

## Chapel Hill Focus Groups – Key Takeaways:

January 2023

### Summary of Key Takeaways

1. Integrate within the **Complete Community** Strategy
2. Prioritize safety and equitable outcomes
3. Define focus areas with a small area plan / implementation strategy
4. “*Live what we say*” with consistent messaging and branding

### Focus Groups: 6 Groups, 23+ attendees

- Town Council session 1 – Wednesday 1/18/23
  - 4-attendees
- Town Council session 2 – Thursday 1/19/23
  - 3-attendees
- Town Council session 3 – Thursday 1/19/23
  - 2-attendees
- Emergency Services session 4 – Friday 1/27/23
  - 5-attendees
- Walking & Biking session 5 – Wednesday 2/1/23
  - 6- attendees
- Developers session 6 – Wednesday 2/15/23
  - 3 attendees

#### 1. Complete Community Strategy / Initiative [Complete Community | Town of Chapel Hill, NC](#)

- a. Must be tied to, or within, other (enduring) Town initiatives and not a stand-alone topic
- b. People-centric: “Planning for people, not cars”
- c. Equity: Establish fundamental mobility needs of those who may NOT be present
- d. Unified messaging: branding/logo, buses, FAQs, “**One Chapel Hill**”, Town staff
  - i. Include town service efficiency (waste, recycling, maintenance)
  - ii. Goals are valuable, and may be varied

#### 2. Clarify the focus areas, as high redevelopment potential

- a. Separate from established residential neighborhoods with cul-de-sacs
  - i. Areas that lack a mechanism for redevelopment are stable
- b. Include an implementation strategy for small actions (e.g., first 3-5 locations)
  - i. Potential for small area plans
  - ii. High priority connections for new development

- iii. Guidelines for retrofitting existing (mixed use) development areas
- c. Consistent expectations from development partners, as a 'living document'

**3. Provide the 'Big Picture' strategy and benefit(s)**

- a. Over-communicate: *you've asked for... and therefore we have ...*
- b. Demystify the data – *what does it really mean?!*
  - i. *"Flow versus Slow"*
- c. Evidence-based practices must be data-driven; *explain the 'why'*
  - i. Incorporate emergency service time saved ~ translating to potential lives saved
  - ii. Avoid conversations that are community-specific negotiations
- d. Don't focus on the 'fear' or the 'loudest voice' in the room
- e. Consider SAFETY and mobility needs of all users, and for town service providers

**4. Acknowledge that behavioral shifts are difficult, and often slow**

- a. Culture shift may take generations
  - i. Retaining the next generation of residents
- b. Town is committed to *"Live what we say"*
- c. Continual improvement is our strategy, using universal design and research
- d. Separate traffic calming or engineering strategies for infrastructure or behavioral issues
- e. Evidence of 'local' successful implementation may be all around us, look for clues