



Report to the Community

Transforming Your Ideas into Action



Shaping
IDEAS



Setting
GOALS



Taking
ACTION



Planning Our Future

Transforming Your Ideas into Action



Shaping IDEAS – We love Big Ideas in Chapel Hill. We create them, we share them, we talk about them. And then we look for ways to transform those Ideas into Action. In 2011, we set out to create the Vision for Chapel Hill for the next 10 years by developing a new Comprehensive Plan. We had a Big Idea of engaging new people in new ways and new places to create a “people’s plan” for our community that would not only identify land use principles but also guide all that the Town does. That year of public participation surpassed any other public engagement process of its kind in our history.

Working together, the community created a plan adopted by the Town Council in 2012 as Chapel Hill 2020. Since then, additional Community Plans have been developed by our advisory boards and commissions to expand on specifics of the community vision, such as the Stormwater Plan, the Bike Plan and the Parks and Recreation Plan. These planning processes also involved many hours of community engagement among community stakeholders, staff and elected officials. These plans also guide our priorities, budgeting, and activities.

The Community Survey, conducted every two years, helps us learn perspectives shared by our residents, including those who might not engage in traditional public processes and helps us see changes over time in those perspectives. bit.ly/ChapelHillSurvey



Setting GOALS – The Town Council considers the Chapel Hill 2020 ideas as integral to its planning and budgeting efforts. The Council establishes its biennial Council Goals (published on the back page of this report) around the themes of the comprehensive plan. Its goals are also shaped by community input as expressed in Community Plans and the Community Survey.



Taking ACTION – We have been busy working to implement the bright ideas shared by residents and honed by extensive engagement processes. We are committed to building a community where people thrive. Our *Report to the Community* is a window into this work and an effort to show how your ideas drive what we do. Once you have read this information, let us know how you think we are doing. And find your place to share and develop ideas into action.

—Town Manager Roger Stancil
manager@townofchapelhill.org

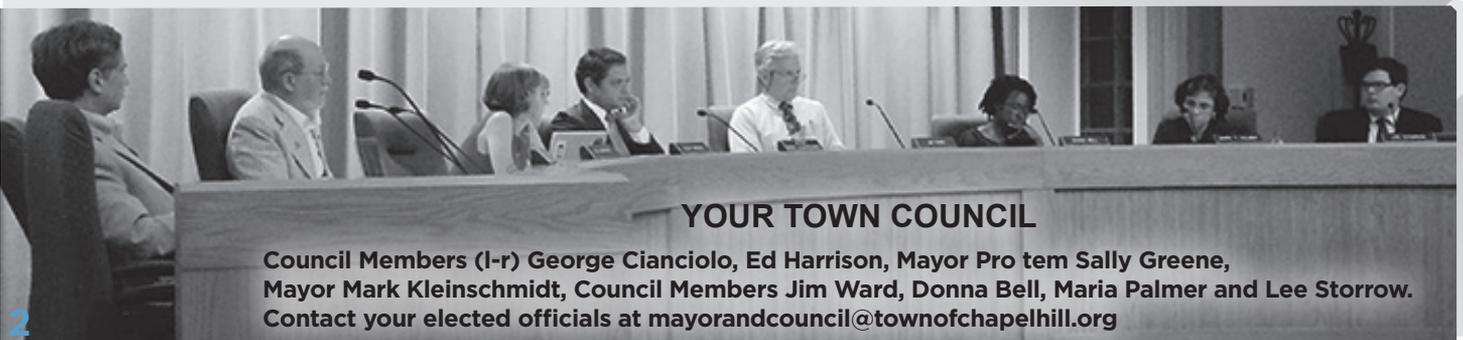
CHAPEL HILL 2020

is our community’s comprehensive plan. It is a reflection of values, aspirations, and ideas.



It is organized around six theme areas:

- **A Place for Everyone**
- **Community Prosperity & Engagement**
- **Getting Around**
- **Good Places, New Spaces**
- **Nurturing Our Community**
- **Town & Gown Collaboration**



YOUR TOWN COUNCIL

Council Members (l-r) George Cianciolo, Ed Harrison, Mayor Pro tem Sally Greene, Mayor Mark Kleinschmidt, Council Members Jim Ward, Donna Bell, Maria Palmer and Lee Storow. Contact your elected officials at mayorandcouncil@townofchapelhill.org

COMMUNITY PLANS

reflect the ideas, priorities and preferences expressed by our residents through long-term planning processes. These plans include Chapel Hill 2020, Greenways Master Plan, Chapel Hill Bike Plan and others.

COMMUNITY VOICES

Mayor Mark Kleinschmidt

 bit.ly/CHBond15Video

“On November 3, 2015, Chapel Hill voters will have an opportunity to weigh in on \$40.3 million of general obligation bonds that will fund trails and greenways, recreation facilities, solid waste facilities, stormwater improvements, and streets and sidewalks, including streetscape changes in the heart of Downtown.



COMMUNITY SURVEY

is conducted every two years to learn our residents' perspectives about services and quality of life issues. The next survey occurs in fall 2015.

bit.ly/ChapelHillSurvey

The bond referendum will not require a tax increase. If approved, it will fund public priorities expressed through the Community Survey and other community plans.

These initiatives come from our community visioning process - Chapel Hill 2020.

Our community.
Our future.”

Big Ideas embody the essence of the Chapel Hill 2020 goals that guide our efforts.

The plan identifies **Future Focus Areas** — vacant land, underdeveloped sites or locations along transit corridors. Most neighborhoods remain unchanged — for many years to come.

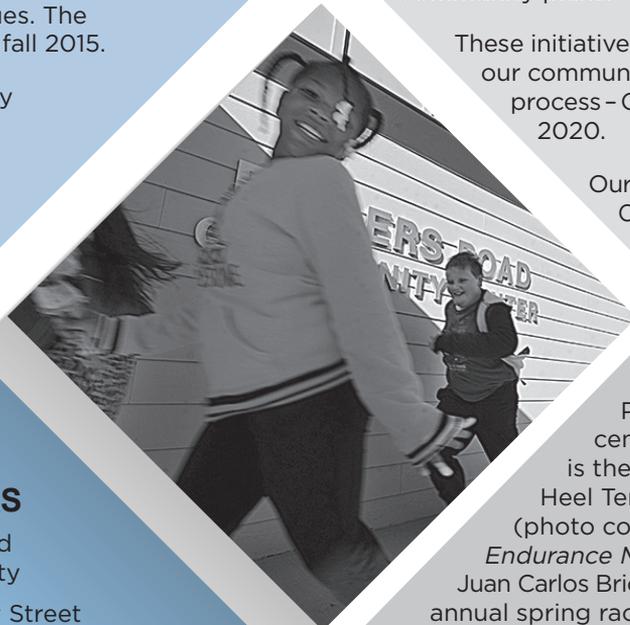
www.townofchapelhill.org/2020

FUTURE FOCUS AREAS

- 1 - Downtown
- 2 - N MLK Blvd/I-40
- 3 - S MLK Blvd/
Homestead Rd to
Estes Dr
- 4 - Hwy 54
- 5 - N 15-501
- 6 - S 15-501

BIG IDEAS

- Connected Community
- Rosemary Street Hub
- Entertainment/
Dining Hubs
- Workforce Housing
- Community &
Neighborhood
Engagement



On the Cover:

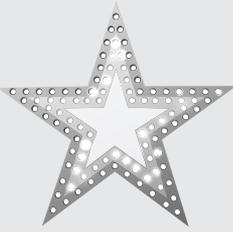
Pictured center is the Tar Heel Ten Miler (photo courtesy of *Endurance Magazine*, Juan Carlos Briceno), an annual spring race with about 6,400 runners taking in the sights of Franklin Street and the UNC campus; and (clockwise from upper left) Danielle de la Rosa White, a local businesswoman selling her Chocolatay confections at the new Pop-up Farmers Market in downtown; Public Works Director Lance Norris taking a bike ride to check for cycling safety issues around town; children enjoying new library sculptures; and Tar Heel Downtown bringing UNC football celebrations into the heart of downtown.

About This Report: Published in October 2015, this report provides activity information from the 2014-15 fiscal year, and early 2015-16. It was prepared by the Town of Chapel Hill Communications and Public Affairs Department. We welcome your feedback at publicaffairs@townofchapelhill.org. We offer a multimedia version at www.townofchapelhill.org/CommunityReport.



A Place for Everyone

This Chapel Hill 2020 theme explored diversity and inclusion in a family-friendly, vibrantly creative environment. Participants focused on creating a welcoming community for all with special emphasis on the arts, teens, and the need for affordable housing.



Funding Affordable Housing — To support affordable housing development and preservation, the Council has committed to setting aside nearly \$700,000 in 2016. Application of the Town’s Inclusionary Zoning Ordinance led to about \$800,000 committed to be paid to the Town in lieu of building affordable housing on a project site. These funds will support our affordable housing strategies.

Creating New Affordable Housing in the Ephesus Fordham District —

A \$10.8 million affordable housing development geared toward working families and seniors is planned on 8.5 acres of Town property off Legion Road. DHIC, a Raleigh nonprofit, is the Town’s partner in creating the development. Greenfield Place will have 80 apartments with rents affordable for those with incomes at or below 60 percent of the local median income. The project reflects a successful partnership, leveraging Town donated land; DHIC secured federal tax credits and a \$1 million loan from NC Rental Production Program; Chapel Hill and Orange County investments of \$300,000, and a DHIC investment of \$300,000. Phase 2 will create 60 affordable rental units for persons ages 55 and older.

Loving the Library — Standing-room only best describes new programs at our most popular community gathering spot - the Chapel Hill Public Library. The library hosted special guest, former Mayor Howard Lee, pictured with Town Manager Roger Stancil (Photo No. 1), who returned for the Martin Luther King Jr. Celebration in January 2015. “Between the Lines” is a new forum for community conversations about current topics. Teen activities such as video creation, writing workshops and social clubs are being designed by a new Teen Coordinator.

Learning Together — *Come Learn with Us* sessions (Photo No. 2) are like a “bite-sized” Citizens Academy, responding to many community interests. We are engaging the public through social media - a 44 percent increase in Twitter followers in 2015 from the previous year - and our new video content. www.townofchapelhill.org/comelearnwithus

Closing the Digital Divide — Our new partnerships with AT&T and Kramden Institute are offering many public housing residents free internet, computers, and computer classes (Photo No. 3 shows a graduating class). In 2014, the Town of Chapel Hill surveyed its public housing residents with school-aged children and found that one out of every four households had no internet access at home. Ninety-six percent of survey respondents reported an interest in computer training classes. bit.ly/CHFreeInternet

Sprucing up Franklin Street — In March 2015, crews repaired sidewalks, pruned or removed trees, moved newspaper bins, installed new bike racks, removed planters and some signage as part of streetscape improvements to the 100 block of East Franklin Street.

CHAPEL HILL 2020 GOALS

Family friendly, accessible places for a variety of active uses

A creative place to live, work, and play



Big Idea — Community & Neighborhood Engagement



COMMUNITY PLANS

- Affordable Housing Strategy
- Affordable Rental Housing Strategy
- Youth Initiative
- Downtown Streetscape

⊙ A range of housing options for current and future residents

⊙ A welcoming and friendly community

⊙ A community of high civic engagement and participation

www.townofchapelhill.org/2020



The Council has established 4 goals toward this CH 2020 theme. (see back page)

www.townofchapelhill.org/councilgoals

COMMUNITY VOICES

Beth Siegling, 15, sophomore at East Chapel Hill High School

bit.ly/CHVoices-Beth



“I work at the library as a summer job sorting books and digital media. I also work some with the children in the children’s center in my spare time. I’m often involved with local theatre groups. I also enjoy trivia nights held at the Teen Center. In the summer I swim at the Community Center and Homestead Aquatics Center. I feel like there are always things to do and that the Town is a very accepting community.”

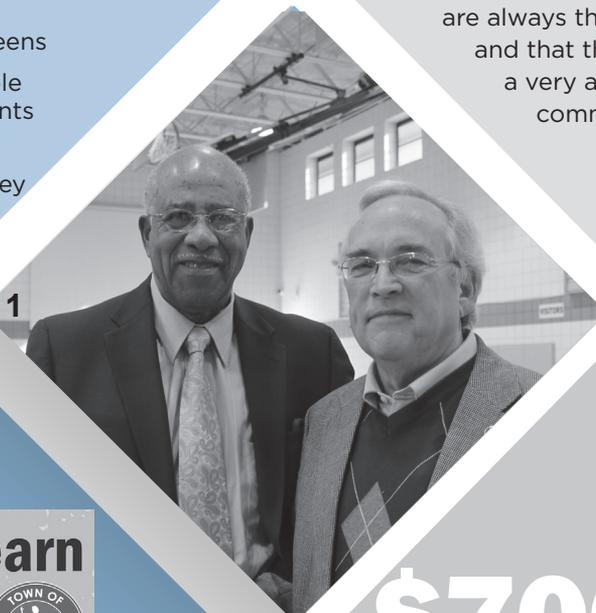
COMMUNITY SURVEY

Parks and Recreation Services that should receive the most emphasis

- No. 1 - Number of walking/ biking trails
- No. 2 - Maintenance of Town parks
- No. 3 - Programs for teens

Availability of affordable housing — 83% Residents are neutral/dissatisfied

bit.ly/ChapelHillSurvey



\$700k

Set aside by the Town in 2016 for affordable housing

\$800k

Paid to the Town from developers for new affordable housing projects

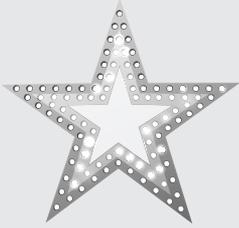


BRARY



Community Prosperity and Engagement

This group focused on sustaining the financial health of the community by creating a safe, vibrant, and connected community. Participants examined encouraging economic development, supporting existing and new local businesses, and sustaining healthy neighborhoods.



Maximizing Public Benefits in Development Agreements – The Council approved the Obey Creek Development Agreement in June 2015 following long-term negotiations to maximize public benefits and further community goals. This is Chapel Hill’s third development agreement — a unique regulatory tool for large projects to be built over 20 years or more — after Glen Lennox and Carolina North.

Across from Southern Village, the new zoning district encompasses 44 acres of the Obey Creek site located along US Highway 15-501

South. The development agreement will govern and regulate development on the western 44-acre portion of the Obey Creek site and the Wilson Creek Preserve, the total size of which is about 120 acres.

The new development will include buildings that will be four to eight stories tall on the 35 acres along Hwy 15-501. Another 85 undeveloped acres to the east will become a Town-owned public preserve. The project is anticipated to be built over 20 years, eventually including up to 800 apartments and townhomes, 475,000 square feet of retail space, 600,000 square feet of offices and 400 hotel rooms.

www.townofchapelhill.org/obeycreek

Launching Open 2 Biz – We created a new website (Open2.biz) to help recruit businesses and add office and retail to the tax base. Next, look for the Open2 social media campaign, and help us talk about our community identity – Open2 art, sustainability, foodies, data, quality of life, affordable housing and much more. The Council is also working on a Commercial Development Strategy. www.open2.biz

Earning AAA Bond Ratings – The Town’s most recent bond ratings review from Standard & Poor’s confirmed our AAA rating for general obligation bonds. This is the highest rating given to municipal debt and reflects the Town’s solid financial health, management, overall planning and the strength of the local economy. The ratings will allow the Town to borrow funds at the best possible interest rates. The report evaluated the Town’s credit profile, assigning its General Obligation (GO) debt rated at AAA and its limited obligation debt rated at AA+.

CHAPEL HILL 2020 GOALS



Balance and sustain finances by increasing revenues and decreasing expenses

Big Idea – Workforce Housing



COMMUNITY PLANS

A Bond Referendum scheduled for Nov. 3, 2015, proposes up to \$40.3 million to fund community improvements:

- Streets and sidewalks
- Trails and greenways
- Recreation facilities
- Solid waste options
- Stormwater infrastructure

COMMUNITY SURVEY

- Lowest rankings in "Are your needs being met?" for access to quality shopping
- 60% say the pace of retail development is too slow
- Top 3 Ranked Capital Improvement Needs -
 1. Downtown Redevelopment
 2. More bike lanes
 3. Stormwater improvements

bit.ly/ChapelHillSurvey

COMMUNITY VOICES

Jay Patel, co-owner of The Franklin Hotel and developer of The Graduate Apartments at 105 Kenan St.



 bit.ly/CHVoices-Jay

“The apartment building that my team is developing with my brother will have 100 apartments with 15 of them being affordable housing units. We have graduate students in mind, or perhaps someone who is not ready to buy a house, and wants to live near all the action in downtown. The project opened our eyes to how complicated, uncertain and time consuming the development review process can be here. At the end of the day, we have a better product than when we started - but the process could be improved to benefit both the community and the developer.”

Chapel Hill is looking for opportunities to expand and diversify the local tax base because a healthy mix of commercial, retail and residential directly benefits the community.

⦿ Foster success of local businesses

⦿ Promote a **safe, vibrant, and connected** (physical and person) community

18%

Town of Chapel Hill revenue generated by commercial tax base (by comparison, Durham relies on 40%)

70%

Portion of Chapel Hill residents who leave Town every day to once a week to shop.

www.townofchapelhill.org/2020



The Council has established 6 goals toward this CH 2020 theme. (see back page)

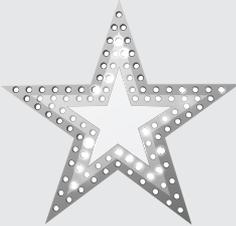
www.townofchapelhill.org/councilgoals

OPEN2.biz



Getting Around

This theme studied all modes of transportation needed for an inclusive, connected community. Participants explored the potential for regional partnerships linking to thriving greenways, sidewalks, bicycle amenities, and other options within the town.



Making Road Improvements - To encourage private reinvestment in the Ephesus-Fordham District, the Town will invest about \$8.8 million in transportation improvements. The NC Department of Transportation will pay up to \$2.17 million toward the road projects. The improvements will expand connectivity, so there isn't just one way to go somewhere. The district will include pedestrian crossings and bike lanes, as well as amenity spaces, greenways and trails. bit.ly/EFConnectivity

Planning for Chapel Hill Transit's Future - We are proud to have the second largest transit system in North Carolina, providing more than seven million rides per year. Our fleet of 121 vehicles cover more than 2.5 million miles per year in a service area of 62 square miles. To keep the wheels rolling, we are making a financial plan to replace aging buses, maintain facilities and hire more employees - all of which is expected to cost about \$80 million over the next 10 years.

Improving Safety for People Who Walk and Bike - We are working on several fronts to improve safety for walkers and bikers with new flashing lights at mid-block crosswalks, sharrows with green boxes, safety signage, and a step up in traffic education and enforcement. An interdepartmental staff group is tackling the safety issue from many angles - from trimming hedges to ticketing people driving, walking or biking to enforce safe behaviors. They join efforts with community groups including the Bicycle Alliance Chapel Hill (BACH). A new WikiMap at <http://wikimapping.net/wikimap/chapelhill.html> offers residents an opportunity to comment on safety issues they experience around town.

Connecting Greenways - We completed the \$1.5 million Morgan Creek trail project (with tunnel under Culbreth Road) in June 2014. Now we're busy expanding the Bolin Creek Trail with a tunnel under Martin Luther King Jr. Boulevard and two bridges over Bolin Creek (photo below). There are about 15 miles of greenways in Chapel Hill. bit.ly/BolinCreekStorymap

Coordinating with Regional Transportation - Many of our residents attended meetings organized by Triangle Transit to review the proposed 17-mile Durham-Orange Light Rail Transit Project. The electric-powered light-rail line would serve 17 stations from UNC Hospitals in Chapel Hill to Alston Avenue in Durham. The estimated operating date is between 2025 and 2026. www.ourtransitfuture.com

CHAPEL HILL 2020 GOALS

- A **balanced transportation** system
- A **connected community**
- **Connect to a regional transportation** system
- An **adaptable transportation system** to support dense and suburban development



Big Idea - Connected Community



COMMUNITY PLANS

- Chapel Hill Bike Plan
- Ephesus-Fordham Transportation Improvements
- North-South Corridor Study on MLK
- Chapel Hill Transit Strategic and Financial Plan

⊙ Provide safe and reasonable access to all

⊙ A transportation system that **mitigates congestion**; promotes air quality, sustainability, and energy conservation

⊙ Incorporate **street planning** into zoning code

⊙ A **parking system** based on strategies that support overall holistic transportation

www.townofchapelhill.org/2020



COMMUNITY VOICES

Celisa Lehew, lieutenant with Chapel Hill Police Department and co-chair of the Bicycle and Pedestrian Safety Staff Team

 bit.ly/CHVoices-Celisa



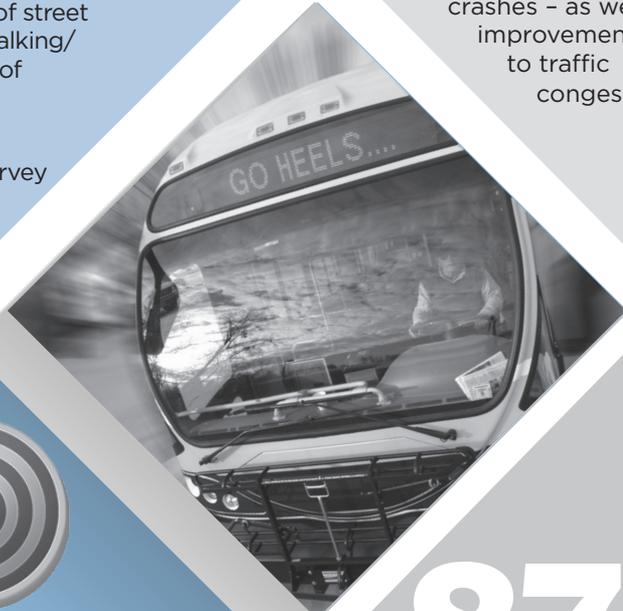
“I work in the traffic division and constantly monitor the crash

numbers around our community. The Ephesus Fordham area is one of our major corridors into town. There are about 200 crashes per year in this area. I am excited to see the transportation improvements that are coming. We expect to see a reduction in crashes – as well as improvements to traffic congestion.”

COMMUNITY SURVEY

- No. 1 Issue — Overall flow of traffic and congestion
- About half of those surveyed (46–51%) are neutral or dissatisfied with condition of sidewalks, availability of sidewalks, adequacy of street lighting, number of walking/biking trails and ease of walking or biking

bit.ly/ChapelHillSurvey



The Council has established 4 goals toward this CH 2020 theme. (see back page)

www.townofchapelhill.org/councilgoals

87%

Share of Americans 24–28 with driver's licenses in 1994.

78%

share in 2013.

bit.ly/MillennialDrivers

Did You Know?

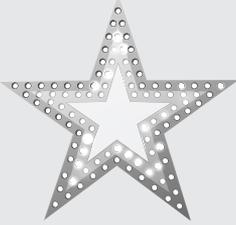
Chapel Hill has 21.1 sq miles land area





Good Places, New Spaces

Exploring what the Chapel Hill of the future should look like, this group focused on land use throughout the town including existing neighborhoods, balancing respect for the old with the prospect of the new. Discussions of development included consideration of open space and the rural buffer.



Updating LUMO - We continue to seek comments on the proposed updates to our land development regulations. Every city has a set of rules for things like where a building can be located on a property, how tall it can be, or even how close the structure can sit to the nearest road. This same set of rules also governs the design of streets, the streetscape, parking lots, site lighting, signage, water quality and landscaping. In Chapel Hill, these regulations are contained in the Land Use Management Ordinance or "LUMO" for short. These updates are needed to align the regulations for the built environment with the vision of

the community expressed in Chapel Hill 2020. As part of the Town Council goal to improve Chapel Hill's development review system, Town staff have been making improvements to the development review process since 2008. www.townofchapelhill.org/lumo

Gathering in New Spaces - The happenings at the Plaza at 140 West continue to grow with music and arts from Live and Local and the new Pop-Up Farmers Market. Meeting Council objectives for the downtown development, it was designed to be Chapel Hill's ultimate gathering place with over 26,000 sq. ft. of retail space, as well as two levels of covered parking. www.140westfranklinplaza.com

Diversifying Our Downtown - A new grocery store opened at the end of 2014 in downtown adjacent to Mediterranean Deli at 414 W. Franklin St. Our community heart is bustling with new businesses, residents, sports fans and visitors. In 2014, visitors to Orange County generated \$13.34 million in state and local taxes.

Protecting the Northside Neighborhood - Announced in March 2015, the Northside Neighborhood Initiative is a partnership among UNC-Chapel Hill, Self-Help, the Jackson Center, and the Town of Chapel Hill, that pursues a shared vision for the historic Northside Neighborhood: a family-friendly, multi-generational community that balances the needs of long-term residents, new owners, renters and students. www.townofchapelhill.org/NorthsideInitiative

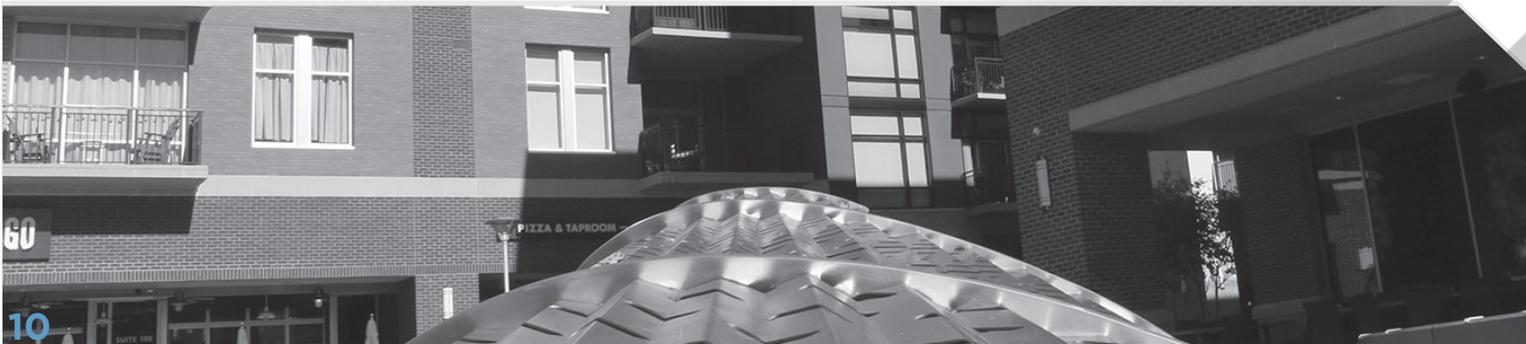
Evaluating Our Town Properties - We have disposed of some properties while considering options for others. Why? We are making the best use of valuable public resources. Proposals are shared with the Council and the public, and discussed extensively before properties are sold or put to a different use. bit.ly/CHTownProperty

CHAPEL HILL 2020 GOALS

- Low density, green Rural Buffers
- A vibrant, diverse downtown
- An improved development decision-making process
- A joint Town-University development strategy



Big Idea - Entertainment/Dining Hubs



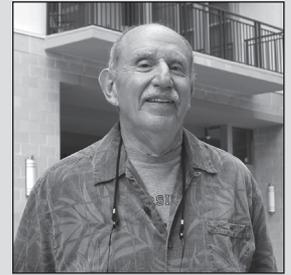
COMMUNITY PLANS

- Downtown Master Plan
- Future Focus Areas – plans have been created for each area (see list pg. 3)
- Rogers Road Task Force Report

COMMUNITY VOICES

Ken Broun, former mayor of Chapel Hill and resident of 140 West Franklin

 bit.ly/CHVoices-Ken



“Moving into a two-bedroom apartment was a big change for my wife Margie and me. But we wanted to downsize, and also wanted to be around people of all ages. It’s been two years now, and we find that it’s been everything – restaurants, my office on campus, and to shows at Carolina Performing Arts. Our grandchildren love to visit us here. It’s a different community now than when we moved here in 1969. I believe the change is for the good and look forward to seeing more residences in downtown. We need a variety of housing types to attract a mix of incomes and ages for our community.”

COMMUNITY SURVEY

- Top 3 Parks and Recreation services that should receive the most emphasis – walking/biking trails, Town parks, and teen programs
- 69% important/essential – A Redeveloped Downtown
- No. 1 most important capital improvement – Redevelopment of Downtown

bit.ly/ChapelHillSurvey

FRANK GALLERY

109 E. Franklin St.

Created with a small business loan from the Town and the Downtown Partnership, this artists cooperative supports our creative class and boosts arts retail.



The Council has established 9 goals toward this CH 2020 theme. (see back page)

www.townofchapelhill.org/councilgoals

62%

of millennials prefer to live in mixed-use communities found in urban centers, closer to shops, restaurants and the office. The number of apartment buildings continues to rise nationally – as well as locally. time.com/72281/american-housing

⊙ A range of neighborhood types

⊙ A community that welcomes and supports change and creativity

⊙ Common spaces for community gathering

⊙ Future land use, form, and density

www.townofchapelhill.org/2020

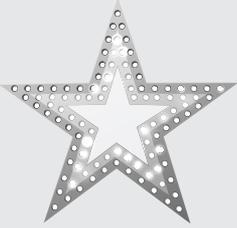
The 38,000-acre Rural Buffer has limited urban sprawl over the past 30 years.





Nurturing Our Community

Environmental sustainability is the core of this theme. Participants examined the many aspects of people's interaction with the natural habitat, from parks and open spaces to locally grown agriculture to protecting water quality and solid waste disposal.



Managing Stormwater – Action plans to mitigate flooding and improve water quality and stream integrity are outlined in the Stormwater Management Master Plan, adopted by the Council in 2014. Development projects regularly include stormwater management plans. For example, the new Village Plaza Apartments must install a bio-retention basin in the courtyard to treat runoff from the roof and a sand filter to treat runoff from the parking deck.

bit.ly/CHStormwaterImprovements

Supporting Local Farmers – New to downtown is the Pop-up Farmers Market (photo below) at the Plaza at 140 West Franklin St. The new market appears every Thursday all summer long. And the Chapel Hill Farmers Market continues at University Place.
bit.ly/CHPopUpMarket

Reducing the Carbon Footprint – The Council approved a pilot program in the Ephesus-Fordham District that rebates development fees for projects that employ sustainable design principles targeting energy and water use. We continue to make energy improvements at Town facilities, such as rooftop solar, four new electric vehicle charging stations at the 140 West parking deck, and exploring even more renewable energy sources.

Planning for Solid Waste Disposal – We have been transporting solid waste to a facility in Durham since the Orange County Landfill closed in 2013. This arrangement has increased the costs of waste collection, including increased fuel consumption and wear and tear on vehicles — and our employees (hear from one of our solid waste drivers, upper right, opposite page). We are reviewing various options, including partnering with other jurisdictions for the future disposal of more than 280 tons of garbage collected each week.

bit.ly/CHSolidWasteOptions

Protecting and Preserving Farms — Established in 1986, the 38,000-acre Rural Buffer has successfully limited our urban sprawl. The wide-open spaces and agricultural lands that characterize our community's outlying areas are extensive. By protecting and preserving nearby farms, locally produced goods are plentiful and can easily be purchased at our farmers markets and groceries. Since sprawling out into the Rural Buffer is prohibited, developers are building up within town limits.

Chapel Hill 2020 Goals

- **Reduce waste** without imposing upon the environmental and social rights of others
- **Maintain and improve** air quality, water quality, and manage stormwater
- **Protect, acquire, and maintain** natural/undeveloped open spaces and historic sites
- **Support the Parks and Recreation Master Plan and the Greenways Master Plan**



COMMUNITY PLANS

- Comprehensive Review of Solid Waste Collection and Disposal Options
- Stormwater Master Plan
- Greenways Master Plan
- Comprehensive Parks Plan

COMMUNITY VOICES

Keith Smith, solid waste driver for the Public Works Department

 bit.ly/CHVoices-Keith

“We start our work day at 6 a.m. My route is roughly 30 miles around Chapel Hill. Since the Orange



County Landfill has closed, we have been hauling the trash to a site in Durham.

After we collect the trash, we get on interstate, and drive to Durham to dump the trash at a transfer station there. It's increased our work time; it has added wear and tear on the trucks; it has also added a lot of wear and tear on our bodies.

Driving on the highway in a trash truck is very intense.”

COMMUNITY SURVEY

No. 3 most important capital improvement for community - improvements to stormwater infrastructure system

bit.ly/ChapelHillSurvey

◎ **Adopt an integrated development review process**

◎ **Support local food producers** and access to local foods

◎ **Reduce the carbon footprint** of all Town-owned or managed services and properties

◎ **Protect neighborhoods** stormwater runoff, light and noise pollution, and traffic

www.townofchapelhill.org/2020



Water Pollution Prevention Video Receives National Award

View the video created by the Town's Stormwater Division at bit.ly/1UzecLJ



The Council has established 5 goals toward this CH 2020 theme. (see back page)

www.townofchapelhill.org/councilgoals

280

tons of garbage collected each week

\$3.5m

spent per year on solid waste services

350

acres of parks

15

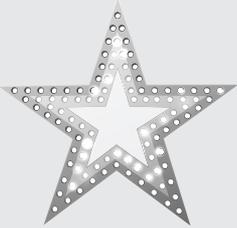
miles of greenways





Town and Gown Collaboration

Collaboration with the University of North Carolina at Chapel Hill and the UNC Health Care System on lifelong learning and innovation is the centerpiece of this theme. Participants aspired to use the intellectual and financial capital of the University and the UNC Health Care System to help the town flourish.



Collaborating on Wellness - We regularly receive the Healthiest Employers of the Triangle Award for our Wellness@Work program, established in June 2011 with UNC-Chapel Hill's Department of Family Medicine. The program is resulting in significant health care cost savings for the Town and its nearly 700 full-time employees, while improving overall employee health. We believe in easy access to basic preventative, minor illness, and educational health services. Our program is designed by an employee wellness committee (Photo No. 1). chapelhillwellnessatwork.org

Partnering on Community Fiber - Many Chapel Hill public housing neighborhoods are receiving free AT&T U-verse Internet under an arrangement negotiated by the Town. And residents across town will be able to sign up for AT&T U-verse Internet, TV and voice services over the next year. This access to ultra-high speed internet services stems from an agreement with the NC Next Generation Network (NCNGN), an organization that includes six municipalities and four leading universities. Chapel Hill has been selected as a destination for Google Fiber, making our community among a handful in the nation that will have two ultra-high-speed internet service providers. bit.ly/CHFiber

Capitalizing on intellect - Launch Chapel Hill - a partnership among UNC-Chapel Hill, the Town of Chapel Hill and Orange County, with support from a private donor, accelerates the development of start-ups by giving company founders access to a community of peers, a network of experts and the space, knowledge and resources to achieve success. Since its inception in January 2013, Launch has served 42 teams of all different industry types through the accelerator program. To date, Launch businesses have raised more than \$5 million in outside funding and created 40 full-time positions and 21 part-time positions, many in the Triangle area. www.launchchapelhill.com

Expanding the arts together - The Core@Carolina - a new innovation lab, studio and theater to be located in downtown Chapel Hill at the Carolina Square development, will become the physical and intellectual home for world-class artists-in-residence to collaborate with scientists, researchers, students and the community. The nearly 8,500 square-foot facility is exciting new physical space for dialogue and inspiring insights.

Building New Beginnings for Homeless - The Inter-Faith Council for Social Service celebrated with a ribbon cutting (Photo No. 2) the opening of its new SECU Community House (Photo No. 3) - a 52-bed, \$5.76 million men's transitional shelter - in September 2015. UNC-Chapel Hill is leasing the 1.66-acre site to the Town of Chapel Hill at \$1 a year for 50 years; the IFC will sublease the land from the Town. The Community Kitchen will stay at 100 W. Rosemary St. until a new planned center is built in Carrboro.

CHAPEL HILL 2020 GOALS

- Create a thriving economy using the intellectual capital that the University and Town create
- Improve and expand access to the arts, culture, and intellectual pursuits
- Improve downtown parking options



Big Idea - Rosemary Street Hub



2

COMMUNITY PLANS

- Draft Downtown Master Plan
- Carolina North Development Agreement

COMMUNITY VOICES

Akash Ganapathi, 23,
co-founder of Trill Financial

 bit.ly/CHVoices-Akash



“My friend Simon Jung and I pursued this idea to use predictive analytics to scrape the internet for data. While we were students at UNC, we founded Trill Financial. Essentially, we do data analysis to optimize stock holdings. At Launch Chapel Hill, we have free office space – which is amazing because before, we were working out of our apartment and had all our computers set up on a ping pong table. We also have access to experienced mentors who are helping us on the business side of things. We would love to stay in Chapel Hill and grow our company here.”



- Housing for students that is **safe, sound, affordable, and accessible**
- The University, the UNC Health Care System, and the Town will **coordinate closely to manage development** in ways that respect history, traditions, and the environment while fostering revitalization and innovation
- **Promote access to health care centers, public services, and active lifestyle opportunities**

www.townofchapelhill.org/2020



The Council has established 4 goals toward this CH 2020 theme. (see back page)

www.townofchapelhill.org/councilgoals



launch
CHAPEL HILL

www.launchchapelhill.com

\$120m

Project cost of Carolina Square, bringing apartments, office space and retail to 123 W. Franklin St. (formerly University Square). Completion expected in summer 2017. carolinasquarenc.com



Council Goals 2014–2016

Council goals are shaped by community input as expressed in the Chapel Hill 2020 Comprehensive Plan, other community plans and the Community Survey. To view status updates on these goals, visit www.townofchapelhill.org/councilgoals.



A Place for Everyone

- Adopt and implement affordable housing strategies
- Initiate planning for new ways to inform residents about Town government
- Enhance support for code enforcement
- Review and refine focus for youth services and begin planning for youth-centered facilities



Town & Gown Collaboration

- Strengthen collaboration with UNC and UNC Healthcare
- Adopt downtown master plan
- Continue partnership on NCRNG (Regional fiber)
- Initiate strategy for use of fiber with UNC, UNC Health Care, Carrboro (2016 Goal)



Getting Around

- Adopt a sustainable transit financial plan in partnership with UNC-Chapel Hill and Carrboro
- Adopt and implement a Bike Plan
- Initiate a Pedestrian Plan (2016 Goal)
- Evaluate a transit trolley (2016 Goal)



Good Places New Spaces

- Initiate planning for new public safety and recreation facilities
- Decide asset management recommendations for remaining town-owned property
- Use lessons learned from public-private partnerships to develop new partnerships
- Approve plan for funding Chapel Hill share of Rogers Road Sewer in partnership with Carrboro and Orange County
- Approve an implementation strategy for Northside Community Plan
- Approve capital planning strategy and funding for ongoing maintenance of Town facilities such as routine playground maintenance
- Approve strategies for increased energy efficiency in local development
- Identify and develop prioritization process for a potential bond referendum (2016 Goal)
- Initiate future development planning for the Greene Tract with ownership partners (2016 Goal)



Nurturing Our Community

- Continue development of predictable, streamlined development review processes that result in added value
- Decide future Solid Waste Transfer Facility issues
- Adopt Revised Personnel Ordinance
- Adopt a Stormwater Management Plan strategy
- Create a strategy to impact out of school time, ESL, and vocational classes for youth with non-profit organizations (2016 Goal)



Community Prosperity and Engagement

- Identify Priorities for Chapel Hill 2020 Focus Area Plans and staff resources for implementation
- Expand incubator and co-working spaces in downtown or in development corridors
- Continue performance based business recruitment strategies
- Adopt strategies for adding office and retail tax base (2016 Goal)
- Evaluate optimal ratio for office, retail and residential uses to meet Chapel Hill 2020 plan goals (2016 Goal)
- Expand small business loan program (2016 Goal)



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36 Hours Spent by the NY Times in Chapel Hill
www.townofchapelhill.org/welcome

Ranking on Money Magazine's Best Places to Live

www.townofchapelhill.org/awards

AT YOUR SERVICE

✉ info@townofchapelhill.org

Town staff member Jeanette Coffin answers calls to assist residents at the Town 's main line at 919-968-2743.



bit.ly/CHVoices-Jeanette

Town Departments (919) Area Code

Business Management 968-2712

Chapel Hill Transit 969-4900

Communications and Public Affairs 968-2743

Council 968-2743

Fire 968-2781

Housing and Community 968-2850

Human Resource Development 968-2700

Library 968-2777

Manager 968-2743

Mayor 968-2714

Parks and Recreation 968-2784

Planning and Sustainability 968-2728

Police 968-2760

Public Works 969-5100

52.4 cents

Tax rate for Town of Chapel Hill (per \$100 of assessed value)

\$100.7m

Town budget for all funds

\$6 billion

Orange County GDP for 2014 (The gross domestic product is the total dollar value of all goods and services produced.)

bit.ly/AboutCH

59,653

Population (2013) (yes, our pop-count includes UNC students who live in Chapel Hill!)

29,135

UNC student enrollment

25.8

Median Age

9th

Most Educated Place in America
NerdWallet
76% of residents have bachelor's degree

72.8 % - White

11.9 % - Asian

9.7% - Black

6.4% - Hispanic

3rd

Largest collection of Modernist Homes in the Triangle
www.ncmodernist.org/chapelhill

Foodie Town

Chapel Hill is home to two James Beard Award-winning restaurants on Franklin Street — Lantern and Crook's Corner.

 FB: chapelhillgov

 Twitter: @chapelhillgov

 Instagram: chapelhillgov

 **eNews**

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