 – Pop-up event](#)
- [January 31, 2024 – Public Information Meeting](#)
- [February 14, 2024 – Pop-up event](#)

Upcoming efforts:

- March 25, 2024 – Public Information Meeting
- April 29, 2024 – Public Information Meeting
- May 20, 2024 – Public Information Meeting

Please see the **Policy Discussion and Outreach Schedule** for more on future events.

### Demographic Data

Census data for the Town of Chapel Hill is shown below to provide context for the demographic information shared throughout the report.

| RACE                                       |               |             |
|--------------------------------------------|---------------|-------------|
| 2020 Decennial Census Data                 |               |             |
| Race                                       | Number        | Percent     |
| White                                      | 39,752        | 64%         |
| Black or African American                  | 5,973         | 10%         |
| American Indian and Alaska Native          | 271           | 0%          |
| Asian                                      | 9,305         | 15%         |
| Native Hawaiian and other Pacific Islander | 23            | 0%          |
| Other                                      | 1,862         | 3%          |
| Two or more races                          | 4,774         | 8%          |
| <b>Total</b>                               | <b>61,960</b> | <b>100%</b> |

| ETHNICITY                                 |               |             |
|-------------------------------------------|---------------|-------------|
| 2021 American Community Survey (ACS) Data |               |             |
|                                           | Number        | Percent     |
| Hispanic or Latino                        | 4,145         | 7%          |
| Not Hispanic or Latino                    | 56,775        | 93%         |
| <b>Total</b>                              | <b>60,920</b> | <b>100%</b> |

| AGE                                       |               |             |
|-------------------------------------------|---------------|-------------|
| 2021 American Community Survey (ACS) Data |               |             |
|                                           | Number        | Percent     |
| Under 18                                  | 10,251        | 17%         |
| 18 – 24                                   | 20,188        | 33%         |
| 25 – 34                                   | 6,880         | 11%         |
| 35 – 44                                   | 5,689         | 9%          |
| 45 – 54                                   | 6,401         | 11%         |
| 55 – 64                                   | 4,778         | 8%          |
| 66 – 74                                   | 3,965         | 7%          |
| Over 75                                   | 2,768         | 5%          |
| <b>Total</b>                              | <b>60,920</b> | <b>100%</b> |

| SEX                                       |               |             |
|-------------------------------------------|---------------|-------------|
| 2021 American Community Survey (ACS) Data |               |             |
|                                           | Number        | Percent     |
| Male                                      | 28,754        | 47%         |
| Female                                    | 32,166        | 53%         |
| Non-binary or Transgender                 |               |             |
| <b>Total</b>                              | <b>60,920</b> | <b>100%</b> |

| LANGUAGE SPOKEN AT HOME                   |               |             |
|-------------------------------------------|---------------|-------------|
| 2021 American Community Survey (ACS) Data |               |             |
|                                           | Number        | Percent     |
| English only                              | 47,030        | 80%         |
| Language other than English*              | 11,758        | 20%         |
| <b>Total</b>                              | <b>58,788</b> | <b>100%</b> |

## Engagement Summary

This section includes brief summaries of the following events attended or hosted by Planning Department staff:

- January 24, 2024: Pop-Up Event
- January 31, 2024: Public Information Meeting
- February 14, 2024: Pop-Up Event

### January 24, 2024, Pop-up Event

Location: South Estes Public Housing Community Center

Planning Department staff joined a “Cookies and Community” monthly event hosted by the Affordable Housing and Community Connections Department. These events provide an opportunity to share information about Town-sponsored services and activities with residents of various communities throughout Chapel Hill.

Location Demographics:

- A large share of public housing residents identify as Black or African American, Immigrant or Refugee, Low-Income, and Renters.
- These community members communicate in a range of languages, including Arabic, Burmese, English, Spanish, and Karen.

### January 31, 2024, Public Information Meeting

Location: Chapel Hill Public Library

Future Land Use Map Focus Area: Adjacent to 15-501 North, Sub-Area E

Attendance: 17

Staff hosted a public information meeting at the Chapel Hill Public Library on January 31, 2024. The meeting began with an informal poster session during which attendees were able to learn more about potential changes included in the new LUMO. Staff then provided a presentation that addressed the project’s goals and timelines and summarized Council’s discussion during the January 17 work session. The meeting concluded with another opportunity for attendees to review posters and discuss the new LUMO with staff.

## Questions and Comments

Common themes of attendees’ questions and comments included:

- How changes to the land use rules can support the Town’s goal of more affordable housing.
- The relationship between the Rewriting Our Rules project and last year’s Housing Choices text amendments.
- What land use rules may be changed and what land use rules may stay the same.

- Opportunities to strengthen existing elements of our ordinance, such as tree protection requirements.
- The timing of any rezoning to implement an updated LUMO.

## **Participant Survey**

Survey Respondents: 9

- Majority of respondents had attended a public meeting before and heard about this event through TownNews.
- 44% of respondents “disagree” with the statement “I learned something new about how land use rules impact my life and/or my property. 44% of respondents were “neutral” with the statement “I learned something new about how zoning and land use rules have changed over time, whereas 44% of respondents “disagree” or “strongly disagree” with that statement.
- When asked to react to the statement “I learned why our land use rules (LUMO) need to be updated”, majority (66%) responded “Disagree”, (n=3) and “Strong Disagree” (n=3).

## **Participant Demographics**

- 100% of survey respondents identified as White, non-Hispanic, and spoke English at home. 1/3 of respondents identified as over the age of 75. 1/3 of respondents identified as under age 55.

## **February 14, 2024, Pop-up Event**

Location: Airport Gardens Public Housing Community Center

Planning Department staff will join a “Cookies and Community” monthly event hosted by the Affordable Housing and Community Connections Department.

Location Demographics:

- A large share of public housing residents identifies as Black or African American, Immigrant or Refugee, Low-Income, and Renters.
- These community members communicate in a range of languages, including Arabic, Burmese, English, Spanish, and Karen.

## Communication Summary

This section summarizes digital communications shared by Town staff using a variety of different platforms.

Current as of February 12, 2024

| Date(s)                                                  | Activity                                  | Location                                             | Reach                                                                         |
|----------------------------------------------------------|-------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------|
| October 2023                                             | Project Newsletter                        | Virtual                                              | 81 Subscribers                                                                |
| July 2023 to present                                     | "Planning for Everyone" education content | Virtual, Town website and Town social media channels | 5 Social Media posts<br>9,562 Twitter ("X") impressions<br>90 Instagram likes |
| January 2024                                             | Project Newsletter                        | Virtual                                              | 110 Subscribers                                                               |
| January 11, 2024<br>January 19, 2024<br>January 25, 2024 | Chapel Hill Town News                     | Virtual                                              | 6,000 – 7,000 Subscribers                                                     |
| February 2024                                            | Project Newsletter                        | Virtual                                              | 117 Subscribers                                                               |