



# CHARLOTTE FUTURE 2040 POLICY MAP

Community Engagement Summary  
March 2022

## 1 Education & Preferences

- Provide information about purposed and process
- Ask stakeholders which Place Types are most and least desirable near places they live/work/play
- Preferences serve as input in developing 2040 Policy Map

## 2 Draft 2040 Policy Map

- Present draft 2040 Policy Map
- Provide information about how it was developed & compares to Status Quo Map
- Ask stakeholders about areas of concern

## 3 Revised 2040 Policy Map

- Present revised 2040 Policy Map
- Provide information about how Ph. 2 feedback informed revised map
- Ask stakeholders to identify projects and programs necessary to achieve map's vision – will inform Community Area Planning

Key groups: Neighborhoods, Developers, Latino Community, Youth

### TOOLKIT

- Pop-up Events
- Neighborhood Mtgs.
- Community Mtgs.
- Council Conversations
- Surveys
- Online Maps
- Videos
- Flyers
- Social Media
- Digital Ads
- Mailers
- Translated Materials
- Emails
- Ambassador Toolkit
- Ambassadors & Strategic Advisor Outreach

## EVENTS

**99\***



\*includes workshops,  
presentations, and  
pop-ups

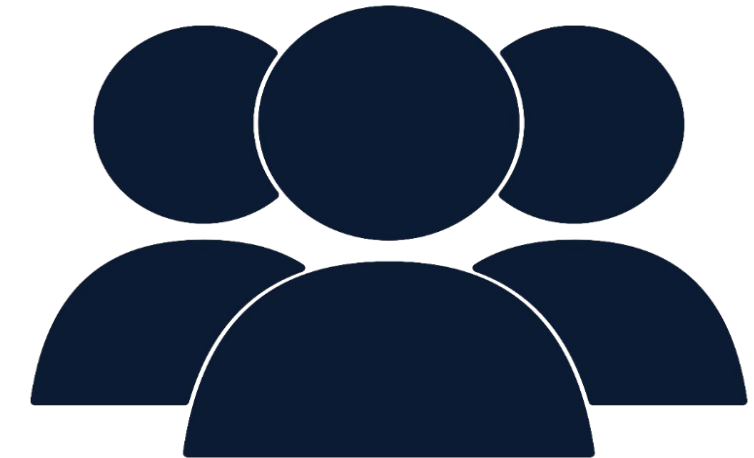
## SURVEY RESPONSES

**4,750**



## INTERACTIONS

**1,939**



# 2040 Policy Map: Ph. 1 In-Person Pop-Ups



Cuban Festival



National Night Out



Silver Line TOD Workshops



24 Hours of Booty



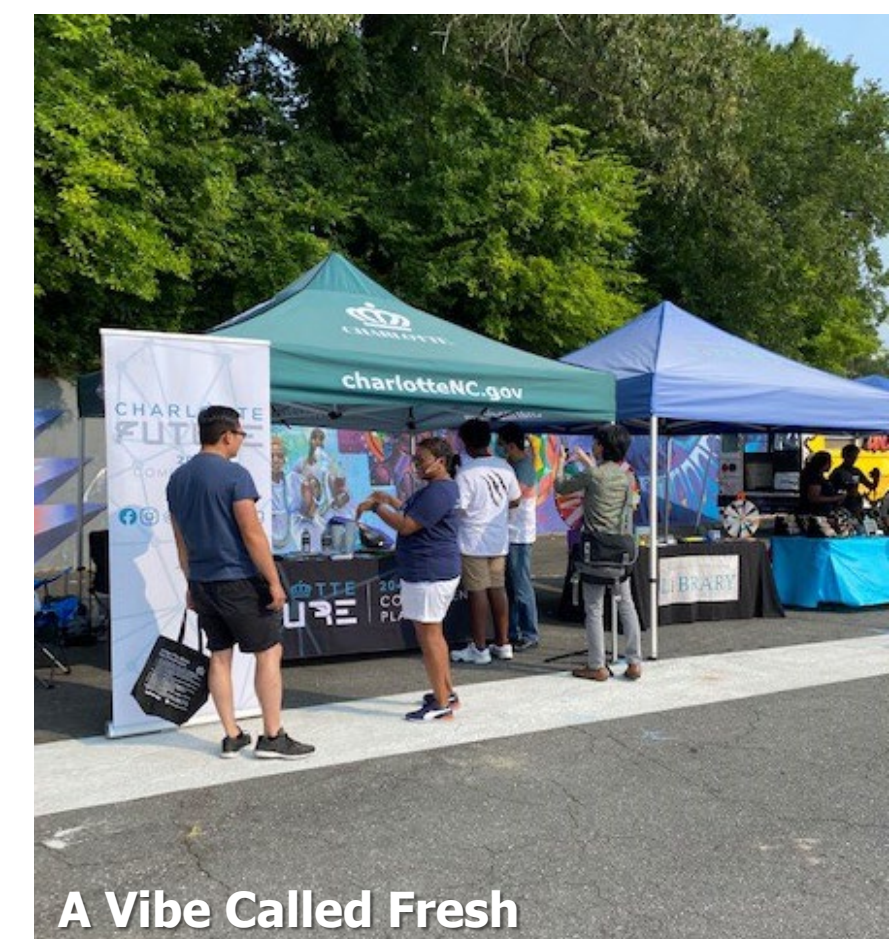
National Night Out



Cuban Festival



Camp North End Farmers Market



A Vibe Called Fresh

# 2040 Policy Map: Ph. 2 Engagement

INFORMATIONAL  
MEETING VIEWS

833



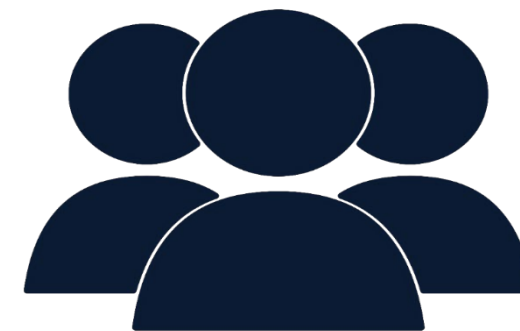
VIRTUAL COMMUNITY  
CONVERSATIONS

37



IN PERSON  
OFFICE HOURS

40



COMMENTS  
RECEIVED

~960



## CITY-WIDE OFFICE HOURS

- East/North Hickory Grove Library
- South/West Steele Creek Library
- West/North Allegra Westbrooks Reg. Library
- Central Char-Meck Gov Center

# Phase 3 Engagement



18

HOURS OF 1-ON-1  
SESSIONS WITH STAFF

Listening  
Sessions

23

PARTICIPANTS



688

VIA ONLINE  
MAP TOOL

Online Map  
Comments



2

VIRTUAL EVENTS:  
AFTERNOON &  
EVENING OPTION

Community  
Conversations

35

PARTICIPANTS



70

OTHER METHODS

Comments  
Received



4 WEEK FINAL COMMENT PERIOD

## Listening Sessions



64

47

SLOTS OF  
1-ON-1 SESSIONS  
WITH STAFF

PARTICIPANTS\*

## Public Hearing



5

SPEAKERS AT  
CITY COUNCIL  
PUBLIC HEARING

## Comments Received



459

VIA ONLINE  
MAP TOOL\*

29

OTHER  
METHODS\*

\* Updated 3.25.2022



Total Email Blasts: **18**  
Total Recipients: **26,518**  
Total Opens: **28,744**  
Total Clicks : **10,497**

65,759 Total Email Engagements for  
July 12 – February 22, 2022



# Community Engagement Totals

## Phase 1

## Phase 2

## Phase 3

## Public Comment

## Total



Final  
Survey  
Responses

Final  
Comments  
Received

Final  
Comments  
Received

Comments  
Received  
(to date)

Comments  
Received  
(to date)



An aerial photograph of the Charlotte, North Carolina skyline, featuring several prominent skyscrapers and a dense urban landscape. The image is in grayscale and serves as the background for the top half of the graphic.

# CHARLOTTE FUTURE 2040 POLICY MAP



**ADOPTED BY CITY COUNCIL  
ON MARCH 28, 2022**