

Town of Carrboro  
Council Meeting  
October 17, 2023

# UPDATE TO THE BOLIN CREEK GREENWAY CONCEPTUAL MASTER PLAN



TOWN OF CARRBORO • NC

# UPDATE TO BOLIN CREEK GREENWAY

## WHEN

At the Council Meeting of March 28, 2023, the Council directed staff to conduct public engagement on the alternative alignments in the 2009 Bolin Creek Greenway Conceptual Master Plan and to provide a report no later than October 31, 2023.

## WHAT

Public input was sought on the alternative alignments for Phases 3 and 4 as described in 2009 Bolin Creek Greenway Conceptual Master Plan.

Concurrent to the engagement process, evaluation of the alternative alignments for any technical or regulatory challenges was also occurring.

## HOW

Using Town of Carrboro guiding plans and engagement tools/techniques informed by the 2009 Bolin Creek Greenway Conceptual Master Plan, Inclusive Carrboro Communications and Community Engagement Plan, and the One Orange Racial Equity Framework.

# UPDATE TO BOLIN CREEK GREENWAY CONCEPTUAL MASTER PLAN

PROCESS

ENGAGEMENT

TAKEWAYS

TECHNICAL



Town of Carrboro  
Council Meeting  
October 17, 2023

# PROCESS



TOWN OF CARRBORO • NC

# PROCESS

Community Engagement Framework stated that ...

- Town staff will lead community engagement strategies to ensure historically **underrepresented communities** are included in community outreach.
- **Survey questions** used in the 2009 engagement process will be repeated.
- East-to-read **maps and graphics**.
- **Town Engagement Toolbox** will be fully used – including website, social media, Town Information Centers, and online/paper surveys.



## Community Engagement Framework for Bolin Creek Greenway

The purpose of this document is to provide a framework for community engagement for the Bolin Creek Greenway. Staff is committed to conducting an equitable and inclusive engagement process that will seek to gather input from all segments of the Carrboro community.

**Background** – At its Work Session on February 14, 2023, the Town Council discussed establishing a public input process for considering Bolin Creek Greenway Phases 3 and 4, outlining objectives for broad and inclusive outreach to ensure that all voices are heard.

The Council directed the need to include strategies to incorporate perspectives of renters, HOAs, neighborhoods, school communities and advisory boards; to use multilingual educational materials and outreach tools; online surveys, fact sheets and public comment cards; and to conduct outreach at different locations and different times of day. The Town will use include multilingual information materials and outreach tools; surveys, FAQs, fact sheets and public comment cards as part of this outreach effort.

At a Council Meeting on March 28, 2023, The Town Council voted 6 – 1 to direct staff “to conduct public engagement on the alternative alignments in the 2009 report between now and October 17 and to bring a report to the Town Council no later than October 31.”

The Bolin Creek Greenway Conceptual Master Plan includes three trail alignment “alternatives” that were prepared for an initial public workshop (May 20, 2009) for public comment ... to provide options to the public that were distinctly different from one another “so that user needs and preference, origins and destinations could be determined.” (Chapter 4, page 39). At a second workshop (September 21, 2009), the preferred greenway alignment was presented, and participants provided comment on the proposed alignment. See survey questions included in the 2009 workshops as Appendix A: Public Input Survey: <https://www.carrboronc.gov/DocumentCenter/View/1391/BCG-AppA-PublicInput?bidId=>

**Engagement Summary** – Using Town of Carrboro guiding plans and engagement tools/techniques, the engagement will be informed by the 2009 *Bolin Creek Greenway Conceptual Master Plan (BCG Plan)*, *Inclusive Carrboro Communications and Community Engagement Plan* and the *One Orange Racial Equity Framework*.

Project outreach will consist of paper and online information and map materials; and an invitation to residents to take self-guided or virtual tours of the trail, participate in an online storymap, and have an option to use the WikiMapping survey where public input is collected on a map, take surveys (paper and online); and provide comments, questions and feedback on their use of trails and alternative alignments. The WikiMapping survey will be available for people who

# PROCESS

- Preparations were underway in May with engagement occurring **June through early October 2023**.
- Developed a calendar **“to go where the people are”** including efforts to reach underserved communities, engagement with the broader community, and outreach at town events.
- Encouraged people to take self-guided or virtual tours of the area, participate in an online storymap, have option to use WikiMap survey, and **take the community survey and provide comments**.
- Information and surveys provided in **various formats and across multiple languages**.
- A parallel effort to **evaluate the alternative alignments for any technical or regulatory challenges**.



TOWN OF CARRBORO • NC  
OFFICE OF THE TOWN MANAGER

May 19, 2023

**To:** Mayor and Town Council  
**From:** Richard J. White III, Town Manager  
**Subject:** Bolin Creek Greenway Community Engagement  
**CC:** Catherine Lazorko, Community and Engagement Director  
Trish McGuire, Planning Director

The purpose of this memorandum is to convey the Community Engagement Framework for the Bolin Creek Greenway Phases 3 and 4.

Some key points of this framework include:

- Staff is committed to conducting an equitable and inclusive engagement process that will seek to gather input from all segments of the Carrboro community.
- In addition to broad outreach, the Town's engagement will rely on strategies to ensure historically underrepresented communities are included in community participation. Toward its goal of equitable engagement, this effort will place an emphasis on reaching those who are most often marginalized in these conversations.
- Survey questions that were used in the 2009 engagement process will be repeated during the 2023 engagement process.
- Professionally prepared easy-to-read maps and graphics are essential to this engagement and public information effort.
- In addition to staff time, the total budget for this engagement effort is anticipated to be \$14,000 which will include maps, graphics, professional services, and printing.
- Town staff plan to begin outreach in early June. The engagement process will conclude in early October.

While engagement is occurring, a parallel effort will be underway to evaluate the alternative alignments for any technical or regulatory challenges.

Please let me know if you have questions or comments.

# PROCESS

## PUBLIC INPUT PROCESSES FOR BOLIN CREEK GREENWAY

- **In 2009**, two public open houses (May and September) were held and attended by 72 people to receive input. Majority of May 2009 workshop attendees preferred the Creekside Trail Alignment. When engaged at a September 2009 workshop, majority of participants preferred the Creekside Trail.
- **In 2023**, the Town led a three-month engagement process using a communitywide survey, repeating the questions from the 2009 process. The Town received 1,769 responses to this survey and more than 600 comments – which is 25 times greater than the process conducted in 2009. The majority of survey respondents also expressed support for the Creekside Alignment.



Town of Carrboro  
Council Meeting  
October 17, 2023

# ENGAGEMENT



TOWN OF CARRBORO • NC

# ENGAGEMENT TOOLS

## Community Survey, Wikimap & Storymap

Online and Paper surveys in English, Spanish, Burmese, Chinese and Korean

## Social Media

Nextdoor  
Facebook  
Instagram  
LinkedIn  
X (Twitter)

## Community Partners

El Centro Hispano  
Refugee Community Partnership  
NAACP – Chapel Hill-Carrboro  
CHCCS – Peachjar

## Message to the Community from Mayor Seils

Distributed via social media,  
Carrboro This Week,  
literature bags, and to advisory  
board members

## Area Media

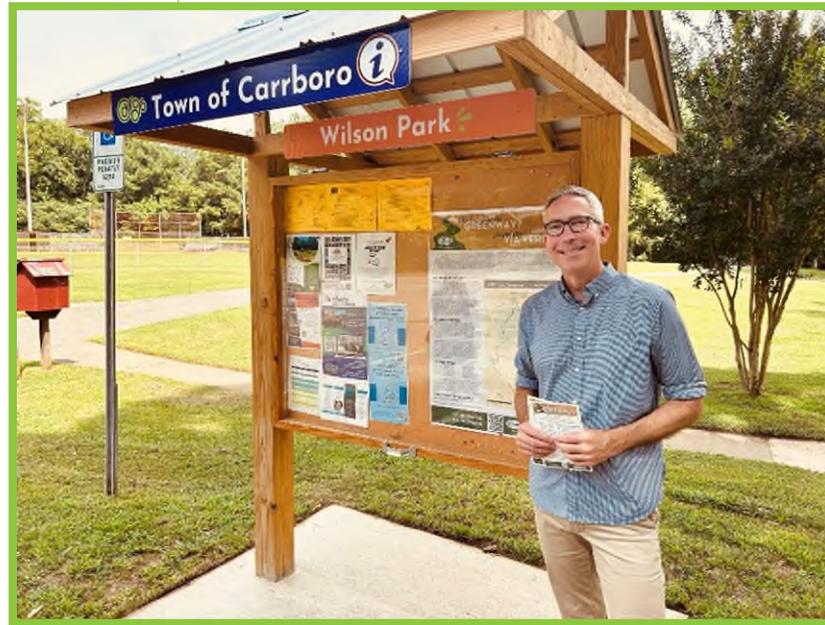
Daily Tar Heel  
WCHL/Chapelboro  
WRAL  
Indy Week

## Signage

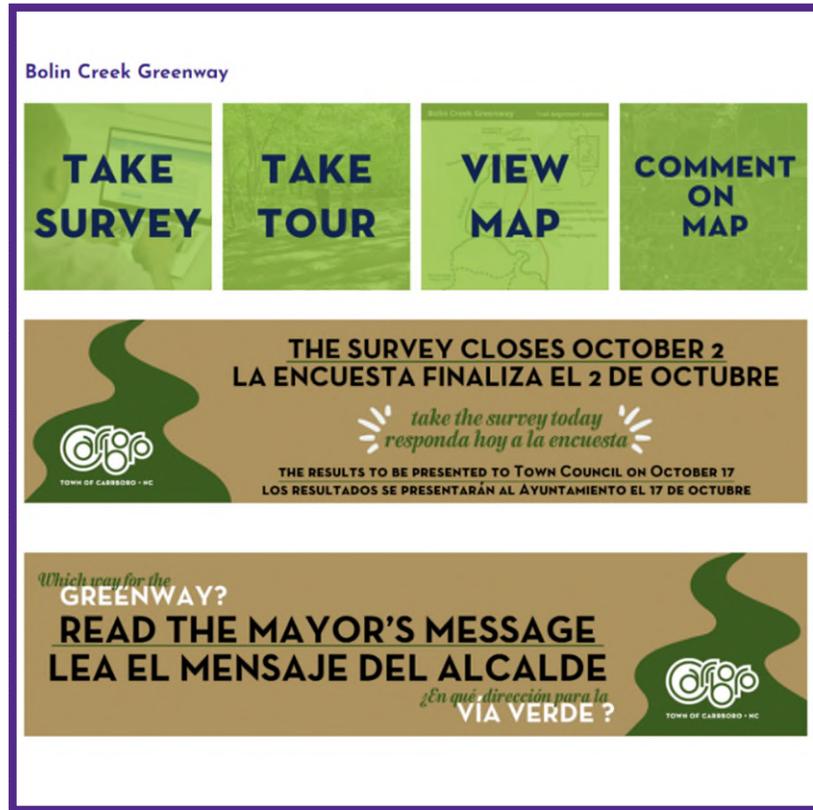
Town Information Centers  
Yard signs  
A-frame signs  
Chapel Hill Transit bus shelters  
Flyers via The Poster Guys

## Postcards & Literature Bags

Attached to all outdoor kiosks  
Distributed to historically Black  
neighborhoods



# ENGAGEMENT - PROJECT WEBPAGE

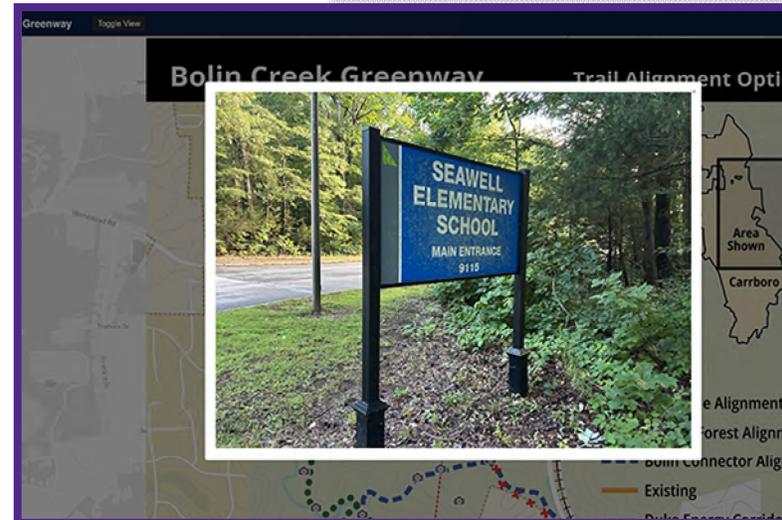
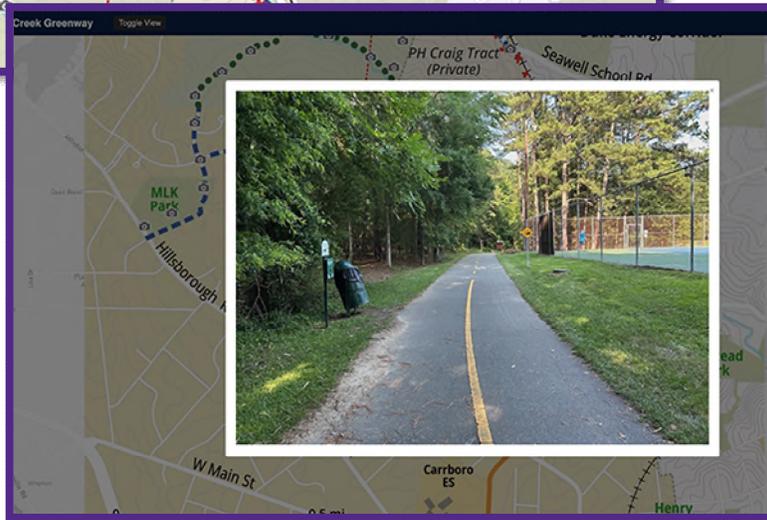
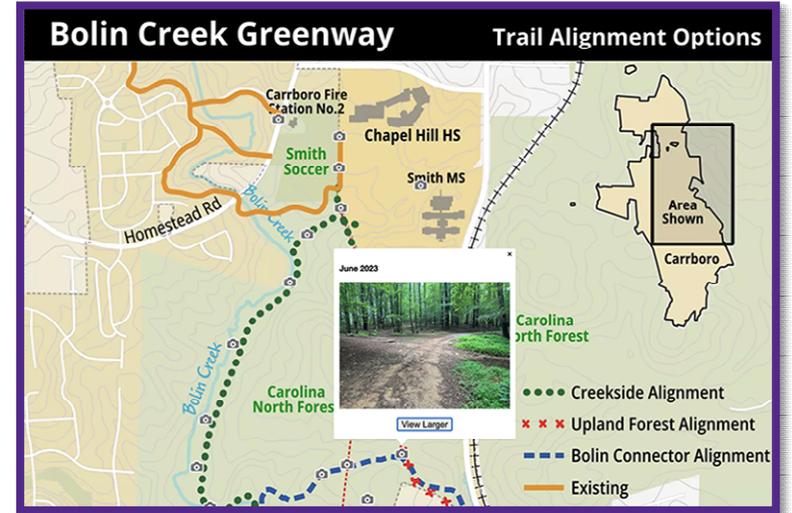
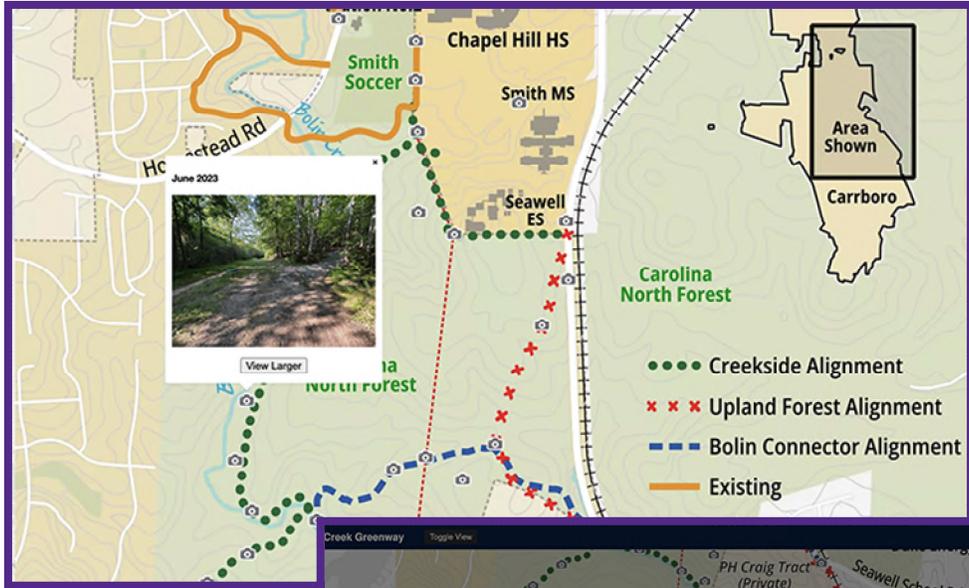


<https://carrboronc.gov/2762/Bolin-Creek-Greenway>

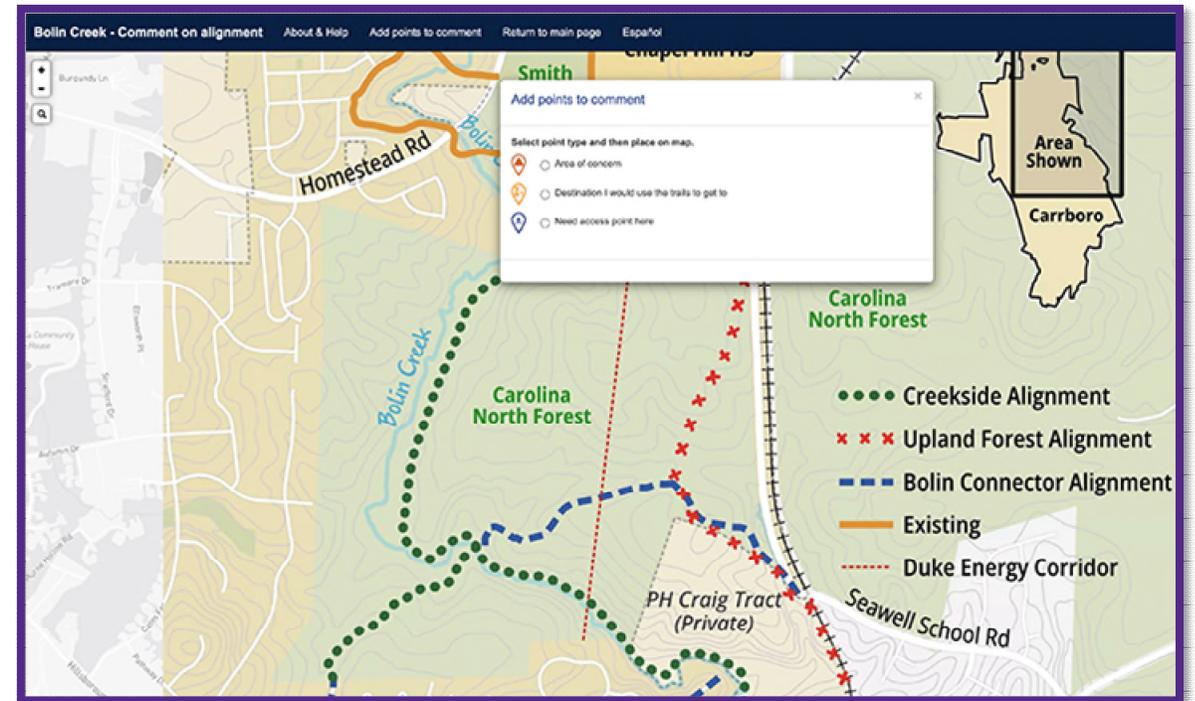
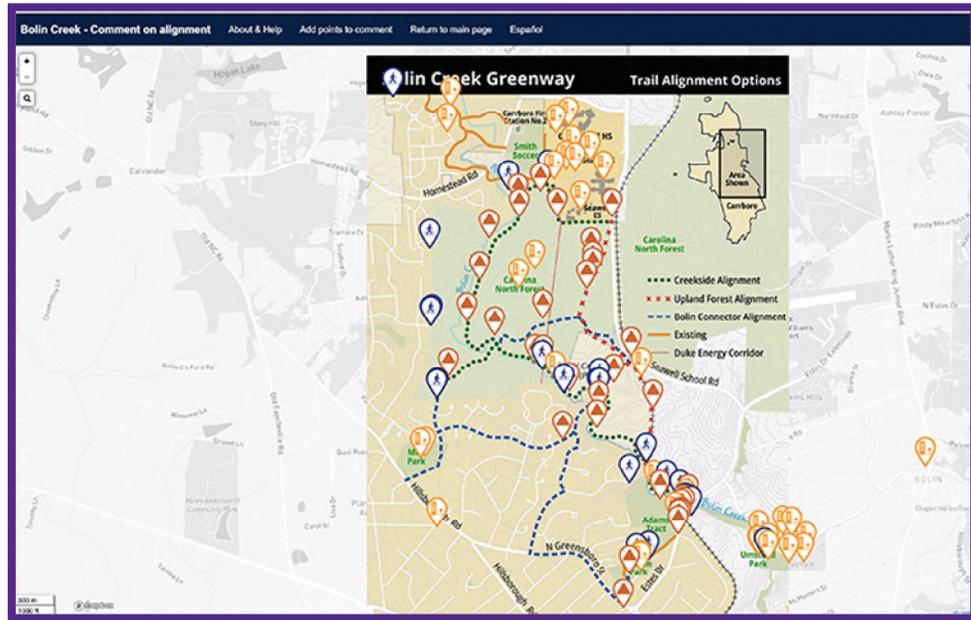
The greenway project webpage had 2,717 views over the engagement process, and it consistently ranked among the top-viewed webpages on the Town website.

Page ?	Pageviews ?	Unique Pageviews ?
	24,954 % of Total: 100.00% (24,954)	21,338 % of Total: 100.00% (21,338)
1. /308/July-4th-Celebration	3,097 (12.41%)	2,776 (13.01%)
2. /	2,110 (8.46%)	1,806 (8.46%)
3. /Calendar.aspx?EID=6969	1,946 (7.80%)	1,672 (7.84%)
4. /2762/Bolin-Creek-Greenway	1,066 (4.27%)	828 (3.88%)
5. /2869/Bolin-Creek-Greenway-Engagement-Survey	821 (3.29%)	732 (3.43%)
6. /2706/Pride-Month	543 (2.18%)	481 (2.25%)
7. /594/Current-Job-Openings	479 (1.92%)	319 (1.49%)

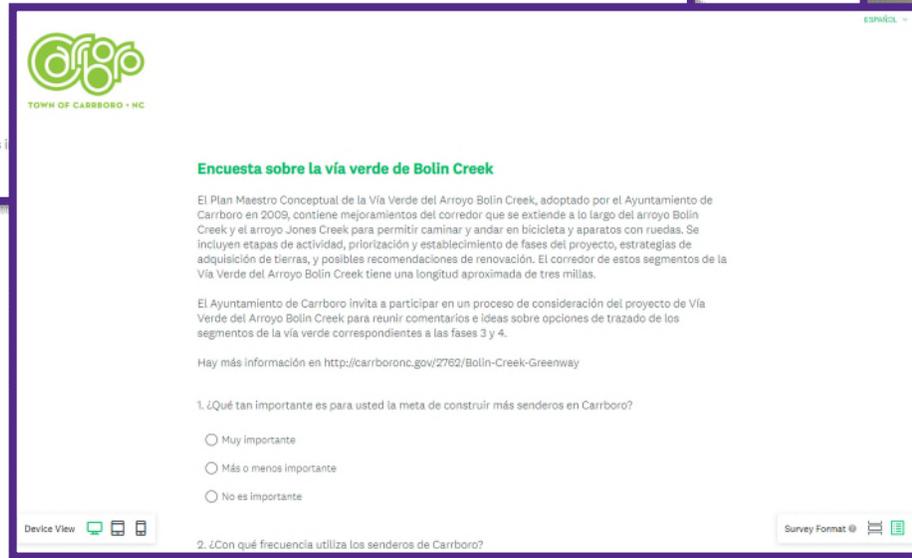
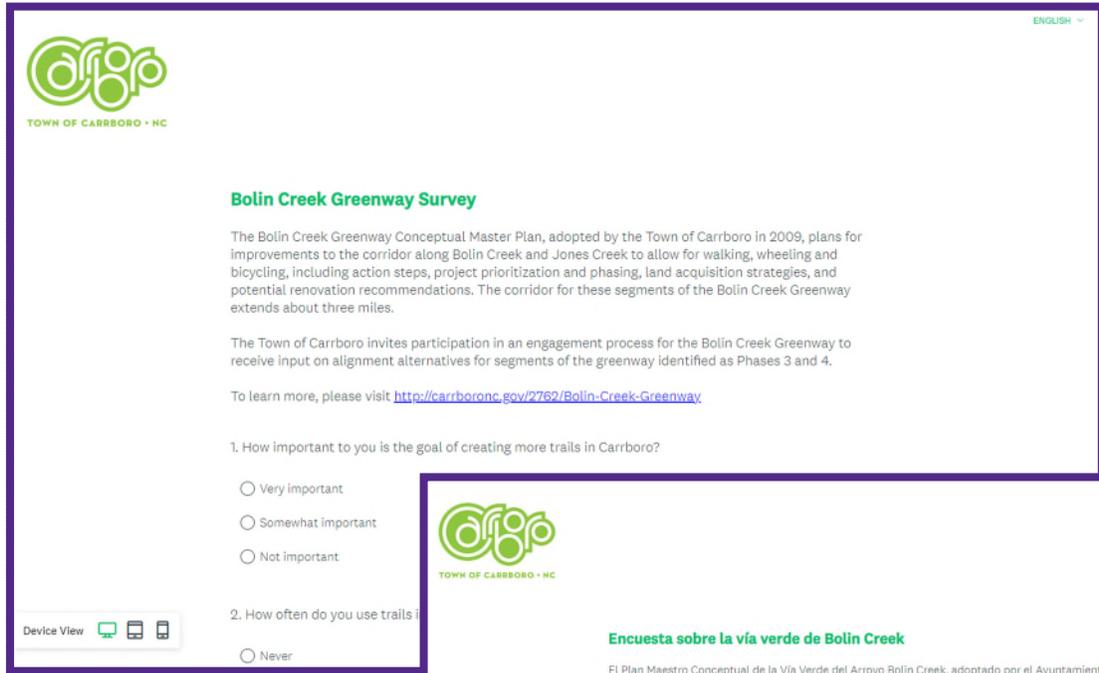
# ENGAGEMENT - STORYMAP



# ENGAGEMENT - WIKIMAP



# ENGAGEMENT - SURVEY



# ENGAGEMENT - OUTREACH IN COMMUNITY

## June

Carrboro In Motion – Royal Park Apartments (June 16)

## July

Frederick Douglass Community Reading & July 4<sup>th</sup> (July 4)

Tomato Day – Carrboro Farmers Market (July 15)

Listening Session of Community Safety Task Force (July 17)

## August

National Night Out (Aug. 1)

Carrboro Run Club (Aug. 8)

Carrboro Farmers Market (Aug. 12)

CHCCS Multilingual Learners Kick-off (Aug. 14)

Carrboro In Motion – Carolina Apartments (Aug. 19)

Good Neighbor Initiative (Aug. 21)

Fleet Feet Runners (Aug. 23)

Latin American Festival (Aug. 27)

## September

Fleet Feet Runners (Sept. 6)

Carrboro Farmers Market (Sept. 16)

Carrboro In Motion – Estes Park Apts (Sept. 22)

## October

Carrboro Music Festival (Oct. 1)



# ENGAGEMENT - POSTERS & FLYERS

**WHICH WAY?**  
*for the*  
**GREENWAY**

 TOWN OF CARRBORO • NC



**BOLIN CREEK**  
*engagement*

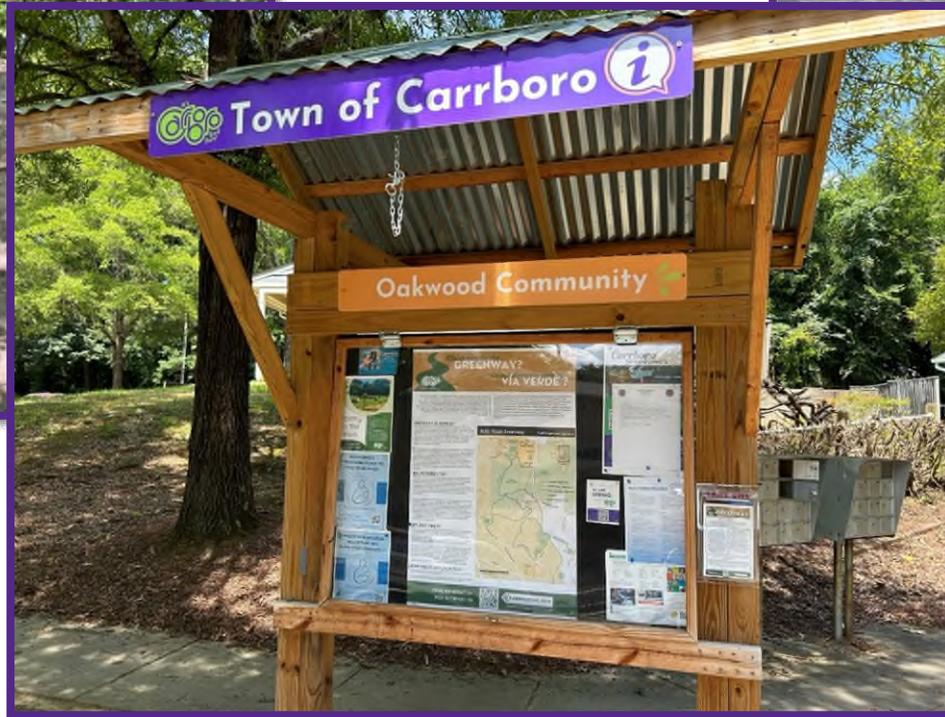
 [CARRBORONC.GOV](http://CARRBORONC.GOV)



# ENGAGEMENT - SIGNAGE & OUTREACH



# ENGAGEMENT - SIGNAGE



# ENGAGEMENT - MEDIA COVERAGE

## Carrboro Launches Survey on Future of Bolin Creek Greenway

Posted by Brighton McConnell | Jul 1, 2023 | Environment, Local Government, Transit



The Town of Carrboro recently issued a survey to the broader community asking for feedback on potential designs for extending the Bolin Creek Greenway.

The local government launched the measure on June 23, providing an opportunity for learn about exploration of continuing the project last updated in 2009. The current Carrboro Town Council

## LOCAL NEWS Bolin Creek Greenway expansion a hot topic for outdoor lovers

The town of Carrboro council is working on expanding the Bolin Creek Greenway and residents

Posted 5:32 p.m. Aug 22 - Updated 5:32 p.m. Aug 22



**CARRBORO LEADERS ASK FOR PUBLIC INPUT ON NEXT PHASE OF BOLIN CREEK GREENWAY** WRAL NEWS  
WRALTV @WRAL

By Shelle Jackson, WRAL reporter

TI TI TI

You can weigh in on what the next phase of the Bolin Creek Greenway in Carrboro will look like.

There are three options: The Creekside Trail Alignment, the Upland Forest Alignment and the Bolin Connector Alignment.

INDY

BEST OF A NEWS ARTS & CULTURE MUSIC FOOD & DRINK CALENDAR SUPPORT US

ORANGE COUNTY

## Will Fresh Momentum Find Room for Compromise Over a Greenway Running Through Bolin Forest?

Talks of constructing a paved greenway next to Bolin Creek have started and stalled repeatedly in the past decade. Could the project come to fruition, or is the proposal dead in the water?

by Cy Nelf 07/26/2023

Credit: Photos by Brett Villena

The headwaters of Bolin Creek begin their slow trickle in Orange County, a clay-colored stream thin enough to fit into oxbows framed by tree roots and dark clusters of ferns. The stream gradually grows wider and turns a thin, clearish-brown beer color as it meanders through farmland, forests, and suburbs until its waters reach Little Creek, which drains into Jordan Lake.

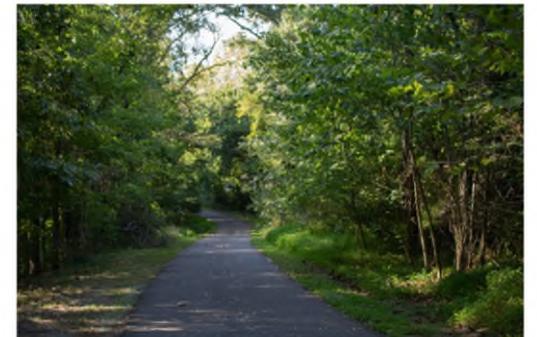
## The Daily Tar Heel

Printing news. Raising hell. Since 1893.

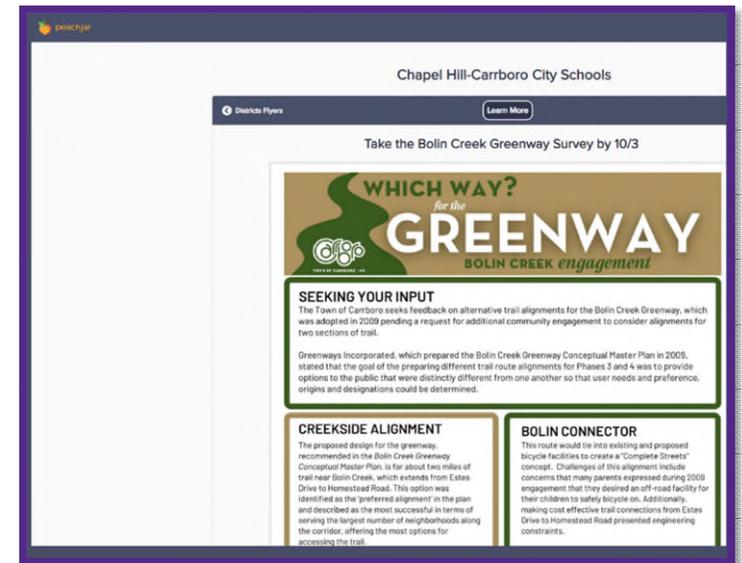
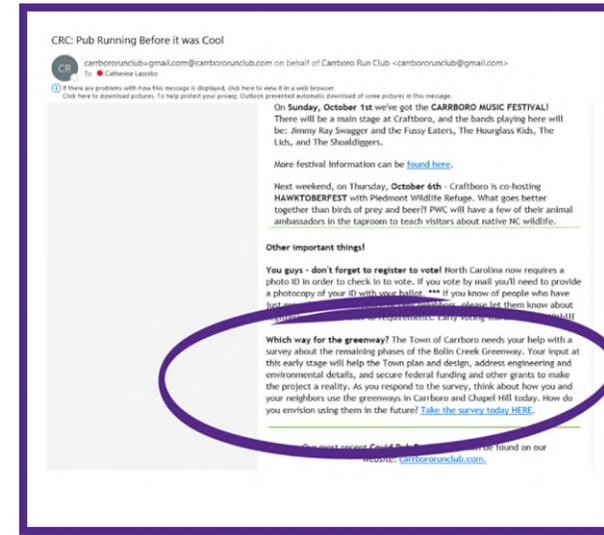
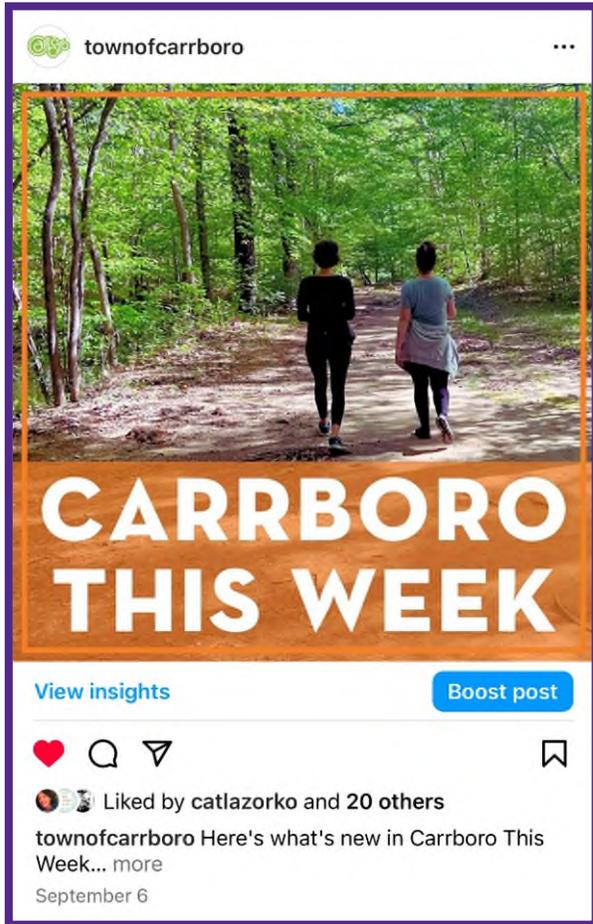
SPORTS LIFESTYLE OPINION AUDIO & VIDEO DATA ADVERTISE

CITY & STATE

## Bolin Creek Greenway Master Plan enters phases 3 and 4, Town asks for community input



# ENGAGEMENT - POSTINGS



# ENGAGEMENT IN THE COMMUNITY



Carrboro In Motion –  
Royal Park Apts - June 16



Carrboro Run Club – Aug. 22



Neighborhood walk-around – Aug. 25

# ENGAGEMENT IN THE COMMUNITY



Frederick Douglass  
Community Reading – July 4



Latin American Festival – Aug. 27



National Night Out –  
Aug. 2

# ENGAGEMENT IN THE COMMUNITY



Carrboro Farmers Market – Sept. 16



CHCCS Multilingual Learners Kick-off (Aug. 14)

# ENGAGEMENT IN THE COMMUNITY



Carrboro In Motion –  
Carolina Apartments – Aug. 19



Carrboro In Motion –  
Estes Park Apts - Sept. 22



Carrboro Music Festival –  
Oct. 1

# ENGAGEMENT IN THE COMMUNITY

“Some were very excited to participate because they like to take their kids out for walks in the woods there. They felt their voice was heard to have a say about things happening in the community.”

—Daniella Runyambo



Daniella Runyambo  
Refugee Community Partnership



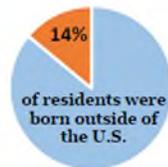
Mae McClendon  
St Paul's AME Church



Emilia Ismael Simental  
El Centro Hispano

## Immigrants and Refugees

**Population:** From 2017-2021, the total population of the Town of Carboro was about 21,237 people. About 2,971, or 14%, of Town residents were born outside of the U.S.<sup>1</sup> Since 1990, the number of Carboro residents born outside of the U.S. has steadily increased with 20% entering the country before 1990 and the majority, 34%, entering the country in 2010 or later.<sup>2</sup>



Community partners  
Surveys in 6 languages

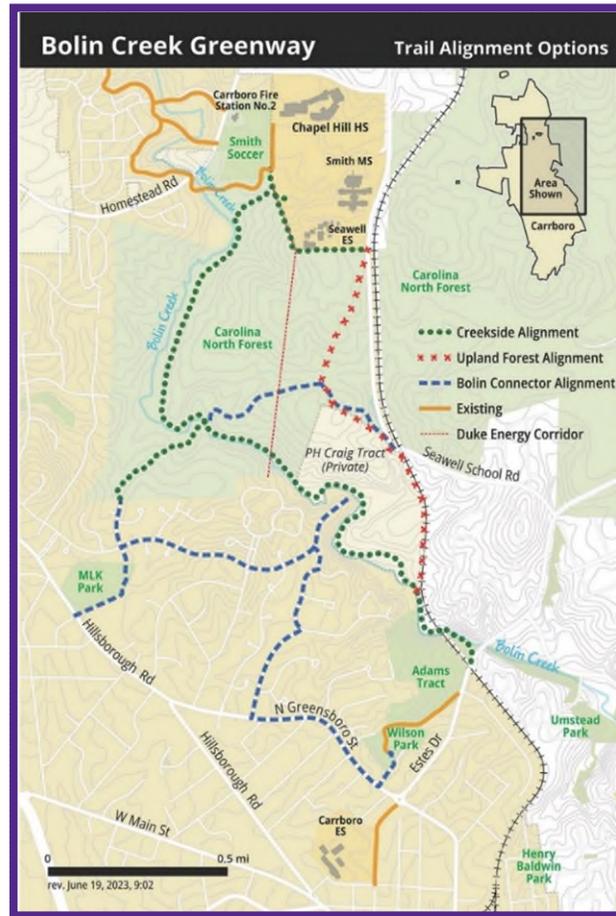
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# TAKEAWAYS



TOWN OF CARRBORO • NC

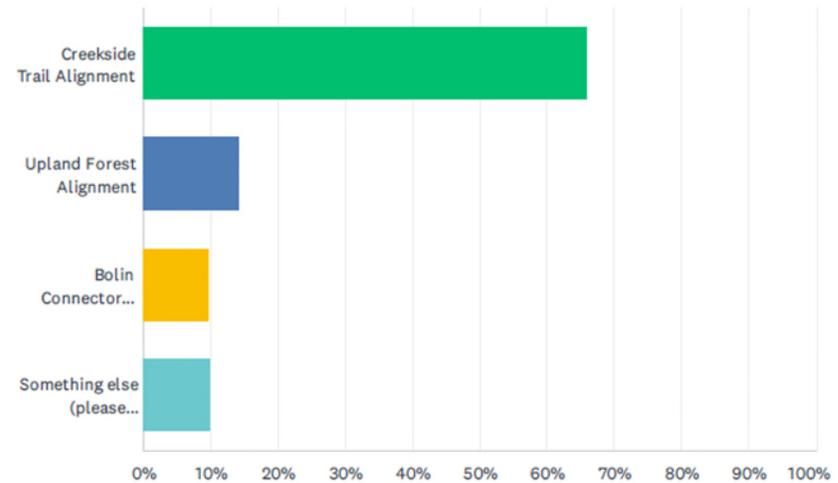
# TAKEAWAYS - TRAIL ALIGNMENT



Bolin Creek Greenway Survey

Q11 What is your preferred trail alignment?

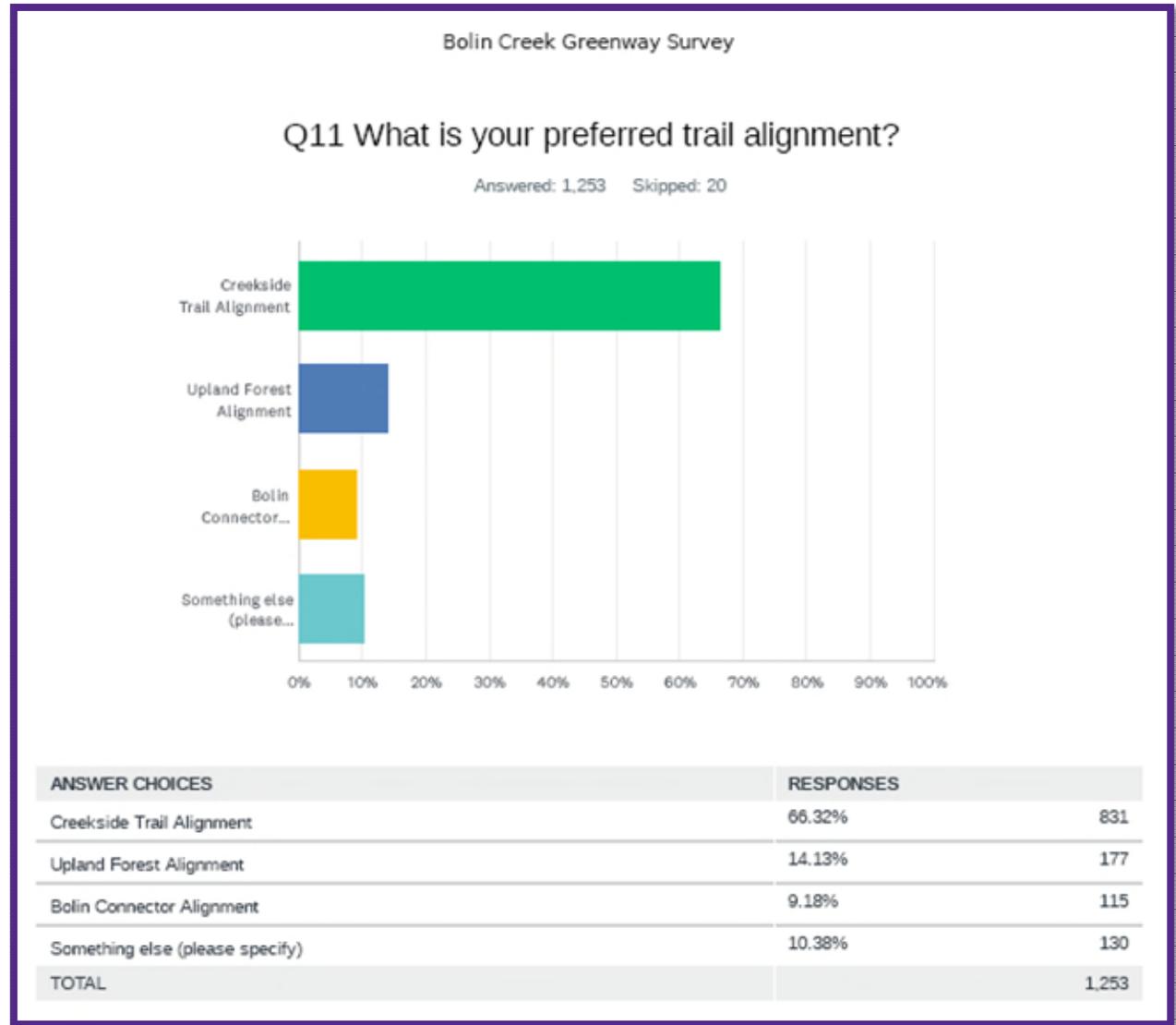
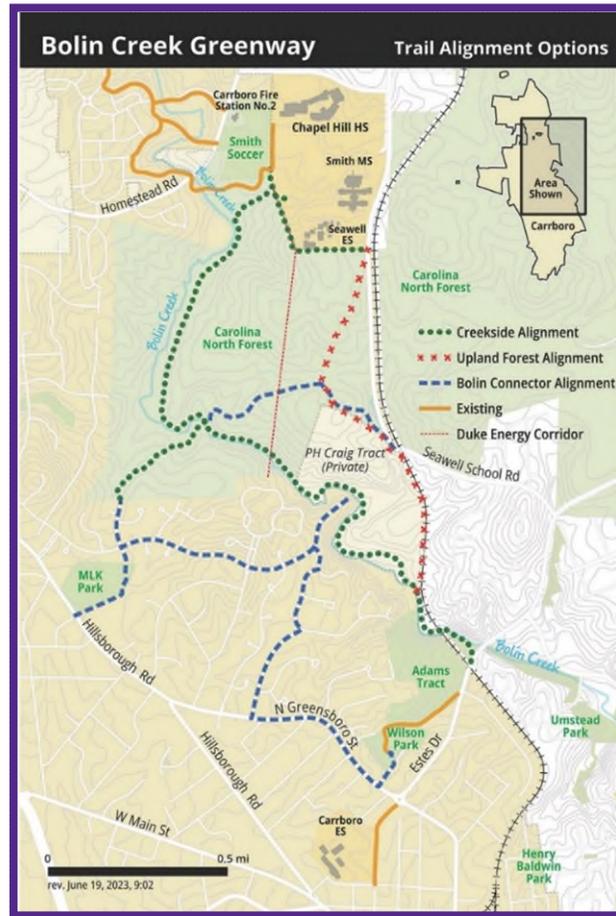
Answered: 1,735 Skipped: 34



ANSWER CHOICES	RESPONSES	
Creekside Trail Alignment	65.94%	1,144
Upland Forest Alignment	14.35%	249
Bolin Connector Alignment	9.74%	169
Something else (please specify)	9.97%	173
<b>TOTAL</b>		<b>1,735</b>

All Respondents

# TAKEAWAYS - TRAIL ALIGNMENT

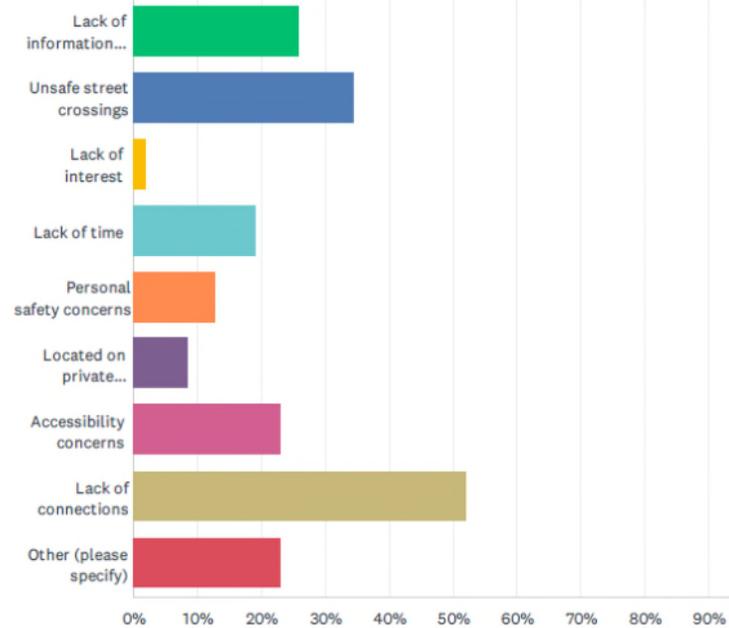


Carrboro Residents

# TAKEAWAYS - OTHER

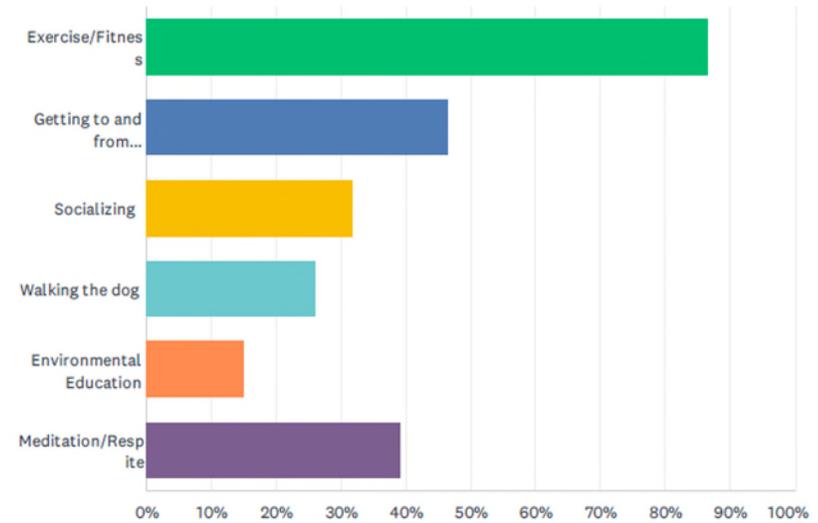
Q4 What are the most significant factors that present obstacles for your ability to use trails in Carrboro? (choose all that apply)

Answered: 1,677 Skipped: 92



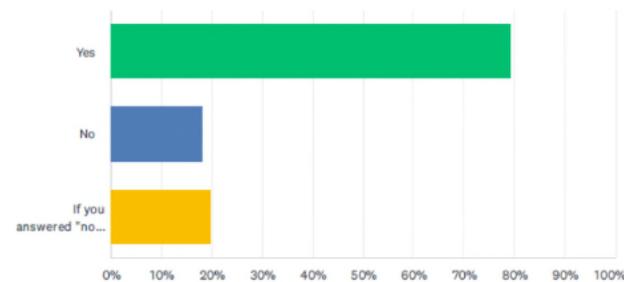
Q13 What is the primary reason you use the corridor along Bolin Creek? (choose all that apply)

Answered: 1,734 Skipped: 35



Q14 Do you support the Bolin Creek Greenway Conceptual Master Plan?

Answered: 1,711 Skipped: 58



# TAKEAWAYS - COMMENTS

## Bolin Creek Greenway Survey

### Q17 Do you have any other comments?

Answered: 644 Skipped: 1,124

#	RESPONSES	DATE
1	The existing paved section of Bolin Creek Greenway/Tanyard Branch Trail seems to not be available for work commuting after dark (although this information is not readily available online).	10/3/2023 11:53 PM
2	In general strongly support preserving green spaces and safe trails for walkers / bikers / runners where they are protected from cars. But prefer not paving current bolin creek trail. Rather, something like battle branch trail which I've used frequently to transit between UNC and community center	10/3/2023 11:16 PM
3	Please leave the forest, creek, and all animals in peace! They don't need the constructions on their property! We need them more than they need us. Thank you!	10/3/2023 9:34 PM
4	I thought the process was engaging to the public at that time. At some point, a decision needs to be made and go with that decision.	10/3/2023 9:27 PM
5	As a resident of Chapel Hill whose property borders the railroad easement and thus the proposed routes, I would have appreciated having my input sought out. I will be just as affected by this project as those in the Carrboro neighborhoods just across the railroad tracks and creek from me. I do not support the paving of the Bolin trails. I am concerned about the lack of access points and thus the possibility of my street and yard being used to access. I am concerned about the potential need for lighting along the project. I am concerned about the potential need for constant maintenance of a project built in a floodplain, causing recurrent noise pollution in my area. The lack of an Estes Dr crossing is an issue. There is not a good location for a creek crossing on this end of the route, and one is necessary. According to the 2009 study, this project was green-lit based on the input of less than 100 people; have more than 100 people been engaged in the process this time? Can a new cost estimate be provided?	10/3/2023 5:06 PM

## WikiMapping.com/bolin.html Results



### What is a WikiMapping Project?

This WikiMapping project lets visitors add points to a map. Then they can add comments about these specific locations. Consider this analogy. Two people are standing in front of a map, and one person is pointing out information to the other person.

### For example

"This is where we need access," a local resident tells a planner. Only with WikiMapping, this information is collected online.

### Three Point categories

Select point type and then place on map.

-  Area of concern
-  Destination I would use the trails to get to
-  Need access point here

People were asked to not their areas of concern, destinations they would like the trail to go to, and where they would like to access the trail.

# TAKEAWAYS - GEOCODING

Community is well represented in the survey from a neighborhoods/geographical standpoint.

Q19 Save as

What is the closest intersection to your home address?

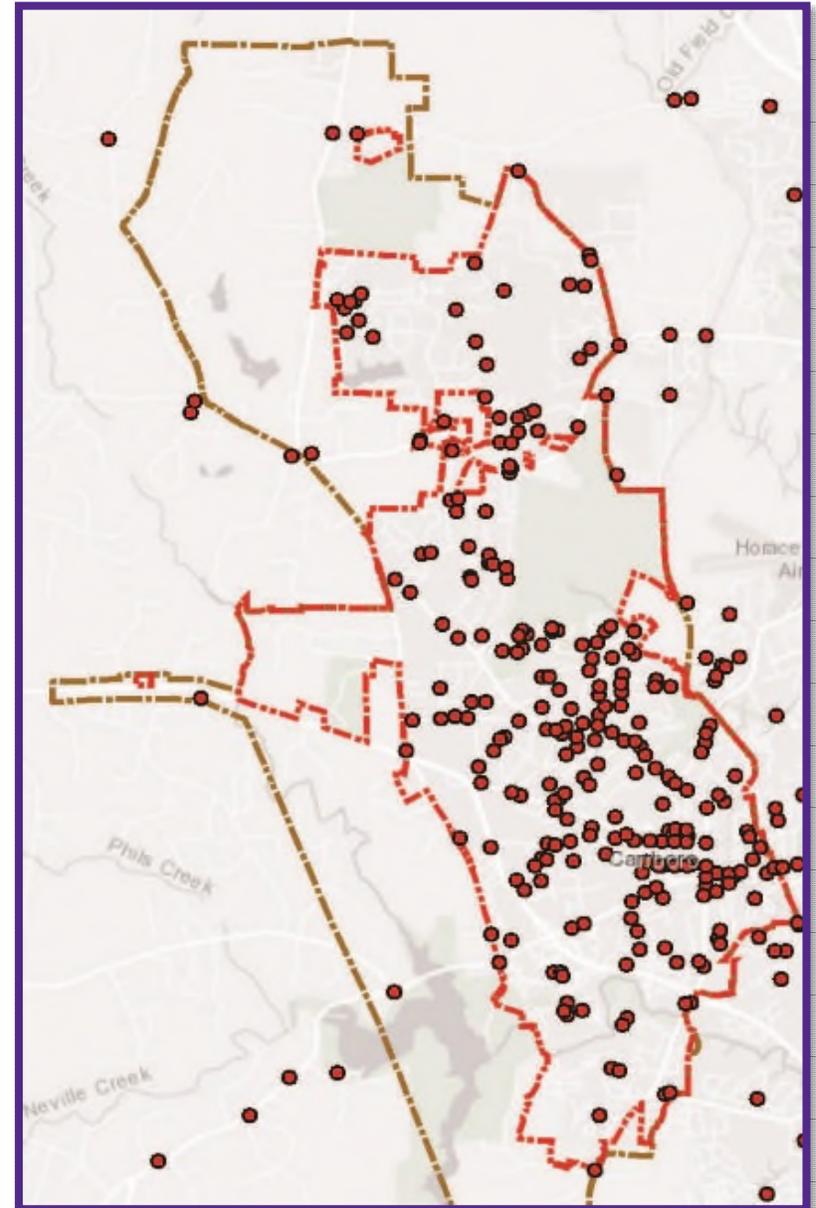
Answered: 1,415 Skipped: 0

RESPONSES (1,415) WORD CLOUD TAGS (0) Sentiments: OFF

Search Responses Filter: by tag

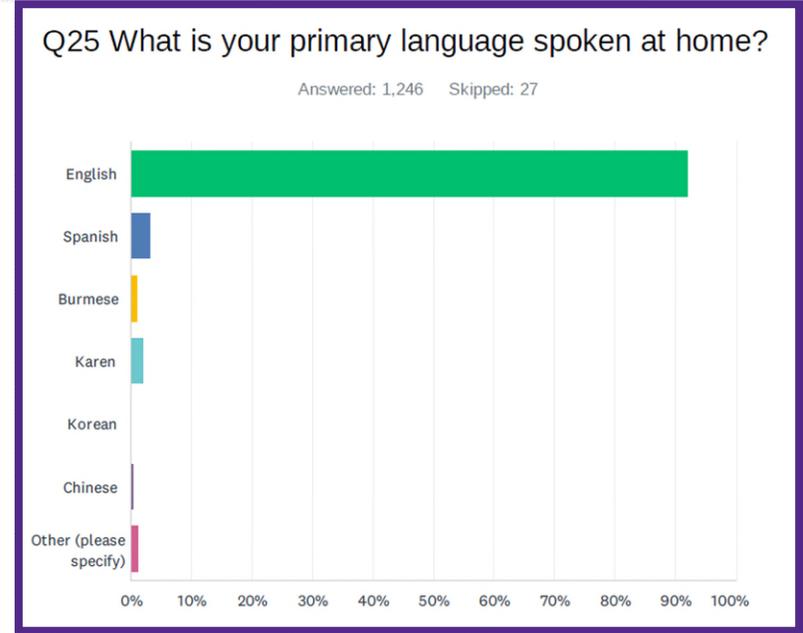
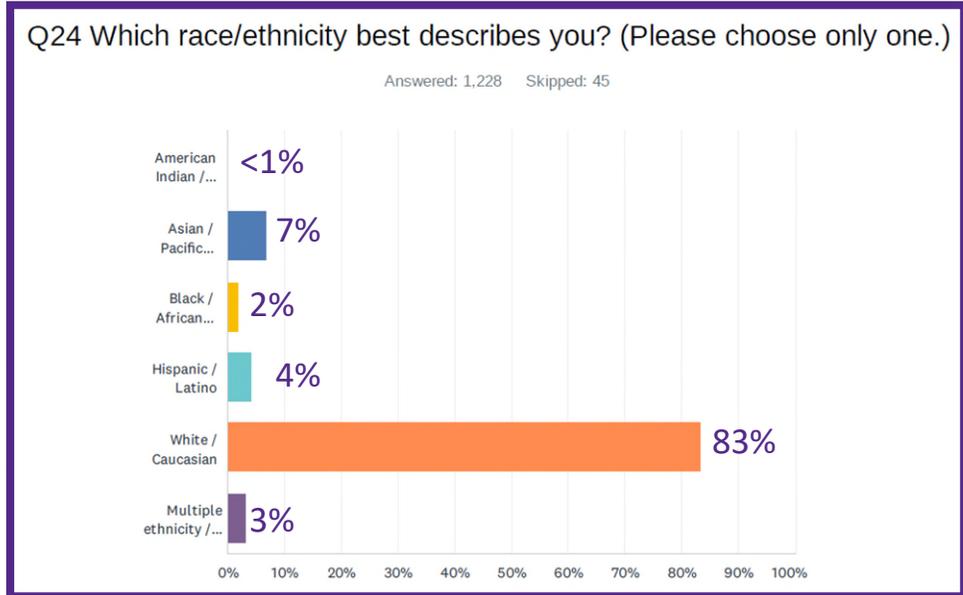
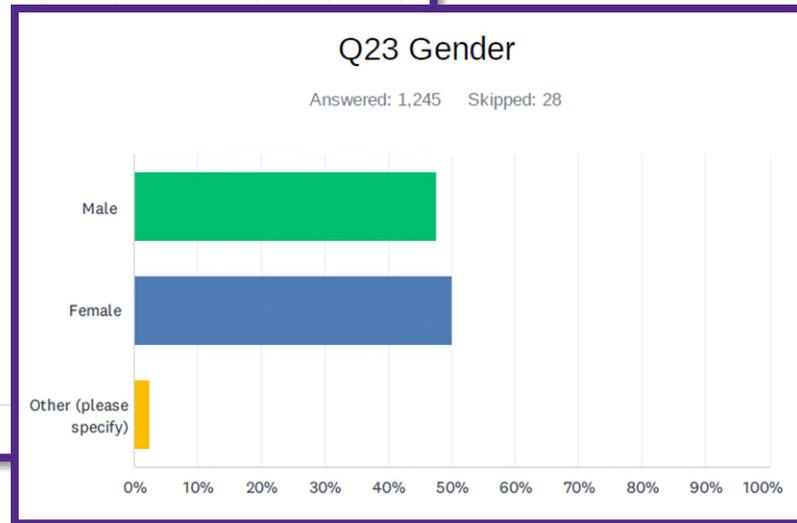
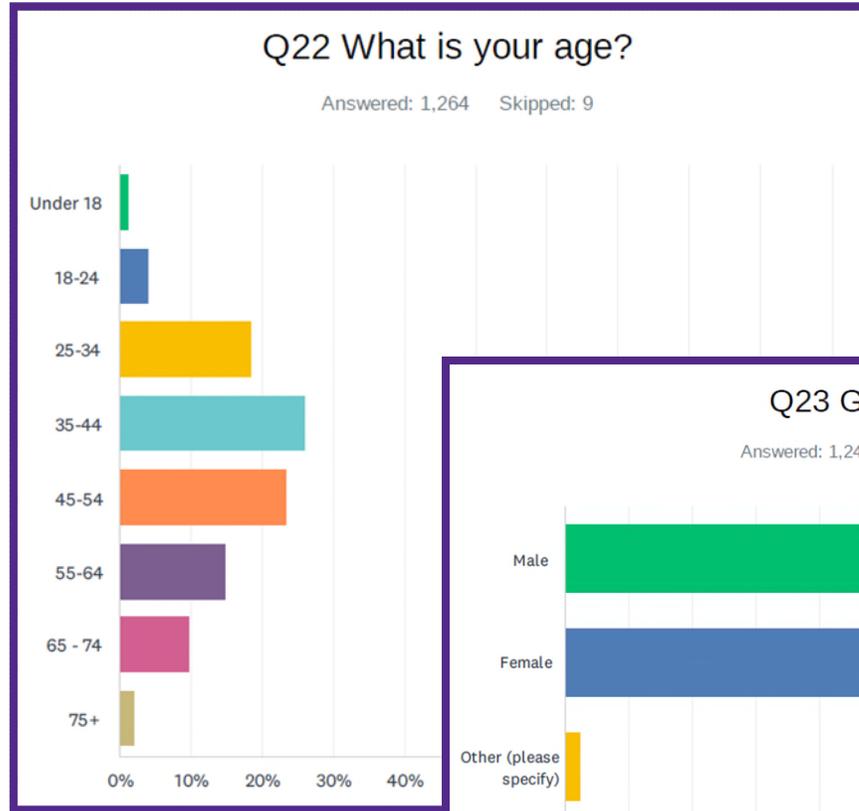
Showing 1,415 responses

<input type="checkbox"/> Chapel hill community center park	9/26/2023 08:50 AM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a>
<input type="checkbox"/> Lake Hogan Farms Road and Homestead	9/25/2023 08:45 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a>
<input type="checkbox"/> Hanna and Greensboro	9/25/2023 08:14 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a>
<input type="checkbox"/> Weaver St. and W Main St.	9/25/2023 08:08 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a>
<input type="checkbox"/> Jones Ferry Rd.			



# TAKEAWAYS - DEMOGRAPHICS

Carrboro Residents



# PROCESS BY THE NUMBERS

- **16K** – Engagement reach on social media
- **1,769** – Survey responses
- **1,127** – Page views on Bolin Creek Project webpage
- **600+** – General comments
- **350** – Postcards
- **157** – Page views on initial June 23 News Flash
- **150** – Flyers
- **134** – Wikimap comments
- **40** – Yard signs
- **25** – Large format posters for transit stops and kiosks
- **16** – Community events
- **6** – Languages for surveys

**Carboro Town News**

Posted on June 23, 2023

**Which way for the greenway?** Come take the survey about the Bolin Creek Greenway!

CARRBORO, N.C. – The Town of Carboro invites participation in an engagement process for the Bolin Creek Greenway to receive input on alignment options for segments of the greenway identified as Phases 3 and 4.

Learn more at our project webpage, take the survey, view maps, take a virtual tour, and make a comment on a Wikimaping platform where public input is collected on a map.

Town staff will be available at some of our town's favorite community events that draw lots of people. We'll be having tables with information, maps and surveys at the Carboro Farmers Market, Carboro in Motion, July Fourth and the Latin American Festival, and the Carboro Music Festival. Information will be provided in various formats and languages.

We will also connect with people in less formal settings and will be seeking out participation throughout town at drop-by or pop-up stops. You may find Town staff outside your favorite grocery store, laundromat or hair salon as they seek public input on this project. Community outreach will occur through early October.

The Bolin Creek Greenway Conceptual Master Plan, adopted by the Town of Carboro in 2009, plans for improvements to the corridor along Bolin Creek and Jones Creek to allow for walking, wheeling and bicycling, including action steps, project prioritization and phasing, land acquisition strategies, and potential renovation recommendations. The corridor for these segments of the Bolin Creek Greenway extends about three miles. View the plan at <https://www.carboronc.gov/DocumentCenter/View/12766/Bolin-Creek-Greenway-Conceptual-Master-Plan>

The planning area (Bolin Creek Conceptual Master Plan) starts at Estes Drive and encompasses the land around the creek through Caroline North Forest under Homestead Road. It continues to a point of connection with the existing Jones Creek Greenway in the future Twin Creeks Park that extends to Morris Grove Elementary School.

The Town's project webpage <https://www.carboronc.gov/2762/Bolin-Creek-Greenway> includes:

- Surveys to receive input on alignment options
- Map illustrating the alternative alignments
- Background information and FAQs
- Story map to offer a virtual tour of the area
- Wikimaping platform to allow people to make comments on a map

The Bolin Creek Greenway engagement effort was requested by the Town Council and is organized by the Communication and Engagement Department with technical support from the Planning, Zoning and Inspections Department and Steve Spindler Cartography. For more information, contact the staff team at [communications@carboronc.gov](mailto:communications@carboronc.gov)



# THANKS TO ALL WHO PARTICIPATED



- Survey results to be posted to project webpage and shared through Town information channels.
- Staff will make an effort to connect back with survey respondents to provide these results, as well as any Town actions moving forward on this topic. This public information will be prepared in multiple languages.

**MANY THANKS to our community!**

Town of Carrboro  
Council Meeting  
October 17, 2023

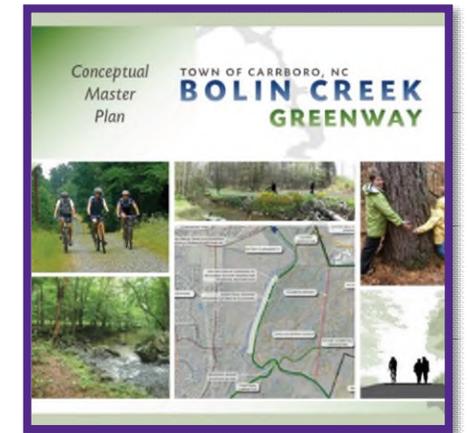
# TECHNICAL REVIEW



TOWN OF CARRBORO • NC

# REVIEW FOR TECHNICAL OR REGULATORY CHALLENGES

- Staff, Town Engineer, Sungate Design Group, Axiom Environmental, Inc.
- Town, State and Federal regulations:
  - Natural environmental conditions, endangered species, special flood hazard areas, streams and wetlands, fish and wildlife.
- The proposed Creekside alignment crosses the Norfolk Southern Railroad. Coordination with the railroad to obtain concurrence for crossings would be required.
- Did not identify regulatory roadblocks to any of the alternative alignments.
- Carolina North Development Agreement and Restrictive Covenants for Conservation Areas also reviewed. Moving forward with Phases 3 and 4 will involve approvals in accordance with the agreement and covenants.



# RECOMMENDATION

The Town Manager recommends that the Town Council receive the information presented and consider adoption of Attachment A.



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