



Durham Comprehensive Plan Project Update

November 5, 2020
Durham City Council Work Session

Overview

- Listening and Learning Phase Recap
- Work with Outreach Team, Community Partners, and Focus Groups
- Qualitative Data Analysis
- Transit Plan Coordination
- Engagement Ambassadors
- Upcoming Work



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Staff Recommendation

- Staff recommends that the City Council receive this information. No formal action is requested.
- With no end in sight to COVID-19, Planning Staff is ***seeking guidance*** on proceeding with Draft Community Goals and Objectives, engagement methods, and general feedback.



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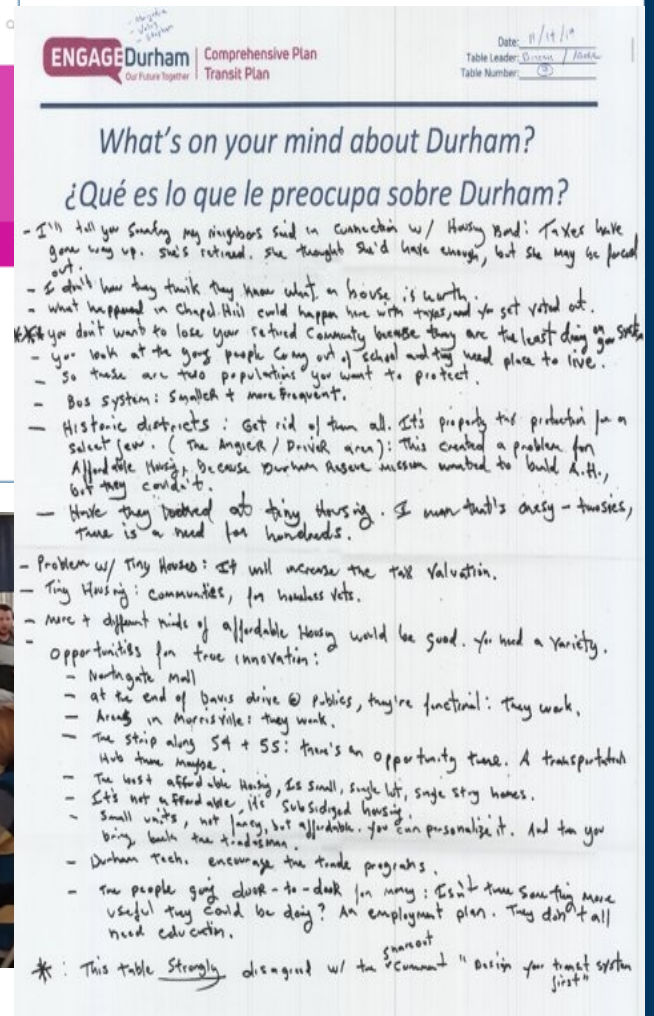
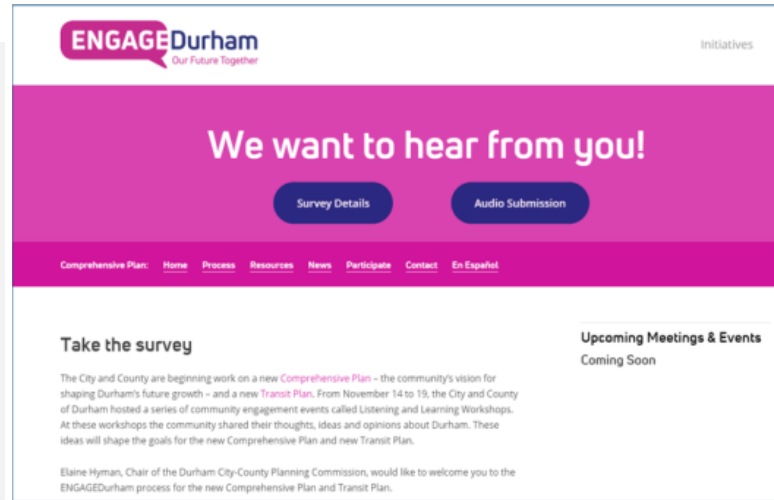


Listening & Learning

November 2019-February 2020

“What does an ideal Durham look like to you?”

“What else is on your mind about Durham?”



Listening & Learning

Over 1,000 residents participated in the Listening and Learning phase of engagement!

WORKSHOPS



400 residents attended one of
5 community workshops
held in November 2019
generating
3459 comments

ENGAGEMENT AMBASSADORS



600 residents engaged in one of
70 small group sessions held by
40 Engagement Ambassadors
generating
2137 comments

ONLINE SURVEY



169 residents filled out
the survey over
3 months generating
509 comments

Engagement during COVID-19

- ***Equitable engagement*** currently is even more challenging than before COVID-19
- Based on our experience so far, equitable engagement during this time is taking ***more time and resources*** (the schedule in the memo is a best case scenario)



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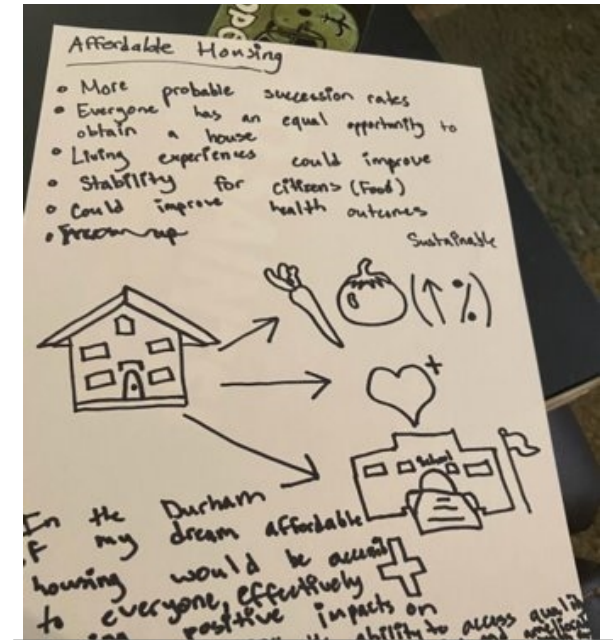


Work with Outreach Team and Community Partners

- Community Partner engagement pilots
- Continuing work with Outreach Team working groups
- Interim development review guidance based on Listening & Learning topics
- Schedule for Community Goals



Community Partner:
SpiritHouse



Community Partner:
Iveywood Consulting and
Upstream Works Collaborative



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Focus Groups

Staff identified three specific groups we did not successfully engage in the Listening & Learning phase

Hispanic & Latino residents

- September 24 focus group

Youth residents

- Coordination with Office on Youth: Youth Listening Project

Rural residents in North Durham

- Reaching out to contacts to work on scheduling



AYÚDANOS A FORMAR EL FUTURO DE DURHAM

UN GRUPO DE ENFOQUE PARA RESIDENTES HISPANOS Y LATINOS

24 DE SEPTIEMBRE 2020 | 6 PM TO 7:30 PM
REUNIÓN VIRTUAL POR ZOOM

Durham trabaja en un nuevo Plan Integral, una visión de largo plazo para nuestra comunidad. Al departamento de planificación le gustaría escuchar sus ideas

ENGAGEDurham
Our Future Together

Planning



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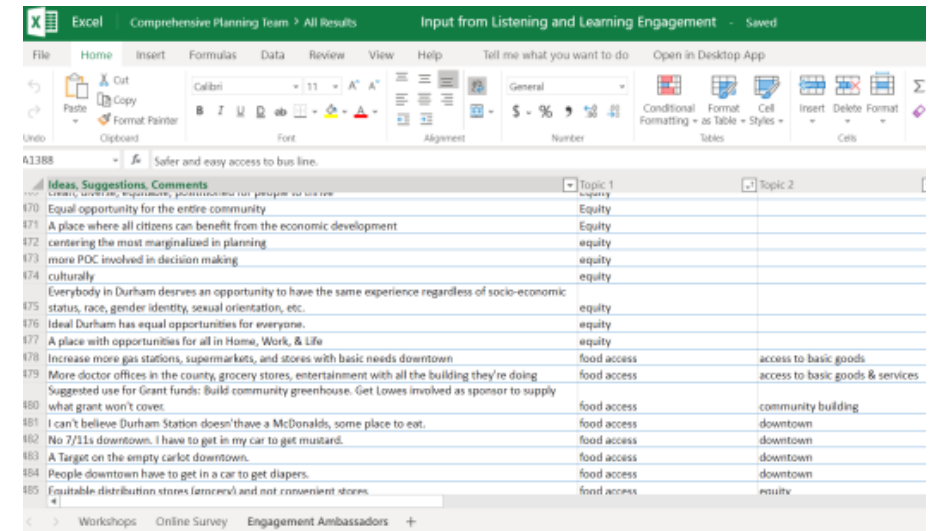
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Qualitative Data Analysis

- Partnership with Office of Performance and Innovation
- Working towards Community Goals, staff is analyzing comments from Listening and Learning phase of engagement
- Bringing in input from focus groups, street shares and community partner sessions
- Begin drafting objectives first around **housing** and **transit** and then other topics that were brought up through engagement
- These objectives will be brought back out to the community for the next phase of engagement and groundtruthing



Ideas, Suggestions, Comments	Topic 1	Topic 2
Equal opportunity for the entire community	Equity	
A place where all citizens can benefit from the economic development	Equity	
centering the most marginalized in planning	equity	
more POC involved in decision making	equity	
culturally	equity	
Everybody in Durham deserves an opportunity to have the same experience regardless of socio-economic status, race, gender identity, sexual orientation, etc.	equity	
Ideal Durham has equal opportunities for everyone.	equity	
A place with opportunities for all in Home, Work, & Life	equity	
Increase more gas stations, supermarkets, and stores with basic needs downtown	food access	access to basic goods
More doctor offices in the county, grocery stores, entertainment with all the building they're doing	food access	access to basic goods & services
Suggested use for Grant funds: Build community greenhouse. Get Lowes involved as sponsor to supply what grant won't cover.	food access	community building
I can't believe Durham Station doesn't have a McDonalds, some place to eat.	food access	downtown
No 7/11s downtown. I have to get in my car to get mustard.	food access	downtown
A Target on the empty carlot downtown.	food access	downtown
People downtown have to get in a car to get diapers.	food access	downtown
Equitable distribution stores (grocery) and not convenience stores.	food access	equity



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Transit Plan Coordination



Comprehensive Plan
Transit Plan



Durham
Transit Plan

Collaboration to optimize engagement efforts with residents

- Survey
 - Survey Question: What themes are missing from list developed in Listening and Learning Phase of Engagement?
- Stakeholder Interviews
 - Includes community organizations, partner organizations & major institutions
- Engagement Ambassadors
 - Includes questions on housing objectives

Take the Survey!

<https://www.surveymonkey.com/r/DurhamTransit>



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Engagement Ambassadors

- Collaboration with Transit Plan this fall
 - End of October through December 2020 community engagement
- Stipended residents that help engage hard-to-reach and underrepresented communities
- Recruitment for Engagement Ambassadors
 - Received over 50 interest forms
 - November and December sessions
- Ambassadors focus is on Transportation and Housing objectives
 - The two most discussed topics from Listening and Learning



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Small Group Engagement

- Engagement focused on approximately 3 objectives aligning to each group's interest
- Questions Include:
 - Do these objectives reflect what you've heard from community members?
 - Can you see these objectives leading to actionable policies to include in the comprehensive plan?
 - Can you envision what this objective would look like at a neighborhood level?



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Upcoming Work

- Primary focus: engaging residents on Community Goals and Objectives through Engagement Ambassadors, focused small group outreach, and digital engagement
- Schedule with Transit Plan has shifted back - a new subcontractor for Engagement Ambassador management is in place now.
- Seeking adoption of Community Goals & Objectives in Spring 2021



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