

Annual Race and Equity Summary 2024

OUR WINS



TOWN OF CARRBORO • NC
FACING RACE, EMBRACING EQUITY



Carrboro Racial Equity Commission Update

- Recommended to the Town Council using ARPA funds to assist Carrboro residents with financial challenges resulting from the pandemic for housing, utilities, childcare, internet and transportation.
- Worked with staff to develop a framework in which to implement the Carrboro Financial Assistance Program.
- The Racial Equity Commission and the Truth Plaque Task Force worked through transitioning to one commission.

Town of Carrboro Race and Equity Work

Resolutions and Proclamations

- International Holocaust Remembrance Day
- National Mentoring Month
- National Day of Racial Healing

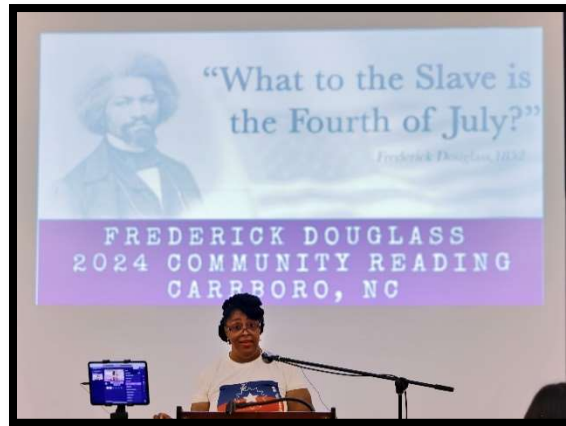
- Living Wage Day
- Black History Month
- Operation Green Light
- Water for Peace Day
- A Resolution in Support of Immigrant Communities in Carrboro
- Women's History and International Women Day
- Braxton Foushee Street Dedication
- Femicide Awareness El Centro Proclamation
- Black Restaurant Week
- Juneteenth Proclamation
- A Resolution in Opposition to NC House Bill 237
- Pride Month
- Minority Enterprise Development Week
- Gun Violence Awareness Day
- American with Disabilities Act Day
- Celebrate Black Restaurant Week
- Transgender Day of Remembrance
- Hispanic Heritage Month
- Indigenous Peoples' Day
- Reproductive Rights are Human Rights
- Care to Share Day



Community Events

- Youth led Dr. Martin Luther King Jr. Event
- Black History Month Events including BIPOC Elected Officials of Orange County, NC present
- Poetry Reading and Concert Series
- Unveiling of Historical Marker honoring Manly McCauley, Victim of 1898 Lynching
- Pride month - Pride Piper Walk and Carrboro Pride Dance Party
- Juneteenth Partnership with Chapel Hill

- 11th Annual Douglass Reading
- Town Council hosted meeting with Triangle Native Society



Employees/All departments

- New employees complete GARE Racial Equity Foundational training.
- Offered training opportunities to strengthen use of internal tools, building, facilitating and/or governing equity through GARE, Face Forward, REI, National Forum for Black Public Administrators and Raleigh Chamber.
- Offered Continuing the Conversation sessions to normalize our work.
- Completed departmental REALs (Racial Equity Assessment Lens).
- Included Equity Pocket Questions with Council Agenda items that require action in the absence of a REAL.
- Building stronger community coalitions.



Communication and Engagement

- The Town of Carrboro celebrated the renaming of Carr Street during the **Braxton Foushee Street Dedication** on Wednesday, March 27, 2024. Braxton Foushee is a local civil rights leader, Truth Plaque Task Force member, Planning Board member, Racial Equity Commission member, and the first Black member of the Carrboro Board of Aldermen (now the Town Council). The street renaming in his honor was proposed last

fall on Oct. 17, 2023, when the Council heard a request from Dave Mason, president of the Lincoln High School Alumni Association, Pat Mason and Herman Murrell Foushee. The Council voted to approve the street name change on Nov. 29, 2023. The change became official on March 27, 2024.



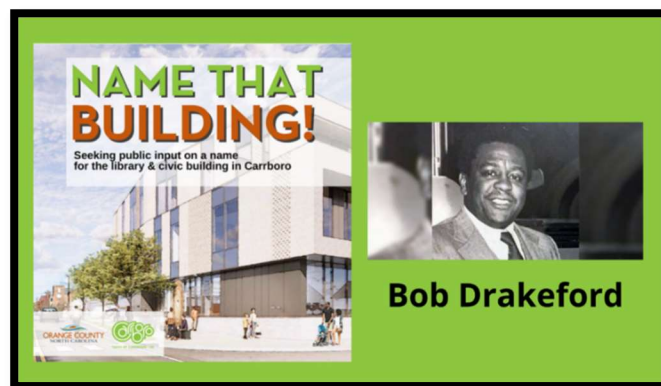
- Community Biennial Survey -Worked with consultant ETC Institute and Town departments to prepare and administer the final survey instrument. In an effort to hear voices from residents who are historically hard to reach, the Town conducted a second survey of residents who live in the town's Qualified Census Tracts.
- **ETC Institute Award** - results were shared and in September 2024, the Town of Carrboro was honored with the prestigious "Leading the Way" award recognizing the Town's exceptional performance in delivering services to residents.



- **Carrboro in Motion** – Organized six Carrboro in Motion events during 2024 at Estes Park Apartments, Collins Crossing Apartments, Royal Park Apartments, Willow Creek Shopping Center, and Fitch Lumber Parking Lot. Carrboro In Motion advances goals of the *Inclusive Carrboro Communications and Community Engagement Plan* by creating a

method for the Town to establish a presence in communities and neighborhoods, build relationships, and offer multiple ways for residents to contribute input and feedback about services and topics.

- **Adoption of the Language Access Plan** – The Town Council adopted Carrboro's Language Access Plan in April 2024. This plan represents the culmination of a year-long, collaborative effort among Town of Carrboro staff from the Race and Equity Office, Communication & Engagement, Human Resources, Housing & Community Services, and Economic Development; representatives from the Refugee Community Partnership; and expert consultants from the Building Integrated Communities initiative of the Institute for the Study of Americas at UNC-Chapel Hill who have developed similar plans for cities and counties across the state.
- **Awards from NC3C and 3CMA** - The Town of Carrboro earned top honors in the Savvy Awards competition of the City-County Communications & Marketing Association (3CMA) this September 2024. The Town of Carrboro won in the category of Campaign Outreach to Diverse Audiences (Carrboro in Motion). It also won a first place Savvy honor in Resident Participation for the Bolin Creek Greenway engagement project. The judges' comments stated: "This project truly stands out with its outstanding effort to reach less engaged residents and ensure inclusive feedback." In a statewide NC City and County Communicators (NC3C) contest, the Town of Carrboro received awards for Citizen Participation for the Bolin Creek Greenway Community Engagement project and the Bilingual (English/Spanish) 2024 Calendar, which was delivered to residences at apartment complexes, mobile home parks and households in historically Black neighborhoods.
- **Launch of the Engage Carrboro website** (September 2024) This engagement initiative is one way in which we coordinate equitable engagement efforts on multiple town projects, informed by the Town's *Inclusive Carrboro Communication and Community Engagement Plan*.



- **Drakeford Library Complex** -The new public building under construction at 203 S. Greensboro St. will be named the Drakeford Library Complex in honor of former Carrboro Mayor Robert Drakeford. The Orange County Board of County Commissioners voted in favor of the new name on Thursday, Nov. 7, 2024, while the Carrboro Town Council approved the new building name on Tuesday, Oct. 15, 2024. Robert "Bob"

Drakeford made history as Carrboro's first Black mayor, elected in 1977 and serving until 1983.

Economic Development

- Successful launch of **Boost Carrboro** – BIPOC centered entrepreneurship training and coaching program.
- **BIPOC Pop-up Partnership with Empowerment Inc.** – Ongoing opportunities for BIPOC businesses to sell products and services throughout the year.
- Working with Griffin and Strong Consulting Firm to conduct a **Disparity Study** for the Town's procurement and purchasing policies and practices.
- Participation in the hiring of a **Business Success Navigator** (who will focus on the establishment, growth, and long-term success of Black-owned, Latinx-owned, and refugee-owned enterprises). In partnership with Chapel Hill, Orange County, and the Chapel Hill-Carrboro Chamber of Commerce.



Finance

- Included race and equity analysis during budget process.

Fire and Rescue

- Co-hosted **Camp Ignite** – Chapel Hill, a camp for high school-aged females interested in the fire service. Approximately 65% of camp attendees were minorities.
- Had the most diverse recruitment process in at least the past 10 years. Had the most diverse hiring class in the history of the department. Four of seven personnel hired in CY24 are minorities. Three of seven are female.
- Conducted two smoke alarm canvasses to target historically marginalized areas within the community.



Housing and Community Services

- **Free Weatherization Program** - Door to door engagement strategy to ensure lower-income and Black homeowners, many of whom are elderly, are aware of this program. Engagement strategy includes in-person application assistance if needed. Currently underway.
- **Rogers Road Sewer Extension Program** -Door to door engagement with eligible Rogers Rd homeowners and application assistance. One home connected in 2024.

- Ranking ARPA Funding Applications for Equity – Created ranking and recommendation system, centering lower-income, BIPOC residents, who were disproportionately affected by the COVID-19 pandemic. \$503,500 for 8 nonprofits. \$1,000,000 to create and preserve affordable housing.
- Continuing to center racial equity in annual affordable housing and nonprofit funding programs.

Human Resources

- Participated in Local Government (LOGO) Job Fair in Raleigh NC, - ~2000 participants (diversity in age, race, gender, education, career path).
- Diversity in hires: 49% of town employees hired from 11/1/2023 – 10/30/2024 are BIPOC.
- Advertised job postings on GARE job board.
- Part of Language Access Policy development team.
- Kicked off comp study to ensure pay equity amongst all town positions.
- Facilitated partnership with Club NOVA for employment with the Town.
- Program offerings in a variety of formats and times to ensure equitable access (In-person, Zoom, HR office hours).



Planning Inspections and Zoning

- Conducted bi-monthly staff REAL and related sessions to evaluate and implement Carrboro's Racial Equity Action Plan and the One Orange Racial Equity Framework.
- Offered demographic activity at every event facilitated or participated in the last 6 months, including Bike month, Carrboro in Motion, Open Streets, Downtown Area Plan, and others. Total number of events: 14 events.
- Race and Equity framing of procurement for professional services for Downtown Area Plan, Land Use Ordinance Rewrite and Safe Routes to School Update.
- **Green Neighborhood Grant Program** criteria include 24 percent of maximum points related to environmental justice, communities of color and low-income households being engaged in and impacted by grant project.
- Partnerships with Marian Cheek Jackson Center, El Centro and Refugee Community Partnership in engagement during Downtown Area Plan visioning/initial surveying stage.



- Mailed and hand-delivered invitations to workshops and project interview sessions to residents of Historically Black and African American neighborhoods in and near the study area for the Downtown Area Plan.
- Compilation of Title VI elements and incorporation into a formal Title VI Plan.
- Adoption of the **Greene Tract Master Plan** after continued collaboration with the Rogers Road-Eubanks Neighborhood, as well as Chapel Hill and Orange County, building on the 2016 Rogers Road: Mapping Our Community's Future Report.
- Implementation of the Traffic Calming REAL through applying for the Road to Zero Grant; the Town was not awarded this cycle but will apply in the upcoming grant period.
- Offering **Green Neighborhood Program grants** to community.



Police Department

- **Criminal Justice Debt Program** awarded to Carrboro residents to help get driver's licenses restored and court fees and costs paid off and enabling them to continue down the road to stability.
- Hired **Police Social Worker** assigned to the Community Care and Diversion Response (CCDR) Team. CCDR team's mission is to maximize opportunities for success in diversion with an enhanced focus on serving individuals with mental illness from marginalized backgrounds, including people of color and those experiencing homelessness.
- Participated in the following community events:
 - ✓ Libba Cotton Day Community Bike Ride and Mayor's Reading
 - ✓ Orange County Point in Time Count
 - ✓ El-Centro Faith ID
 - ✓ Refugee Support Presentation
 - ✓ Crop Hunger Walk
 - ✓ Trinity on the Hill Summer Reading Program
 - ✓ El-Centro Experiential English event
 - ✓ Rena Bike Rodeo
 - ✓ Central Piedmont Community Action Back to School Event
 - ✓ Father's on the Move
- Updated quarterly data reports



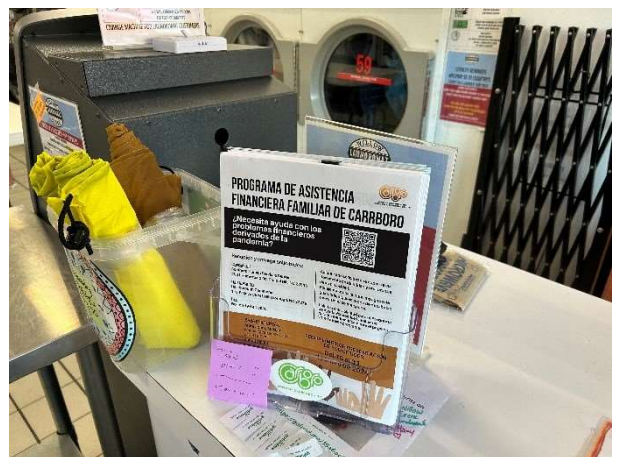
Public Works

- Updated the Bim Street bathroom so that it is ADA compliance.
- All businesses in Carrboro will be charged a trash collection fee.
- Completed sidewalk and curb ramp improvements along W. Poplar Street including ADA improvements.
- Supporting projects and services that enable all residents to have equal access.
- Initiated Westwood Cemetery Master Plan diversifying internment options for community members and enhancing the property.
- Assisted town departments with various messaging boards, banner displays, and flag hangings representing and honoring various organizations and groups.
- Continued workflow and asset tracking work management software that show locations of projects and services to ensure all neighborhoods are being serviced.
- Provided ongoing community education around Public Works services.
- Coordinating with Communication and Engagement Department to improve accessibility to communications.
- Revised Public Works outreach materials to improve language accessibility.
- Continued maintenance of Town Informational Kiosks in various underserved communities.
- Encouraging minority participation in all Town procurement activities.



Town Managers Office - Race and Equity

- RE team reviewed Council agenda action items.
- Worked with all departments on embedding equity in service delivery.
- Staff served on **Southern Regional Planning Conference Committee for GARE.**
- Attended, facilitated sessions and presented at The GARE conference held in Dallas, TX.
- Presented and attended the National Forum of Black Public Administrators in Baltimore, MD.
- Served on **ICMA Equity Officer Cohort.**
- Completed the Municipal Equality Index (MEI) report.





Hill, Community Conversations” with Andrew Stuckey. The series is designed to touch on important issues in community that fall under the umbrella of diversity, equity, inclusion, and social justice. Community understanding, awareness and allyship matter!

- Partnered to create the **OneOrange Data Index Data Dashboard** with The OneOrange Leadership Team. The data dashboard is available on all jurisdictional websites in Orange County for community use, staff tracking and community progress.
- Chief Race and Equity Officer assisted WCHL with kickoff interview series that started in September, “**Forum on the**



- **The Carrboro Family Financial Assistance Program** assisted Carrboro families experiencing financial hardships with living essentials of housing, utilities, transportation and childcare needs and internet services using ARPA funding. Households participating in Round 2 attended a financial counseling session. (Round 1 - January-April and Round 2 - June – October 2024). Resulting in a total of \$299,113 being dispersed to 135 families. Breakdown of funding – 72% housing, 20% utilities, 7% transportation and 1% childcare.
- Highlighted for the work of advancing racial equity. The video, **GARE, The Power of a Network** was developed that highlights Carrboro, NC, Dallas, TX and Santa Clara County, CA. <https://vimeo.com/1027138327/c40ca83a6b?share=copy >
- **Carrboro was selected to participate in a Jurisdiction Evaluation Learning Exchange** along with 24 other jurisdictions starting in November. The learning exchange is hosted by GARE, Ubuntu Research and Evaluation, Clear Impact and Equal Measure. This year long learning exchange represents a mix of population sizes, regions and government structures focusing on evaluation learning, racial equity progress and creating a framework.
- Served as a panel speaker during the **Guide to Belonging 2024 Conference** organized by Rowan-Cabarrus Community College Advisory Council for Inclusive Belonging. The discussion was on Generational Approaches to DEI.



- Partnered with the local chapter of Alpha Kappa Alpha Sorority, Inc. to identify Carrboro and Chapel Hill families in need and prepped and distributed Thanksgiving Baskets.

- **The GARE Facing Race Annual Conference** was held in St. Louis the week of November 18th. During this week RE staff was busy attending the conference and was highly engaged. Starting with serving a conference marketing ambassador and attending a day long kick-off of the first Jurisdictional Evaluation Learning Exchange. Then facilitated a group of leaders during a discussion on the topic, “The Math Isn't Mathing - Elected Officials and Senior Leadership Say DEI is Important, But There's Little Action. How Do You Get Buy-In and Move from Words into Action at the Elected Officials and Senior Leader Level”.



- Next, the Town of Carrboro was honored at an evening reception for work in advancing racial equity, assisting with the newly updated online community portal, volunteering on GARE committees throughout the year and testing new training modules for practitioners.

- Mayor Barbara Foushee was re-elected to serve on the Executive Board of the Chapel Hill-NAACP. Chief Race and Equity Officer Anita Jones-McNair was elected to serve as 2nd Vice President.



- Partnered with the National Pan-Hellenic Council of Durham and Orange Counties (NPHC-DO) to identify families that could benefit from the 2024 Holiday Toy Distribution event on December 21st. Parents and guardians were able to pick up toys for children 4-12 years of age.



Recreation Parks and Cultural Resources

- Completed evaluation of current vendors and being intentional about local BIPOC businesses included in our selection processes.
- Provided a variety of food trucks, specifically food trucks that are owned and operated by black & brown individuals. This could be seen throughout all special events.



- North Carolina Central University's Central Principal Investigator & Professor participated in Black History - February events and spoke to audiences on conducting a survey related to feedback on COVID-19 and its impact of their lives. This survey was in partnership with the NC Department of Health & Human Services who created a HBCU Consortium to survey Region 4 which includes Orange County, NC.
- **Offered a Health & Wellness Fair** which was aimed to attract a diverse audience.
- Continued to offer the Mobile Play Unit Program during the summer to bring recreational activities to neighborhoods.
- Provided transportation to and from the following local low-income senior living communities for senior events/programs.
- Expanded gender options in RecTrac, registration software to include non-binary option in community accounts.
- Awarded contract to vendor for replacement of Baldwin Park playground equipment with enhanced accessibility and inclusivity.
- Partnered with North Carolina Central Men's and Women's Tennis Teams to promote tennis via the International Tennis Carnival.
- Staff member received certification in Youth and Adult Mental Health First Aid.



TOWN OF CARRBORO • NC
BLACK HISTORY MONTH



TOWN OF CARRBORO • NC
PRIDE MONTH



TOWN OF CARRBORO • NC
CELEBRATING HISPANIC HERITAGE



TOWN OF CARRBORO • NC
WOMEN'S HISTORY MONTH