



February 15, 2024

**Board of County
Commissioners
Briefing**

Agenda



- Project Progress
- Community Engagement Window #1
 - Engagement Events
 - Preliminary Outcomes
- Project Deliverables
 - Community Policy Profile
 - Stakeholder Interview Summary Report
 - Fact Book
- Next Steps



Project Progress

Project Progress



1

**Phase 1:
Launch
Project**

Month
1

- Meetings:
- Staff Meeting
 - Staff Working Group Meeting #1, in-person
 - Reconnaissance Tour
 - Stakeholder Interviews
- Major Deliverables:
- Project Management Plan
 - Context Mapping
 - Project Branding
 - Summary of Stakeholder Interviews
 - Project Website

2

**Phase 2:
Identify New
Issues and
Opportunities**

Months
2-7

- Meetings:
- Staff Working Group Meetings #2-#5
 - Community Engagement Window #1
- Major Deliverables:
- Current Policy Profile
 - Community Engagement Window #1 presentation and materials
 - Summary of Engagement Window #1 Results
 - Summary of New Issues and Opportunities

3

**Phase 3:
Evaluate
Planning
Influences**

Months
3-8

- Meetings:
- Staff Working Group Meeting #6
- Major Deliverables:
- Fact Book

4

**Phase 4:
Develop the
Plan**

Months
9-20

- Meetings:
- Staff Working Group Meetings #7-15
 - Community Engagement Windows #2-#3
- Major Deliverables:
- Staff, Staff Working Group, and Public Review Drafts of Comprehensive Plan
 - Public engagement materials for Community Engagement Windows #2-#3
 - Summary of Phase 4 Public Input Results

5

**Phase 5:
Adopt the
Plan**

Months
21-26

- Meetings:
- Staff Working Group Meeting #16
 - Public Adoption Hearings (2)
- Major Deliverables:
- Public Hearing Draft of Plan
 - Final Adopted Comprehensive Land Use Plan and Transmittal of Final Source Files

Phases 2 & 3 Status Report



Work that has been completed:

- DEI Engagement Database
- Stakeholder Survey and Summary Report
- Current Policy Profile
- Community Engagement Window #1 (workshop, meetings, online activities)
- Briefing to the Planning Board (February 7th)

Work that is underway:

- Preparing data/trends Fact Book
- Preparing New Issues and Opportunities Report



Community Engagement Window #1

Engagement Activities, Objectives, and Outcomes

Community Engagement Window (CEW) #1



Completed CEW#1 Activities:

- ✓ October 2023 Public Workshop
- ✓ January 2024 Additional Community Meetings (Jan. 19 and 20)
- ✓ Orange County Road Show (Jan. 31 and Feb. 1)
- ✓ Online activities available (October 26 – February 1)



Community Engagement Window #1



Publicity and Outreach Efforts

- Equity Database
 - Compiles contacts of DEI organizations and nonprofits and businesses owned by BIPOC/minorities, women, and veterans in Orange County
 - Email notice to 70+ organizations in the Equity Database
 - Direct outreach with 100+ contacts from Equity Database by Tate Consulting
- Project website collected email addresses; contacts received regular updates

Plan de Ordenamiento Territorial 2050 del Condado de Orange

Taller Público

Únase a nosotros en el primer taller público como lanzamiento oficial del proyecto del Plan de Ordenamiento Territorial 2050 del Condado de Orange.

El objetivo de este taller es definir las aspiraciones de la comunidad para el Condado de Orange en 2050 que puedan ayudar a conducir a la visión y las metas del plan.

Habrà interpretación simultànea en español durante el evento.

Jueves 26 de octubre de 6:00 a 8:00 pm
Bonnie B. Davis Center, 1020 US-70, Hillsborough, NC



Escanear para ver el proyecto website!
orangecountylanduseplan.com



Orange County Land Use Plan 2050

Public Workshop

Join us for the first public workshop as the official launch of the Orange County Land Use Plan 2050 project.

The goal of this workshop is to define community aspirations for Orange County in 2050 that can help lead to the vision and goals for the plan.

Thursday, October 26 • 6-8pm
Bonnie B. Davis Center, 1020 US-70, Hillsborough, NC



Scan to view project website!
orangecountylanduseplan.com



Community Engagement Window #1



Publicity and Outreach Efforts (cont.)

- Social media flyers in English and Spanish
- Weekly Orange County Newsletter
- Planning and Inspections Department Monthly Newsletter
- Email notices to County stakeholder advisory boards
- Banner on County's main homepage
- Project website linked from the Planning and Inspections Department homepage
- On television monitors throughout County facilities
- Yard signs posted outside County offices
- Project website and logo added to County staff email signature

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ORANGE COUNTY
LAND USE PLAN
2050



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Community Engagement Window #1



Public Workshop October 26, 2023

- Spanish interpreter services were available
- Held at Bonnie B. Davis Environment & Agricultural Center
- Presentation with overview of project
- Collected feedback from participants at four stations by planning topic

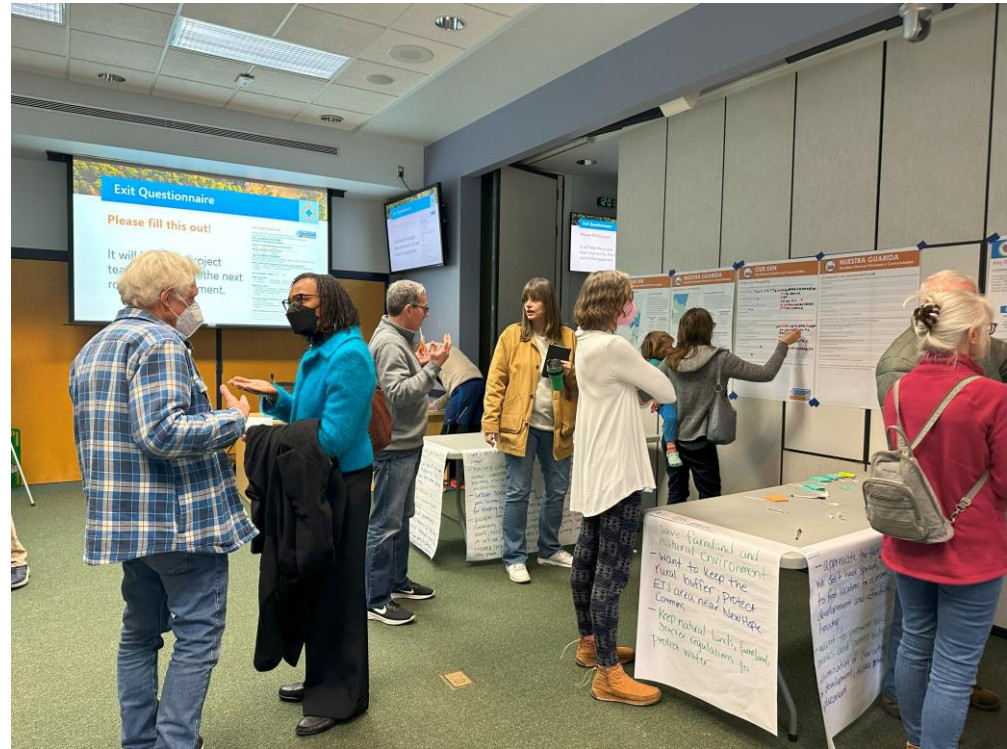


Community Engagement Window #1



Community Meetings January 19 and 20, 2024

- Spanish interpreter services were available
- Held at Cedar Grove Community Center and Southern Human Services Center
- Presentation with overview of project and collected feedback using the same questions as workshop
- Provided snacks and a \$10 Food Lion gift card to the first 25 participants at each meeting as advertised to Equity Database contacts



Community Engagement Window #1



- Total of **164 surveys received**
- At least 146 surveys were received at in-person meetings



Forum	Surveys Received	Approximate Number of Attendees
October 2023 Bonnie B. Davis	27	30+
January 19, 2024 Cedar Grove Community Center	67	70+
January 20, 2024 Southern Human Services Center	49	50+
January 31 and February 1, 2024 Orange County Road Show	3	40
Online surveys	14	--
Total	164	190

Engagement Objectives



The three objectives of Community Engagement Window #1 included:

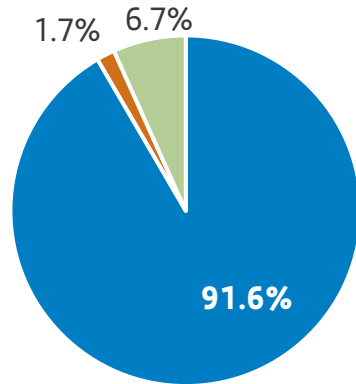
- 1 Engagement Satisfaction
- 2 Representative Engagement
- 3 Increased Engagement

Engagement Objectives



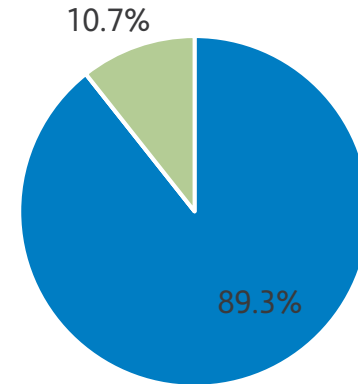
1 Engagement Satisfaction

Were you comfortable sharing your input today?



■ Yes ■ No ■ Other
119 responses

Will you participate in future events?



■ Yes ■ No ■ Maybe
122 responses

*127 out of 164 total participants submitted voluntary, self-reported exit questionnaires.

Engagement Objectives



2 Representative Engagement

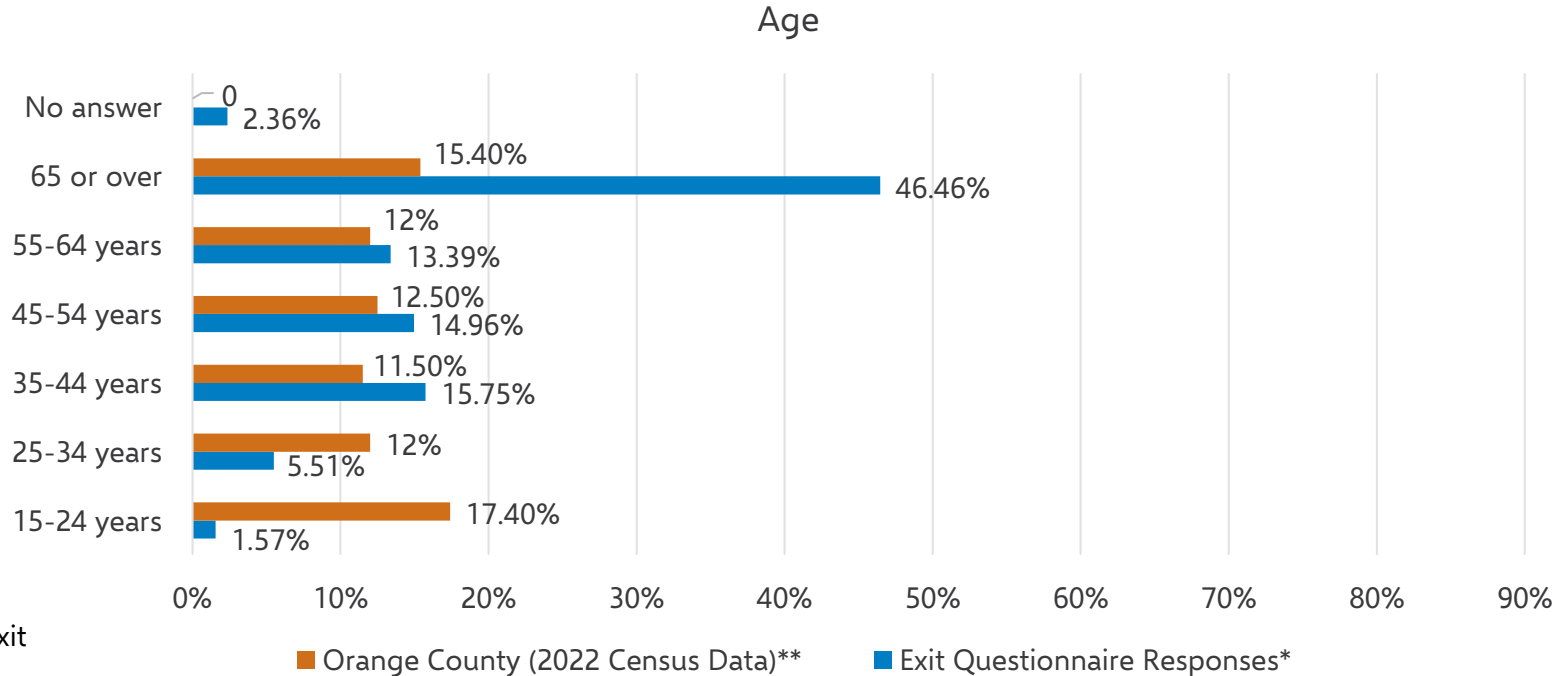
- Age
- Race/Ethnicity
- Location of Residence
- Renter/Homeowner

Engagement Objectives



2

Representative Engagement

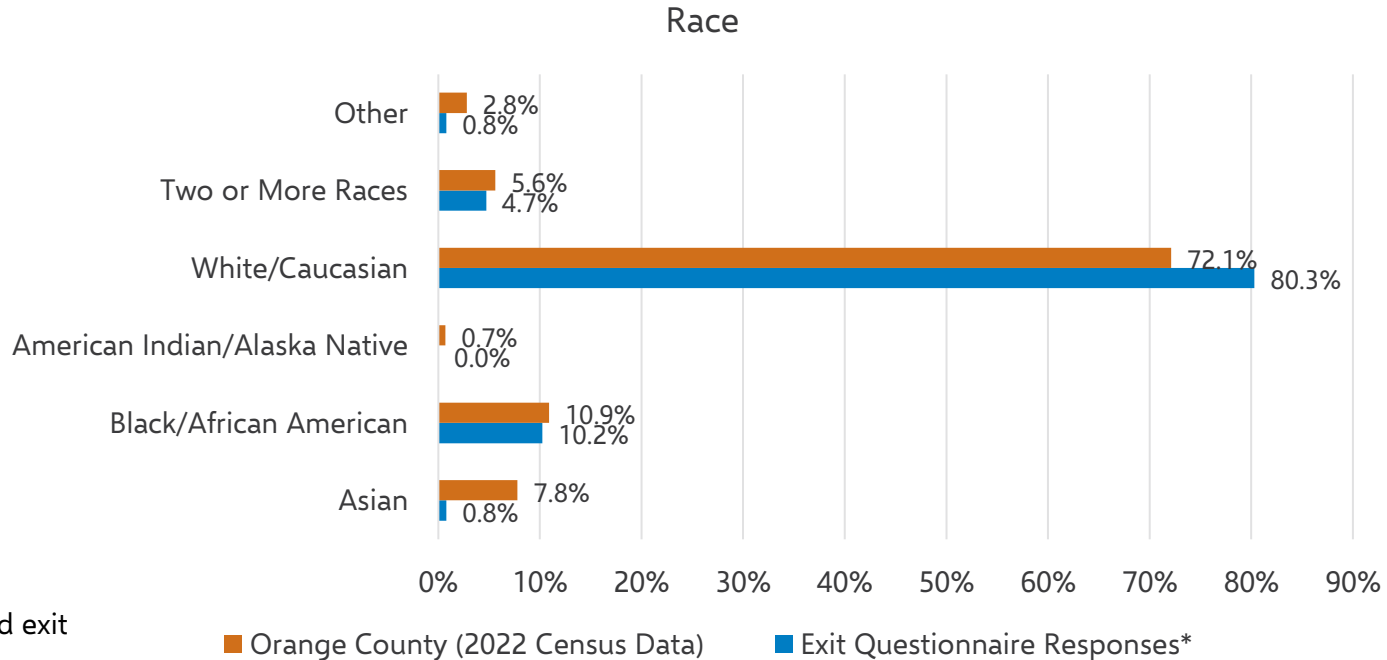


*127 out of 164 total participants submitted voluntary, self-reported exit questionnaires.

Engagement Objectives



2 Representative Engagement



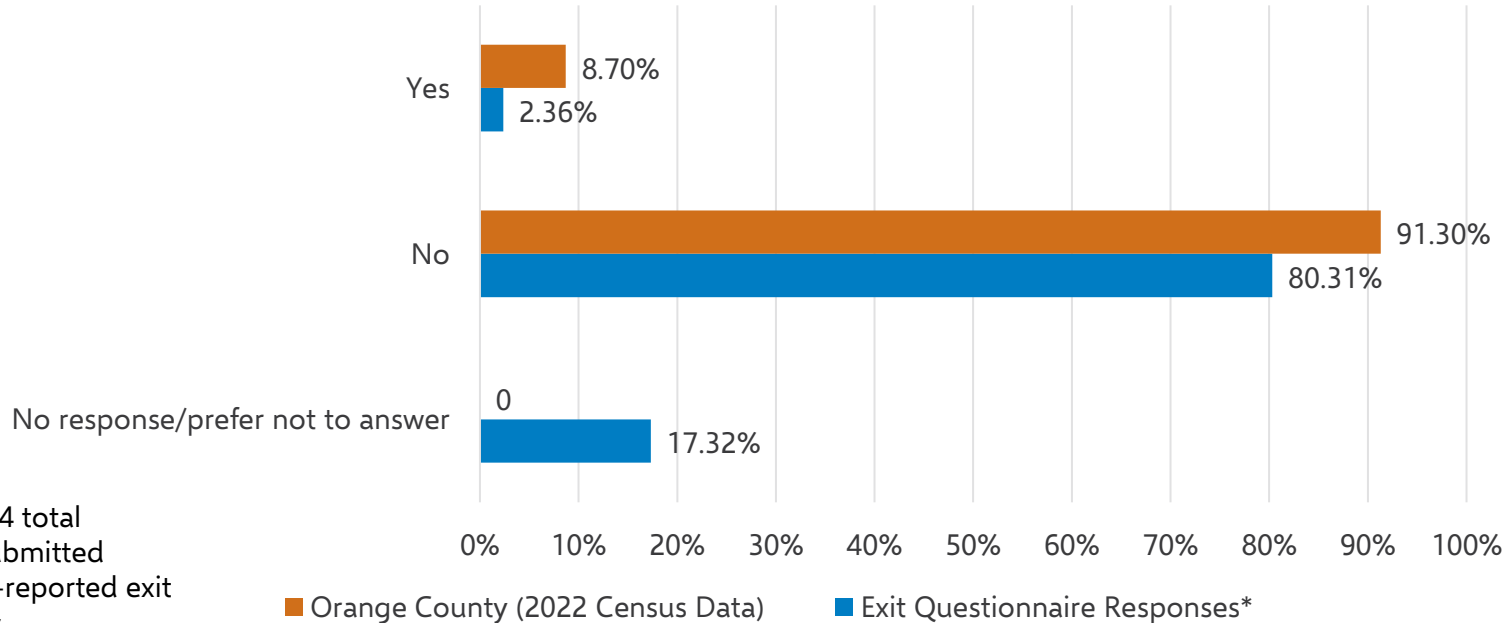
*127 out of 164 total participants submitted voluntary, self-reported exit questionnaires.

Engagement Objectives



2 Representative Engagement

Hispanic/Latino



*127 out of 164 total participants submitted voluntary, self-reported exit questionnaires.

Engagement Objectives



2 Representative Engagement

	Orange County Population (2022 Census)	Exit Questionnaires*
Unincorporated Orange County	36.7%	48.2% ↑
Chapel Hill	39.9%	20.5% ↓
Carrboro	14.2%	3.6% ↓
Hillsborough	6.7%	18.8% ↑
Mebane	2.5%	2.7% ~
Durham	0.1%	NA
Other	NA	6.3%

*127 out of 164 total participants submitted voluntary, self-reported exit questionnaires.

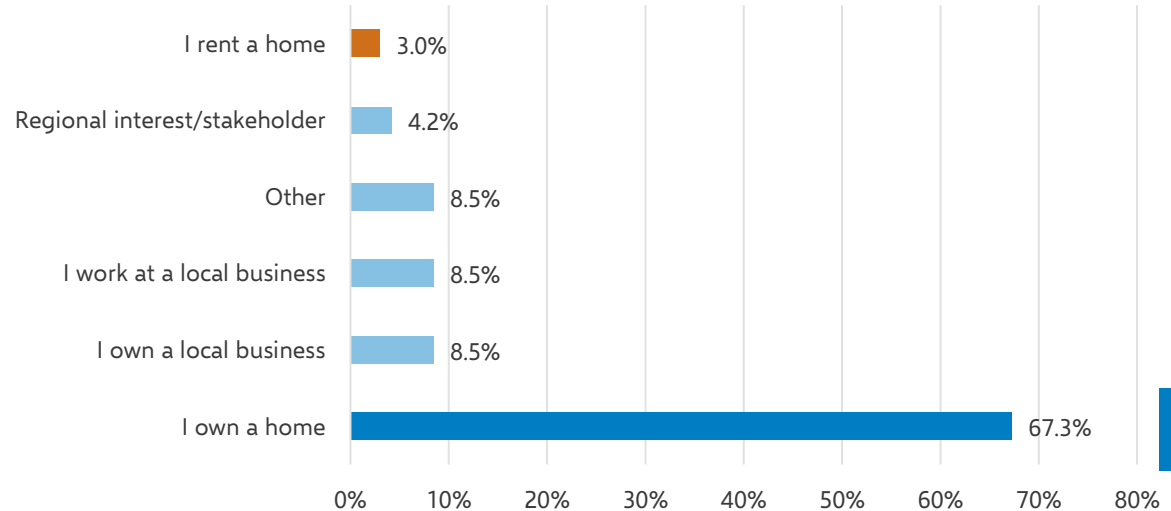
Engagement Objectives



2 Representative Engagement

- According to the Census, **67.2% of households in Orange County own their homes** and **32.8% are renters.**

Tell us about your connection to Orange County. [Please check all that apply.]



Engagement Objectives



3 Increased Engagement

Benchmark: The Orange County Climate Action Plan

Activity	Climate Action Plan	LUP2050
Community Survey	510 completed surveys	164 complete surveys for Community Engagement Window #1
In Person/Live Engagement	Draft CAP Symposium: 12 attendees Online Focus Groups: 40 participants total	Stakeholder Interviews: 57 participants October Workshop: 27 attendees January 19 Cedar Grove Meeting: 70+ January 20 Southern Human Services Meeting: 50+ January 31 and February 1 Orange County Road Show: 40+

Engagement Objectives



- Takeaways for Community Engagement Window #2
 - **Engagement satisfaction:** continue to offer online options and creative, fun, and accessible options
 - **Representative engagement:** Create partnerships/connections and tailor outreach efforts to increase representative participation (Hispanic/Latino and Asian community members, youth, renters, and Chapel Hill/Carrboro residents)
 - **Increased engagement:** Continue to increase overall engagement numbers, including online engagement

Community Engagement Window #1 Outcomes



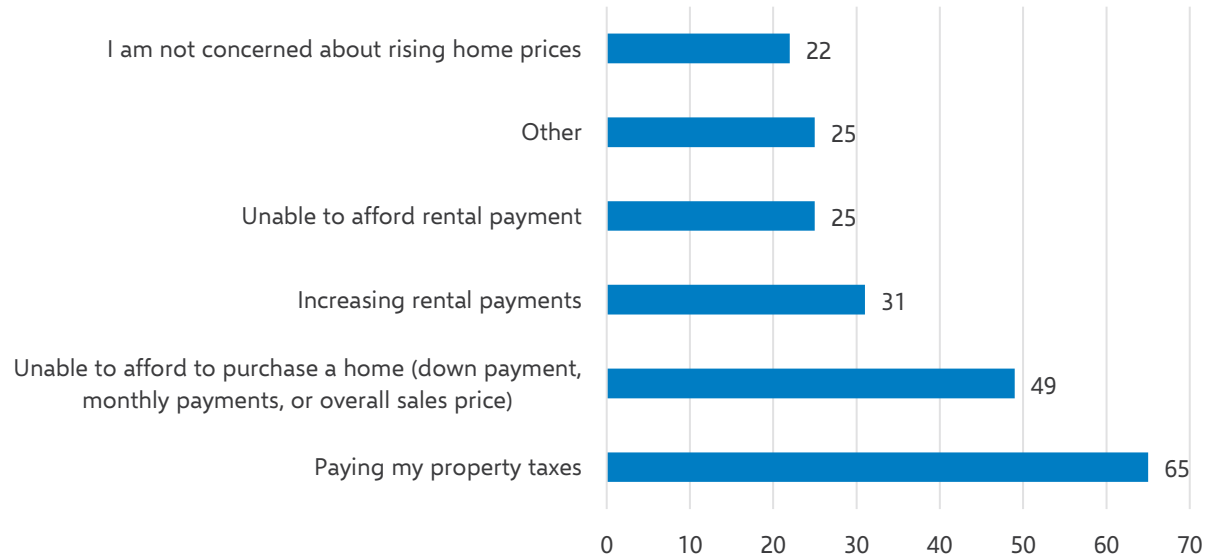
- Questions were organized into four categories:
 - Regional and Local Growth
 - Diverse People and Communities
 - Economy, Jobs, and Commuting
 - Natural Assets
- Online, four short surveys were offered to encourage participation as time and interest allowed

CEW#1 Outcomes: Regional and Local Growth



- Responses emphasized concern about the rising costs of housing
 - The majority of “Other” responses noted that while the participant themselves could afford housing, they were worried about low-income residents being pushed out and critical workers who cannot afford to live in Orange County.

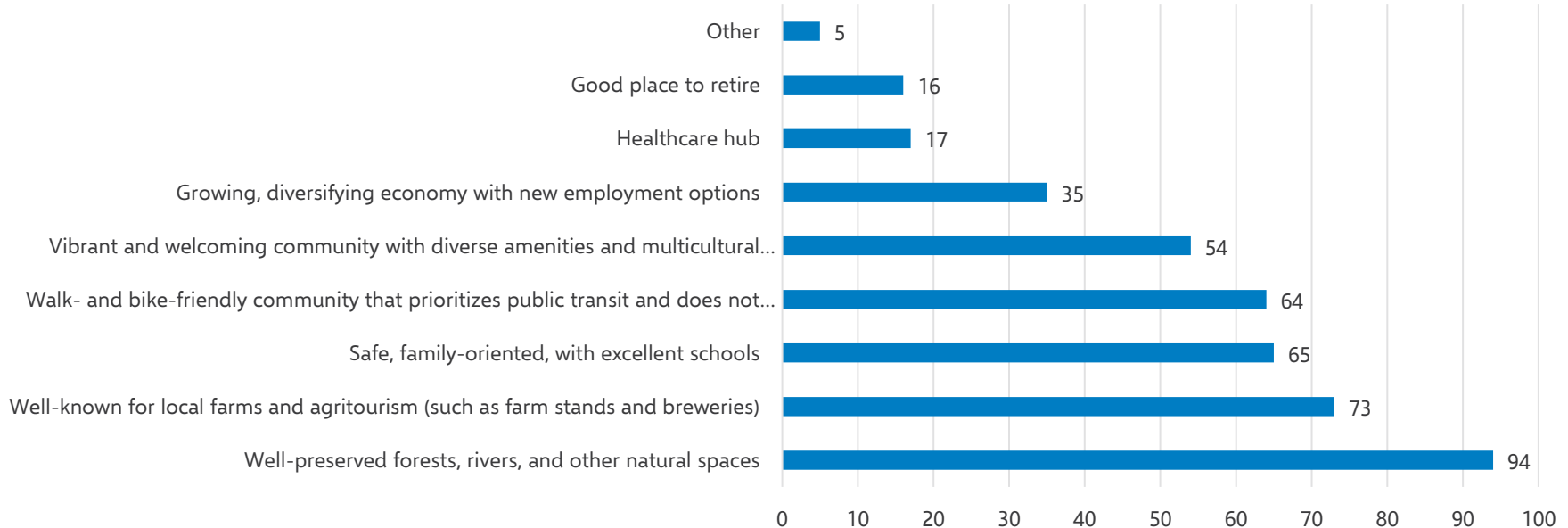
Are you concerned about rising costs of housing? If so, what are your biggest concerns related to costs of housing? [Please check your top three choices.]



CEW#1 Outcomes: Regional and Local Growth



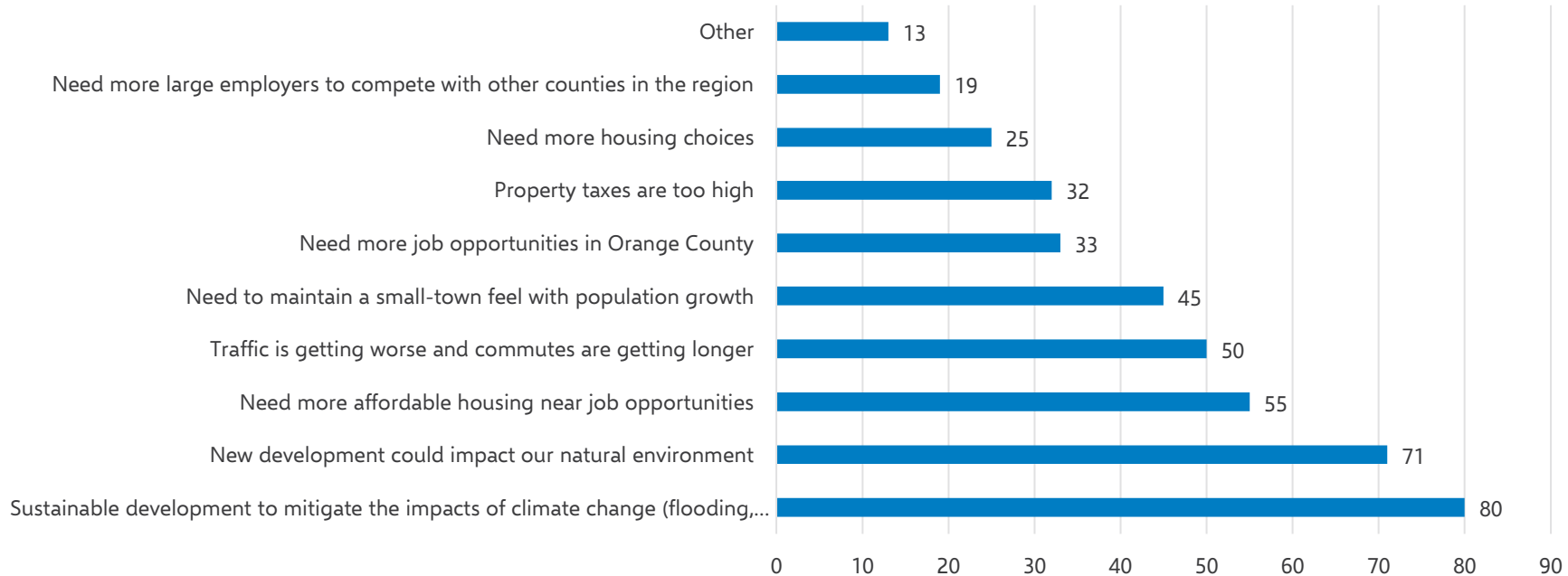
In 2050, what should be Orange County's identity in the region? [Please check your top three choices.]



CEW#1 Outcomes: Regional and Local Growth



What are the key issues related to local and regional growth that should be addressed in this plan? [Please check your top three choices.]

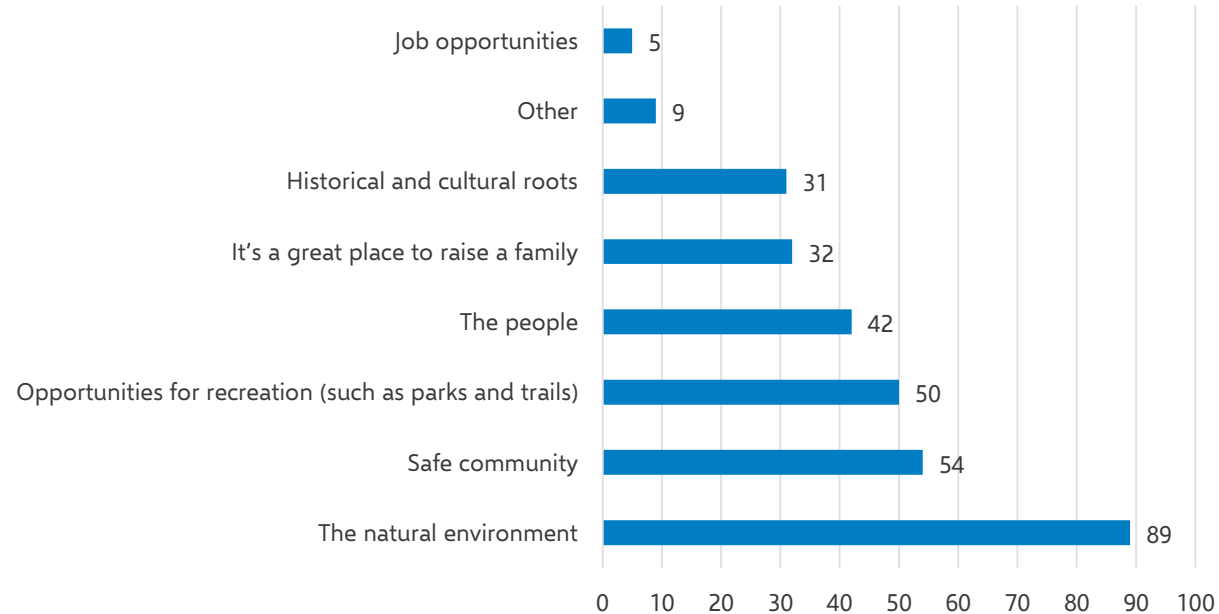


CEW#1 Outcomes: Diverse People and Communities



- Responses emphasized how much the natural environment is valued in Orange County

What do you like the most about Orange County?
[Please check your top three choices.]

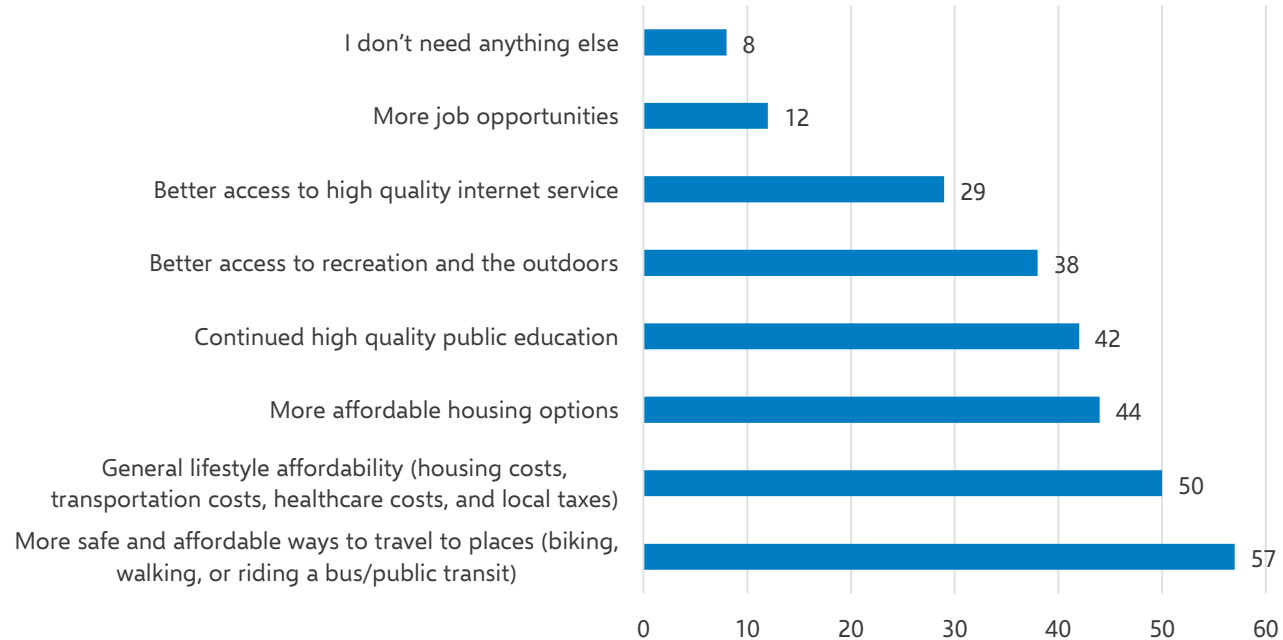


CEW#1 Outcomes: Diverse People and Communities



- Participants noted that affordability is a key factor in staying in Orange County for the next 25 years (Housing, transportation, healthcare, etc.)

What will keep you and/or your family in Orange County over the next 25 years? [Please check your top three choices.]

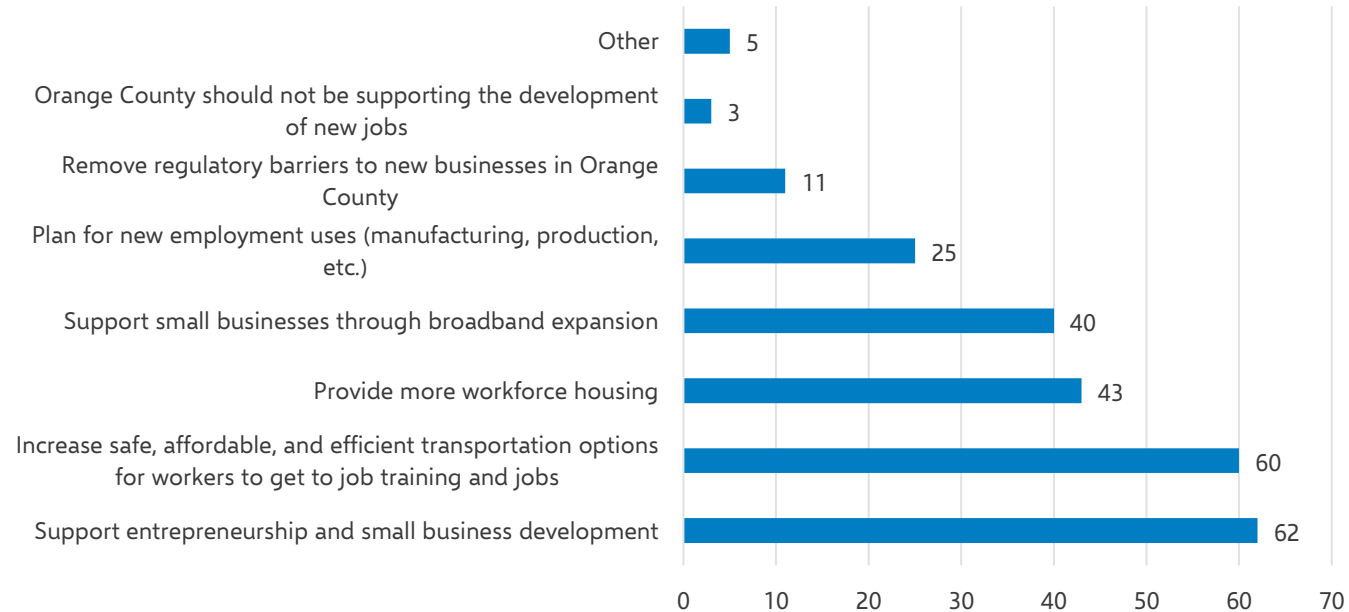


CEW#1 Outcomes: Economy, Jobs, and Commuting



- Responses emphasized small business development and increasing transportation options for employment

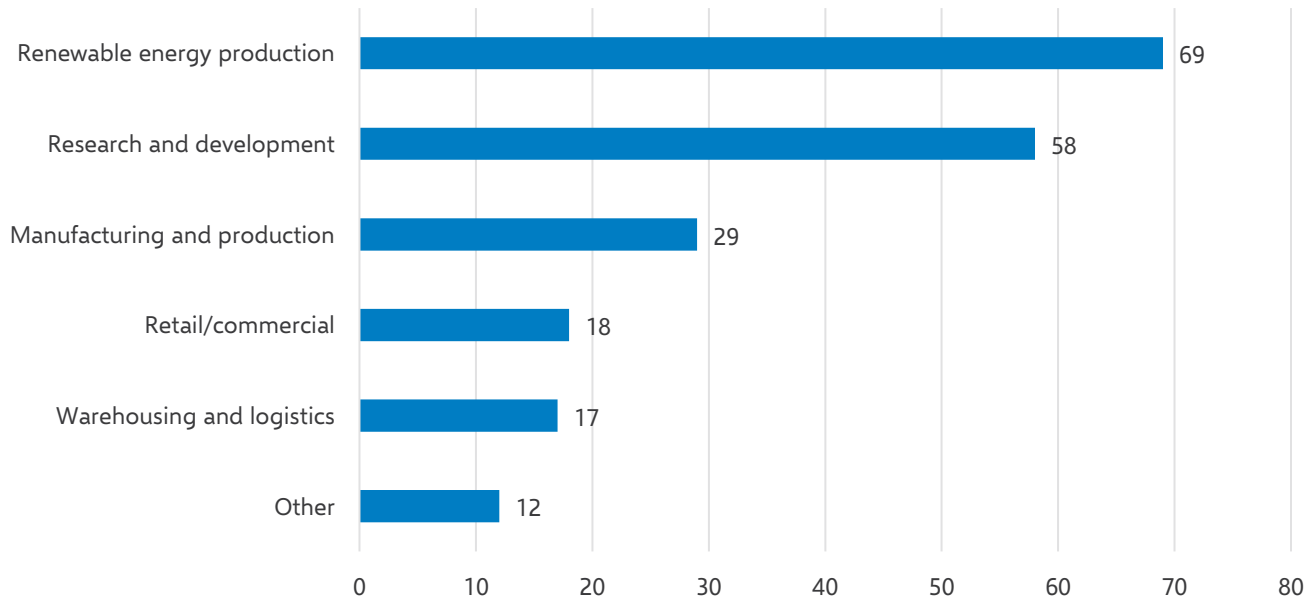
How should Orange County support workers and the development of new jobs through land use policy? [Please check your top three choices.]



CEW#1 Outcomes: Economy, Jobs, and Commuting



What types of new employment development do you support in unincorporated Orange County? [Please check your top three choices.]



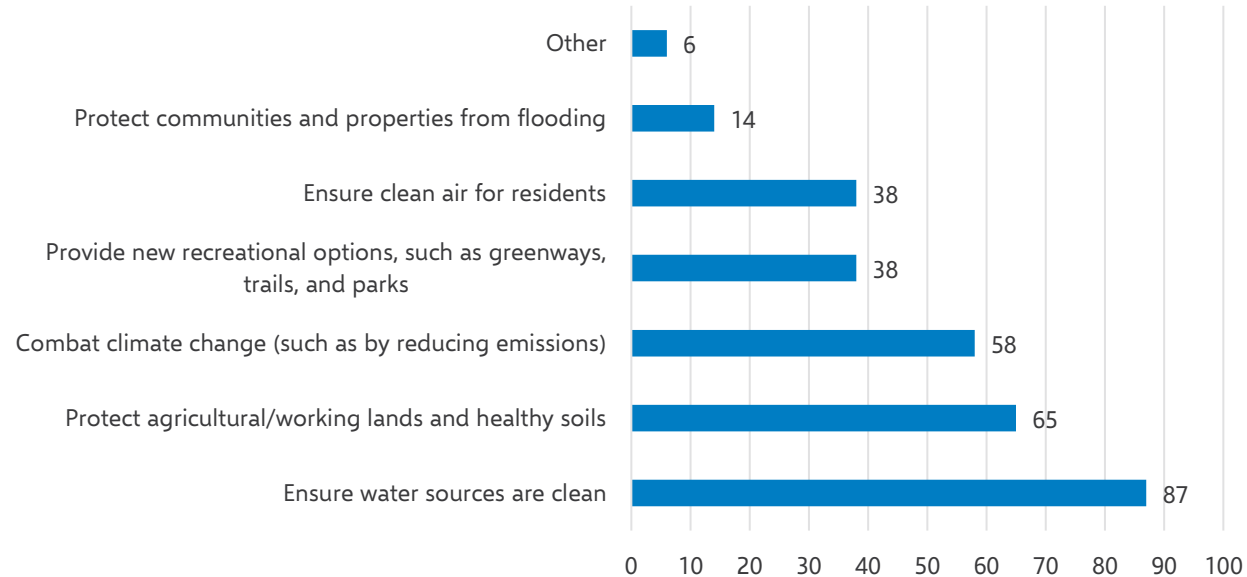
CEW#1 Outcomes: Natural Assets



- Responses emphasized keeping a clean water supply, protecting agricultural/working lands and healthy soils, and combating climate change
- Participants expressed concern for all climate-related hazards, such as heat, drought, wildfire, flooding, storms, etc.

What do you think are our most important environmental needs in the future?

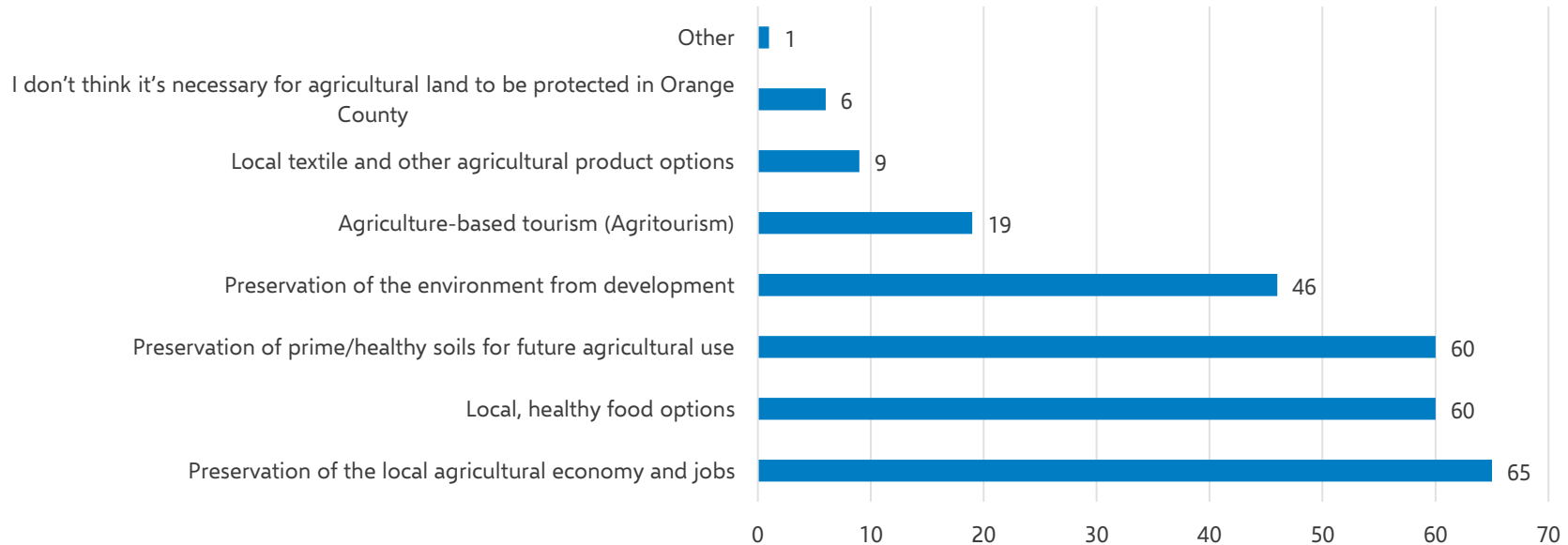
[Please check your top three choices.]



CEW#1 Outcomes: Natural Assets



What do you think is the most important benefits of protecting the County's agricultural and working lands? [Please check your top three choices.]

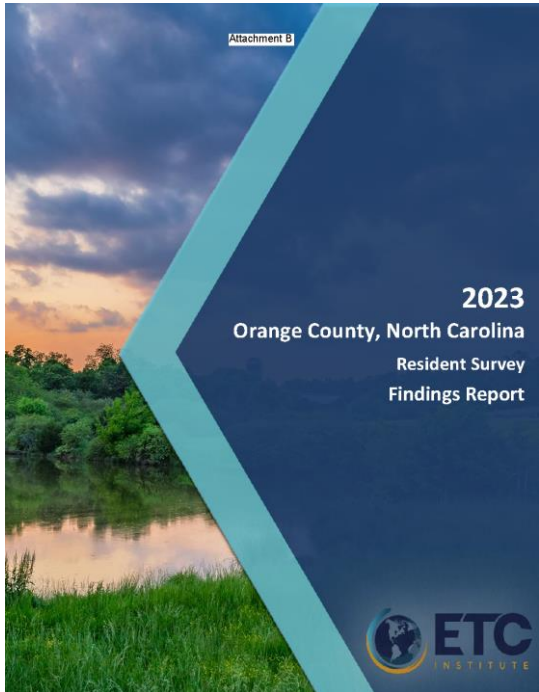


CEW#1 Outcomes: Takeaways



- Across all questions, participants brought up **concerns about growth and sustainable development and maintaining Orange County's natural assets**
- Participants **highly value the natural environment** of Orange County and want to see protections for air, water, and soil quality
- **Affordability (especially for housing) is a major concern**, especially the impacts of Orange County workers needing to live elsewhere and commute in
- **Concern about the impacts of climate change** and want to see climate action
- Some interest in seeing growth in local employment opportunities
- **Policy guidance will need to balance these land use needs** and carefully weigh tradeoffs for competing priorities

Inputs from Strategic Plan Survey



- Statistically significant survey that informed Strategic Plan
- 604 surveys completed
- Intent to leverage findings for 2050 Land Use Plan
- Conducted by Berry Dunn/ETC Institute and presented to the BOCC during September 12, 2023 work session

Inputs from Strategic Plan Survey

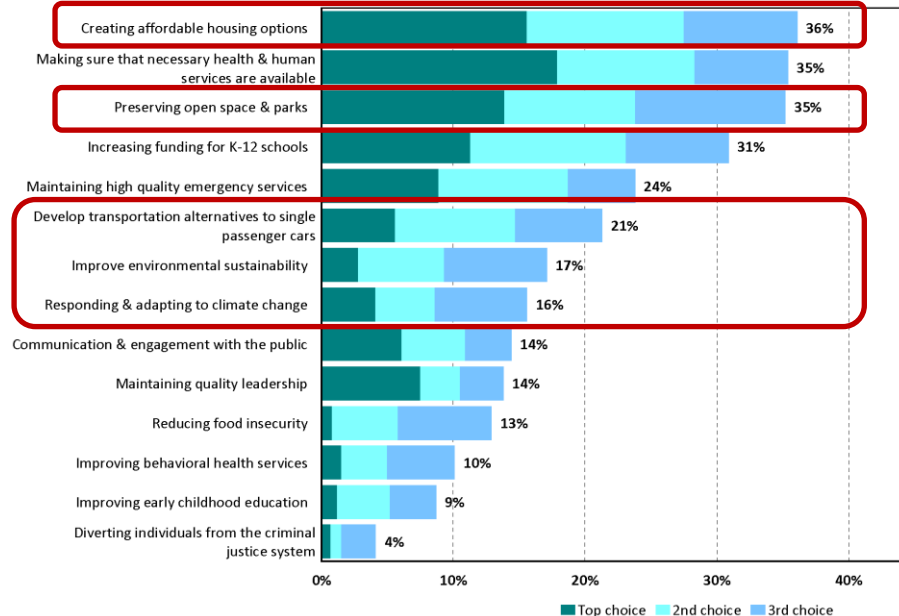


Orange County, NC 2023 Survey

Q1. Most critical roles for the County government in the next 10 to 20 years

by percentage of respondents who selected the items as one of their top three choices

 = Direct Land Use Plan implication (including nexus with transportation)



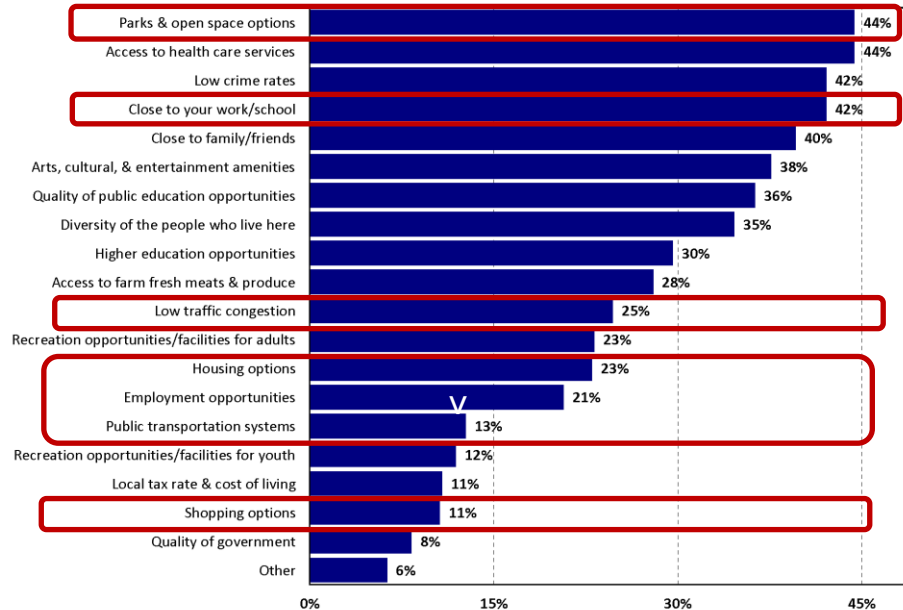
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q3. Reasons residents choose to live in Orange County:

by percentage of respondents (multiple selections could be made)



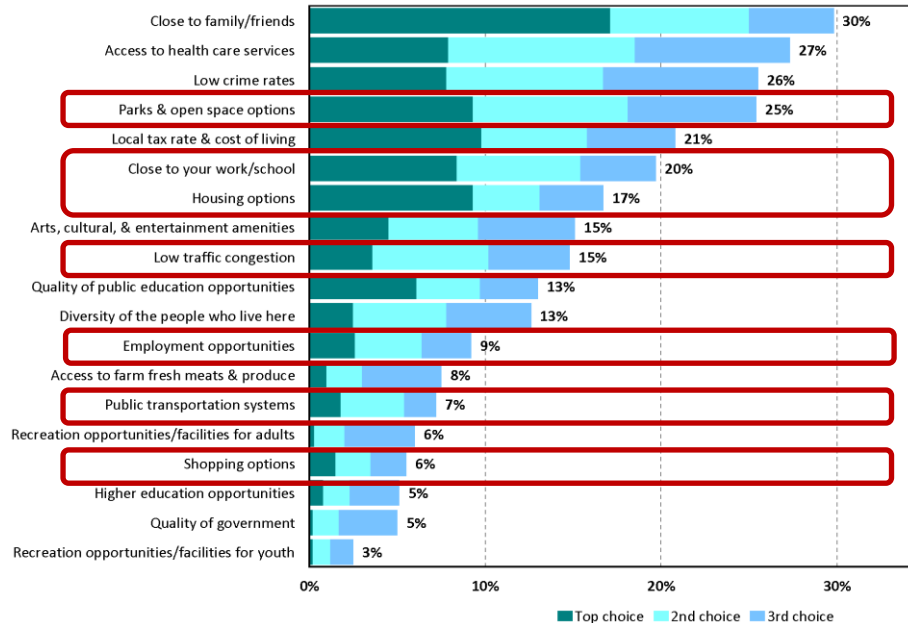
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q4. Biggest influences on the decision to stay in the county over the next five years

by percentage of respondents who selected the items as one of their top three choices



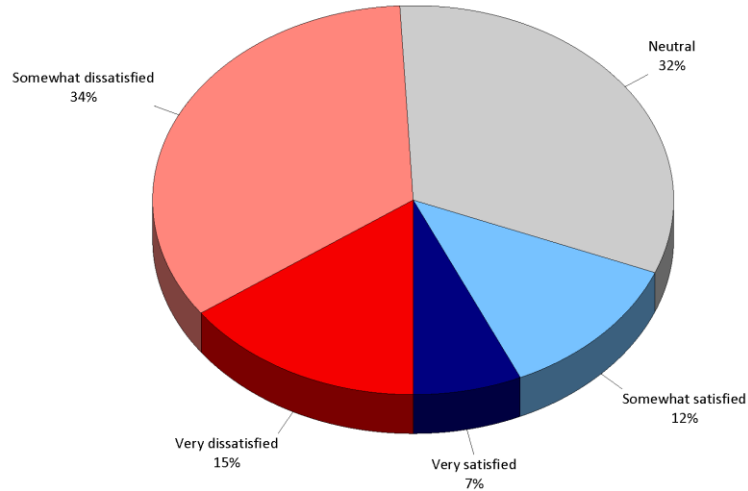
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q8. What is your level of satisfaction with the availability of affordable housing in the County?

by percentage of respondents (excluding "don't know")



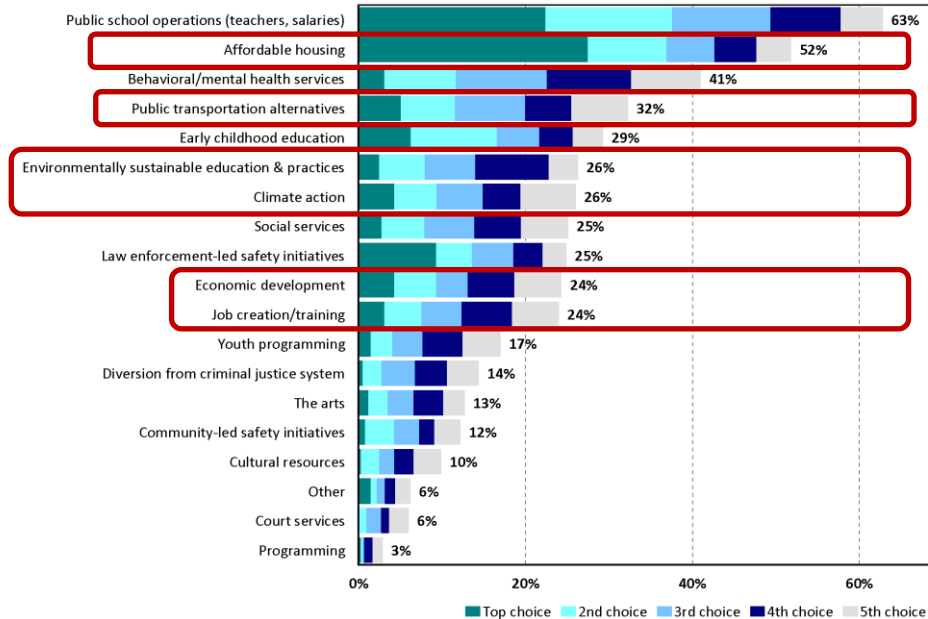
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q11. Top local government services to be prioritized

by percentage of respondents who selected the items as one of their top five choices



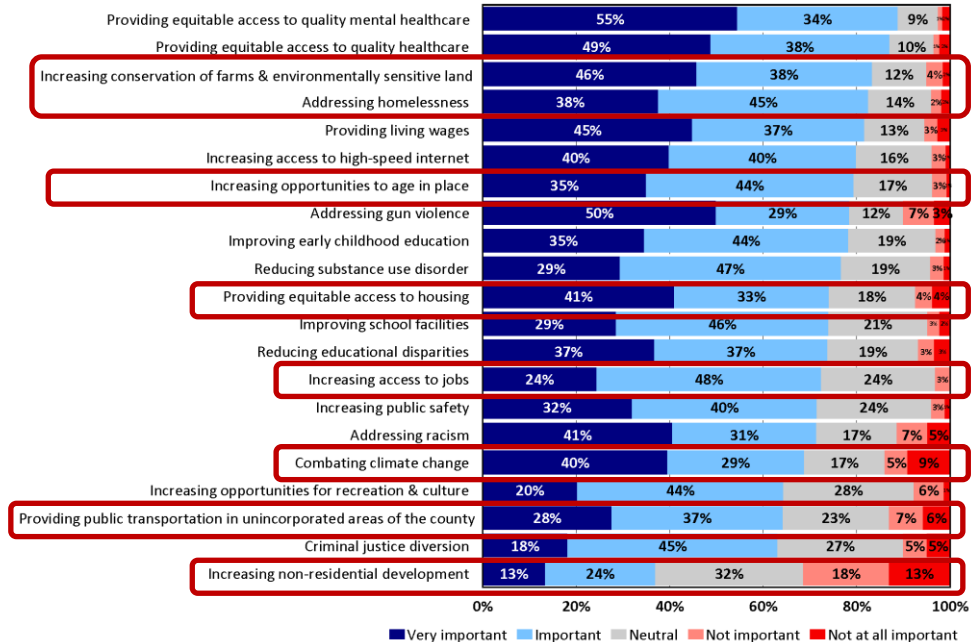
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q17. Rated Future Priorities of the County

by percentage of respondents (excluding "don't know")



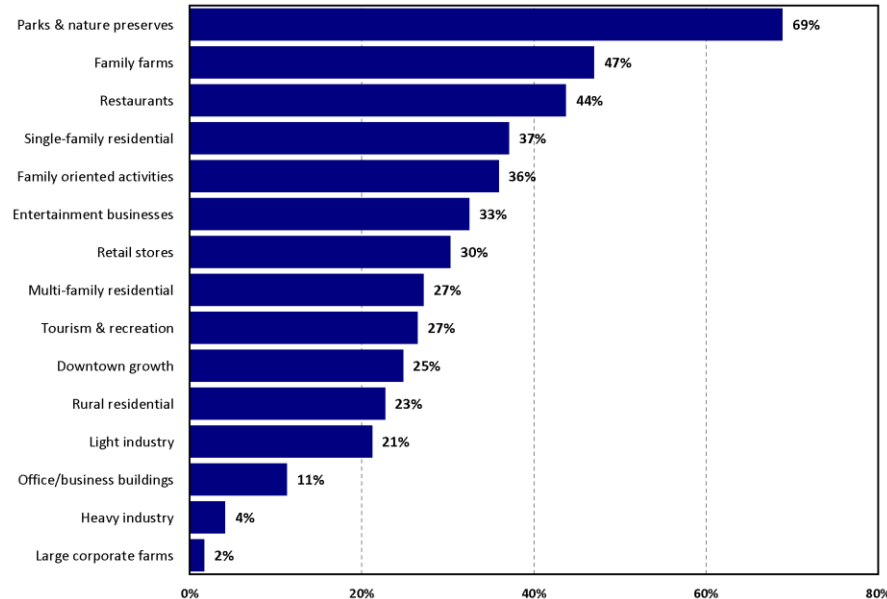
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q23. Types of development/growth wished to be seen in Orange County:

by percentage of respondents (multiple selections could be made)



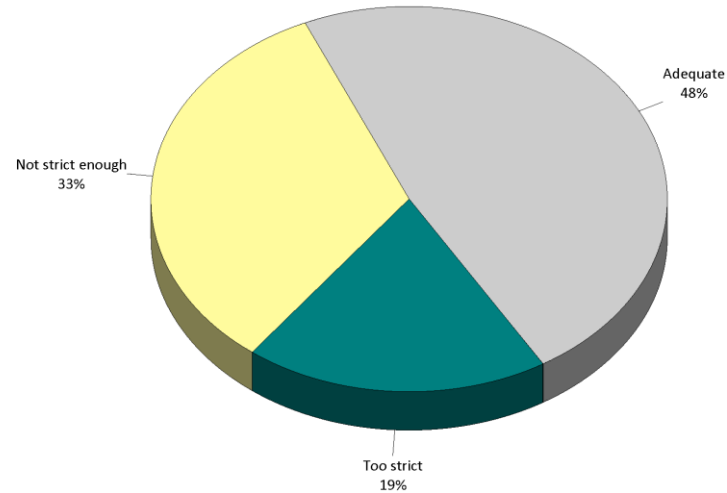
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q25. Current zoning regulations/restrictions that are in place to protect public health, safety, and welfare; preserve agricultural land; conserve natural resources and promote orderly development are:

by percentage of respondents (excluding "don't know")



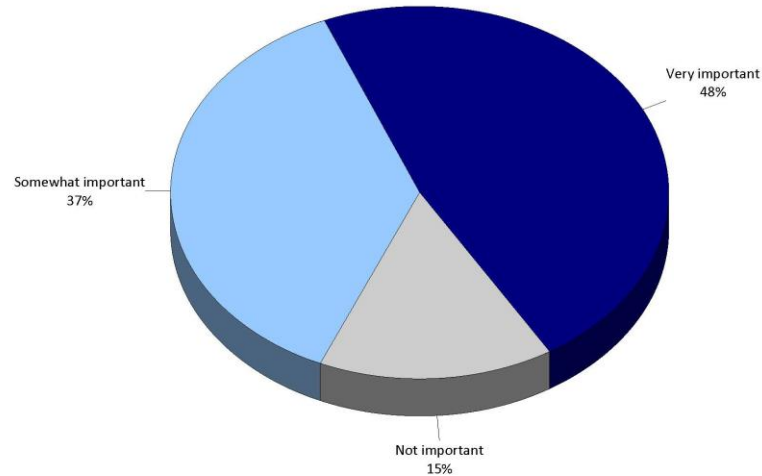
Inputs from Strategic Plan Survey



Orange County, NC 2023 Survey

Q26. How important is increasing alternative modes of transportation (i.e., bus, ride sharing services, biking, walking, train) to the future of the County?

by percentage of respondents (excluding "not provided")



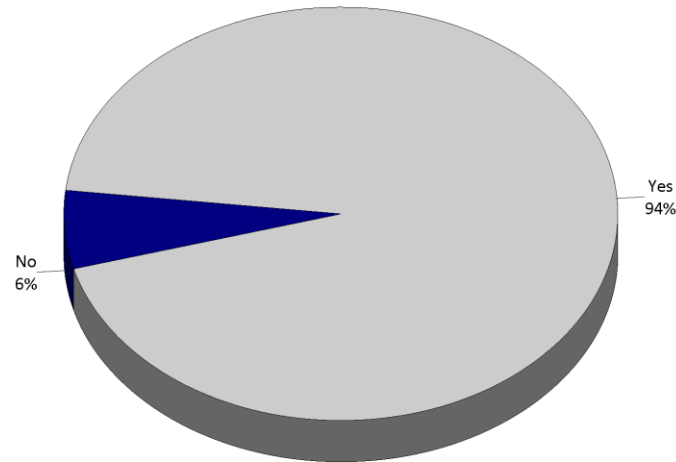
Inputs from Strategic Plan Survey



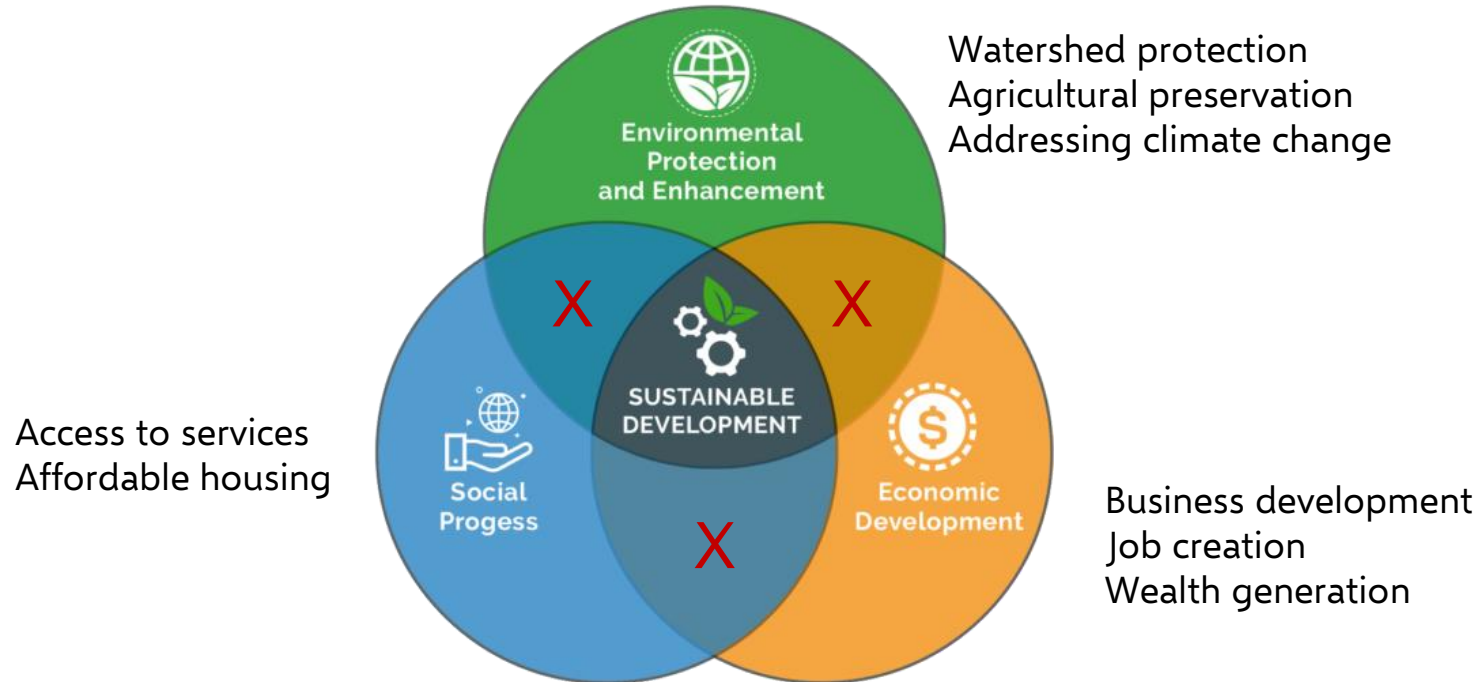
Orange County, NC 2023 Survey

Q30. Should the County be concerned about protecting open space?

by percentage of respondents (excluding "not provided")



What Does this Tell Us?



Urban Sprawl versus Smart Growth



Smart Growth & Sustainable Development



Infrastructure

Maximize returns on public investments by focusing growth in municipalities.



Transportation

Support alternative modes through transit-oriented development.



Health

Provide active living choices through design of walkable and bikeable spaces.



Development

Provide new housing, commercial, and employment choices that meet market demands.



Environment

Sustain natural resources and agricultural lands by directing growth to community centers.



Economy

Support advancement of workforce through better access to jobs and training.



Urban Sprawl versus Smart Growth



1. Mix land uses.
2. Take advantage of compact building design.
3. Create a range of housing opportunities and choices.
4. Create walkable neighborhoods.
5. Foster distinctive, attractive communities with a strong sense of place.
6. Preserve open space, farmland, natural beauty, and critical environmental areas.
7. Strengthen and direct development towards existing communities.
8. Provide a variety of transportation choices.
9. Make development decisions predictable, fair, and cost effective.
10. Encourage community and stakeholder collaboration in development decisions.

Community Engagement #2 offers an opportunity to interpret smart growth and urban sprawl for Orange County.

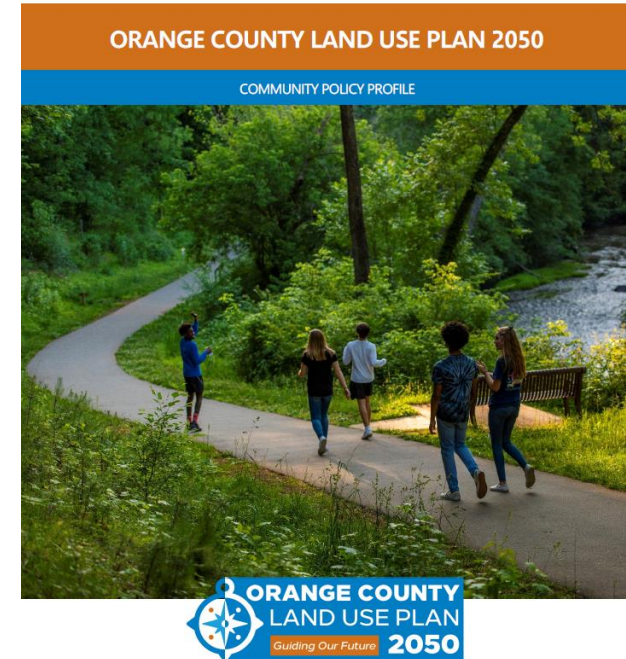


Project Deliverables

Community Policy Profile



- Synthesizes the policy guidance included in relevant County plans
- Organized to provide a concise summary of policy guidance provided by planning topic
- Serves as the baseline of County policies for developing the new plan's policies
- Available on the website under [Resources](#)



Community Policy Profile: Reports Reviewed



Special Topic Plans

One Orange County Racial Equity Plan

Orange County Climate Action Plan

Transportation

Orange County Transit Plan Update

Efland-Buckhorn-Mebane Access Management Plan

Orange Grove Road Access Management Plan

Environment, Conservation, and Hazard Mitigation

Eno-Haw Regional Hazard Mitigation Plan

State of the Environment

Strategic Growth and Resource Conservation Program Report

A Landscape Plan for Wildlife Habitat Connectivity in the Endo River and New Hope Creek Watersheds, North Carolina

Interlocal Agreements and Plans

Greene Tract Interlocal Agreement

Central Orange Coordinated Area Land Use Plan

Mebane-Orange County Utility Service Agreement

Hillsborough-Orange County Strategic Growth Plan

Water and Sewer Management, Planning and Boundary Agreement

Joint Planning Agreement

Joint Planning Land Use Plan

Land Use, Development, and Infrastructure

Master Telecommunications Plan Map

Buckhorn Area Study

Eno Economic Development District Water and Sewer System Project Master Plan Report

Orange County 2030 Comprehensive Plan

Eno Economic Development District Small Area Plan

NC Highway 57 Speedway Area Small Area Plan

Efland-Mebane Small Area Plan

Investigation of Ground-Water Availability and Quality in Orange County

Stoney Creek Basin Small Area Plan

Parks and Recreation

Blackwood Farm Park Master Plan

Little River Regional Park & Natural Area Master Plan

2030 Parks and Recreation Master Plan

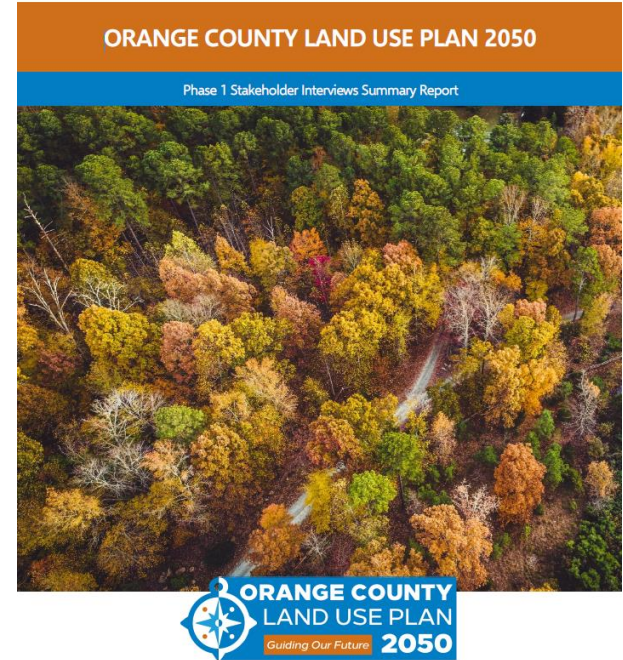
Orange County Mountains-to-Sea Trail (MST) Route

New Hope Corridor Open Space Master Plan

Stakeholder Interview Summary Report



- Summarizes inputs collected from 57 stakeholders interviewed during Phase 1
- Used in the development of the Community Engagement Window #1 activities and polling questions
- Available on the website under [Resources](#)



Fact Book



- **Objective:** Share data and trends on community planning topics and future planning influences that are important considerations for developing plan policies.
 - Include maps, charts, data tables, etc. to paint a picture of existing conditions in Orange County
 - Leverage previous data analysis from workshop and Community Policy Profile
- Available on the website under [Resources](#)



Next Steps



- Early launch of CEW #2 at the Agricultural Summit (February 19)
- Develop New Issues and Opportunities Report
- Phase 4 - Develop Plan (Spring-Summer 2024):
 - Draft Plan Framework, Vision, and Goals
 - Growth and Conservation Framework
 - Land Use & Development Recommendations Report



Questions?