

## **Proposed Community Scope of Work for the Bolin Creek Greenway Public Engagement and Decision Process**

### **Introduction**

The Bolin Creek Greenway (BCG) is a partially completed multi-use path and greenway located in portions of Chapel Hill and Carrboro. The BCG's full design was presented in the Town of Carrboro, NC Bolin Creek Greenway Conceptual Master Plan in 2009. Two sections of the BCG, the Chapel Hill High School Homestead Path and the Wilson Park path, have been completed. The most significant incomplete segments in Carrboro are BCG Phases 3 and 4.

In the last 12 months, there has been significant interest (with some disagreement) in the community in re-activating work that was paused in the last decade on BCG Phases 3 and 4. In response to that interest, the Carrboro Town Council conducted a Work Session on February 14th, 2023 to discuss how to move forward with the process described in this document.

The Community Scope seeks to define ways to act appropriately and expeditiously on the guidance Town Council gave to Town Staff in the February Work Session.

### **Project Purpose**

The primary goal and purpose of this process is to support the Carrboro Town Council's ability to take a vote about whether to move forward with completion of the Bolin Creek Greenway by October 15th, 2023.

If there is an affirmative vote to move forward, the Town Council vote should also vote to confirm which of the three alignments from the 2009 BCG Conceptual Master Plan should be taken into Final Design and Construction.

To support the Town Council's ability to make a decision and vote, the core activities of this process are to seek, collect, and aggregate existing and new public input on which of the BCG alignments in the 2009 Conceptual Master Plan should advance to final design and construction, and to share that information with the Town Council and Carrboro residents in a way that reflects the views of residents all over Carrboro, and are representative of the Town's demographics.

## **Scope of Work**

### **Task 1 - Project Management Team (PMT)**

With the goal of Town Council taking a vote by October 15th, 2023, a project management team should be established that includes:

- The Town Manager or New Assistant Town Manager
- Communication and Engagement Director
- Chief Race and Equity Officer
- Representative Town staff from:
  - Parks and Recreation
  - Communications
  - Public Works
  - Others as identified by the Town Manager or designee

As this is primarily a public input exercise, the process will be managed by the Communications Department under the leadership of the Communication and Engagement Director.

#### **Task 1.1 - Project Management Team (PMT) Meeting Schedule**

In order to finish by the middle of October 2023, the Project Management team will need to meet biweekly (every other week) with ad hoc meetings as needed to ensure that the project stays on schedule.

#### **Task 1.2 - Project Management Team Meetings, Agendas, and Minutes**

Town or consultant staff will be identified to produce meeting agendas for the PMT. Each PMT meeting will feature:

- An Agenda distributed to PMT members at least two business days (48 hours or more) ahead of the meeting
- A list of action items in the Agenda, with named responsibility of who should complete them
- The taking of minutes, which will be distributed no more than 72 hours after each PMT meeting to the PMT and Town Manager if they are not a member of the PMT

## **Task 2 - Review of Existing Plans and Previously Gathered Input**

Town or consultant staff will review prior planning documents regarding Carrboro greenway planning, as well as compilations of public input that have data regarding public opinions on greenways. These should include, at minimum:

- 1994 Recreation and Parks Master Plan
- 1998 Facilitated Small Area Plan for Northern Transition Area
- 2000 Vision Plan
- 2006 Recreation and Parks Master Plan
- 2009 BCG Conceptual Master Plan
- November 30, 2009 Staff Update on BCG to then-Manager Stewart
- 2021 Town Survey (Whole Town Survey Responses)
- 2021 Town Survey (Qualified Census Tract Responses)
- 2022 Carrboro Connects Process Data

For each document, the project team will document:

- Plan assumptions about the BCG in each plan, and other greenways in Carrboro - which greenways are planned? To be built by when?
- Summaries of public opinion about the BCG in particular and greenways in general in the document
- Whether the document's public opinion data was gathered through a self-selection process or a process that matched Carrboro demographics using sampling methods and efforts to reach underserved populations

These documents will be summarized in simple, easy to understand language for a general public audience in printed and electronics formats, supporting whichever public engagement activities are identified in Task 4.

### **Task 3 Summary of Technical Data For General Public Audience**

The project team or consultant will assemble technical data from the study list above and other relevant existing studies to document various data regarding:

- Easy-to-read maps demonstrating the location of the proposed greenway alignments
- Disposition of institutional stakeholders towards any of the alternatives
- Opportunities and constraints for design of each alternative
- Potential environmental benefits and impacts of each alternative
- Potential access gains for people walking and biking created by adding the greenway to existing bike/ped networks in the community
- High-level cost estimates for each alternative based on 2022/2023 costs per mile of other greenway projects
- Estimates of how many people may use any of the greenway alignments

The data will be summarized in simple, easy to understand language for a general public audience in printed and electronics formats, supporting whichever public engagement activities are identified in Task 4.

## **Task 4 Public Engagement Activities**

### **Task 4.1 Engagement Activity Identification and Categorization**

Working with the Communication and Engagement Director and the Chief Race and Equity Officer, the project team or consultant will review the following policy documents and processes, identifying principles within each. However, the primary goal of this review is to identify ACTIONABLE ENGAGEMENT PRACTICES that are most likely to support equitable engagement as an outcome.

- One Orange Racial Equity Framework
- Carrboro Inclusive Communications and Community Engagement Plan
- Carrboro Connects Plan Activities and Participation Data by Various Demographics

The review should create a menu of engagement actions that can be used in between the start of the engagement process and October, with each of them being rated in two ways:

- Is it a self-selecting, opt-in process that community STAKEHOLDERS MUST TAKE ACTION to participate in, or is it a stakeholder-seeking processes that goes to meet people where they are, with the INITIATIVE COMING FROM THE TOWN?
- Regardless of intent, and on the basis of who participates, is the engagement method:
  - More Equitable
  - Neutral / Varying
  - Less Equitable

### **Task 4.2 Stakeholder Identification Based On Town Demographic Profile**

The project team or consultant will use Census Data and other appropriate sources to establish a demographic profile of the town that is accounts for:

- Race and Ethnicity
- Household Income
- Homeowner or Renter status
- Age
- Sexual Orientation / Gender Identity
- Those under age 18
- Those over age 65
- People with a disability
- How People Travel to Work (Car, Bus, Bike, Walk, etc)
- Whether Someone is a Student or Non-Student (UNC-CH or CHCCS, or other)
- Whether there are school-age children in the household

### **Task 4.3 Outreach Execution Plan**

The project team or consultant will use the data from Task 4.2 as a target for the overall participation within the process. Each engagement activity from Task 4.1 will be designed to gather as much information as possible on the demographic characteristics of participants to help track progress towards a representative picture of town opinion.

In Task 4.3, the project team or consultant will conduct the engagement activities designed in prior tasks, sharing the information gathered in Tasks 2 and 3, and asking questions of the public that will support the Town Council's ability to make a decision in October 2023.

Generally speaking, the effort should try to complete five (5) Stakeholder-Seeking activities from Task 4.1 for every one (1) Opt-In activity from Task 4.1 at the beginning of the process. As the engagement process continues, and project team and/or consultant staff identify which activities are more likely to bring the total participation to a dataset representative of Carrboro residents, the project team should adapt its approach in choosing and deploying activities to track the Town demographic profile created in Task 4.2

### **Task 5 Final Report to Town Council and Public**

One month prior to the reporting day to Council, public involvement should close (September 15th or so) to allow project team and/or consultant staff to assemble a report on all public feedback to distribute for Council and Public Review no less than 2 weeks prior to a mid-October Town Council meeting.

The report to Town Council by the project team should detail both broad measures of opinion like Townwide Surveys and also details of opinion from individual events.

The report should indicate which alignment among the alternatives in the 2009 BCG Conceptual Master plan is most widely supported among residents, and what positions (if any) have been offered by institutional stakeholders such as UNC on each alignment.

On the same day that the material is presented to the Town Council, all data from all engagement methods will be made available on the Town website.

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