

## **Focus Area 1: Economic Growth and Sustainability**

### **Goal 1: Implement the Economic Development Capital Improvement Plan**

Action Item: Adoption of Municipal Service Districts, including the South Slope, the River Arts District and Charlotte Street Corridor

Action Item: Creation of a separate debt service fund

Action Item: Change in the City's current practice of financing capital projects to the one that utilizes a mix of interim financing and permanent financing.

Action Item: Addition of Special Obligation Bonds to the menu of available permanent financing options.

Action Item: Utilize additional funds to leverage money from other partners including NCDOT, Buncombe County, the TDA, as well as other public and private partners.

### **Goal 2: Invest and leverage investment in community infrastructure.**

Action Item: Research, develop and propose incentives for in-fill and redevelopment. Evaluate City owned property to determine best use.

Action Item: Evaluate the ability to improve and extend ART services.

Action Item: Incorporate Complete Streets Policy in planning for transportation infrastructure, including bike lanes, greenways, and pedestrian access.

Action Item: Support I-26 Connector improvements.

Action Item: Promote innovative forms of development including Form Based Code, mixed use development, and right sizing.

Action Item: Research access to better broad-band internet connectivity

**Goal 3: Create economic development and community investment opportunities through partnerships, planning and incentives.**

Action Item: Launch process to update the Comprehensive Plan 2025

Action Item: Develop timetable to extend Form Based Code Planning.

Action Item: Leverage regional service provider partnerships to assist small businesses in gaining access to effective business plan development.

**Goal 4: Support staff's continued implementation of operational efficiencies and practices of sustainability**

Action Item: Utilizing a Development Task Force, evaluate the City's development process, including education and communication

Action Item: Continued sustainability efforts including carbon footprint reduction and clean energy economy

**Focus Area 2: Affordability and Economic Mobility**

**Goal 1: Expand Asheville's supply of quality, affordable homes for current and future residents.**

Action Item: Develop an action plan with the Housing Authority for the redevelopment of a public housing community to include affordable, mixed income housing.

Action Item: Revisit our land use regulations to identify zoning and regulatory changes that promote affordable housing located close to the CBD, jobs and transportation.

Action Item: Work with developers to increase production of affordable housing units by providing financial assistance and other development incentives.

Action Item: Evaluate and implement Affordable Housing Advisory Committee recommendations. Develop and action plan for the Affordable Housing Scorecard.

Action Item: Continue City-County Homeless Initiative Advisory Committee's evaluation of next steps and recommendations for moving forward.

**Goal 2: Improve citizen equity by reducing disparity gaps with an emphasis on education and socio-economic mobility.**

Action Item: Partner with Asheville City Schools to track progress toward the City School Strategic Plan; receive regular updates from the school system through City Council appointed liaison.

Action Item: Identify appropriate partnership opportunities to improve access to affordable housing, transportation, and living wage jobs.

Action Item: Clarify the most effective role the City can play in assisting City Schools in reducing the achievement gap.

Action Item: Facilitate Council policy discussion regarding making the living wage a requirement for city Economic Development incentives.

**Focus Area 3: High Quality of Life**

**Goal 1: Make Asheville one of the safest cities in America based on approved metrics for similarly sized cities**

Action Item: Develop strategies to address nuisance behaviors including pan-handling, toplessness, graffiti, litter and public drunkenness

Action Item: Address speeding in neighborhoods through traffic calming measures.

Action Item: Finalize and implement the Police Departments Strategic Plan

Action Item: Support and expand community based policing efforts to improve relationships between the police and the community.

**Goal 2: Encourage policies and development that improves public health and safety for City of Asheville employees and citizens.**

Action Item: Pursue implementation of the Food Action Plan, including public/private partnerships to create community gardens and farmers markets on publically owned land, to ensure all citizens have access to affordable healthy food options.

Action Item: Continue emphasis on disease management and wellness for City of Asheville employees.

Action Item: Prioritize transportation system that supports multi-modal system, including walking, biking, greenways and transit.

**Goal 3: Continue to support Asheville as a culturally diverse city**

Action Item: Create public/private partnerships to bring festivals to Asheville that promote a sense of community

Action Item: Continued support of entertainment, art and cultural centers.

**Goal 4: Develop a Council Legislative Agenda**

Action Item: Set Council positions prior to each session of the North Carolina General Assembly.

Action Item: Create Council overall guiding principles for legislation giving direction to staff and legislative liaisons.

**Goal 5: Continue to develop City Council communications and partnerships with citizens, community leaders, the media and elected officials.**

Action Item: Identify advocates working in communities and begin dialogue to improve effective engagement. Evaluate and implement best practices through City outreach initiatives already in progress; East of the Riverway, Haywood Road Vision Process, and RADTIP.

Action Item: Improve diversity and engagement of City Council's Boards and Commissions.

Action Item: Conduct a citizen satisfaction survey.

Action Item: Engage and develop working relationships with state and local legislators on issues regarding the City's legislative priorities.

Action Item: Create opportunities to communicate City efforts and achievements through traditional media, social media and community meetings.