





A Healthy Community

Grow the City's Fiscal Health

Make Asheville Safer

Enhance Human Health



Principle #12

Grow the City's Fiscal Health

First and foremost, successful cities must have the financial resources in place to effectively deliver services to the community. The future of Asheville is very much dependent on the city's ability to make strategic investments in people and places, while ensuring that short-term and long-term revenue streams can be sustained, expanded, and/or diversified.





GOAL 12-1

Create a Sustainable Path to Balanced Budgets

OVERVIEW

There is a need to create a healthy balance between making strategic public investments that enhance quality of life, while generating enough revenue for fiscal solvency. Asheville faces considerable challenges as it must support the needs of its residents, while also providing essential services for commuters, tourists, and other visitors. There is a need to explore and pursue alternative funding streams, while not burdening local residents to cover the increasing costs of public services. Many cities face this familiar challenge of balancing revenues and spending. As Asheville seeks sustainable budget management, it should promote tax equity to ensure residents, tourists, and commuters share in the task of supporting the services that help Asheville thrive.

POLICY METRICS

- Target reduced resident tax burden by 2036
 - Target reduced spillage in city utilities
 - Increase the percentage of revenue derived from non-local sources
 - Achieving better balance between per capita revenues and expenditures
 - Increase in property tax revenues
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DIRECT STRATEGIES

- Explore strategies to increase rates of revenue from tourist-related activities.
- Explore the potential to introduce micro-grants so that tourism revenues can be deployed to individual neighborhoods for particular projects.
- Monitor state politics for opportunities to re-implement annexation as a tool for the City.
- Maximize efficiency of city utility delivery systems with reduced losses due to spillage.
- Work to increase the percentage of revenues from non-local sources.
- Consolidate delivery of utility and other services.
- Conduct analysis of all City spending to discern “essential” and “non-essential” services.
- Convert non-essential City services to user fee-based.
- Commit to a “maintain first” strategy to cover maintenance costs before pursuing new investments.
- Continue to work to retain control of the City’s water system.
- Evaluate city’s property tax revenue segregated by land uses and most fiscally productive land uses.
- Aim to achieve cost recovery in fee system.
- Explore new methods and technology to increase efficiency of City services.
- Explore public-private-nonprofit partnerships for raising funds and providing services.
- Develop community outreach strategy and process for communicating costs, risks, desired level-of-service, and priorities related to public infrastructure investment.
- Use the Comprehensive Plan as a guide for the allocation of City resources.

SYNERGISTIC STRATEGIES

- Develop fiscally responsible and sustainable maintenance and enhancement program for all city infrastructure, facilities, properties, streets, parks, sidewalks, and greenways.
 - Ensure that properties are assessed at true market value, but that existing residents are not burdened by escalating real estate tax expenses.
 - Work with regional governments to negotiate sustainable alternatives to population-allocated regional taxes.
 - Reduce tax burden on residents by exploring options for increasing taxes levied on non-residents or tourist activities.
 - Ensure all taxing mechanisms, especially real estate taxes, are evaluated in consideration of the priorities of this plan.
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Principle #13

Make Asheville Safer

Among government's foremost responsibilities is ensuring the safety of the City's residents, an obligation that transcends across every policy and in every neighborhood. While most cities have broadly reduced measurable crime over the last few decades, there is ever more to be done to ensure residents are protected, both from crime and from incidental risks. Like many cities, Asheville faces a host of hazards both natural and manmade, from landslides to traffic fatalities. Strong policies to ensure resident safety should transcend vital traditional priorities such as ensuring adequate resources for state-of-the-art policing and emergency services (which are not explicitly addressed in this Plan) to also include strategic decisions to ensure safety through all facets of urban policy, in particular through incremental enhancements to the public realm.





GOAL 13-1

Enhance the Safety of the Public Realm

OVERVIEW

As Asheville becomes an ever-more friendly city for pedestrians and for cyclists, it is vital to ensure the public realm supports pleasant, safe multi-modal environments in which residents can enjoy a walkable lifestyle without worrying about their safety alongside people traveling by other modes. Ensuring the safety of the public realm requires multi-faceted attention – from the speeds at which vehicles move to the degree to which infrastructure supports the safe coexistence of modes to the policies in place governing enforcement of violations.

OUTCOMES

- Decrease in automobile crash rate and total crashes
- Decrease in pedestrian, bicyclist, and motorist fatalities
- Decrease in pedestrian, bicyclist, and motorist injuries
- Decrease in overall city crime rate

POLICY METRICS

- 100% Completion of Road Safety Audits
- Increase in resources allocated to safety services, including Police and Fire
- Creation and implementation of up-to-date best practices for development of the public realm

KEY TERMS

- **Vision Zero** policies are efforts by state and local agencies specifically aimed to eliminate traffic fatalities and severe injuries using data-driven prevention strategies, including education, enforcement, engineering, emergency response. These policies may apply to pedestrians, cyclists, and motor vehicles individually, but should address all modes together, and are intended to improve safety, health, and equitable mobility for all.

DIRECT STRATEGIES

- Conduct audit every 5 years of safety hazards.
- Implement safety-supportive policies including NCDOT's Vision Zero goal (zero fatalities on transportation facilities).
- Increase enforcement of safety-related regulations.
- Increase speed limit enforcement.
- Review project and development plans for safety hazards, accident avoidance, and to ensure appropriate standards are met.
- Incorporate and/or expand community-oriented policing models.
- Promote innovative emergency response strategies along with localized medical access.
- Ensure police and fire services other emergency services have the resources they need to invest in contemporary best practice measures for ensuring public safety.

SYNERGISTIC STRATEGIES

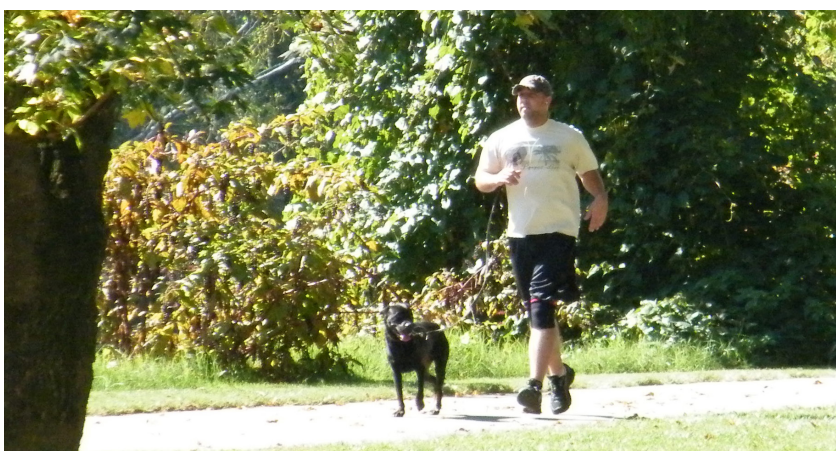
- Construct pedestrian facilities that enhance pedestrian safety, such as crosswalks, pedestrian signals, traffic signals, traffic calming and pedestrian refuge islands, for users of all abilities.
 - Develop a Citywide program for implementing appropriate street calming strategies to enhance safety in select locations including:
 - Raised intersections (where permissible and appropriate)
 - Material changes for better pedestrian comfort and visibility
 - Painting or tinting to increase pedestrian visibility, where allowed
 - Work with NCDOT to identify and pursue mitigation strategies for high-crash locations
 - Implement a safe routes to school program for each neighborhood with a public school.
 - Coordinate policies for roadway and public realm safety with the needs of local safety officials, including the City's police and fire departments.
 - Conduct an annual review of safety policies across departments.
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Principle #14

Enhance Human Health

Asheville is an attractive destination for many residents and visitors because it embodies a spirit of healthy living. With nearly double the parkspace of the average city, Asheville offers residents tremendous recreational amenities and close proximity to a wide range of outdoor activities. As public policy has advanced in its recognition of the urgency of promoting policies that promote public health over the last several years, Asheville should aspire to be at the forefront as a City that promotes healthy living, from access to medical care to access to healthy food to access to recreational activities, to actively ensuring we remain a family-friendly city.





GOAL 14-1

Promote General Health and Wellness

OVERVIEW

Everyone benefits from living within a healthy community. Over the coming years Asheville should work to monitor the overall health of its residents and promote policies that promote human health and development, including wellness programs, equitable access to healthy food, robust education and recreational resources. As the City has many tools to help shape the general health and wellness of the community, it should take special care to ensure that healthy living is an opportunity shared by all residents across all neighborhoods.

OUTCOMES

- Declining rates of obesity Citywide
- Declining asthma rates Citywide
- Maintaining Air Quality Index of 0-50 for ozone
- Maintaining favorable Air Quality Index compared to benchmark Cities
- Declining rates of suicide
- Increase in the number of tailgate/farmers markets serving each part of the city
- Improvements to Walkscore and Bikescore
- Increase in the number of neighborhoods served by easily accessible small scale medical facilities

KEY TERMS

- **Urban agriculture**, urban farming or urban gardening is the practice of cultivating, processing, and distributing food in or around a village, town, or city. Urban agriculture can also involve animal husbandry, aquaculture, agroforestry, urban beekeeping, and horticulture.

POLICY METRICS

- Zoning that ensures accessibility to grocery stores
- Number of City and private buildings that are LEED certified

DIRECT STRATEGIES

- Partner with community resources on educational programs and activities addressing healthy living and healthy diets.
- To encourage healthy eating, promote additional edible parks as well as edible landscaping throughout city-owned properties and within the rights-of-way.
- Encourage health and wellness programs within City government as well as for private businesses.
- Create a city-sponsored farmshare program to increase accessibility to healthy food.
- Ensure agricultural and land use regulations support urban agriculture.
- Permit farmer's markets across all zoning categories.
- Ensure zoning accommodates modern small-scale medical facilities, including walk-in clinics, within every neighborhood.

SYNERGISTIC STRATEGIES

- Promote walking and biking as a form of exercise through the greenways and complete streets planning and incentivize complete networks for walking and biking.
 - Promote safe routes to school initiatives.
 - Promote health and wellness activities and programs in parks, open spaces, and recreational facilities.
 - Implement school programs for cleaning and enriching greenways as a way to create dual benefit.
 - Promote accessibility to parks and open spaces to encourage their use for health, wellness and recreation.
 - Promote policies to enhance the Citywide tree canopy to increase shade and to sequester carbon pollution.
 - Zone for more grocery stores as part of social infrastructure program for each neighborhood.
 - To create a healthy work environment, encourage maximal access to air and daylight within existing buildings.
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