

Meeting #2 Summary

August 10, 2026

The *Envision Elon* Comprehensive Plan Steering Committee held its second meeting on August 10, 2026 in the Town Council Chambers. The meeting lasted 1.5 hours with a presentation, Smartphone polling activities, station board exercises, and open discussion.

A. Introduction

Because of some new attendees, SC members introduced themselves around the table. Nate Baker from LOI delivered a PowerPoint presentation reviewing the project, background on comprehensive plans, the project timeline, stakeholder groups interviewed, and topics and conversations from the kickoff steering committee meeting.

B. Community Workshop Discussion

Steering Committee members discussed the proposed agenda and materials (copies of which they had received the Friday before) for the August 19 community workshop. SC members discussed networks to reach out to for community workshop turnout and who was most likely and least likely to attend the workshop.

C. Smartphone Polling

Steering Committee members participated in a live Smartphone polling exercise. The polling exercise included questions to be asked during the August 19 kickoff community workshop. Steering Committee members discussed both the content of the polls as well as suggested modifications to the poll for the community workshop.

D. Station Boards

Steering Committee members participated in two station board exercises, including the Strong Places, Weak Places station and the Getting Around Elon station.

E. Appendix

1. PowerPoint Presentation
2. Mentimeter Results
3. Steering Commission Discussion Notes
4. Station Boards



Elon, NC Comprehensive Plan – Steering Committee Meeting #2

Elon, NC
August 2026

Agenda

1. Comp Plans Refresher
2. Review of Last Meeting
3. Discussion & Activities
4. Next Steps

What is a Comprehensive Plan?

A community-driven process and document

- 1. Where are we now?** Analysis of trends & conditions
- 2. Where are we going?** Community vision and goals
- 3. How do we get there?** Policies and implementation actions



What is a Comprehensive Plan?

The highest-level expression of a community's future

1. **Blueprint** for the community's future
2. **Compass** that guides decision-making
3. **Playbook** for capital investments
4. **Messaging tool** articulating the community's vision

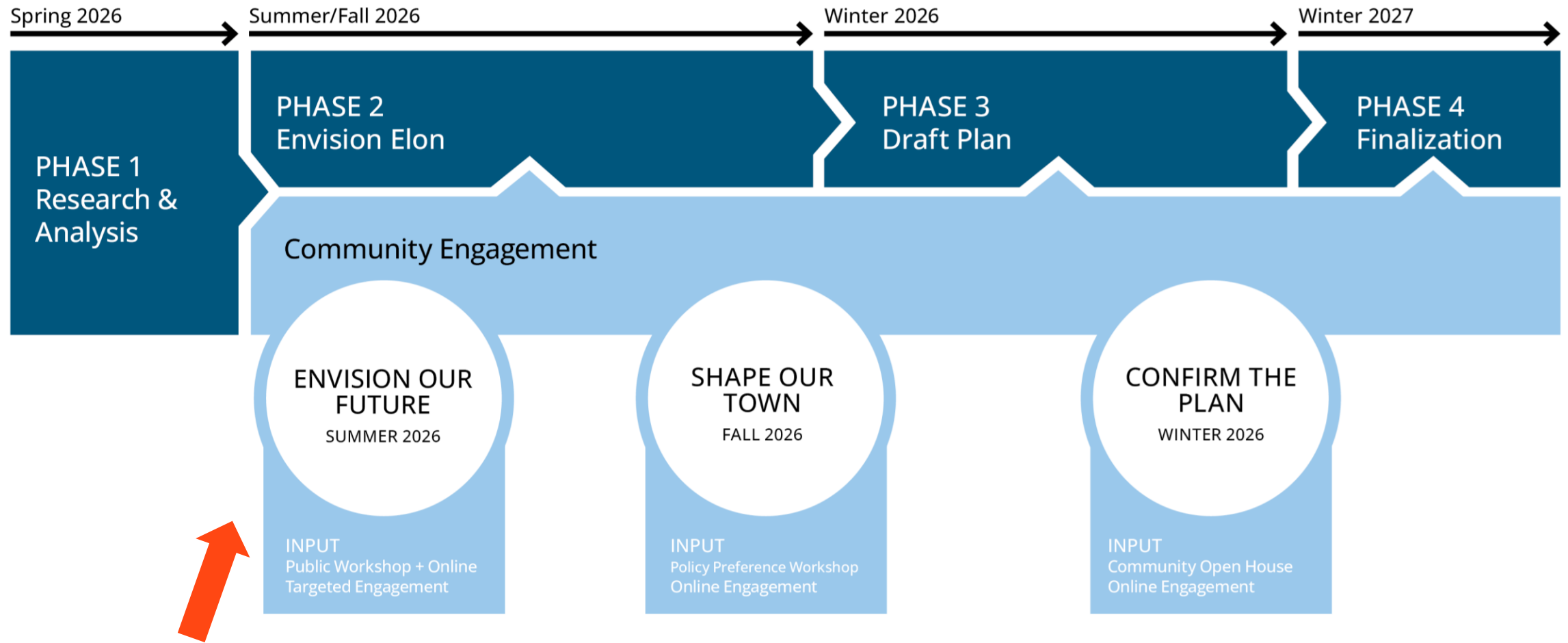
What topics does the plan cover?



Why is the town doing this?

- 1. Revisit the current Comprehensive Plan**
- 2. Engage in genuine communitywide dialogue about the town's future**
- 3. Develop strategies to protect what people love and explore new opportunities**
- 4. Provide development guidance following adoption of the new code**

How is the project going to work?



WE ARE HERE

Groups We Interviewed

1. School System/Education
2. Developers/Real Estate
3. Business Stakeholders
4. Town Staff
5. Town Council
6. Sustainability Committee
7. Transportation
8. Community Organizations
9. Community Leaders
10. Ballpark Community
11. Parks & Rec / Cyclist Community

Roles and Responsibilities

Public

Input and feedback

Planning Board

Process guidance + local experience

Stakeholders

Targeted input

Steering Committee

Input and feedback

Elected officials

Participate, champion, adopt, implement

Town staff

Coordination

Consultant team

Process leadership, expertise

Review of Last Meeting

1. When the plan process over and the document is adopted, how should we measure success?
2. What are critical groups to engage in this process?
3. What are the biggest challenges and opportunities in Elon over the next 5, 10, 20 years?

Elon, NC Comprehensive Plan – Steering Committee

Kickoff Meeting Summary

April 29, 2026

The *Envision Elon* Comprehensive Plan Steering Committee held its kickoff meeting on April 29, 2026 in the Town Council Chambers. The meeting lasted 1.5 hours with a presentation, Smartphone polling activities, and open discussion.

A. Introduction

The Steering Committee and project team introduced themselves. Nate Baker from LOI delivered a PowerPoint presentation introducing the project, background on comprehensive plans, the project timeline, stakeholder groups interviewed, and initial questions to explore for the comprehensive plan project.

B. Smartphone Polling

The LOI team asked Steering Commission members to use their Smartphones for an online polling exercise. Two questions were asked of commissioners and word clouds were created in real time. The following two questions were asked:

1. Type all the words you think best describe Elon today
2. Type all the words you hope to describe Elon in the future

C. Discussion

The LOI team spent the bulk of the meeting on open discussion, with an LOI team member taking notes on a large sticky pad as Steering Committee members discussed three different questions:

1. When the plan process is over and the document is adopted, how should we measure success?
2. What are critical groups to engage in this process?
3. What are the biggest challenges and opportunities in Elon over the next 5, 10, 20 years?

D. Next Steps

A final PowerPoint slide was delivered to the Steering Committee providing next steps in the project, including the first round of communitywide engagement taking place in late summer.

E. Appendix

1. PowerPoint Presentation
2. Mentimeter Results
3. Steering Commission Discussion Notes

Review of Last Meeting

Measuring Success

- large number of regular folks participating that don't usually participate
- make plan exist beyond a piece of paper
- use momentum to implement plan
- clear and readable by regular people
- accessible and actionable
- prefer less technical language or summary option
- MAPS
- online + interactive maps
- win an award for it
- easy to interpret
- public buy in
- realistic
- funding strategies
- Proactive instead of reactive
- avoid making mistakes from past plans

Review of Last Meeting

Critical Groups and outreach strategy

- Twin Lakes community through life enrichment coordinator
- University through community affairs
- local HOAs
- local turnout is usually low messaging is good engagement still low
- FB, Instagram
- create community ambassador option
- inform people of the importance of feedback
- pop up events, farmers market, movie nights
- meeting in a box kits
- prefer shorter surveys
- people most affected may not be able to participate through in-person events
- 100 people showing up would be a success
- family friendly childrens station sidewalk chalk activity
- make meetings more fluid
- option for smaller group engagement
- PTA groups
- water bill mailers
- Elon faculty and staff

Review of Last Meeting

challenges and opportunities

- where will growth go? How will it be sustained?
- Elementary school close to maxed out how can new families be supported
- housing options
- ^{public} greenspace
- infrastructure to sustain growth
- emergency services
- growth should not come at the expense of level of service
- lower enrollment uncertainty
- tax base missing
- smart growth
- retail, commercial, industrial
- want to attract more job centers
- how to get entrepreneurs to invest in Elen?
- strong diverse economy
- how to get local economic growth
- fill in gaps in downtown district
- strength of small town feel while still being a college town

Review of Last Meeting

Type all the words you think best describe Elon today



Review of Last Meeting

Type all the words you hope to describe Elon in the future



A word cloud of words for describing Elon in the future. The word 'sustainable' is the largest and most central, rendered in blue. Other words are arranged around it in various sizes and colors (blue, red, and brown). The words include: walkable, well-managed, small town atmosphere, accessible, family friendly, beautiful setting, welcoming, outdoor dining, smart growth, tight knit community, downtown growth, affordable, diverse, safe, appealing, green, prosperous, pedestrian friendly, taxable, transparency, and visually appealing.

well-managed
walkable
small town atmosphere
accessible
family friendly
beautiful setting
welcoming
outdoor dining
smart growth
tight knit community
downtown growth
affordable
diverse
safe
appealing
green
prosperous
pedestrian friendly
taxable
transparency
visually appealing
sustainable

New Project Website!



[News and Events](#)

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Welcome to Envision Elon!

The community-driven process to develop the Comprehensive Plan for the Town of Elon.

[Learn more about this project here](#)

TOWN OF ELON
TOWN HALL • POLICE DEPARTMENT

Community Workshop Preparation 1

Agenda

- 6:00pm Attendees arrive, mingle
- 6:15pm Introduction + Project presentation
- 6:30pm Smartphone Polling (Mentimeter Software)
- 6:45pm Presentation Ends, Move to Self-Paced Stations
- 8:00pm Workshop Adjourns

Community Workshop Preparation 2

- 1. What are your reactions to the community workshop agenda and materials?**
- 2. Which groups and individuals can you reach out to encourage community workshop attendance?**
- 3. Who is likely to show up and who is likely to be left out? How can we get a near-representative input?**

Mentimeter exercise



Instructions

Go to
www.menti.com

Enter the code

2679 6907



Or use QR code

Sample Board Activities

1. **Getting Around Elon**
2. **Strong Places, Weak Places**

The Planning Continuum



Next Steps

1. Conduct First Round of Public Engagement: *Envision Our Future*

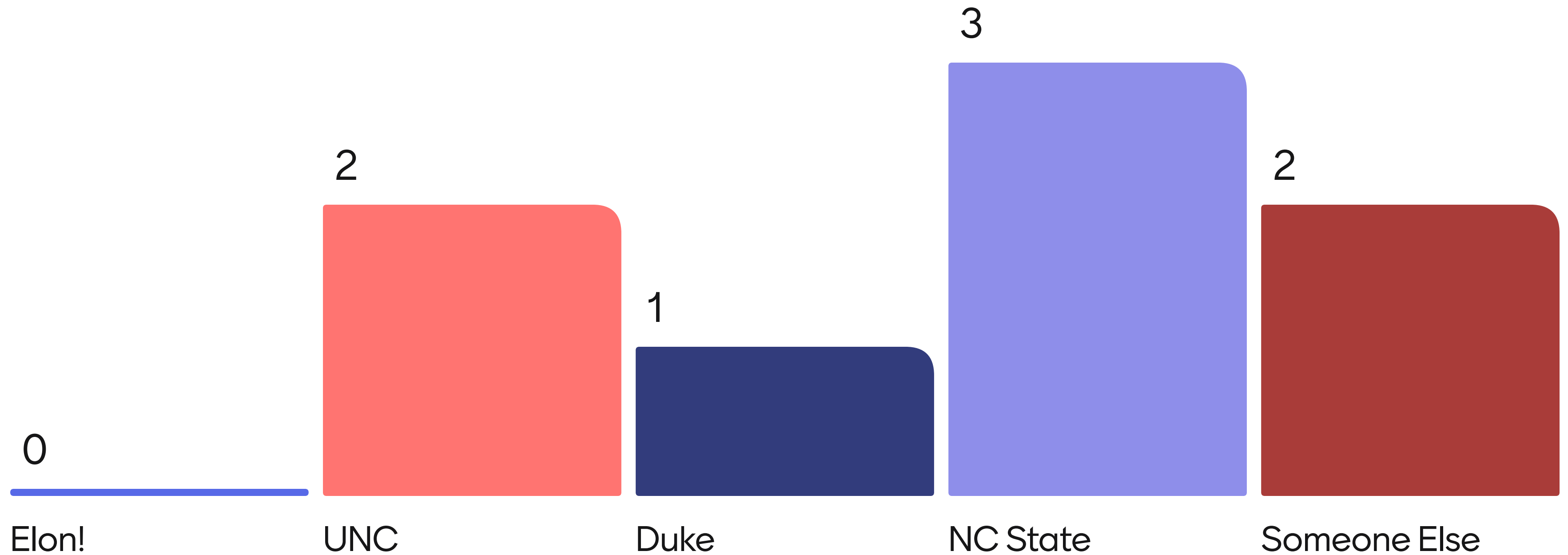
- In-Person Community [Workshop For Our Future](#) – August 19
- Conduct online engagement component

2. Use Community Input to Draft Vision and Goals

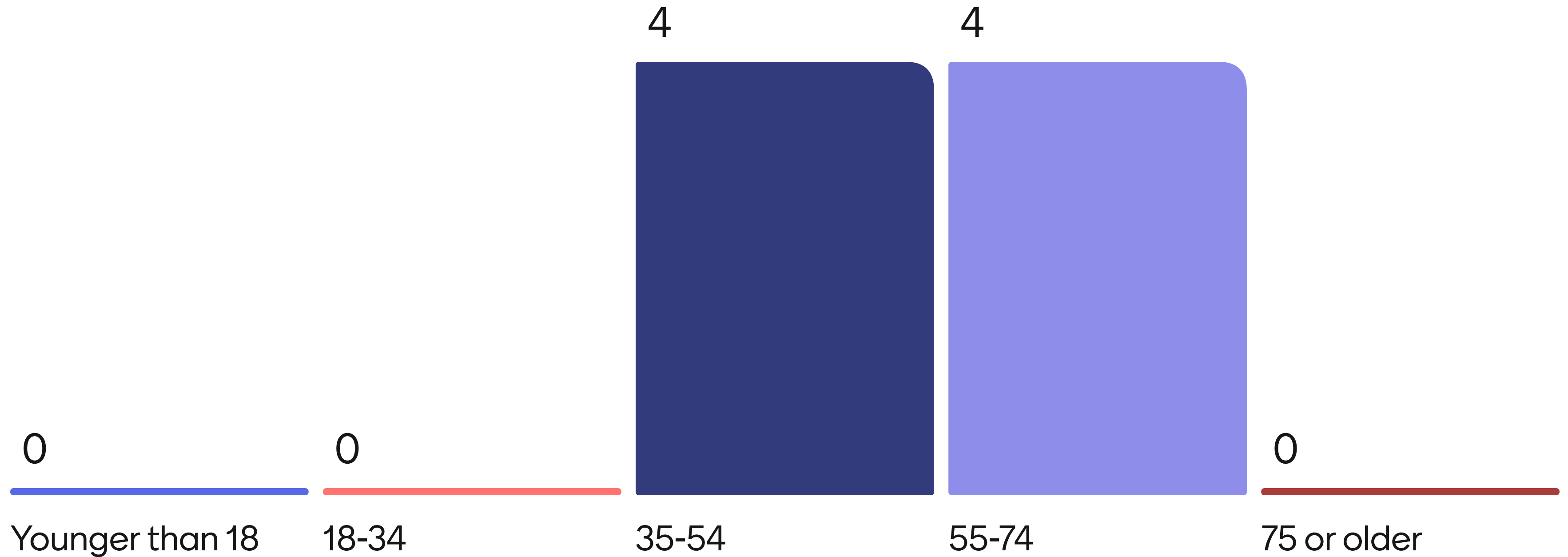
3. Prepare Second Round of Public Engagement



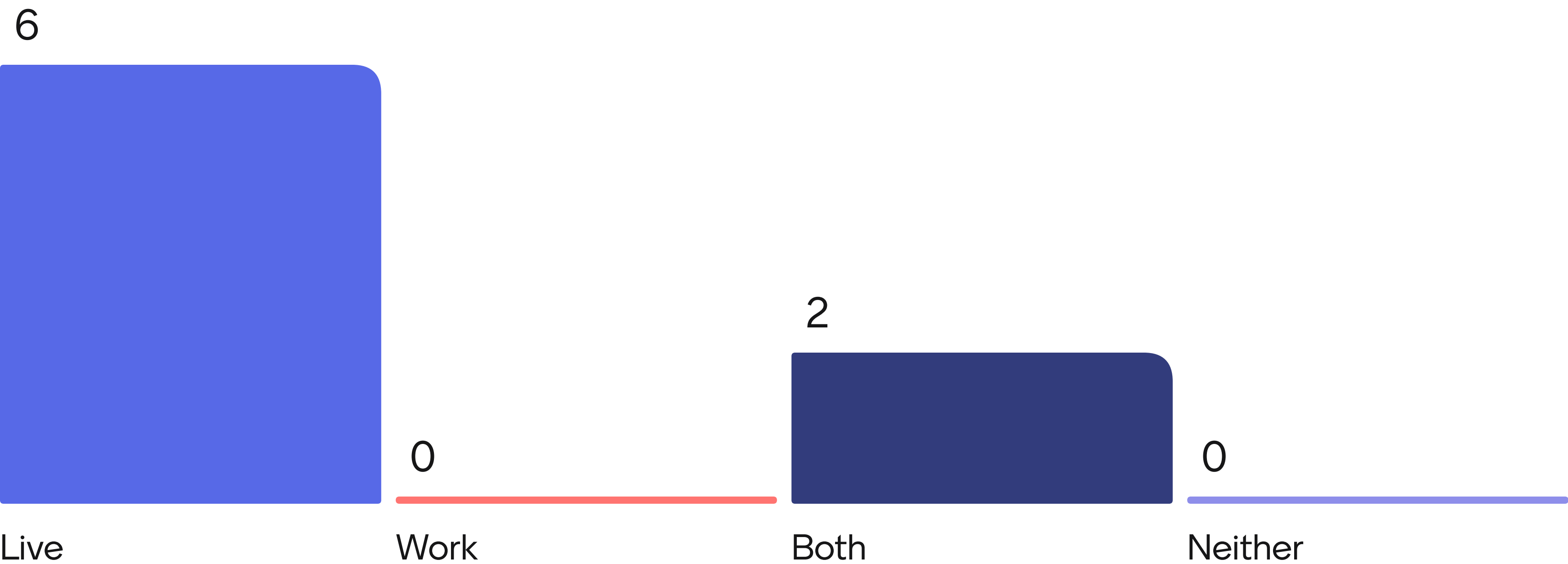
Which is your basketball team?



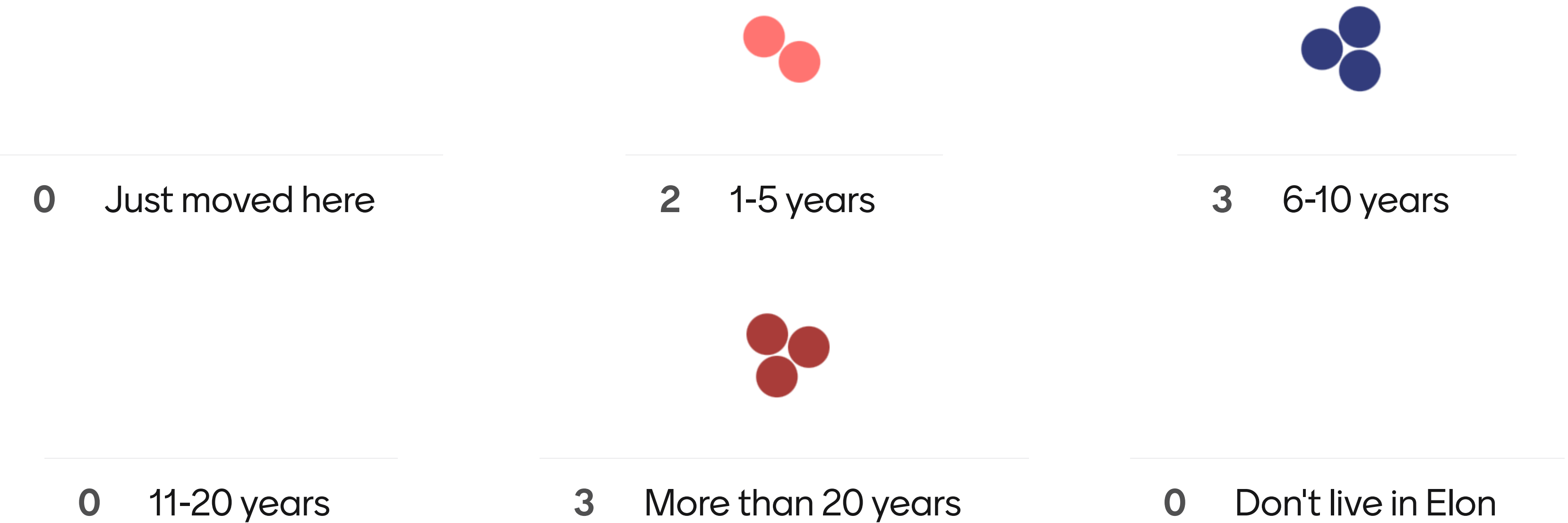
How old are you?



Do you live or work in Elon?



How long have you lived in Elon?



What do you value most about Elon?



4 Sense of community



1 Great town parks



3 Access to art, music, culture



2 Good housing options



1 Easy to get to nature



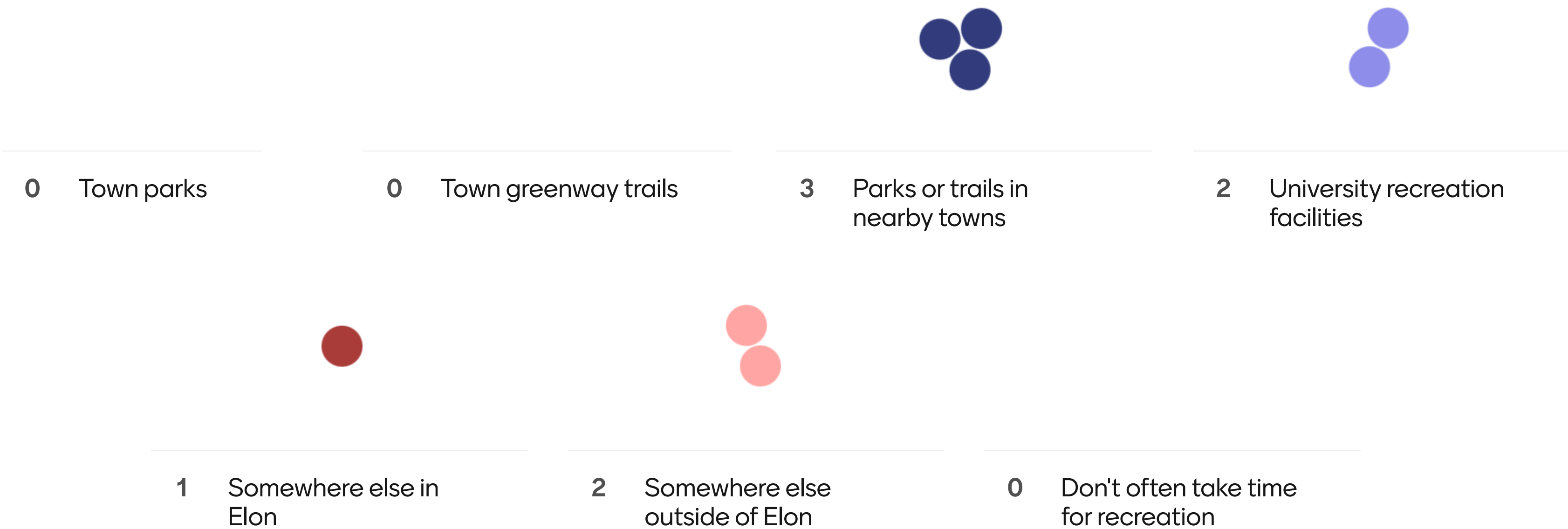
2 Something else



2 Close to family

0 Access to nearby jobs

Where do you go for recreation?



Which of the following traffic and roadway concerns is most important to you? (pick 3)



3 Congestion and delay



4 Street connectivity and access



2 Corridor aesthetics



3 Roadway maintenance



8 Pedestrian or bicycle safety



1 Transit access



1 Something else

What is the most important need for local streets in Elon? (pick 3)



8 Sidewalks and street trees



3 Protected bike lanes



4 Greenways and multi-use paths



1 Crosswalks and pedestrian signals

0 Traffic calming

0 On-street parking

0 Wayfinding signage

0 Something else

What are your top priorities for the future of Elon? (pick 3)



7 More walkable (easier to get to daily needs by walking/biking/transit)



1 Improve/maintain housing affordability



5 Protect open space and cultural resources



1 Protect historic buildings and improve design of new buildings



5 Support employment development and good job options



2 Improve lives of the town's most vulnerable populations



1 Improve/maintain youth and educational opportunities



1 Something else

What changes would you most like to see in Elon? (pick 3)



5 Redevelopment of certain commercial corridors



1 More workforce/ affordable housing



3 More parks/ trails, and other public spaces



2 More childcare / family-friendly services and facilities



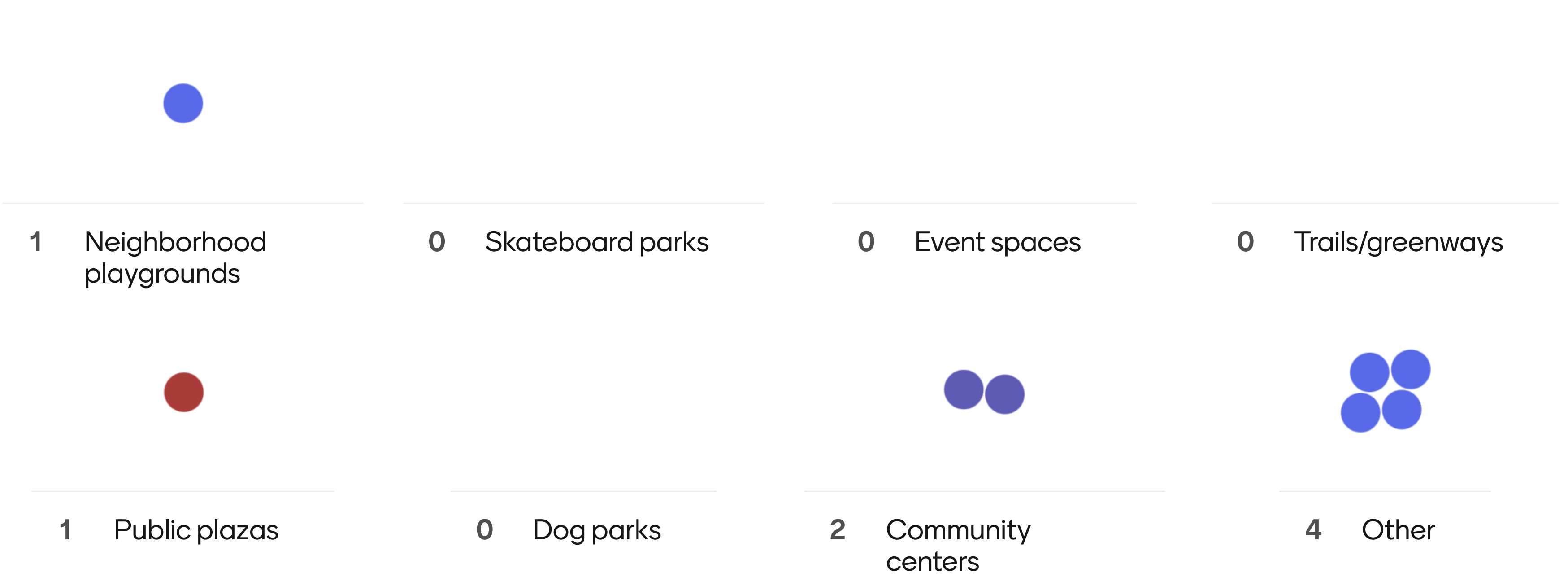
7 More places for residents to walk to



3 I like Elon the way it is

0 Something else

What community asset would you like to see more of in Elon?



- ①
- Make sure maps are readable, big enough
 - Steering Committee Members to assist
 - "Are you still in favor of this if it raises taxes?"
 - Where do you work? More specifics of where others (Durham, Greensboro, etc)
 - Make sure capturing students, retired
 - Getting Around Board: what are the impediments?

- ② Millpark HOA Facebook
Elementary School? PTA Facebook Page
Churches?
Alamance Chamber

Mentimeter

Live-work - Multiple choices live work study retired now

What do you like most about Eba? Add "Collegiate atmosphere"

Where do you go for recreation? Make 3 choices

Reading Concerns "Pet + big animal supply + access"
Most important streets ← Make sure it is 3 options (2) (not sure)

Most important ... Sprinkle out sidewalks + trees

Top Priorities : Change "employment" to "economy"

Add sustainability

Changes : Remove "workforce"

Assets : Make 3 options

Remove day park

~~bar~~ bar/retail / cafe → "retail/restaurant"

+ Rec facility + sports field

STRONG PLACES, WEAK PLACES



● Strong Places

● Weak Places

Using the colored dot stickers, indicate places in Elon that you think are strong (ie places that are well-designed, comfortable and safe for multiple modes of travel) and places that you think are weak (Poorly designed and/ or unsafe for getting around). Use Post-Its for additional notes.



ENVISION ELON
THE COMPREHENSIVE PLAN

GETTING AROUND ELON

How do you get around in Elon?

¿Cómo se llega a los lugares de Elon?

Tell us how you currently travel to the destinations shown in the left column. Then tell us how you would prefer to be able to safely travel in the future.

Cuéntenos cómo viaja actualmente a los destinos que se muestran en la columna de la izquierda. A continuación, cuéntenos cómo te gustaría poder viajar en el futuro.

- How You Currently Get There Cómo llega actualmente al destino
- How You Would Prefer To Get There Cómo preferiría llegar al destino

Destinos Destinations	Drive	Walk	Bike	Transit
Work	● ● ● ● ●	●	● ●	
Shopping & groceries	● ● ● ● ● ● ● ● ● ●	● ● ● ● ● ● ● ● ● ●		
School	● ● ● ● ● ● ● ● ● ●	● ● ● ● ● ● ● ● ● ●	● ● ● ● ● ● ● ● ● ●	
Parks & Trails	● ● ● ● ● ● ● ● ● ●	● ● ● ● ● ● ● ● ● ●	● ● ● ● ● ● ● ● ● ●	



ENVISION ELON
THE COMPREHENSIVE PLAN