

**PHASE 1**  
Project  
Initiation

**PHASE 2**  
Laying the  
Foundation

**PHASE 3**  
Technical  
Analysis and  
Testing

**PHASE 4**  
Evaluating and  
Defining Housing  
Priorities

**PHASE 5**  
Building  
Capacity for  
Change

**PHASE 6**  
Advancing a  
Pilot Project

**JUNE**

**JULY**

**JULY-AUGUST**

**SEPTEMBER**

**OCTOBER**

**OCTOBER**

KEY TASKS

Initial Graphics, Project Branding, Templates: June 21 ✓

Confirm project scope and project narrative ✓

Identify Stakeholders for Focus Groups - ongoing ✓

Introductory Committee Presentation: June 3 ✓

Collaboration on Project Scope with SOM: June 14, June 28, July 11 ✓

Identify examples of similar transformative change in other municipalities to be used as precedents in presentations ✓

Community Virtual Focus Groups

Identify 'Hard Truths' ✓

GIS Base Mapping and Capacity Analysis - ongoing ✓

Develop, Refine and Propose Housing Opportunities Map ✓

Identify physical infrastructure (roads, utilities, and trails), social (parks, plazas, and other gathering places), and natural infrastructure (forests, fields, and other undeveloped areas) necessary to support the creation of complete neighborhoods.

Rank these based on housing production, neighborhood improvement, cost, timing, and overall benefit and challenge.

★ Community Pop-Ups:  
• SEPT 15 Interest group discussions  
• SEPT 16 Bus tour and pop-ups  
• SEPT 17 Open House - Hargraves

Identify Champions for Change

Identifying the top three recommendations for pilot projects and the rationale for their selection

Refine Project Narrative

Begin to identify a long list of pilot project priority areas

Assess Pilot Project Options

Test Options against Community Leader Priorities

Shortlist and test Pilot Project Recommendation

Draft Recommended Pilot Project

PROJECT COORDINATION

Complete Community Strategy - Introduction: June 16 ✓

Steering Committee Meetings

Project Close-Out meeting

CONSULTATION ACTIVITIES

Assessment of Complete Community Opportunities: June 16-17 ✓

Kick-Off Council Presentation #1 and Workshop: June 21 ✓

Ground truthing GIS analysis and opportunity identification

Planning Steering Committee: Aug 16

Council Presentation #2 - Emerging Directions: Aug 18

Council Presentation #3: Sept 9

★ Public Open House: Trade-off Dialogue and Emerging Directions - Sept 20 (TBC)

Community Leader Workshop: Towards a Housing Approach for Chapel Hill and Emerging Directions

Council Presentation #3: Refining the Housing Approach for Chapel Hill

★ (OPTIONAL) Project Celebration: Advancing Transformative Change

DELIVERABLES

Finalized Scope Stakeholder List, Introductory Council Presentation ✓

Hard Truths, Preliminary Opportunity Analysis, Council Presentation ✓

Capacity and Preliminary Trade-off Analysis

Summary of Community Leader Focus Groups, Community Leader Workshop Presentation, Council Presentation

Proposed approach to meeting the housing needs of Chapel Hill

Recommended Pilot Project and Rationale (ppt) for Chapel Hill