



Strategic Discussion

Presented by

Vibrant Economy Focus Area Workgroup



BUNCOMBE COUNTY

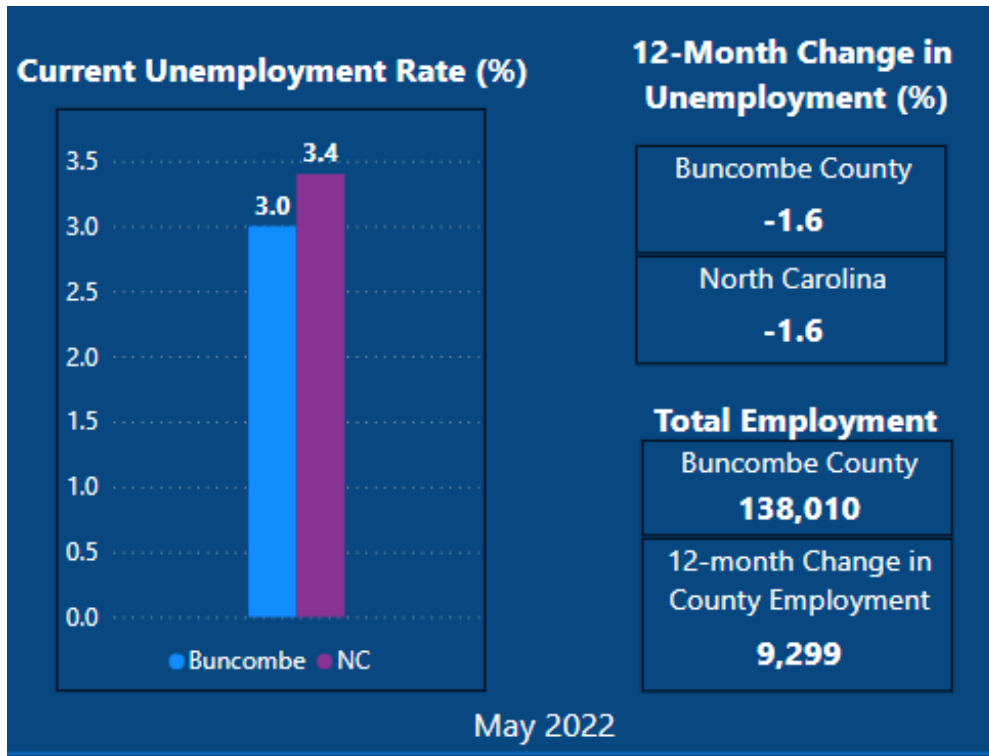


Agenda

- Goal Review and Initiative Discussion
 - Implement land use strategies that encourage affordable housing near transportation and jobs
 - Increase median household income to NC Benchmark
 - Increase total employment in region's targeted industries
- Key Take Aways and Questions ~ 5 minutes



State of Buncombe – Economic Overview



New Residential Permits			
This Month			
New Permits	YTD Units	New Permits Value	YTD Value
391	1935	\$107,771,000	\$499,856,000
Same Month Last Year			
New Permits	YTD Units	New Permits Value	YTD Value
296	1579	\$77,302,000	\$398,243,000
May 2022			

Sources: US Bureau of Labor Statistics, Labor Force Data by County, Not Seasonally Adjusted;
US Census Bureau, Building Permits Survey (BPS);
US Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS)



State of Buncombe – Economic Overview

Occupation	Total Employment (2021)	Employment Growth from 2020	Median Hourly Wage
Business and Financial Operations Occupations	8,220	1,630	\$29.70
Management Occupations	8,770	1,610	\$45.11
Computer and Mathematical Occupations	2,850	560	\$35.98
Food Preparation and Serving Related Occupations	21,780	500	\$11.32
Protective Service Occupations	3,730	210	\$18.09
Production Occupations	13,970	200	\$17.79
Office and Administrative Support Occupations	23,350	180	\$17.73
Farming, Fishing, and Forestry Occupations	520	170	\$13.44
Community and Social Service Occupations	2,840	160	\$22.84
Building and Grounds Cleaning and Maintenance Occupations	6,100	140	\$13.86
Installation, Maintenance, and Repair Occupations	7,400	70	\$22.59
Healthcare Support Occupations	8,920	30	\$14.28
Construction and Extraction Occupations	7,370	10	\$18.89
Life, Physical, and Social Science Occupations	1,160	-30	\$30.27
Legal Occupations	1,090	-40	\$28.90
Arts, Design, Entertainment, Sports, and Media Occupations	2,180	-80	\$21.62
Healthcare Practitioners and Technical Occupations	15,890	-130	\$30.00
Educational Instruction and Library Occupations	9,270	-210	\$22.76
Transportation and Material Moving Occupations	15,310	-210	\$14.82
Architecture and Engineering Occupations	2,720	-270	\$35.50
Sales and Related Occupations	19,800	-430	\$13.91
Personal Care and Service Occupations	4,030	-900	\$13.57

Average Hourly Wage (All Private Sector)	
Buncombe County \$27.32	North Carolina \$29.59
Change from Same Month Last Year + \$0.71	Change from Same Month Last Year + \$1.76
May 2022	

Sources: US Bureau of Labor Statistics, Labor Force Data by County, Not Seasonally Adjusted;
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Vibrant Economy

Goal Overview

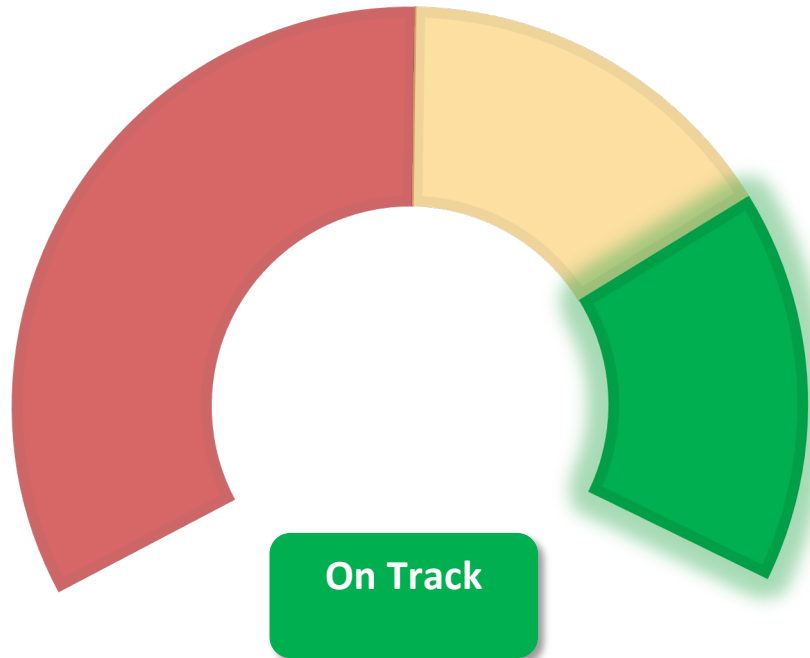
Tier 1 Goals	Tier 2 Goals
Vibrant Economy	
<ul style="list-style-type: none"> Implement land use strategies that encourage affordable housing near transportation and jobs 	<ul style="list-style-type: none"> Work effectively with the community and all applicable stakeholders to promote sustainable growth patterns within the County through a robust and effective comprehensive planning process. Planning & Transportation
<ul style="list-style-type: none"> Increase median household income to NC benchmark 	<ul style="list-style-type: none"> Increase average wage for Buncombe County incentivized projects Economic Development
	<ul style="list-style-type: none"> Increase household income for STEP graduates HHS - Econ. Services
<ul style="list-style-type: none"> Increase total employment in regions targeted industries 	<ul style="list-style-type: none"> Increase small business and "startup" jobs Economic Development
	<ul style="list-style-type: none"> Increase total employment in targeted advanced manufacturing jobs Economic Development
	<ul style="list-style-type: none"> Increase total employment in targeted Professional Office and Information Technology jobs Economic Development

- 6 goals and 12 initiatives aligned to Focus Area
- 100% of goals are active
- For reporting period Q4 FY22 100% of departmental goals are achieving targets



Goal Review

Most Recently Reported Project Results



Goal: Implement land use strategies that encourage affordable housing near transportation and jobs

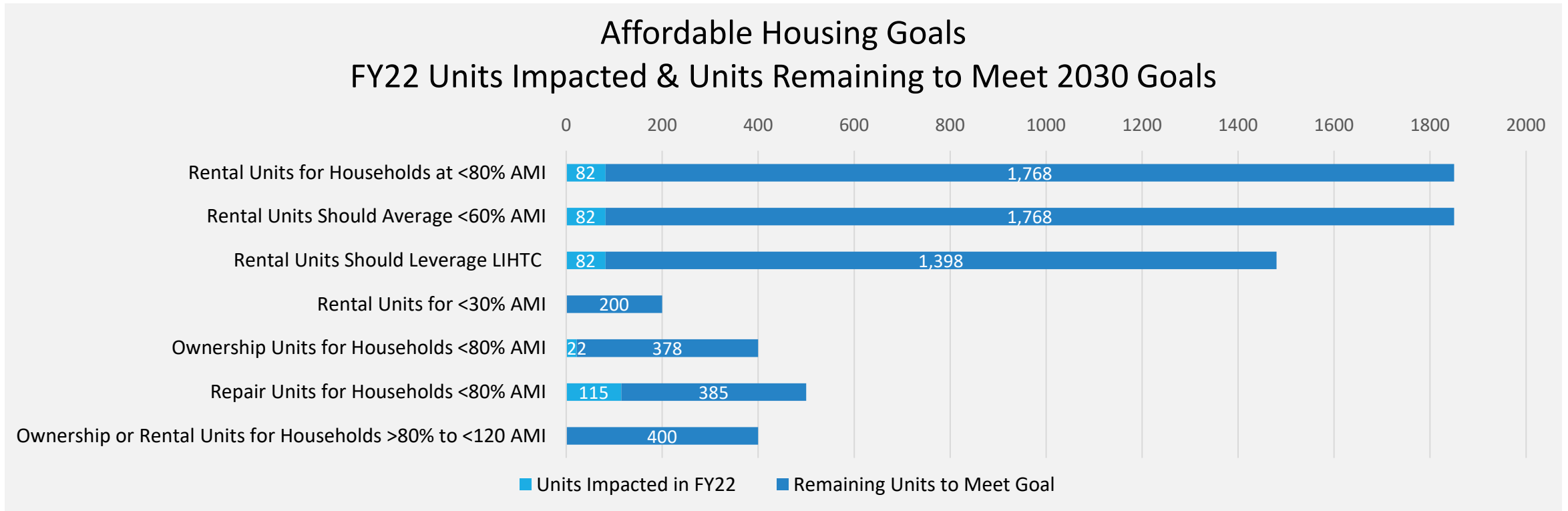
Depts: Planning & Transportation

- **Progress**
 - Comprehensive Plan 2043 underway
 - County-owned Property Assessment to begin in August
 - Affordable Housing Goals/Investment (ARPA)
- **Challenges**
 - Site Availability/Terrain
 - Rising Costs (Inflation, interest rates)
 - Competing interests (development, conservation, development types)



Community Indicator

Affordable Housing Committee goals extend to 2030 (beyond the scope of the Buncombe2025 Plan)



6% of Goals met (YTD)

Source: Buncombe County Affordable Housing Services Program, Total Units Completed (Closed) in FY22



Strategic Initiatives

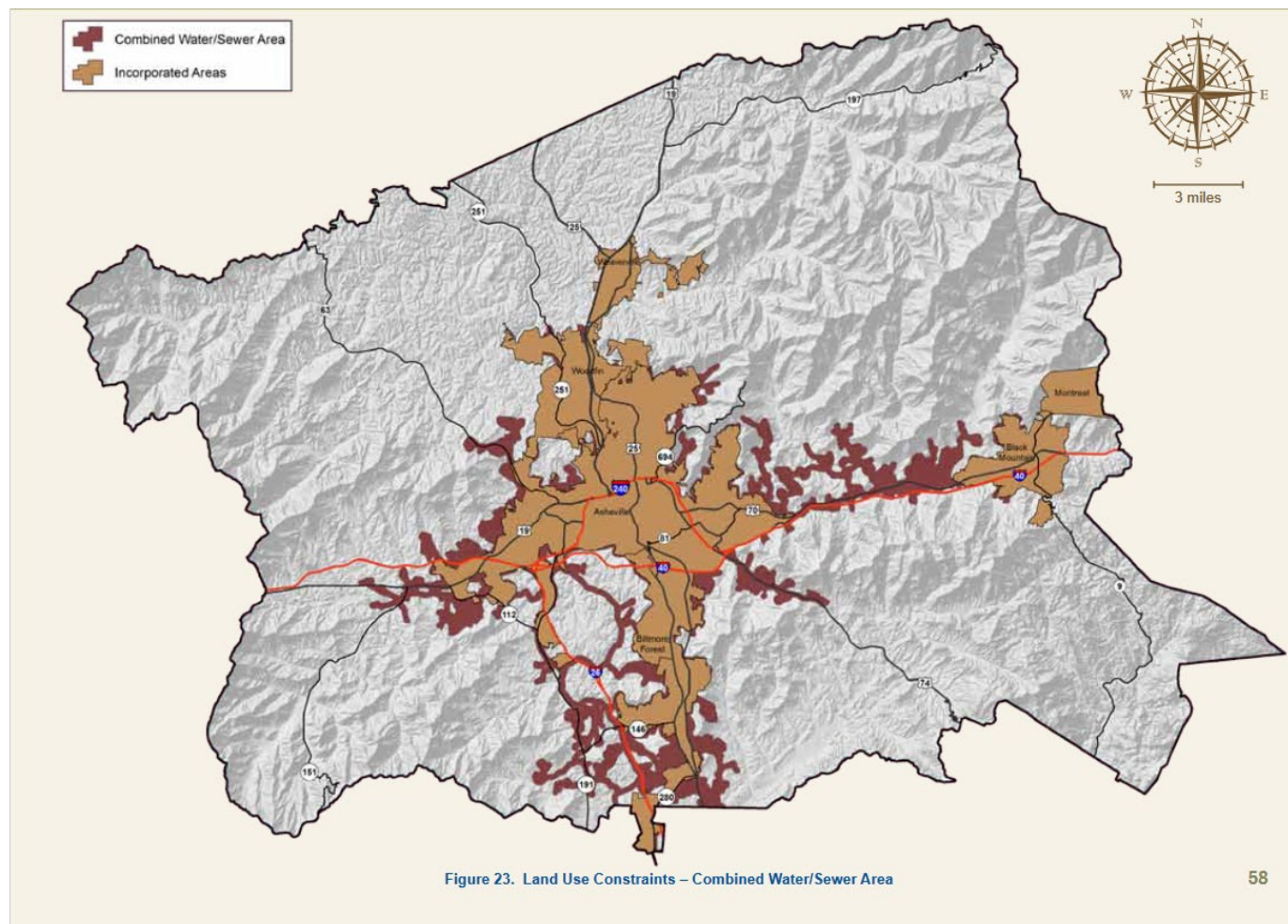
Goal: Implement land use strategies that encourage affordable housing near transportation and jobs

Depts: Planning & Transportation

- Complete the Comprehensive Plan (e.g., Future Land Use Map [FLUM])
- Begin Text Amendments to Development Ordinances post Comprehensive Plan adoption
- Development Agreements for Ferry Road and Downtown Properties
- Identify and consider opportunities/partnerships to expand infrastructure (e.g., sewer, roads, broadband)
- Encourage projects to pursue Community Oriented Development option, particularly along transit corridors

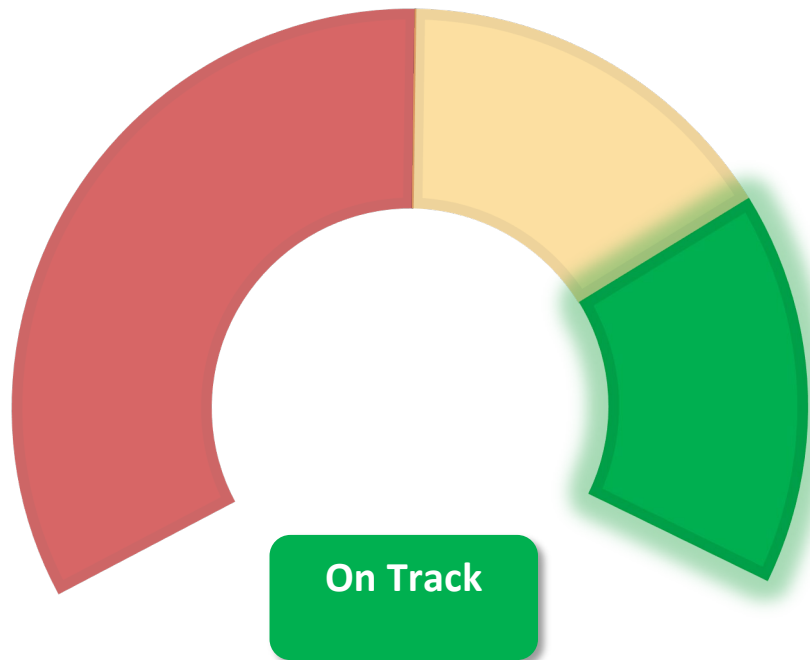


Case In Point: Development Map



Goal Review

Most Recently Reported Project Results



Goal: Increase median household income to NC Benchmark

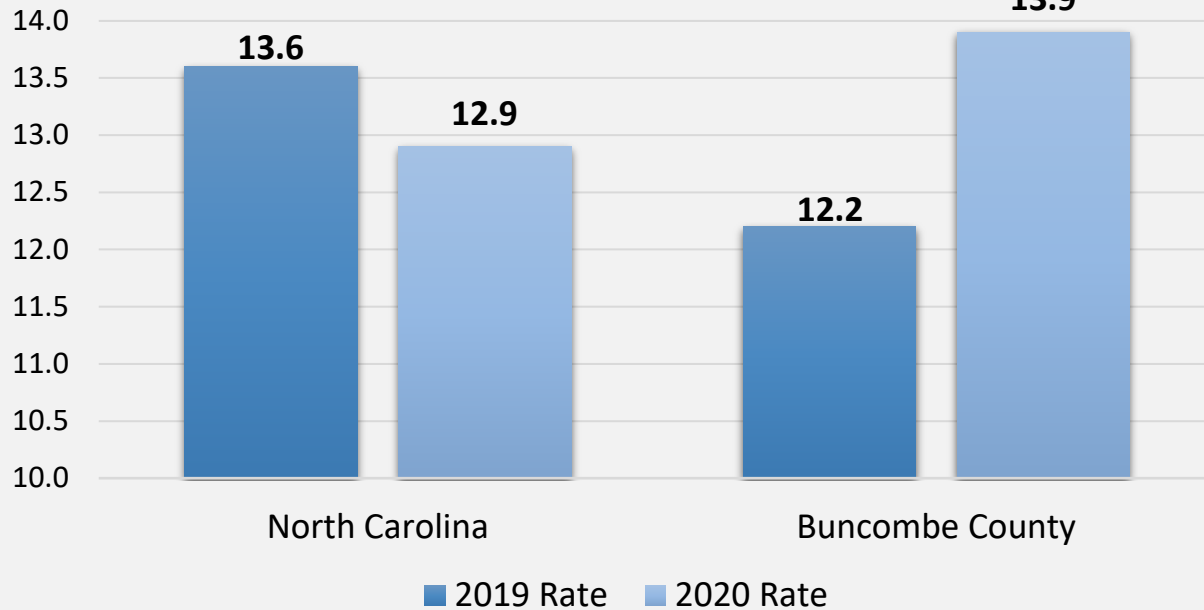
Depts: Economic Development, HHS – Economic Services

- **Progress**
 - Growing local businesses East Fork Pottery, System Logistics Corporation and BorgWarner. These expansions will create 200+ jobs at an average wage of \$26 per hour.
 - Inclusive Hiring Partners (IHP): 20 full-time placements with average wage of \$18.62/hour
 - Employers are increasing wages.
- **Challenges**
 - **Inflation:** Wage growth may not keep pace with rate of inflation
 - **Workforce Availability:** Some wage growth is the result of workforce scarcity which requires innovative workforce development strategies

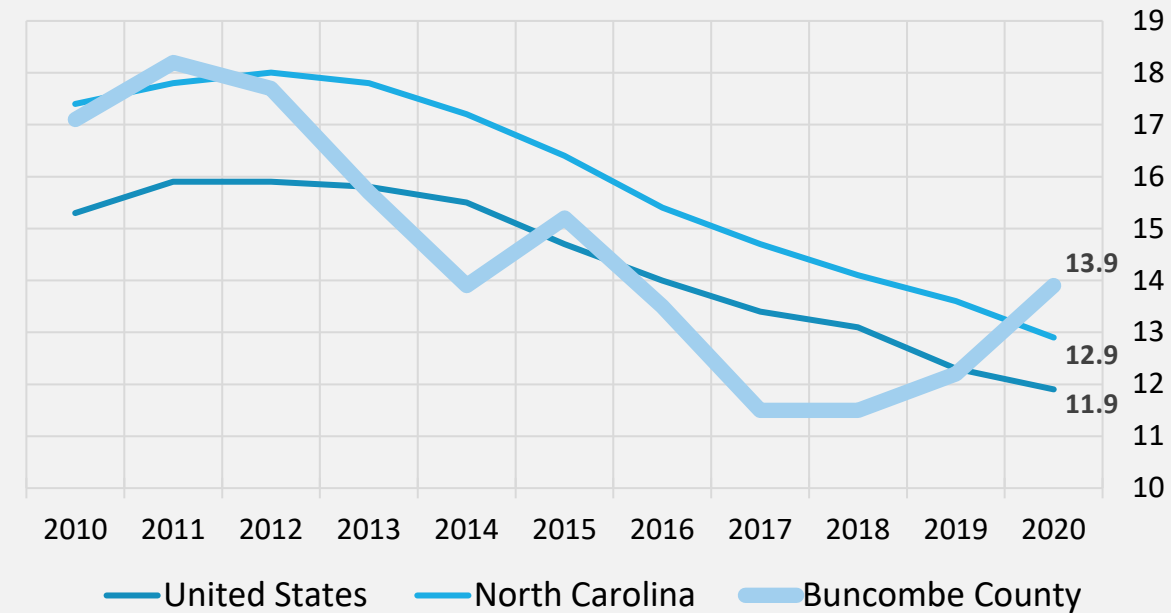


Community Indicator

Poverty Rate (%)
2019 - 2020



Poverty Rate (%)
2010 - 2020



Target: Decrease poverty level to below 10% by 2025
2020 Poverty Threshold for 4-Person Family Unit: \$26,496/year

Source: US Census Bureau, Small Area Income and Poverty Estimates (SAIPE) Program



BUNCOMBE COUNTY



8/1/2022

Strategic Initiatives

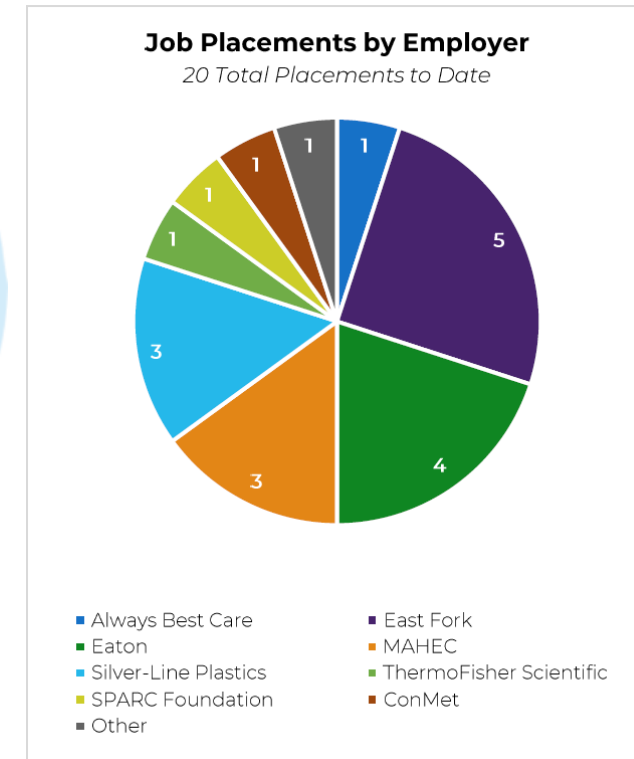
Goal: Increase median household income to NC Benchmark

Depts: Economic Development, HHS – Economic Services

- Continued recruitment of high-wage industries and employers
- Continued growth of workforce development programs (Inclusive Hiring Partners, Accelerate Buncombe, Guided Compass, INspire Recovery)
- Investments in Economic Sector via ARPA (\$2.4 M toward small business development, job creation/retention & economic relief for impacted sectors)

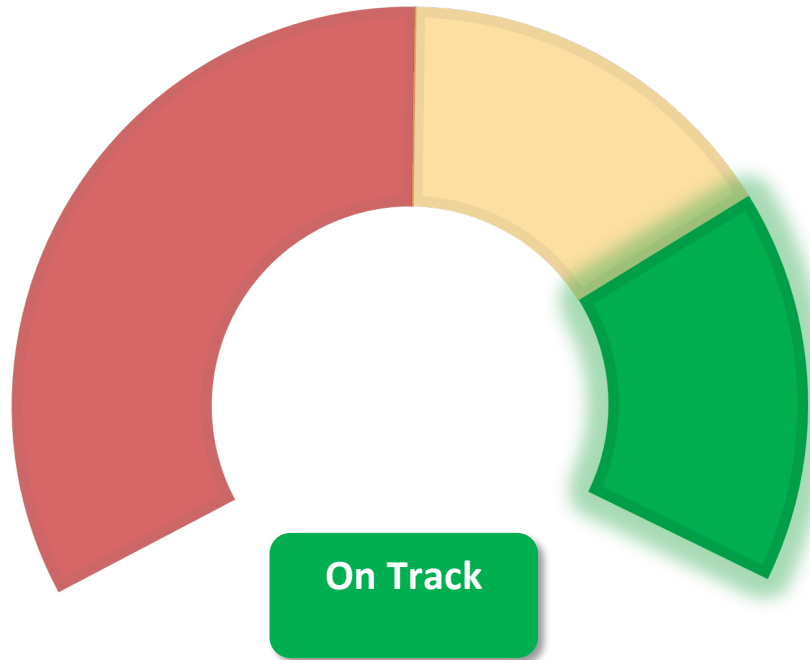


Case In Point: Inclusive Hiring Partners



Goal Review

Most Recently Reported Project Results



Goal: Increase total employment in region's targeted industries

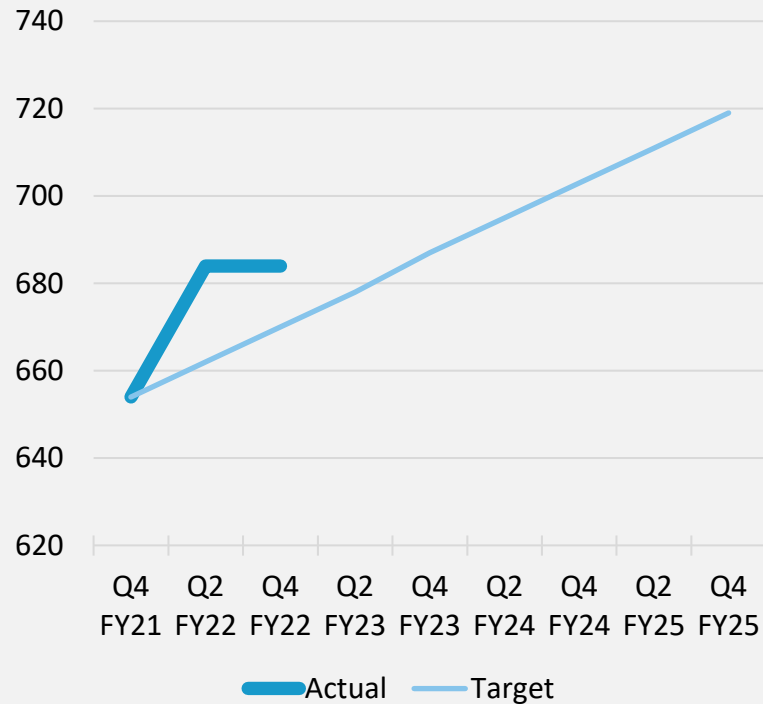
Depts: Economic Development

- **Progress**
 - Growing local businesses East Fork Pottery, System Logistics Corporation and BorgWarner. These expansions will create 200+ jobs at an average wage of \$26 per hour.
 - Supporting local businesses, One Buncombe Fund Distributed its latest Round of Funding - totaling \$1.9M in Relief for Small Businesses Helping Retain 1,100 Jobs.
 - Expanding Broadband, Buncombe County allocates nearly \$4.5M to expand broadband in unserved areas including rural Buncombe County and the Housing Authority of Asheville.
- **Challenges**
 - **Workforce Availability:** Region features low unemployment and 10K+ vacant positions
 - **Hiring Competition:** for workforce in competitive industries increases wages, but creates marketplace instability

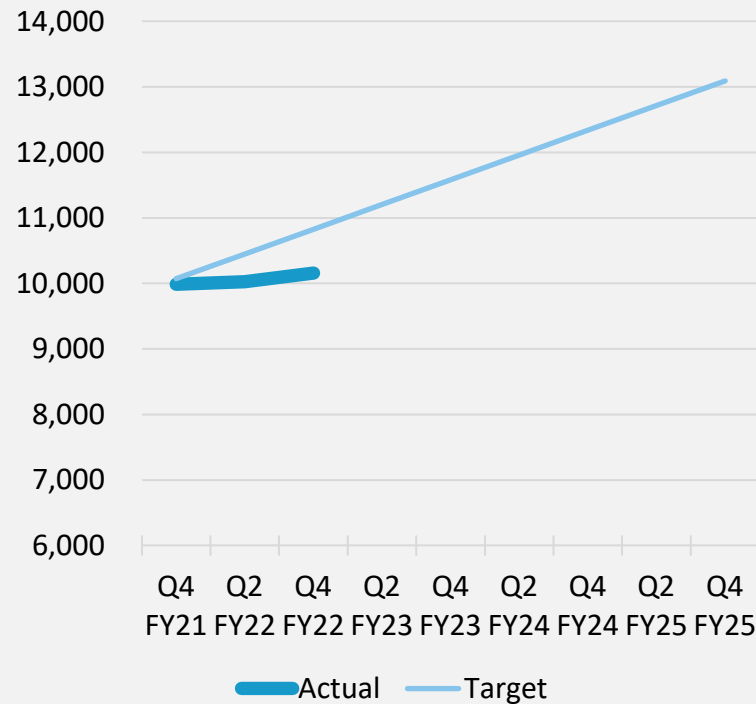


Community Indicator

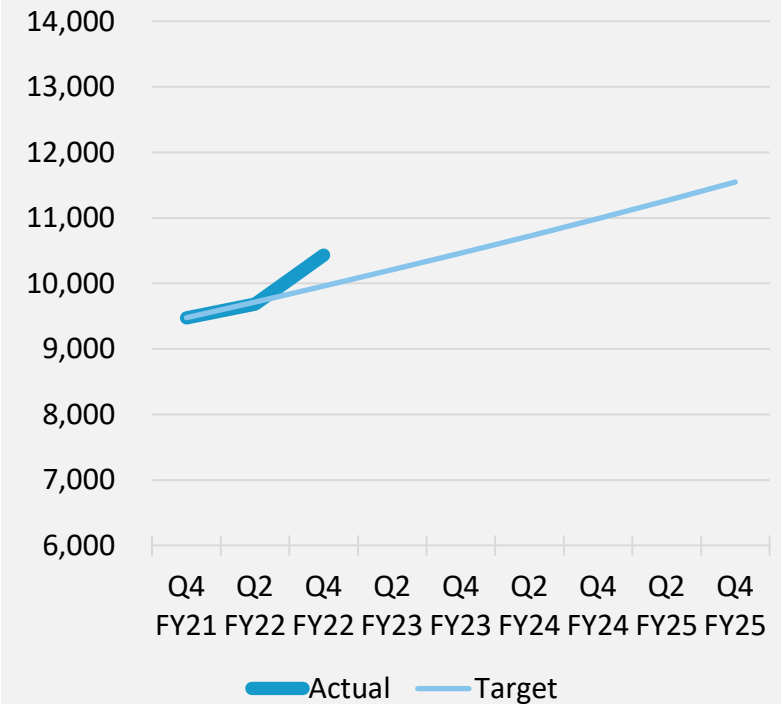
Small Business & Start-Up Jobs



Advanced Manufacturing Jobs



Professional Office & IT Jobs



Source: US Bureau of Labor Statistics, Quarterly Census of Employment and WAGES (QCEW)



Strategic Initiatives

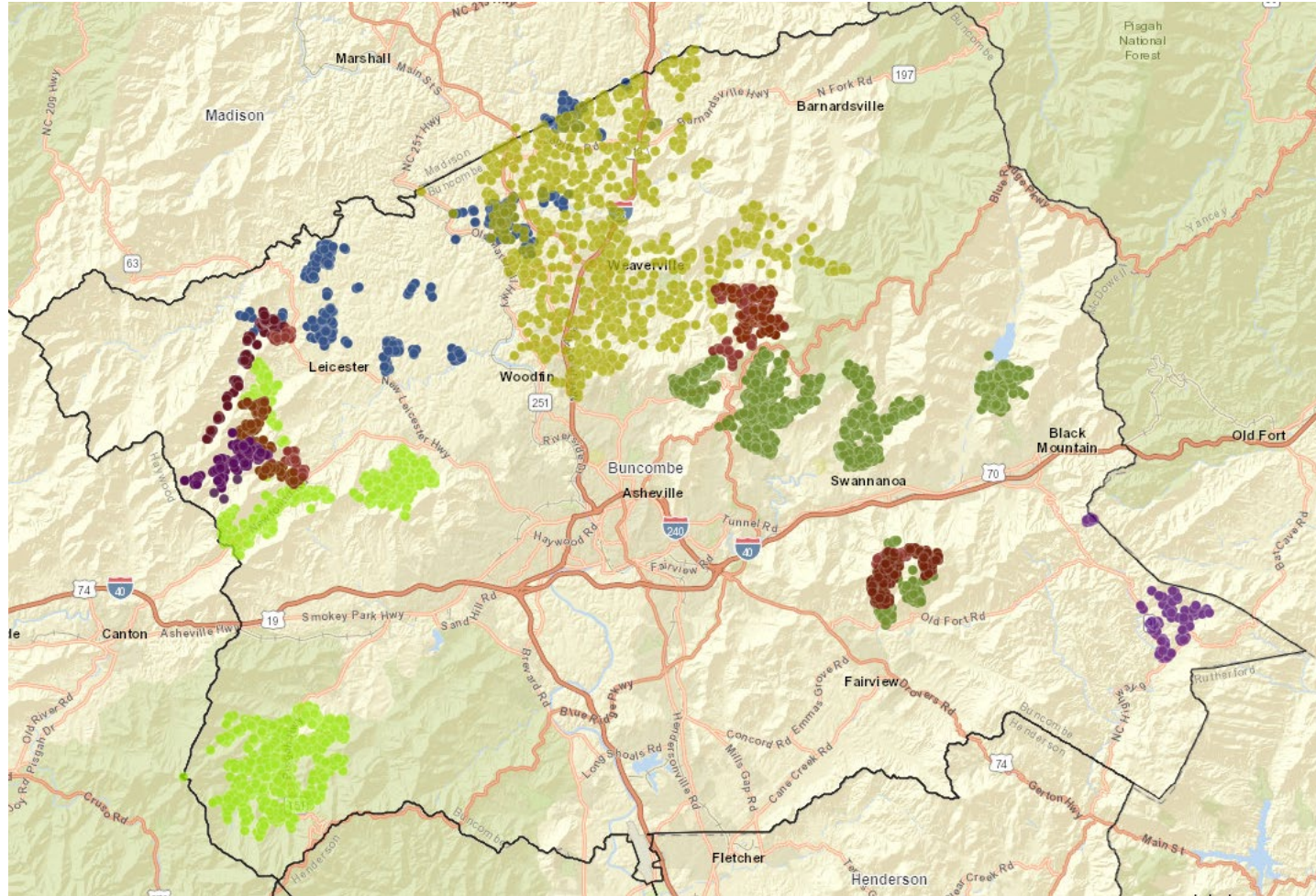
Goal: Increase total employment in region's targeted industries

Depts: Economic Development

- Expand broadband infrastructure via GREAT, CAB, and other grant programs with Buncombe County financial match (ARPA).
- Complete infrastructure (Enka Commerce, Biltmore Park West, Ferry Road) to enable site development.
- Identify industry and commercial development areas in the Comprehensive Plan.



Case-in-Point: Broadband Expansion



- Map depicts households to be served with GREAT grant awards
- Colors denote different providers
- Total estimated households: 7,000

