

Part 5 - PUBLIC PARTICIPATION AND INTERGOVERNMENTAL COORDINATION

GOAL/STRATEGY	LEAD PARTY/ PARTIES	TIMELINE	IMPLEMENTATION STEPS
<p>Goal I. To insure that the appropriate public participation process is selected so as to result in the most effective communication and to insure the receipt of public input.</p>			
<p>Strategy 1. Evaluate the effectiveness of the following public hearing processes and make adjustments as needed to improve public participation:</p> <ul style="list-style-type: none"> * Zoning and Conditional Use Permit Hearings * Technical Review Committee Hearings * Board of Adjustment Appeals 	<p>Planning and Development Legal</p>	<p>2003-2004</p>	<p>Members of the public may now contact departments online. Also, there is a new development mapper online which allows the public to search for information. In addition, the City website now contains the rules and procedures for various meetings.</p>
<p>Strategy 2. Examine the development review process for opportunities to more effectively engage the public earlier in the initial project concept development.</p> <ul style="list-style-type: none"> * Evaluate the effectiveness of pre-application meetings between developers and affected neighborhoods as provided in current City ordinances. * Consider whether mandatory pre-application meetings should be required and, if so, whether they should be facilitated by City staff or by professional mediators/facilitators. * Develop better methods of public notification. 	<p>Planning and Development</p>	<p>2003-2004</p>	<p>City staff has instituted developer meeting options, where a developer can hold neighborhood meetings instead of the traditional staff meetings. Staff created the consolidated technical review process. Have not developed pre-application meetings with affected neighborhoods. Increased use of the development mapper tools.</p>

<p>Strategy 3. Continue to effectively implement and promote the Community Oriented Government program.</p>	<p>City Manager</p>	<p>Ongoing</p>	<p>The Community Oriented Government program has continued to be implemented and expanded since 2002. Since then, the City Manager has added several new programs, a Citizen's Academy for external citizens and a Leadership Academy for City employees. During these academies, citizens spend ten weeks learning about the workings of the City government. Each department participates through presentations or other support. The City also added a neighborhood service program, where a neighborhood coordinator serves as a liaison to residential communities and local businesses. The neighborhood coordinator also tracks crime prevention stats and works on traffic safety issues. Additionally, City staff hold regular community forums, where citizens are able to give feedback and thoughts on pertinent issues or City Council's strategic plan. Sometimes the City holds one per year, at other times, they hold a series of six or seven forums on one topic. Another continued program has been neighborhood walks, where City staff members go out into the field to investigate/overview problems.</p>
<p>Goal II. Continue to promote and facilitate effective and efficient intergovernmental coordination.</p>	<p>All Departments</p>	<p>Ongoing</p>	<p>The City Manager has made intergovernmental coordination a priority over the past four years for all departments, Economic Development and the City Manager's office. The City conducts regular audits of all intergovernmental partnerships and agreements to keep abreast of all goals and progress.</p>

Goal III. Use technology more effectively in alerting the public to issues of importance.			
<p>Strategy 1. Explore better use of the City web page and government access (Channel 20). Communicate information about development activities and other related items of public interest.</p>	<p>Public Information Office Planning and Development</p>	<p>Ongoing</p>	<p>Since the implementation of the 2025 Plan, the City's technology use has grown in leaps and bounds. They have updated the website, making it significantly more user friendly. The development process page was completely revamped to better serve the communities needs. A GIS tool was added through the MapAsheville application, which allows neighborhoods to see development plans and pull relevant documents and meeting minutes. As for the access channel, the City has moved from having documentary-style pieces to producing magazine shows once a month, which highlight current or public interest issues.</p>
<p>Strategy 2. Examine the use of other media in getting information to the public.</p>	<p>Public Information Office</p>	<p>Ongoing</p>	<p>The neighborhood coordinator helps put together a monthly city-wide E-Newsletter. Currently, there are close to 4,000 subscribers.</p>