

Council Comments on Draft Strategic Focus Areas & Goals 2023-2025

Strategic Focus Area 1: Environmental Stewardship

Comment	Response/Action
Many communities have purchased and preserved substantial green space in recent years – we should add this to our goals	Needs discussion by Council as a whole
Re: Complete Community – like our numerical goals for housing, we need numerical goals for additional parks/green space/greenways	Metrics (for any initiative) to be tracked in department business plans. Comment referred to department business plan (Planning, Parks & Recreation)
Road to Zero Waste survey showed that people want more opportunities to compost to reduce waste	Included in department business plan (Sustainability)
Need goal around linking land use to climate action & Transit	Added to goals
Continue to evaluate community solar field for local government offsets	Included in department business plan (Sustainability)
Work on evaluating Eastwood Lake as a possible flood storage reduction	Included in department business plan (Public Works/Engineering)
Question/suggestion: Champion housing density and housing choice as climate action (and vice versa for Focus area 3)	Added to Complete community Connections in this strategic focus area
Map out our natural areas for conservation in a holistic approach. Need policy discussions and decisions for natural areas plan development	Included in Complete Community Comprehensives Plan Update (April 2023) for Council guidance. Follow up action to be included in department business plan (Planning)
Question: Are we including/articulating how we seek to reduce fossil fuel usage for commuters? E.g. more EV charging stations; Transit should be represented here, too)	Included in department business plan (Sustainability)
Add Transit and DEI to core departments	Include in introduction to goals
something that states creating more energy efficient buildings - or reducing our energy needs? while also incorporating renewable energy?	Added to goals

Strategic Focus Area 2: Economic and Financial Stewardship

Comment	Response/Action
Our Town-Gown/UNC collaboration should include “housing” too as a potential shared partnership	Added to goal

Alternative revenue streams (community talent show w/staff (like DPS); dunk a council member booth at Festifall)	Suggestion referred to Business Management and Cultural Arts for consideration
Question: When is ReVive finished?	Question referred to Economic Development Director for response.
Define types of businesses we wish to recruit/incentivize	Referred to department business plan (Economic Development)
Support development of commercial real estate	Referred to department business plan (Economic Development)
DEI should be core department	Include in introduction to goals
Diversified tax base, housing production as complete community connections	Noted. Complete Community comprehensive plan update scheduled for April 2023
Concern: no specific goal or mention or focus on BIPOC businesses	Referred to department business plan (Economic Development, DEI, Planning)
Rebuilding our historic Black owned business district in downtown	Referred to department business plan (Economic Development, DEI, Planning)
Concern: missing community economic development lens—how do we ensure economic development efforts don't do harm to existing neighbors and businesses and instead benefit all, especially those traditionally left out	Referred to department business plan (Economic Development, DEI, Planning)
Complete Community connection: Develop plans for extension of Downtown North on Martin Luther King Jr. Blvd.	Referred to department business plan (Economic Development, Planning)
Economic development should encompass more than downtown. I don't see it articulated here	Referred to department business plan (Economic Development, Planning)
instead of competing - could we focus on becoming Economically Sustainable that creates jobs, balances our tax base and makes a more diverse community?	Updated Focus Area description and goals.

Strategic Focus Area #3: Affordable Housing and Housing Production

Comment	Response/Action
Exploring more public/private partnerships	Referred to department business plan (Economic Development)
Transit connections for affordability – Complete Community connection	Added Transit to core departments and added sustainable transportation options to complete community connections
Need to assess some way, some how, are we getting the most units/\$ -- can we subsidize down instead of huge subsidy on small # of units?	Referred to department business plan (Affordable Housing and Community Connections)
Concern: external housing continue to define Town role in unsheltered population, for example incentivizing development of permanent supportive housing, micro units, etc.	Referred to department business plan (Affordable Housing and Community Connections)

Concern: Are we investing enough in public housing maintenance?	Referred to department business plan (Public Housing)
Increase middle housing options in Chapel Hill – say it specifically	Initiative underway; referred to department business plan (Planning)
Move Housing Choices forward (LUMO amendment)	Initiative underway; referred to department business plan (Planning)
Develop additional approaches to Affordable Housing development given rising costs	Referred to department business plan (Affordable Housing and Community Connections)

Strategic Focus Area #4: Connected Community

Comment	Response/Action
Concern: Greenway implementation plan needs to be explicitly named	Added to goals
Housing density enables transit and other transportation options = complete community connection	Added to Complete Community Connections
Concern: committing fully to developing an Everywhere to Everywhere Greenway strategy	Initiative underway, referred to department business plans (Planning, Parks & Recreation, Transit)
Commit resources to exploring and securing fed/state \$, public/private partnerships (this will be a major lift!)	Added to goals
Add DEI office and DEI in overall principles	Include in introduction to goals
Safe Community: how does/is Vision Zero Strategy connected to Connected Community?	Initiative underway, referred to department business plan (Planning)
Question: why don't we include a natural surface trail component in our community connections strategy?	Noted – public hearing for update to the Comprehensive Plan is scheduled for April 2023.
Question: part of our goal – all residents should be able to access a community park/substantial greenspace <u>without</u> a car.	Added to strategic focus description
Please address how these more densely populated and connected communities will be safe(r)	Added goal to Strategic Focus Area #6 Safe Community

Strategic Focus Area #5: Vibrant and Inclusive Community

Comment	Response/Action
DEI should be layered above all	Include in introduction to goals
Healthy living: caring for all the population, kids, teens, etc. (including disability access, non-able bodied access)	Added to complete community framework connections

Cultural and social events, friendly to children and seniors and those with mobility issues and other disabilities	Added to goals
Dedicate Town funding to supporting cultural arts including facility development	Referred to department business plan (Cultural Arts) and budget process.
More Parks and Rec summer camp opportunities for our most underserved children	Referred to department business plan (Parks & Recreation)
Housing choices (LUMO amendment) reflects inclusive community and needs to be reflected	Initiative underway
Need a refresher on community Connections Strategy	Noted – public hearing for update to the Comprehensive Plan is scheduled for April 2023.
Question: Our residents are telling us they are routinely leaving Chapel Hill to access parks amenities i.e. inclusive playground, skate parks, etc. Should be a high priority here	Added to goal
Public/private partnership to build a pickleball facility at Cedar Falls	Suggested initiative referred to department business plan (Parks & Recreation)
Suggestions for focus area name/description/goals: Healthy Living, Enhanced Community Well-Being, Safe and Healthy community	Changes suggested to focus area name and description

Strategic Focus Area #6: Safe Community

Comment	Response/Action
Interest in re-framing focus area language to focus on holistic community safety	New suggested description
Develop plans for replacing/upgrading public safety infrastructure e.g., fire stations	Initiative underway; referred to department business plan (Fire) and budget discussions with Council.
How have we started implementing Reimagining Community Safety Recommendations (we received an update but haven't discussed as a Council)	Request for update referred to Police Department .
Complete Community connection: Friendly to children and seniors AND those with mobility issues and other disabilities	Added to complete community framework connections
Access to Housing = stable and safe housing= safe communities (complete community connection)	Added to suggested focus area language.
Concern: prioritize MSC, fire stations for capital investment. Move on MSC!	Initiative underway; referred to Council discussion and budget process.
Get roles of Town and County Clarified (Goal 3: continue collaborative partnerships to address homelessness, mental health, substance use, and other community issues)	Added to goals
>housing access – access to affordable housing is essential to community safety	Added to complete community framework connections

Strategic Focus Area #7: Employee Recruitment & Retention

Comment	Response/Action
Goal: Develop means for ensuring work-life balance	Added to goals
Goal: Town staff should reflect Town demographics at all levels	Referred to department business plan (Human Resources & Development, and DEI)
Add focus on staff housing, living in town	Initiative underway; referred to department business plan (Affordable Housing and Community Connections)
Clarify roles and communication between Council and staff to lessen burdens on staff	Initiative underway; referred to Manager's Office and Council.
Ensure staff time is not diverted from agreed-upon priorities by individual elected officials	Initiative underway; referred to Manager's Office and Council.
Assess major staff time suckages when staff not working at "top of job descriptions" and try to eliminate	Initiative underway; referred to Manager's Office.

Other

Inclusive community, safe community/ Connected Community. Teen Center/Parks Rec – youth innovation HUB and services to provide youth choices, spaces, services & safety	Referred to department business plan (Parks & Recreation, DEI, Affordable Housing and Community Connections)
Need updated Design manual to implement new, more urban standards for Complete Community	Initiative under way; Included in department business plan (Public Works/Engineering)