



OUR VOICES OUR VISION

December 2021: Phase 1 Report

BUNCOMBE COUNTY 2043 COMPREHENSIVE PLAN

BUNCOMBE COUNTY'S COMPREHENSIVE PLAN

The Comprehensive Plan is a document created by local governments, in partnership with the community, to create a guide for how to address the challenges and opportunities of the future. It is a broad, long-range planning tool that looks at the relationships between land uses, infrastructure, and community services and amenities.

The Plan includes a focus on safety, public health, affordability, multi-generational needs, and much more. It seeks to guide growth and address community needs and priorities through a series of objectives, strategies, and goals.

Phase 1 of the Planning Process

This document summarizes the main activities completed during Phase 1 of the planning process for the County's Comprehensive Plan. This phase included the creation of a resident Steering Committee, selected by the county Board of Commissioners, to provide ideas and feedback. It also included the selection of the consulting firm CLARION to lead the consultant team, and outreach to the public to raise awareness about the upcoming planning process. County staff presented information about The Plan to a number of local organizations, Boards, Committees, stakeholders, and at public events.

**Over 3,200
information
postcards have
been given to
residents**

Informational videos were shared on social media and in meetings, and information handouts were provided to residents. Youth outreach was promoted, and a public engagement plan for Phase 2 was developed to assist with reaching every resident of the county over the next year.

www.buncombecounty.org/plan2043

PRESENTATIONS

Rotary Club
Leadership Asheville
LOS Assoc. of Realtors
Tourism Development Assoc.
Board of Commissioners
BC Judicial Bar
Planning Board
Board of Adjustment
Legacy Neighborhoods
Faith Leaders
NC Farm Bureau
Fire Chiefs Meeting
Duke NC Leadership
Friends of Fonta Flora Trail

2021 ACTIVITIES

August & September

- Creation of Comp Plan website
- Creation of weekly e-newsletter
- Creation of Resident Steering Committee
- Selection of consultant CLARION
- First Steering Committee meeting

October

- Comprehensive Plan at kids soccer games
- Kickoff Week for the planning process
- Comprehensive Plan at Careers on Wheels
- Postcard Activity kits live at all libraries
- Comprehensive Plan at the Fall Festival

November

- Branding for The Plan unveiled
- 'What is a Comp Plan?' video unveiled
- Department Roadshows Complete
- Comprehensive Plan in the Holiday Parade
- First Survey goes live: Vision Word Cloud

December

- Elementary Student Activity Kit released
- Interviews with Stakeholders & leaders





Kickoff Week: October 11-13

The official kickoff week for the planning process started with a day-long meeting where County Departments, Municipal partners, and some agency stakeholders heard a presentation by the consulting firm, CLARION. The purpose of the meeting was to introduce the group to the phases and orient them to their role in the creation of the plan.

Next up was a tour, led by Planning Department staff, of several areas of the County. This tour gave the consultant insight into the different urban and rural growth patterns in the county, and highlighted some of the infrastructure and land use challenges that we face.



KIDS SEAT AT THE TABLE

Youth voices are an important component of a long-range Comprehensive Plan. Children who are 10 years old today will be in their 30's when this Plan is coming to its close. The course of this Plan will see them graduating high school, going to college, getting jobs, moving into their own homes, and creating their own versions of family. Their ideas can help shape the community in ways that benefit all residents.

Phase 1 included several types of outreach to youth. Hundreds of students shared their vision words for the future at the ABTech Careers on Wheels event, and at Fall Festival. A kids section was included in the e-newsletter with recommended books and kid-friendly information. Kids were invited to draw a picture of what they wanted the future to be like on postcards available at all county libraries, and the information will be used as part of the input process.

Finally, an Elementary Student Activity Kit was developed by county staff and shared with all City and County schools, including private, charter, homeschool, and many after-care providers. Kids will continue to have many options for learning about the planning process and sharing their ideas in ways that will help shape the final Plan document.

**111 residents applied
for 23 spots on the
Steering Committee.**

PHASES

PHASE 1 - LAUNCH

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

PHASE 2 - VISION & GOALS

- 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

- 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

CONSULTANT TEAM

CLARION



TRAFFIC PLANNING AND DESIGN, INC.



NEMAC+FernLeaf

Department Roadshows

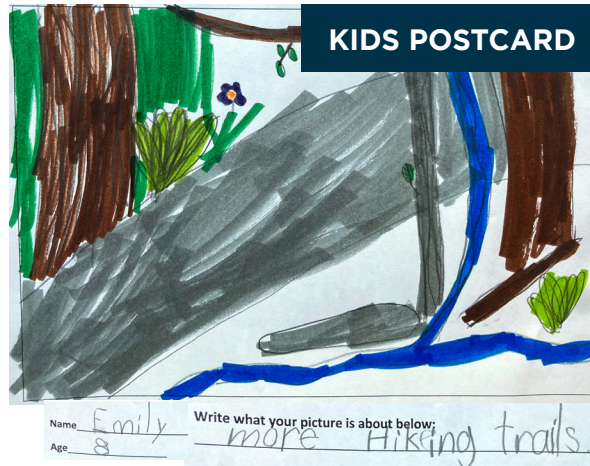
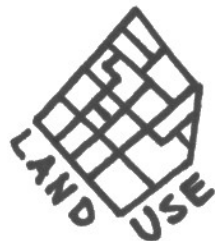
Creating a Comprehensive Plan takes a village. While the Planning Department's Long Range Division acts as the Project Team, other departments play an essential role in helping create and implement The Plan.

Departments can promote the plan through their contact with the public, provide technical knowledge and data to assist residents and decision-makers, give feedback on how the county might achieve some of the proposed goals, and help to implement the adopted Plan through the services provided, and actions taken over the next 20 years.



To get all Departments up to speed, Planning Staff held facilitated conversations with each department to inform them about the process, learn more about what services their department provides, and to find out what their department needs to better serve the public in the future.

Staff from all levels, including entry-level positions on up to department heads were invited to attend to give us all perspectives.



Focus Area Spotlight

There are currently a number of planning topics that the Comprehensive Plan will evaluate and set visions, goals, strategies and policies around. Residents may identify even more during the public engagement phase.

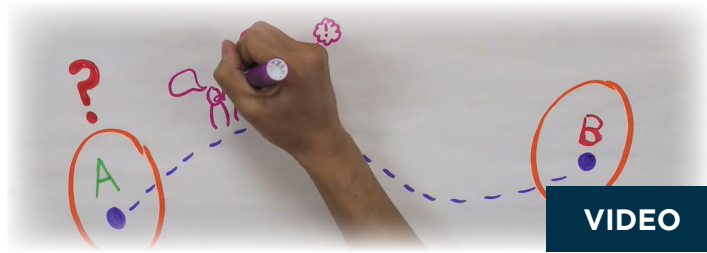
To help introduce these topics, starting in October each week's newsletter provided information about one of the focus areas. It included a definition and examples of how the Comprehensive Plan might address issues related to the focus area, and questions to get readers thinking about their own wants and needs. It also included a list of resources to dive deeper into the focus area.

BRANDING

The county unveiled The Plan logo, and tagline in early November. Branding will be used throughout the planning process to help link this project to a specific, recognizable look.

County staff and Steering Committee members submitted their ideas for taglines, based on the goal of reaching every resident of the county. The Committee selected the final choice: **Our Voices, Our Vision.**





VIDEO

OUTREACH

Staff developed a number of graphics and handouts to help promote the plan during Phase 1. This included information postcards and flyers, a fun video titled ‘What is a Comprehensive Plan?’, and information to use on social media. Most documents are also available in spanish.

A website was created as a place for residents to get information about the planning process and access activities and meeting information. The County also contracted with *publicinput.com* which provides engagement software that has many features to gather data and input from the public. That software was used to create Buncombe’s Engage website where surveys can be accessed from, and where hybrid meeting activities will take place:

Over 500 people have completed the Word Cloud Survey

engage.buncombecounty.org

The county hosted a live Let’s Talk meeting in mid-December. Residents could listen to a discussion about the Comprehensive Plan, and participate in a question and answer session. Additional outreach will continue throughout 2022 as we move into the first public engagement phase.



HANDOUTS

EARLY PUBLIC INPUT

Phase 1 activities on the Engage website include:

Word Cloud Survey

- Residents can share up to 4 words or phrases to describe their vision for the future.
- Their words will be used to create a graphic showing the community’s highest priorities.
- The information will also help develop the Vision statement for The Plan.

Elementary Student Activity Kit

- Available online or as a printed kit
- Activity designed for teachers and care providers to teach K-5 grade children about the Comprehensive Plan and to gather their ideas
- Students work together to create a Postcard town, and take a short survey.
- Information will be used to help draft the vision, goals, and priorities of The Plan.
- Middle and High version coming soon!

