

**Buncombe County Strategic Planning
Community Input Session – Vibrant Economy
11/1/2019**

THEME:	TRANSPORTATION
What would success look like?	<ul style="list-style-type: none"> • Expanded transportation • Countywide reliable transportation • Regional transportation (multi-modal, interstate, air)
Goals with Greatest Impact	<ul style="list-style-type: none"> • <i>Provide affordable housing in the county with public transportation to downtown and other work areas.</i> • Transportation for all • Create new feeder greenways and implement those already planned.
THEME:	EQUITY
What would success look like?	<ul style="list-style-type: none"> • More inclusivity of marginalized groups (i.e. people of color, incarcerated, etc.) • Equitable community • Close racial disparity gap in both education and income • <i>There is more access to capital for small business, especially start-ups at an equitable rate</i> • Equity in all endeavors and not fake equity • Accessible, free meeting space for social and racial justice initiatives with plenty of parking • The YMI is a flourishing center of the African-American Community. • There are thriving businesses owned by people of color • People are buying from businesses of color/contracting with them • Economic inclusion and mobility
Goals with Greatest Impact	<ul style="list-style-type: none"> • Opportunity for all • Promote paths to economic mobility • <i>Inclusiveness – bring folks in marginalized, previously incarcerated margins, black/brown people-fill jails, occupy</i>
THEME:	COMMUNITY
What would success look like?	<ul style="list-style-type: none"> • Increase standard of living/happiness • Council for contracting and procurement – focus on minority-owned businesses • Fund libraries better • Establish a joint public arts and cultural resources commission with city and county and develop public art and culture master plan • Redistributing funds for arts and culture events that lead to greater ROI. • Number of citizens requiring county services has declined • Create community hubs throughout area • Increasing affordable/accessibility to county broadband internet. • Strong partnerships and trusting collaborations have been formed – there is a sense of real community without divisiveness, with representation from all member, not just select groups. • <i>There are accessible and affordable spaces for all potential and new business</i>

	<ul style="list-style-type: none"> • <i>There is a small business incubator focused on people of color with free technical assistance</i>
Goals with Greatest Impact	<ul style="list-style-type: none"> • Food security especially real food, not processed food • Neighborhood hubs i.e. libraries • Provide countywide infrastructure to support community residents • Strengthen community hubs: ideas consistent through sessions; affordable childcare, food, education, life skills, business incubators, transportation • Increase standard of living/happiness (use broad/many measures) • Establish an Asheville-Buncombe Public Art and Cultural Resources Commission and create a Public Art and Cultural Resources master plan to drive economy development • More sustainable support for the arts in the city/county – this can include increase median income, public support plans, strategic partnership • Making the greater Asheville area desirable as a place to live, visit, work and play • Expand the River Arts District to run from Bent Creek to North of Woodfin
THEME:	CHILDREN & PRE-K EDUCATION
What would success look like?	<ul style="list-style-type: none"> • Universal childcare • Quality childcare and education for all children, including trade school and higher education • Every family has access to high quality childcare. • Affordable childcare
Goals with Greatest Impact	<ul style="list-style-type: none"> • <i>Provide quality childcare and education for all children birth to high school and beyond</i> • Universal child care (win, win, win)
THEME:	EDUCATION
What would success look like?	<ul style="list-style-type: none"> • <i>Quality childcare and education for all children, including trade school and higher education</i> • Invest in top-tier work-based learning designed by employers for emerging industries • Increasing arts and education programs to improve SAT scores, reduce juvenile crime, increase graduation rates and make our schools more desirable for relocation. • More Buncombe County high schools with apprenticeships focused on skilled trades • There is more general education about business finance • BCS and AB Tech Graduation rates
Goals with Greatest Impact	<ul style="list-style-type: none"> • Education – continuous • Provide quality childcare and education for all children birth to high school and beyond • <i>Focus on education: job growth</i> • Invest in skills and/or talents and education of all residents

	<ul style="list-style-type: none"> • Increased arts in education – this will increase the viability of students entering the workforce as artists or other professions • Increase arts education and professional development program to improve the public school system and support the development arts and cultural professionals and businesses • Close opportunity gap for public school students across the city, county and region
THEME:	COLLABORATION
What would success look like?	<ul style="list-style-type: none"> • City/County Collaboration-development and transportation • Great partnerships between county, city and other organizations • Vibrant economy tied to other county strategic goals • Develop infrastructure building collaboration (City-County) • Housing, infrastructure and transit are integrated development plans
Goals with Greatest Impact	<ul style="list-style-type: none"> • City-county collaboration: development strategies, infrastructure, transit • Recognize that investments in the City of Asheville generate ROI for County government • Develop infrastructure built on collaborative efforts • Reaching across lines and become more regionalized
THEME:	ACCOUNTABILITY
What would success look like?	<ul style="list-style-type: none"> • Performance metrics for NGO’s funded by county • Use metrics to assess initiatives • Data driven governance
Goals with Greatest Impact	<ul style="list-style-type: none"> • Use metrics for specific programs to assess success of initiatives
THEME:	CRIMINAL JUSTICE, COMMUNITY RE-ENTRY
What would success look like?	<ul style="list-style-type: none"> • Jail training program • More resources for returning citizens • Embracing re-entry as a foundational part of workforce development • More local government funds for returning citizen affairs of Buncombe County • Ban the box
Goals with Greatest Impact	<ul style="list-style-type: none"> • More local government resources contributed to returning citizen affairs (County and City) • Eliminate barriers to community and workforce re-entry for formerly incarcerated people • <i>Inclusiveness – bring folks in marginalized, previously incarcerated margins, black/brown people-fill jails, occupy</i>
THEME:	EMPLOYMENT & DEVELOPMENT
What would success look like?	<ul style="list-style-type: none"> • Grow job base • Prepare for Recession within 5 years • Incentivize business owners to provide living wages • Prioritize local/regional and small business partners • Every citizen has sustainable employment • Wage increase through economic diversity • More homegrown business and talent (start-up to HQ) • There is a wide network of people available to provide risk capital for start-ups.

	<ul style="list-style-type: none"> • The MCCF has flourished and had impact • <i>There are accessible and affordable spaces for all potential and new business</i> • <i>There is a small business incubator focused on people of color with free technical assistance</i> • <i>There is more access to capital for small business, especially start-ups at an equitable rate</i>
Goals with Greatest Impact	<ul style="list-style-type: none"> • Develop commercial tax base to relieve residential tax burden • We must continue to grow our existing job base to recruit new ones that pay sustainable, resilient wages for years to come • <i>Focus on education: job growth</i> • Invest in jobs growth. Jobs = better outcomes in health, education, safety, wellbeing, inclusion, upward mobility
THEME:	HOUSING
What would success look like?	<ul style="list-style-type: none"> • Anti-displacement policies – link affordable housing and economic mobility • Increasing diversity of housing supply – Re-zoning • High density affordable housing • The county has partnered with Asheville-Buncombe Community Land trust regarding county-owned properties so that properties are available for affordable housing • Jobs base = cost of housing
Goals with Greatest Impact	<ul style="list-style-type: none"> • Increase the diversity of housing supply • <i>Provide affordable housing in the county with public transportation to downtown and other work areas.</i>
THEME:	NATURAL RESOURCES
What would success look like?	<ul style="list-style-type: none"> • Grow more utilization of natural resources and less utilization of extracted resourceS
Goals with Greatest Impact	
THEME:	HEALTH
What would success look like?	<ul style="list-style-type: none"> • Affordable healthcare
Goals with Greatest Impact	
	TAXES
What would success look like?	
Goals with Greatest Impact	<ul style="list-style-type: none"> • Develop commercial tax base to relieve residential tax burden