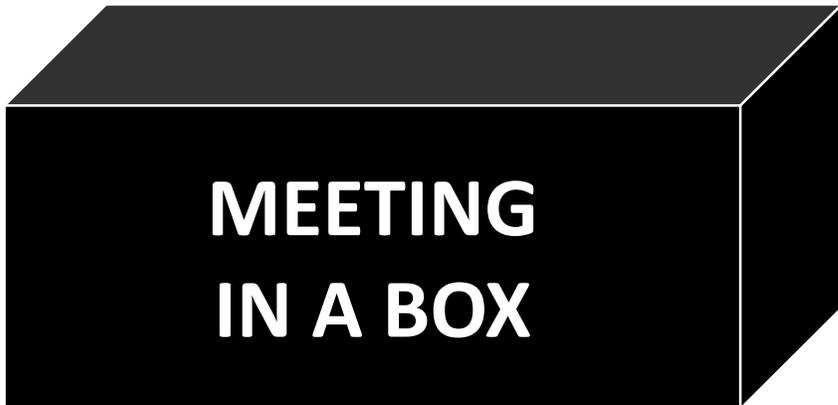


MEETING IN A BOX

PUBLIC ENGAGEMENT



ANYONE can conduct a Meeting in a box! All you need to do is:

1. Read this document
2. Host a meeting
3. Provide feedback

MEETING IN A BOX INSTRUCTIONS

Convene with a small group of people (neighbors, friends, church, etc) or use a standing meeting of an existing civic or community group to discuss the future of Chatham County.

Before you answer the 5 questions below, take a couple minutes to envision your ideal community 20 years from now. What is the same? What has changed? – This is your opportunity to provide your definition of preservation and progress for your community.

Ask the questions below ONE AT A TIME. Allow members of your group to think quietly, and then go around the room gathering the responses. Write down the answers that you receive. Star or Underline answers that there is a strong consensus on.

Then do ONE of the following:

1. Fill out a meeting in a box form at <http://chathamnc.seamlessdocs.com/f/compeplan>
2. Email a scanned copy of the form to Cara Coppola cara.coppola@chathamnc.org

BIG QUESTIONS

- 1. What are your biggest concerns?**
- 2. What role should the county play in addressing them?**
- 3. What types of land uses do you want to see encouraged in your where you live?**
- 4. What are your parks and recreation or natural resource preservation priorities?**
- 5. Where should infrastructure investments be made (i.e. parks, transportation or utilities)?**

OUTLINE

- What is Plan Chatham?
- Summary of Issues and Opportunities
- More ways to be Involved & Provide your feedback





CHATHAM COUNTY COMPREHENSIVE PLAN

A comprehensive plan is a
**vision for the future of
Chatham County.**

It includes an assessment of
current conditions and trends,
and recommendations for
achieving community goals



**What is a
Comprehensive
Plan?**

“ If you don’t know where you are going, you might wind up someplace else.”

Yogi Berra

THE PLANNING PROCESS

THE PLANNING PROCESS

1

County-Assessment + Draft Goals

“Chatham Today”

Assessment of current and emerging conditions, identification of issues and opportunities, and development of goals

2

Develop Initial Concept Plan + Policy Ideas

“Shaping Chatham’s
Future”

Development of future land use concepts and policy ideas

3

Refine Concept Plan + Policy Framework

“Putting the Plan into
Action”

Refine concepts and policies and draft action steps and strategies

4

Plan Documentation + Adoption

Collection of plan components into a final plan report document to be presented for adoption



We are here

The Comprehensive Plan is meant to be a document that takes in account previous plans and **provides strategic direction in the form of policies, programs and projects** that will guide land use, infrastructure investment, and service decisions over the long term.

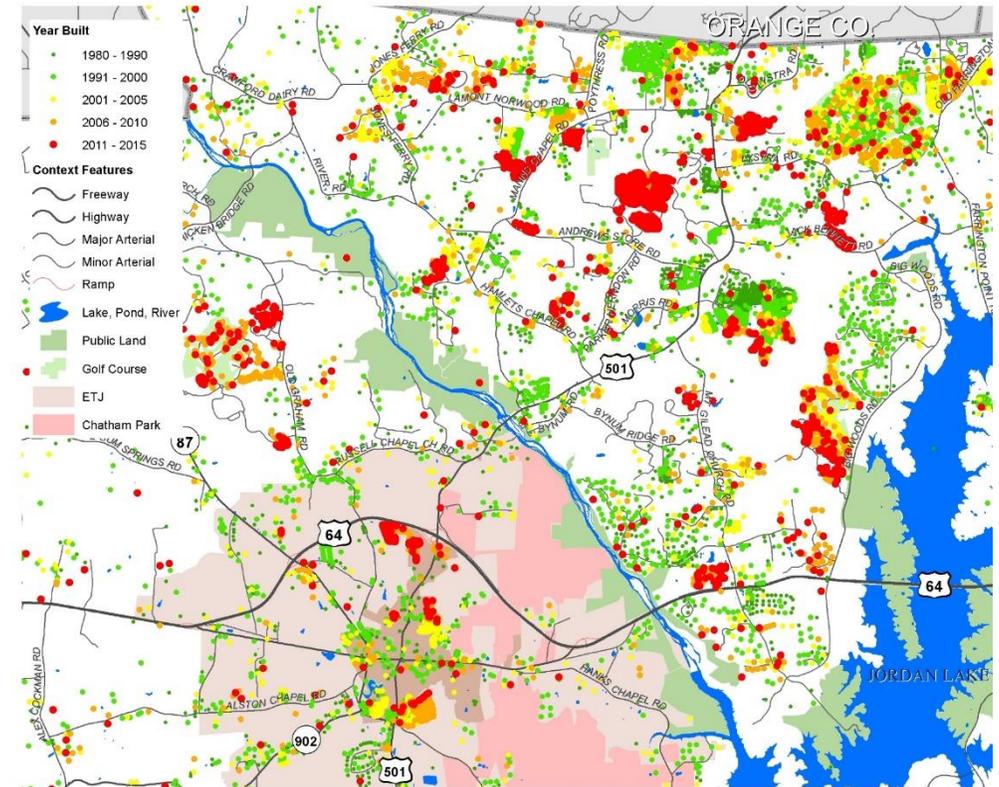


ISSUES AND OPPORTUNITIES



LAND USE & HOUSING

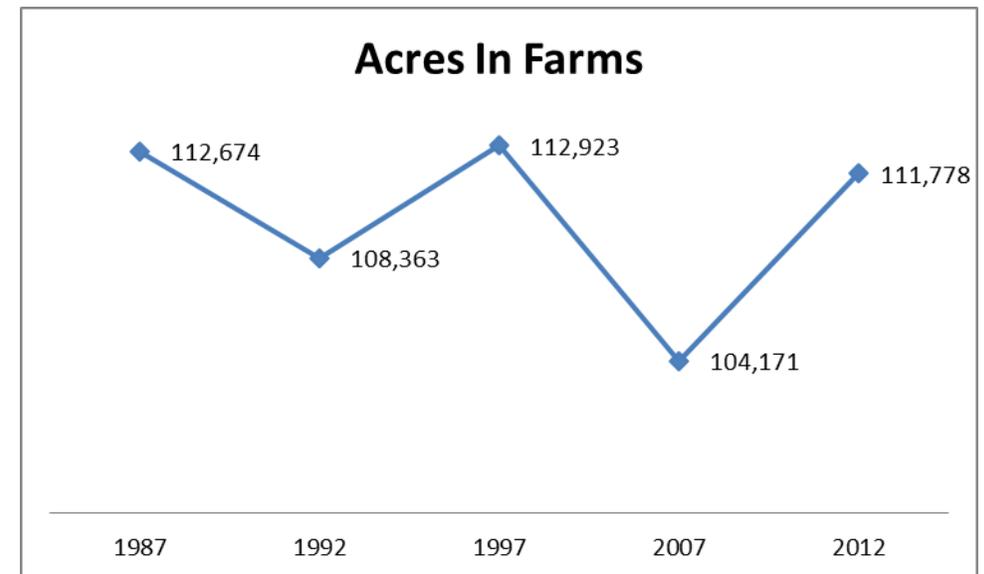
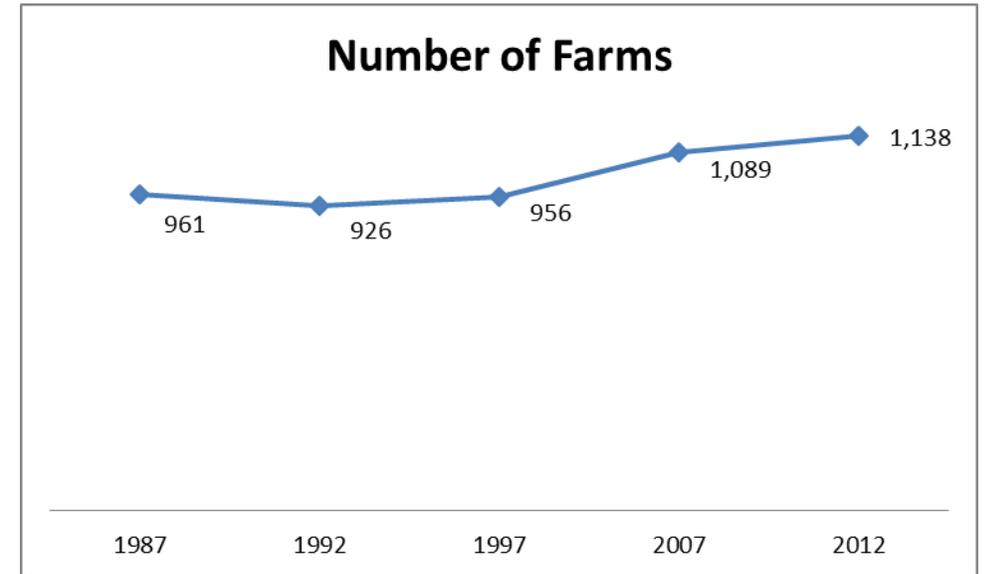
- Residential growth pressure
- Need for more diversity in land use
 - Employment, Housing and Retail options
 - Residential vs. Nonresidential (tax base)
- We have heard there is some desire to develop in core areas to preserve rural areas
- Currently there is not a future land use plan map to help guide development approvals and rezonings
- **How do we preserve agricultural lands and rural character while accommodating growth?**



Year built map showing new residential growth north of Pittsboro

AGRICULTURE

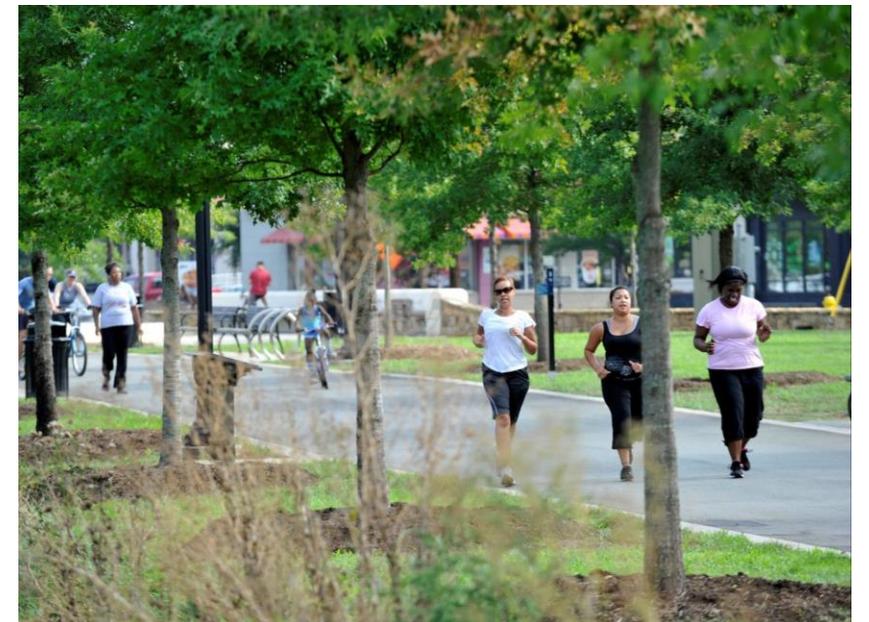
- Residential / agricultural conflicts
- Increasing price of land
- Groundwater concerns
- Demand for local food
- Traditional farming strong in western part of county, more specialty crop production
- Timber production (~30% of ag lands)



Source: 2012 Census of Agriculture, USDA

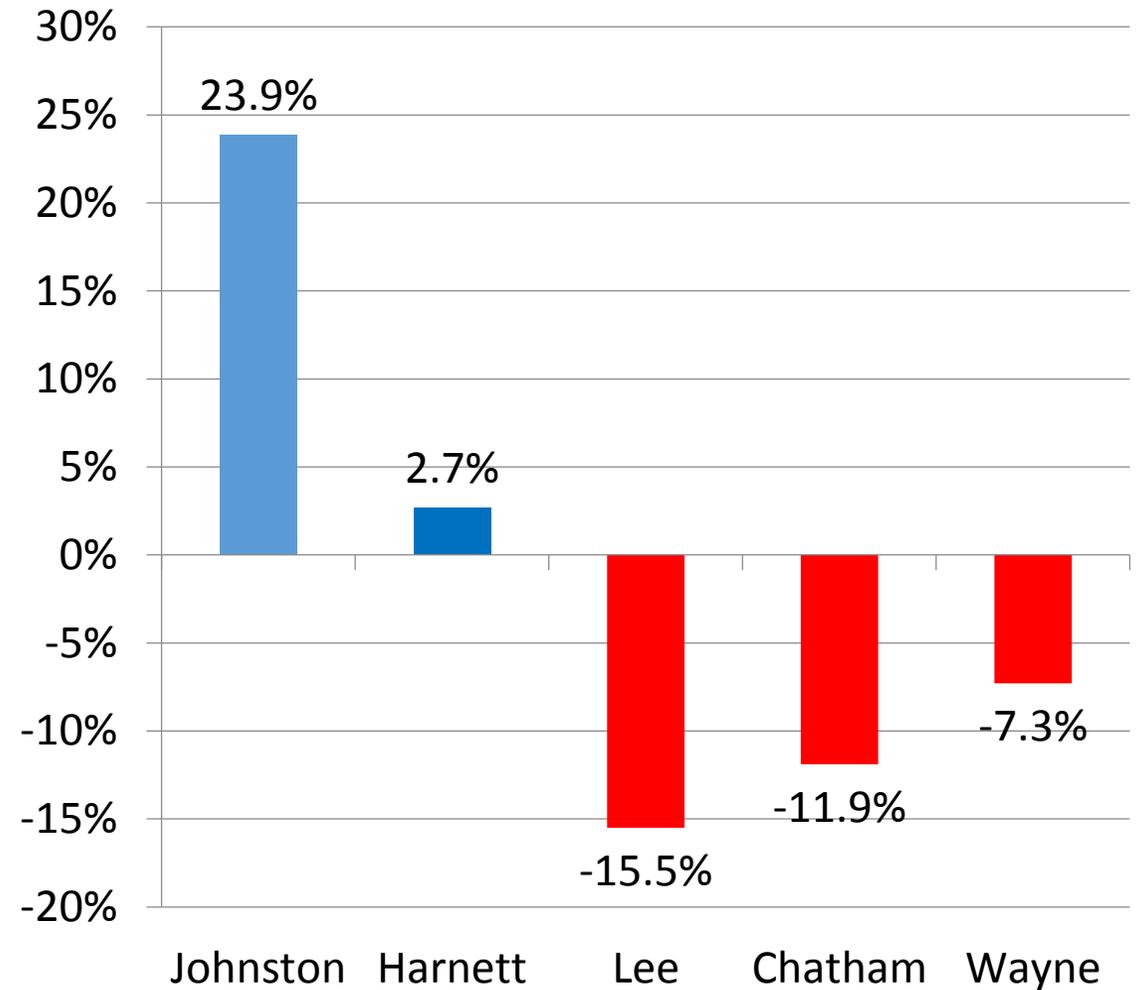
ENVIRONMENT

- Growth pressures in sensitive areas
- Development impacts
 - Alteration of terrestrial and aquatic habitats
 - Water pollution (point and non-point source)
- Potential point source pollution (fracking, coal ash)
- **How do we preserve unique natural assets and the ecosystem services they provide?**
- Open space is part of the Chatham County brand
- Increasing demand for active and passive facilities in the future
- **What are parks and recreation priorities and where are they needed?**



ECONOMIC DEVELOPMENT

- Job growth is down (need more jobs, higher-wage jobs)
- Median household income is high (NE)
- Inequities across the county
- Concerns about economic strategy aligning with infrastructure/utility capacity
- Focus on quality of life and community character
- Need for county-wide collaboration



COUNTY JOB GROWTH 2000-2014

INFRASTRUCTURE

- Planning for Growth from Orange, Durham, Wake and Chatham Park
 - Impacts to major and minor roads
 - Need for multimodal solutions
- Connectivity for all of Chatham County
 - Linking cities – Siler City, Goldston, Pittsboro
 - Providing mobility throughout the County
 - Pedestrian and Bicycle Facilities
- **What strategic investment in transportation projects or utilities is needed?**



There are More ways to be involved!

COMMUNITY EVENTS



SOCIAL MEDIA

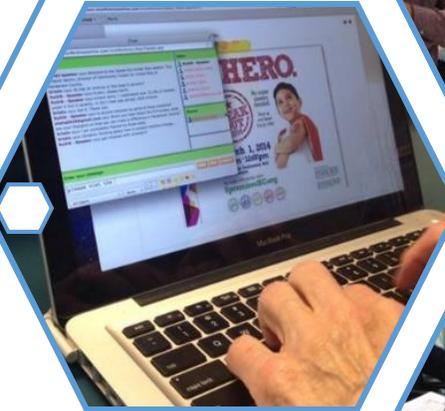
PUBLIC MEETINGS



WEBSITE



STAKEHOLDER INTERVIEWS



MEDIA OUTREACH



Public Engagement

PUBLIC ENGAGEMENT

You can see the
results on
planchatham.com

SURVEY

Thanks for everyone
who took the survey.
We received almost
1600 responses!!!



Chatham County Comprehensive Plan Survey (Steering Committee Preview Version)

Introduction

1. Gender

- Male
 Female

2. What area of the County do you live in?

- Central Chatham & Pittsboro area
 Northeast Chatham (north of US 64 and east of Haw River)
 Northwest Chatham & Siler City area (Silk Hope, Snow Camp, etc.)
 Southwest Chatham (south of Siler City and west of NC 87)
 Southeast Chatham (south of US 64 and east of NC 87)
 Other (please specify)

PUBLIC ENGAGEMENT

WWW.PLANCHATHAM.COM / MYSIDEWALK WEB FORUM

The screenshot shows the Plan Chatham website forum page. At the top, there is a green navigation bar with 'Home', 'Search', 'Sign Up', 'Sign In', and 'Help' options. Below the navigation bar is a banner for 'Plan Chatham: A Comprehensive Plan for Chatham County, NC' with a 'Like Share Visit Website' link. The main content area features a post titled 'What community or place inspires you?' dated June 8. The post includes a description of the comprehensive plan process and a question asking for community or place inspirations. Below the question are 'Respond', 'Like', and 'Share' buttons, and a text input field for adding a response.

Home Search Sign Up Sign In Help

Plan Chatham: A Comprehensive Plan for Chatham County, NC
Like Share Visit Website

Posts 3
About
People
Impact

Join the Chatham Comprehensive Plan Process! A Comprehensive Plan is best described as a guide to the County's future. The Comprehensive Plan will inform current and future decision makers where we are now, where we want to go, how we intend to get there, and who will help us along the way.

Filter Topics

June 8
Plan Chatham: A Comprehensive Plan for Chatham County, NC posted
What community or place inspires you?
#Arts, #Livability, #Wellness in Chatham County, NC, Siler City, NC, Pittsboro, NC
Name a place where have you lived or visited that inspires you in some way. What is it about that place that you like? Why should Chatham County seek to emulate it and how?
Respond 0 Like Share
Add your response

Continue the conversation on planchatham.com

PUBLIC ENGAGEMENT

PUBLIC MEETINGS



The next round of public meetings will be in January 2017

Be in the know on the latest info!

PUBLIC ENGAGEMENT

Take pictures and share what you love about Chatham!

TWITTER & INSTAGRAM @PLANCHATHAM

The screenshot shows the Twitter profile for PlanChatham (@PlanChatham). The profile picture is a landscape with a river and trees. The bio includes the PlanChatham logo and the tagline "working together to preserve & progress". The profile statistics are: 8 tweets, 25 following, 12 followers, and 2 likes. The main tweet is in Spanish, titled "¡Únase a la conversación! Traductores estarán presentes en la reunión." It features a flyer for a public meeting with the following details:

Fecha	Lugar	Horario
El 21 de junio	North Carolina Middle School, 78 Camino de Páramo, NC 27512	8:30 a.m.
El 22 de junio	Margaret Peillard Middle School, 16 Camino Mill Brook, Chape Hill, NC 27516	8:30 a.m.

The flyer also lists meeting topics: "Las mejores partes del condado de Chatham", "Mejoramientos posibles para su comunidad", and "Objetivos para el futuro del condado (a corto y largo plazo)".

Below the main tweet is another tweet from PlanChatham: "Rural character, wide open skies, and the prettiest of land for miles. #planchatham #lovechatham... [instagram.com/p/BGrS9FOGUWh/](https://www.instagram.com/p/BGrS9FOGUWh/)"

The screenshot shows an Instagram post from the account @planchatham. The post features a landscape photograph of a dirt road winding through a field under a clear sky. The caption reads: "Rural character, wide open skies, and the prettiest of land for miles. #planchatham #lovechatham #ChathamCounty". The post has received likes from users "pittsborocvb" and "landdesigninc".

Follow the @PlanChatham on Twitter and Instagram