



# **Boards & Commissions, Continued**

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Town Council Work Session  
September 23, 2024

- 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

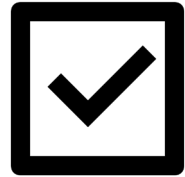
**We aren't  
the only local  
government  
thinking  
about this.**

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

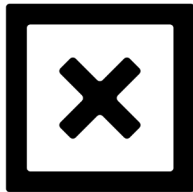
**We've spent  
a year  
thinking and  
working on  
this.**



We'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 Update
- Equitable Engagement Overview
- Discussion of Three Public Participation Models
- Thumbs Up/Thumbs Down on Next Steps

**Our strategic communications functions  
allow us to deliver information to  
residents in a variety of formats.**

# Town Communications Strategy

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- 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**



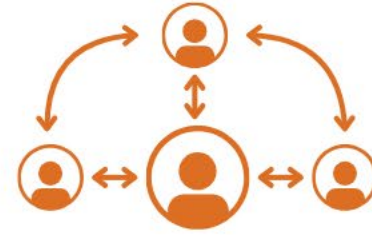
- E-newsletters
- Website
- Paid advertising
- Social media
- Info@ emails
- Point-of-contact signage



**How does this relate to your consideration  
of boards & commissions?**

**We have more – and better – ways than ever  
before to inform residents about what’s  
happening and how they can engage.**

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



## Inform

## Consult

## Involve

## Collaborate

## Empower

### Goal

Provide timely information

Get feedback on issues and decisions

Understand concerns and aspirations

Partner in each aspect of decision-making

Give the public final decision-making authority

### Purpose

“Here’s what’s happening”

“Here are some options, what do you think?”

“Here’s a problem, what ideas do you have?”

“Let’s work together to solve this problem.”

“We will implement what you decide.”

### Tactics

- E-newsletter
- Postcard

- Public Meeting
- Survey

- Charrette
- Focus Group

- Master Plan
- Comprehensive Plan

- Referendum
- Election

Adapted from the IAP2 Spectrum

# Equitable Engagement Strategy

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- 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
- Manufactured Home Community Outreach
- Resident Compensation
- Focus Groups
- Door-to-Door Outreach
- Engage Chapel Hill
- Agenda Items

**How does this relate to your consideration  
of boards & commissions?**

**If a system wasn't designed with equity in  
mind, it's incredibly difficult to make it  
equitable.**

**Based on what we've heard from you,  
let's explore three options for you to  
receive public input and make informed  
decisions...**

Think about a time when your perspective or decision changed based on some form of community engagement or public input.

**What form did that take?**



**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
- ✓ Public comment
- ✓ **Public participation**

Based on what we've heard from you,  
we've identified three models for public  
participation.

**Let's think through the benefits and  
challenges of each one together.**

## **BOARDS & COMMISSIONS**

Standing bodies, appointed to multi-year terms created to advise Council on a wide range of issues.

## **TASK FORCES & WORKING GROUPS**

Formed to address a specific issue, within a designated timeframe, and make a formal recommendation to Council.

## **STAFF-LED ENGAGEMENT**

Staff use a variety of equitable engagement methods and report findings to Council.

**In order to bring you some options for action, we need to understand if there is consensus...**

## **What's Your Level of Interest?**



- Maintain 9 advisory boards and commissions, apply recommended standards & equity processes
- Reduce number of boards and commissions, apply standards & equity processes
- Disband 9 advisory boards and rely on staff-led equitable engagement and, on an as needed basis, issue-oriented task forces and working groups

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**Next Steps...**