

# Cutting through the Noise:

*Ways that the Town of Chapel Hill has  
facilitated meaningful civic engagement*

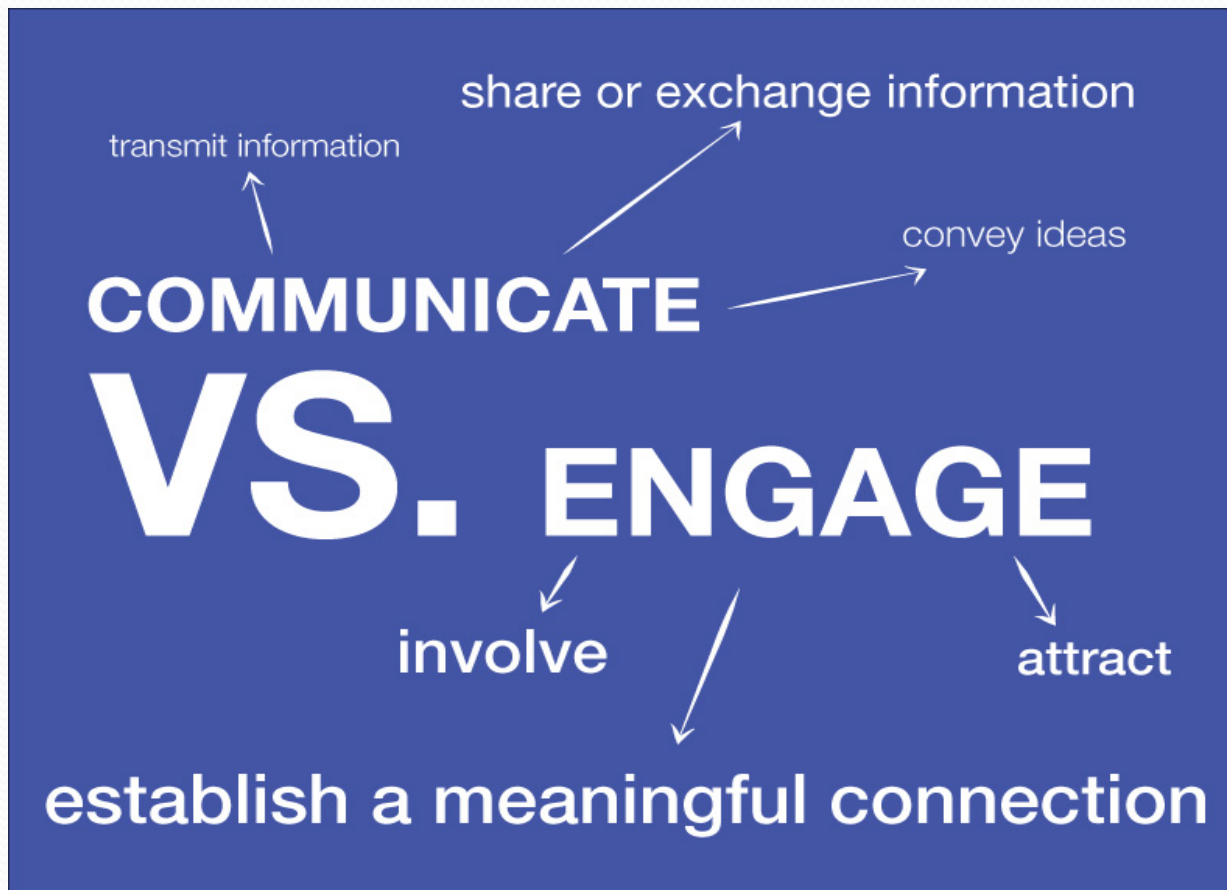
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**In 2011-12, the Town of Chapel Hill tried something “REALLY BIG”**



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## Old Way

### Comprehensive Planning

- *Land use Planners*
- *a process that determines community goals and aspirations in terms of community development*
- *a Comprehensive Plan which dictates public policy in terms of transportation, utilities, land use, recreation, and housing*

## NEW Way

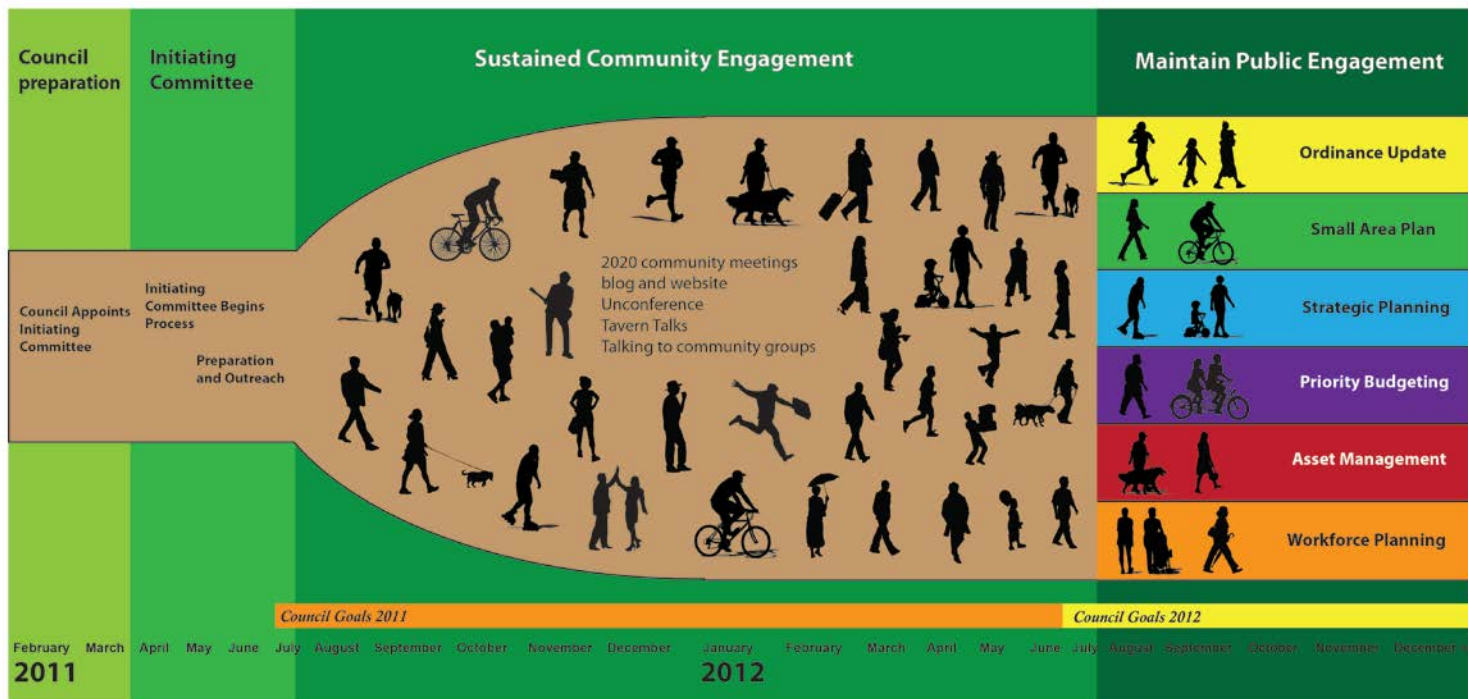
### • Community Visioning

- Community mapping
- Community leaders
- Citizen driven goals
- Youth meetings
- Social activities
- Business, Faith, Civic and Visitor Communities invited to participate.
- Electronic reports (blog, Instagram, Facebook).

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## Community Involvement in the Chapel Hill 2020 Planning Process

**2020**  
 CHAPEL HILL  
 OUR TOWN. OUR VISION.





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During the first 3 outreach meetings, 6 themes were developed to provide definition to the plan and a way to organize the community conversations about the future.



Create a Place for Everyone



Grown Town & Gown Collaboration



Facilitate Getting Around



Develop Good Places New Spaces

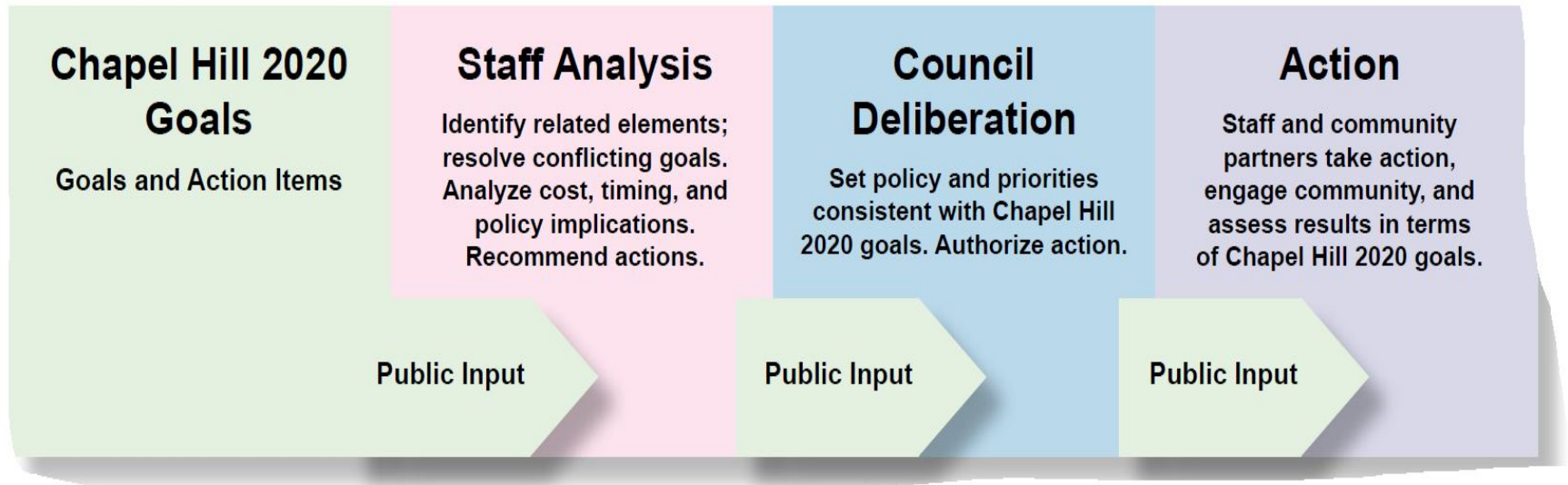


Nurture Our Community



Support Community Prosperity and Engagement

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- **CHALLENGES**

- **Time** – a lot of information, short time to digest, real life kept happening
- **Continuity** – some community members came to every meeting, but a majority did not (63%).
- **Expectations** – keeping them realistic, defining “vision” vs. “reality”
- **Nay-sayers** – how to manage uncertainty
- **Accountability** – saying what you mean and meaning what you say.



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