

## MEMORANDUM

TO: Roger L. Stancil, Town Manager  
FROM: Carlo Robustelli, Mayoral Aide  
SUBJECT: Mayor's Strategic Planning Committee  
DATE: April 1, 2009

**A QUICK REPORT**

Members Present: Mayor Kevin Foy, Council Member Sally Greene, Council Member Bill Strom, Council Member Ed Harrison

Staff Present: Roger Stancil (Town Manager), Carlo Robustelli (Mayoral Aide), Bruce Heflin (Assistant Manager), JB Culpepper (Planning Department Director)

Guests: Del Snow (resident), Julie McClintock (resident), Susan Haff (resident), Madeline Jefferson (resident)

1. Timetable for Community Visioning Task Force Appointments
  - Committee setup appointment process and timetable:
    - A) Task Force will be appointed at May 18<sup>th</sup>, 2009 Council Meeting
    - B) Council requests that all applications be submitted by May 8<sup>th</sup> at 12:00 pm.
    - C) Committee set first three Task Force meeting dates:
      - a. Wednesday, May 27<sup>th</sup>, 2009 @ 7:00 pm,
      - b. Wednesday, June 10<sup>th</sup>, 2009 @ 7:00 pm
      - c. Wednesday, June 24<sup>th</sup>, 2009 @ 7:00 pm
2. Appointment Application
  - Committee structured special appointment application:
    1. listing of composition and opportunity to indicate which member you want to be;
    2. indication if you are corporate limit, ETJ or JPA member;
    3. alert that membership may require weekly meetings;
    4. special instructions on the essay with a note of a 500 word limit;
    5. removal of how you heard about this task force unless CaPA wants that to stay;
    6. re-titling of the form since it will only be for the SCV Task Force;
    7. special provisions to send the form to particular adv. boards;
    8. Date of first three Task Force meetings;
    9. reference to on-line link to a particular write-up from the Council Committee meeting about the task force; and reference to "application requested by" date of May 11th at noon
3. Discussion about role of consultants:
  1. **Facilitated Community Sessions:** While the task force formation process is occurring, engage a facilitator, with no requirement for

content knowledge, to facilitate well-designed and structured “listening sessions” with community groups, including the task force and the Council, to determine community interests, perspectives and information needs in defining the community vision. Sessions could include special community meetings for this purpose throughout Town, attendance at already scheduled meetings (neighborhood groups, community watch, civic clubs, as examples) or other processes designed by the facilitator and the planning committee.

## **2. Scope of Work for Consultant**

1. Review report of facilitated listening session provided by facilitator.
2. Review 2035 growth projections for Chapel Hill and surrounding region with Task Force for reasonableness.
3. Review the goals and objectives of the Comprehensive Plan and the land use findings and recommendations of the Chapel Hill Long Range Transit Plan and other relevant plans with the Task Force.
4. Develop a range of sustainable, development prototypes appropriate for various locations
  - a. Review best practices
  - b. Assess the impacts of higher intensity, mixed use development on a range of topics, including sustainability and transportation.
  - c. Assist Task Force in development of a vision statement
5. Engage the Chapel Hill community through a range of outreach efforts to both inform and gather public comment on the appropriate design and location for future development.
  - a. Public outreach/community workshops
    - Initial public meetings to gather public opinion on growth and sustainability
    - 3 community workshops at different locations in the community
  - b. Develop interactive website/blog
6. Assist the Task Force in preparing recommendations for the Town Council on design and location of future development (5-10 years).

### **Consultant Selection**

1. Council Committee reviews/refines scope of work
2. Task Force to comment to Council Committee
3. Council Committee endorses Scope
4. Staff prepares Request for Qualifications and sends it out – recommend 6 weeks provided for response
5. Staff to reduce numbers to max. of 3 proposals
6. Council Committee participates in interviews
7. Selection by Council Committee

**Sustainable Community Visioning Task Force**  
**ADOPTED BY MAYOR'S STRATEGIC PLAN COMMITTEE 04/01/2009**

**Composition of Task Force amended at 03/09/09 Council:**

2 Planning Board members (Chair plus another; Community Design Committee is represented by the Chair of the Planning Board

Transportation Board member  
Bicycle and Pedestrian Advisory Board member  
Sustainability Committee member  
Justice in Action Committee member  
1 representing business community  
5 citizens at-large  
12 members total

Upon appointment the Task Force will review its charge and provide comments to the Council.

**Appointment Process:**

1. CaPA advertises for SCV Task Force and provides special application form
  - The special application form will have some special features such as:
    1. listing of composition and opportunity to indicate which member you want to be;
    2. indication if you are corporate limit, ETJ or JPA member;
    3. alert that membership may require weekly meetings;
    4. special instructions on the essay with a note of a 500 word limit;
    5. removal of how you heard about this task force unless CaPA wants that to stay;
    6. re-titling of the form since it will only be for the SCV Task Force;
    7. special provisions to send the form to particular adv. boards;
    8. Date of first three Task Force meetings;  
reference to on-line link to a particular write-up from the Council Committee meeting about the task force; and reference to “application requested by” date of May 11th at noon
2. Alert select Advisory Boards that they may **apply** to be on Task Force. Email invitation will be sent to all members of the following Committees:
  - Planning Board
  - Bicycle and Pedestrian Adv Board
  - Transportation Board
  - Sustainability Committee
  - Justice in Action Committee

Remind them that they must be a Chapel Hill Resident as some boards have non-resident members. Remind of importance of this commitment and include specific information about time commitment (e.g. future meeting dates scheduled)

3. Council requests that all applications be submitted by May 8, 2009.
4. Selections made by Council at May 18<sup>th</sup>, 2009, a regular Business Meeting
5. Town Council also selects Council Liaisons to the Task Force at May 18<sup>th</sup>, 2009 Business Meeting
6. Council to confirm Charge for Task Force
7. Task Force members notified of appointment
8. First three Task Force meetings scheduled are:
  - a. Wednesday, May 27, 2009
  - b. Wednesday, June 10, 2009
  - c. Wednesday, June 24, 2009
  - d.

### **Charge of SCV Task Force:**

Over the next 10 years, what does growth look like in Chapel Hill?

### **List of ‘tasks’ of Task Force identified to date:**

1. Review 3/9/09 Council proceedings on this topic
2. Assume Comprehensive Plan goals are reasonable
3. Review Charge of Task Force – opportunity to request amendment
4. Make Recommendation on consultant selection
5. Review listening session report (described below)
6. Review 2035 growth projections – test for reasonableness
7. List of task from 3/9 meeting – scope revised
8. Hold outreach meetings out in the community (in areas such as Downtown, MLK, 54or 15/501)
9. How Web site is used

### **Proposed two step process for facilitator/consultant assistance:**

1. **Facilitated Community Sessions:** While the task force formation process is occurring, engage a facilitator, with no requirement for content knowledge, to facilitate well-designed and structured “listening sessions” with community groups, including the task force and the

Council, to determine community interests, perspectives and information needs in defining the community vision. Sessions could include special community meetings for this purpose throughout Town, attendance at already scheduled meetings (neighborhood groups, community watch, civic clubs, as examples) or other processes designed by the facilitator and the planning committee. This process could start soon if there was agreement to use one of the facilitators already familiar to the Town (Margaret Henderson, Lydian Altman, Vaughn Upshaw, Donna Warner, Vi Lyles, Andy Sachs). This process was authorized by the Planning Committee meeting (Mayor's Strategic Plan Committee meeting 4/1/09). There are sufficient funds in the Council's designated planning consultant funds to accomplish this within the current budget. This first stage work will build an informed basis for the Task Force's work and a focused understanding of additional consulting help needed to address the information developed in those parts of the process. Any consultant selection could then be based on identified need. The Request for Qualifications (RFQ) for a consultant will be more content based reflecting the outcomes of the initial community conversation..

2. **Work of Consultant:** described below

### **Amended Scope of Work for Consultant – Council Committee to Endorse**

1. Review report of facilitated listening session provided by facilitator.
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  - a. Review best practices
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**Timeline:**

See attached

