



2040  
COMPREHENSIVE  
PLAN

Phase 1:

# Community Engagement Summary

June 2019 Draft



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# CHARLOTTE FUTURE 2040 COMPREHENSIVE PLAN COMMUNITY WORKSHOP - 3.5.19

## Vision

SAFE

ECONOMIC  
MOBILITY

UPWARD  
MOBILITY

DIVERSE

EQUITY

INCLUSIVE

TRANSPARENCY

COMMUNITY  
INVESTMENT

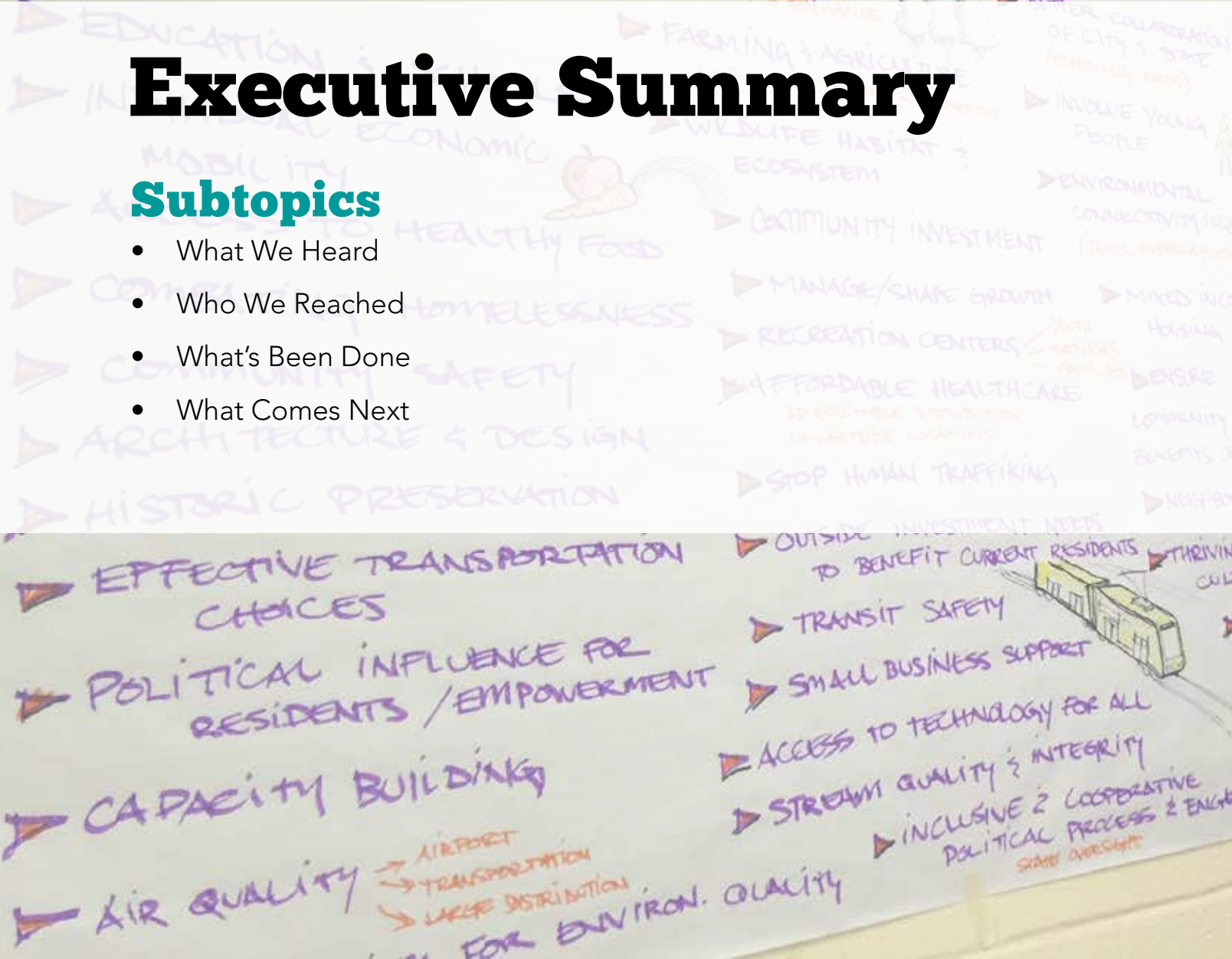
APPROACH

▶ TREE CANOPY  
Protect & Enhance

## Executive Summary

### Subtopics

- What We Heard
- Who We Reached
- What's Been Done
- What Comes Next





## WHAT WE HEARD

### Vision Elements and Goals

Participants shared their passion, ideas, and values for our city. Starting with Vision and Values from earlier planning efforts, participants provided feedback and suggested additional ideas. These were used to confirm the Vision Elements and develop the top eight goals that the Comprehensive Plan can influence and that will make our city more resilient. Resiliency ensures that Charlotte is prepared for and responds to the challenges such as affordable housing, community safety, climate change, and economic shifts.

**AUTHENTIC    EQUITABLE    INTEGRATED**



For more information on these results, see pages 9-16.

## Current Directions

We asked, you answered: Is the current trend working for the city? for your neighborhood? Results below show how survey and workshop participants responded to some of the current trends. Responses from the two groups of participants vary considerably for some questions. This is likely the result of the workshop participants having more information and discussion prior to answering the questions. For more information on these results, see page 17-22.

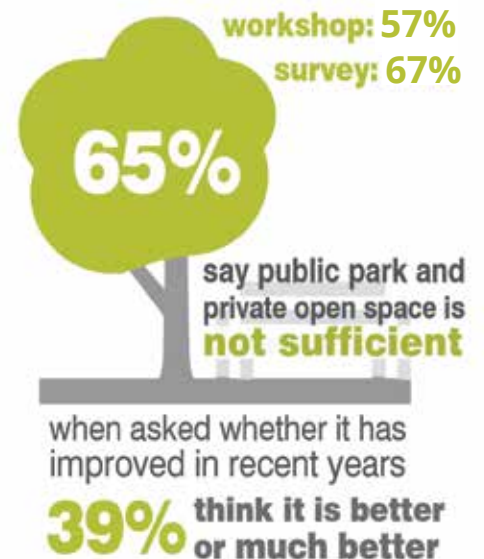
Related to employment and job opportunities in Charlotte in recent years, how beneficial are recent trends and the current direction for **the city as a whole**?

Related to housing growth and development, has the growth and increase in housing values been beneficial for **your neighborhood**?



In recent years, what areas of public investment do you believe the City is doing best in?

Related to "public" spaces in Charlotte, do you think "public" space is sufficient for the current population and types of activities people want to participate in?



For complete report of online survey and workshop results, see Appendix.

## WHO WE REACHED

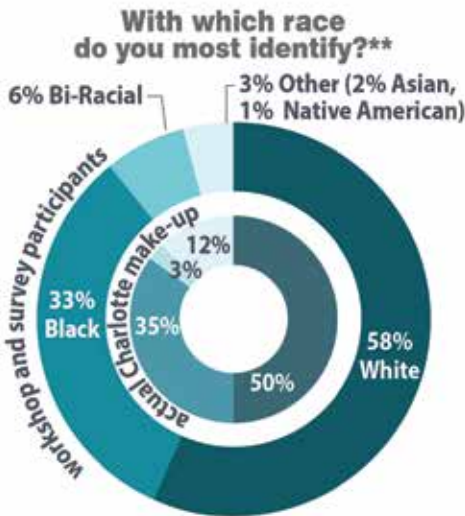
Our goal is to engage many voices and perspectives. Online tools allowed ease of access for many. Small groups shared expert insights. Workshops and Pop-Ups helped engage more diverse voices. Demographic analysis helped us listen closely to opinions from underrepresented groups.

### Primary ways people heard about the March 2019 Community Workshops: (data provided by 161 respondents at three workshops)

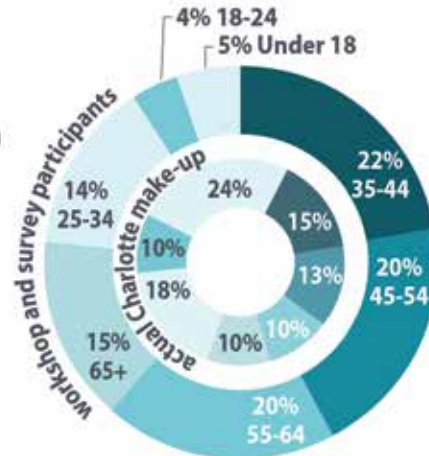


## DEMOGRAPHICS

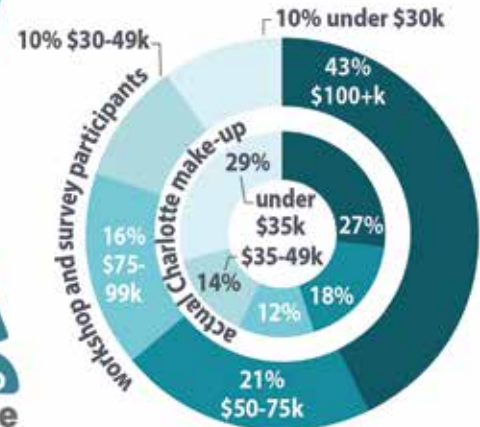
(represents respondents of the community workshop polling and online survey)



### What is your age?\*



### What is your annual household income?\*



### Ethnicity:



### With which do you identify?\*



\*\*Race/ethnicity: 582 respondents; Age: 605 respondents; Income: 552 respondents; results from survey and community workshops. Actual Charlotte Make-up data from American Fact Finder 2017 American Community Survey (ACS) 5-Year Estimates.



## WHAT'S BEEN DONE

We're creating ways to get feedback that's honest, productive, and actionable.

over **1,500\***  
**people**



**gave input**



**community workshops**  
↳ **240+**



**survey**  
↳ **650+**



**16 events**  
**pop-ups**  
↳ **700+**

*\*data collected at community workshops, online surveys, and pop-up events*

**256,000+**

**views of Charlotte Future related content including flyers, Instagram posts, and emails**

## WHAT COMES NEXT?

- The input shapes the Vision, Goals and Policies of the Comprehensive Plan.
- We are learning and will continue to work hard to better engage those we didn't hear from enough during this phase, including Hispanic/Latino, Asian, and foreign born residents as well as lower income households.
- We are still listening! Future engagement will collect information on neighborhood deficiencies and confirm Vision and Goals.

## BIG QUESTIONS MOVING FORWARD

### Inclusive & Diverse

*How can we make Charlotte more affordable and minimize the negative impacts of gentrification, while also making it a better, fairer place to live for everyone?*

### Liveable & Connected

*How do we retain the identity of our diverse existing neighborhoods, manage traffic congestion and provide convenient mobility options as the city grows?*

### Healthy & Sustainable

*How do we help existing neighborhoods to be clean, healthy, and inviting, and guide new growth to be sustainable?*

### Prosperous & Innovative

*How do we support small and local businesses and help all businesses thrive in a way that also increases upward mobility? How can we support art and education to enhance existing culture?*

### Regional

*How can we ensure enough services and infrastructure so new growth doesn't lead to too much growth in the wrong places? How do we work across jurisdictions to best manage growth at our center and edges?*



# Introduction

## Subtopics

- Comprehensive Plan Purpose
- Phase 1 Engagement Themes
- Summary of Key Takeaways and Major Themes
- How Inputs will be Used



## Comprehensive Plan Purpose

The Charlotte Future 2040 Comprehensive Plan is guided by a vision of equitable growth, development and local government investments in our city over the next two decades. The Comprehensive Plan will address topics that affect how people experience the built environment and its layout. The Plan will also look at how our built city can better reflect and advance our community values around topics like equity, transportation, quality of life, economic development, affordable housing, health and safety, and energy and sustainability.

Throughout the planning process, the City has been actively collecting and incorporating community input on how people want Charlotte to grow over the next 20 years. Through a process of equitable and inclusive engagement, the Plan aims to understand what residents feel is important to preserve in their community and where investments should be guided to help make Charlotte an even more vibrant and unique city.

## Phase 1 Engagement Themes

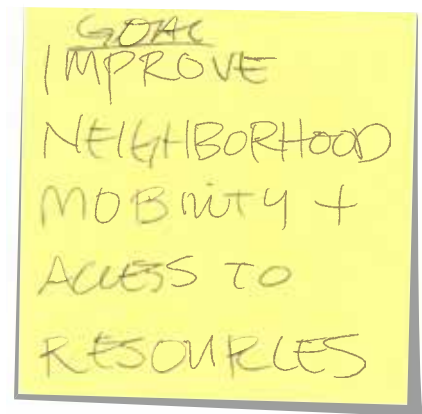
This first phase of public engagement asked for input on three main topics: the perception of Charlotte's current issues and trends; what is available and what is lacking in Charlotte's neighborhoods; and our community's vision and priorities for the future of Charlotte and how that input can be the foundation for the Comprehensive Plan. This input will be used to create the framework for the Comprehensive Plan. When scenarios are created for our city's future growth and how land is used, they will be measured against the framework to make sure they move the community's vision for the city forward.

During this phase we invited input at in-person events in several locations and through online surveys, seeking many diverse voices. We listened to input from groups representing all segments of Charlotte's population, including those we don't hear from too often – people of color, youth, non-English speaking residents, and those with lower incomes.

There were over 256,000 views of Charlotte Future related content, including flyers, Instagram posts, Nextdoor Ads, e-mails, news articles, and radio. Over 1,500 Charlotteans gave their input through community meetings, online surveys, and pop-up events. 97% of those who gave input said they'd be likely to attend future meetings or give additional feedback.

*"We need to focus on alternative transportation including biking, more light rail, safer walking, and a cross town bus system."*

*-Community member, Vision and Values Online Survey*



*Sticky notes from Ambassador Information Session, see appendix for full collection of vision input.*

## Summary of Key Takeaways and Major Themes

Through a wide variety of inputs several major takeaways were compiled. We grouped many ideas into the top eight goals for the Comprehensive Plan, see page 16 for more information. Another thing we learned is Charlotteans' opinions on current policies and the state of the city, see page 18 for more information on current directions. The final major takeaway was a more specific understanding of neighborhood assets and deficiencies, which will be compiled and presented during Phase 2. For a summary of the process and who we reached, see the sidebar at right.

## How Inputs will Be Used

**Vision and Values:** Vision and values input helps create a vision framework for the Plan. This framework, (summarized at the beginning of the Executive Summary on page i) and the major vision themes (see page 16 for the full list of themes), will identify the most important topics and issues to be addressed by the Plan. Later in the process, when scenarios are created for Charlotte's future growth, they will be measured against the community's vision for the city. The final growth alternative will guide development that is compatible with the goals established during this phase of public input.

**Current Trends:** Input on current trends will be used to help address trends that are not perceived as benefiting the city as intended. Trends that are identified as in-line with community goals will be maintained, while those that are not will be re-examined. The Comprehensive Plan recommendations will reflect the goals established through community input and aim to guide Charlotte towards the future envisioned by the community.

**Neighborhood Assets:** Neighborhood assets and deficiencies will need to be understood to develop an approach for the Plan at a neighborhood level. A major goal of the Plan is ensuring that all residents have equitable access to services and amenities. Understanding which areas of the city are the most underserved, information that is being provided by the people living in those neighborhoods, will help in creating Comprehensive Plan policies that are corrective of these disparities. This work began in Phase 1, with questions tied to zip codes, and will continue in more detail in Phase 2 engagement.

## WHO WE REACHED (PHASE 1)

The Comprehensive Plan process aims to hear as many voices and perspectives as possible. People heard about the meetings in the following ways:

- E-mail - 37% of attendees
- Social Media - 29%
- Word of Mouth - 24%

We asked participants to tell us a little bit about themselves. Here's the demographic makeup of who we heard from:

- Race: 58% identified as white, 33% as African American, 6% as Bi-Racial, and 3% as Other (2% Asian, 1% Native American)
- Ethnicity: 7% Hispanic
- Age: 22% 35-44, 20% 45-54, 20% 55-64, 15% over 65, 14% 25-34, 5% under 18, 4% 18-24.
- Household Income: 43% over 100k, 21% 50-75k, 16% 75-99k, 10% 30-49k, 10% under 30k
- Gender: 37% identified as male, 59% as female
- Housing: 48% were homeowners

## WHAT'S BEEN DONE SO FAR

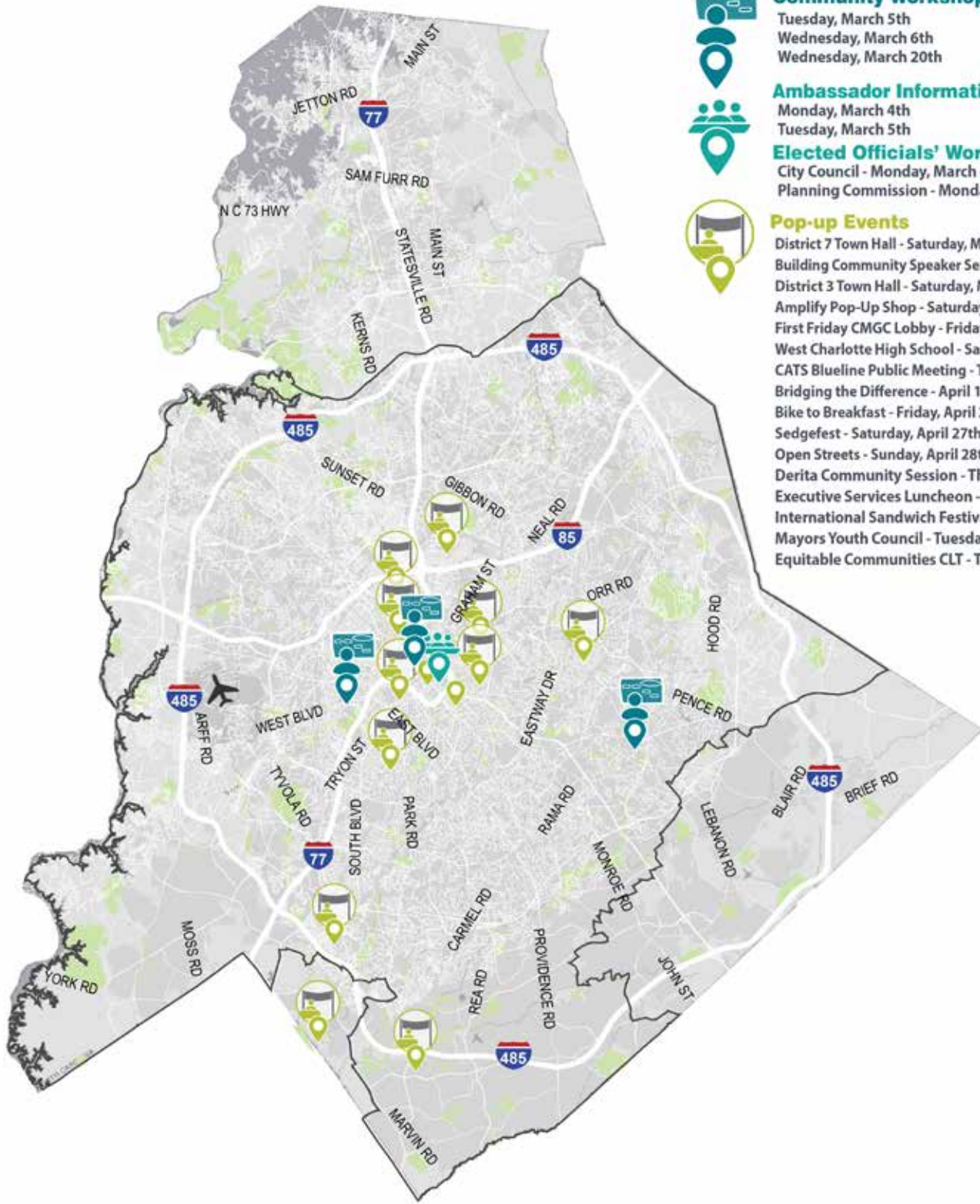
Many events, activities, and methods were used and over 1,500 people gave input. The majority of people participated in:

- Community meetings - 240+
- The online survey - 650+
- Pop-up events - 700+

Overall, responses to the workshops were positive and productive:

- 87% of participants agree or strongly agree that the presentation was easy to understand
- 91% said the meetings were convenient to attend
- 97% are likely to attend other Charlotte Future meetings
- 92% said the meetings are welcoming

# Community Engagement Locations



## Community Workshops

Tuesday, March 5th  
 Wednesday, March 6th  
 Wednesday, March 20th

## Ambassador Information Sessions

Monday, March 4th  
 Tuesday, March 5th

## Elected Officials' Workshop

City Council - Monday, March 4th (two sessions)  
 Planning Commission - Monday, March 4th

## Pop-up Events

District 7 Town Hall - Saturday, March 2nd  
 Building Community Speaker Series - Friday, March 26th  
 District 3 Town Hall - Saturday, March 30th  
 Amplify Pop-Up Shop - Saturday, March 30th  
 First Friday CMGC Lobby - Friday, April 5th  
 West Charlotte High School - Saturday, April 6th  
 CATS BlueLine Public Meeting - Tuesday, April 16th  
 Bridging the Difference - April 18th and April 30th  
 Bike to Breakfast - Friday, April 26th  
 Sedgefest - Saturday, April 27th  
 Open Streets - Sunday, April 28th  
 Derita Community Session - Thursday, April 4th  
 Executive Services Luncheon - Tuesday, April 23rd  
 International Sandwich Festival- Saturday, April 27th  
 Mayors Youth Council - Tuesday, April 23rd  
 Equitable Communities CLT - Thursday, April 25







# Engagement Purposes

## Subtopics

- Engagement Purposes
  - » To Increase Awareness
  - » To Advance Understanding of Equity
  - » To Build Relationships
  - » To Respect Prior Engagement
  - » To Gather Input on Vision and Values
  - » To Gather Input on Current Directions
  - » To Gather Input on Neighborhood Needs

## Engagement Purposes:

Community Engagement is an integral part of the Charlotte Future 2040 planning process. During this Phase of the Comprehensive Plan there were several major objectives that were addressed:

- To Increase Awareness
- To Advance Understanding of Equity
- To Build Relationships
- To Respect Prior Engagement
- To Gather Input on Vision and Values
- To Gather Input on Current Directions
- To Gather Input on Neighborhood Needs

**To Increase Awareness:** In Phase 1 meetings, before addressing the detailed themes of the Plan and gathering specific inputs, the Planning Team worked to ensure that all members of the community understood the essential elements, values, and objectives of the Comprehensive Plan. Content presented included background information on why the Plan is being created, how it will benefit the City of Charlotte, and its limitations. This education is ongoing, and each step of the engagement process will ensure that all participants have the same base-level awareness of the Plan and its purpose. Community support of the Plan will primarily be facilitated by the understanding of why we plan and what a Comprehensive Plan can do to improve Charlotte's future.





*"[My vision for Charlotte's future includes] building trust and closing the inequality gap."*

*-Community member,  
Ambassador Information Session*



**To Advance Understanding of Equity:** The essential framework of the Comprehensive Plan is built on equity, ensuring that all residents have access to needed services and opportunities. To improve buy-in and foster ownership of the Plan, it must be clear how it can begin to help correct past wrongs and address segregation. The Equity Atlas, a document created by the City of Charlotte Planning Department to map and analyze existing development patterns and services, took a close look at where and how inequity exists within the city. It also documented how racist policies and private investment have created unequal access to infrastructure and amenities and steps the Comprehensive Plan can take to address these inequities. Phase 1 conveyed this Equity information to the community and informed people how, with their feedback, it can be used to help shape the Plan's recommendation and ultimately, a more equitable Charlotte.



**To Build Relationships:** Working to overcome a history of segregation and inequitable development, the City of Charlotte is committed to taking responsibility for the impacts of a discriminatory system and implementing measures to address it. In recent years, there has been a consistent effort to form meaningful relationships between the City and its residents. Open and honest communications create opportunities, especially in the Comprehensive Plan process, to build trust and ensure that policy decisions match the vision of the community. The more outlets that residents have to dialogue with the City, the more closely the Plan can come to meeting their needs.



**To Respect Prior Engagement:** In recent years there has been an extensive effort to engage the community, both before the creation of the Charlotte Future 2040 Comprehensive Plan, and during, but separate from, the Comprehensive Plan process. The City and its partners have conducted engagement, representing a wide range of community members with diverse socio-economic backgrounds, to identify public opinion on a variety of topics, and to understand the community's vision for the future of Charlotte. A few of the related past and current planning efforts include On the Table, Livable Meck, Connect our Future, the residential survey, and the Millennial Plan. Inputs from these initiatives has been a key informant in current work for the Comprehensive Plan and will continue to be taken into account throughout the process.

*Images from Community Workshops, see appendix for full collection of input.*



*"[My vision for Charlotte's future includes] neighborhoods built to support five minute walks to shops and groceries. More bike infrastructure and more paths and parks."  
-Community member, Vision and Values Workshops*

**To Gather Input on Vision and Values:** Building on past vision work and initial public inputs, a preliminary set of vision and values elements were presented to the community during this phase. People weighed-in on these values and told the City those that were missing. Understanding how residents want to see their city develop and the aspects of Charlotte that are most important to them is key to how the Plan process will move forward. The final vision elements will shape policies, growth concepts, and how the Plan will measure success. The visioning feedback collected will shape the Vision and Goals Framework for the Plan, guide the work to be conducted in future phases, and act as a check-point with the community to show that their input was heard and ensure that the Plan is on the right track.



**To Gather Input on Current Directions:** To gain a clear picture of where the priorities of the Comprehensive Plan should lie, this phase of engagement sought to identify how Charlotteans perceive current policies and the direction of the City. Residents were asked about key topics at both the city and neighborhood level and then given the opportunity to indicate their priorities. Answers were recorded and compared across geographies. These will help to inform the Plan's guidance on these topics. Directions that are perceived not beneficial by the community will be reconsidered. The topics that are identified as most important to the community will be priorities for the Plan to explore.



**To Gather Input on Neighborhood Needs:** Analysis of Charlotte's patterns of equity and inequity across geographic areas revealed a need for a more detailed look at individual neighborhoods to identify how they compare in terms of access to services, investments, and the completeness of the built environment. Several exercises during the Phase 1 engagement asked residents to answer questions specifically for their zip code to help City Staff begin developing a better understanding of how different geographic areas are measuring up against the city as a whole. This will give the Comprehensive Plan the direction necessary to start addressing deficiencies and ensuring all neighborhoods are receiving an equitable level of investment and amenities. This neighborhood level approach will be explored more in Phase 2.



*Images from Community Workshops, see appendix for full collection of input.*

# SILVERMAN PAVILION

## Vision Themes

### Subtopics

- Summary of Prior Engagement
- Key Informant Interviews
- Ambassador Information Sessions
- Community Workshops
- Elected and Appointed Officials' Workshops
- Online Workshop
- Major Themes Heard

## Summary of Prior Engagement

When the Charlotte 2040 Comprehensive Plan kicked-off, there were already several previous or concurrent community engagement efforts being conducted by the City of Charlotte and Mecklenburg County. These efforts have been informative for Comprehensive Plan work and have begun setting the stage for residents to engage in open dialogue about their vision for Charlotte's future. These previous outreach initiatives have discussed a wide range of topics with a diverse group of stakeholders. Similar principles and techniques have been carried into current Comprehensive Plan efforts, with an emphasis on equitable engagement.

Some of the prior engagement work includes:

- Livable Meck
- Connect Our Future
- Take10CLT
- On the Table
- Charlotte Residents Survey
- Charlotte Millennial Plan
- Design Sprint, Indaba Workshop and Gallery Exhibit
- Place Types and Unified Development Ordinance

## Key Informant Interviews

Several key community stakeholders in Charlotte, including neighborhood representatives and leaders of community organizations, were interviewed during the engagement process. These stakeholders were specifically chosen to interview because they represented and/or had connections to segments of the community that are often underrepresented in planning processes. The purpose of these interviews was to collect input on the unique assets, constraints and opportunities in Charlotte to help inform how the Comprehensive Plan may address community goals and priorities, specifically from people that don't traditionally participate in planning processes. Common themes raised in the interviews included the following:

- Economic growth is happening quickly but comes at the expense of Charlotte's established communities and cultural fabric. Growth is benefiting only certain people, many of whom are moving to Charlotte from out of town and who are accelerating the gentrification of neighborhoods. This "newcomer culture" is sterilizing the city.
- Expanding tenant protections and access to affordable housing are top priorities.
- Many neighborhoods and schools are both racially and socioeconomically segregated, effectively isolating different groups from one another.
- Many communities of color are experiencing high levels of financial stress.
- Charlotte's public transportation system is poor. Costs are too high and routes don't provide easy access to employment.

*"The issue of transportation choices does not address the bigger picture - we need to solve the traffic and lack of infrastructure [we're having] with the massive growth"*  
-Community member

### KEY TAKEAWAYS

The Comprehensive Plan will build on with these prior efforts and take lessons learned from their outreach strategies and major themes. These activities identified the following top priorities and areas of interest for Charlotte residents:

- Transportation and connectivity
- Equity and inclusivity
- Housing affordability





## Ambassador Information Sessions

Two Ambassador Information sessions were held as part of the Phase 1 Community Outreach effort. These sessions aimed to gain input from and call to action a diverse group of Plan Ambassadors, who will help broaden outreach into their communities and bring a variety of groups and perspectives to the table. Participants were presented with information on planning, public participation and the Charlotte 2040 project background. The presentation and discussion included the importance of community engagement to the planning process as well as key talking points about the Comprehensive Plan.

A group discussion and wall graphic session identified opportunities and challenges for the Plan, key questions for the engagement process, potential partners, ambassador outreach ideas and audiences, and the groups overall goals and vision for the future of Charlotte. Key takeaways from the discussion of ambassador outreach avenues included:

- There is a need to engage in open communication with community members and effectively listen and collect input.
- Both ambassadors and the groups being reached should represent a diverse cross-section of the City of Charlotte population.
- Ambassadors should consider that not all residents who need to be heard have internet access or speak English.
- Steps should be taken to accommodate these groups as well as those who are unable to attend set meeting times.



Ambassadors were empowered with the idea that they may be unique in their ability to reach hard to reach or under-served groups. For a full list of input, please see the Appendix.

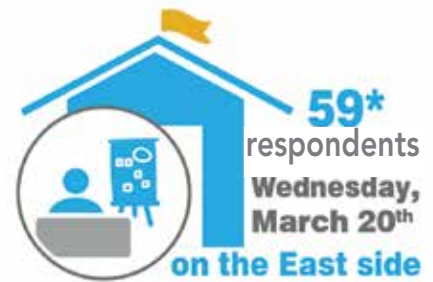
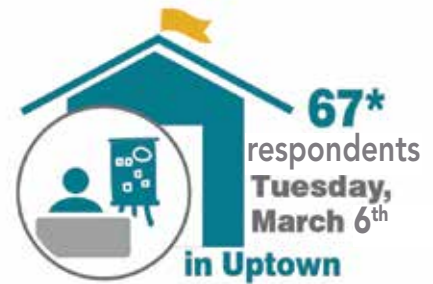
Specific action items communicated to the Plan Ambassadors included: share their input and ideas to shape future engagement; invite their networks to participate in events and surveys; communicate key findings and opportunities; and share social media posts and fliers to broaden outreach.

## Community Workshops

Charlotte residents were invited to participate in three community workshops around the city. Each workshop began with a presentation from City of Charlotte representatives, informing participants about impacts of recent growth; the primary purpose, objectives, and elements of the Comprehensive Plan; information about equitable growth and complete neighborhoods; key findings from the Equity Atlas, Policy Audit, and Growth Factors Report; and an in-depth look at the community's "Hot Topics." The presentation also included several polling questions about these topics and the community's opinion on how Charlotte is performing in key areas. For more information, see Current Directions on page 17 of this document.

One of the main portions of the workshops was a discussion about plan visioning. The City presented about the importance of a strong vision, setting realistic expectations that account for market forces, and examples of a successful vision and, subsequently, a successful plan. This was followed by a facilitated discussion, where participants were asked to share their vision for Charlotte's future. A wall graphic recorded these vision elements as they were communicated. See the appendix for that data. The City also presented information about the next steps of the Plan, including how the input was going to be used, and ways for Charlotte residents to stay involved in the process.

To maximize participation and account for a variety of community needs, all three workshops included refreshments, childcare, and a gallery of boards presenting important plan information and staffed by City representatives. Venues were ADA accessible and interpretation services were offered. Additionally, various departments and agencies had representatives available to provide information and answer questions about services and resources of interest to participants. Participants were asked about certain aspects of the engagement, these metrics were identified during the Design Sprint, Indaba, and South End Gallery previous engagement efforts.

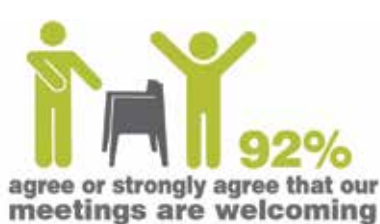


\*Number of workshop participants was higher, numbers above only reflect number of exit surveys collected.

## KEY TAKEAWAYS

Common themes expressed during the community workshops included the following:

- Education and schools
- Access to fresh food and affordable healthcare
- Economic mobility
- Combating displacement
- A clean and safe environment
- Better transportation choices
- A fun and vibrant city
- Ensuring investment that benefits the community







“Charlotte needs character! I think we need monuments and green spaces---things that will accentuate the actual culture and history. ”

-Community member, Vision and Values Online Survey

See appendix for full typed collection of wall graphics.



For full sized image of wall graphics and typed text, see Appendix.



## Elected and Appointed Officials' Workshops

A key aspect of Plan engagement includes working with elected and appointed officials. Including Charlotte's City Council and Planning Commission in the process means the Plan can benefit from their unique perspectives and also helps to ensure their ownership of the Plan. During this phase of engagement the elected and appointed officials received an overview of the Plan and work-to-date and provided their comments.

Members of Charlotte's City Council met for a "Power Hour" work session on March 4th. This meeting sought to update Council on the progress of the Plan and receive preliminary input. Key highlights from the session include:

- Desire for incremental updates that can be used in the interim before the entire plan is adopted and to align policy with regulatory tools
- Keep equity in mind – those that aren't typically included in our processes and those that don't typically benefit from growth (or are negatively impacted by growth)
- Want further understanding of how County services, policies, and investments will be impacted by the Plan

City of Charlotte Planning Commissioners engaged in a work session during the March 4th Planning Commission meeting. This session included a presentation of current directions and work to date for the Plan, with the opportunity for commissioners to comments on their impressions of progress and potential missing pieces. Major takeaways from the meeting include:

- Making sure the Plan is engaging a diverse population
- Ensuring the Plan is accounting for technology and emerging tech
- Being cognizant of data sources and working with other concurrent efforts to provide consistency and not duplicate effort
- Addressing affordability of basic needs such as gasoline
- Considering access to venture capital to drive innovation
- Making education a priority topic in the Plan discussions

*"People that live in communities of high growth (West side) should benefit from the growth (e.g. bring high speed internet) instead of just get pushed out. We want to address those issues now..."*

*-Braxton Winston, Council Member At Large*

*"A problem with community engagement here in Charlotte is with the Hispanic community... as that community may not feel motivated to engage with government activities."*

*-Bolyn McClung, Planning Commissioner*



For Elected and Appointed Officials' workshop notes and meeting minutes, see Appendix.

## Online & Intercept Survey

To reach a broader audience and equally engage those residents who, for personal, physical, or financial reasons, cannot attend in-person meetings or workshops, each input activity was developed into an online equivalent. It was also used as an intercept survey at events. This outreach has brought in large amounts of feedback throughout the plan process and will be a continuing strategy in each new phase of engagement. The online equivalent received over 360 responses. Another 230 surveys were collected through intercepts and over 5,000 questions were answered through both techniques.

The online workshop was designed to receive parallel input to that given during the in-person community workshops, including the discussion around plan vision. It also provided some of the background information that was presented at the community workshops. The survey asked participants to pick their top three priorities among the values identified in previous engagement efforts. The most identified topics were affordability and housing choice, healthy environment and tree canopy, transportation choice, and walkable neighborhoods. They also had the opportunity to write in values that were missing from the list. Over 100 write-ins were submitted and recorded in the process of compiling the values, Vision Elements and Goals, a complete list of these comments can be found in the Appendix.

## Pop-up Events

A fast, fun, and tactile activity was created to engage Charlotte residents about their vision for the city, often outside of the formal structure of a workshop or meeting. The activity was designed with minimal text, large graphics and a simple, hands-on approach, to help attract participants, particularly for those pop-up events that asked Charlotteans in their day-to-day tasks to take the time to weigh in. The pop-up activity was held at 16 locations around the city and over 680 people provided feedback.

The visioning portion of the activity had participants rate their preference of 13 “values” identified as the top priorities in previous engagement efforts. Each value was represented with an icon and a title and participants placed sticker dots next to their top three choices or wrote in a value they thought was missing.



### KEY TAKEAWAYS

The top three values selected during the pop-up were:

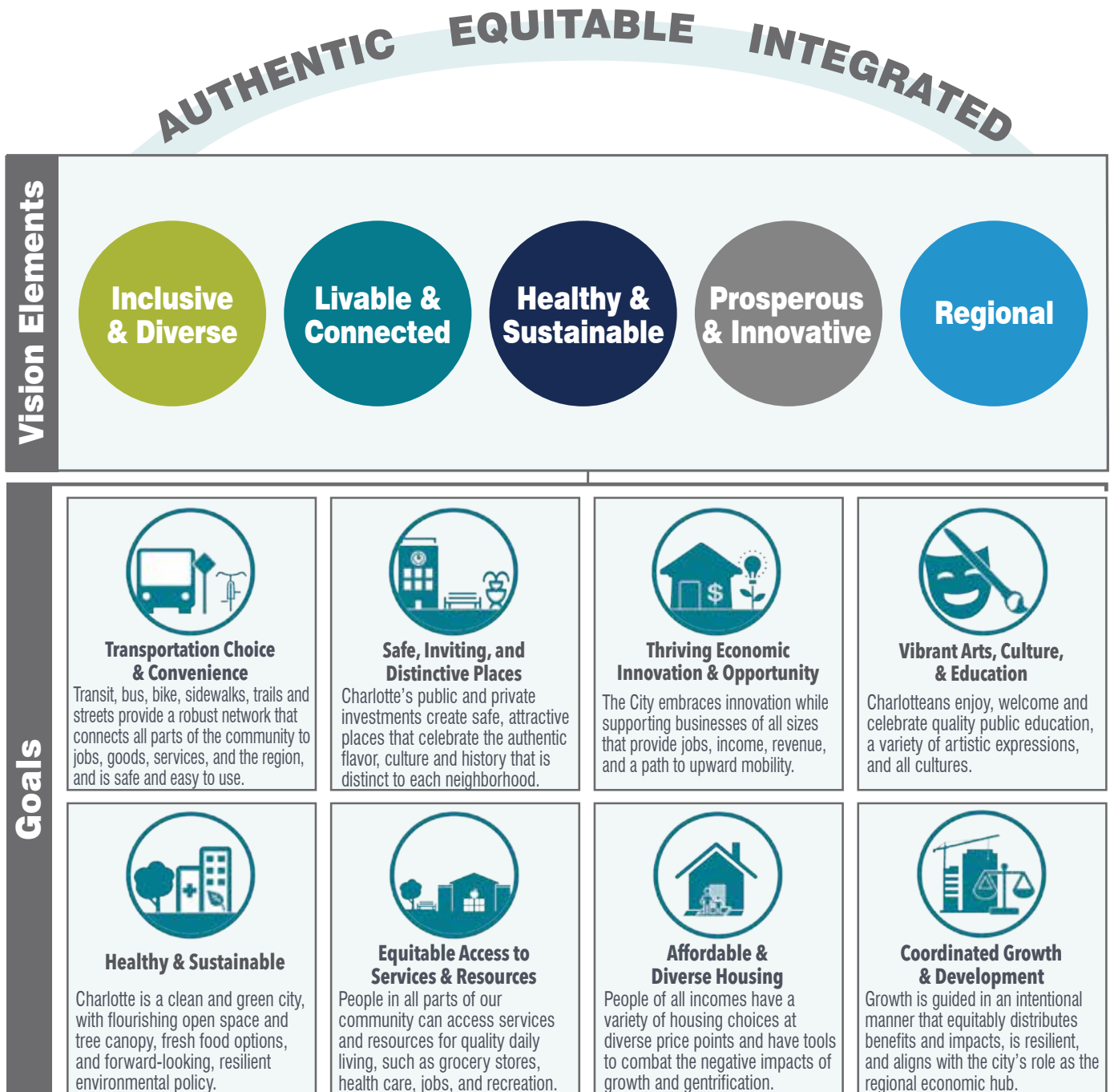
- Affordability and housing choice (308 dots);
- Diverse and inclusive community (251 dots); and
- Walkable neighborhoods (211 dots).

*For complete tally of pop-up vision results, see Appendix.*

The Vision Themes are topics that the Comprehensive Plan can have the most impact on. Many other priorities were heard. Those not within the purview of the Plan were recorded and will be communicated to other appropriate channels.

## Major Themes Heard During Visioning Process

The final step of the vision themes process was sorting, compiling, and synthesizing the public input received throughout Phase 1. Results from prior engagement, key informant interviews, ambassador information sessions, community meetings, elected and appointed officials' workshops, and the online survey were considered. We grouped many ideas into the top eight Goals below that the Comprehensive Plan can influence and that will make our city more resilient. Resiliency ensures that Charlotte is prepared for and responds to the challenges such as affordable housing, community safety, climate change, and economic shifts. These Vision Elements and Goals will guide the development of the Plan and help us measure its success.





# CHARLOTTE FUTURE

2040 COMPREHENSIVE PLAN  
VISION & VALUES WORKSHOP - 3/6/19

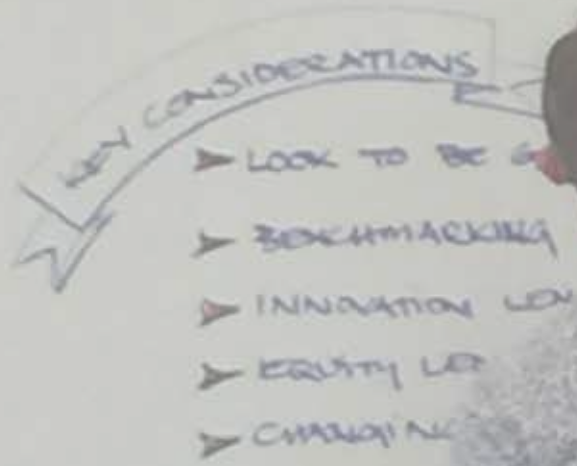
UNIQUE

CONNECTED

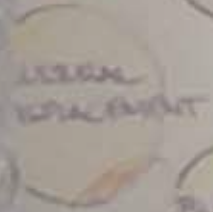
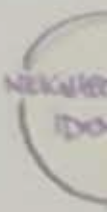
ACCOUNTABLE

LIVABLE

FUN!!!



- ADDITIONAL  
- DON'T JUST  
GET IT  
RIGHT



## Current Directions

### Subtopics

- Current Directions Summary
- Hot Topics
- Workshop Text Polling
- Online Workshop

## Current Directions Summary

To better understand how Charlotte residents perceive the City's current direction, the City of Charlotte Staff identified a list of 20+ topics that are important to the community. To meaningfully engage participants, the City worked to narrow down the "Hot Topics" to those themes that the Comprehensive Plan could have the most impact on. These final topics (see box to right) represent the ones that were frequently mentioned by the community, that are mostly within the City's ability to influence, and that have some current policy initiatives that participants can weigh-in on, to help refine future directions.

## Hot Topics

A variety of the original "Hot Topics," shown below in their relevant Plan theme categories, have been important conversation topics during numerous meetings, presentations, and outreach efforts. These topics will still be addressed in the Comprehensive Plan, but were not the primary focus of this phase of community engagement.

## KEY TAKEAWAYS

In the interest of time and space constraints, Staff picked five major trajectories in Charlotte that were most frequently mentioned. This was by no means a comprehensive list, but a snapshot of some of the most often expressed elements that have the largest impact on people's day-to-day lives.

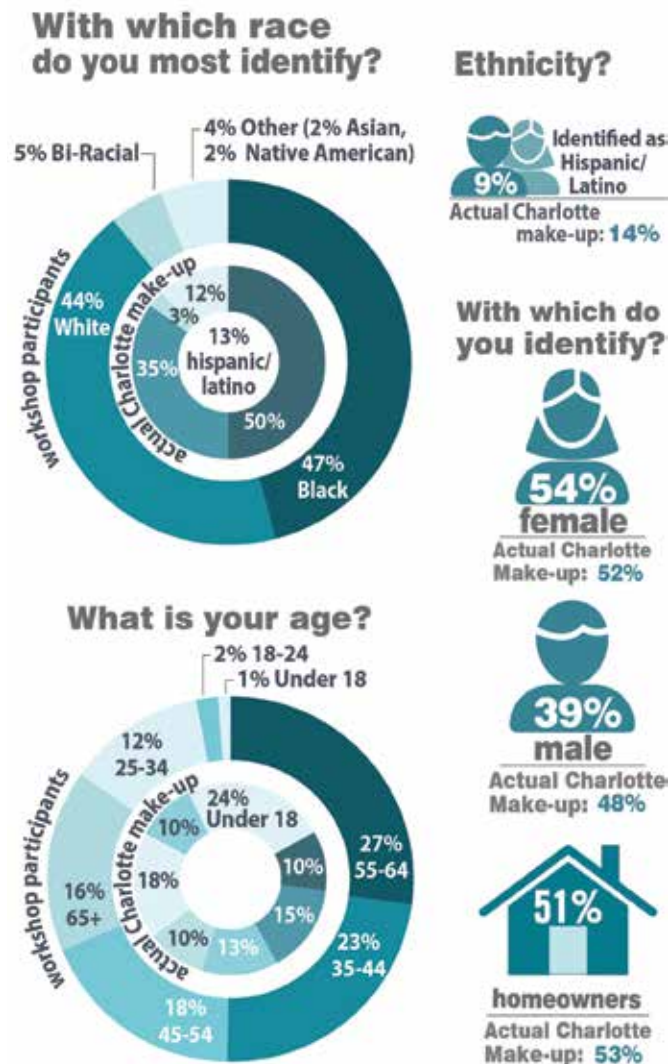
- Housing Growth and Displacement
- Jobs Growth
- "Public" Spaces
- Traffic and Transportation Options
- Equitable Development

Inclusive City	Livable + Connected City	Healthy + Sustainable City	Prosperous + Innovative City	Regional City
 Displacement	 Land Use & Design	 Food Deserts & Food Systems	 Jobs & Training Programs	 CLT Airport
 Affordable Housing	 Parks & "Public" Space	 Tree Canopy Preservation	 Business Friendly Community	 Regional Bus & Light Rail Connections
 \$50 million Housing Bonds	 Active Transportation	 Strategic Energy Action Plan	 Vision Zero	 Passenger Rail Hub
	 Congestion & Transportation		 Opportunity Zones	 Highway Linkages

## Workshop Text Polling Exit Survey

Attendees used mobile phone-based polling to provide feedback on the current policy direction at both the city-wide and neighborhood level. A paper version was made available to participants who did not have the ability or desire to use their phones. Mobile results were displayed in real time, providing a visual metric of opinions. A facilitated discussion about the results helped City representatives to better understand these results and the implications of participants choices.

Generally, workshop attendees were more racially diverse and older in age than those who took the online survey. Participants in both the workshop and survey had higher household incomes than the Charlotte average (\$53,000), with more than 58% having incomes of \$75,000 or higher.

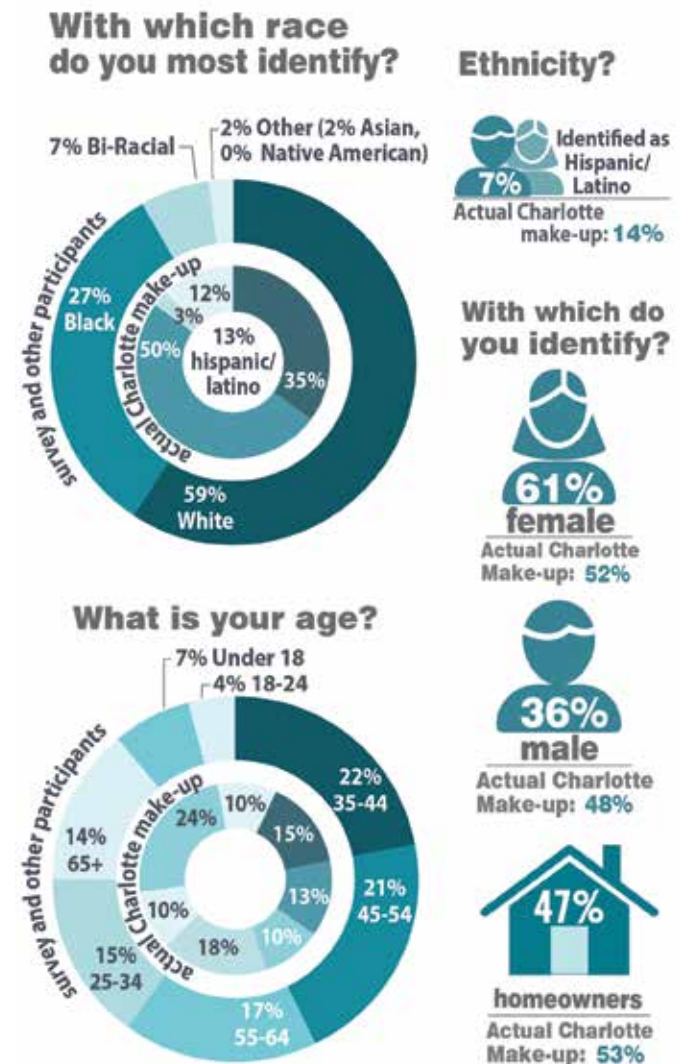


240+ total participants, 66% completed these questions

## Online & Intercept Survey

Both the in-person and online survey had questions about the Hot Topics and current directions. This allowed those unable to attend the workshops the opportunity to still provide valuable feedback on these issues. The survey format did not provide as much background information about the City's current policies and growth as at the workshop. As policies are developed the online survey results will be compared to those from the workshop to understand the priorities and opinions of all participants.

Online survey participants, on average, were less racially diverse than workshop participants, with 70% identifying as Caucasian or white. They were also younger than workshop attendees (58% under 45) and more were female (66%). Intercept surveys provided more diversity and balance.



650+ total participants, 69% completed these questions



Note: Responses from the two groups of participants vary considerably for some questions. This is likely the result of the workshop participants having more information and discussion prior to answering the questions.

## Housing Growth and Displacement

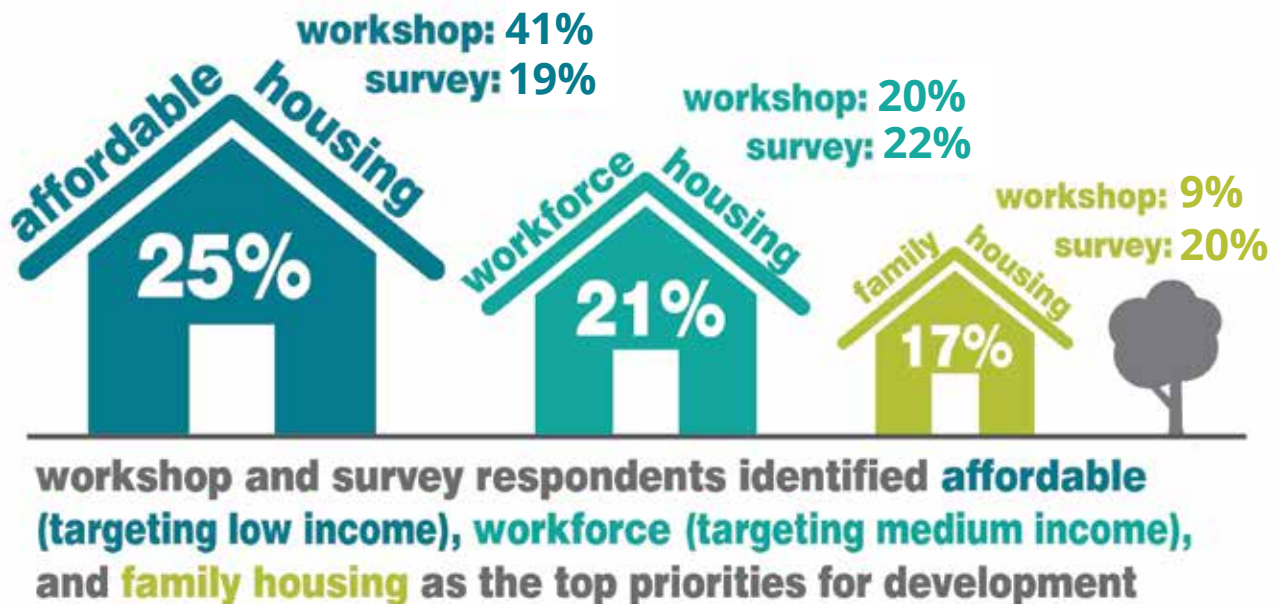
Survey and Workshop respondents both rated housing growth as having been much more positive (56% good/very good) than negative (18% bad/very bad) for their neighborhood. Survey respondents were less likely to have been or know someone personally who had been displaced (30%) compared to workshop respondents (43%).

Priority housing types differed greatly, with top survey results of (1) Workforce housing, 22% (2) Housing for Families, 20% and (3) Affordable Housing, 19%; compared to workshop respondents top results of (1) Affordable Housing, 41% (2) Workforce Housing, 20% and (3) Senior Housing, 16%. The lowest priority for both groups was housing in Center City. Top priorities from the blended results are shown in the infographic.

These results, plus the vision themes related to housing indicate that while there is not yet consensus about the top priorities for needed housing types, there appears to be commonality in the desire to increase the overall supply of housing across many types. This will be explored further to develop Plan policies that strive to add a wide range of housing types while aligning with the recently adopted Housing Framework and addressing critical needs.



What type/s of housing are the highest priority for Charlotte to develop over the next 20 years?



## Jobs Growth

Survey and Workshop respondents both rated jobs growth as having been more positive (good/very good) than negative (bad/very bad) for both the city and their neighborhood. Workshop residents were even more positive, particularly for city-wide results, with 60% rating the recent direction in employment and job opportunities as good or very good.

These results, in combination with a strong vision theme related to the economy and economic mobility, appears to support developing Plan policies that primarily continue the overall direction of jobs growth while seeking to ensure that residents in all neighborhoods can benefit.

Related to employment and job opportunities in Charlotte in recent years, how beneficial are recent trends and the current direction for **the city as a whole?**

How beneficial are recent trends and the current direction for **the city as a whole?**



Related to employment and job opportunities in Charlotte in recent years, how beneficial are recent trends and the current direction for **your neighborhood?**

How beneficial are recent trends and the current direction for **your neighborhood?**



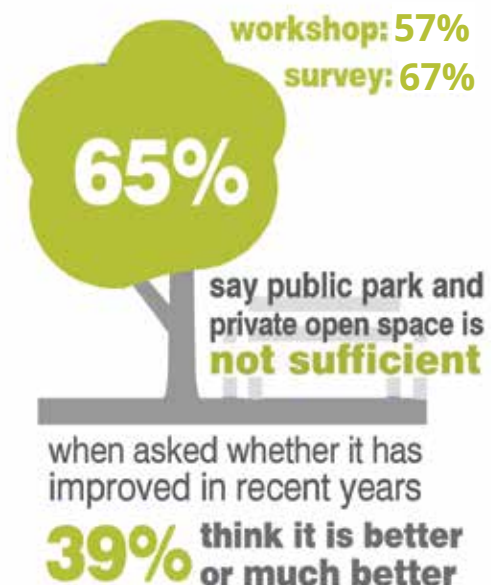
## “Public” Spaces

As noted in all presentations and in the survey, “public” spaces include publicly and privately owned parks, plazas and open space that are accessible to the general public.

65% of Survey and Workshop respondents said that “public” spaces are not sufficient. Fewer than half (39%) felt that public spaces had improved in recent years.

This level of dissatisfaction with the state of “public” spaces in Charlotte indicates that public parks and private open space should be a priority of the Plan and policies should support more of these spaces.

Related to “public” spaces in Charlotte, do you think “public” space is sufficient for the current population and types of activities people want to participate in?



Note: Responses from the two groups of participants vary considerably for some questions. This is likely the result of the workshop participants having more information and discussion prior to answering the questions.

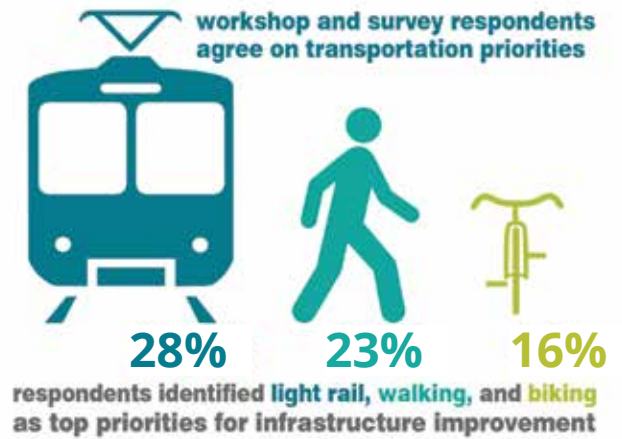
## Traffic and Transportation Options

Survey and Workshop respondents were nearly consistent in their ranking of the top three transportation modes to prioritize, with results for both groups being (1) Light rail/streetcar, 28% (2) Walking, 23% and (3) Biking, 16%. However, Survey respondents had a tie between Biking and Bus.

Light rail was also consistently identified as the most improved transportation option, with 36% of workshop attendees and 41% of survey respondents saying that it has become easier to use in the last decade. In the Public Investment question, transit was also chosen as the investment the City is doing the best in by both Workshop (29%) and Survey (23%) respondents.

These results suggest continued support for policies that prioritize investments in light rail and streetcar as this is a trend that Charlotteans value. Relatively low numbers of respondents felt that the City was doing well in public investments for the bicycle network and sidewalk completion, which suggests that current directions and investment in these areas should be re-considered or a higher priority.

In the future, what types of transportation do you think should be prioritized for improvement?



## Public Investment

When asked about which areas of public investment the City was doing best in, respondents were allowed to select up to three responses.

Online and Workshop respondents both felt that transit service (24%), "public" spaces (17%), and bicycle network (15%) were the public investments that were most improved by City policies. However, responses showed around one-eighth (13%) of residents feeling dissatisfied, responding that no areas of public investment were improving.

The overall low levels of consensus around City investments and the high percentage selecting "None" indicate a high appetite for greater investment and more aggressive policy directions to create change.

In recent years, what areas of public investment do you believe the City is doing best in?



For complete report of workshop polling and online survey results, see Appendix.





CHARLOTTE<sup>SM</sup>



# **Appendix: Compiled Inputs and Results**

The following documents include the complete results from the Phase 1 input activities and events. The compiled results include:

1. Public input report for the Vision and Values Workshop - Online Survey, March 14th through April 30th, 2019
2. Public input report for the Vision and Values Kickoff - Workshop Polling, March 5th, March 6th, and March 20th, 2019
3. Public input report for the Vision and Values Exit Survey - Workshop Demographics, March 5th, March 6th, and March 20th, 2019
4. Typed notes and images of the Community Workshop and Ambassador Information Session Wall Graphics, March 4th, March 5th, March 6th, and March 20th 2019
5. Typed notes of the Ambassador Information Session Stickies, March 4th and March 5th, 2019
6. Minutes from the Charlotte Planning Commission Meeting, March 4th, 2019
7. Typed notes from the Charlotte City Council Power Hour, March 4th, 2019
8. Compiled spreadsheet of collected data from the online survey, community meeting text polling, exit survey, and pop-up activity results