To:         Planning Commission

From:      Alisa Duffey Rogers, LUMO Project Manager

Subject:   Future Land Use Map – Update to *Chapel Hill 2020*

Date:      June 9, 2020

---

Staff anticipates that we are in the final phase of the Future Land Use Map (FLUM) – Update to *Chapel Hill 2020*. The latest draft is included with your agenda materials.

Prior to COVID-19, staff planned and Council endorsed in-person engagement efforts. Unfortunately, with COVID-19, those in-person events cannot be held. Consequently, online engagement efforts are ramping up currently. For Town Boards and Commissions that regularly review development applications, staff will be emailing the FLUM – Update to *Chapel Hill 2020*, to those Boards and Commissions using Adobe to enable electronic commenting on the document. For the community, we will be using an online platform to collect community comments on the Focus Area Maps. (Please see the attached communication plan for more information on how the community will be informed of this online opportunity.) Staff anticipates launching this online engagement on June 19, 2020 with the comment period ending on July 10, 2020.

In terms of next steps, comments received during these online efforts will be aggregated and provided to the Town Council in the fall. Council will review these comments and direct changes to the FLUM – Update to *Chapel Hill 2020*. After those changes are incorporated, the FLUM – Update to *Chapel Hill 2020* will start through the adoption process in late September 2020.

I look forward to discussing the FLUM – Update to *Chapel Hill 2020* at your meeting on June 16, 2020.

# Working Document 6-10-2020 - Communication Plan for Public Input on Complete FLUM

| Stakeholder/ Targeted Group | Objective | Message Content | Delivery Methods (s) | When? |
|---|---|---|---|---|
| Community as a whole | Inform of online input opportunity | Availability of Online Input Opportunity & FLUM Project Status | Town Calendar<br>Nextdoor Digital Platform<br>Facebook Boosted Ads<br>Project Website<br>Twitter<br>Town Website<br>E-News | June 19, 2020 |
| Parents | Inform of online input opportunity | Availability of Online Input Opportunity | Peachjar Digital Flyer | June 24, 2020 |
| Non-English Speakers | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | Inclusion in non-profit community & Focus Group Participants e-mail notification | June 19, 2020 |
| Boards & Commissions | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification<br>Offer Virtual Drop-In Meetings to answer Project related questions | June 19, 2020 |
| Project followers | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity, Availability of WebEx event & FLUM Project Status | Project Website<br>E-mail notification | June 19, 2020 |
| Affordable Housing Partners | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification<br>Request that they push out message to their networks | June 19, 2020 |
| Non-Profit Community | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification<br>Request that they push out message to their networks | June 19, 2020 |
| Faith Community | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification<br>Request that they push out message to their networks | June 19, 2020 |
| Downtown Partnership | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity | Partnership Newsletter | June 19, 2020 |

# Working Document 6-10-2020 - Communication Plan for Public Input on Complete FLUM

| Focus Group Participants | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification | June 22, 2020 |
|---|---|---|---|---|
| Public Housing Community Members | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity | Inclusion in Newsletter, if possible | TBD |
| Interested Community Members | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity, Availability of WebEx event & FLUM Project Status | WebEx event | June 19, 2020 |
| Seniors | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity | Request inclusion in Orange County Dept of Aging *Endless Possibilities* E-Newsletter & any other e-mail list the Dept. of Aging utilizes | TBD |
| Youth | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity | Link to input opportunity distributed through Community Connection Youth contacts | June 19, 2020 |
| People's Academy Graduates | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification | June 19, 2020 |
| Neighborhood Liaisons | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | Request distribution through CaPA | June 22, 2020 |
| UNC Off-campus Students | Inform of online input opportunity | Availability of Online Input Opportunity | *Tar Heel Citizen Times*, if distributed | TBD |
| NAACP Affordable Housing Committee | Inform of online input opportunity & provide Project update | Availability of Online Input Opportunity & FLUM Project Status | E-mail notification | June 19, 2020 |
| Transit Partners | Inform of online input opportunity | Availability of Online Input Opportunity | Distribution through TMP contacts | June 19, 2020 |