



2040
COMPREHENSIVE
PLAN

Phase 3:

Community Engagement Summary

January 2021 Draft



TABLE OF CONTENTS

Executive Summary I

Introduction 1

Ambassadors and Strategic Advisors 7

Listening Sessions 11

Online Community Engagement Activities 13

Elected and Appointed Officials’ Updates 17

Drive-In Community Workshop 19

Appendix

Virtual Meeting Materials 26



Executive Summary

Subtopics

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

WHERE WE ARE

Planning Process Summary

This document summarizes the third phase of the Comprehensive Plan Process, a crucial step in which previous efforts and feedback were developed into the key policies and strategies that will shape Charlotte’s future, and finally, the consolidated into the Public Review Draft Plan. Phase 3 of the process began in the winter of 2019 and concluded in the fall of 2020 with the Draft Plan release. This kicked off the final phase, Review and Adoption, which will aim to end in Council adoption in April 2021. The timeliness of this Plan cannot be understated. Between a once-in-a-lifetime pandemic, a historic push for social justice in Charlotte and throughout the United States, and unprecedented economic challenges for many of our residents, it’s more important than ever to have a holistic, community supported plan that can guide our steps and ensure the future of all Charlotteans is represented.



WHAT WE HEARD

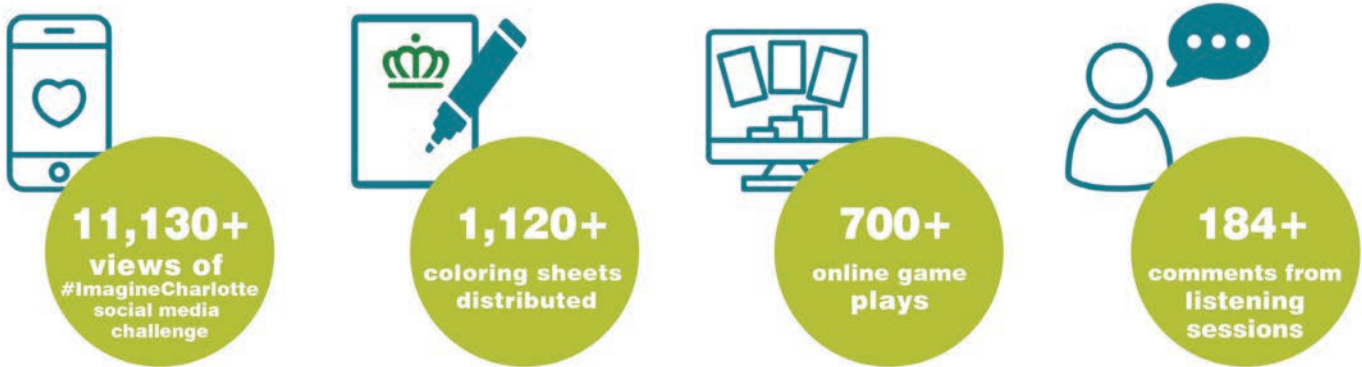
Ambassadors and Strategic Advisors Meetings

Plan Ambassadors and Strategic Advisors (ASA) shared their input through a variety of in-person and online activities. Nearly 400 dedicated community members took the time to review and provide input on many crucial Plan inputs including the Guiding Principles, draft Policies, Place Types, Equitable Growth Framework, and eventually, the Public Review Draft Comprehensive Plan. See pages 7-10 for a brief summary of the meetings and key takeaways. Below is a simplified timeline of the meetings and topics. The numbered circles represent the total number of meetings for each topic (note, the first three meetings in February and March were in-person events before all ASA meetings became virtual).



Online Engagement Activities

Social media challenges, coloring sheets, the Charlotte Future City-Building Card Game, and Equity Listening Sessions allowed the public to stay involved in the Comprehensive Plan during “Stay at Home” mandates in response to COVID-19. In response to the limited ability for in-person engagement included during the latter portions of Phase 3, several online activities and opportunities to hear from the community were created or adapted to allow Charlotteans to stay involved and interested in the Comprehensive Plan process. These activities gave residents a fun, non-traditional way of interacting with the Plan and providing their input. More detail on the Online Community Engagement Activities can be found on pages 13-16 and the Listening Sessions on pages 11-12.



Drive-in Open House

We presented the Public Review Draft Comprehensive Plan to Charlotte residents. To accompany the official launch of the Draft Plan, we held a day of public meetings where participants could drive through a series of boards and watch a presentation outlining the highlights from the Plan. Participants answered texted questions about the document to the Plan team and were directed to several methods for reviewing and commenting on it. Some questions received during the event are shown below, pictures and highlights can be found on the following page. See pages 19-22 for more information on the Drive-in event and the Public Review Draft.

Will the Comprehensive Plan have a map of where Place Types are proposed?

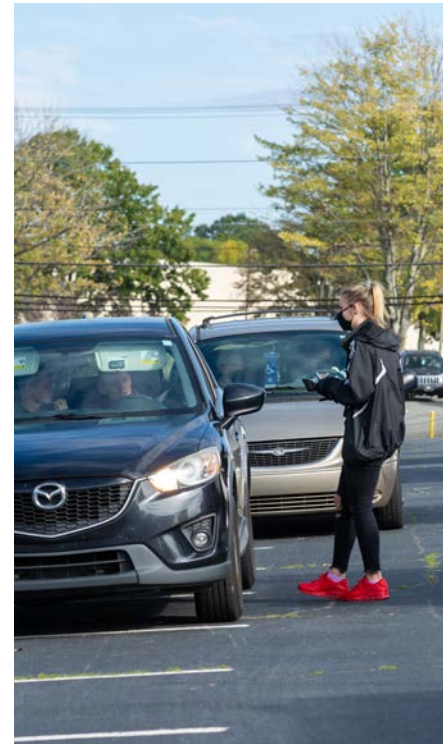
So is this plan the goal for 2040? Or can we see these things happening before 20 years from now? These are great ideas, I just hope to see them sooner.

I see growth in lots of areas and I also see gentrification happening and people are losing their homes. Low income housing is no longer affordable for most low income wages. How will they address this?

The plan is great and will attract more people to Charlotte. Any thought to address the increased need of quality education?



"Great Job! Very informative, accessible and comprehensive! My 88 year old mom loved all the treats!"
-Community Member



4 SESSIONS
500+ PARTICIPANTS
COVID-SAFE



Images from Drive-In Workshop, photos by Glyn A Stanley

WHO WE REACHED

Our goal was to engage many voices and perspectives from all areas of the city using different types of outreach methods, within the constraints of the COVID-19 Pandemic. Workshops, listening sessions, virtual meetings, and online activities were used to collect input. Some activities included a demographic survey to help the City understand who was participating in the process, but this was very limited by the types of engagement available during COVID times, demographics for the online game and the Drive-in Workshop can be found on page 16 and page 20.

over 6,000*
people



gave input



virtual meetings

↔ **600+**



game plays

↔ **860+**



drive-in workshop

↔ **500+**

***data collected from online and in-person ASA meetings, game distribution, online game play, drive-in workshop, listening sessions, surveys, and social media activities**

500,000+ **views of Charlotte Future 2040 content, including flyers, social media promotions, and Nextdoor posts**

WHAT COMES NEXT

- The input from this phase shaped the Public Review Draft Plan, pulling all of the feedback and deliverables from the process into a complete Plan Document. The following phase will be a detailed Review and Adoption process.
- We are learning and will continue to work hard to better engage those we did not hear from enough so far in the planning process, including Hispanic/Latino, Asian, and foreign born residents as well as lower income households.
- We are still listening! We are collecting comments on the Public Review Draft in a variety of ways, please give us your feedback! Visit the Charlotte Future website, view the E-Plan, call 311, or email cltfuture2040@charlottenc.gov to leave a comment or find out more information.

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All changes saved

4 **SHARE** EXPORT

Work Place Types

or Exciting Ideas

multi use areas important

Business Dwelling Units - live/work opportunities

important to consider, esp. for public health

opportunity with vacancies - very flexible

business with dwelling unit above - helps displacement

Challenges?

Extreme weather events /climate change

COVID still a reality, less people going uptown

work from home will increase now and office space will be vacant

But in five years this may change back

need flexibility for these changes

Reluctance to use public transit

Where will workers live?

Unknowns in transportation make challenges hard to predict

Amenities in Uptown and City-wide!

Access to broadband for all

public transportation for those who need/prefer it

libraries

limits cycling in particular

Greenways along streams flood

can create smaller areas in communities for people not wanting to travel

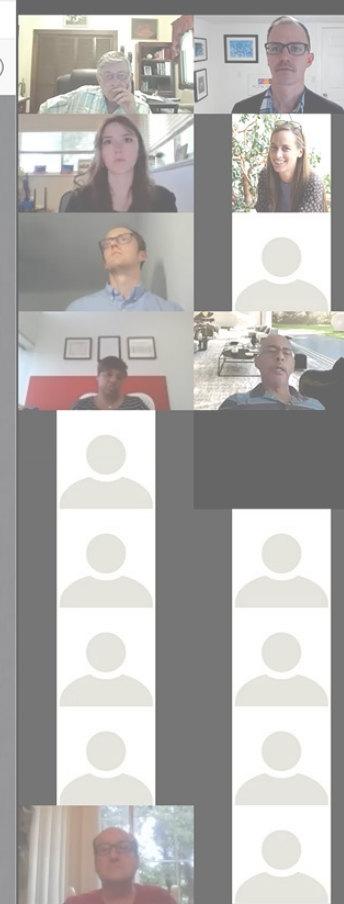
Ballantyne is like Uptown - can have small versions of that throughout the City

The Impacts of Isolation

Need to understand history, plagues, recovery

Create small meeting spaces in our communities

Zoom settings



Introduction

Subtopics

- Comprehensive Plan Purpose
- Phase 3 Engagement Themes
- How Inputs Will Be Used
- COVID-19 Impacts
- Engagement Purposes

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 Public Review Draft Plan addresses topics that affect how people experience the built environment. The Plan also looks at how our built city can better reflect and advance our community values around topics like equity, transportation, quality of life, affordable housing, health and safety, 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. 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 through a process of equitable and inclusive engagement.

PHASE 3 ENGAGEMENT THEMES

The third phase of Comprehensive Plan community engagement was designed to confirm previous input and keep the community involved as the draft Plan was developed. A variety of tools helped the team, even through the COVID-19 pandemic, receive input on policies and strategies to achieve the vision for the future of Charlotte.

While the Plan has always been about equity, a renewed effort to help Charlotteans understand what this means and how it will work to further the cause of racial justice was also a key goal during this phase with the unrest and national awareness around with the Black Lives Matter movement and the murder of George Floyd, Breonna Taylor, and many others.

During this tumultuous time we sought input at in-person and virtual events; through a variety of online activities; through small-group listening sessions; and the interactive *City-Building* card game. These varied styles of outreach allowed the City to hear from diverse voices in new ways. We heard 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, those who don’t typically attend City meetings, and those with lower incomes.

There were over 500,000 views of Charlotte Future related content, including social media promotions, Nextdoor posts, and e-mails. Over 6,000 Charlotteans gave their input through in-person and online meetings, listening sessions, the *City-Building* Card Game, and the Drive-In Community Workshop.

“I would like to see much more investment in things to do in Charlotte! ... Thanks for allowing Charlotteans to become a part of this! Excited for growth!”

-Community comment on Public Review Draft Plan



Summary of Key Takeaways and Major Themes

Through a wide variety of inputs during the Phase 3 process the Plan team was able to both educate and receive feedback on many of the more detailed topics including Place Types, community area planning, the equitable growth framework, policy objectives, and the plan framework as they were drafted and vetted for the October draft Plan.

Through a wide variety of inputs several major takeaways were compiled. This phase of work included many more conversations and discussions than previous phases, both due to the complexity of the topics and the limits to engagement methods during the COVID-19 pandemic. We talked to Charlotteans about their vision for their neighborhoods, see page 8 for more information; how each of the Place Types should look in Charlotte, see page 9 for more information; and opportunities and challenges around equity in their communities, see page 12 for more information. Plan Ambassadors and Advisors were walked through the sections and key content of the Plan and provided feedback before the final October 31st release of the Public Review Draft to the community, see page 19 for more details. For a summary of what's been done so far, see the sidebar at right.

HOW INPUTS WILL BE USED

With the majority of Phase 3 acting as the lead-up to the Draft Comprehensive Plan, all of the major touchpoints were used as a means of educating the community of the main Plan elements, such as the Equitable Growth Framework; Complete Places; the Polices, Projects, and Programs; and the Implementation Strategy. The community's questions, ideas, and reactions helped develop these concepts and guide how they were incorporated into the final Plan Draft.

The fun, easy, and less time consuming methods of community engagement, such as the City-Building Card Game, social media activities, and the coloring pages were designed not to receive feedback, but to keep people engaged and excited about the Plan and the upcoming draft document. This was particularly crucial during the lockdown resulting from the COVID-19 Pandemic, when pop-ups and festivals, the standard way of creating fun community interactions, were not possible. See the following page for more detail.

WHAT'S BEEN DONE SO FAR

Over 6,000 people participated:

- Virtual meetings - 600+
- Game plays - 860+
- Drive-in workshop - 500+
- Data collected from online and in-person Ambassadors and Strategic Advisors meetings, game distribution, online game play, drive-in workshop, listening sessions, surveys, and social media activities

"This plan not only looks at where housing and commercial development might go, it also calls for ensuring all racial and income groups get the advantages of growth."

*-David Boraks for Charlotte
WFAE 90.7*



COVID-19 IMPACTS

The original plan for engagement throughout Phase 3 of the Comprehensive Plan process included numerous in-person events, workshops, and activities to keep the community involved in the production of the Public Review Draft Plan. Of course, all of these plans had to be reassessed and reconfigured with the spread of the COVID-19 pandemic in March of 2020. “Stay at home” orders and the need to socially distance made the traditional public meeting format impossible to execute safely. Instead, after hosting two in-person ASA meetings in February, the Plan team pivoted all engagement to an online format until the socially-distanced and COVID-safe Drive-in Workshop in October, 2020 (see page 19 for more details).

A number of methods were used to keep Charlotteans engaged with the Plan through the new online format. First, the Ambassadors and Strategic Advisors group invitations were opened to the entire community, so that anyone could choose to join one of these virtual meetings. ASA meetings were held via Zoom and included presentation, group discussions, Q&A sessions, break-out groups, and screenshares of virtual “wall graphics” or “note boards” that recorded participants questions and comments and real time for the group to view. These techniques were used to create a collaborative and interactive environment as similar to an in-person meeting as possible.

Other methods included increasing the Plan’s online and social media presence through the #ImagineCLT (Charlotte) Challenge, providing activities for children at home with the Charlotte Future coloring pages, and launching a fun way for Charlotteans at home to learn about planning and the Comprehensive Plan through the *City-Building Card Game*.

The Planning team also recognized that many people’s priorities had shifted as a result of the pandemic, impacting their time or their capacity, or lack there of, for engaging in the Plan. To accommodate the team worked to offer means of providing input through as many formats, and with as much or as little time investment, as people were able to provide. Through this variety of outreach and activities, Phase 3 was able to receive as much input as past Phases of the Plan that were able to utilize in-person meetings.

“I liked the ability to pause and think about the question [online]. On the other hand I missed the interactions with other advisors.”

-Ambassadors and Strategic Advisors Meeting (May)



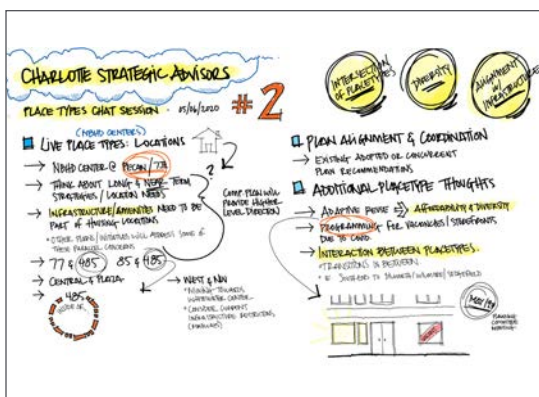
“[We] learned about areas with the most need, it was nice to put a location to the “big topic problems” like food deserts”
 -Community member, Growing Better Places Player



ENGAGEMENT PURPOSES:

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

To enhance awareness of the Comprehensive Plan project and purposes: During Phase 3, a continued ongoing initiative was to ensure that the community was brought along with and updated on the planning process. The Ambassadors and Strategic Advisors group, which was opened to the broader community at the start of the COVID-19 Pandemic, received regular updates throughout the phase. Presentations included background information on the purpose and intent for the Comprehensive Plan; the outcomes from Phase 1 and 2; how the Plan will fit into the broader planning and development process; how the Plan will address equity and the major and necessary upheaval that occurred during the year through the Black Lives Matter movement, and key Plan elements. The community's continued understanding of how and why we plan and how it will improve their future is an essential piece of the process. This educational component is ongoing, each step of the engagement process will continue to aim for all participants having the same awareness of the Plan's overall purpose and progress.



Images from Potions and Pixels and Ambassadors and Strategic Advisors Meetings.

To keep the community excited and engaged during the unprecedented COVID-19 Pandemic: With limited ability for in-person engagement, promotion at events, and pop-up activities, the general public awareness of the Comprehensive Plan was at risk of waning significantly during the “stay at home” order and throughout the COVID-19 Pandemic. A major goal of the Phase 3 Engagement, beginning in March 2020, was to keep the Plan in the community’s consciousness through virtual and online engagement and promotion. While this was a significant challenge, these circumstances also presented an opportunity to reach those who may have not previously heard of or been knowledgeable the Plan or planning. While some had reduced capacity for new information, others, whether through additional time or a new interest in how planning could impact topics that were now on the forefront, such as public health, public space, and the need for nearby services, became very interested in the Comprehensive Plan and its outcomes. Understanding all these Charlottean’s vision for the future, especially as circumstances changed dramatically, continued to be a major effort of Phase 3.

“Community mapping of place types should create certainty, transparency and accountability.”

-Ambassadors and Strategic Advisors Meeting (December)

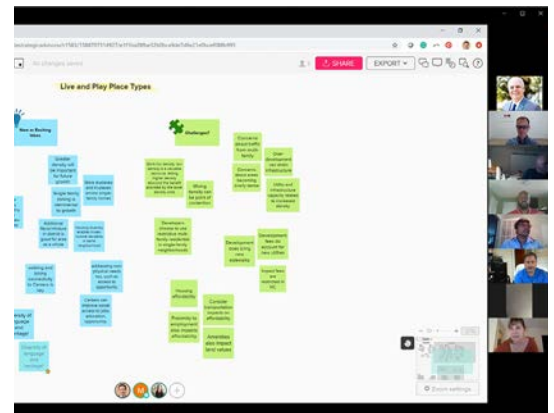
To attract diverse participation: A key goal of the entire Charlotte Future 2040 Plan is authentic engagement, that listens to and takes into account all voices from across the city of Charlotte. This includes engaging historically under-represented groups. Diverse participation ensures that the percent of different demographics reached during the process matches the percent of those demographics living in Charlotte today. Tracking this information allows the City to identify which groups are still not being reached at the rate desired and helps the process correct this deficiency in the next phase of engagement. While demographics tracking was not as robust during this Phase of the process due to limitations with the COVID-19 Pandemic, it remains a key goal of the process and efforts were continually made to reach out to all segments of the Charlotte population.



To educate the community and vet key concepts such as the Equitable Growth Framework, Complete Communities, Policy Framework, and Implementation Strategy: As the major ideas and sections of the Comprehensive Plan became solidified and composed into established Draft Plan recommendations it was crucial for the community to be consulted on each concept. These topics, which are all nuanced and weighty, required more detailed conversations than many of the engagement activities of previous phases. A primary objective for each touchpoint around these topics was first a working understanding of how each idea operates within the City and impacts the built environment and livelihoods of its residents for all participants through presentations, graphics, and Q&A sessions. Following the working understanding the Plan Team’s guidance and recommendations were presented and weighed-in on by the community and carefully reviewed against the overall community vision for the future of Charlotte.



To communicate how inputs received will influence the Comprehensive Plan: Just as important as the community providing input is the community knowing that their input is being heard, taken into consideration, and shaping the future of their city. This clear communication helps ensure that Charlotteans continue to engage in the Comprehensive Plan process and create a Plan that reflects their vision for Charlotte’s future.



Images from Drive-in Workshop and Ambassadors and Strategic Advisors Meetings.



Ambassadors and Strategic Advisors

Subtopics

- Neighborhood Videos
- February - Goals, Policies, and Objectives
- March through June - Live, Work, and Play Place Types
- July - Equitable Growth Framework
- August - Plan Framework and Key Recommendations
- December - Public Review Draft Plan Review

As the Draft Plan process moved forward in February of 2020 a few Ambassadors and Strategic Advisors meetings were conducted in-person. These meetings included presentations, interactive activities, meals for ASA members, and Spanish translation. Beginning in mid-March of 2020 and the onset of the COVID-19 pandemic, ASA meetings quickly pivoted to virtual sessions over Zoom for the remainder of the year and Phase 3. Given the new circumstances and the inability to hold large public meetings, the invitation to the ASA group was reopened to the entire community in an effort to be inclusive and reach as many community members as possible. The new sign-up gained many Ambassadors and Advisors during the spring, 2020. Virtual meetings typically included a presentation and a group activity and/or a pre-recorded video and survey that could be completed on participants own time. Interactive activities included open discussions that were recorded in real-time as wall graphics or “sticky boards,” breakout rooms for small group discussions and report-backs, and mapping exercises. All virtual meetings were offered at two different time slots to accommodate as many community members as possible. Virtual meetings averaged between 25 and 50 participants each. Demographics data was not collected given the difficulty of collecting it anonymously in this format.

NEIGHBORHOOD VIDEOS

As virtual engagement activities were conducted during the spring and early summer of 2020 there were multiple check-ins with ASA members to understand how the new engagement format was working for them. While there were many aspects that participants liked, including having more time and flexibility with activities, a piece that we consistently heard was lacking was the opportunity for ASA members to learn from each other through individual conversations. During this phase of the Plan we were talking about Place Types and the future Community Area Planning. In an effort to help people understand these pieces and hear from their fellow ASA members, the Plan team conducted a series of interviews with Charlottean’s around the city. Over 25 residents volunteered and spoke with us about their neighborhood.

Participants were asked to give a brief introduction of themselves and their time in Charlotte, a description of their neighborhood, what the housing and businesses are like in their area, the best thing about their area as well as challenges it faces, what they want to be preserved as Charlotte grows and changes, and their vision for their neighborhood’s future. The videos were used to help introduce ASA members to different areas of the city before answering questions about those areas. They will be used again in the Community Area Planning process.

KEY TAKEAWAYS

The main messages heard from the community during the ASA meetings were:

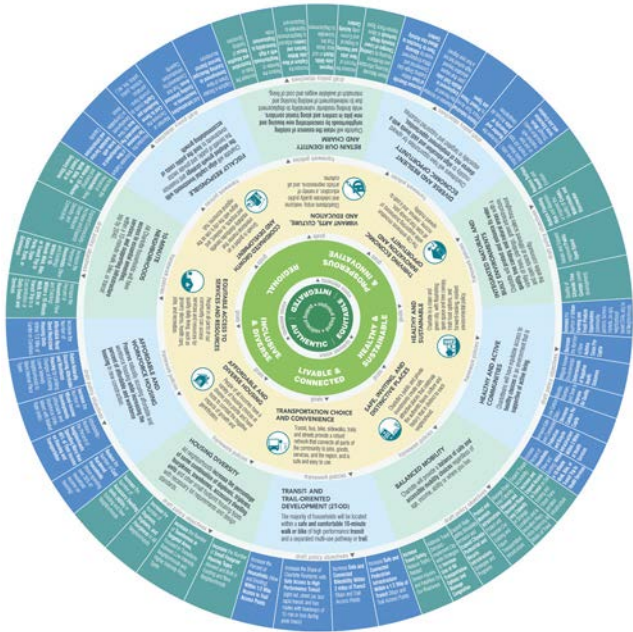
- Needing to understand the connections and interactions between Place Types
- Improving neighborhoods without gentrifying them
- Ensuring the the Plan’s policies are effectively implemented
- Providing housing affordability and diversity
- Interest in the Community Area Planning process



Sam Spencer, East Middle and Outer Neighborhood



Alesha Brown, West Inner Neighborhood



FEBRUARY - GOALS, POLICIES, AND OBJECTIVES

During an in-person meeting on February 12th at the East Stonewall AME Zion Church ASA members viewed a presentation giving a process update and an overview of the Plan goals, objectives, and Place Types. Following the presentation, ASA members worked on an exercise that allowed them to make connections between the Plan’s guiding principles, vision elements, goals, policies, objectives, and Place Types using the wheel shown at left. This was one of the first opportunities for the community to see how all the outcomes from the initial visioning phase connect and interact with the more detailed Plan elements. Common themes expressed included understanding connections between Place Types and the importance of equity and providing affordable housing.



MARCH THROUGH JUNE - LIVE, WORK, AND PLAY PLACE TYPES

The in-depth Place Types meetings occurred as both in-person and online activities as the strategy quickly pivoted in March of 2020 to accommodate the community’s safety and social distancing. The in-person meetings included a presentation and an exercise on printed maps, while the virtual equivalent included a similar activity that participants could “do at your own pace” on Public Input and virtual wall graphics and sticky boards to record the discussion (see Appendix). Participation for the three exercises was excellent, with over 365 views and 171 responses. Common themes expressed included environmental concerns and justice with industrial places, the importance of parks and preserves, and accessibility.



JULY - EQUITABLE GROWTH FRAMEWORK

Via two virtual Powerpoints and associated small-group exercises, ASA members were presented with the results of the equity mapping effort and the resulting Equitable Growth Framework. After each presentation, ASA members participated in two breakout rooms where they could discuss how the equity metrics relate to different areas around the city with the help of a

Images from in-person and online ASA meetings/materials, see Appendix for full wall graphics and sticky boards.

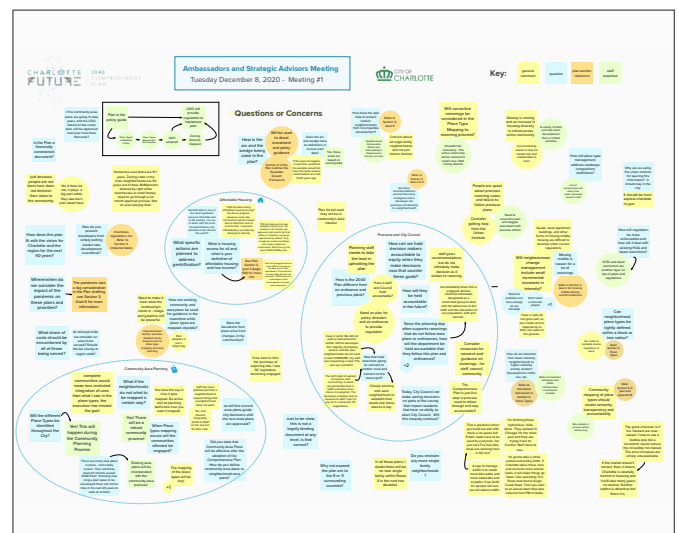
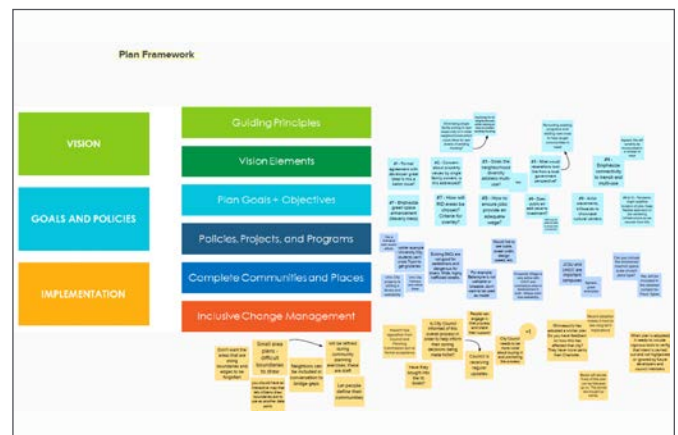
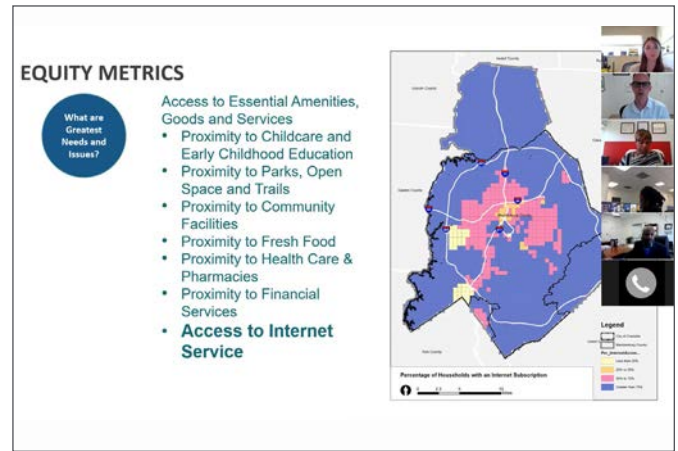
facilitator, a specialized packet of maps showing the equity indicators for each area, and the videos from fellow community members introducing each of the areas. Each breakout group discussed equity needs, including housing, employment, goods and services, environmental justice, and displacement, for one area of Charlotte, and how the equity disparities could be addressed through public and private investments.

AUGUST - PLAN FRAMEWORK AND KEY RECOMMENDATIONS

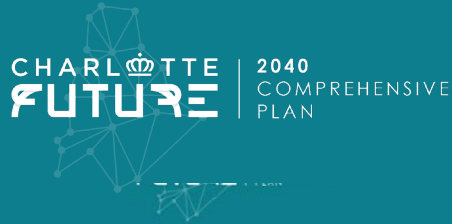
The online August ASA meeting sessions provided the Ambassadors and Advisors with the first full look at how the key Plan concepts would be organized. The presentation explained each piece of the Plan: from the **vision**, which includes the guiding principles and vision elements; to the **goals and policies**, which includes the goals and objectives, policies, projects, and programs, and complete communities and Place Types; to **implementation**, which includes the inclusive change management strategy. This was also the ASA members first look at detailed information such as the policy “Big Ideas” for every goal, and the 3D Place Types graphics. Following the presentation was a robust group discussion, which was recorded via virtual sticky notes in real-time for participants to view (see right and Appendix for full boards).

DECEMBER - PUBLIC REVIEW DRAFT PLAN REVIEW

Following the October 31st release of the Public Review Draft Plan, ASA members were given the opportunity to review the Draft Plan and meet with the Plan Team on December 8th. The presentation included an overview of the Plan content, what the Plan means for members of the community, how the adoption and UDO process will work, and how the public can review and comment on the Plan. This was followed by a detailed group discussion, addressing questions and concerns around the Plan and also their recommendations for how the City can receive as much Plan engagement as possible, particularly focusing on groups that may not know about the Plan yet. The discussion was recorded via virtual sticky notes (see right and Appendix).



Images from in-person and online ASA meetings/materials, see Appendix for full wall graphics and sticky boards.



LET'S TALK ABOUT EQUITY



CLTFUTURE2040 LISTENING SESSIONS



Listening Sessions

Subtopics

- Opportunities
- Challenges
- An Equitable Charlotte

We have continued to have crucial conversations throughout the Plan process. In Phase 3 these conversations took the form of six virtual equity-focused listening sessions with 28 community members, organizational leaders, and representatives. Many sessions took place as part of requested meetings from the community. The group topics and dates for the Phase 3 listening sessions are as follows:

- Neighborhoods - 9.2.20
- Creatives - 9.9.20
- Latinx Community - 9.16.20
- Food Systems - 9.29.20
- Housing - 10.9.20
- Faith Based - 10.23.20

OPPORTUNITIES

Each session first talked about the many opportunities they see in the Charlotte community and Comprehensive Plan to further equity and inclusion, particularly around their main area of topic or interest. The most heard opportunities identified by the community were:

- Sharing Charlotte’s rich culture and history in creative ways;
- The many new businesses moving to or opening in Charlotte;
- Coordination between the City, the State, and other regional entities;
- Using digital tools to reach wider audiences and connect people to needed resources; and
- Encouraging more diversity in the city and those involved in the process.

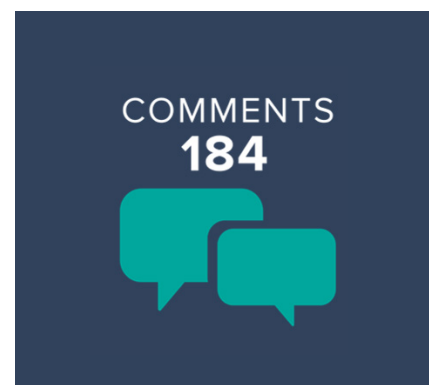
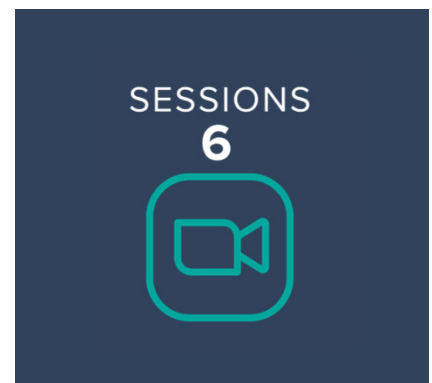
CHALLENGES

Community members also described the challenges they see, both to taking advantage of the many opportunities, and for Charlotteans in general. An awareness of these challenges is a key step in the Comprehensive Plan being able to address them to achieve a more equitable Charlotte. The most frequently identified challenges were:

- Needing adequate transportation and safety infrastructure;
- An underserved arts and cultural community;
- A lack of accessibility to amenities, goods, fresh food; employment, and Internet;
- Gentrification and lack of access to adequate and affordable housing and retail space; and
- Connecting people to the resources they need and bridging language-barriers and other barriers to do so.

AN EQUITABLE CHARLOTTE

Finally, groups shared their vision for an equitable future for Charlotte. Most of the visions were remarkably consistent across groups and reflected the overall vision, values, and guiding principles set forth in the Comprehensive Plan. The most often expressed ideals for an equitable Charlotte included all communities sharing the same access to infrastructure, amenities, and housing; communities working collectively towards change; clear ideas and resources that are communicated to all groups in the ways they can be heard and used; equal funding across areas and organizations; and a prioritization of Charlotte’s culture and shared history.



#ImagineCLTchallenge



cltplanning • Following



cltplanning This made our day! Check out what @thekidknowssports thinks matters most for Charlotte over the next 20 years!

Tell us what you think matters most by tagging us @cltplanning and using #ImagineCLTChallenge for a chance to be featured! . . .

I love being from Charlotte! Did you know that 40+ people move to the Queen City every day? Our city is growing ➡ fast! That's why I had to join in the fun with @cltplanning and do the #ImagineCLTChallenge

I'm just a kid, but here's what I think matters most as the city of Charlotte plans for the next 20 years: Sports + Parks, Jobs, Housing and Schools. • If you live in Charlotte, you can do the



269 views

MAY 8

ImagineCLT Challenge submission from @_thekidknowssports

Online Community Engagement Activities

Subtopics

- Imagine Charlotte Challenge
- Coloring Sheets
- *City-Building* Card Game

As all public engagement activities had to pivot from in-person to online formats during the COVID-19 Pandemic, new and creative means of interacting with community members needed to be devised in order to keep people interested in and up-to-date with the Comprehensive Plan process.

The Plan team, in an effort to accommodate different levels of interest and capacity, launched several online activities that ranged in time and level of effort required, but were all fun and interesting ways to have involvement in the Plan process. The activities included the Imagine Charlotte social media challenge, a set of Charlotte Future themed at-home coloring sheets, and the already in development *City-Building Card Game*, which also launched with an almost one-to-one online version of the game. The engagement for these three activities totalled over 13,000 views and interactions.

IMAGINE CHARLOTTE CHALLENGE

The ImagineCLT Social Media Challenge was launched as a creative way for the Charlotte community to show what they think matters most for Charlotte over the next 20 years. The challenge invited viewers to create videos show their “recipe” for the future of Charlotte. Ten individuals shared videos where they added their “ingredients” for Charlotte’s future to bowls. Some of the most common ingredients mentioned included parks, jobs, schools, healthcare, transit, diversity, entrepreneurship, and economic mobility. Engagements, which were over 12,000 total, included views, likes, reactions, comments, and shares (views were calculated based on the number of views on the original + views on the cltplanning Instagram page). Tags on the posts led viewers back to the Charlotte Planning Instagram page where they could find more information and ways to become involved in the Plan.

WHO WE REACHED

The ImagineCLT Challenge content received the following engagement:

- 11,133 views
- 12,000+ total engagements
- 10 individual submissions

KEY TAKEAWAYS

Major lessons from the various types of online engagement done during Phase 3 include:

- Diverse forms of virtual engagement were critical during COVID-19
- Community members enjoyed having new ways to interact with the Plan process
- New types of engagement attracted new participants



ImagineCLT Challenge submission from @_theconnectionguru

ImagineCLT Challenge

- 01 RECORD, EDIT, & LABEL**
Throw on your favorite Charlotte swag and try to keep your video to 30 - 45 seconds.
- 02 ADD MUSIC & EFFECTS**
Use the clean version of: 'Raise Up' by Petey Pablo and any additional effects.
- 03 CAPTION & TAG**
Tag @cltplanning and use #ImagineCLTchallenge
- 04 SHARE, SHARE, SHARE**
Please share! We will be featuring some of the most popular submissions on our Facebook and Instagram!



WHO WE REACHED

Distributed to the following locations:

- Four Elementary Schools
- Two local restaurants
- One apartment building
- Four community organizations
- 1,125 total sheets distributed



COLORING SHEETS

In creating at-home activities for Charlotteans during the COVID-19 pandemic, the Plan team considered previous phases and that past engagement activities did not show significant participation from Charlotte's youngest age group, those under 19, who make up 27% of the city population. The Imagine Charlotte coloring sheets were a two-fold effort to get young people interested in and excited about planning, and also provide some activities for families stuck at home during the COVID-19 "Stay at Home" orders.

The coloring sheets, which depict a futuristic version of Charlotte with recreation, a variety of housing types, and a 2040-branded robot, were designed by local artist Marcus Kiser as a way to engage youth in the Plan, which will help shape their future. According to an interview with the Charlotte post, Kiser used "Afrofuturism" as a way to show young people of color that they have a place in the city's future.

The sheets were distributed to four elementary schools, two restaurants, an apartment building, and four community organizations. Over 1,125 hard copies were distributed. The coloring sheets are also available for download or digital coloring on the Charlotte Future website. The sheets were available in both English and Spanish, included a QR code to the Plan's landing page and information to stay involved in the Plan and follow and share via Charlotte Planning's Instagram page.

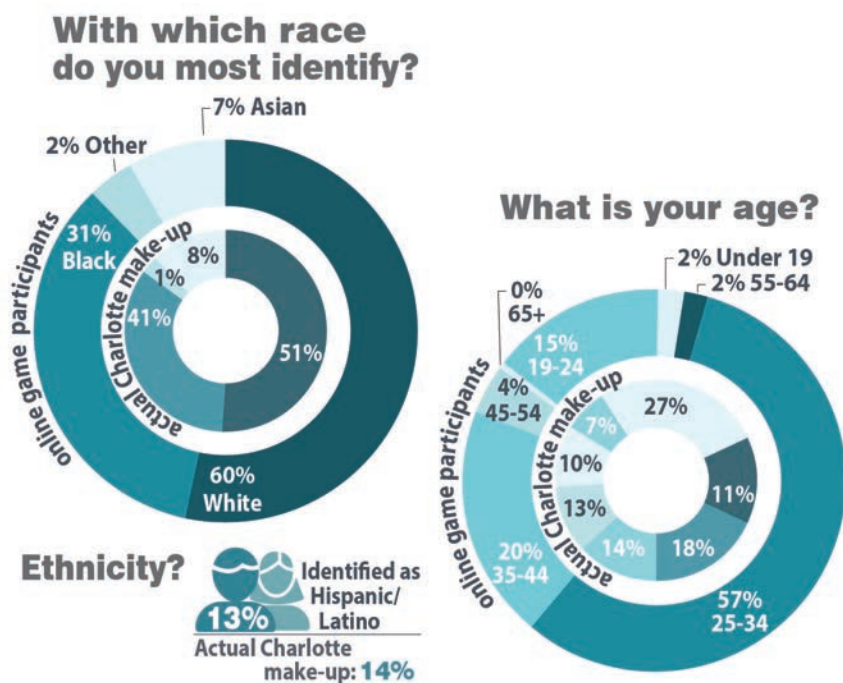


Local Artist, Marcus Kiser

CITY-BUILDING CARD GAME

Developed by the Charlotte-based nonprofit Potions and Pixels, which utilizes games to create social impact, the *City-Building Game* is an online and physical card game that focuses on how to build a vibrant city using Policies and Place Types. The game was designed to be easy, simple, and fun and help participants think about their vision for the future of Charlotte. It provides an interactive way for residents to learn about the Plan and have fun in the process. The game, which can be played with two to four players, lets participants choose their objectives and decide what to build and where to build it.

The game has been heavily promoted for at-home play, socially distanced with community groups, and online. Several online events were hosted to allow people to play the game together and the online version is always available for play on Tabletopia. Over 700 physical copies of the game were distributed throughout the summer and fall, including during the Drive-In Workshop, to community groups, the YMCA, and to City Council and Staff. The online version of the game received 155 plays. Demographics that were collected from the online game exit survey were more representative of the actual Charlotte make-up than many past engagement efforts and participants skewed significantly younger than both Charlotte averages and past events and activities.



Demographics from online game events exit surveys

WHO WE REACHED

The *City-Building Card Game* received the following engagement:

- 705 physical games distributed for at-home game play
- 155 online game participants
- 232+ hours played



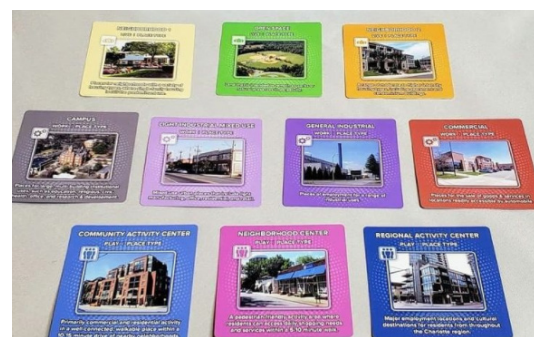
in person

↳ **705+**



online

↳ **155+**



Physical game cards



Online Card Game interface



Elected and Appointed Officials' Updates

Subtopic

- Plan Updates

A continuing key aspect of Plan engagement during Phase 3 included working with elected and appointed officials'. Having Charlotte's City Council and Planning Commission involved in the process means the Plan can benefit from their unique perspectives and also helps to ensure their ownership of the Plan. This is especially important now the Public Review Draft has been released and the planning process is entering the review and adoption phase.

PLAN UPDATES

During this phase of engagement the elected and appointed officials' reviewed the policies, Place Types, implementation strategies and plan framework as they were developed for the draft Plan. Elected and appointed officials also received information and updates about the interaction of the Plan policies and Place Types with the upcoming Unified Development Ordinance and Community Area Planning process.

Members of Charlotte's City Council and Charlotte-Mecklenburge Planning Commissioners were updated on the Comprehensive Plan process and developing elements on a montly basis, focusing on the topics below:

- Plan Goals, Policies, and Objectives
- Live, Work, and Play Place Types
- UDO Coordination
- Equitable Growth Framework
- Policy Big Ideas
- Plan Framework
- Public Review Draft Plan

KEY TAKEAWAYS

Major themes heard through updates with elected and appointed officials included:

- Make use of available data sources and root planning decisions in that information
- Ensure that engagement can be as effective and representative as possible, given COVID limitations
- The Plan needs to be fiscally responsible, make sure that the vision can be realistically implemented

"[I] appreciate that [the Comprehensive Plan] is looking at housing from a multi-generational approach... include a provision that talks about in-language and in-culture communication."

-Astrid Chirinos, Planning Commissioner

"I'm glad that [culture] is included in our planning, [but] it is really the implementation that is where the rubber meets the road. How do we ensure that all of the plans that we have in place are going to get implemented?"

-Dimple Amjera, Charlotte City Council

Note: Quotes taken from meeting notes and minutes, may not be verbatim



Drive-In Community Workshop

Subtopics

- A COVID-Safe Workshop
- The Public Review Draft Plan

To celebrate the launch of the Charlotte Future 2040 Public Review Draft Plan the Plan Team held a day-long Drive-In Workshop, where community members, in hour long sessions, could learn about the Plan, ask questions, and be directed to opportunities to comment on the document. The event was designed to be fun, family-friendly, and functional, creating excitement about the Plan and delivering all of the information and resources participants would need to learn more and provide feedback. The drive-in format was used to create a sense of community and connection while being completely COVID-safe.

The event, which took place on October 31st at the Park Expo, was partly Halloween themed, with candy and snacks provided to every car and fun trivia questions at the start of the program. The overarching theme however was Charlotte's future, explaining to participants how the Plan will direct growth, equity, and development for the next 20 years, and showing "Back to the Future" at the end of the final session.

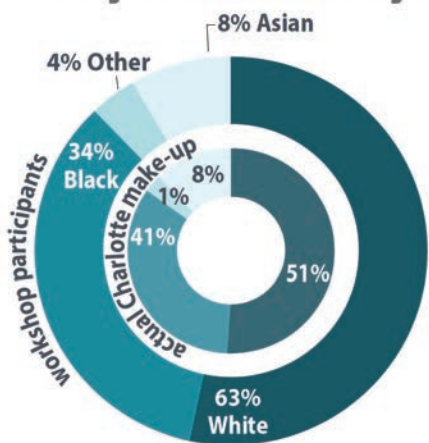
The demographic make-up of those who participated was similar to that of previous events. Participants were slightly older and less diverse than Charlotte's overall population.

KEY TAKEAWAYS

Following the Drive-In Community Workshop, which had over 500 participants, several impressions were consistently heard, including :

- Charlotteans appreciate and miss the sense of community created by in-person meetings
- Interactive Q&A capabilities allow for all voices to feel heard
- The community is excited for the Draft Plan and opportunities to provide their comments

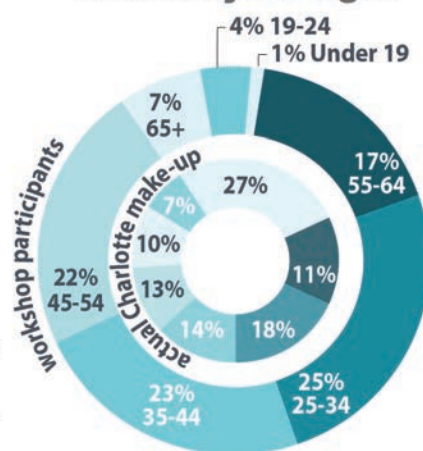
With which race do you most identify?



Ethnicity?



What is your age?



Images from Drive-In Workshop, photos by Glyn A Stanley

“A draft document that lays out a roadmap to guide Charlotte’s next two decades of growth was released this weekend. Included in the 320-page document are policy recommendations informed by the plan’s guiding principles: making Charlotte more equitable, authentic, integrated and resilient.”

-Ashley Fahey, Real Estate Editor, Charlotte Business Journal

<https://www.bizjournals.com/charlotte/news/2020/11/02/2040-vision-plan-city-charlotte.html>



A COVID-SAFE WORKSHOP

The primary goal of the event was to generate interest and excitement around the Draft Plan in a way that was completely safe and accessible. Participants stayed in their car for the duration of the event, driving past booths that provided information on the Plan and parking 6' apart to view the presentation on large screens at the front of the lot. Audio was transmitted through the car radios, with an option for real-time Spanish translation as well. Every participant received a hard-copy of the Plan Executive Summary and a flash drive with the complete Draft Plan in swag bags with branded snacks and knickknacks, passed out by masked and gloved event staff.

Multiple consecutive time slots, four total throughout the day, allowed participants a lot of flexibility in when they attended and allowed for more participation while minimizing logistics. Elected and Appointed Official's were offered an all-day invitation and were able to come participate and greet the audience at the beginning of each presentation time.

The presentation included information about the Plan process and all the major Plan sections, elements, and big ideas. The audience could participate by flashing lights or blinkers quietly during the presentation and there was a designated time at the end of the session for people to honk and show their support. This increased the interactivity and also created an atmosphere of excitement and celebration for the launch of the Draft Plan. A DJ provided music before and after each session to contribute to the overall feeling of fun and celebration.

A Google Voice phone number was created and provided to participants throughout the event via the presentation and physical handouts. People texted their questions during the presentation to the number and the most relevant questions were read aloud and answered in real time after the presentation, but every single question received an answer through Google Voice text messaging so that all question-askers felt acknowledged and heard.



Images from Drive-In Workshop, photos by Glyn A Stanley

“Although the plan is big, it can be summed up in simple terms: the Charlotte of the future will be denser, with less segregation and greater equity, more transit options, bike infrastructure and sidewalks, and more commercial uses integrated into neighborhoods so people don’t have to drive as far to get to everything.”

-Elly Portillo, Charlotte Community Member

<https://ui.uncc.edu/story/glimpse-charlotte%E2%80%99s-future-piece-past>

THE PUBLIC REVIEW DRAFT PLAN

In conjunction with the Drive-In Workshop, the complete Public Review Draft Plan was released online to the entire community. The Plan, which is 176 pages of content with an additional 144 pages of glossary, acknowledgments, and appendices, is organized into four sections: A Community-Based Vision; Complete Communities and Places; Policy Framework; and Implementation Strategy.

The complete PDF of the Plan as well as an easier-to-navigate, translatable, and searchable E-Plan is available at the Charlotte Future website. A Spanish version of the Plan is also being made available. In an effort to bridge the digital divide and provide access to those who may not have or prefer to use computers, printed versions of the Plan have been supplied to 19 public libraries throughout the city as well. Distributed with the Plan and available online is the significantly shorter and graphics-heavy Executive Summary and a sheet of options that allow community members to comment on the document however they feel most comfortable, online, via email, over the phone, or through the mail.

The Planning Team aims to make commenting simple and easy to receive as much feedback as possible. The launch of the Draft Plan officially kicked off Phase 4, Review and Adoption, which allows ample time for the public and elected and appointed officials to review and provide comment on the Plan before adoption in April. Every comment is being carefully tracked and considered. Please find the sheet of comment options on the following page and the online plan here: www.cltfuture2040plan.com, your input is greatly appreciated.



Images from Drive-In Workshop, photos by Glyn A Stanley

CHARLOTTE FUTURE COMPREHENSIVE PLAN 2040

PUBLIC REVIEW DRAFT COMMENT OPTIONS

THERE ARE MANY WAYS TO PROVIDE YOUR FEEDBACK!



ONLINE

- Comment on the Plan at:
publicinput.com/2040feedback



OVER THE PHONE

- Call Charlotte Mecklenburg 311:
[Leave a message with your comment](#)



VIA EMAIL

- Email your comments to:
cltfuture2040@charlottenc.gov



THROUGH THE MAIL

- Request a comment form by email:
cltfuture2040@charlottenc.gov
- Mail to:
**Charlotte Future 2040,
600 E. 4th Street 8th Floor
Charlotte, NC 28202**



Covers of the Public Review Draft Plan and Executive Summary; Images from Drive-In Workshop, photos by Glyn A Stanley



CHARLOTTESM



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Appendix: Virtual Meeting Materials

The following documents include the materials generated in the Phase 3 virtual meetings:

1. Virtual Wall Graphics from Live and Play Place Types ASA Meetings, May 2020
2. Virtual Sticky Boards from Live and Play Place Types ASA Meetings, May 2020
3. Virtual Wall Graphics from Work Place Types ASA Meetings, June 2020
4. Virtual Sticky Boards from Work Place Types ASA Meetings, June 2020
5. Virtual Sticky Boards from Plan Framework ASA Meetings, August, 2020
6. Virtual Sticky Boards from Public Review Draft Plan ASA Meetings, December 2020