


Report to the Community



Connections. Choices. Community.

Thank you for your interest in learning more about what the Town of Chapel Hill has been doing for our community.  vimeo.com/100352542

In 2012, the Town Council adopted Chapel Hill 2020 after a nationally-recognized process that engaged thousands of people in thinking about what they aspire for Chapel Hill to be in 2020.

Chapel Hill 2020 is a document of vision, it's a document of change. In fact, we are restructuring our internal organization, and the Council is restructuring its system of advisory boards, to reflect the themes of 2020. The commitment by the Council was that what the people said they wanted to see in 2020 would drive everything we do. We have been busy at work trying to make that change happen. I think the change can be described by the tagline of Chapel Hill 2020, which is "Connections. Choices. Community."

If you had to pick out a summary of what people said, they said they want to be connected. They want roadways to connect them. They want transportation systems, greenways and high-speed internet to connect them. It's a different thinking than used to exist when neighborhoods were built without connections. Today we are building facilities and opportunities so people can connect person-to-person. How can the Town promote people connecting and create an opportunity for us to learn from each other?

People also said they want more choices. They want to be able to choose different ways of living. They said we love small businesses, but we love big boxes — and we'd rather shop at a big box in Chapel Hill than go to Chatham County and shop in their big box. We're looking for ways to create more choices for people in how they live, where they live, where they shop, where they have fun, where they dine.

The point of all that is to create a community, a place where people feel like they are connected, and they're connected by choice.



Teamwork — Town Manager Roger Stancil is pictured here with nominees for the W. Calvin Horton Service Award, one of the highest honors the Town of Chapel Hill bestows upon an employee. The honor was presented in June 2014 posthumously to Coco Hall, former purchasing and contracts manager. Nominees are Scott Banks, Shelton Burnette, Jeff Clark, Loryn Clark, Lisa Edwards, Sabrina Garcia, Coco Hall, Amy Harvey, Andre Jones, Chelsea Laws, Roy Richardson, Mike Taylor, Angie Turner, Phil Williams; and group nomination for the Library Youth Services staff of Karin Michel, Krystal Black, Frances Rapley, Beth Wright, Pat Heath, Susan Smialowicz, Stacey Lunden, Debra Fagan, Tisha Woo, Shannon Harris, Stephen Ashley and Ellen Decker.

We'd like to create a place where people can afford to live where they work. We have an unfortunate situation where most of the people who work for the Town can't afford to live here. We'd like to turn that upside down so that the people who work here can live here, and again, we are trying to create a sense of community.

There's a feeling of commitment by the Council and the people who work for the Town that we owe all of you who participated in the Chapel Hill 2020 process a commitment to your vision. This report is one of the ways that we are telling what we're doing to try to get there. Tell us if we heard you correctly.

— Town Manager Roger L. Stancil

Town Manager & Senior Management Team

The Town of Chapel Hill brings responsive and well-managed local government services to more than 57,000 residents. The vision for our community is shaped by policies set by the Mayor and Council, and delivered by employees under the direction of the Town Manager and the Senior Management Team.

Town Manager Roger Stancil
Florentine Miller, Deputy Town Manager
Mark Bayles, Assistant Library Director
John Bjurman, Technology Solutions Director
Chris Blue, Police Chief
David Bonk, Long Range Transportation Planner

Susan Brown, Library Director
Loryn Clark, Executive Director Office of Housing and Community
Jason Damweber, Assistant to the Town Manager
Jay Gibson, Town Engineer
Jim Huegerich, Town Ombuds
Jabe Hunter, Assistant Police Chief

At Your Service

Your Town Council is **Mayor Mark Kleinschmidt** and **Mayor pro tem Sally Greene** (both seated at center) with Council members (clockwise from lower left) **Ed Harrison, Matt Czajkowski, George Cianciolo, Donna Bell, Maria Palmer, Lee Storrow** and **James Ward**.

The Mayor and Town Council want to hear from you. Contact them at mayorandcouncil@townofchapelhill.org




The *Report to the Community* is organized around the themes of the Chapel Hill 2020 Comprehensive Plan, as well as foundational programs that support the public. The Council has established its goals to align with the Chapel Hill 2020 vision. This report, published in August 2014, provides activity information from the 2013-14 fiscal year, and goals for 2014-16. We offer a multimedia version at www.townofchapelhill.org/CommunityReport2014 that includes videos (note the icons 🎥), photos, maps and web links. This publication was prepared by Town of Chapel Hill Communications and Public Affairs. We welcome your feedback at info@townofchapelhill.org.

Todd Jaeger, Fire Marshal
Alonzo Jaynes, Assistant Police Chief
Dan Jones, Fire Chief
Ralph Karpinos, Town Attorney
Matt Lawrence, Deputy Fire Chief
Catherine Lazorko, Communications Manager
Brian Litchfield, Chapel Hill Transit Director
Mary Jane Nirdlinger, Executive Director Office of
Planning and Sustainability
Lance Norris, Public Works Director
Amy Oland, Business Management Assistant Director

Sabrina Oliver, Communications and Public Affairs Director
Jim Orr, Parks and Recreation Director
Ken Pennoyer, Business Management Director
Gene Poveromo, Development Manager
Meeghan Rosen, Assistant Library Director
Frances Russell, Human Resource Development Director
Tiffanie Sneed, Police Attorney
Matt Sullivan, Emergency Management Coordinator
Richard Terrell, Operations Manager
Cliff Turner, Human Resource Development Specialist
Tina Vaughn, Housing Director

Chapel Hill values the idea that people who work here should be able to live here if they choose.

Chapel Hill's strategies to increase affordable housing have been nationally recognized—from our Community Home Trust that sells and preserves affordable homes for lower income families to our inclusionary zoning ordinance that mandates a set-aside percentage for affordable housing for new residential developments and partnering with agencies like Habitat for Humanity and Empowerment Inc. **We want to do more.** This is why the Council has set aside about \$700,000 toward affordable housing projects, and we are restructuring our work to develop comprehensive solutions.

 vimeo.com/100352537

Established in July 2014 is the **Office of Housing and Community**, which includes the Town's Housing Department, the Human Services division from the Police Department, and the Housing and Neighborhood Services division from the Planning Department. By grouping similar functions we will enhance services and improve efficiencies.

We are excited to begin working with the newly appointed Housing Advisory Board. We have specific action plans to get to work on—the Northside and Pine Knolls Community Plan, the Affordable Housing Strategy, the Affordable Rental Housing Strategy and the report from the Historic Rogers Road Neighborhood Task Force. To get started, we are researching demographics, statistics and economic trends within our housing market. www.townofchapelhill.org/affordablehousing

We are partnering with a Raleigh nonprofit DHIC Inc. to create an **affordable housing development on Legion Road**. The project is one part of the Ephesus Fordham Renewal effort. (more on p. 10) There will be two rental communities—Greenfield Place, 84 apartments for working families, and Greenfield Commons, about 60 units for senior citizens. The property is located on an undeveloped portion of the Chapel Hill Memorial Cemetery off Legion Road.



Chapel Hill 2020 Theme

Create a Place for Everyone



Council Goals

Adopt and implement affordable housing strategies

Initiate planning for new ways to inform residents about Town government

Enhance support for code enforcement

Review and refine focus for youth services and begin planning for youth-centered facilities

Chapel Hill listens to youth. We want to understand what they want and need to be successful and thrive as future leaders.

Mayor Mark Kleinschmidt, pictured here with teens, has led **Chapel Hill 4 Youth**, an effort to better meet the needs of our youth population. During a public planning process in fall 2013, a series of public forums and surveys solicited input about services offered to youth ages 12–18. In the 2014–15 budget, funds were set aside for a new teen-engagement specialist. Town staff is working with cross-sector stakeholders to create partnerships to holistically support this work. We are looking closely at our programs to identify gaps and overlaps in service.



The Parks and Recreation Department opened the **Community Beat Making Lab** at Street Scene Teen Center in September 2013. Located in a space under the post office at 179 E. Franklin St., teens come here to learn how to create beats and record songs. This beat hub began with creators Stephen Levitin — aka, Apple Juice Kid — and Pierce Freelon, and has touched many through synergies with NC Public Radio WUNC-FM, UNC-Chapel Hill Department of Music, the Sacrificial Poets, and others.



bit.ly/Y9M4XK

Teens gather at the **Chapel Hill Public Library** to talk about books at the reading club, use the Digital Media Lab, attend a drawing group, or find a quiet corner to study. Their families came out for the library's 2014 Summer Reading Program in June 2014. They lined up to take turns at thumb wrestling with Mayor Kleinschmidt and competing in a staring contest with Police Chief Chris Blue. There was live entertainment, a pop-up book sale, activity tables and a Touch a Truck area.

Did You Know?

Many town residents pay **more than 30 percent** of their income — the amount that financial experts consider sustainable — toward housing. More than half of our residents rent housing.

Affordable Living

Many of the people who work in Chapel Hill cannot afford to live here. About 22 percent of the Town of Chapel Hill's employees live in Chapel Hill zip codes. At UNC-Chapel Hill, less than half of the workforce lives in Orange County (49 percent of 11,900 employees). Of the 10,147 employees at UNC Health Care, about 18 percent live in Chapel Hill zip codes. The largest number of Health Care employees report living in Durham County. Similarly for the Chapel Hill-Carrboro City Schools, less than half — 46 percent of the 2,112 employees — live in Chapel Hill or Carrboro.

Chapel Hill strives to live in harmony with the natural world.

We are working to **reduce our ecological footprint**. Since 2007, waste quantities have decreased more than 25 percent. While the decrease is mostly attributed to a reduction in commercial waste, increases in recycling and composting have played a big role. Our drinking water use has fallen about 26 percent in the past decade — thanks to conservation measures. To reduce carbon dioxide emissions, we were among the first U.S. municipalities to commit to a 60 percent reduction by 2050 through a program that includes policies for Green Fleets and LEED standards for new Town buildings.

What do you do with more than **280 tons of garbage** each week? Since the landfill in Orange County closed in July 2013, we have been exploring future options for solid waste disposal, as well as ways to improve efficiency of our collections. We are piloting the use of a natural gas-powered garbage truck and are researching technology innovations that will help us become better stewards of the environment. A newly formed Solid Waste Advisory Group among Orange County and the three towns will focus on developing a solid waste interlocal agreement over the next year.

New blue 95-gallon wheeled recycling carts replaced the old rectangular 18-gallon bins in July 2014. Provided by Orange County, the roll carts are equipped with radio frequency identification (RFID) chips that will provide information about frequency of rollout and collection. The data will inform collection practices in the future.

Another green initiative is **Community-Financed Solar**, a proposal to bring solar development projects on underutilized Town property through a public private partnership. One idea is to lease space on the rooftop of the Homestead Aquatic Center for a 100 kW solar system. Another potential location is a covered parking structure at Chapel Hill Transit that could support a one megawatt system. Depending on certain conditions, one megawatt of solar photovoltaics can provide the electricity

necessary to power 150 to 200 homes. The Council will consider potential solar agreements at a future meeting. The Appalachian Institute for Renewable Energy (AIRE) is the Town's consultant.



vimeo.com/99623755

Thanks to a decision made nearly 30 years ago to establish a **Rural Buffer**, we enjoy fresh bounty from nearby farms and a beautiful countryside for amazing bike rides. To limit urban sprawl, the towns of Chapel Hill and Carrboro set aside about 38,000 acres that will remain rural in character, contain low-density residential uses (one unit per two acres), and not require urban services such as public water and sewage systems.



Chapel Hill 2020 Theme

Nurture Our Community



Council Goals

Continue development of predictable, streamlined development review processes that result in added value

Decide future Solid Waste Transfer Facility issues

Adopt Revised Personnel Ordinance

Adopt a Stormwater Management Plan strategy

Create a strategy to impact out of school time, ESL, and vocational classes for youth with non-profit organizations (2016 Goal)

Chapel Hill rides the bus. Ensuring that transit services respond to future needs is a priority.

Chapel Hill has an active population that is always moving and going places—whether by bus, by bike or on foot through one of our many greenways. The total land area of Chapel Hill is 21.3 square miles, and about 11 percent is dedicated to parks and open space. We are working to complete more than 28 miles of greenways and trails that will allow pedestrians and bicyclists to access every part of town.

Chapel Hill Transit invited public participation in March 2014 to develop a **strategic and financial plan** to guide growth, development and investment in the transit system. This is an important step in protecting previous investments and setting a course of action for future growth. Since 2002, Chapel Hill Transit ridership has doubled to about seven million riders annually, its fleet has expanded to 99 vehicles, and service hours have increased 30 percent.

As demand continues to grow, the system faces challenges to maintaining or enhancing current levels of service as funding levels plateau and costs rise. Of our 99 buses, 43 of them are older than 12 years, the age at which they are eligible to be replaced.



The **Chapel Hill Bike Plan**, adopted in June 2014, sets a goal to create a more connected, bikeable community. Some of the plan's goals are to improve the safety of bicycling, to foster a culture where bicycling is an accepted choice, to develop a connected network of bicycle facilities in coordination with greenways, and to increase bicycle use for all types of trips from running errands to commuting to work. The Council prioritized the implementation of this plan as a top goal. www.townofchapelhill.org/bikeplan

We celebrated in June 2014 the completion of a \$1.5 million project that creates **the longest paved trail** in Orange County at 2.4 miles. The Morgan Creek Trail Extension connected an existing trail on the north side of Morgan Creek to the Fan Branch trail on the south side of Culbreth Road.



vimeo.com/99623753

The **North-South Corridor Study**, another planning effort under way by Chapel Hill Transit, reviews the transportation corridor from the Eubanks Road Park and Ride to the Southern Village Park and Ride Lot. Its purpose is to identify and evaluate improved accessibility, capacity, convenience and travel-time for riders. www.NSCstudy.org

To improve transportation connectivity and reduce congestion, the Council approved \$8.8 million in **Ephesus-Fordham area transportation improvements**. These will help change an area well known for its confusing intersections, vast parking lots and traffic jams into a thriving walkable district with an urban character. The improvements will be paid for with tax revenues generated by new development expected in the area. (more on p. 10)

Chapel Hill 2020 Theme

Facilitate Getting Around

Council Goals

Adopt a sustainable transit financial plan in partnership with UNC-Chapel Hill and Carrboro

Adopt and implement a Bike Plan

Initiate a Pedestrian Plan (2016 Goal)

Evaluate a transit trolley (2016 Goal)



Chapel Hill enjoys its public space.

Council member James Ward scored a goal at the grand opening of the new artificial turf soccer field, completed in November 2013, at **Cedar Falls Park**. The field can be played on year round with no down time for unplayable field conditions. Thanks to partnering with Orange County on the \$1.2 million project, residents are enjoying the fields, new lighting and accessible walkways. We also installed a bright new orange and blue playground at **Umstead Park** in April 2014. The park's play area was continuously damaged by flooding, so we moved the playground out of the flood plain.

Due to prudent financial management, the Town is on track to have an additional \$20 million in financing available for future needs by 2017. The community has identified about \$159 million in future capital needs including a new police department, a solid waste transfer station, five new fire stations, and a new parks and recreation office. A Council goal for 2016 is to identify and develop **priorities for a potential bond referendum**.

For the past couple of years, we have been exploring the highest and best use for some of the Town's properties based on their condition and value, the needs of the Town, and the goals of Chapel Hill 2020 comprehensive plan. This review is consistent with the principles of priority budgeting. Preservation North Carolina assisted with the sale of the **Old Chapel Hill Library** to the UNC Arts and Sciences Foundation for \$1.7 million (\$1.25 million base price plus \$475,000 one-time payment in lieu of property taxes). in July 2014. The nonprofit foundation intends to make up to \$2 million in renovations.

The **Old Town Hall** building at 100 W. Rosemary St. is a structure that is being looked at for possible options for adaptive reuse, public-private partnership and a preservation easement, working with Preservation North Carolina. The Old Town Hall is listed on the National Register of Historic Places and must be preserved as a part of Chapel Hill's history.



Chapel Hill 2020 Theme

Develop Good Places New Spaces



Council Goals

Initiate planning for new public safety and recreation facilities

Decide asset management recommendations for remaining town-owned property

Use lessons learned from public-private partnerships to develop new partnerships

Approve plan for funding Chapel Hill share of Rogers Road sewer in partnership with Carrboro and Orange County

Approve an implementation strategy for Northside Community Plan

Approve capital planning strategy and funding for ongoing maintenance of Town facilities such as routine playground maintenance

Chapel Hill invests in public infrastructure.

Town Hall Renovation addresses flood damage that occurred in the 43-year-old building during summer 2013. Additional layout changes will improve customer services. The target completion date for the **Council Chamber renovation** (see photo of network cabling in our new Chamber) is September 2014. Other building areas will be addressed in phases. A series of stormwater improvements were completed early to reduce the risk of similar flood events in the future.



A collaboration among Orange County and the towns of Chapel Hill and Carrboro has worked to extend sewer service and establish a community center for the **Historic Rogers Road–Eubanks Road Community**, which is geographically split by the towns of Chapel Hill and Carrboro. Because the landfill was part of the neighborhood for 40 years, the government bodies have worked to mitigate its impacts on the health, safety and welfare of the residents. Progress toward this goal was made in May 2014 when local government leaders and residents broke ground on the site of the new **Rogers Road Community Center**.

Master plans for parks and greenways improvements, which were adopted in April 2013, set an ambitious capital program that calls for about \$48.05 million over 10 years. During the master plan approval process it was acknowledged that the Town is not in a position to fully fund the entire program. The Council, working with advisory boards in early 2014, received a list of priority projects — parks renovations, design of an administration/arts building, design and construction of two new greenway trails, redesign Cedar Falls Park, synthetic turf at Homestead Park and land acquisition.

A new **Development Services Division**, conveniently located on Town Hall's ground floor, opened in August 2014. Responsive to customer feedback and an ongoing initiative to fulfill Council goals to improve the Town's development review process, the division offers more convenient access to services. The division is part of the new Office of Planning and Sustainability, established in July 2014 as part of a larger effort to restructure our work to enhance services and improve efficiencies.



vimeo.com/99623759

Council Goals

Approve strategies for increased energy efficiency in local development

Identify and develop prioritization process for a potential bond referendum (2016 Goal)

Initiate future development planning for the Greene Tract with ownership partners (2016 Goal)

Let's go swimming!

Choose from three public swimming facilities — a free outdoor pool at Hargraves Community Center, the Homestead Aquatic Center and the Community Center pool.
www.townofchapehill.org/aquatics

Community Survey

Parks and Recreation services that should receive the most emphasis — walking/biking trails was No. 1, maintenance of Town parks was No. 2, and a new question — programs for teens, ranked No. 3.

Chapel Hill needs more local shopping options. Adding retail and office space to the tax base, and supporting small business, is good for our town.

Residents this year engaged in thinking about **Future Focus Areas**—portions of Chapel Hill most likely to change in the future due to vacant land, underdeveloped sites, and their locations along transportation and transit corridors. In total, these areas represent about 24 percent of the land in Chapel Hill, and they do not include the predominately single-family areas and neighborhoods of Chapel Hill. A significant project coming up is the **Ephesus-Fordham District**, a zoning district established in July 2014.

 vimeo.com/100352541

The goal with the Ephesus-Fordham District is to renew and transform an area characterized by strip malls, parking lots, confusing roadways and traffic congestion. The area includes some of Chapel Hill's older, suburban style shopping centers—including Eastgate Shopping Center, built in 1958; Village Plaza, built in 1974; and Rams Plaza, built in 1982.

The vision (*see artist's rendering at right*) is to create a pleasant walking experience, and a mix of commercial uses, upper story residences and offices, bike paths and sidewalk cafes. The concept was created through visioning workshops with residents and business owners that began in July 2010.

A Form Based Code for the zoning district will stimulate new interest in developing and investing here. The code for the district sets rules for how the district will be built and change over time.

What will buildings look like? All applicants must receive approval of a Certificate of Appropriateness from the Community Design Commission, a citizen advisory board.

How tall will the buildings be? The majority of the district at its center will be zoned WX-7 for a maximum height of seven stories with five-story transitions at many edges. Building heights closest to existing neighborhoods will allow a maximum height of three stories.

The Town will issue municipal bonds to finance about \$10 million in public improvements, and the debt issuance will be repaid over 20 years. Estimated new tax revenue from redevelopment over 20 years is \$26.5 million to \$47 million.



Action on the Future Focus Areas included the following:

- Adopted **Central West Plan** in November 2013 for future development of 97 acres surrounding Estes Drive and Martin Luther King Jr. Boulevard.
- Adopted the **Glen Lennox Development Agreement** in June 2014 for an existing mixed use development located off Raleigh Road and Fordham Boulevard.
- Continued work on **Obey Creek Development Agreement Process** with authorization in June 2014 to enter negotiation phase, pending the review and receipt of environmental impact reports, fiscal analysis, and comments from NC Department of Transportation engineers.
- Expanded Rosemary Imagined planning process with aim of drafting a **Downtown Chapel Hill Master Plan** for Council consideration in late 2014 or early 2015.

Chapel Hill 2020 Theme

Support Community Prosperity and Engagement



Council Goals

Identify Priorities for Chapel Hill 2020 Focus Area Plans and staff resources for implementation

Expand incubator and co-working spaces in downtown or in development corridors

Continue performance based business recruitment strategies

Adopt strategies for adding office and retail tax base (2016 Goal)

Evaluate optimal ratio for office, retail and residential uses to meet Chapel Hill 2020 plan goals (2016 Goal)

Expand small business loan program (2016 Goal)

Chapel Hill invests in technology. Community broadband is a priority.

We are working on several fronts to **expand broadband options for the community**. The Council's goal is to initiate the development of ultra-high speed bandwidth. This will stimulate innovation, economic development, improved access and education.



We are participating with the NC Next Generation Network. AT&T was one of eight vendors that responded to the RFP that invited companies to make proposals on deployment of a fiber network. The approved plan outlines potential AT&T fiber deployments to deliver ultra-fast broadband to parts of Chapel Hill. What they mean by ultra fast is 10 times faster than what is available here today.

Meanwhile, Chapel Hill is on the short list of cities working with Google to explore the possibility of bringing the **ultra-high speed Google Fiber broadband network**. We submitted in May 2014 a checklist of information to Google about existing infrastructure, Town permitting, construction policies and procedures, and local and state rules. Town staff worked collaboratively with other Triangle area municipalities to coordinate submissions.

We note that Google Inc. opened a research office (where they work on projects like Chrome and Android) on Franklin Street in November 2014.

On a smaller and more personal scale, our Technology Solutions staff members have been working to provide free internet service to residents who may not be able to otherwise afford it.

This project began back in 2011 when Internet Archive of San Francisco donated equipment and staff time to the Town to test a **community-provided free wireless internet service** to students in the Town's public housing neighborhoods.

Over the next two years, a committed team from the Town, UNC-Chapel Hill and Chapel Hill-Carrboro City Schools installed wireless equipment at various high points in the community. Each family receives the free internet signals through window-based antennae. Since February 2013, four families have pilot tested the program, using donated computers from the Kramden Institute.

Our main barrier to expanding to all the public housing facilities is staffing to distribute the last tier of equipment in the homes and maintain it. A few local businesses including SWEEPS.Jobs and REVO communications are reaching out to help. If you want to get involved, reach us at info@townofchapelhill.org.

Expanding the Tax Base

About 18 percent of Town of Chapel Hill revenue is generated by the commercial tax base, which is lower than our neighbors such as Durham that relies on a 40 percent commercial tax base, or Raleigh with 35 percent. The lack of retail here means that we go elsewhere to shop.

Chapel Hill is looking for opportunities to expand and diversify the local tax base because a healthy mix of commercial, retail and residential uses on development directly benefits the community as a whole and the people who live here.

Where do you shop?

70 percent of Chapel Hill residents leave town every day to once a week to shop.

Chapel Hill advances public safety through partnerships and collaboration.

We have seen a lot of bad weather lately, requiring the teamed response from Police, Fire and Public Works.

Heavy rains dumped nearly eight inches of rain in Chapel Hill June 30-July 1, 2013, causing **flooding and property damage** in several areas, including Camelot Village Condominiums on Estes Drive, the Professional Village on Estes Drive, Airport Gardens public housing neighborhood on Martin Luther King Jr. Boulevard, and The Shops at Eastgate.

Our new **Emergency Management Coordinator** led our efforts to coordinate with many agencies to clear debris, reopen streets and relocate about 40 residents affected by the flooding. A temporary shelter was established at Smith Middle School. An Assistance Center at University Mall was established by the Central North Carolina Red Cross. Working in partnership with Orange County Department of Social Services, the center provided people impacted by flooding with food, clothing and lodging. A U.S. Small Business Administration Disaster Loan Outreach Center opened in late July 2013 at the University Mall. The Town of Chapel Hill waived fees for pickup of flood related debris and for permits related to correcting flood damaged properties for a period of 60 days.

A **snow storm** dumped about six inches of snow over two days in February 2014, and then an **ice storm** hit the following month. After addressing the cleanup in Chapel Hill, some of our Public Works crews (see p. 15) traveled to assist other cities in emergency situations.

To improve public safety and manage Town safety resources wisely, the Police and Fire departments worked collaboratively to create the **Accidental Alarm Program** adopted by the Council in January 2014. The program requires all commercial and residential alarms to be registered, and sets penalties for excessive accidental alarms (four or more within a permit year), as well as failure to obtain permits. Register at www.townofchapelhill.org/alarms

 vimeo.com/99577649



Police Officers Kara Bruno, Jeremiah Clifford and Justin Gilmore were sworn in by Mayor Mark Kleinschmidt during a February 2014 ceremony.

Foundational Program

Protect and Provide for a Safe Community



Police Academy

Residents are invited to register for the Community Police Academy, an action-packed three-day event. Get the insider's look at how the police department functions. It's free, and usually held in April.


Crime Data

View daily bulletins, incident reports and crime activities online at the Police2Citizen website. <http://p2c.chpd.us/>

On Twitter?

Follow @ChapelHillPD to get the latest news. They even tweet out speed enforcement locations ahead of time.

Chapel Hill participates. We continually look for new ways to engage with the public.

Chapel Hill ranks highly for engagement and access to elected officials, with 63 percent of our residents reporting satisfaction with the level of **public involvement in decision making**. This is significantly higher in comparison to other cities (40 percent for the Southeast and 42 percent for U.S.) www.townofchapelhill.org/survey
 vimeo.com/99577652

Community Survey results were released in spring 2014. About 88 percent of residents reported satisfaction with the overall quality of life in Chapel Hill. Town services that received 80 percent or higher satisfaction include police, fire protection, trash collection, park maintenance, and library services. **Exceedingly high satisfaction ratings** were recorded for how safe residents feel in their neighborhoods during the day (99 percent), fire protection (94 percent), trash collection (93 percent), and library services (91 percent).

The survey is used by the Town Council in making **budget decisions and setting priorities**. The Council adopted the 2014-15 budget in June 2014. It maintains excellent services, addresses affordable housing initiatives and advances youth services. The Council also allocated nearly \$700,000 to fund affordable housing initiatives, a move applauded by housing advocates. www.townofchapelhill.org/budget

The Town survived the economic downturn relatively unscathed. We have maintained the expected high-level of services and have even been able to improve certain public facilities such as the Chapel Hill Public Library. There have been no layoffs or reductions in services. The combination of a strong tax base, regional employment stability and conservative management practices have allowed the Town to maintain a **triple A bond rating** from Moody's and Standard & Poor's.



The Town of Chapel Hill has a vibrant tradition of community participation in local government. Nowhere is this better demonstrated than by the voluntary service of the **Town's advisory board members**, residents who give their time and creative energies for the betterment of Chapel Hill. The Council made **changes to advisory boards** to create a more strategic, systems approach to decision making. The goal is to foster an advisory board system that will best assist the Town Council in governing with quality, responsiveness and efficiency. www.townofchapelhill.org/boards

Foundational Program

Govern with Quality and Steward Public Assets

Domestic Partnerships

Persons of the same or opposite gender may register their partnership at the Town. Make an appointment at 919-968-2743.

Tax Bill


Property tax bills for Chapel Hill residents include Town and County taxes, as well as a special Chapel Hill-Carrboro City Schools tax. If you own a home valued at \$300,000, your 2014-15 tax bill will be about \$4,800. The portion that supports Town of Chapel Hill services is about \$1,600.




Chapel Hill goes out on the town. Downtown is thriving.

The Town's collaboration with UNC-Chapel Hill flourishes. We are working together on future plans for downtown Chapel Hill, transit services and community broadband — and collaborate on emergency response during large crowd events like Halloween on Franklin Street and NCAA basketball championship celebrations.

A community-led planning initiative has worked to collect input about the future of Franklin Street, Rosemary Street and the whole downtown area. Imagine a grocery store, a cultural center, more affordable housing, spaces for entrepreneurs, spaces for youths and teens, and more daytime retail. These are among the ideas shared so far. The draft **Downtown Master Plan** may be presented to the Council in late 2014 or early 2015. www.rosemaryimagined.com

 vimeo.com/100352539

Chapel Hill Wellness@Work, a partnership between the Town of Chapel Hill and UNC Health Care's Department of Family Medicine, provides health and wellness programs for the employees of the Town of Chapel Hill. A free employee health clinic, wellness programs and health risk screenings are improving overall employee health. Easy access to basic preventative health services and education can help employees better manage their health needs, while reducing medical costs for the Town.

 vimeo.com/100352544

In October 2013, we worked with UNC-Chapel Hill Athletics to host **Tar Heel Downtown**, a downtown fair with live, national ESPN coverage during the football game between the Tar Heels and the Miami Hurricanes. *It was grand to see the marching Tar Heels (pictured at right) coming down Franklin Street!*

Shortbread Lofts at 333 W. Rosemary St., a seven-story, mixed-use development with space for shops and 85 rental apartments, opened in summer 2014. Construction will begin in 2014 on the **University Square redevelopment project** at 123 W. Franklin St. (current site of University Square shopping center and Granville Towers student housing). The \$80 million to \$100 million project includes 300 one- and two-bedroom apartments, 210,000 square feet of office space and 75,000 square feet of retail. The development is spearheaded by Chapel Hill Foundation

Real Estate Holdings, a not-for-profit corporation founded by the UNC-Chapel Hill Foundation to assist with real estate projects for the University and its affiliated organizations. An affordable housing payment in lieu in the amount of \$250,000 has been pledged to the Town.

There's a lot happening in downtown Chapel Hill. Programs organized by our **Parks and Recreation Festivals and Events** team include a Live & Local Music & Art Series with free events on Fridays in spring and summer, and entertainment on the Plaza @ 140 West.



There's so much to choose from including a Summer Street Festival, the 2nd Friday Art Walk Series, Free Movies at Sunset on the Wallace Parking Deck, and of course Festfall, which marks its 42nd year in October 2014. www.townofchapelhill.org/communityevents

Business accelerators are now part of Chapel Hill's **growing entrepreneurial ecosystem**. Launch Chapel Hill opened at 321 W. Rosemary St. in May 2013. Ventures accepted into the Launch program receive personalized access to experts and mentors, as well as office space. The unique investment reflects collaboration among UNC-Chapel Hill, the Town of Chapel Hill, Orange County and the Chapel Hill Downtown Partnership. Another venture lab, 1789, opened at 173 E. Franklin St. later in 2013.

Chapel Hill 2020 Theme

Grow Town & Gown Collaboration



Council Goals

Strengthen collaboration with UNC and UNC Healthcare

Adopt downtown master plan

Continue partnership on NC Next Generation Network (Regional fiber)

Initiate strategy for use of fiber with UNC, UNC Health Care, Carrboro (2016 Goal)

Chapel Hill shines. We are recognized for how we do things.

No. 7, **50 Best College Towns in the U.S.**, from bestcollegereviews.org (August 2014)

No. 10, **America's Best Towns for July 4th** from Travel + Leisure (June 2014)

No. 1 in **10 Best Small Cities for Education in America** from movoto.com (June 2014)

Best Cities for Staying Young, Sixth from RealAge (February 2014)

Traffic Safe Community Award from AAA Carolinas (December 2013)

Chapel Hill ranks No. 3 in the **10 Most Exciting Small Cities in America** from movoto.com (December 2013)

Chapel Hill is one of the top **100 Best Places to Live** from livability.com (October 2013)

2013 North Carolina Marvin Collins Planning Award: Innovations in Planning Services, Education, and Public Involvement Category (September 2013)

Key Volunteer Award, Governor's Service Award and **Governor's Medallion Award** to George Cianciolo and Rosemary Waldorf, Chapel Hill 2020 co-chairs, from the Volunteer Center of Durham (April 2013)

First Place, **Community Visioning**; Second Place, **Most Creative Activity** with Least Dollars Spent, from the NC City & County Communicators Association (March 2013)

www.townofchapelhill.org/awards



No. 1 in **10 Most Exciting Places in North Carolina** from movoto.com (June 2014)

2014 Key Volunteer Award (Disaster Volunteers of the Year) and **Governor's Award for Volunteer Service**, Chapel Hill Fire and Safety Puppet Program, from the Volunteer Center of Durham (April 2014)

First Place, **Most Creative Activity** with Least Dollars Spent; Second Place, TV & Videos: **One Time Special Programming**; and Second Place, **Printed Publications** from NC City & County Communicators (March 2014)

A Public Works crew (pictured at left) including Charles Mitchell, Warren Edwards, Rezell Alston, Wayne Thompson and Audrey Gattis responded to a call for help from High Point, N.C., to remove fallen debris and clear roads. The team worked 11-hour workdays cleaning up as much as 45 tons a day for more than a week.

Foodie Town

Chapel Hill is home to two James Beard Award-winning restaurants on Franklin Street — Lantern and Crook's Corner.

Established Businesses

Franklin Street boasts five of the oldest, continuously operating businesses in NC: Carolina Coffee Shop (1922), Sutton's Drugstore (1923), Varsity Theatre (1927), Walker's Funeral Home (1937) and Julian's (1942)

Pedestrian Wayfinding

Look for pedestrian wayfinding signs to come to downtown Chapel Hill in early fall.

FRANK Gallery

Created with a small business loan from the Town and the Downtown Partnership, this artists cooperative supports our creative class and boosts arts retail. Come visit the gallery at 109 E. Franklin St.

Looking for Information or Assistance?

Participate Chapel Hill!

Looking for information and ways to interact with Town government? As stated in the Council-adopted Communication Strategy, the Town of Chapel Hill is committed to transparency, collaboration, and providing residents with improved access to local government information, data, as well as opportunities to participate in making our community better.

Participate Chapel Hill is an ongoing initiative to offer people more resources and data, and opportunities to interact with local government. We want to develop new opportunities for economic development, commerce, increased investment and civic engagement.

We welcome your ideas. Send them to info@townofchapelhill.org. We encourage you to stay informed. Sign up for Chapel Hill eNews by sending an email to info@townofchapelhill.org. Connect with us on Twitter @chapelhillgov or like us on Facebook at chapelhillgov. More social media channels are at www.townofchapelhill.org/socialmedia


Town Ombuds Office

The Ombuds mission is to partner with Human Resources Development and departmental managers to support the organizational R E S P E C T Values and other initiatives to improve employee wellness in the work environment, including, but not limited to:

- Job satisfaction, employee morale, and how we demonstrate value for our employees; and
- Equal knowledge of and access to the resources people need to do their best job



WELCOME, MAYORS!

Mayors from across the United States were invited to Chapel Hill in a video message from Mayor Mark Kleinschmidt. Chapel Hill was host to nearly 100 distinguished guests in August 2014. View the video at  vimeo.com/84253841

www.townofchapelhill.org/services or info@townofchapelhill.org

Town Departments

(919) Area Code

Emergency.....	911
Automated Attendant	969-5000
Town Operator (8:30 a.m.–5 p.m. M-F).....	968-2743
Attorney, Town.....	968-2746
Business Management	968-2712
Chapel Hill Transit	969-4900
Communications and Public Affairs.....	968-2743
Council, Town.....	968-2743
Fire (Non-Emergency).....	968-2781
Housing and Community	968-2850
Human Resource Development.....	968-2700
Library	968-2777
Manager.....	968-2743
Mayor	968-2714
Parks and Recreation.....	968-2784
Planning and Sustainability.....	968-2728
Police (Non-Emergency).....	968-2760
Public Works	969-5100

Where Do I Call?

*Animal Control.....	942-7387
*Birth Certificates.....	245-2675
Building Permits	969-5066
Bus Schedules	969-4900
Child Seat Inspection.....	969-2006
*Clerk of Court	644-4500
Community Centers	968-2790
Council Meetings.....	968-2743
*Driver's License	929-4161
*Elections, Board of.....	245-2350
*Health Dept. (County)	245-2400
Jobline.....	969-5000 ext. 1500
*Landfill.....	968-2885
Leaf Collection	969-5100
*Marriage Licenses.....	245-2700
Parking Tickets.....	932-2912
Development Services	969-5066
*Post Office (Main)	800-275-8777
Privilege Licenses	968-2759
Public Arts	968-2750
Public Housing	968-2850
Purchasing	968-2712
*Recycling	968-2788
Revenue Office.....	968-2712
*School System (Chapel Hill-Carrboro City Schools).....	967-8211
*Senior Center	968-2070
Snow on Streets	969-5100
*Social Services.....	245-2800
Stormwater Management	969-7246
Street Maintenance	969-5100
Sustainability	969-5075
Swimming Pools.....	968-2799, 968-2790, 968-2794
*Traffic Court.....	967-4523
Traffic Engineering	969-5093
Trash Collection	969-5100
*Unemployment.....	968-2031
*Vehicle Registration	715-7000
*Water and Sewer	968-4421
Yard Waste Collection.....	969-5100
Zoning Regulations	969-5066

* Not a Town service