



# ARPA ENGAGEMENT

# Engagement Timeline

Community ranks  
priorities for ARPA funds

Departments and Nonprofits  
prioritize needs

Management Team outlines  
priorities from all

Council approves  
recommended projects

# ARPA Engagement & Outreach

## Interviews

- 40+ nonprofit/human service agencies
- One-on-one interviews were held July & August 2021
- Housing and Community Services staff contacted 47 nonprofits who received Human Services funding and conducted 32 interviews with nonprofits who expressed interest in ARPA funding. Organizations were asked how the pandemic continued to affect their agency and the communities they serve.

## Surveys

- 975+ participants
- 265+ comments
- Town Online Survey (316 participants) available in English, Spanish and Burmese (Nov 2021 - March 2022)
- Paper Surveys (12 participants) at Century Center, Town Hall and Farmer's Market (Nov 2021 - March 2022)
- ETC Institute Scientifically valid random sample survey with respondents (512 participants) sought out by postal mail, email and text (Dec 2021 to Jan 2022)
- Oversampling of Carrboro's Qualified Census Tract -(135 participants) outreach via postcard and follow-up by email or text (Jan - Feb 2022)

## Carrboro Conversations

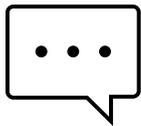
- 80+ participants
- February 23- 7:30-8:30 pm
- February 24 - 10-11:30 am
- February 24 - 5:30-7 pm
- Carrboro Conversations Advertised via Flyers, and social media outreach to businesses, Carrboro Farmer's Market, and Town Information Centers (TICs)

## Social Shares

- 1,000+ touchpoints of engagement
- Town Partner Shares with Affordable Housing Coalition, Refugee Community Partnership, IFC, El Centro, Habitat for Humanity, Faith Leaders and Churches
- News Release and Media Coverage
- Website
- Nextdoor
- Twitter
- Instagram
- Facebook
- LinkedIn

# Interviews with Nonprofits

- Mental health services
- Domestic violence services
- Childcare and early education
- Housing assistance and eviction prevention
- Agency financial strain



Organizations were asked how the pandemic continued to affect their agency and the communities they serve.



# ARPA Online Survey

- Residents prioritized the allocation of funds received through the American Rescue Plan Act (ARPA).
- More than 300 respondents including 37 surveys in Burmese and Spanish.
- More than 140 comments from individuals across town.
- **The No. 1 ranked priority** was providing services to disproportionately impacted communities (affordable housing and more).
- **The No. 2 ranked priority** was addressing negative economic impacts (provide aid for workers, nonprofits, households, small businesses, affected industries and public sector)

# Reaching All Communities



Communication and Engagement worked with the Refugee Community Partnership to increase survey responses from immigrants and refugees in Carrboro.

The Town contracted with the RCP and funded assistance from Rose (Burmese Community Interpreter), Julia Karen **Community** Interpreter) and Mariela Hernandez (Latinx Community Interpreter)

Refugee  
Community  
Partnership



# Carrboro Resident Survey

- 512 respondents
- Scientifically valid random sampling of the community
- More than 145 comments.
- Residents prioritized the allocation of funds received through the American Rescue Plan Act (ARPA).
- **The No. 1 ranked priority tied** for providing services to disproportionately impacted communities (affordable housing, etc) and supporting public health.
- Additionally, the No. 1 rating in an importance-satisfaction analysis was for Housing. Aspects most important to residents are “availability of housing options by price” and “efforts to expand/preserve affordable housing.”

# Qualified Census Tract Survey

- 135 respondents to this survey.
- To hear from underserved communities, Communication and Engagement requested additional focus on neighborhoods within the QCT to ensure the opinions of these residents are understood.
- ETC Institute mailed a postcard to 1,800 households (primarily multifamily structures) with an invitation to participate online, by email or phone.
- **The No. 1 ranked** priority was for providing services to disproportionately impacted communities (affordable housing, etc) and supporting public health.
- Results from this special survey were processed separately from the overall Carrboro Resident Survey. These results may provide a unique insight into the perceptions of residents who live in underserved areas as compared to the overall town population.

# Town Online Survey

- 316 respondents to this survey.
- Conducted in fall 2021 through spring 2022
- **The No. 1 ranked** priority was for providing services to disproportionately impacted communities (affordable housing, etc) and supporting public health.
- Numerous residents provided comments and written feedback

# Carrboro Conversations

- ▶ Drop-in sessions offered virtually or in-person with other topics.
- ▶ Participants encouraged to take survey and provide additional comments and ideas.



**CARRBORO**  **CONVERSATIONS**

At these drop-in sessions, the Town of Carrboro will share information and hear from you!

Wednesday, February 23 - 7:30-9 pm via zoom

Thursday, February 24 - 10 -11:30 am and 5:30-7 pm at Carrboro Town Hall



# Who Participated

Demographic Data	Town Online Survey	ETC Institute Survey	Qualified Census Tract	Census
White	62%	73%	65.2%	73.7%
African American	5%	11%	13.3%	11%
Asian	18%	9%	9.6%	9.4%
Hispanic	11%	7%	9.6%	7.1%
Native American	0	2%	*	0.3%
Two or More Races	4%	*	1.5%	4.2%
Gender Identity		48% male; 50% female 1% non-binary	41.5% male; 56.3% female 0% non-binary	44% male; 54% female
Age		19% - 18-34 20% - 35-44 20% - 45 -54 19% - 55 - 64 19% - 65+ 3% - no answer	43% - 18-34 15.6% - 35-44 10.4% - 45 -54 18.5% - 55 - 64 9.6% - 65+ 3% - no answer	Under 5 - 3.7% Under 18 years - 21% 65+ - 9.5%

# How they ranked

Priority	Town Survey	Resident Survey	QCT Survey	Town Survey (Spanish)	Town Survey (Burmese)
Provide services to disproportionately impacted communities	<b>1</b> 50%	<b>1</b> 26%	<b>1</b> 66.7%	<b>2</b> 23.5%	<b>1</b> 55%
Invest in infrastructure	<b>4</b> 12%	<b>2</b> 23%	<b>3</b> 45.2%	<b>3</b> 12%	<b>5</b> 0%
Address negative economic impacts	<b>2</b> 15%	<b>3</b> 12%	<b>2</b> 50.4%	<b>2</b> 23.5%	<b>3</b> 15%
Support public health	<b>3</b> 14%	<b>1</b> 26%	<b>4</b> 43.7%	<b>1</b> 41%	<b>4</b> 5%
Provide premium pay for essential workers	<b>5</b> 0%	<b>4</b> 5.5%	<b>5</b> 24.1%	<b>4</b> 0%	<b>2</b> 25%

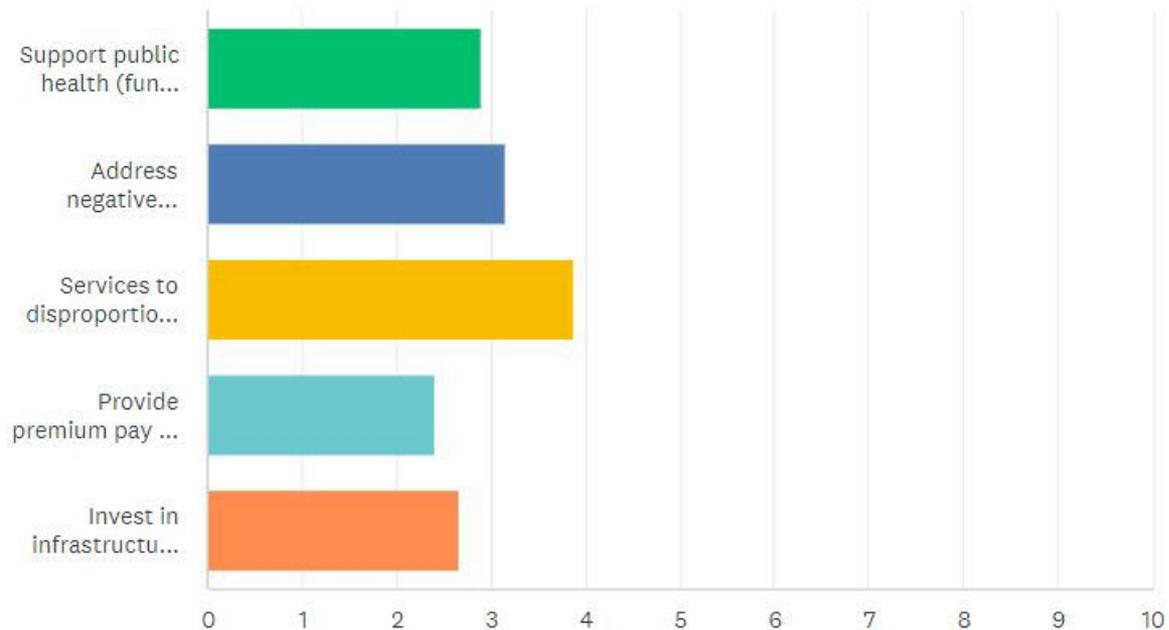
# What They Said

folks pay essential workers Orange County mental health afford Chapel Hill go Broadband  
Carrboro infrastructure affordable continued people education live first rent Address  
housing especially need workers community make  
homes family affordable housing much  
support number town COVID help affected assistance build  
funds many services important Will bills pay public health provide service industry  
used investing affordable housing Essential workers child care AMI

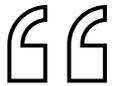
# What They Said

Please rank the priorities in order of importance, 1 being the most important. The list below indicates approved funding categories.

Answered: 249 Skipped: 3



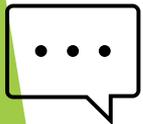
# Services to Disproportionately Impacted Communities



We need to lift up communities of color.

Affordable housing, services for the unhoused, food help, and child care assistance will help to ease the burden on the suffering in our community.

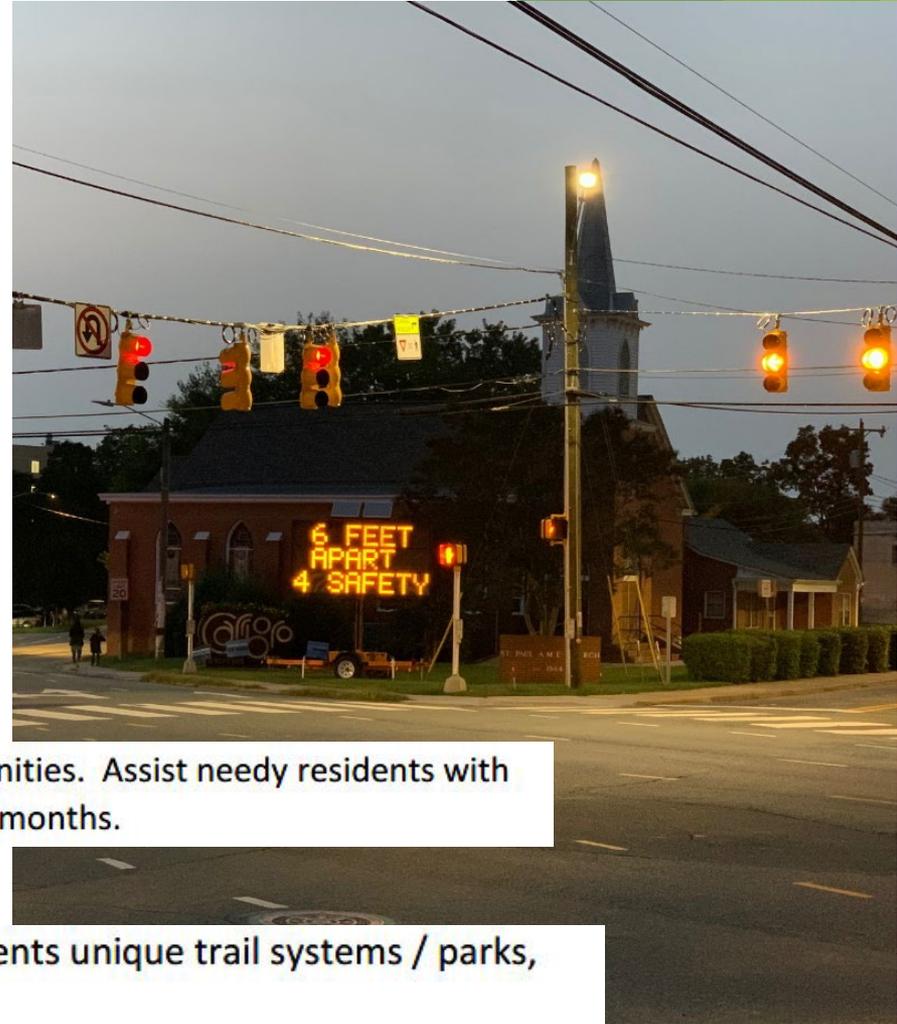
It is too expensive to live here. We need more affordable housing and childcare.



Buy the valuable properties that are currently wasted on empty parking lots and build affordable housing everywhere downtown. Build sidewalks, protect bike lanes, and create a pedestrian zone on Weaver St. Fund weekend bus service.



# Address Negative Economic Impacts



Improve infrastructure in historically marginalized communities. Assist needy residents with water bill payments, rent and electric for at least 12 more months.

Invest in projects that bring business to Carrboro. Events unique trail systems / parks, marketing, signage, parking.

Work training program as there appears to be many under staffed skilled employees in our community. Our economic vitality depend on effectively filling these jobs.

# Support Public Health Expenditures



While public health is covered by other groups, Carrboro needs to take the opportunity to improve factors that lead to long term public health. These include investing in infrastructure that has been long neglected.

Use the fund to support the future health of the community.



Lead remediation, mental health

Mental health services for youth adults. We are living a mental health epidemic and people need access to group therapy, support groups, etc.

The town should be better prepared for pandemics and have a supply of PPE available for essential employees, medical facilities, first responders, and other critical workers.



# Provide premium pay for essential workers of Town of Carrboro



Over the course of this pandemic, I believe one of the most important and impactful things that employers can do is to monetarily recognize (in pay) that any type of public-facing work (bus drivers, postal carriers, first responders, government staff) involves employees putting their lives at increased risk. This is why I believe that premium pay for essential workers (and I would argue all local government employees serve essential roles) is one of the most important ways that Carrboro can show up for its residents.

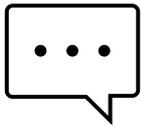
Increased pay for essential workers, assistance for the unhoused, and affordable rent are the most important. Let's take care of people first.

# Invest in Infrastructure



Sustainable transport - bike lanes

Install some pedestrian bridges over Hwy 54 and sidewalks by Kingswood Apartments so the residents aren't playing frogger trying to dodge busy highway traffic during morning and evening rush hours. Fix the roads and the many potholes on Jones Ferry Rd., Hwy 54, etc. Not all of the focus has to be on Downtown -



More and better crosswalks esp. heading north up Hillsborough Rd. This will improve public safety for kids & other pedestrians, make Carrboro more ped-friendly which is part of climate change adaptation. Invest in other climate adaptation such as foot/bike paths and more green spaces (tree planting, protecting existing green spaces).

Infrastructure should be the top priority for Carrboro. Make our town more livable so that more businesses will want to be here and diversify our tax base. High speed internet should be freely available in every home. Fix the potholes and the uneven / busted up and not wide enough

# Engagement Timeline

Community selects  
priorities for ARPA Funds

Departments and  
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Project review and  
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Council approves  
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