COMPREHENSIVE PLAN
PLANNING BOARD UPDATE

Presented by

Planning & Development Department
June 21, 2021
What is a Comprehensive Plan?

• 20 year VISION for the County’s future
• Inclusive public engagement
• Guides growth
• Addresses community needs/wants
• Identifies goals, objectives and strategies
What can a Comp Plan DO?

- Guidance for future Strategic Plans and Budgets
- Direct County to create Small Area Plans for neighborhoods
- Qualify County for new Federal and State funds
- Direct changes to ordinances, regulations, and policies
- Create opportunities for new local and regional collaboration
Staff to-do list (2021 - 2023):

- Create a Steering Committee of community members
- Select a Consultant to guide the planning process
- Coordinate with County Departments for assistance (*Ex: Communications, IT*)
- Conduct a Department roadshow
- Establish Technical Advisory Committee (*County Departments, municipalities, other agencies*)
- Launch Official website and social media campaigns
- Work with the Consultant and community **throughout the planning process**
- Draft the plan, obtain feedback, and present to the Boards for adoption
Steering Committee

• Diverse, representative group of residents
• Selected for knowledge of community, expertise in a focus area, or interest in County’s future

• Role:
  • Provide perspective/insight on information
  • Feedback on draft policies and implementation
  • Act as a sounding board for residents
  • Networking and advocacy for the Plan
Steering Committee Focus Areas

- Ability
- Transportation
- Equity
- Hazard Mitigation
- Resilience
- Economy
- Tourism
- Farmland / Food
- Healthy Community / Parks
- Youth / Aging / Multi-Generational
- Diverse, Representative Group
  - Age, race, job sector, county region, ability, language, etc.
- Sustainability / Conservation / Environment
- Emergency Mgt / Safety
- Planning Board Representative
- Critical Facilities & Concurrency Mgt
- Housing
- Economy
- Tourism
- Transportation

Buncombe County
Steering Committee Review Criteria

3 Evaluators separately ranked applications.

Points given for:

• Professional experience, affiliation, or real world experience related to the Component areas
  
  o *Ex. Of real world experience: owns a farm, engaged in community, lives in affordable housing, works in service industry, etc.*

• Long term residency in the County

• Diversity (Geographic area, age, race, gender, education level)

• Staff designated Component areas for each applicant based on their areas of experience, not interest
Steering Committee Timeline

Application advertised to the public

MAY 3

Due date

Staff provided 30 recommended applicants to Commissioners

June 11

Commissioner selection of members

Next Steps

August 3

111 applications received

Commissioner Interviews of applicants

MAY 17
Request for Proposals (RFP) for Consultants

Consultant to guide the planning process and provide services and support for the creation of a 20 year plan

Consultant Role:

• Engage citizens, staff, and the community in the process
• Compile and analyze data and prior plans
• Develop goals, policies, and actions to achieve the vision
• Draft the plan and present to Boards for feedback/adoption
Consultant Selection Timeline

- **RFP released requesting proposals**: January 27
- **Consultant interviews**: May 20
- **Contract Negotiation with preferred Consultant**: August 2021
- **Contract Begins**: August 2021

- **Proposals Due**: April 27
- **5 proposals received**
Sample Consultant Tasks

- Work with staff to develop project scope and timeline
- Gather existing data and county/regional plans for analysis
- Create a public engagement plan
- Conduct meetings with Steering Committee and Boards
- Assist with public meetings, events, surveys, and media
- Monitor progress and identify missing elements
- Develop goals, actions, and benchmarks
- Complete a county needs assessment
- Recommend changes to ordinances, policies, etc.
- Draft the plan, provide graphics, and present to community
Planning Board Participation

- Possibly designated representative on the Steering Committee
- Regular presentations from staff/Consultant throughout the 2-year process
- Public engagement participation – Surveys, meetings, popups, etc.
- Review of draft plan data and documents
- Public meetings with Board to review the draft Plan