



# OUR VOICES OUR VISION

**September 2022: Phase 3 Activities Update**

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BUNCOMBE COUNTY 2043 COMPREHENSIVE PLAN



# BUNCOMBE COUNTY'S COMPREHENSIVE PLAN

As we close out the third phase of the planning process, county staff have been reflecting on the progress made over the last year in engaging the public. Despite many challenges, from COVID to staffing shortages, the engagement team was able to hit our public input goals using a variety of in-person and virtual activities. Throughout the process staff continuously asked, 'who are we missing, and how do we reach them?' We also evaluated the accessibility of our activities at every step to try to eliminate as many barriers to participation as possible. We are excited about the next steps of bringing the community's vision to life through the drafting of the Comprehensive Plan document.

## Phase 3 of the Planning Process

This document highlights some of the activities completed during Phase 3 of the planning process for the creation of the County's Comprehensive Plan. It also summarizes the next steps for Phase 4, and future implementation of The Plan. Phase 3 included:

- Developing the policies, strategies, and actions to achieve the community's vision and goals.
- Assessing future growth alternatives.
- Developing a Growth, Conservation, and Protection Framework, to act as the future land use map.

**Phase 3 Focus:**  
What policies and actions should the county use over the next 20 years to achieve the community's vision and goals?

## PRESENTATIONS

Staff gave presentations to:

- Legacy Neighborhoods
- Village Roundtable
- Black Professionals Luncheon
- Faith Leaders



K-9 KORA AT AN EVENT

# 2022 ACTIVITIES

## June

- Community Market Intercept Events
- East Asheville Library Festival
- Village Roundtable
- HOLA Carolina Festival Intercept
- Steering Committee Meeting
- MSD & Emergency Services meeting
- Elder Abuse Event Intercept
- Black Professionals Luncheon Intercept
- Juneteenth Festival Intercept
- WNCCHS & Appalachia Health
- Splashville Intercept
- My Daddy Taught Me That Intercept
- Begin review of Policies & Actions

## July

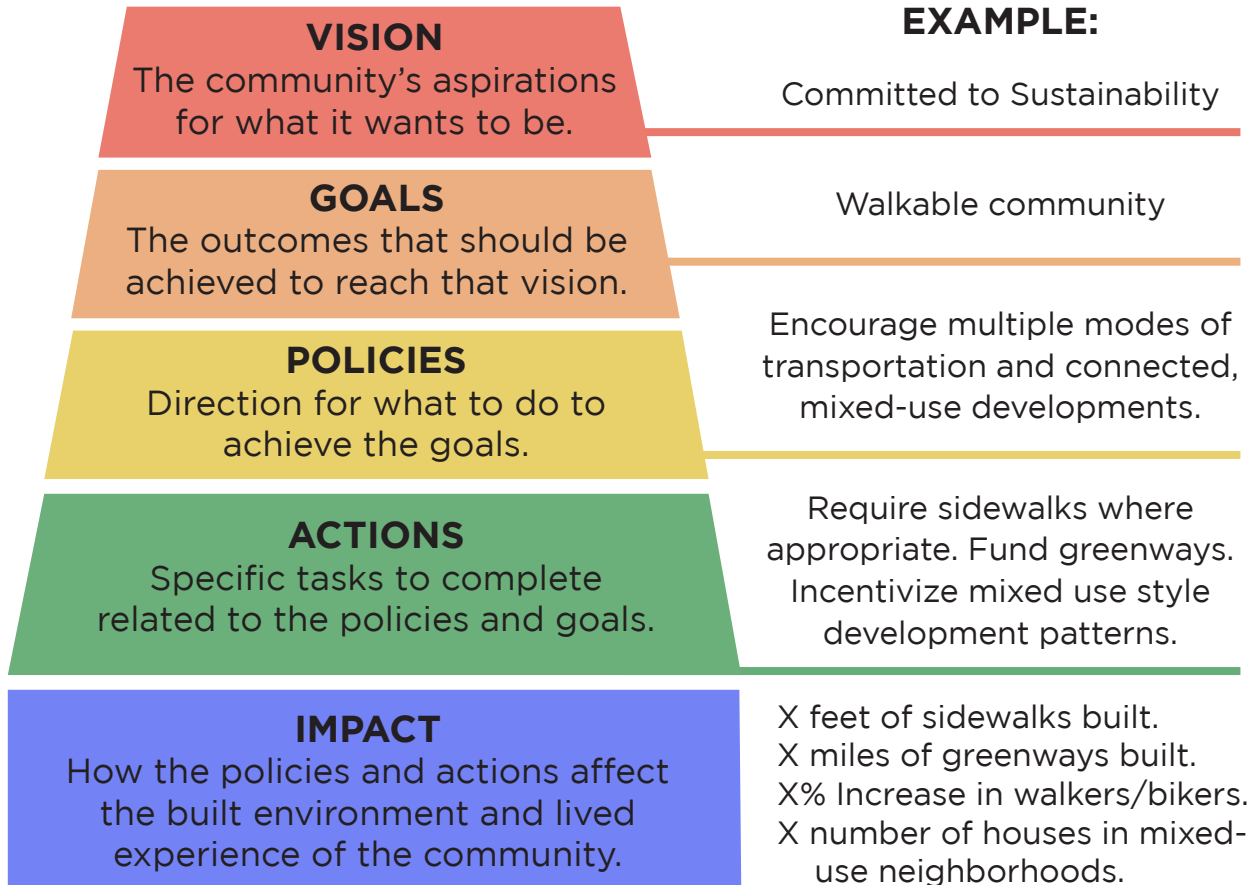
- WRES Radio Interview
- Enka Candler Library meeting
- Weaverville Farmers Market Intercept
- Virtual Public Meeting
- Enka Farmers Market Intercept
- Commissioner 3X3 Meetings

## August

- Second mailer goes out with tax bills
- East Asheville Library Meeting
- Leicester Farmers Market
- LatinX Health Fair Intercept
- Asheville City Market Intercept
- Steering Committee Meetings
- County Employee Input Event
- Faith Leaders Intercept
- United Way Block Party Intercept
- Downtown After Five Intercept
- Virtual Public Meeting
- UNCA Student Union Intercept
- Iglesia Soplo del Espiritu Santo
- Western Carolina University Intercept
- Warren Wilson College Event Intercept
- Goombay Festival Intercept

# Fitting the Pieces Together

In Phase 2 the community identified their vision and goals. In Phase 3 they prioritized the policies, strategies, and actions to achieve that vision. How do these planning pieces fit together to create results in a community? Below is how the process could work using one example:



# PHASES

## PHASE 1 - LAUNCH COMPLETE

- Create resident Steering Committee
- Interview boards, departments, & stakeholders
- Develop a public engagement plan

## PHASE 2 - VISION & GOALS COMPLETE

- Gather information about the County
- Identify ways the County could change or grow
- Begin public engagement process
- Draft the vision and goals for The Plan

## PHASE 3 - POLICIES & STRATEGIES IN PROGRESS

- Explore options for addressing change
- Identify how land could be used
- Develop policies, strategies, and actions
- Continue public engagement process

## PHASE 4 - ADOPTION

- Draft The Plan document
- Present draft to community
- Incorporate resident feedback or changes
- Planning Board public hearing review
- Commissioners review, hearing, and adoption
- Suggest changes to County ordinances





# PHASE 3 PUBLIC INPUT OPPORTUNITIES

Phase 3 built on the input received from the public during the prior phases. The second public poll took the vision and goals identified by the community during Phase 1 and 2, and asked more specific questions about what policies and actions the county should be focusing on. The following are examples of the input opportunities that were available during this phase.

## 1: Policies & Strategies Poll



### WHAT IS IT?

A poll for anyone who lives, works, or goes to school in Buncombe. The poll contained two types of questions:

1. Summary of the goals the public prioritized during the first poll, and questions asking if the person agrees with the goals or not. *(This question was used to confirm the accuracy of the results from the first poll)*
2. Questions for each focus area (ex: Transportation, Housing, Recreation, etc.) asking which actions the county should take to achieve the community's goals for that focus area.

**2,699**  
people took the  
second Poll

**60%** of people  
who took the  
second Poll  
were new  
participants.

**Responses were**  
received from  
people living in  
all areas of the  
county.

## 2: Kids Postcard Project

### WHAT IS IT?

Kids were asked to draw a picture of what they love about their community, or what they want it to be like in the future.

The information will be used to identify the priorities and actions in The Plan.

### WHO IS IT FOR?

Children who live or go to school in Buncombe County.

**195 children**  
drew a picture of their  
vision for the future



**RAINWATER POND, AGE 8**

## 3: Youth Patch Project



### WHAT IS IT?

Kids could earn an iron-on patch by completing 4 steps to learn about the Comp Plan, and share their input through a drawing or by taking the poll.

### WHO IS IT FOR?

Children who live or go to school in Buncombe County.

## 4: Public Input Meetings

### WHAT IS IT?

Virtual and in-person public input meetings were held at locations throughout the county.

Residents interacted with county staff and chose their priorities for the Plan's specific policies, strategies, and actions to achieve the broad community goals.

**2 in-person meetings**  
**2 virtual meetings**

### WHO IS IT FOR?

Anyone who lives, works, owns property, or goes to school in Buncombe County.



## 5: Intercept Events

### WHAT IS IT?

County staff set up information tables and handed out polls at dozens of locations, including local festivals, back-to-school events, food distribution markets, colleges, health fairs, and more.



**14 Community Markets Reached**

**6 Information Tables at Local Festivals**

**16 Intercept Events Around the County**

# OUTREACH EXAMPLES

### E-Newsletter

Staff released 17 newsletters this phase to subscribers. Readers were kept up to date on some of the day-to-day Planning Department tasks, updates about the process, upcoming meetings, activities, and photos.

**715 subscribers received the newsletters**

### Advertising

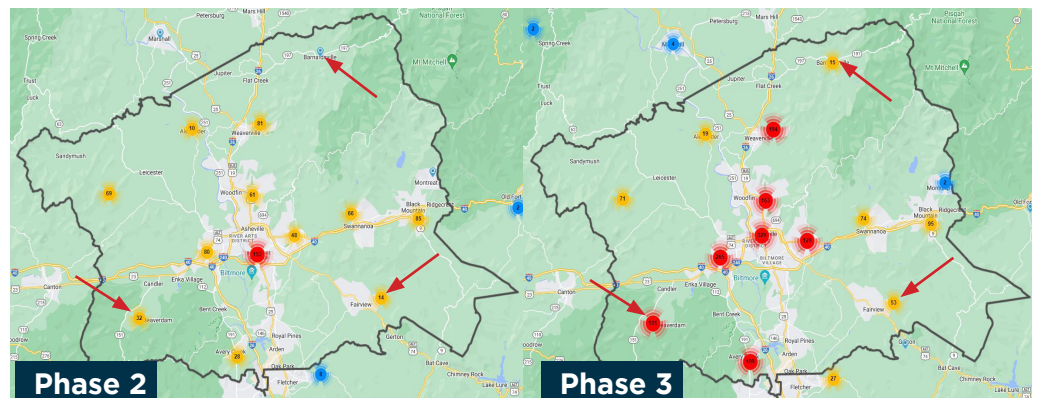
Residents were asked to take the Poll through advertising available around town: Local radio stations; library and business bulletin boards; mailings to thousands of homes; information at local festivals and events; email requests; social media posts; and signs posted in public areas.

During Phase 2, word-of-mouth, and outreach to personal networks, continued to be an important tool as members of our Boards, Committees, and Commissioners worked to spread the word.



### Targeted Outreach

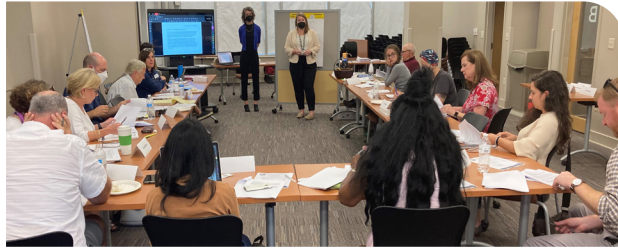
Staff took the public input received from the first phase of engagement and used maps to identify areas of the county and demographic groups where input seemed low. The information helped to focus more outreach and opportunities to participate in those areas during Phase 3. See the maps below for examples of where input increased between the phases.





# Spotlight on the Steering Committee

One of the early tasks of the planning process was to create a Steering Committee of local residents to help guide and provide community insight during the creation of The Plan. 23 members were selected by the Board of Commissioners after a public application process. The Committee has met throughout the phases to hear updates, review data and public input results, and draft documents.



In Phase 3 the Steering Committees work increased as more public input and data was collected. They worked on the following activities:

- **June** - the Committee used the public’s input and their insight as residents to help draft the Vision and Goal statements.
- **July** - they began reviewing the draft Policies and Actions for four of the seven topic areas. These included: Hazards & Resilience, Health & Recreation, Infrastructure & Energy, and Transportation & Connectivity.
- **August (1st meeting)** - the Committee reviewed and provided feedback on the last 3 topics areas: Growth, Protection & Conservation; Farms, Forests, & Environmental Conservation; and Economic Development, Education, & Jobs.
- **August (2nd meeting)** - they wrapped up review of the draft Policies and Actions, and began review of the Growth, Protection, and Conservation Framework. The Framework includes the Future Land Use Map and land use categories for the County.

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# Next step...Phase 4

The first three phases of the planning process laid the foundation for the creation of the draft Comprehensive Plan document. The public input received throughout the process, as well as feedback from local municipalities, utility providers, stakeholder groups, Committees, Boards, and the county Commissioners, has been analyzed and summarized into the broad vision, goals, policies, and actions that will create the chapters of The Plan.

The purpose of Phase 4 is to take the draft Plan back to the public for their review, exploring questions such as: Does the draft document represent the input received during the public engagement process? Are there important components or broad recommendations still missing?

Phase 4 will also include public meetings with the Steering Committee, Planning Board, and Board of Commissioners to review the drafts throughout the final revision process. The goal is to have the final version of The Plan adopted by the Commissioners in the Spring of 2023.

