



# **ORANGE COUNTY LAND USE PLAN 2050**

September 12, 2023

*Board of County  
Commissioners  
Work Session*



# Agenda

- Welcome and Introductions
- Overview Presentation
- “Living” Room Small Group Discussions
  - ~20 minutes per station
- Wrap Up



# Project Process

1

Phase 1:  
Launch Project

Month  
1

Meetings:

- Staff Meeting
- Staff Work Group Meetings #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  
2-6

Meetings:

- Staff Work 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 Work Group Meeting #6

Major Deliverables:

- Fact Book

4

Phase 4:  
Develop the  
Plan

Months  
9-20

Meetings:

- Staff Work Group Meetings #7-15
- Community Engagement Windows #2-#3

Major Deliverables:

- Staff, Work Group, and Public Review Drafts of Comprehensive Plan
- Public engagement materials for Community Engagement Windows #2-#4
- Summary of Phase 4 Public Input Results

5

Phase 5:  
Adopt the Plan

Months  
21-26

Meetings:

- Staff Work 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



# Phase 1 Work Completed

## Project Launch and Kickoff Meetings

- Planning Department Kickoff (*context mapping and reconnaissance tour*)
- Staff Working Group kickoff
- Office of Equity and Inclusion and Community Relations Meeting (*focus on public engagement*)
- Virtual and in-person stakeholder interviews
- Collection and inventory of relevant data, plans, and studies

## In Progress

- Project branding and website



# Phase 2 Status Report

## **Work that has commenced:**

- Developing a Current Policy Profile
- Preparation of the DEI Database for engagement publicity
- Preparing for Community Engagement Window #1 (CEW #1) – Confirming Community Aspirations

## **Work to be completed:**

- Finalizing CEW #1 approach (workshop and online activities)
- Finalizing strategy for targeted meetings to DEI populations
- Summarizing new issues and opportunities in Phase 2 report

# Stakeholder Interviews

A total of **57** people were interviewed, including:

- **Board of County Commissioners**
- **Planning Board members**
- **County Partners** (Orange County Schools, Chapel Hill-Carrboro City Schools, Town of Hillsborough Utilities, Mebane Utilities)
- **County Staff** (County Manager, Community Relations, DEAPR, ED Director, EMS Director, Chief Equity and Human Rights Officer, Sheriff, Solid Waste Director, Visitors Bureau)
- **Neighboring and Partner Jurisdictions** (Chapel Hill, Hillsborough, Mebane, Durham/City County, Chatham County)
- **Volunteer Advisory Boards** (Agricultural Preservation, Commission for the Environment, Parks and Recreation Council, Economic Development, Historic Preservation Commission, Orange Unified Transportation, and Affordable Housing)

- *Few remaining interviews to conduct*
- *Survey to be sent to others that couldn't attend interviews*



# Outcomes of Stakeholder Interviews

## Key Issues Identified:

- **Land/farmland conservation and environmental protection strongly supported**, particularly as it relates to watersheds
- Increasing **economic development, local job opportunities, and local tax base is important**
- Strong concern over **lack of affordable housing for the workforce** and that **limited land and infrastructure available for development** further challenges this issue
- Tied to affordable housing is **need to create better transit options that connect workers to employment and other destinations**, in and between towns and rural areas
- Interest in **providing more assets for rural areas**, such as broadband, shopping/employment opportunities, or gathering places
- **Interjurisdictional planning likely needed in areas of common interest** near jurisdictional boundaries to ensure successful outcomes



# Public Engagement Approach

- Make engagement easy, accessible, **and fun!**
- Build on local culture of engagement
- Identify marginalized communities early and trusted leaders to help engage them through targeted efforts (DEI Database)
- Build trust through process
- Offer a variety of engagement options (in person and online)
- Use plain language
- Ask relevant questions
- Track and report participation
- Document community inputs (verbatim)
- Cumulative engagement approach







# Project Name and Tagline

- Brainstorming process (*July – Sept 2023*)
  - By consultant team and staff (*Community Relations, Office of Equity and Inclusion, and Planning*)
  - Discussion of key words and message for the process
  - Narrowed from 5 project names and 25+ potential tagline options
  - Ranked in order of staff preference



# Project Name and Tagline

Name: **Orange County Land Use Plan 2050**

*Tagline options for selection by BOCC:*

1. Balancing Our Future Needs
2. Guiding Our Future
3. Planning for People and Places

The project name and tagline will be used to develop the project logo and publicize public engagement that starts **October 26, 2023.**



# Community Engagement Window #1

- Date/Time: October 26, 2023, 6-8 pm
- Location: Bonnie B. Davis Environment & Agricultural Center
- Community Workshop
  - Orange County's "Living" Spaces:
    - OC's Neighborhood – Local and regional growth trends
    - OC's Den – Our people and focus on changing trends
    - OC's Yard – Our natural resources
    - OC's Kitchen – Our workforce, jobs, and commuting trends
  - Share information at each station and collect feedback on critical questions
  - Middle of the event: Interactive game to learn trends about Orange County
- Synchronous online engagement activities to follow





# Equity Database

- **Database of organizations, businesses, and other groups and individual contacts** that are representative of DEI communities in Orange County
- Database will **support promotions and outreach** for engagement activities
- Can be leveraged to develop **strategic outreach** approaches to engage these community members

# Equity Database

The Equity Database currently includes **244** organizations:

- American Indian Chamber of Commerce of North Carolina
- Black Economic Alliance
- Cedar Grove Institute for Sustainable Communities
- Chapel Hill Carrboro Public School Foundation
- Community Empowerment Fund
- Community Home Trust
- CommunityWorx
- El Centro Hispano
- El Future
- EmPOWERment Inc
- Family Success Alliance
- Freedom House Recovery Center
- Healthy Carolinians of Orange County
- Hope Renovations
- LGBTQ Center
- Meals on Wheels
- Minority Business Development Agency
- Missing Murdered Indigenous Women Coalition of North Carolina
- NAACP
- North Carolina Hispanic Chamber of Commerce
- Office of Historically Underutilized Businesses
- Orange County Living Wage
- Peewee Homes
- Porch
- Reintegration Support Network
- RWA Center
- Students to Scholars
- Table
- Taproot Foundation
- The Arts Center
- Triangle DEI Alliance

# Community Engagement Window #1

- LGBTQIA+
- Faith Based Community
- Youth and Students (Duke, UNC, Durham Tech, NCCU)
- Small Business Community
- Disability and Autism Community
- Rogers Road Community
- Aging Community
- Orange County Partnerships to Remove Homelessness
- Justice Groups: African American Caucus
- Occaneechi Band of the Saponi Nation



*Disability Community*



*Occaneechi Band of the Saponi Nation*



# Equity Database

The Equity Database currently includes **244** organizations:

| Type  | Number of Organizations in Database |
|---|-------------------------------------|
| Diversity, Equity, and Inclusion-Focused Organizations (Programs and Resources) | 96                                  |
| BIPOC-Owned Businesses  | 94                                  |
| Women- and Veteran-Owned Businesses   | 28                                  |
| Non-Profit and Volunteer Organizations (with a focus on DEI)                    | 26                                  |

# Community Engagement Window #1

## Targeted Group Opportunities



Karen/Burmese Community



Latinx Community



Japanese American Community



African American Community



LGBTQIA+ Community



Nonprofit Community



# Questions & Next Steps