



Community Engagement Window #2 Engagement Summary

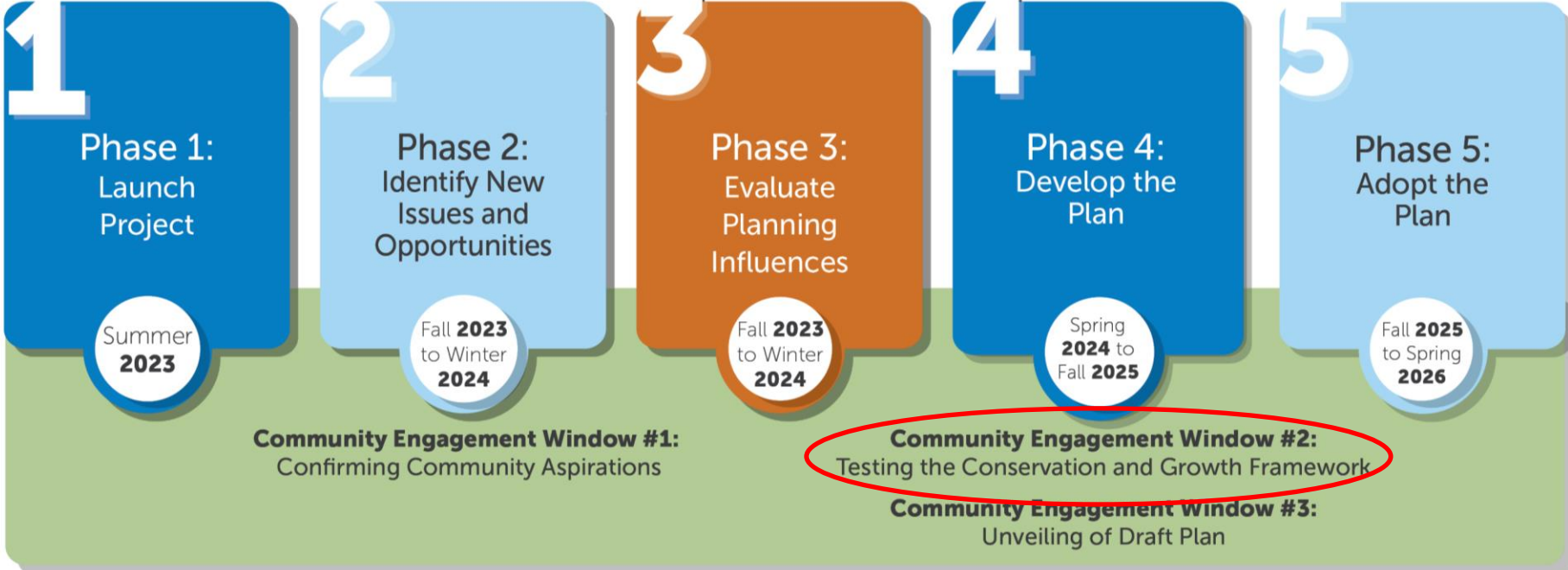
Board of County
Commissioners
November 12, 2024

Agenda



1. Project Update
2. Community Engagement Window #2
 - a. Activities
 - b. Objectives
 - c. Outcomes
3. Discussion of Policy Direction
4. Next Steps

Project Timeline



PUBLIC ENGAGEMENT →

Status Report



Work that has been completed:

- Phase 4:
 - Development of Land Use & Recommendations Report (land use alternatives)
 - Community Engagement Window #2

Work that is underway:

- Phase 4:
 - Community Engagement Window #2 Summary Report
 - **Develop Draft Plan Framework, Vision, and Goals**
 - **Develop Plan Policies and Actions**



Engagement Activities

Community Engagement Window #2: Testing the Conservation and Growth Framework



- **The second Community Engagement Window – Testing the Conservation and Growth Framework**- was held in the fall of 2024.
- This phase of engagement asked community members to review **modeled land use alternatives** and **draft vision themes and goals**.



Community Engagement Window (CEW) #2



CEW#2 activities included:

- ✓ Staff tabling at three events
(August and September 2024)
- ✓ Five in-person meetings
(September and October 2024)
- ✓ Online activities available
(September 25 – November 3)

Community Engagement Window (CEW) #2



Orange County Land Use Plan 2050
Community Meetings

Are you interested in where and how new development happens? Do you care about Orange County's environmental resources and where and how they are preserved?

Help to guide the future of Orange County! Join us to review modeled land use alternatives and draft vision themes and goals. All content and activities will be the same at both meetings.

If you are planning on attending this event and would like interpretation services, call (919) 245-2498 two weeks prior to the event.

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| Thursday, October 3 | 6 – 7:30 pm | American Legion Post 6 3700 NC-54, Chapel Hill, NC |

Scan to view project website!
orangecountylanduseplan.com



Plan de Ordenamiento Territorial 2050 del Condado de Orange
Reuniones Comunitarias

¿Está interesado en dónde y cómo se producen nuevos desarrollos? ¿Le importan los recursos ambientales del Condado de Orange y dónde y cómo se preservan?

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Escanee para ver en el proyecto del sitio web!
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CEW#2 activities included:

- ✓ Online Outreach:
 - Social media, newsletters, bilingual flyers
- ✓ Direct Mailings
 - 1,000+ properties
- ✓ Online surveys available
 - 305 surveys completed online



Engagement Objectives

Engagement Objectives



The three objectives of Community Engagement Window #2 included:

- 1 Engagement Satisfaction
- 2 Representative Engagement
- 3 Increased Engagement

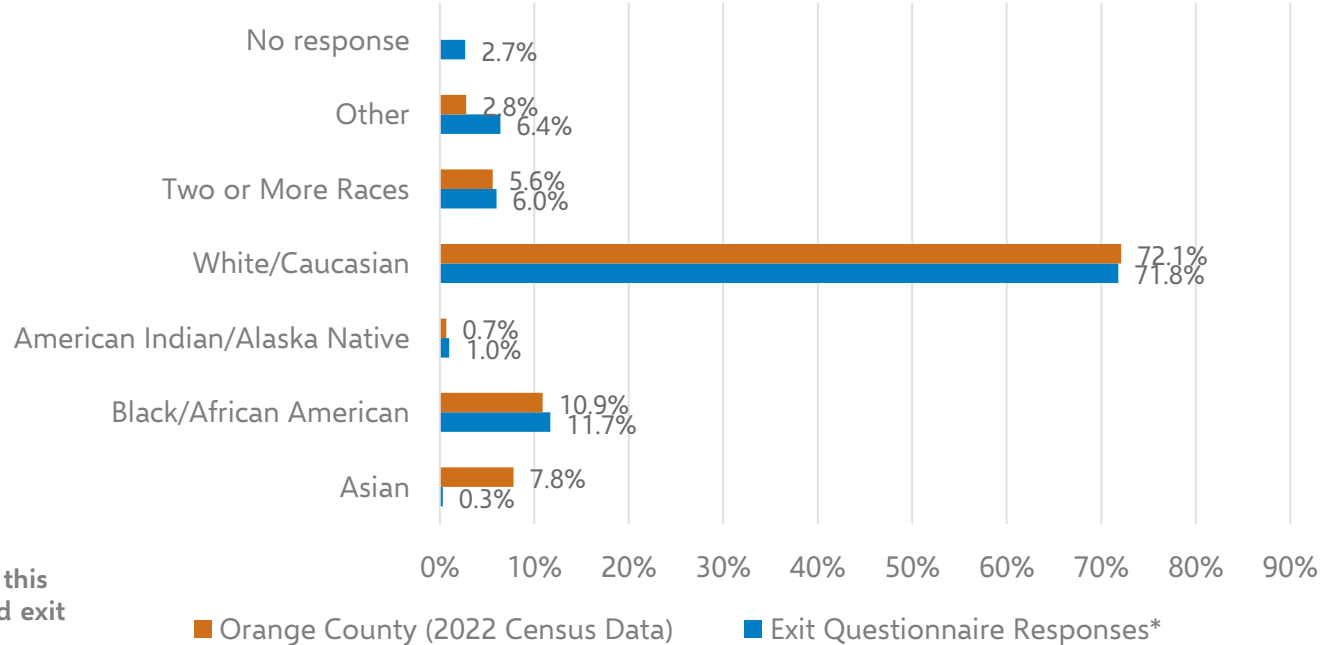


Engagement Objectives



Measuring Representation of Engagement

- Which racial group do you most closely identify with?



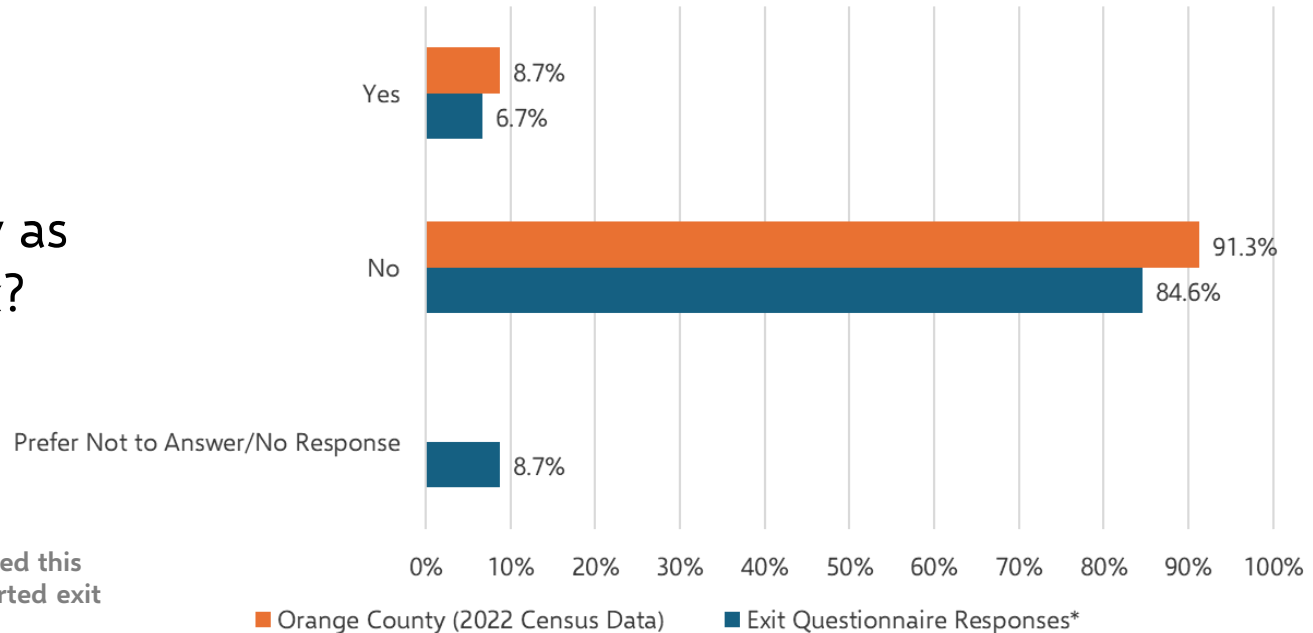
*290 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



Measuring Representation of Engagement

- Do you identify as Hispanic/Latinx?



*285 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



Measuring Increased Engagement

Benchmark: The Orange County Climate Action Plan

| Activity | Climate Action Plan | LUP2050: Community Engagement Window #1 | LUP2050: Community Engagement Window #2 | LUP2050 Total |
|----------------------|---|---|---|-------------------------|
| Community Survey | 510 completed surveys | 164 complete surveys | 420 complete surveys | 584 complete surveys |
| In Person Engagement | Draft CAP Symposium: 12 attendees Online Focus Groups: 40 participants total | Approximately 244 in person attendees at community events | Approximately 165 in person attendees at community events | 409 in person attendees |



Community Engagement Window #3 will occur in late spring 2025.

Additional Public Inputs



Organizational Letters Received

- Duke Forest Teaching and Research Laboratory
- NC Wildlife Resources Commission
- Sierra Club, Orange-Chatham Group Executive Committee
- Triangle Connectivity Collaborative
- Southern Environmental Law Center, Chapel Hill Office

Personal Letters Received

- Barry Jacobs
- Michael Hughes

Engagement Objectives



- Takeaways from Community Engagement Window #2 to Apply to Community Engagement Window #3
 - **Engagement satisfaction:** continue to offer multiple ways to participate with creative, fun, flexible, and accessible options
 - **Representative engagement:** Continue creating partnerships/connections and tailoring outreach efforts to support representative participation (such as African American, Hispanic/Latino, and Asian community members; youth; etc.)
 - **Increased engagement:** Community Engagement Window #3 will occur in the spring of 2025 to continue to increase overall engagement numbers.

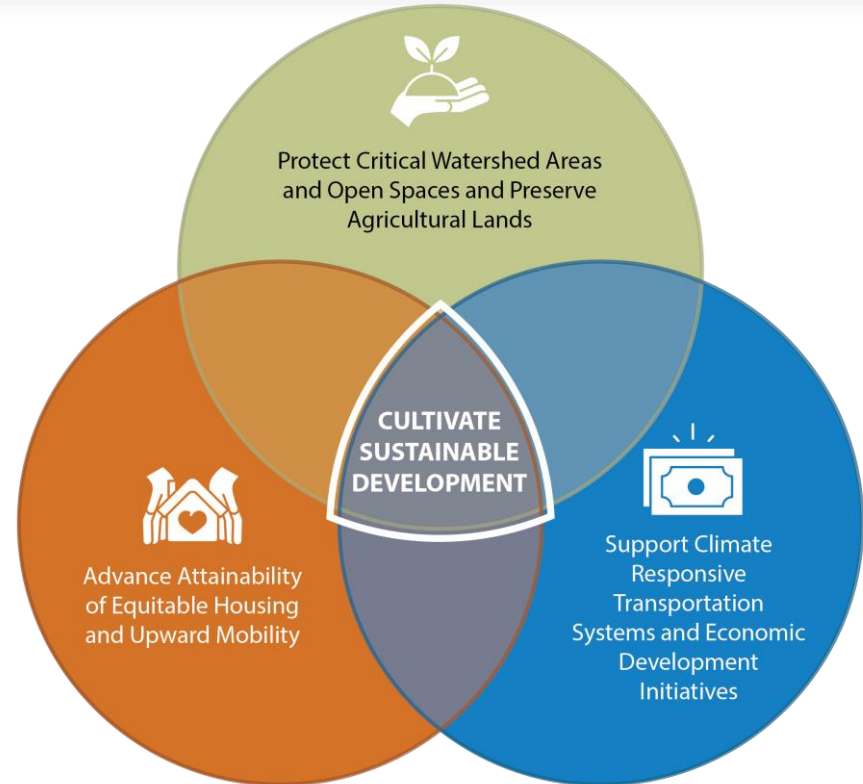


Refresher on Land Use Alternatives

Refresher on Key Question Being Tested Through Alternatives



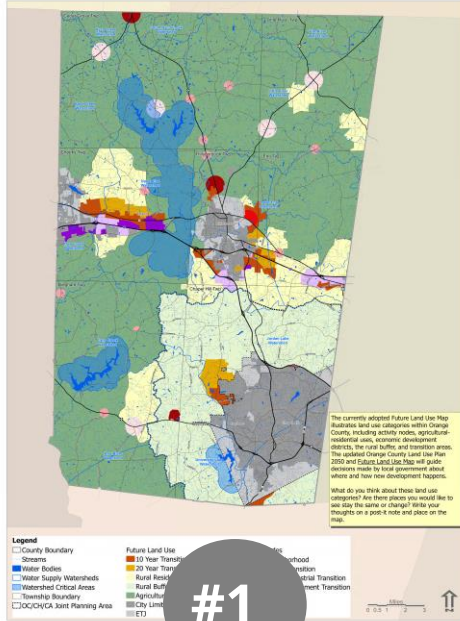
Which aspects of the land use alternatives best achieve the balance of sustainable development in Orange County?



Refresher on Land Use Alternatives



Baseline Alternative with Policy Updates



#1

Continue Current Policies



Enhance Agricultural and Environmental Protections



Low-Impact Rural Conservation Neighborhoods and New Employment in Strategic Locations



Mixed-Use Centers and New Employment in Strategic Locations



Engagement Outcomes

Community Engagement Window #2 Outcomes



- Participants were provided two ways to provide feedback both online or in person:
 - Short Survey (7 questions)
 - Long Survey (12 questions about the land use alternatives and 4 questions about the draft Vision Themes and Goals)
- The same questions were posed to participants for both online engagement and in person meetings.

Community Engagement Window #2



- Total of **420 surveys received**
- Approximately **115** surveys were received at in-person meetings and **305** were completed online
- Approximately **286** short surveys and **134** long surveys were completed

| | In Person | Online | Total |
|--------------------|-----------|--------|-------|
| Surveys | 115 | 305 | 420 |
| Exit Questionnaire | 106 | 199 | 305 |

| Meeting | Approximate Number of Attendees In Person |
|-----------------|---|
| Gravelly Hill | ~60 |
| American Legion | ~55 |
| El Centro | 15 |
| Efland Cheeks | 16 |
| Jones Grove | 19 |
| Total | 165 |



Community Engagement Window #2 Outcomes



Summary of Survey Responses: Vision Themes & Goals

Short Survey: Strong support for **all** Vision Themes

- Highest Support:
 - Protect Critical Watershed Areas and Open Spaces and Preserve Agricultural Lands **(85%)**
- Lowest Support:
 - Cultivate Sustainable Development **(69%)**
 - Advance Equitable Housing **(67%)**

Long survey: Strong support for **most** Goals

- Highest Support:
 - Environment, Parks, and Recreation **(91%)**
 - Working Lands and Open Space **(84%)**
- Lowest Support:
 - Regional and Local Growth **(46%)**
 - Economy and Employment **(62%)**

Community Engagement Window #2 Outcomes



Overall Takeaways

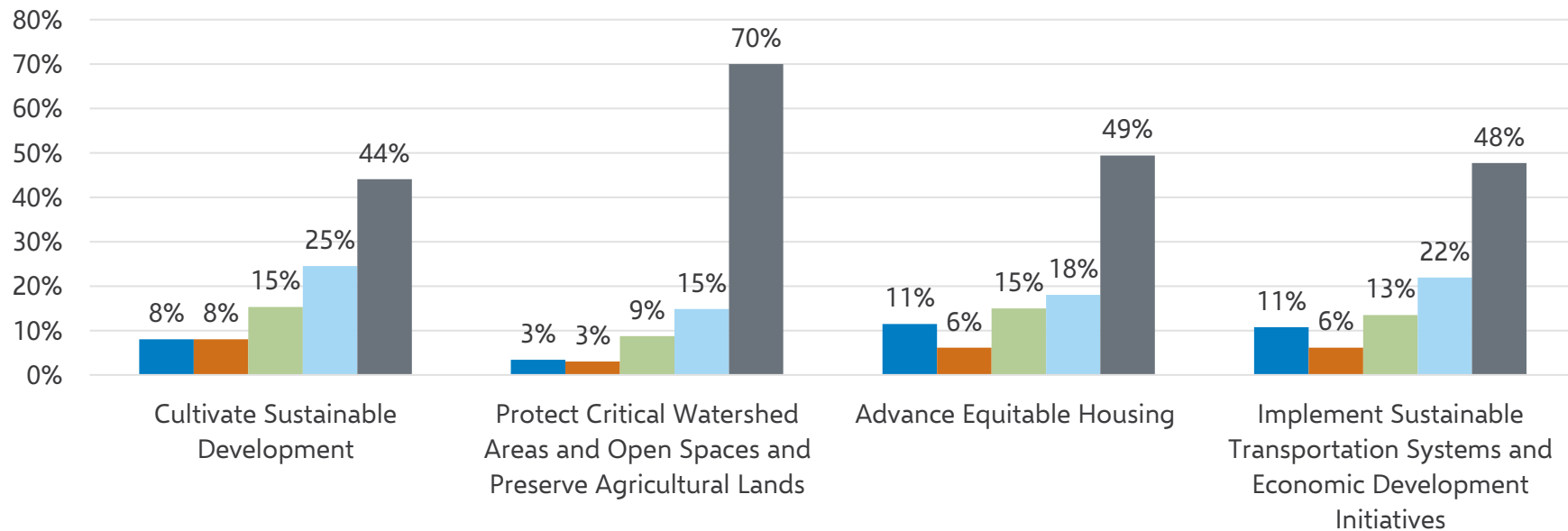
- Strong support for changing Orange County's current approach to managing land use to both protect natural lands and support development of needed housing
- Strong support for protecting priority agricultural, environmental, and rural lands
- Desire to see more housing choices
- Mixed support for higher-density residential mixed-use development and providing more employment opportunities
- Support for Rural Conservation Neighborhoods
- Support for expanding Economic Development Area near Mebane/I-85
- Support for Goals and Vision Themes, with some adjustments
- Not as supportive of extension of public water and sewer, or development of private water and wastewater systems

Community Engagement Window #2 Outcomes: Vision Themes



Sample of engagement findings below. Full report will be available online.

Do the Vision Themes address Orange County's needs over the next 25 years?



*263 out of 420 respondents answered this question.

■ 1 = Not very supportive ■ 2 ■ 3 ■ 4 ■ 5 = Very Supportive

Community Engagement Window #2 Outcomes



Overall Takeaways

- Strong support for changing Orange County's current approach to managing land use to both protect natural lands and support development of needed housing
- Strong support for protecting priority agricultural, environmental, and rural lands
- Desire to see more housing choices
- Mixed support for higher-density residential mixed-use development and providing more employment opportunities
- Split support for Rural Conservation Neighborhoods
- Split support for expanding Economic Development Area near Mebane/I-85
- Support for Goals and Vision Themes, with some adjustments
- Not as supportive of extension of public water and sewer, or development of private water and wastewater systems

Community Engagement Window #2 Outcomes



Summary of Long Survey Responses: Land Use Alternatives

Land Use
Alternative #1

- **58%** are satisfied with current approach to land use

Land Use
Alternative #2

- Majority of respondents (**54%**) support a focus on protection of environmental, agricultural, watershed, and rural lands

Community Engagement Window #2 Outcomes



Summary of Long Survey Responses: Land Use Alternatives

Land Use Alternative #3

- Majority (**52%**) support encouraging new Rural Conservation Neighborhoods
- Support is more evenly divided between:
 - Those who **support (44%)** and **do not support (39%)** allowing the development of **private water and wastewater systems** to support Rural Conservation Neighborhoods
 - Those who **support (49%)** and **do not support (35%)** including a **new Economic Development Area** south of West Ten Road
 - Those who **support (41%)** and **do not support (46%)** allowing two types of **higher intensity mixed use** developments
 - Those who **support (48%)** and **do not support (41%)** the **extension of public water and sewer** to support higher intensity mixed use developments

Land Use Alternative #4

Next Steps



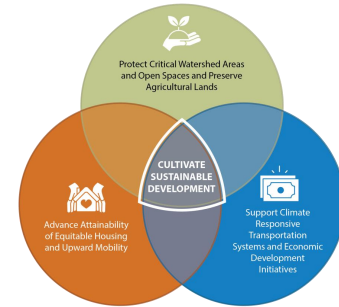
- During the winter of 2024 and spring of 2025, the Project Team will be developing the plan. This includes:
 - Draft Plan Framework, Vision, and Goals
 - Growth and Conservation Framework
 - Policies and Actions
- Community Engagement Window #3: Unveiling the Plan is tentatively scheduled for May and June 2025.

Guidance from BOCC



Given this feedback, does the BOCC support development of the following policies in the plan?

- New approaches to encourage **conservation subdivisions** in the unincorporated portions of the County that protect high priority agricultural and environmental lands?
- Policies to express support for more **dense housing options within the municipalities**?
- **Expansion of economic development** opportunities near I-85/Mebane?
- Other?





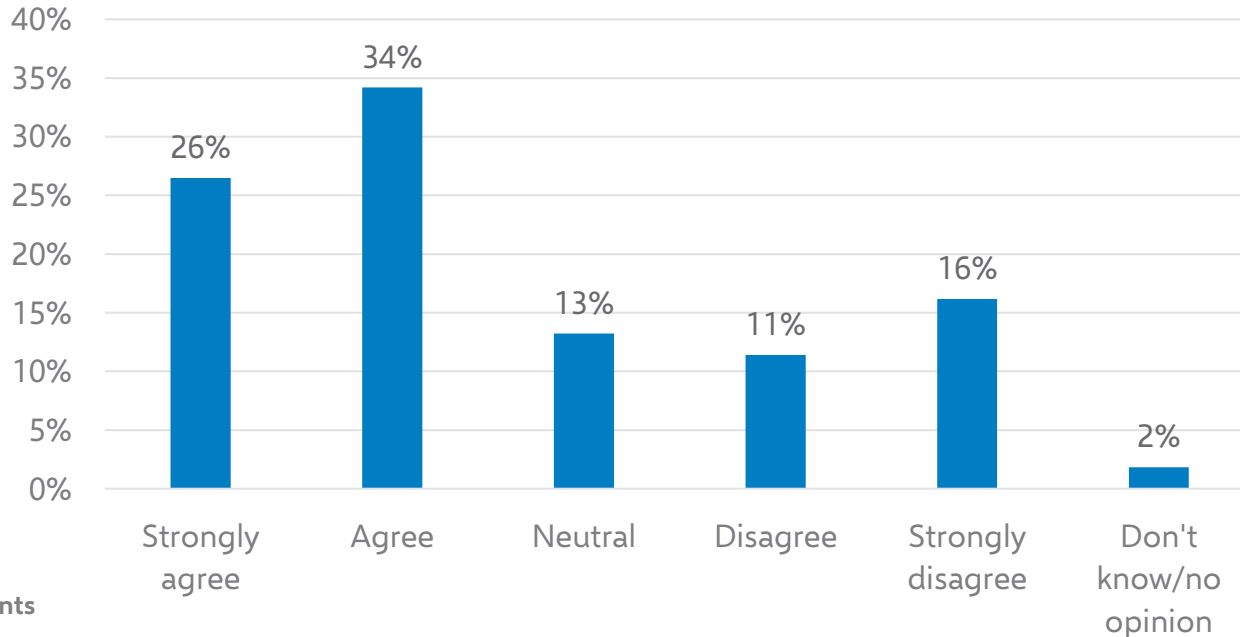


Reference Slides

Community Engagement Window #2 Outcomes



Short Survey Question: I support Orange County's current approach to guiding conservation and growth in unincorporated Orange County.

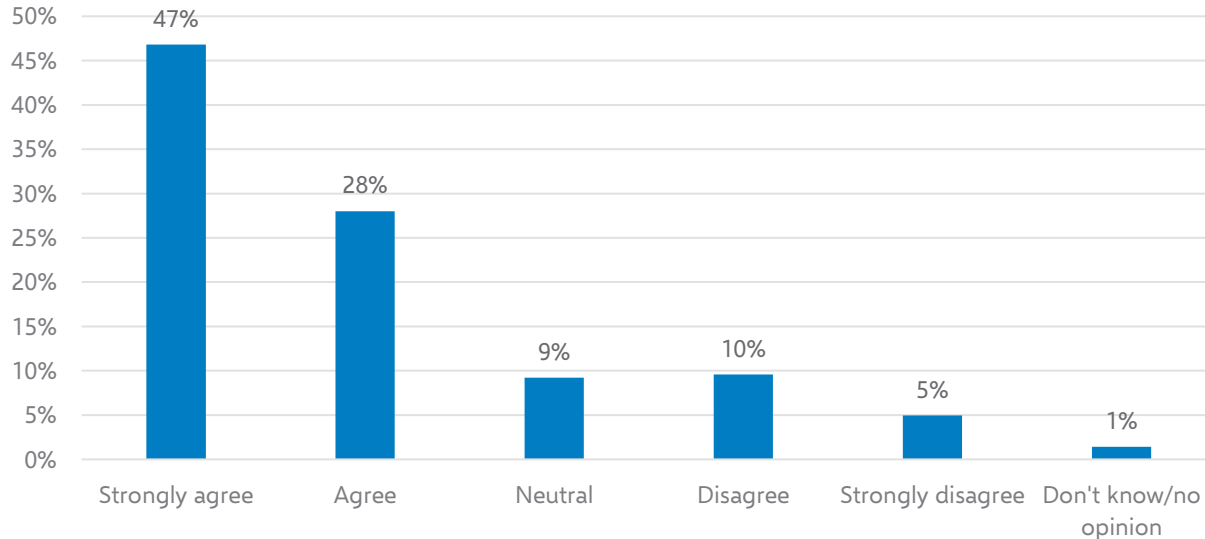


*272 out of 420 respondents answered this question.

Community Engagement Window #2 Outcomes



Short Survey Question: To protect priority agricultural, environmental, and rural lands, I support further restricting development in unincorporated Orange County.

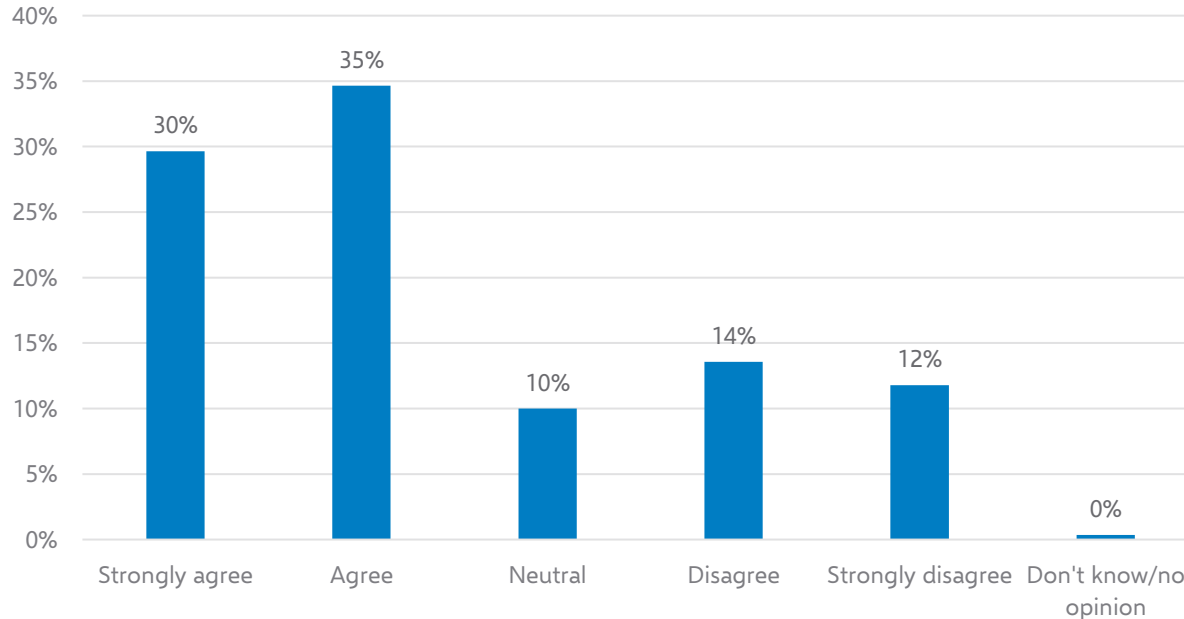


*282 out of 420 respondents answered this question.

Community Engagement Window #2 Outcomes



Short Survey Question: To provide more housing choices, I support residential development in unincorporated Orange County as long as it permanently protects priority agricultural, wildlife habitat, or watershed lands on the development site.

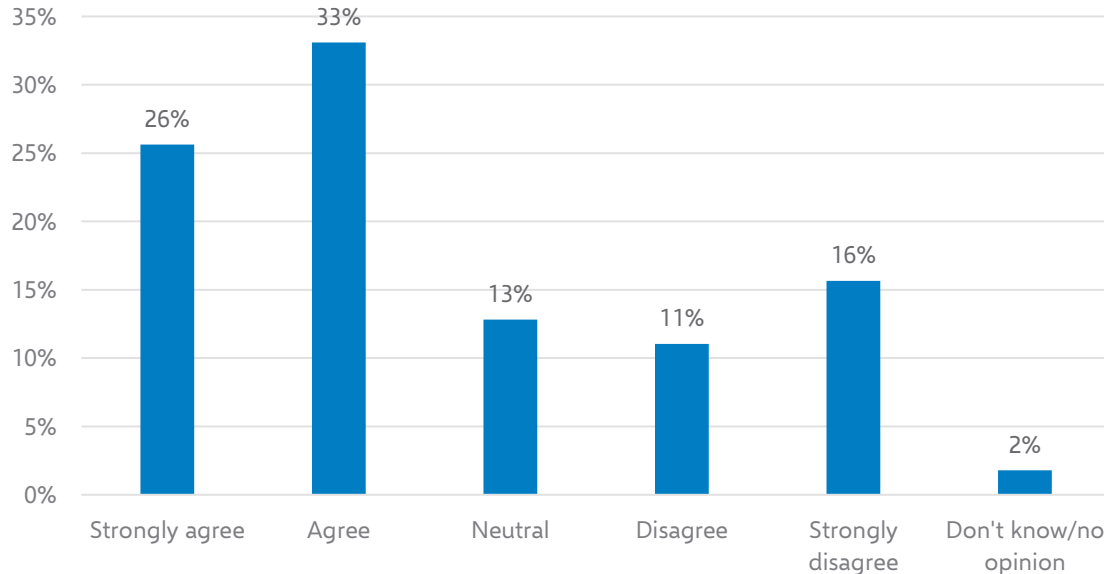


*280 out of 420 respondents answered this question.

Community Engagement Window #2 Outcomes



Short Survey Question: To provide more housing choices, I support higher-density residential mixed-use developments, such as townhomes and apartments over shops, in a few locations in unincorporated Orange County that could be served by town water and sewer.

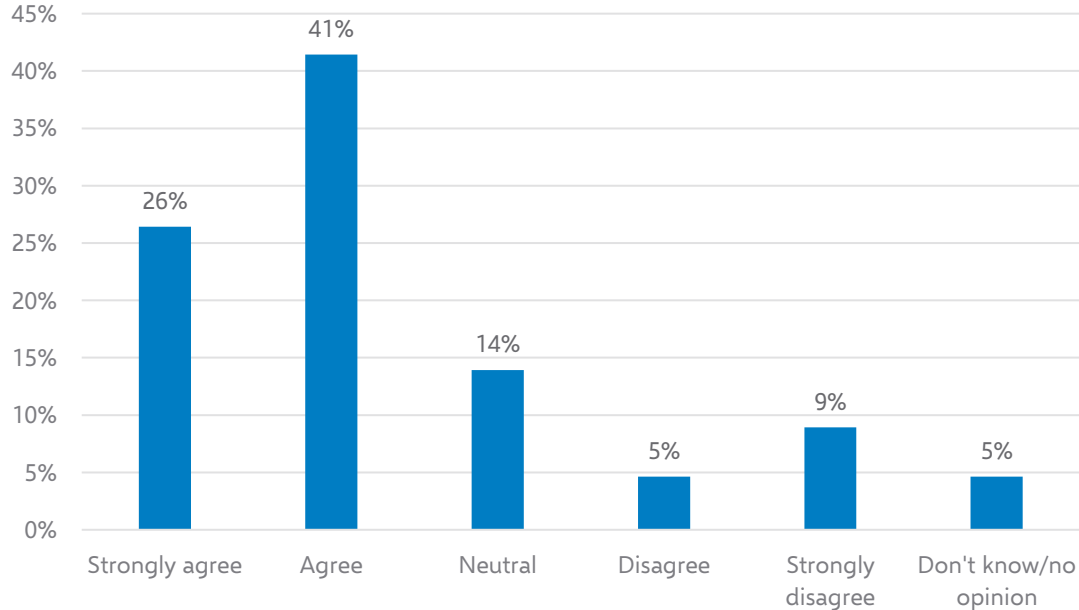


*281 out of 420 respondents answered this question.

Community Engagement Window #2 Outcomes



Short Survey Question: To provide more employment opportunities in unincorporated Orange County, I support the development of new employment centers near I-85 and Mebane.

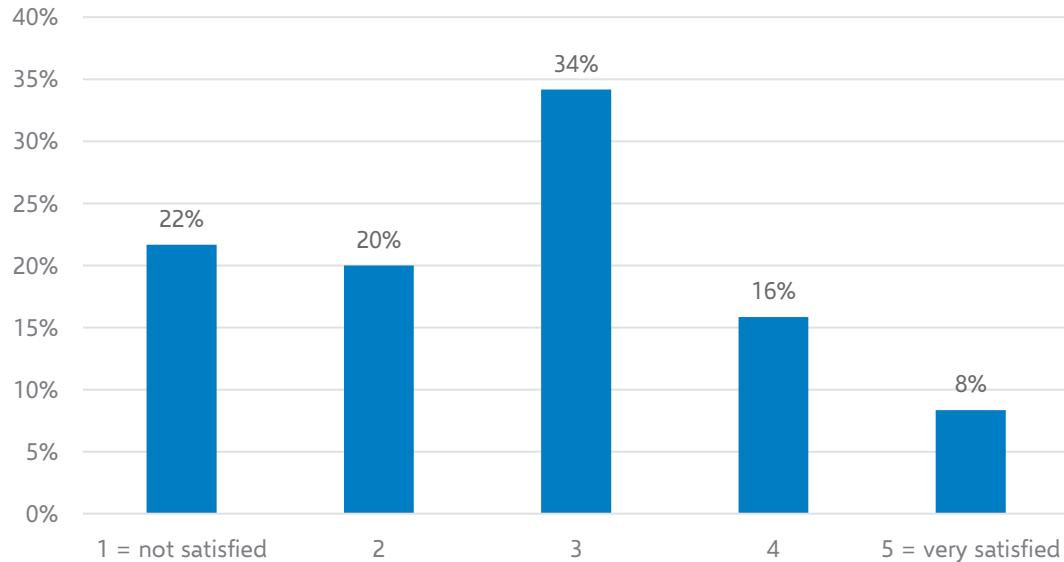


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Community Engagement Window #2 Outcomes



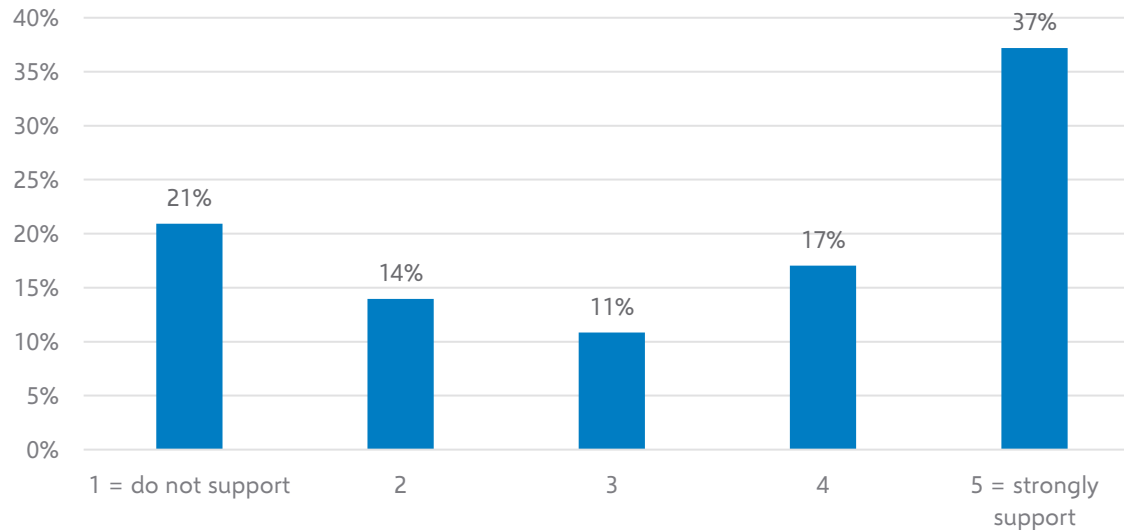
Considering Alternative #1, what is your level of satisfaction with the County's current approach to managing land use? Please select your level of satisfaction on the scale, with 1 being not satisfied and 5 being very satisfied.



Community Engagement Window #2 Outcomes



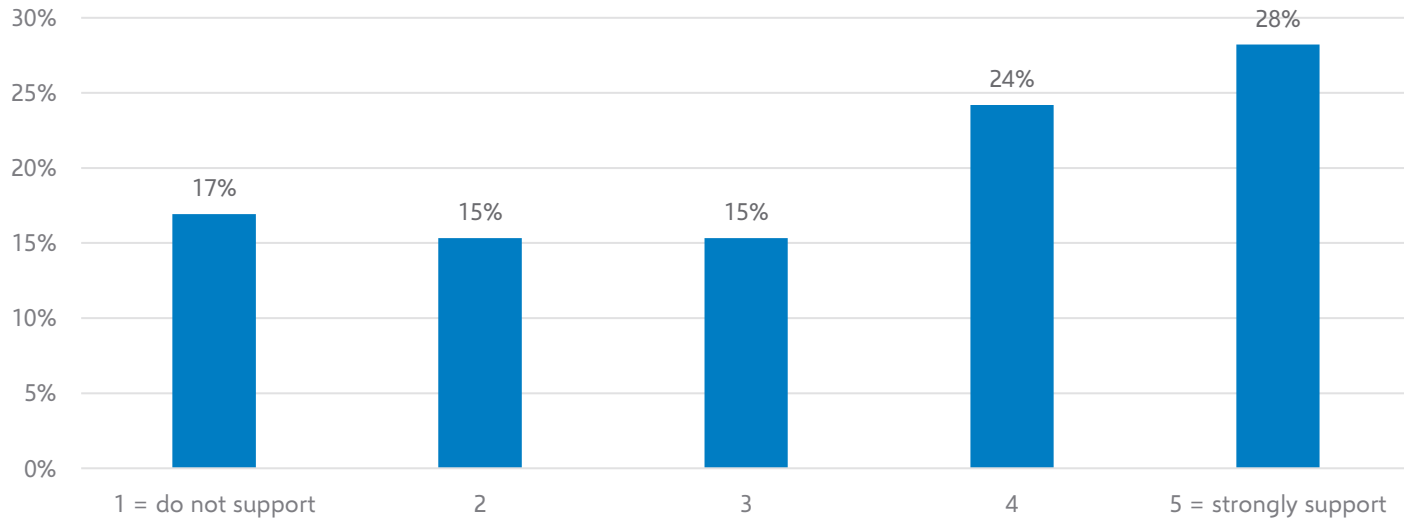
Considering Alternative #2, what is your level of support for changing the County's current approach of managing land use to be more focused on protection of environmental, agricultural, watershed, and rural lands? Please select your level of support on the scale, with 1 being do not support and 5 being strongly support.



Community Engagement Window #2 Outcomes



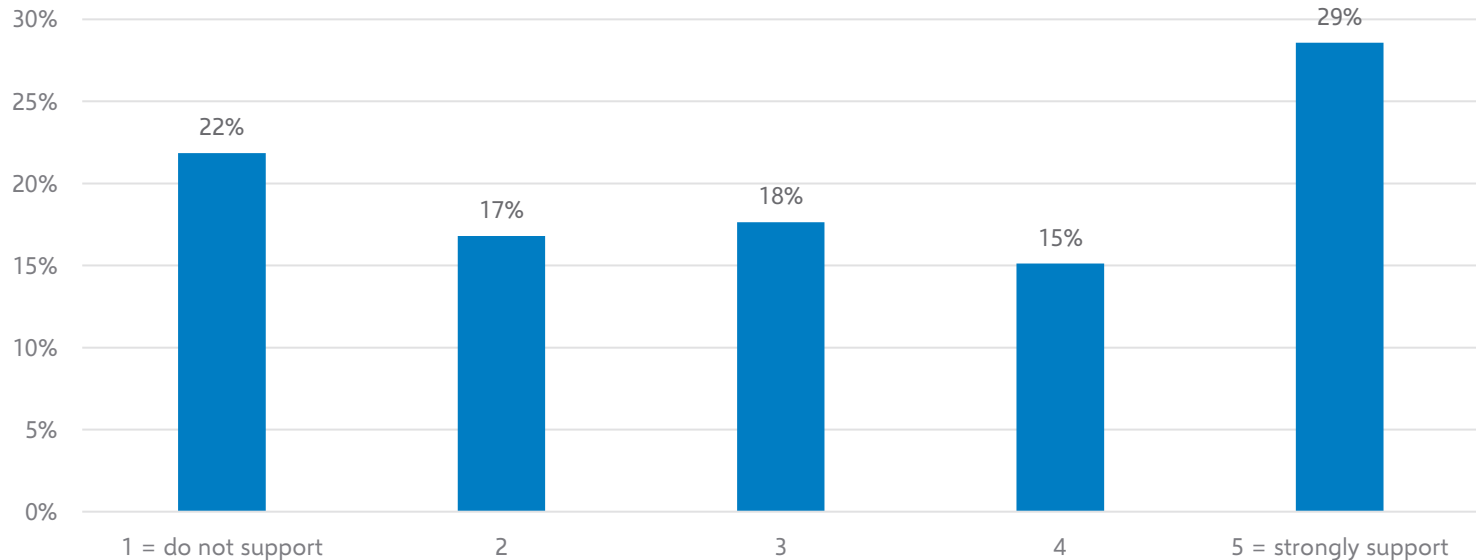
Considering Alternative #3, what is your level of support for changing the County's current approach of managing land use to encourage new Rural Conservation Neighborhoods that allow for smaller lot sizes in trade for 60% of the site to be permanently protected? Please circle your level of support on the scale, with 1 being do not support and 5 being strongly support.



Community Engagement Window #2 Outcomes



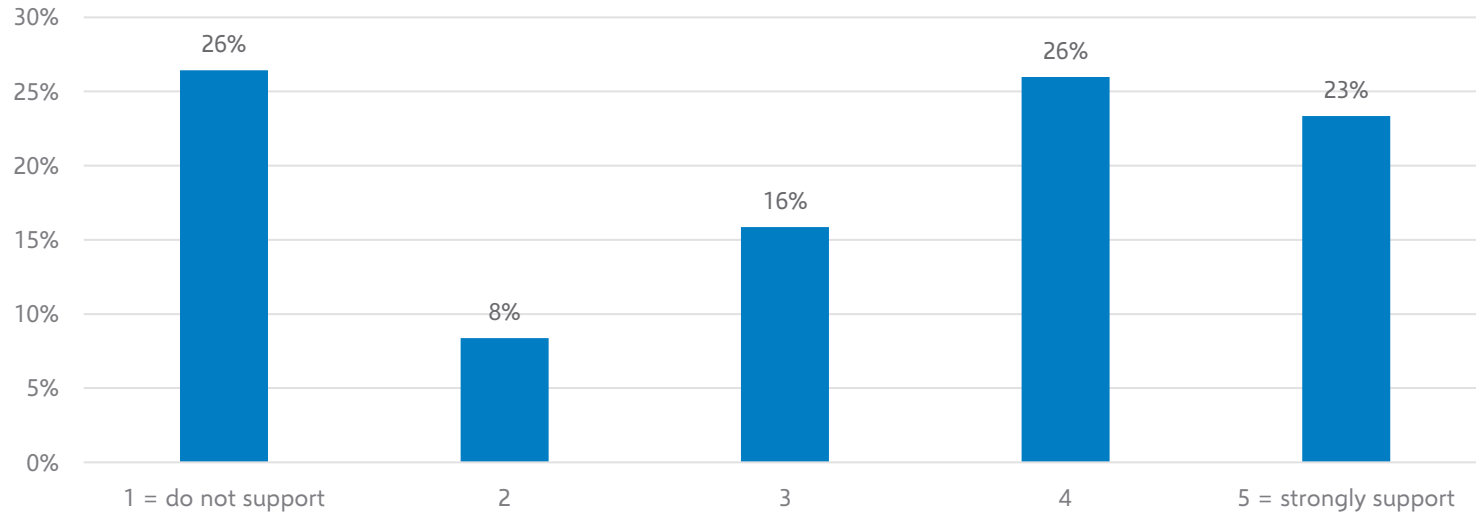
The Rural Conservation Neighborhoods included in Alternative #3 would likely require private community water and sewer systems to serve these developments. What is your level of support for allowing the development of private water and wastewater systems to support this type of development? Please circle your level of support on the scale, with 1 being do not support and 5 being strongly support.



Community Engagement Window #2 Outcomes



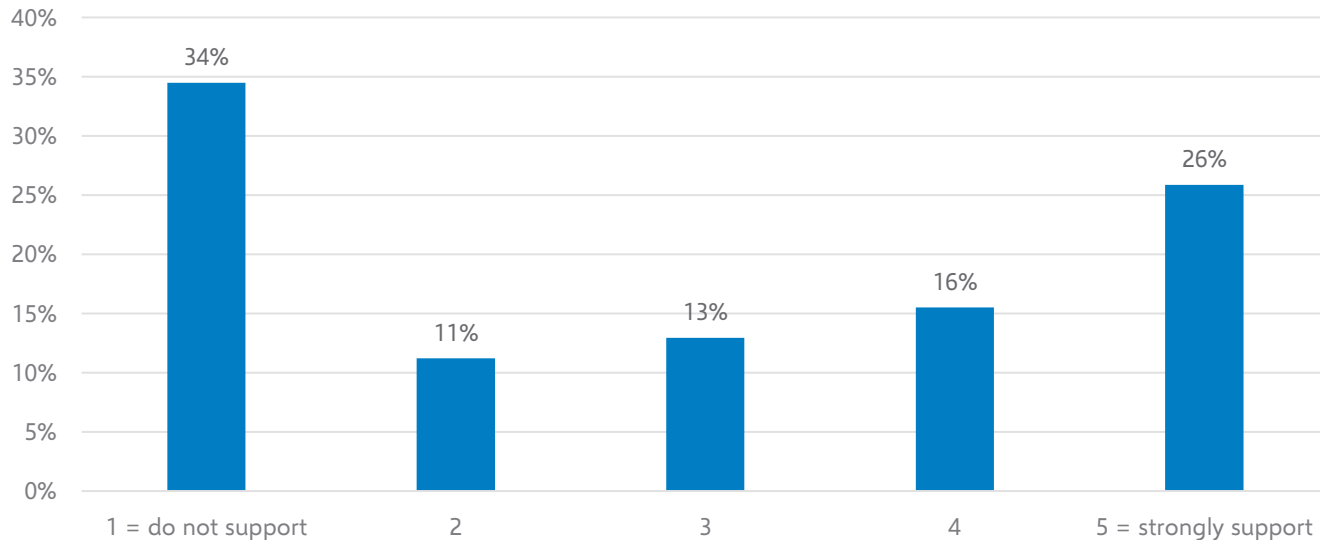
Alternatives #3 and #4 both include a new Economic Development Area near Efland south of West Ten Road that could provide new employment opportunities and tax base for the County. What is your level of support for changing the County's current approach of managing land use to allow for this new Economic Development Area?



Community Engagement Window #2 Outcomes



Considering Alternative #4, what is your level of support for changing the County's current approach of managing land use to allow for two types of higher intensity mixed-use developments? Please select your level of support on the scale, with 1 being do not support and 5 being strongly support.



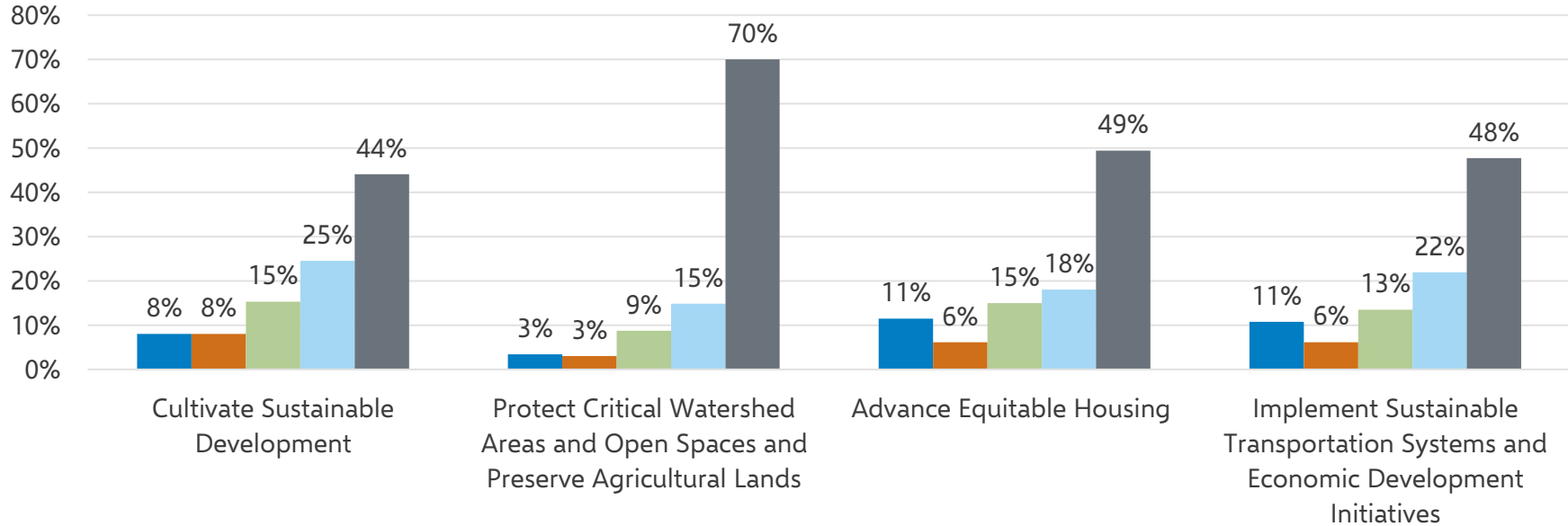
*124 out of 420 respondents answered this question.

Community Engagement Window #2 Outcomes: Vision Themes



Short Survey

Do the Vision Themes address Orange County's needs over the next 25 years?



*263 out of 420 respondents answered this question.

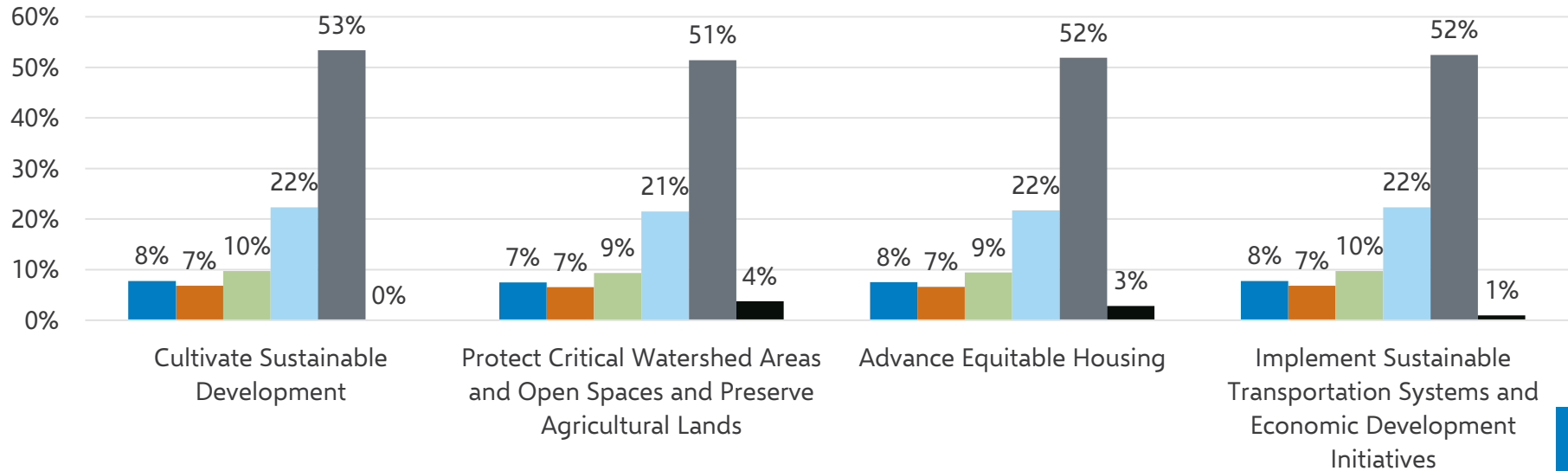
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Community Engagement Window #2 Outcomes: Vision Themes



Long Survey

Do you support each Vision Theme listed below as the land use aspirations for Orange County over the next 25 years?



*263 out of 420 respondents answered this question.

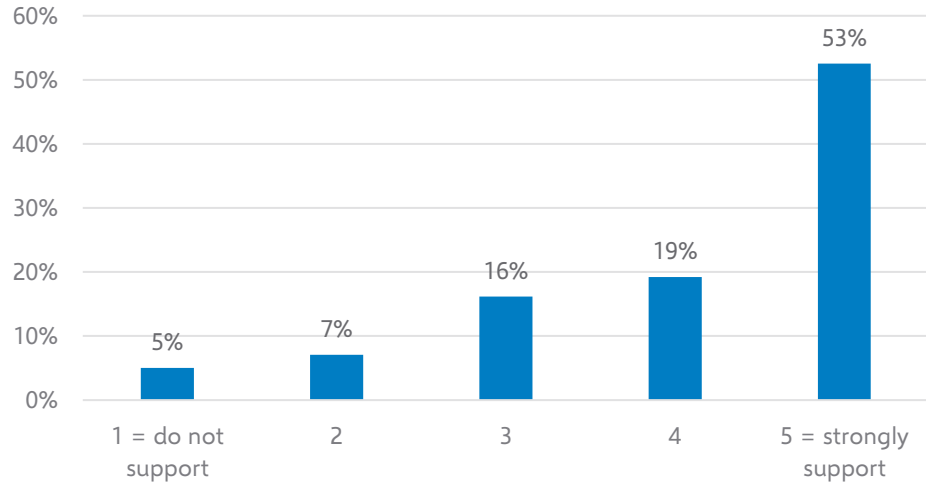
■ 1 = Do Not Support ■ 2 ■ 3 ■ 4 ■ 5 = Strongly Support ■ Blank

Community Engagement Window #2 Outcomes: Goals

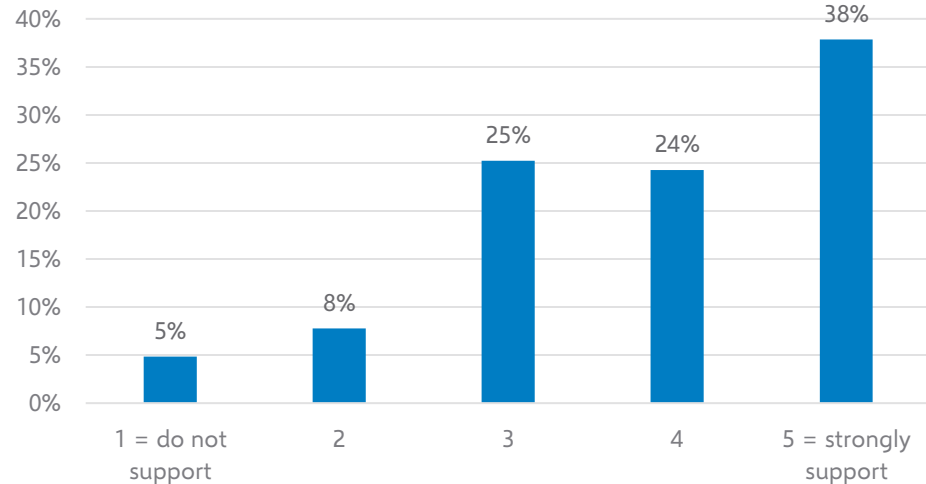


Long Survey: Do you support each Goal listed below to guide Orange County's land planning efforts over the next 25 years?

Community Equity*



Economy and Employment**



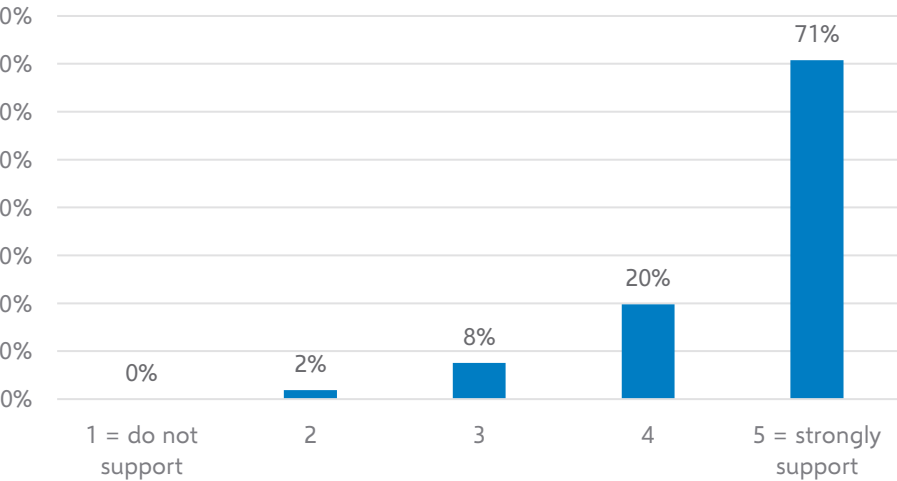
*99 and **103 out of 420 respondents answered these questions.

Community Engagement Window #2 Outcomes: Goals

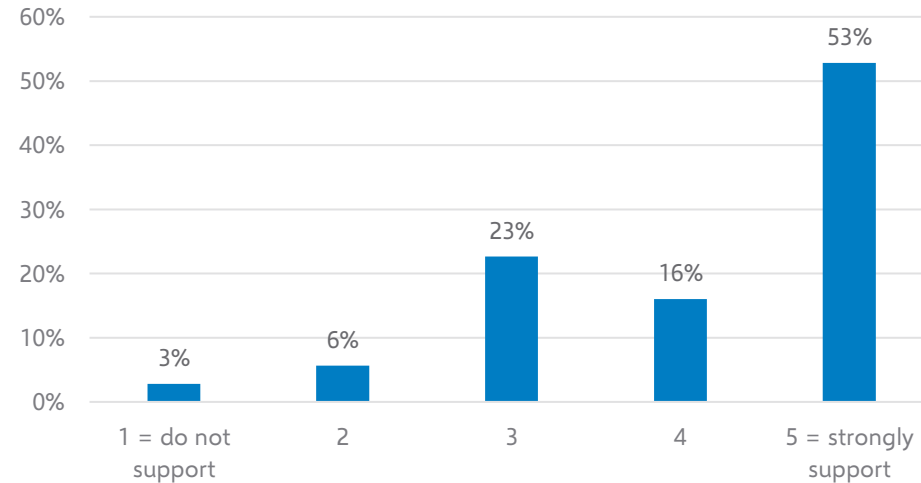


Long Survey: Do you support each Goal listed below to guide Orange County's land planning efforts over the next 25 years?

Environment, Parks, and Recreation



Housing and Affordability



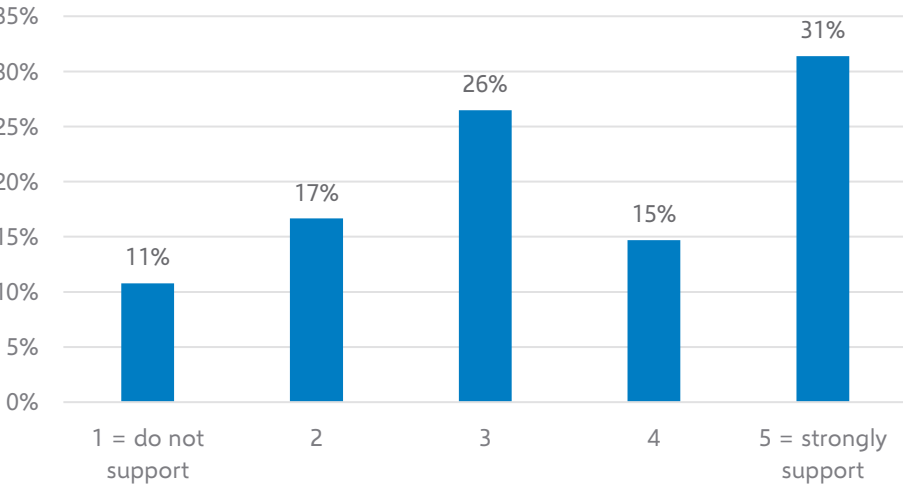
106 out of 420 respondents answered these questions.

Community Engagement Window #2 Outcomes: Goals

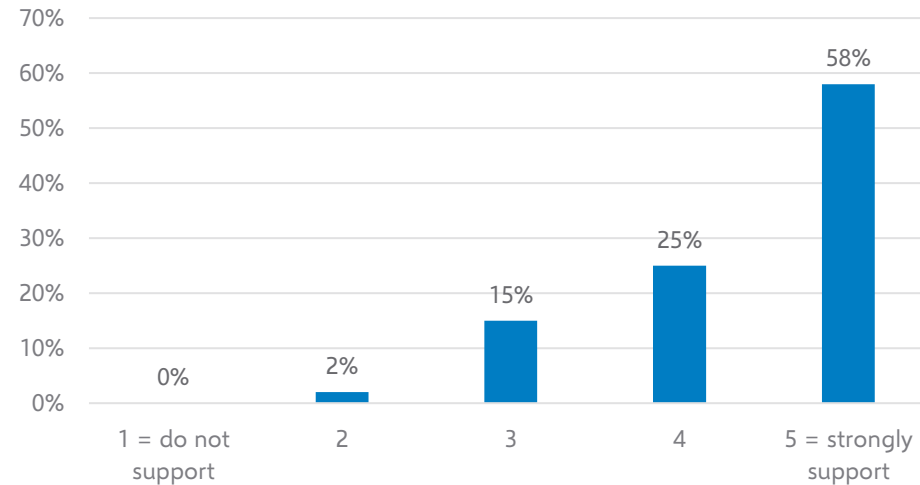


Long Survey: Do you support each Goal listed below to guide Orange County's land planning efforts over the next 25 years?

Regional and Local Growth*



Resiliency and Hazard Mitigation**



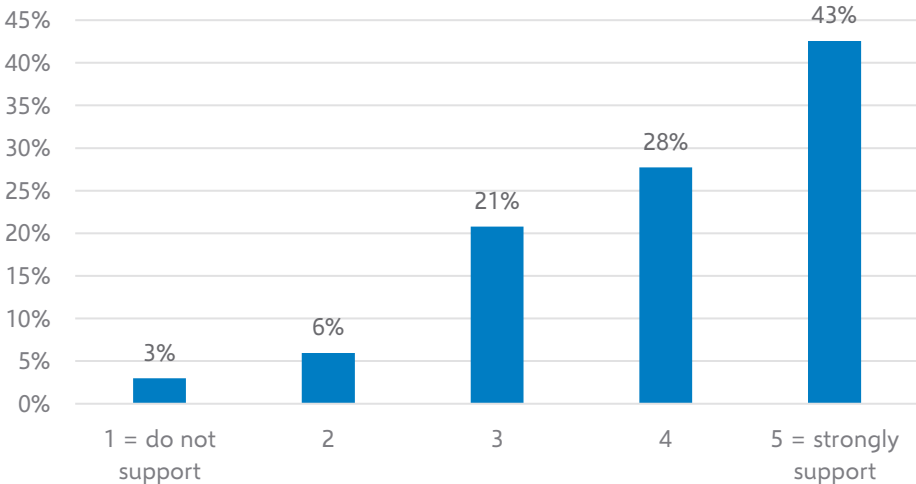
*102 and **100 out of 420 respondents answered these questions.

Community Engagement Window #2 Outcomes: Goals

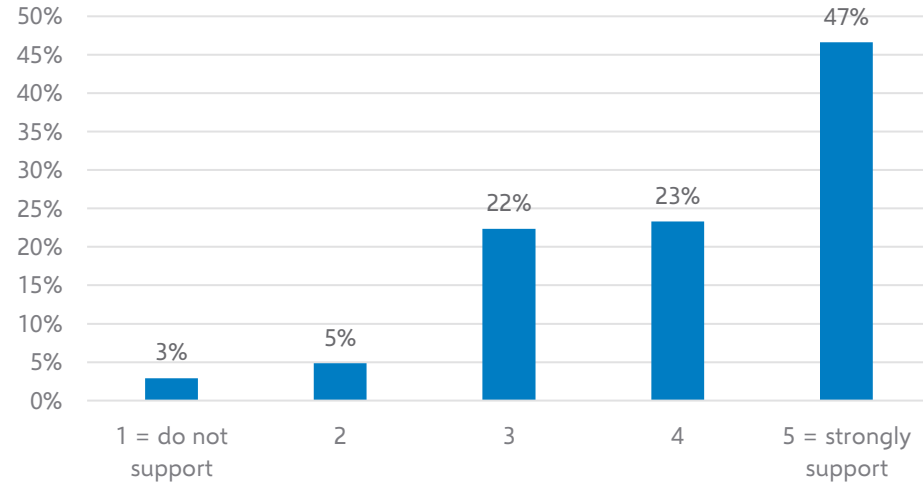


Long Survey: Do you support each Goal listed below to guide Orange County's land planning efforts over the next 25 years?

Services and Community Facilities*



Transportation and Mobility**

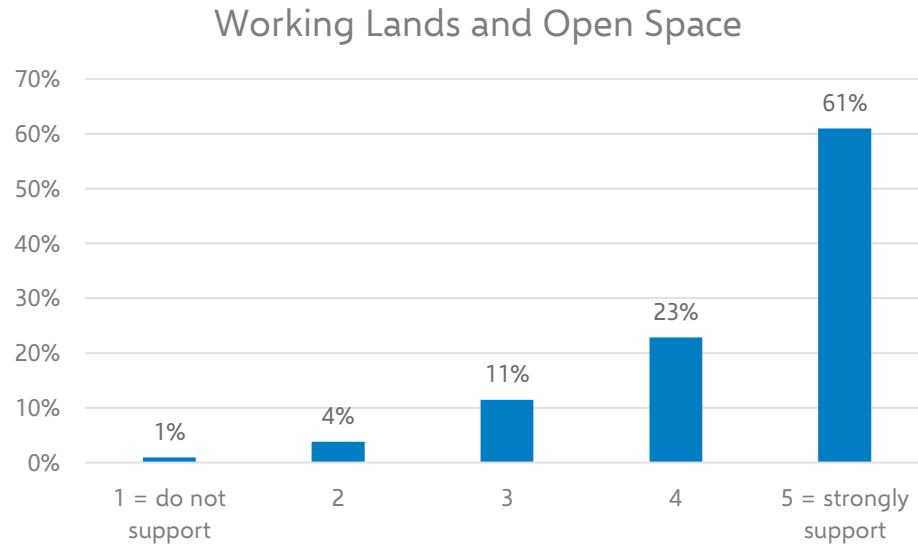


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Community Engagement Window #2 Outcomes: Goals



Long Survey: Do you support each Goal listed below to guide Orange County's land planning efforts over the next 25 years?



105 out of 420 respondents answered these questions.

Community Engagement Window #2 Outcomes



Summary of Short Survey Responses

- More participants chose to take the short survey
- **Majority (61%)** of responses) support the County's **current approach** to guiding conservation and growth in Orange County
- **Strong agreement (75%)** of responses) for further restricting development in unincorporated Orange County to **protect priority agricultural, environmental, and rural lands**
- **Majority (64%)** support residential development to provide **more housing choices** (as long as it permanently protects priority agricultural, wildlife habitat, or watershed lands)
- **Majority (59%)** support **higher-density residential mixed-use developments** in strategic locations
- **Majority (68%)** support providing **more employment opportunities** near I-85 and Mebane

Community Engagement Window #2 Outcomes



Summary of Long Survey Responses: Goals

Strong support for Goals:

- Community Equity **(72%)**
- Economy and Employment **(62%)**
- Environment, Parks, and Recreation **(91%)**
- Housing and Affordability **(69%)**
- Resiliency and Hazard Mitigation **(83%)**
- Services and Community Facilities **(70%)**
- Transportation and Mobility **(70%)**
- Working Lands and Open Space **(84%)**

Room for improvement on:

- Regional and Local Growth **(46% support)**

Community Engagement Window #2



Publicity and Outreach Efforts

- Online outreach through social media, email newsletters, and County homepage, Social media flyers in English and Spanish
- Other publicity throughout Orange County facilities television monitors
- Mailed postcards to owners of 1,000 properties near Gravelly Hill Middle School
- Staff worked with community organizations and leaders to publicize events and online survey
- Staff tabling at community events

Orange County Land Use Plan 2050
Community Meetings

Are you interested in where and how new development happens? Do you care about Orange County's environmental resources and where and how they are preserved?

Help to guide the future of Orange County! Join us to review modeled land use alternatives and draft vision themes and goals. All content and activities will be the same at both meetings.

If you are planning on attending this event and would like interpretation services, call (919) 245-2498 two weeks prior to the event.

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Reuniones Comunitarias

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Ayuda a guiar el futuro del Condado de Orange! Únase a nosotros para revisar alternativas modeladas de uso de la tierra y redactar temas y objetivos de visión. Todos los contenidos y actividades serán los mismos en ambas reuniones.

Si planea asistir a este evento y desea servicios de interpretación, llame al (919) 245-2498 dos semanas antes del evento.

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| Jueves, 3 de octubre | 6 – 7:30 pm | American Legion Post 6 3700 NC-54, Chapel Hill, NC |



Escanee para ver en el proyecto del sitio web!
orangecountylanduseplan.com

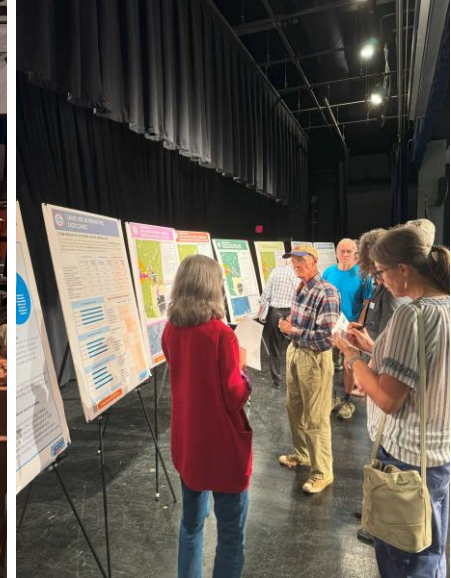
Community Engagement Window #2



Community Meetings

September and October 2024

- Held at **Gravelly Hill Middle School** (September 25) and **American Legion Post 6** (October 3)
- Presentation with overview of project
- Collected feedback from participants through paper copies of survey
- Shorter survey and online activities shared as additional options



Community Engagement Window #2



Community Partner-Hosted Meetings

October 2024

- Planning staff worked with community organizations to host 3 additional community partner-hosted meetings.
 - Objective was to reach populations that have traditionally been underrepresented in Orange County land use planning.
 - Partnered with meeting hosts to distribute invitations and encourage participation among respective communities.
- **El Centro Hispano** at the Chapel Hill-Carrboro Chamber (October 9)
 - El Centro Hispano provided live Spanish interpretation of presentation and discussion
- **Efland-Cheeks Community Center** (October 10)
 - Burmese interpretation services were offered
 - Based on insights from community center staff, \$10 Walmart gift cards were offered to participants.
- **Jones Grove Missionary Baptist Church** (October 15)



Community Engagement Window #2



Refresher on Land Use Alternatives



For all “new” alternatives, avoided adding more dense or intensive development within...

- Critical water supply watersheds
- Voluntary Agricultural Districts (VAD) and Enhanced (EVAD)

To the extent practical, avoided adding more dense or intensive development within...

- Protected water supply watersheds
- Conservation corridors (Eno/New Hope Habitat)



#2

Enhance Agricultural and Environmental Protections



#3

Low-Impact Rural Conservation Neighborhoods and New Employment in Strategic Locations



#4

Mixed-Use Centers and New Employment in Strategic Locations

Engagement Objectives



1 Measuring Engagement Satisfaction

Using voluntary exit questionnaires, participants were asked to **evaluate their satisfaction with community engagement activities.**

Our aim is to make engagement easy, accessible, and fun.

Members of the public should enjoy their experience and feel they were heard and respected.

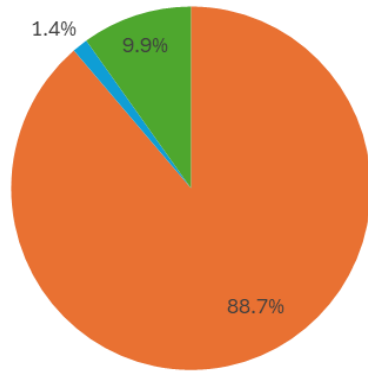


Engagement Objectives



1 Measuring Engagement Satisfaction

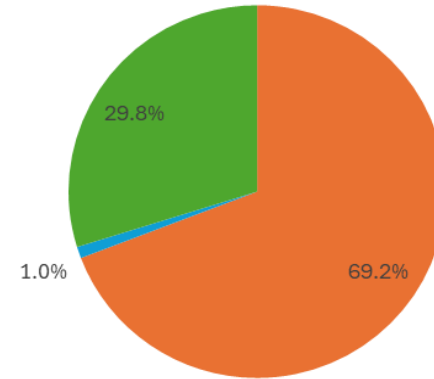
Were you comfortable sharing your input today?*



Yes No Other

*283 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Will you participate in future events? **



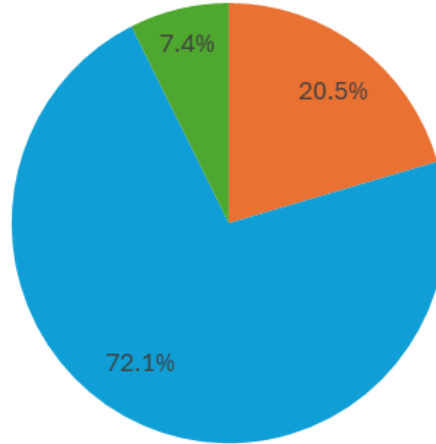
Yes No Maybe

**295 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



Did you previously participate in one of the prior engagement meetings or online engagement held October 2023 - February 2024?



Yes No Not sure

*283 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



2 Measuring Representation of Engagement

Using voluntary, self-reported exit questionnaires, participants were asked to share demographic information about themselves.

Participants that provide feedback should be representative of Orange County across the following factors: age, race/ethnicity, location of residence, and renter/homeowner. Recent Census data was used to evaluate representation. The information will be leveraged to improve future engagement efforts to improve representation.

Engagement Objectives



2 Measuring Representation of Engagement

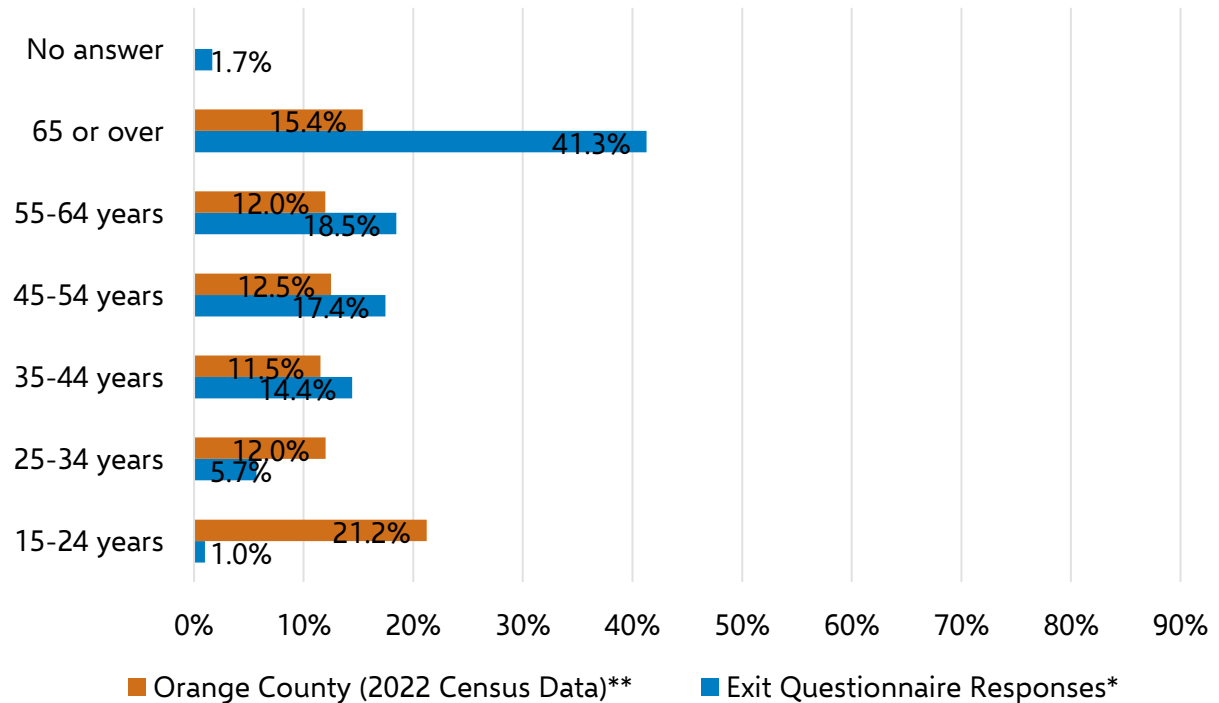
- Age
- Race/Ethnicity
- Living/Working in Orange County

Engagement Objectives



2 Measuring Representation of Engagement

- What is your age?



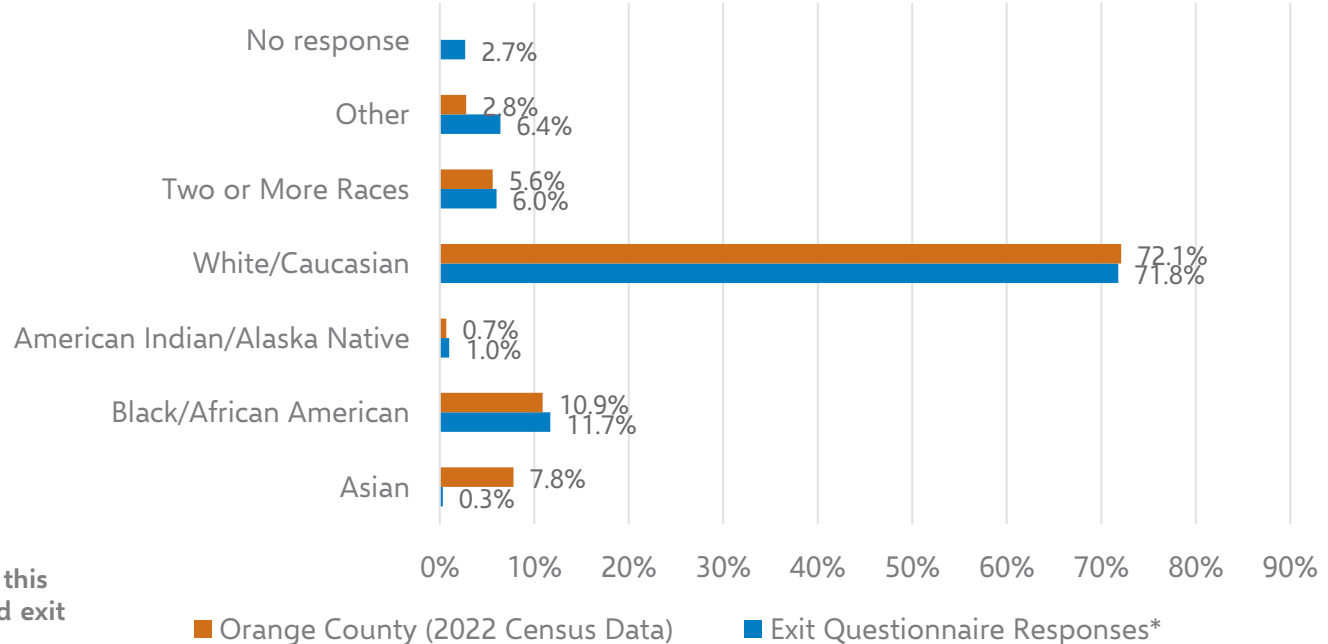
*293 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



2 Measuring Representation of Engagement

- Which racial group do you most closely identify with?



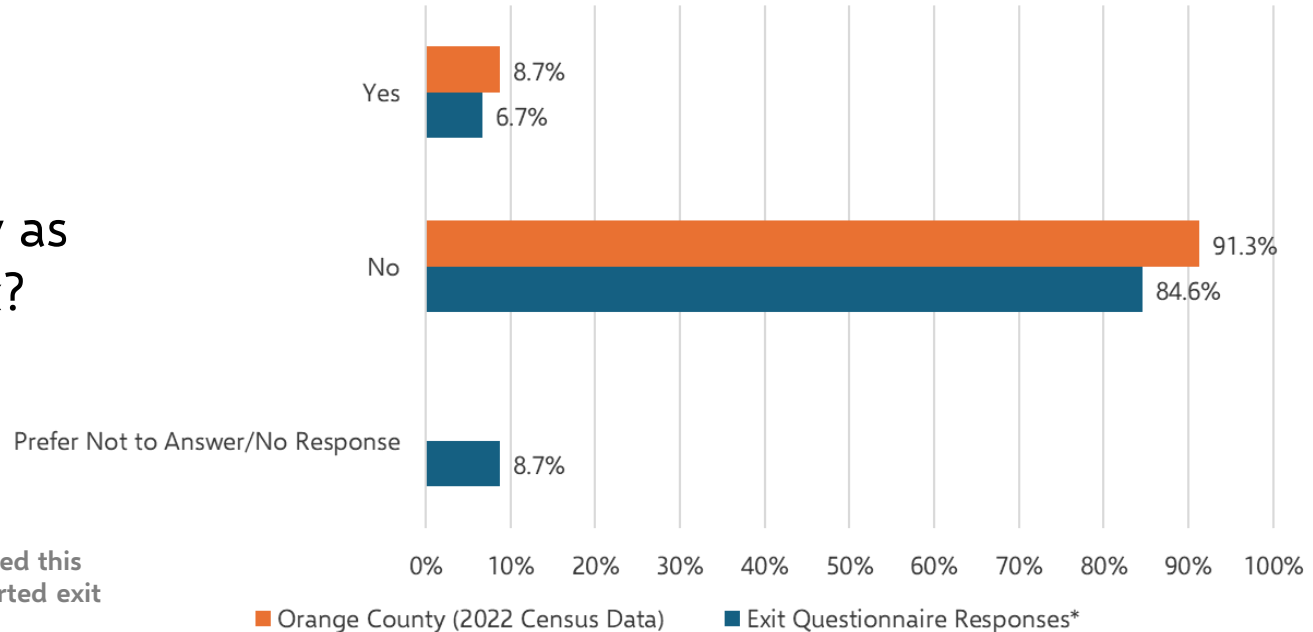
*290 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



2 Measuring Representation of Engagement

- Do you identify as Hispanic/Latinx?



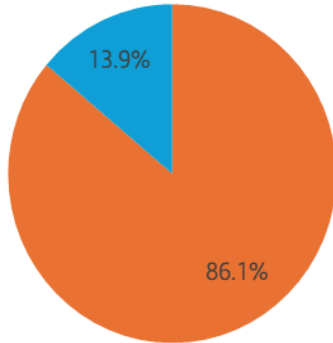
*285 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



2 Measuring Representation of Engagement

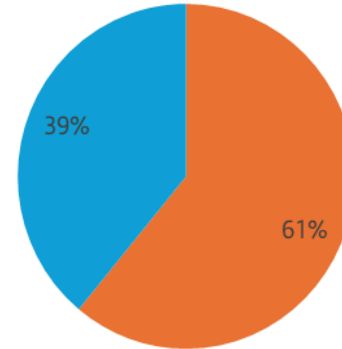
Do you live in Orange County?*



■ Yes ■ No

*296 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Do you work in Orange County?*



■ Yes ■ No

**287 out of 305 respondents answered this question on the voluntary, self-reported exit questionnaire.

Engagement Objectives



3 Measuring Increased Engagement

A benchmark for total numbers of responses received was set to measure engagement for all three community engagement windows.

The benchmark used will be comparing the Orange County Land Use Plan 2050 responses to the Orange County Climate Action Plan, which was recently completed in the community.