



# 2030 Strategic Plan

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Presented by Strategy and Innovation



# Today's Agenda

- Strategic Plan Overview
- Recap of community and staff input
- Participatory session work



# Strategic Plan Overview



# 2030 Strategic Plan

- Alignment with the County's comprehensive plan
- Strategic plans and departmental business plans to be completed by Nov. 2024
- If a goal is in the plan, it must be measurable, and the data must be reported by adoption date
- Increase alignment with budget
- Strategic Plan stands alone
  - Has its own objectives and goals
  - No forced alignment to business plans



## Vision

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

## Values

Respect – Integrity – Collaboration – Honesty – Equity

Focus Area 1

Focus Area 2

Focus Area 3

Focus Area 4

Focus Area 5

**Objectives**  
Two to Three

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Two to Three

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Two to Three

**Objectives**  
Two to Three

**Objectives**  
Two to Three

**SMART  
Goals**  
Two to Three  
for each  
Objective

**SMART  
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Two to Three  
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Focus Area 6  
Operational/Foundational

NOTES: There may be more Focus Areas, as needed (showing 6 here as result of new “Operational/Foundational” and breaking up Resident Well Being). This structure results in a max of 54 goals. Each Objective must have 1 goal with an Equity component. Performance tracking rolls from goals to objective level, but does not go to Focus Area.

# Structure Example



Focus Area

Music Appreciation

Objective

Ensure guests have quality musical experience throughout their visit

SMART Goals

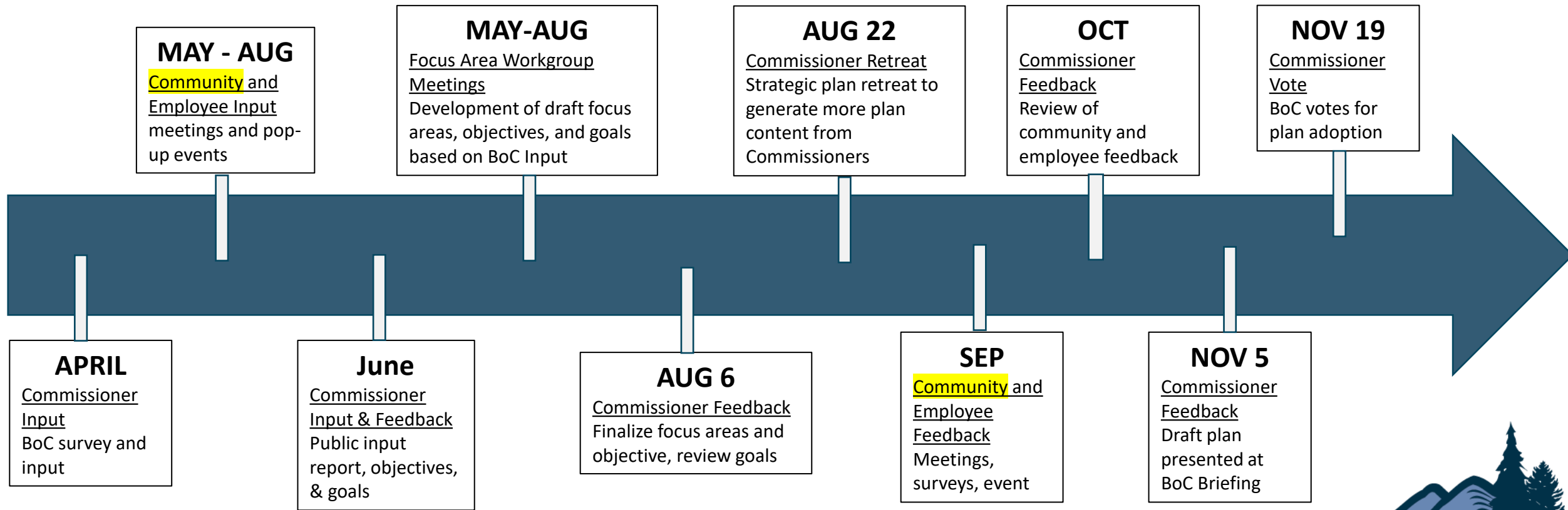
- Ensure time between musical acts are reduced to no longer than 10 minutes by 2030
- 50% of venue seating is refurbished with cushions by 2030
- At least 1 monthly performance of genre other than country or bluegrass by 2028

Objective – a broad statement of direction

SMART Goal – Specific, Measurable, Achievable, Relevant, Timebound



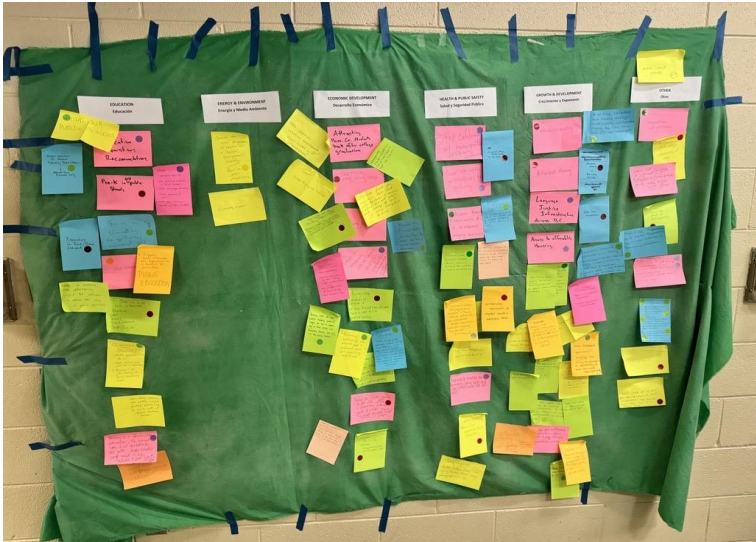
# 2030 Strategic Plan Development Timeline



# Community Input Sessions

- Four versions of a facilitation with the public.
- 24 scheduled events and a Public Input Page in May.
- Partnership with CAPE and Equity Office on content, planning, outreach.
- Demographic information being collected.

Category	Total Responses	% of Total Responses	Equity Responses
Education	53	11%	40%
Environment & Energy	50	10%	10%
Economic Development	68	14%	49%
Growth & Development	162	33%	46%
Health & Public Safety	87	18%	60%
Other Responses	64	13%	42%
<b>TOTAL</b>	<b>484</b>		





# Development Area Content



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Education

Focus Area 2

Focus Area 3

Focus Area 4

Focus Area 5

**Objectives**  
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# Proposed 2030 Strategic Objectives Education

- **Enhance Early Learning**
  - Providing Pre-K support
- **Strengthen Pathways to Adulthood**
  - Enhance opportunities for career pathing
- **Support Adult Learning**
  - Adult literacy and life-long learning
- **Holistically Improve Equity in Education**
  - Improve outcomes across demographic groups



# Proposed 2030 Strategic Objectives

## Health and Public Safety

- **Increase Coordination and Resilience of Public Health and Safety Services**
  - Focus is on faster LEO and ES response times, reduction in behavioral health-related crimes, increased awareness of available services
- **Increase Holistic Prevention Efforts to Create a Safer Community**
  - Focus on foster care reduction, increase the number of BIPOC service providers, enhanced dispatch capabilities, increased county services and community partners
- **Increase Equitable Access to Physical, Mental, and Behavioral Health and Safety Resources**
  - Increased access to public health services, decreased substance use-related deaths, reduced demand for 911 services, increase BIPOC service providers in the community
- **Enhance the County's Commitment to Uplifting Person-Centered Options to Support Wellbeing**
  - Decreasing rates of suicide and substance use-related deaths
- **Enhance Health and Public Safety Programs' Sustainability through Increased Support for Frontline Workers' Health and Wellbeing**
  - Focus on employee retention and morale and mitigating employee trauma



# Proposed 2030 Strategic Objectives Energy & Environment

- **Preserve the Agriculture Heritage of Buncombe County**
  - Farmland preservation succession
- **Prioritize the Protection of Natural Resources**
  - Conservation easements and investing in code enforcement and composting facilities
- **Reduce Greenhouse Gas Emissions**
  - Fleet electrification, waste diversion and home weatherization programs
- **Increase Hazard Mitigation and Disaster Preparedness to Support a Climate Resilient Community**
  - Equitable Hazard Mitigation Plan and monitoring investments



# Proposed 2030 Strategic Objectives Economic Development

- **Increase Opportunities and Support for Local Workforce**
  - Focused on incentive projects that include benefits, skills training, and employment programs
- **Increase Business Opportunities with Buncombe County**
  - The County will focus on increasing Request For Proposals (RFPs) and contracts with minority owned business
- **Increase Access to Quality Internet**
  - Focus will be on underserved areas of the County
- **Increase Economic Opportunity in Buncombe County**
  - Focus is on increasing the # of small businesses, wage rates, and minority home ownership



# Proposed Objectives

## Growth and Development

- **Enhance transportation opportunities through partnerships, emphasizing the needs of underserved and BIPOC communities**
  - Providing greater access to mass transportation geographically and demographically
- **Incentivize a diversity of housing as a foundation for affordable, healthy, and thriving communities, particularly for the most vulnerable residents**
  - Addressing housing cost burden issues
- **Maximize the use of land, guiding development to targeted growth areas that lead to resilient communities**
  - Responsible and effective development strategies



# Questions?





# Appendix



# 2025 Strategic Objectives

