

## Outreach Team Meeting Agenda and Notes

Date: Wednesday, September 7, 2021

Time 6:00-7:30pm

ZOOM Meeting

### 1. Welcome & Icebreaker

Icebreaker: What are three words you would use to describe yourself?

10 members Outreach Team members and 5 members of the City-County Planning Department were in attendance.

### 2. Update on the Policy Working Groups

1. *Staff – Provided a summary of the 8/30 Policy Working Groups meeting*
  - Meeting provided and orientation to the working groups and focused on building team relationships within group breakout rooms, hearing about the lived and professional experiences with members' topic areas, hopes and concerns for the working groups, big-picture questions, and which objectives groups would like to focus on for the duration of our work together.
  - Next meeting will occur within the first or second week of October and will focus on creating group agreements, welcoming youth representatives into the groups, and beginning to talk through goals and objectives relevant to each work group to develop policy ideas.
2. *PWG members – For the Outreach Team members who are part of the policy working groups, would you be willing to share out your initial experience or highlights with your working group so far and if you have any suggestions for staff as we begin planning the next meeting in early October?*

#### Discussion

- When selecting folks for working groups – why they fit into a particular group? I realized I don't know much about public schools or job training.
  - Response: We sent out a survey to all outreach team members for interest and you selected groups you'd be interested in and tried to make sure folks fit into a group they expressed interest in. Each person will bring a unique perspective to the group.
- There were a lot of people with more experience than myself in the public education, jobs, and training group and 5 or 6 people thought we should invite someone specific from the community to join the group – is that possible?
- I love being part of this group. I started to see some of how this will be going from theoretical into how it gets put on paper and the role of policies in that. There was a lot of conversation around workforce development and big picture needs in education to job pipeline.

- We all bring different perspectives into the group, hopefully we all learn from this as we go along.
- We can definitely bring people into the meetings to help think things through with policy creation. We will talk as staff to see if this person can be added to the group.
- I never got an email with the login information and I wasn't able to join the meeting.
- I never found out what group I'm going to be on.
  - Response: Staff will follow up to see if its possible to bring them into a group
- As a non-professional on the topic I am comfortable with the experts in the group, they were very accommodating and outgoing, patient and clear. As a novice I feel that I may be there to give lay perspective, from the street. I want to be sure that we don't drop off on the mandates around race equity that this plan has given us in the goals and objectives. If we just focus on new development, how can we tackle things that go beyond new development? Infrastructure is part of everything else.
- I think it would be helpful to have a "parking lot" for questions, suggestions, etc. that are important to address but may not be in line with the particular agenda. Maybe a Slack for each working group where everyone can have access to the working materials at their own pace since different folks are involved at different capacities and get involved at different points in time.
- In the environment group, I bring a lay person perspective, listen carefully, see how I can contribute, and make sure the group is not leaving anything out. Once we got our moderators, things went pretty smoothly. There were a lot of conversations which intersected back with the other groups. I am looking forward to having a Google drive set up to share information and may want to have meetings between the big meetings to discuss and work together more.
- I have a question about progressiveness – are the policies we want to put into the plan, all under progressiveness for schools, environment, etc. Will our elected officials be able to follow through with the policies we're trying to put into these plans? How much involvement will they have?
  - Response: The planning team has been sharing with JCCPC updates every other month and have kept elected officials in the loop. Elected officials seem supportive and on board with the direction of this work so far – engagement and goals and objectives. We are continuing to keep them regularly updated so we can hear early if there are concerns. We'll communicate concerns with the Outreach Team if we hear any.
- As for Planning Commissioners, are they involved in every working group? Did they request to be involved? Their role sometimes gets ignored by the elected officials. Is there an expectation that the elected officials will participate in this process at all? How can we be sure they are informed and on board with the direction?

- Response: We intentionally invited Planning Commission members to the Policy Working Groups. We will also be updating the Planning Commission through retreats as we go through this work. We also provide updates every other month to the majority of the elected officials at the Joint City-County Planning Committee meetings. That is where we share direction of the project and ask for feedback and redirection if needed to ensure we're aligned with their goals for the work.
  - I wasn't able to make the working group meeting, but I am part of the infrastructure group. This group covers so much stuff! I think we could use a lot of input from staff on what to center on like the lack of 911 operators, roads and bridges needing repair, and lots of other different things. The group may need to narrow down or create multiple groups out of Infrastructure to tackle everything since it all relates to the plan. What are the most important ones to cover in the Comprehensive Plan?
    - Response: That's especially the case for the infrastructure group. We will begin prioritizing which topics to hone in on for the PWG. That's something that was discussed at the first meeting and will continue to be discussed throughout this work. We will need to define the critical parts of the "infrastructure" for example and focus on things that can be affected by the Comprehensive Plan.
3. *For OT members that are not in the working groups, any questions about the initial meeting?*
- None.
4. *Non-PWG members - What are your hopes around the policies these groups will develop and/or how this process will influence policy development? What is most important to you to come out of the policies?*
- I hope to see good new policies to help the City progress more. There are 20 people moving here a day or week and Durham is continuing to grow so policies need to grow too. We need to focus on the younger generation for more job training programs, rather than people outside of our city coming in. People here are learning to grow with the city. We also need to work on our infrastructure - working on roads can take two or more years. Alston Ave is an example of this. There are concerns around flooding with this last hurricane and I don't want those things to come to Durham. We need to start at the bottom so that things that truly need to be done for the city to grow properly are done right rather than too fast and out of hand. We need to take care of our people.
  - I hear concerns about expertise in these groups. It is important that objectives for the process for each group are clearly defined since expertise can easily overtake opinion of residents if we let it. All input should be considered in the community. Alston Ave road project been a drain and eyesore for that community for so long, and the project makes that area inaccessible. I'd like to see project status updates on things like that given through these groups.

- Response: Residents are helping co-facilitate and we can work these suggestions into the community agreements for how we make sure staff don't take over space.
- The state has a lot to do with policies that are written. Before we get into what policies can be written or changed we should bring someone in from the state or understand policies from the state that clash with what we want. If we get to the end and the state doesn't approve, then that works against us.
  - Response: Staff plan to bring some of the existing issues and constraints to understand context. We will still want to strive beyond those but we'll need to understand what we're working with or need to work around in this work.
- The center of focus should be communication and make sure to engage all parties. Do we have a communications plan or framework at least? How will we utilize it to build a good system that can be sustainable?
  - Response We are working on designing an engagement plan with Engagement Ambassadors for this upcoming round of engagement. Let's transition to that next if there are no other policy working group questions. Hopefully this will answer your question if not we can go back to it.

### **3. Update on the Fall Community-wide Engagement Plan and Materials**

- *Overview of what the Place Types are and why they are important*

Our next phase of the plan and engagement will be focused around mapping Place Types. Place Types describe what an area will and should look like in the future based on the Community Goals and Objectives and future engagement efforts. They will describe what types of buildings can be built, what kind of city services will be needed like transportation or sewer, and other general characteristics of that place are. Place Types will be assigned to every parcel of land in Durham City and County. The end product of the Place Type section of the Comprehensive Plan will be a map of Durham identifying what the place type is for that area and a guide providing further detail about what the place type is and should look like. This will be our new Future Land Use Map.

The Place Type Map is a geographic depiction of what the community has said it wants to look like over the next several decades. The Place Type Map is not legally binding and does not change a property owner's rights under the existing zoning. Where the Zoning Map is legally binding and shows what is allowed to be built on a property today, the Place Type Map is a guide for future decision-making. Local government staff will use it to evaluate requests for new development (like zoning changes); inform decisions about infrastructure investments like extending water and sewer or adding new roads, sidewalks, or bus routes; and inform how departments and agencies plan their facilities and programs to serve Durham residents.

The Place Type Guide is a key for understanding the Place Type Map and includes a description of how each place will look and function for all of Durham. The map and guide are two components that will make up the Place Types of the Comprehensive Plan. Our team has been developing draft place types (map and guide) for Durham based on the Community Goals and Objectives and all of our community engagement up until this point. We will now be moving on to talk about our initial thoughts on how we plan to engage the community on the place types this fall.

- Any questions about the Place Type mapping before we talk about our initial ideas of how we plan to engage around them?
  - I didn't see the map for very long and I'm not sure if there is a key. I would like to see which areas have been developed or will be developed, and undeveloped areas, etc. This would be really helpful; the map was confusing to me.
    - The map on the slide is the current future land use map and we will be dropping a link to that in the chat. This work is to develop a new one for the City and County.
      - <https://durhamnc.gov/DocumentCenter/View/1171/Future-Land-Use-Map-PDF>
  - It would be helpful to be able to see draft map as we talk about infrastructure policies.
    - We are currently developing the map – the Comprehensive Plan includes the map and the words. The Policy Working Groups are the first ways the words will come together, and in parallel we'll be working on developing the map for the entire county. We will share some initial thoughts on engagement for the map shortly.
  - We often talk about the 2005 Comprehensive Plan. Can we talk to some of people part of previous process? Were they even able to imagine the current problems of Durham?
    - We could ask an Outreach Team member and Sara Young, the Director of the City-County Planning Department, about their thoughts and experiences with the 2005 plan. It's so challenging to try and see into the future.
  - Why can't we have a monorail down 15-501 from Durham to Chapel Hill? Other people-moving processes will be dreamt up before 2040 and this could change our priorities.
  - Last time we tried to get a train built – Duke was a hold up. We need leeway with Duke and new talk about what we can do.
  - I looked at the guide and am feeling the need to present former things vs future things. The current draft includes so much definition of places we don't want to continue. Can we focus on what we want and highlight those in the guide?
- *Overview of the ways we are thinking about designing this engagement*
  - We would like to get your initial feedback to help direct the development of our engagement. So, your insight tonight will be used to help inform the creation of our fall engagement strategy and materials. We will also be working with the Engagement

Ambassadors to design this engagement and our overall strategy based on what we have heard from you and other EAs about our previous rounds of engagement.

- As we've said, this next phase of engagement will be more geographically focused to ensure we are identifying the correct Place Types for different areas in Durham. Therefore, we need to make sure we are hearing from folks all throughout the community. Specifically, we need to assign Place Types for a neighborhood or area in Durham based what we are hearing from residents who live in or near that area – while also understanding that the Place Types and how we use land in any part of community affects the entire community.
- Currently, there are two broad ways we are thinking we will conduct fall engagement. These strategies will follow a similar format, contain similar content, and ask questions that can be compared across methods, but will aim to reach different members in the community:
  - **Engagement Ambassadors:** As before, we will be centering the Engagement Ambassadors in this work and want the types of engagement that we design with EAs to guide all the other engagement work. We will be working with engagement ambassadors specifically to design this engagement and ensure that it is central to all the other ways we will be engaging. Generally, we will be working to create a type of “toolkit” that engagement ambassadors will use to carry out their own mini engagement sessions about the place types – focused on specific parts of Durham. We are recruiting ambassadors in various locations throughout Durham to build insight on what residents would like their local community to look like in the future. A key difference compared to previous EA rounds, is that we will be working with EAs, before engagement begins, to help design the engagement. This work will be central to all of the other engagement work in this phase, so we are beginning with it and hope to take the lessons learned here about how to do engagement on the place type maps to the other forms of engagement. So that's the first of the two broad strategies, working with EA to design a toolkit to facilitate EAs holding their own engagement sessions focused on the Place Types. Today, we are particularly interested in any thoughts or ideas you all have about how the EA engagement on the Place Type could be designed!
  - The second broad form of engagement is community-wide engagement and we are envisioning that it could have a couple of different smaller components. Let's go through each of the three that we're thinking about:
    - A. Resident Engagement Toolkit**
      1. This will follow a similar format as the EA engagement and toolkit, but will be a voluntary role opposed to a stipended one. The intent is for this toolkit to be very similar to the one that the Engagement Ambassadors will be using. Let's talk a little bit about what could be included in a toolkit.
        - a. Background information note cards
        - b. Name tags
        - c. Sign-in sheet
        - d. (3) Worksheets

- e. 5x7 comment cards
- f. Pencils/pens
- g. Print-outs of handouts and exit questionnaires
- h. Envelope and bag for materials

**B. Community meetings** is another type of engagement that would be open to everyone. We envision that these would be led by Staff, and open to everyone. These meetings would be somewhat similar the Listening and Learning Session that we did in late 2019. We want to hold community meetings (likely virtually) where we facilitate conversation and discussion about the Place Types. Especially because this work is geographic, we will want to make sure that each of these meetings is focused on looking at the Place Types within smaller portions of Durham. So we are thinking we could different meetings set up to focus on different parts of Durham – similar to how the EA are being recruited with a focus on geography. These meetings would be led and facilitated by staff

**C. Community-Wide Digital Engagement**

1. Finally, we would like to create an online PTM for all residents to leave comments; potentially a brief survey about the Place Types Descriptions and Guide. We would like anyone to be able to view the Map and Guide online. This will allow anyone in the community to participate online – in an unguided format – meaning that anyone who wants to and is able to can do this engagement themselves can do so.

So, to recap- we are thinking about two broad engagement types – one for Engagement Ambassadors, which will be central to the work and which we’ll be starting first with. EA will be involved in designing that engagement, and it will likely result in EA from specific parts of Durham having conversations and discussion with their friends, families, and neighbors about the place Types. We want to structure this engagement so that it can be led by EA, and then that information can be passed back to the Staff. And then our second broad engagement strategy that could include a way for residents to hold their own small sessions, similar to the EAs, community meetings that anyone could attend where staff would lead engagement about parts of Durham, and then a community-wide digital engagement method, like a website where someone, by themselves, could review the give feedback on the Place Types.

- *Questions, Discussion, and Feedback on Strategy, Materials, and OT Toolkit:*
  - o Guiding Questions:
    - Thinking about the groups you are connected to that you might be able to engage in this process - what tools would you need to help you do that? What questions would you need clearer information around?
    - What would be helpful in the toolkit for this round of engagement?
  - o Notes:
    - Is there an older place type map we could send out?
      - We shared a link to the 2005 one, which is the map that is in place now. We’re working on a new, better version of this now and want to do a better version of that map that is less vague - not just density,

but more information on non-residential uses one could expect. We'd like it to be more descriptive of what we want to see in the future.

- There are different people who get on board in this process at different times and we have to go back over the whole process. Some people have been involved since the beginning. We could have smaller groups put together to help maximize ability to get feedback. There are a lot of people wanting to bring new people in, but also don't want to have to keep re-educating people on the whole process again. Maybe folks who've been involved can help explain this in a way that doesn't get caught up in the weeds. It would be more productive getting the information that they need to have folks involved help structure all that and give it to the people in way so that they have what they need.
- Engagement to community is important. I remember early on getting to this point where we talked about outreach and came up with signs and flyer and other things to use for outreach. I still think a public service announcement through the Durham Community channel is a good way to give enough information of what's going on and how people can get more detailed information. That announcement can be played repeatedly - we are under-utilizing tv media to reach out to community.
- I agree with but not everyone has cable. We should do these announcements during local news, on main channel stations to reach out to as many people as we can. I like the community Zoom meeting idea, it is a good way of reaching communities getting them involved and I think more on their level when they hold meetings. We need to hone in on the map to their area that's what will get them involved and participate.
- I hope that you'll use the INC – they are supposed to have representation from all the neighborhoods. We somehow need to make what this whole effort is more newsworthy to get coverage without the cost. Wondering how to sell this message to news media.
- I like the suggestions so far, not just TV but also radio, gospel, R&B channels, advertise what we're trying to get out to the public.
  - We will focus on parts of map closer to where people live, but this will likely have to be done virtually. Wondering about how we literally show this map or create maps that people can use to look at. We need a different approach now because of COVID, do people have thoughts about that?
- People need to know what areas are prioritized, not looking at just one area getting funding or investment. No community should have to wait 10, 20, or 30 years to see change. Areas that have been developed get so much more than communities that haven't.
- Things don't happen by design, it is essential for maps to indicate what areas are currently being looked at or worked in, what are the next areas to be worked on, what type of development, what is it currently zoned, what are

the possibilities, and the usability of the area. Social Pinpoint is not all that user friendly for lay person. Whatever maps are created have to be useable for people who aren't internet savvy and language needs to be basic. A lot of these documents have wording that's used which is not clear and concise. We need to have documents that are very easy to navigate. Local tv doesn't care about community unless someone getting shot or blown up.

- Send out a printed map before community Zooms. People will be most interested in what happens in their immediate community and then maybe we can get them involved in talking about larger community. There are lots of older people not feeling safe enough to go to a community meeting so let's make it easy for people without internet and without a printer, etc.

#### **4. Finishing Up**

- We'll be following up as we develop materials and more details of our strategy by email with the group and invite input as we do so. Again, your insight tonight will be used to help inform the creation of our fall engagement strategy and materials. We will also be working with the Engagement Ambassadors to design this outreach based on what we have heard from you and other EAs about our previous rounds of engagement. Please reach out to us with more feedback!
- Notes from this discussion will be posted on the EngageDurham website as well as included in a meeting follow-up email
- Are there any other announcements the group would like to share?
  - None.
- Please let us know if you have any feedback/suggestions on how we can improve our communication with you all and facilitation of meetings.
- Thank you!