

REBECCA



RYAN

**BUNCOMBE COUNTY
STRATEGIC PLANNING UPDATE
15 OCT 2019**

REVIEW
PREVIEW
BIG VIEW



Vision
**A caring community in harmony with its environment
where citizens succeed, thrive, and realize their potential.**

Values
Respect – Integrity – Collaboration - Honesty

FOCUS AREAS

Environmental Stewardship

Vision: High quality air, water, farmland and renewable energy for future generations.

Educated & Capable Community

Vision: A county where all residents thrive and demonstrate resilience throughout their lives.

Vibrant Economy

Vision: A robust and sustainable regional economy that builds on our homegrown industries and talent and provides economic mobility for residents

Resident Well-Being

Vision: Our residents are safe, healthy, and engaged in their community

DRIVING TRENDS

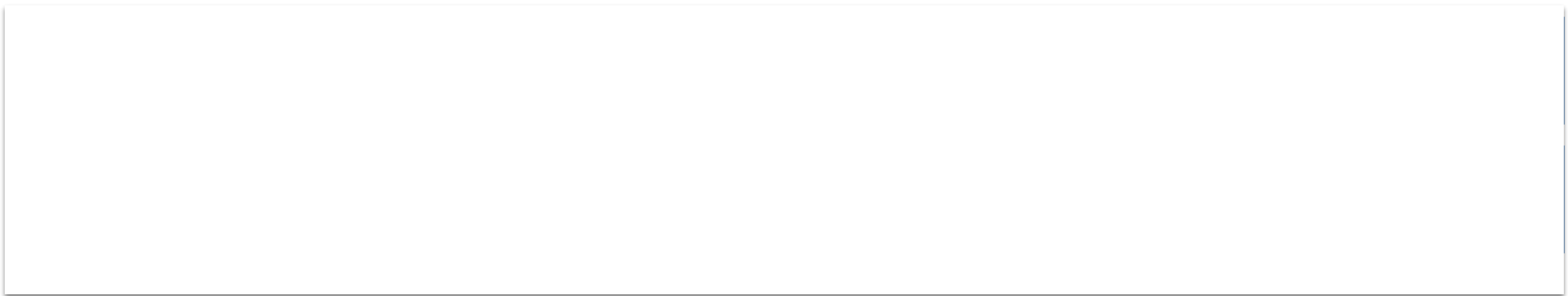
- Climate change
- Loss of farmland
- Growing population
- **Increasing pressure from climate change**

- Growing racial gaps in educational achievement
- Shortage of affordable quality childcare options
- Declining enrollment in traditional public schools
- Growing population

- Growing housing supply cost
- Growing cybersecurity threats
- Growing cost of living
- Growing share of county expenditures
- **Economic and equity disparities**
- **Low wages for workers**
- Growing population

- Growing jail population
- Rising burden of chronic conditions and obesity
- Growing public health spending on health care
- Growing challenges in children's health
- Increasing philanthropic opportunities
- **Increasing opioid emergencies and deaths**
- Growing population

2025 GOALS



WILDLY IMPORTANT GOALS (WIGs)

If every department within this area operated at current levels, what is the **ONE AREA** where change would have the greatest impact and drive us towards the vision?

<https://youtu.be/5JCm5FY-dEY>



WIGs

- **Start with a verb**
- **From X (current output) to Y (desired output)**
- **Keep it simple**
- **Focus on what (not how)**



WIG TALLIES



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2025 GOALS

Reduce greenhouse gas emissions **by 10%**.

Increase access **from _____ to _____** for elderly to programs and services like Mountain Mobility

Increase sales tax 5% year over year

Expand and maintain cultural and recreational assets **from 2019 levels to _____**

Maintain acreage of farm and undeveloped lands **at 2019 levels**

Assure all children have literacy skills they need **S1mpl1fy**, e.g. increase third grade reading levels from **____ to _____**.

Increase median income to align with AVL5X5 goal.

Increase public trust **from _____ to _____%** through resident engagement

TODAY'S DISCUSSION

- **Clarification re: “Increase Sales Tax”**
- **Additional WIGs from Commission priorities**
- **The version of the “house” that the public will provide input on will not include data**



TODAY'S DISCUSSION

- Clarification re: “Increase Sales Tax”
- Additional WIGs from Commission priorities
- The version of the “house” that the public will provide input on will not include data
- What’s missing from the WIGs?



TODAY'S DISCUSSION, CON'T

- Update Focus Area to “Environmental & Energy Stewardship”
- Refine WIG related to “Maintain acreage of farm land” with assistance of farm and ag community
- “Increase Public Trust” is an outcome, not an input.
Is there a way to reword this?



PLEASE CONFIRM

- Public and employee engagement will ask “What does success look like? How can we get there?”



THANK YOU

