









## Plan for Council Input on Complete FLUM due to COVID-19

<p><b>Overall FLUM Goal during this final phase of the Project:</b></p>	<p>Adoption prior to Council’s summer break in the schedule of meetings</p>
<p><b>Engagement Objective for Council</b></p> 	<p>Provide meaningful way for Council to give feedback individually</p>
<p><b>Plan for Council Input</b></p> 	<ol style="list-style-type: none"> <li>1. Send complete FLUM to Council using Adobe Cloud due to file size limitations. Use of Adobe Cloud allows Council to easily comment directly on the Plan document</li> <li>2. Provide contextual information for Council to view prior to commenting on the FLUM document by: <ul style="list-style-type: none"> <li>• Recorded presentation by Brian Peterson regarding the <a href="#">Precedent Images</a> &amp; <a href="#">urban design</a></li> <li>• Recorded presentation by Alisa Duffey Rogers explaining the town-wide FLUM</li> </ul> </li> <li>3. Offer to virtually meet with individual Council Members to discuss any concerns or answer any questions they may have prior to submitting their comments. Brian Peterson will also be available to virtually meet, if requested.</li> <li>4. Council will have one week to provide comments</li> </ol>
<p><b>Evaluate Council Comments</b></p> 	<p>Evaluate Council comments for areas of concern. Determine if concerns need to be addressed with Council prior to board/commission and community engagement on the complete FLUM. If not, direct Kimley-Horn to revise the complete FLUM, if necessary, and begin board/commission and community engagement. If so, virtually meet with individual Council Members or in small groups to discuss areas of concern.</p>
<p><b>Closing the Loop &amp; Transparency</b></p> 	<ul style="list-style-type: none"> <li>• Press Release to the community with hyperlinks so that the community is aware that Council is reviewing the complete FLUM and providing hyperlinks to the informational presentations</li> <li>• Load individual Council comments on the complete FLU on the Project website and notify the e-mail list regarding the availability of comments</li> </ul>








## Plan for Development Review Boards/Commissions\* Input on Complete FLUM due to COVID-19

<p><b>Overall FLUM Goal during this final phase of the Project:</b></p>	<p>Adoption prior to Council’s summer break in the schedule of meetings</p>
<p><b>Engagement Objective for Boards/Commissions</b></p> 	<p>Provide meaningful, multi-prong approach for Development Review Boards/Commissions to give feedback without holding board/commission meetings</p>
<p><b>Plan for Board/Commission Input</b></p> 	<ol style="list-style-type: none"> <li>1. Send complete FLUM to Boards/Commission using Adobe. Adobe Cloud allows comment directly on the Plan document</li> <li>2. Provide contextual information for viewing: <ul style="list-style-type: none"> <li>• Recorded presentation by Brian Peterson regarding the Precedent Images</li> <li>• Recorded presentation by Alisa Duffey Rogers explaining the town-wide FLUM (Primarily for the Planning Commission)</li> <li>• Recorded presentation explaining the Focus Area Maps</li> </ul> </li> <li>3. If virtual meetings of the Boards/Commissions are held, attend and answer questions &amp; take comments. If virtual meetings are not held, offer to schedule small group virtual discussions (non-quorum groups) with Boards/Commission members to discuss any concerns or answer any questions they may have prior to submitting their comments.</li> <li>4. Boards/Commissions will have two weeks to provide comments</li> <li>5. E-mail link to <a href="#">Konveio platform</a> where Focus Area Maps are online for comment</li> </ol>
<p><b>Evaluate Comments</b></p> 	<p>Input from each board/commission will be evaluated, themes determined, and a summary compiled.</p> <p>Possible changes to the Focus Area Maps resulting from the compiled summary will be presented to the Town Council.</p>
<p><b>Closing the Loop</b></p> 	<p>The summary from each Board/Commission will be provided to each Board/Commission to ensure that their input is summarized and categorized appropriately. Discussion/comments on the summary can take place at a virtual meeting or via e-mail. If the Board/Commission concurs, their summary input will be placed on the Charting Our Future website.</p>

\*Housing Advisory Board; Transportation & Connectivity Advisory Board; Planning Commission; Community Design Commission; Environmental Sustainability Advisory Board; & Parks, Greenways, & Recreation Commission

## Plan for Community Input on Complete FLUM due to COVID-19

<p><b>Overall FLUM Goal during this final phase of the Project:</b></p>	<p>Adoption prior to Council’s summer break in the schedule of meetings</p>
<p><b>Engagement Objective for Community</b></p> 	<p>Provide meaningful way for the Community to give feedback without holding a public meeting</p>
<p><b>Plan for Community Input</b></p> 	<p>Utilize <a href="#">Konveio platform</a> which simulates public input at a public meeting. Load Focus Area Maps onto the Konveio platform with the following features for <u>each</u> Focus Area Map:</p> <ul style="list-style-type: none"> <li>• Link to Project Website</li> <li>• Link to Complete FLUM document</li> <li>• An “<a href="#">input card</a>” that allows open-ended comments on the maps as well as permitting respondents to place a </li> <li>• Presentation explaining the maps</li> <li>• Survey questions such as those listed below, which will be answered using a <a href="#">Likert scale</a>. These questions test the utility of the platform.             <ul style="list-style-type: none"> <li>- The information presented was clear and understandable</li> <li>- I was able to share my comments to the project team</li> </ul> </li> </ul>
<p><b>Closing the Loop &amp; Transparency</b></p> 	<p>Because all comments can be seen on the Konveio platform, the community will be able to see all community sentiment as it is posted.</p> <p>For ease of use, the Charting Our Future website will also contain a link to the Konveio site on the Home Page.</p>
<p><b>Evaluate Comments</b></p> 	<p>Input from the Konveio platform will be evaluated, themes determined, and possible changes to the Focus Area Maps will be presented to the Town Council.</p>

## DRAFT 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 & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	Town Calendar Nextdoor Digital Platform Facebook Boosted Ads Project Website Twitter Town Website E-News	
Parents	Inform of online input opportunity	Availability of Online Input Opportunity	Peachjar Digital Flyer	
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	
Boards & Commissions	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification Offer Virtual Drop-In Meetings to answer Project related questions for non-development review boards/commissions	
Project followers	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity, Availability of <a href="#">Unhangout</a> event & FLUM Project Status	Project Website E-mail notification	
Affordable Housing Partners	Inform of online input opportunity	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification Request that they push out message to their networks	
Non-Profit Community	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification Request that they push out message to their networks	
Faith Community	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification Request that they push out message to their networks	

## DRAFT Communication Plan for Public Input on Complete FLUM

Downtown Partnership	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity	Partnership Newsletter, if distributed	
Focus Group Participants	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification	
Public Housing Community Members	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity	Inclusion in Newsletter, if possible	
Interested Community Members	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity, Availability of <a href="#">Unhangout</a> event & FLUM Project Status	<a href="#">Unhangout</a> event	
Seniors	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity	Request inclusion in Orange County Dept of Aging <i>Endless Possibilities</i> E-Newsletter & any other e-mail list the Dept. of Aging utilizes	
Youth	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity	Link to input opportunity distributed through Community Connection Youth contacts	
People's Academy Graduates	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification	
Neighborhood Liaisons	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	Request distribution through CAPA	
UNC Off-campus Students	Inform of online input opportunity	Availability of Online Input Opportunity	<i>Tar Heel Citizen Times</i> , if distributed	
NAACP Affordable Housing Committee	Inform of online input opportunity & provide Project update	Availability of Online Input Opportunity & FLUM Project Status	E-mail notification	
Transit Partners	Inform of online input opportunity	Availability of Online Input Opportunity	Distribution through TMP contacts	

\*Dates will be determined after receiving Council comments on the complete FLUM and the input plans