



2043 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING #3

Presented by

Comprehensive Planning Team

**November 9, 2021
Virtual via zoom**



BUNCOMBE COUNTY



Meeting Agenda

- | | |
|--|-------------|
| 1. Welcome and Questions | 6:00-6:10pm |
| 2. Approval of Minutes | 6:10-6:15pm |
| 3. Project Status Update | 6:15-6:20pm |
| 4. Recap from Oct. 12 Meeting | 6:20-6:45pm |
| 5. Community Engagement Window #1
Overview and Feedback | 6:45-7:15pm |
| 6. Sharing Project Branding | 7:15-7:25pm |
| 7. Next Steps | 7:25-7:30pm |



1: Welcome and Questions



A photograph of a snow-covered path winding through a forest of snow-laden trees. The scene is captured in a monochromatic, light blue/teal color palette. The path leads from the bottom center towards the middle ground, curving slightly to the right. The trees on either side are heavily covered in snow, their branches creating a dense, textured canopy. The overall atmosphere is quiet and serene.

Icebreaker via Chat

What aspect of winter are you most looking forward to?

Questions About the Agenda?

- Write in the chat or raise a hand in zoom



2: Approval of Meeting Minutes



3: Project Status Update



Planning Process



Progress on Phase 1: Project Launch

- Stakeholder Interviews (in-person and survey)
- Project branding & Public Engagement Plan
- Community Ambassadors strategy and materials
- Community Engagement Window #1 and Working Draft of Stakeholder Survey
- Phase 2 data collection for data and policy analysis work



4: Recap from Oct. 12 Steering Committee Meeting



Long-Range Opportunities

- Are there **other major planning topics** that should be included?
- What are the **critical opportunities** that the County should be highlighting and supporting through this planning effort?
- How can Buncombe County be **advancing these policy topics**?
- What are the **projects or initiatives to be leveraging through plan implementation**?



Focus Areas for 2043 Buncombe County Comprehensive Plan



Revised Focus Areas for 2043 Buncombe County Comprehensive Plan



Feedback on Long Range Opportunities

- Land Use, Housing, and Transportation (Majority of comments)
 - Critical need for **affordable housing / housing choice** for all
 - Save existing and develop new affordable housing
 - Need for resilient housing
 - Need better **transportation opportunities for regional worker commuting** (transit); creating bikeable/walkable communities is key
 - Need **missing middle housing in municipalities** with transit to connect
 - **Small area planning** needed; needs to **address historical racial inequities**
 - **Road diet for 70** (Swannanoa) with protected bike lanes to improve bikeability in "flattest" portion of the county
 - Lyle Cove ex. **Gentrification /displacement**; protection through tax structure
 - Need for **good childcare access** for all



Feedback on Long Range Opportunities

- Working Lands and Rural Protection
 - Protection of **mountain lands in private ownership**
 - Look beyond just farmland and conservation easements and encourage **forest management solutions** for forest health, carbon capture, and runoff control



Feedback on Long Range Opportunities

- Environment, Recreation, Community Health
 - **Protect resources** for sense of place, health, and economy
 - **Water** is a great asset
- Resiliency and Hazard Mitigation
 - How do we **get ahead of climate change** and extreme weather?
 - **Storm water management** is critical for resiliency and flood mitigation. Development is going to create more issues.
 - **Cumulative impacts of new mountain/hillside development** on established residential areas “down” mountain (stormwater, traffic, construction impacts, increased impacts from weather events – property damage)



Feedback on Long Range Opportunities

- Sustainable Development and Infrastructure
 - **Federal dollars for infrastructure** to support future affordable housing
 - **Topography a challenge** for extending utilities to potential development areas
 - **Sustainable** and balanced development needed
 - **Broadband for rural areas** can improve education and the ability to work from home



Feedback on Long Range Opportunities

- Economic Development

- Facilitating **equitable path for business ownership** and job creation
- Economic **benefits for existing residents and attract new residents** to the area
- **Support workers** that make businesses possible
- Support more businesses that can **create more sustainable jobs** (non-service sector); medium-sized companies and create local businesses (ex. small batch manufacturing)
- Focus on helping **ag businesses to use resilient ag practices** (food security)
- Opportunity for **small manufacturing companies** and maker spaces



Feedback on Long Range Opportunities

- Other Topics

- County as **hub/part** of the larger region; collaboration with neighboring communities
- Need **Federal and State to support** enhancing QOL, meeting needs
- **Education** – gap for educating youth that draws families to the County; invest in educating youth
- Concerns about current **youth being able to stay and work in County**
- Concerns about BC having the **lowest economic mobility** for people born here in WNC



Additional Ideas? Provide them on Jamboard

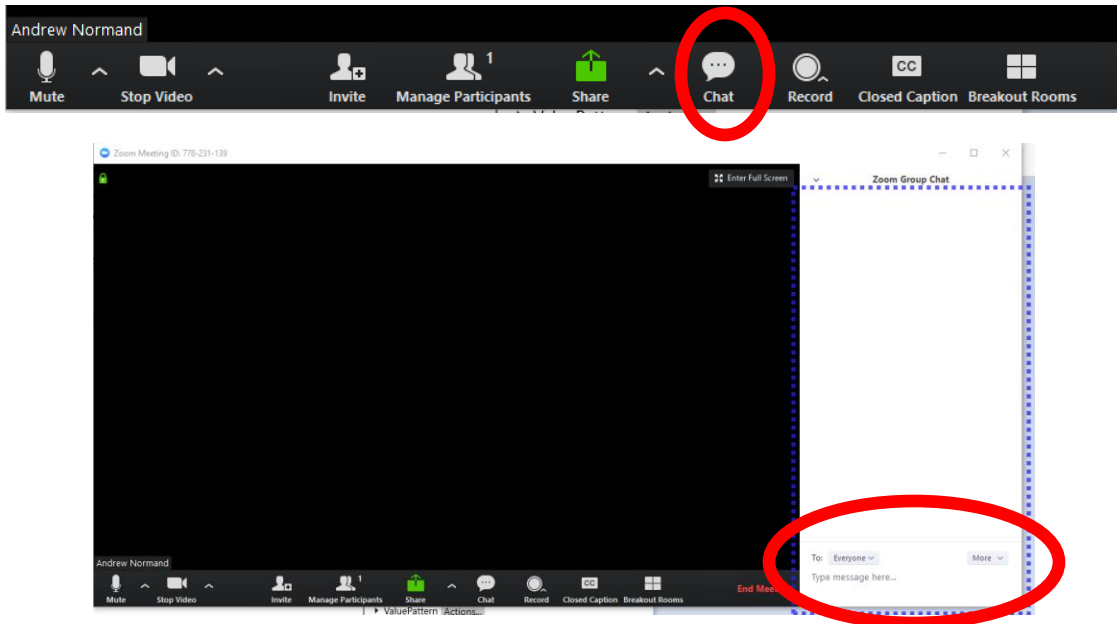
(link in chat)

Additional Long Range Opportunities

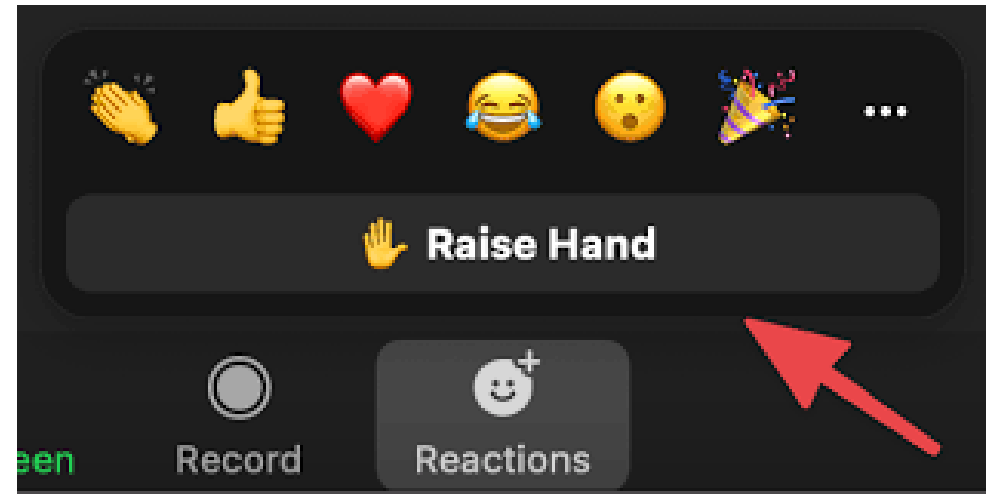
**Write idea
here and
hit save**



Alternative to Jamboard



Type idea in Zoom chat



Raise “Zoom hand” and share verbally when called on



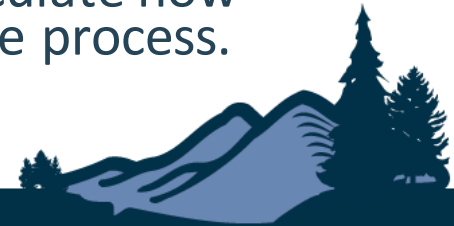
Public Engagement Objectives

- **Articulate the outcomes we want to achieve** in public engagement
- Provide **guidance for how we measure success** with respect to engagement
- Can be used to **inform development of specific activities** and ways we engage the community
- Will be used during and after each community engagement window to **evaluate how successful community engagement efforts were**



Draft Public Engagement Objectives

1. **Education throughout the process** will advance the community's understanding of critical planning issues.
2. Community members, including youth, people of color, and landowners that live outside the County, will be given the **choice and access to engage** in the planning process through multiple activities.
3. Public engagement efforts will seek to **engage a demographic diversity of residents** that is representative of the community.
4. Participants' **opinions will be respected, well documented, and will inform policy direction** in the Plan.
5. **Transparent public engagement efforts** will seek to inspire trust and continued interest and involvement in the process.
6. **Clear documentation, project publicity, and engagement activities** will articulate how public inputs have been used to help inform policy direction throughout the process.
7. Community engagement will **surpass statistics of past planning efforts**.



Reactions to Objectives?

Share ideas in Jamboard!

Or use chat / raise zoom hand.



5: Community Engagement Window (CEW) #1 Overview and Feedback



CEW #1 Approach

Activities

Hybrid public workshops (3) & targeted community meetings (3)
Workshop / meeting activities provided online for duration
Online stakeholder organization survey
Outreach by Community Ambassadors to community groups and at events
Spanish interpretation during meetings & translation for online activities

Mid-December 2021

Mid-January 2022

Mid-February 2022



Hybrid Public Workshops (3)
In-person & Virtual Attendees
North BC - West BC - East BC

Targeted Community Meetings (3)
Harder to reach populations
Groups and locations TBD



Hybrid Meeting & Online Engagement Activities

- Agenda for Workshops/Targeted Meetings:
 - Welcome/opening remarks by BOCC member or another County representative
 - Introduction and brief meeting overview by facilitator
 - Activity #1 – Planning Influences: Buncombe County today and in the future
 - Activity #2 - Your Impressions of Buncombe County Today
 - Activity #3 - Your Aspirations for Buncombe’s Future
 - Activity #4 - Mapping Places to Maintain, Change, or Protect
 - Activity #5 - Ask a Planner



Hybrid Meeting & Online Engagement Activities

- Activity #1 – Planning Influences: Buncombe County today and in the future
 - *Presentation on trends and future planning influences*
- Activity #2 - Your Impressions of Buncombe County Today
 - *Online polling exercise with real-time results*
- Activity #3 - Your Aspirations for Buncombe's Future
 - *Small group exercise to get feedback on critical planning topics*
- Activity #4 - Mapping Places to Maintain, Change, or Protect
 - *Mapping exercise*
- Activity #5 - Ask a Planner
 - *Opportunity to pose questions to staff planner (plan related or otherwise)*



Example Polling Questions

1. Sociodemographic questions about participant (age, length of time in County, race/ethnicity, zip code)
2. Why do you choose to live in Buncombe County?
3. What do you like most about Buncombe County?
4. What are the most important needs for creating equitable economic opportunities across our community?
5. What are the most important needs for protecting land and water in the future?
6. What are the top needs for parks and recreation facilities in Buncombe?
7. How do you travel to most destinations in the County today?



Example Polling Questions (cont.)

8. If you could choose a different mode, how would you prefer to travel to places in the future?
9. What are your biggest transportation needs and wants for the future?
10. Which of the following community planning topics are important needs for the County?
11. How should the County support workers and development of new jobs?
12. Indicate your level of concern about the growth of tourism in Buncombe County.
13. If you are concerned about the growth of tourism in the County, what are your biggest concerns?
14. As we look to the next 20 years, where do you want the County to grow (build more or expand homes, businesses, offices, schools, shopping areas, nightlife and restaurants, etc.)?



Ideas for polling questions?

Share ideas in Jamboard!

Or use chat / raise zoom hand.



Stakeholder Organization Survey

- Targeted to organizations with an interest in the County's future, for example:
 - Neighborhood associations
 - Businesses and business organizations
 - Nonprofits
 - Civic groups
 - Environmental groups
 - Equity/Inclusion groups
 - Public safety groups
 - Other groups that have a stake in the future of Buncombe County
- Online survey that can be distributed to organizations
 - Send contact information for groups to Gillian Philips
gillian.phillips@buncombecounty.org or plug into the chat



Stakeholder Organization Survey Questions

- Provide name of respondent, name of organization, type of organization
- What are the top long-range planning issues that the County should be addressing in the next two decades?
- What three “big ideas” would your organization like the County to support to improve our community?
- Please provide examples of policies, programs, or projects that you would like the comprehensive plan to include to support the mission of your organization.
- Other questions?



Ideas for Other Questions?

(Jamboard)



6: Comprehensive Plan Process Logo and Tagline



Board Approved Branding



- Website
- Eblasts / Emails
- Social Media
- Printed Materials
- Reports



7: Next Steps



Next Steps

- Steering Committee Meeting #4 – February 8th
 - Longer meeting
 - Prefer to go 6-8pm? Or 5-7pm? (put in chat or raise hand)
- Phase 2 Analyses
 - Policy analysis summary
 - Existing conditions and future planning influences analysis
- Preparation for Community Engagement Window #1
 - (Dec. 2021 – Feb. 2022)
 - Workshops and Meetings held in January





