

## Outreach Team Meeting

Date: January 11, 2022

Time: 6:30-8:00 PM

### Zoom Meeting

#### 1. Welcome & Icebreaker

- 10 Outreach Team members and 7 members of the City-County Planning Department were in attendance.

#### 2. Updates on Fall Engagement

- Staff provided an update on the current engagement phase and reminded everyone about the January 31 deadline.
  - Social Pinpoint (English): <https://durham.mysocialpinpoint.com/comprehensiveplan>
  - Social Pinpoint (Spanish): <https://durham.mysocialpinpoint.com/comprehensiveplan-espanol>
- Discussion: How has your experience been engaging with the Comprehensive Plan Place Type Map and Place Type Guide going so far?
  - It's been good for me because I've learned a lot. I've been able to listen and learn from everyone on the Outreach Team. The structure, flow, and timeframe has been good for me. The one thing I've heard is that the maps are still a little complicated and confusing for most people.
  - Staff has done a great job putting the Place Type Map together and explaining what the different place types are. There seems to be existing place types on the map. How do you all imagine translating that to future land uses? Can you explain more?
    - Response: We know that there are some places in our community where we don't anticipate a lot of change in the next decade or two so we tried to focus on areas that could see more change. The 120k parcels is a lot to go through and a lot for folks to engage on. We've identified existing neighborhoods and places with Home Owners Associations for small incremental change to occur in those places. For areas with large parking lots or suburban areas, we've identified more opportunities for infill or redevelopment. That's how we've tried to organize the place types on the map.
  - For my area it has been great engaging with residents by having community meetings to get people's ideas and having our coat drive, we were able to inform the community on how their voice could be a part of what's happening in Durham.
  - I was in the East Durham Community Meeting and took the steps to use the map but I still forgot. So, I can see how someone who has not been in a hands-on training may be confused and frustrated. There is fatigue from people working from home, working on the computer all the time, and a large segment of our community who don't have access to the internet. I've shared this information broadly, but it still isn't going to make people go and do it. Maybe a step-by-step video, moving at a slower pace and using plain language.
  - Especially the older population with less of them who are computer savvy - there are too many "clicks" required. Most will not take part unless I am there.
  - It was helpful to designate the community meetings by area. So, I don't know if I'm in West Durham or Downtown so when I wanted to choose, I felt like I could go to whichever one I wanted to. Maybe make this clearer?
  - My community has been so preoccupied with school and how it affects the family. I feel like it's been hard to introduce this and engage with all that's going on and trying to be sympathetic. Hard to look towards the future when we can't look at the end of the week.
  - We do door to door canvassing, dropping flyers, not interacting with people that much. Is that something—a simple flyer—we can place around and give to community leaders?

### 3. Update on the Policy Working Group

- Update from staff that the Policy Working Groups have been meeting and wanted to check in see how those are going and discuss cross-cutting between groups.
- Discussion: Do you have any reflections from your working groups discussions so far that you'd like to share with the rest of the Outreach Team? Do you have any policies, ideas, or thoughts that other working group members may be interested in that you would like to share?
  - Overview for Transportation. The transportation group is between the objective and policy area right now. We've been talking about what policies should address transportation issues. Walkability and being out in the communities with no sidewalks, where to add them, why sidewalks aren't present, how to get developers involved in the walkability aspect of transportation. Everyone seems to want to include this in the plan. Get people where they need to go safely. We've been talking about coordinating with Infrastructure group. Would love to bridge with the infrastructure group.
  - The infrastructure group will be reviewing the case study of Minneapolis and its approach to red-lining, etc. Are all groups examining Minneapolis and its Planning work?
  - I am in the environmental group and there's a lot of intersection with other groups and we've had a lot of ideas: around clean water, tree saving, green spaces, and trying to add what's missing: air quality and air monitoring. I made that my mission because it's as important as the rest. There's a lot of work that Carl had to do to bring all the notes together.
  - Durham is NOT Charlotte, nor do we want to be like Charlotte. Those who want an environment and a city like Charlotte have already moved there. Those who are in Durham are in Durham because they like the difference and better community feel. And seeing where they went wrong as well as some things they have done correctly. And it is important to look at how much money they have really spent (as opposed to the much lower projected costs) on things like Light Rail, commuter traffic, water quality, gentrification problems, loss of green space, etc.
  - Charlotte is in a similar spot where they've just completed a new plan and are trying to change the trajectory of where/how they're changing. Learning from other communities is helpful.
  - I like to take an idea that was there already and see how to make it work for us here. I looked at communities across the country that are trying to do this work and seeing what policies they're coming up with. Bringing these ideas and seeing how they could work for us in Durham.
  - When we look at what's happening with other communities it's helpful to look at what other communities are doing that doesn't work and learn from that. Communities that maybe have big income inequalities or are losing population and some lessons we can learn from. Our regional leaders are visiting South Florida to look at commuter rail and BRT. Miami/Ft Lauderdale/ Palm Beach similar regionally to our area. Jobs, Education, Training hard for us to find the direct connections into land use and how to write policies—all connecting and we're getting there.
  - Is there anything from Education, Jobs, and Training group around transportation? We can help think about this.
  - We need to be thinking about where the actual transit riders are and the environmental concern with getting more people off the road. This affects everything and is interconnected. What we've been talking about is making it easier for people to live the way they want to—walk to get to work or ride regional transit you should be able to do that. How do we have both? Great walkable communities but then also be able to get to the things you need via transit. Some people just like riding their cars and want to live out where there's no transit. I don't know how we're going to balance that out but we should be aspirational as a community.
  - Infrastructure meeting? We get into whether we can prioritize in writing the need to address inequities today in the plan with what we're trying to think about for the future. When you get

into the hows, whys, and looking forward to discussing a couple of documents later this month to get a blueprint for how to move this forward.

- The inequities have become bigger and includes gentrification. Nothing changed for our infrastructure or services even though we have new communities built near ours. The inequities can be built in the establishment of new neighborhoods. Established communities are being impacted because they didn't do anything to improve the transportation, infrastructure, and services.

#### **4. Brainstorm about upcoming Spring 2022 Engagement**

- Spring 2022 engagement will be focused on getting community input about the draft policies and will begin in April.
- Discussion: When would you like our next OT meeting based on when engagement starts? Would it be helpful to meet right after all engagement opportunities are posted so we can help prepare the group to best engage your own community?
  - Outreach Team members are interested in having an Outreach Team meeting once engagement materials have been posted, beginning of April.
- Discussion: Do you have any reflections from this engagement that can guide and inform planning for our upcoming Spring engagement?
  - There is a new park coming to my community if you are interested in an in person outdoor engagement.
  - Questions about educating what we mean by policy
  - Would like to know how many folks have been engaged and where they're from. We need to make sure we're getting input from every single area of Durham. Pandemic is making it difficult to engage in person. So, it's going to be me setting up zoom meetings.
  - Wonder about accountability when we're building so many new developments and impact on aging infrastructure. Experiencing a disconnect with starting engagement with now where we are with all the development that's been built or approved already. How did all this happen? It's daunting to see what's happened and who voted for this?

#### **5. Finishing up**

- For our next meeting, we will bring spring 2022 engagement materials to share with you all for reactions at the beginning of the engagement period.
- Meeting notes will be shared with this group and posted on the EngageDurham site after everyone has had time to review.
- Are there any announcements that anyone would like to share with the group?
  - None
- Thank you!

Helpful links: Registration for Wednesday Community Meeting:

[https://zoom.us/webinar/register/WN\\_mPpS6QClQSymyM-9pFQIFw](https://zoom.us/webinar/register/WN_mPpS6QClQSymyM-9pFQIFw)