

# VIBRANT & INCLUSIVE COMMUNITY

## DRAFT QUARTERLY PROGRESS REPORT

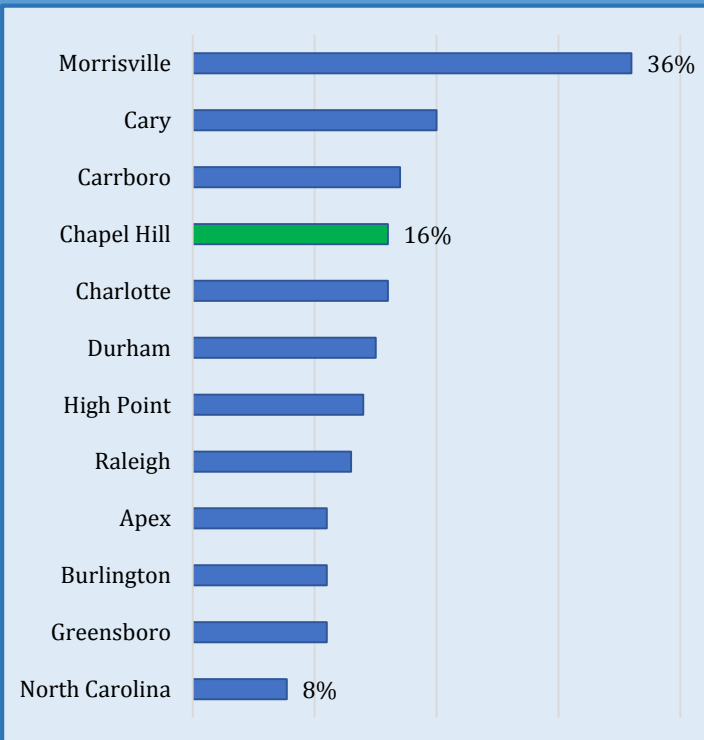
### OUR GOAL

To enrich the lives of those who live, work, and visit Chapel Hill by building community and creating a place for everyone.

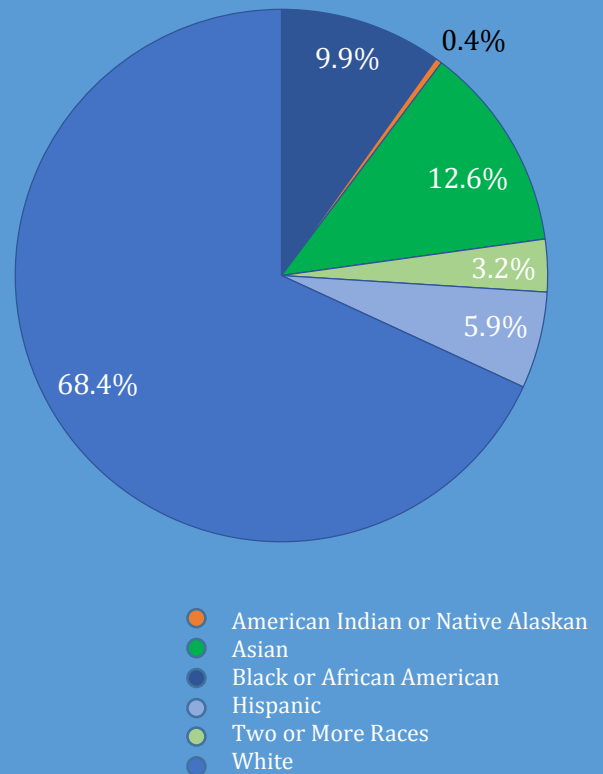
### COMMUNITY INDICATORS

<b>81%</b> ▼ of community satisfied with the quality of life in Town	<b>9,307</b> ▼ residents are foreign-born	<b>22%</b> ◀▶ of residents moved to Chapel Hill within the last 12 months	<b>76%</b> ◀▶ of community satisfied with availability of arts and cultural activities
	<b>3,465</b> ▼ residents are limited English proficient	<b>5.1%</b> ▼ of households received SNAP benefits in the last 12 months	<b>71%</b> ▲ of community satisfied with acceptance of diverse populations

Percent of Community that is Foreign-Born  
North Carolina Benchmarks



Town Diversity by Ethnicity



## PERFORMANCE-TO-DATE | STRATEGIC WORK PLAN

**12**  
projects in progress

**0**  
project(s) not in a department  
business plan

**X%**  
of projects on track

## KEY PERFORMANCE INDICATORS (KPIs)

### Arts & Culture


Number of Events/Festivals  
*Target: n/a*

**45**  
FY18

 - 13 compared to prior year

Total Attendance at Events/Festivals  
*Target: n/a*

**65,800**  
FY18

 + 3,847 compared to prior year

### Community Connections

Number of community engagement meetings held with  
residents/stakeholder groups  
*Target: 50*

**32**  
FY18

No trend data available

Residents served by programs funded through the  
Human Services Program  
*Target: 32,000*

**32,000**  
FY18

No trend data available

### Library Services

Total program attendance  
*Target: 43,000*

**42,864**  
FY18

 + 1,855 compared to prior year

Percent of service population with a library card  
*Target: 86%*

**86%**  
FY18

 + 17% compared to prior year

### Planning Services

Progress made across all special projects as a  
percentage of the work targeted for FY18  
*Target: 90%*


**92%**  
FY18

No trend data available

### Recreation Programming

Number of programs offered  
*Target: 1,200*

**1,180**  
FY18

 - 75 compared to prior year

Number of registered participants in all programs  
*Target: 9,800*

**9,577**  
FY18

 + 3,364 compared to prior year




STRATEGIC WORK PLAN   VIBRANT & INCLUSIVE COMMUNITY			Status
5.1	Downtown Work Plan	Planning, infrastructure, and safety projects like the alleyway and streetscape projects, removing regulatory barriers for businesses, property task forces, seasonal cleaning, public bathroom facilities, and Tanyard Branch Trail.	●
5.2	Festivals and Events	Build shared understanding of cost and scope for Town events and facilitate event activity from external partners. Maintain safe environment and create a flexible approval structure that incentivizes events.	●
5.3	Community Connections	Increase and leverage partnerships in the Town to build integrated solutions to community issues. Includes People's Academy, Building Integrated Communities, student and youth initiatives, immigrant and refugee populations, and faith community initiatives. Build an intentional public engagement strategy.	●
5.4	Youth Facilities and Initiatives	Review and change programs and facilities currently provided to teens by the Town.	●
5.5	Community History and Enrichment	Includes Community History Initiative, Centennial Celebration and Explore More at Pritchard Park. Includes adding community meeting spaces.	●
5.6	Community Arts and Culture	Focus on public art in the built community, non-traditional venues for experiencing art, and building external partnerships. Collaborate with University to provide gathering spaces.	●
5.7	Urban Design Focus	Increase focus on design and placemaking by inserting considerations of urban design in the beginning stages of the Town's development review process and other capital investment projects.	●
5.8	Charting our Future	Refine the Future Land Use Map (FLUM) and conduct a rewrite of the Land Use Management Ordinance (LUMO). (heard desire to change execution of this project but not a desire to change goal)	●
5.9	Rogers Road Community First Plan	Multi-jurisdictional effort to identify desired development and provide additional public facilities and services, including sewer service to help shape growth in the Rogers Road area.	●
5.10	Station Area Planning	Multi-jurisdictional effort to plan for appropriate development in the future station areas along the proposed Orange Durham Light Rail project.	●
5.11	Blue Hill Code Refinements	Includes refining the massing standards and conducting a parking study. Also includes an affordable housing plan for the south side of Elliot Road.	●
5.12	Eastowne Master Planning	Partner with UNC Healthcare to develop a Master Plan for the Eastowne office park.	●

*Status Key*

- : Current Project in a Departmental Business Plan
- : Petition Received by Staff
- : Future Project; not currently in Departmental Business Plan

## Notes & Citations

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- *Community Indicators Section.* The yellow arrows in the community indicators section indicate whether the metric has gone up or down compared to the last data reporting period.
  -  : the trend for the metric is on the rise since the last data reporting period
  -  : the trend for the metric is falling since the last data reporting period
  -  : the trend for the metric is relatively flat, neither rising or falling, or historical data is unavailable
- *Percent of community satisfied with the quality of life in Town.* The data source for this metric is the Town's Community Survey, managed by the ETC Institute.
- *The number of residents are foreign-born.* The data source for this metric is the US Census Bureau 2017 5-Year American Community Survey.
- *The number of residents that are limited English proficient.* The data source for this metric is the US Census Bureau 2016 5-Year American Community Survey.
- *The number of residents that moved to Chapel Hill within the last 12 months.* The data source for this metric is the US Census Bureau 2016 5-Year American Community Survey.
- *The number of households that received SNAP benefits in the last 12 months.* The data source for this metric is the US Census Bureau 2017 5-Year American Community Survey.
- *Percent of community satisfied with availability of arts and cultural activities.* The data source for this metric is the Town's Community Survey, managed by the ETC Institute.
- *Percent of community satisfied with acceptance of diverse populations.* The data source for this metric is the Town's Community Survey, managed by the ETC Institute.
- *Percent of Community that is Foreign-Born.* The data source for this metric is the US Census Bureau 2016 5-Year American Community Survey.
- *Town Diversity by Ethnicity.* The data source for this metric is the US Census Bureau and uses 2016 Census data.