

Draft Implementation Strategies

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Strategy Number	Implementation Strategies	Scale	Potential Partners	Timeframe	Funding Source
1	Use MPO/RPO process to advance pedestrian/bike priorities in TIP	Regional	FBRMPO, LOSRPO, NCDOT	Ongoing	NCDOT + local matches (MAP-2: HSIP, STP, Transportation Alternatives)
2	Preserve & improve existing pedestrian facilities. Identify and eliminate gaps, barriers, and safety hazards	Regional	Counties, Municipalities, FBRMPO, LOSRPO, NCDOT	Ongoing	Bonds; state & local transportation funds
3	Enhance coordination of ongoing greenway planning & implementation. Consider initiation of a regional greenway system study	Regional	Local Governments, FBRMPO, LOSRPO, NCDOT	Ongoing	Bonds; State & local transportation funds; CDC grants (CPPW & CTG); developer dedications; MAP-21 Recreational Trails Program
4	Work with NCDOT on better pedestrian/bike integration & accommodation in roadway design & improvement projects	Regional	FBRMPO, LOSRPO, NCDOT	Short	
5	Assess impacts of parking policy on traffic congestion, walkability, land use, economy, & transit. Investigate using parking revenues to fund pedestrian enhancements.	Local	Local Governments	Mid	Community foundation grants; local planning funds
6	Expand or initiate requirements for pedestrian/bike amenities in new development	Local	Local Governments	Mid	Impact fees; developer dedications
7	Expand pedestrian & bicycle data collection		Local Governments, FBRMPO, LOSRPO, NCDOT	Short	NCDOT & local planning funds; community foundation grants;
8	Work with MPO, RPO, transit operators, and NCDOT to implement a regional mobility/call center	Regional	Mountain Mobility, Mountain Projects, Inc., Apple Country Transit, Madison County Transit Authority, Transylvania People Oriented Rural Transportation	Mid	NCDOT
9	Construct downtown Asheville Transit Center	Local	Asheville Transit, City of Asheville	Long	Federal/State (90%), local general funds (10%)
10	Initiate regional park-and-ride service	Regional	Asheville Transit, Local Governments	Long	NCDOT, local match from general funds, fares, employer contributions
11	Implement service improvement recommendations for Asheville Transit	Local	Asheville Transit	Long	Federal/State and Asheville Transit
12	Use MPO/RPO process to advance transit priorities in TIP	Regional	FBRMPO, LOSRPO, NCDOT	Ongoing	
13	Identify potential to create express bus and employment service between cities	Regional	County transit agencies	Long	NCDOT, local match from general funds, fares
14	Advance data collection for performance monitoring, planning, management prioritization	Regional	Local governments, FBRMPO, LOSRPO, NCDOT	Ongoing	State & MPO planning funds
15	Initiate corridor-focused studies for operational improvements	Local	Local governments	Mid	State & local planning funds
16	Identify tourism-focused transportation improvements	Regional	Local governments, FBRMPO, NCDOT	Ongoing	Bonds, local planning funds
17	Identify priority areas for hot-spot and bottleneck improvements	Local	Local Governments, FBRMPO, NCDOT	Ongoing	Bonds, local transportation funds; TIP
18	Use MPO/RPO process to address & advance freight priorities in TIP, separately or in conjunction with other projects	Regional	FBRMPO, LOS RPO, NCDOT	Ongoing	NCDOT + local matches (MAP-2: HSIP, STP, NHPP)
19	Form Freight Advisory Committee through MPO/RPO to influence state plans	Local	Local Governments, FBRMPO, LOSRPO, NCDOT	Ongoing	Local planning funds; industry contributions
20	Identify and prioritize studies for freight, intermodal centers and rail improvements.	Regional	FBRMPO, LOSRPO, NCDOT	Short	State & local planning funds
21	Issue travel-behavior surveys for model development and special visitor/tourism surveys	Regional	FBRMPO, LOSRPO, NCDOT, tourism industry, Chamber of Commerce	Mid	local planning funds; industry contributions
22	Provide pedestrian facilities for safe and convenient access to services where proximity warrants such connections.	Local	Local Governments	Short, Mid, and Long	

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23	Create or amend development regulations to require safe pedestrian facilities in new development and redevelopment connecting residential neighborhoods and commercial centers in urbanized areas.	Local	Local Governments	Short	State & local planning funds
24	Retrofit existing neighborhoods and commercial centers to include safe pedestrian facilities along public streets.	Local	Local Governments	Short, Mid, and Long	
25	Provide incentives for owners of commercial centers to incorporate safe pedestrian facilities within existing commercial development.	Local	Local Governments	Mid	
26	Establish safe routes to schools and other key community destinations.	Local and Regional	NCDOT, MPO, LOSRPO, Local Governments	Short, Mid, and Long	Safe Routes to School (SR2S)
27	Improve development with design standards that adhere to the principles of CPTED.			Mid	
28	Identify priority investment areas for infrastructure in both existing and emerging centers.	Local and Regional	Economic development agencies and Local Governments	Mid	
29	Evaluate potential economic impact of investment in water and sewer infrastructure for rural communities	Regional	LOSRC, Local Governments, and Utilities	Long	
30	Focus growth in areas where transportation and utility infrastructure exists	Local	Local Governments	Long	
31	Implement flexible zoning districts with reduced use restrictions to promote redevelopment	Local	Local Governments	Mid	Ongoing Work Programs
32	Support regulations that allow higher density development of and a greater number of uses on well-located sites	Local	Local Governments	Short	Ongoing Work Programs
33	Encourage denser development through infill and adaptive reuse of vacant and underutilized properties	Local	Local Governments	Short	
34	Adopt policies for new development and redevelopment regarding the incorporation of sidewalks, bike paths/lanes, parks, greenways, and a variety of recreational facilities (indoor and outdoor) in neighborhoods and commercial centers.				
35	Encourage the alignment of local land use plans with regional preferred scenario	Local	LOSRC	Short	
36	Protect prime industrial lands in order to recruit companies that bring quality, living wage jobs.	Local	Local Governments	Short	
37	Through economic development initiatives, promote lands that have been identified as suitable for target industries.	Regional		Mid	Advantage West
38	Educate elected officials and citizens regarding the economic impact of recreation, agricultural and heritage tourism	Regional		Short	
39	Establish an annual French Broad Stewardship Award that recognizes developments that incorporate exemplary low impact development practices that protect or improve water quality in the French Broad river basin.	Regional		Mid	
40	Raise awareness of the benefits of alternative land protection instruments such as conservation easements, deed restrictions, 'less than fee simple' transactions and life estates to promote land stewardship and private land preservation.	Regional	ASAP, LOSRC, Local Governments	Ongoing	
41	For more informed choices in the building industry, increase educational efforts to make designers, builders, and buyers more aware of materials and the potential impacts to interior air quality.	Local and Regional		Mid	
42	Adopt local resolutions requiring that county and municipal buildings meet U.S. Green Building Council standards.	Local	Local Governments	Mid	Admin Action
43	Adopt incentive programs providing streamlined approval and/or density bonuses for LEED certified buildings.	Local	Local Governments	Mid	
44	Expand local efforts to expand the use of energy efficient building materials, maintenance practices and fixtures	Local	Local Governments	Mid	
45	Study the benefits, feasibility and environmental impacts of small and large scale wind power	Regional		Long	

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46	Adopt ordinances that allows and encourage the use of small scale on-site alternative energy production (i.e. solar and wind)	Regional		Mid	
47	Review zoning and development codes and General Plan policies to remove barriers and streamline permitting for commercial and community renewable energy projects, while ensuring protections, such as compatibility with surroundings	Local	LOSRC, Local Governments	Short	N/A
48	Provide density bonuses for affordable housing projects in which 33% or more of the total project units are powered by on-site renewable energy systems.	Local	Local Governments	Short	NC Small Cities CDBG Program; Z. Smith Reynolds Foundation
49	Develop policies to require installation of on-site, locally sourced renewable energy systems for local government facilities and schools to provide education opportunities and raise public awareness	Regional	Local Governments	Short	Tax-exempt lease-purchase agreements; Z. Smith Reynolds Foundation
50	Conduct an energy efficiency study of City- and County-owned facilities and transportation fleets; expand to a complete energy baseline analysis for the region, inclusive of industrial, commercial, and residential sectors	Regional	Local Governments; LOSRC	Mid	County Governments; LOSRC; Progress Energy's Energy Efficiency for Business Program
51	Develop policies requiring that all new city- and county-owned buildings be designed, contracted, and built to meet LEED or comparable certification standards	Regional	Local Governments	Mid	NC Small Cities CDBG Program; Z. Smith Reynolds Foundation; State of North Carolina (EDTAG); Golden Leaf Foundation [4]
52	Host energy expos or summits, booths at local events, and online educational campaigns to promote existing funding and incentive programs available for energy efficiency improvements	Regional	LOSRC; AdvantageWest	Mid	ENERGY STAR [5]; FHA Energy Efficient Mortgage (EEM) Program [6]; American Taxpayer Relief Act of 2012, Title IV, Section 25C [7]; Progress Energy's Home Energy Improvement Program
53	Work with energy utility companies and cooperatives to promote residential energy audits using free on-line tools (ENERGY STAR and Progress Energy) or a professional energy auditor	Regional	LOSRC; AdvantageWest	Mid	American Taxpayer Relief Act of 2012, Title IV- Energy Tax Extenders, Section 25C [7]
54	Review local building codes and update as necessary to higher energy efficiency standards	Regional	LOSRC, local governments	Short	N/A
55	Establish reduced vehicle registration fees, excise tax exemptions, and emission testing exemptions for low-emission and energy efficient (LE/EE) vehicles	Regional	NCDMV	Mid	N/A
56	Work with developers and existing business owners to designate preferred parking spaces (5% total parking capacity) for LE/EE vehicles (e.g., hybrid, plug-in electric) and install electric vehicle charging stations in new and refurbished parking areas (3% total parking capacity)	Regional	LOSRC	Short	N/A
57	Offer preferred parking spaces and/or discounted parking rates for LE/EE vehicles at County- and City-owned parking lots and garages	Regional	Local Governments	Short	N/A
58	Work with local governments to encourage the use of energy-efficient and/or alternative fuel vehicles and reduce total vehicle fleet where possible by retiring older, less efficient vehicles	Regional	LOSRC	Short	Local government capital funds
59	Establish an economic development and recruiting policy focused on local energy resources, local companies, entrepreneurship, diverse sources of energy production, and engaging the public	Regional	LOSRC	Mid	N/A
60	Promote rural-scale renewable energy and energy efficiency, such as regionally grown and processed biofuels and green building components	Regional	LOSRC; WNC AgriVentures	Short	Rural Energy for America Program (REAP); Golden Leaf Foundation [3]
61	Develop locally oriented educational materials (fact sheets, pamphlets) and offer seminars or workshops on key energy concepts and the benefits of renewable energy, energy conservation, and energy efficiency	Regional	LOSRC	Mid	LOSRC; local energy/ sustainability managers operating funds
62	Offer and/or promote educational programs that define and promote specific actions (cooking techniques, food choices, active living, etc.). May be in the form of training meetings in communities and web-based.	Local and Regional	Health organizations, public health departments, schools, area farmers, employers, etc.	Short	

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63	Form partnerships with private sector organizations to encourage and reward physical activity and promote worksite wellness.	Local and Regional	Healthcare organizations, insurance companies, hospitals, providers, and employers.	Short	
64	Expand Internet service and ensure Internet access is available throughout all 5 counties; work with internet providers with respect to permitting and infrastructure to ensure more coverage.	Local	Local Governments, service providers	Short to Mid	
65	Ensure publicly-accessible community facilities are adequately equipped with Internet access (including hardware set up for public use) so area residents without home service can utilize.	Local	Libraries, designated community buildings	Short	
66	Develop a recruitment strategy that promotes the quality of life in the region to prospective medical professionals.	Regional	Hospitals, professional medical groups	Short	
67	Focus training efforts on specific needs such as geriatrics, biomedical field, mid-level service providers (nurse practitioners and physician's assistants).	Regional	Community Colleges, Technical Colleges	Short to Mid	
68	Study the geographic distribution of medical facilities to determine the location of gaps relative to population centers.	Regional	Hospitals, State of NC	Mid	
69	Define and raise awareness of specific types of out-of-hospital alternatives, such as in-home care (or home health services), that may be feasible in the region.	Regional			
70	Encourage the use of home health services that allow residents to remain in their homes while receiving needed care through participating healthcare providers, skilled nurses, CHWs, Naturally-Occurring Retirement Communities (NORCs), etc.	Local	public health departments, medical professionals	Short	
71	Modeled after the Charles George VA Medical Center in Asheville, support efforts to expand medical foster home programs across the region to provide residents of the region who can no longer live independently with an alternative to managed care facilities.				
72	Promote community and workplace wellness programs that have proven effective and work with insurance companies to develop incentives for active participation in such wellness programs.	Local	Employers, public health departments, insurance companies		
73	Include health and wellness as a component of all local comprehensive land use plans.				
74	Allow farmers markets, produce stands and other outlets for fresh, local foods in convenient locations throughout the region, particularly where zoning currently does not currently permit such outlets.	Local	Local Governments	Short	
75	Increase surveillance in neighborhoods and other places where people are concentrated.				
76	Organize, support or sponsor events that bring the community or interest groups within the community together.				
77	Identify and promote opportunities for participating in civic activities (volunteering, mentoring, etc.)				
78	Conduct Health Impacts Assessments (HIAs) for publicly-funded initiatives and investments to evaluate the potential community health benefits.				CDC, John Locke Foundation
79	Encourage various regional and local entities to align their missions and activities with the single vision and determine their role in achieving that vision.				
80	Promote the many attributes of the region that are supportive of the healthy lifestyle the region's citizens actively enjoy.				
81	Establish a regional housing planning assistance team that provides technical assistance (rezonings, tax credits, LEED, etc) to small-scale builders	Regional	Non-Profit Groups	Mid	Public/Private
82	Pass zoning ordinances and land use plans that allow for a variety of housing options where appropriate (e.g., cluster/cottage-style homes, townhomes, co-housing)	Local	Local Governments, planning boards	Short	
83	Identify sources of pre-designed architectural plans for housing to facilitate development of denser, affordable housing including co-housing communities, "dorms", cottage-style homes and townhomes	Regional	Non-Profit Groups	Mid	Terwilliger

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84	Establish a local source (local bank) for builder capital for projects that meet locally-set affordability or sustainability criteria	Regional	Credit Union, Non-Profit Sectors, for profit	Long	HUD, Community Grants, Private Capital
85	Work with camps, resorts and farms to develop "guest house" style housing for year-round and temporary staff	Regional	Private Sector partner with Non-Profit Sectors and governments for resources	Short	Private
86	Offer pre-packaged management services for multi-dwelling units	Regional	Public Sector, Non-Profit Sectors	Mid	Private
87	Make publicly-owned land available for affordable home development	Regional	State of NC, Local governments	Mid	
88	Facilitate the reuse of abandoned, vacant and tax-delinquent properties for affordable housing	Regional	State of NC, Local governments	Short	
89	Review and revise (as needed) zoning policies, to support a diversity of housing types	Regional	State of NC, Local governments	Ongoing	
90	Adopt expedited permitting and review policies for housing developments with an affordable component	Local		Ongoing	
91	Create Housing Trust Funds in Henderson, Madison and Transylvania Counties	Local	Local Governments	Short	
92	Expand Housing Trust Funds in Asheville and Buncombe County	Local	Local Governments	Ongoing	
93	Consider tax abatements and exemption policies that limit real estate tax liability in targeted areas in order to stimulate construction and rehabilitation of housing stock	Local	Local Governments	Short	
94	Localities should develop "early warning systems" with data on expiring federally subsidized properties in order to keep track of at-risk housing and allocate resources appropriately. Data that can and should be included in such clearinghouses are the nature of the housing subsidy, the terms of the government contract, ownership status, the property's contract rents in relation to the area's market rents, the population served, and neighborhood economic characteristics.	Local	Local Governments	Short	
95	Streamline the permitting process for the addition of exterior and interior accessibility features (e.g., ramps, railings/bars, etc.)	Local	Local Governments	Short	
96	Create housing opportunities for temporary workers including seasonal employees and migrant workers	Regional	Non-Profit Groups	Mid	
97	Improve and expand the use of low-income housing tax credits throughout the region	Regional	Non-Profit Groups, For-profit developers	Short	
98	Encourage large employers to provide employer-assisted housing or housing assistance packages	Regional	Public, private and non-profit sectors		
99	Offer development subsidies, down payment assistance or other incentives for private sector developers to build more affordable housing	Local			
100	Identify opportunities to create mixed housing (multi-generational or mixed-age) neighborhoods, and support the incorporation of various housing types into existing and new neighborhoods with zoning that allows accessory dwelling units and attached units.	Local	Local Governments	Short	
101	Pursue "Green House" homes as a permissible use in single family, multi-family and mixed-use zoning districts.	Local	Local Governments		
102	Reduce acreage requirement for Voluntary Agricultural District and/or Present Use Value designation	Local	Local Governments	Long	Ongoing Work Programs
103	Preserve character of rural "edges" of towns and urban areas through the focused preservation of contiguous landscapes (i.e. farmland, forested riparian areas)	Regional		Long	
104	Support continued enforcement of Trout Buffer regulations	Regional		Short	
105	Implement improved vegetative riparian buffer requirements based on recommendations in the NC Wildlife Resources Commission Green Growth Toolbox, particularly along impaired streams and streams supporting endangered species and important trout habitats	Local	Local Governments	Mid	
106	Reduce the amount of development in critical watersheds through more restrictive development regulations.	Local	Local Governments	Long	

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107	Partner with NGOs to permanently protect properties in the region's headwaters	Regional		Short	Land and Water Conservation Fund
108	Encourage access to cold water fisheries through co-locating greenways on trout waters	Local	Local Governments	Mid	NCDOT, STP-DA
109	Encourage Wildlife-Friendly Developments and other forms of conservation subdivisions	Regional		Short	NC Wildlife Resources Commission, NGOs
110	Investigate the potential for a regional designation of "Trout Friendly" developments	Regional		Mid	NC Wildlife Resources Commission, NGOs
111	Develop site design criteria that use innovative techniques to improve stormwater management and reduce impervious surfaces	Regional		Mid	
112	Adopt ordinances that allow and encourage the use of innovative stormwater management techniques including pervious pavements, greenroofs, and rain gardens	Regional		Mid	
113	Require pervious pavements when developments exceed a maximum parking space threshold	Local	Local Governments	Mid	
114	Limit stream crossings in headwaters	Local	Local Governments	Short	
115	Work with state agencies to investigate the feasibility of creating a cost share program for spanning structures to limit impact of private stream crossings on water quality	Regional		Long	DWQ
116	Allow extended year permitting for small forest landowners	Local	Local Governments	Short	
117	Establish a regional community forests program	Regional	LOSRC, Local Governments	Mid	USDA Forest Service Community Forest Program
118	Identify eligible farms and assist with Century Farm designation through the North Carolina Department of Agriculture and Consumer Services	Regional	LOSRC	Short	
119	Establish utility service agreements between jurisdictions to limit the extension of utilities into priority agriculture areas	Local	Local Governments	Short	
120	Implement Linking Lands and Communities by adopting policies and regulations at the local level that preserve open space and natural features in conjunction with development.	Local	Local Governments, Land Trusts		
121	Establish baseline data for number of farms and farm size in the region and track progress	Regional	LOSRC and Counties	Mid	
122	Use Linking Lands and Communities (LLC) Agricultural Assessment to prioritize areas for directing funds for conservation easements	Regional	Land Trusts	Mid	Ongoing Work Programs
123	Develop a refined forestry assessment map to augment the LLC Agricultural Assessment	Regional	LOSRC	Short	Ongoing Work Programs
124	Develop regional agriculture and forestry infrastructure plan	Regional	LOSRC, NC Cooperative Extension	Long	Agriculture and Food Research Initiative (USDA)
125	Conduct a Community Food Assessment to analyze local supply and demand, and develop list of opportunities by crop/product	Regional	LOSRC, NC Cooperative Extension	Mid	Agriculture and Food Research Initiative (USDA)
126	Establish a goal for percentage of food sourced locally for school lunches	Regional	Schools	Mid	Ongoing Work Programs
127	Utilize existing viewshed studies to determine and mitigate potential impacts on views from viewsheds of National significance (i.e. Blue Ridge Parkway, Appalachian Trail)	Regional		Short	
128	Conduct additional studies to determine viewsheds of regional significance (i.e. views from scenic byways, overlooks and high volume land and water based recreational trails)	Regional	LOSRC	Mid	Partner with NGO or Colleges
129	Promote the use of A Neighbor's Guide to The Blue Ridge Parkway, The Blue Ridge Parkway Foundation, David Hill, Hill Studio, 2009	Local		Short	
130	Ensure data and other resources are readily available regarding impaired streams and important aquatic endangered species and trout habitats.	Regional	LOSRC	Short	
131	Incorporate the Brook Trout Joint Venture datasets into development review and comprehensive planning	Local	Local Governments	Short	
132	Prepare a guidance document and promote the adoption of local ordinances that will require preservation of open space within new development or redevelopment in a manner consistent with the designation of prime habitats and key ecological corridors from the Linking Lands and Communities Study	Regional		Mid	

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133	Conduct a regional Transfer of Development Rights Feasibility Study	Regional	LOSRC	Mid	
134	Create a regional asset map	Local	Area Aging groups, LOSRC, Metropolitan Business and Economic Development Coalition, Conservation Fund, Resourceful communities, Handmade in America, Rural Center	Mid	Grants, ASAP, City of Asheville, HUD, LEAF
135	Create satellite health care facilities focused on linking people to services and socialization	Regional	Regional health care providers, cooperative health care providers, telemedicine community, non-profit groups, family members, WNCHN	Long	
136	Provide enhancement of workforce development options within rural areas by developing the wireless telecommunications infrastructure within rural areas (ie. High speed internet)	Regional	Local independent internet service providers, Local governments, schools, Colleges and universities, businesses in rural areas, rural medical facility, lenders, private investors, regional councils	Mid	Private equity, Mountain Bizworks, lenders, grant-funds passed through local governments (USDA, EDA)
137	Enhance Riparian Buffers by working with private landowners, farmers, and municipalities	Local	Local	Short	Grants, private funding
138	Reduce heating/cooling costs in mobile homes by working with existing energy assistance organizations.	Local	MHO, Home Energy Partners, Asheville GO, Church-related: ABCCM, SVCM, Eblen and other equivalent organizations in other counties		Local church groups, local government agencies, private foundations
139	Link recreational businesses with economic development through the creation of an Alliance of annual recreation interests.	Regional	Businesses, users, local governments, land managers, camp directors, non-profits, distributors, retailers, manufacturers, Astral Buoyancy, LiquidLogic, Conservation organizations, local governments, Duke, Camps WNC	Ongoing	TDA
140	Quantify economic impact of existing recreational sports regionally (ie. biking, hiking, fishing, camping, climbing, boating)	Regional	Businesses, users, local governments, land managers, camp directors, non-profits. Potential partners: distributors, retailers, manufacturers ie. Astral Buoyancy, LiquidLogic, Conservation organizations, local government, Duke, Camps WNC	Short to Mid	TDA

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141	Arts-based Development	Local	WAANC, MHO-AAAC-LLC Partners, Affordable Housing, Arts Council, developers, Local Governments, philanthropy, Chamber of Commerce, EDC, Large Employers like Mission, Mountain Bizworks, AAAC	Mid	LINC, Artplace, Small Art Initiative, NEA Our Town, private developers, federal housing tax credits, subsidy (County-New Belgium), Federal Home Loan Bank of Atl
142	Establish a local government innovation award through quarterly breakfast with rotating topics: Storm water management, energy conservation, infrastructure (water and sewer), transportation, land use: grayfield and brownfield reuse	Local and Regional	government agencies, hospital, chamber, environment, educators, Just Economics, NCDCA, Coalition of Asheville Neighborhoods	Short	N/A: individuals provided contact info to start the award
143	Preserve farmland leading to economic profitability. Support all farmers.	Regional	Steve Duckett and Jeanine Davis, NC Department of Agriculture, Farm Bureau, Land Trusts, Commodity organizations, SWCD, NRCS, Agricultural Advisory Board (Counties), Finance Entities (Banks/farm lenders), Agribusiness, micro-loans/crowd-sourcing, farmers	Ongoing	USDA, Local, State, Local banks
144	Create a farmland and forestland database	Regional			
145	Create local health-scale criteria	Regional	Community Health Assistance, LOSRC, WNC Healthy Impact, Planning Departments, WNCA, NCDOT, MRC/Vitality Index, hospitals, Area Agency on Aging, Local Governments, tourism groups	Ongoing	WNC Community Foundation and other foundations, hospitals, insurance companies
146	Improve access to capital for entrepreneurs, farmers and small-business owners.		Venture Asheville, Advantage West, Chambers of Commerce, Non-profits, Asheville Economics Development Department, banks, local governments, private donors, ANGEL Investors, CDFI, Peer Lending Circles		Grants, incentives, sponsors, private, fundraising, campaigns, donations=tax credit
147	Design defensible link between economic development and housing incentives.		Economic development agencies, housing service providers: Federal, State of NC, and local, local governments, economic development partnerships, Chamber of Commerce, colleges and universities	Mid	Private, federal, state, local

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148	Develop an ad campaign that focuses on natural resource resiliency and limits		UNCA, conservation organizations, WNCA, Landowners, land trust communities, Sierra Club, Schools-Board, greenways advocates/friends groups, Transition Town: Asheville, Hendersonville, Black Mountain, Sylva, local governments, Maggie Ullman	Short to Mid	
149	Market the implementation of GroWNC work and a value-based plan by hosting a large event	Regional	Consortium Members, AdvantageWest	Short	
150	Educate political bodies about funding opportunities to include bonds, local sales taxes, grants, etc. to construct new bicycle lanes and sidewalks	Local and Regional	LOSRC, NC School of Government, AdvantageWest, other regional partners who can assist with providing content	Mid	
151	Work with transportation providers to increase access to healthcare, especially in rural areas				
152	Implement a variety of transportation solutions that move the region away from fossil fuels and incentivize development in preferred corridors.	Local and Regional	NCDOT, MPO, LOSRPO, Local Governments, Advantage West, major employers, economic development organizations, MSD and other water and sewer, RiverLink, Asheville on Bikes, bikers, pedestrians, CSX, Non-Profit Groups, universities and colleges, airport, entrepreneurs and startups	Long	Redirect/reprioritize DOT funding, Highlight multi-sector benefits to access general funds, Public-private partnerships, special area tax districts
153	Create living wage jobs by exploring incentives offered by other regions.	Local and Regional	Economic development agencies, local governments	Mid	
154	Encourage local green energy production (eg. Local production of solar panels and wind turbines)	Local	Economic development agencies, AdvantageWest, local governments		
155	Create regional "Centers of Excellence" that identify business needs for educated employees and provide business incubator programs	Regional	Economic development agencies, local governments, LOSRC	Mid	
156	Encourage transportation alternatives between regional centers	Regional	NCDOT, MPO, LOSRPO, local governments, Economic development partners	Long	
157	Policies to encourage farm labor in housing, transit, etc.	Local and Regional		Mid	
158	Seek funding opportunities for infrastructure investments in identified priority investment areas.	Local and Regional	Economic development agencies, Local Governments	Mid	
159	Develop incentives and disincentives that link housing and economic development to stimulate compact growth	Local	Local governments		
160	Develop value chains that will create local production distribution and retail opportunities (eg. Brewery, can/bottle/keg manufacturing, hops production)	Regional	Businesses, local governments, AdvantageWest, Extension	Short to Mid	
161	Update zoning and other regulations to allow for more agricultural opportunities in rural and urban areas				

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162	Create a mentor program between local government officials around the region to encourage cooperation and interregional coordination	Regional	LOSRC, NC School of Government, AdvantageWest, other regional partners who can assist with providing content	Short	EDA, ARC, Rural Center?
163	Collect transportation data to shape planning (ex. Where is the demand for park and ride/public transit/sidewalks? Where are people already creating these spaces)	Local and Regional	NCDOT, MPO, LOSRPO, Local Governments.	Ongoing	Federal, State & local planning funds
164	Establish partnerships for creative financing (local, state, federal, private business, grants, bank loans, incentives, co-op models, crowd-sourcing, etc.	Local and Regional	Businesses, local governments, AdvantageWest, Self-Help Credit Union, investors	Short to Mid	
165	Establish industry-specific incubators and models focused on green technologies, creative culture, and targeted job growth	Local and Regional	Businesses, local governments, AdvantageWest, Colleges and Universities	Mid	
166	Partner with ASAP to provide packaged marketing materials for local farmer's markets		ASAP, LOSRC, Local Governments		
167	Recruit businesses that provide health insurance to their employees				
168	Develop a brand for the region's Cultural Heritage/Resources	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Short	WNC Cultural Alliance membership dues (eventually)
169	Develop and support more field trips for students to visit historical and cultural resources.	Regional	LEAF Schools and Streets	Mid	
170	Develop a regional directory for artists (like Facebook) where individual artists have their own pages.	Regional	AAAC	Short to Mid	
171	Measure the economic impact of the arts – build a statistical inventory that identifies sole proprietors that do not show up on conventional business tracking systems (DUNS, Taxes)	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Mid	
172	Identify a method to track outdoor cultural events and incorporate into metrics	Regional	TDA	Mid	
173	Develop a Cultural Alliance that would: (1) serve as a marketing arm for arts and culture; (2) provide incentives for collaborations/partnerships; and (3) build a cultural resources database	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Short	
174	Complete a Creativity Cluster Analysis.	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest, HUD	Mid	
175	Create a state Regional History Museum in WNC	Regional	NCDCR	Long	
176	Compile existing and new metrics to quantify the economic and social impacts of cultural resources and track trends over time.	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Mid	
177	Create a unified voice for the cultural resource community in WNC to facilitate communication with consumers, while supporting artists, cultural assets, and heritage sites.	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Short	

Draft Implementation Strategies

This is a DRAFT list of all current recommendations. Please keep in mind that this is a working document and staff are actively filling in blank cells and modifying existing ones. We greatly appreciate any feedback you have.

Strategy Number	Implementation Strategies	Scale	Potential Partners	Timeframe	Funding Source
178	Improve advocacy for cultural resources to ensure that community leaders and decision-makers value and support cultural resources as a key industry cluster.	Local and Regional	Local Arts Councils in each county, HandMade in America, LEAF	Short to Mid	
179	Preserve, restore, and cultivate our natural and cultural landscapes and resources.				
180	Develop programs and materials to ensure that residents (including students), know more about the arts, culture, and history of the region and have an appreciation for the unique assets of this region.	Local and Regional	Local Arts Councils in each county, HandMade in America, LEAF	Short to Mid	
181	Develop a regional certified sites program	Regional	AdvantageWest	Short	
182	Help legacy manufacturers repurpose assets and adopt advanced technologies		AdvantageWest	Long	
183	Market the region as a location of choice for companies' headquarters in target industries	Regional	AdvantageWest	Mid	
184	Ensure the region remains a premier destination for tourism.	Regional	LOSRC, Chambers of Commerce, Department of Commerce	Mid	
185	Increase coordination in strategies and branding between existing tourist destinations. Consider a regional activity pass.	Regional			
186	Collect visitorship data from all regional tourist destinations.	Local			
187	Create demand-driven and targeted workforce development strategies that enable employers to articulate needs more precisely to existing workforce development providers.	Regional	Businesses, Colleges and Universities	Mid	
188	Identify and prioritize infrastructure investments with the greatest potential to advance the region's economic development goals.	Regional	LOSCR, Local Economic Developers, AdvantageWest	Mid	
189	Design policies that enable neighborhoods to leverage their unique economic assets that specifically support the strengthening of small businesses, minority-and women-owned businesses, and business enterprises owned by people with disabilities	Regional	LOSRC	Mid	
190	Facilitate a more open and accessible business environment by engaging existing firms regularly in planning processes.	Regional	LOSRC	Mid	
191	Develop a "one-stop shop" for businesses interested in moving to WNC.	Regional	AdvantageWest	Mid	
192	Host a "How-To Crowd Fund" Workshop for entrepreneurs in creative industries	Regional	AdvantageWest, LOSRC	Short	
193	Promote alternative shared-transportation models such as ride-sharing and carpooling	Local and Regional	Non-Profit Groups	Mid	
194	Create a regional volunteer database for those seeking volunteer opportunities and those hosting opportunities.	Regional	LOSRC		
195	Develop a "citizen scientist" program to collect local natural resource data	Regional	Colleges and Universities	Mid	
196	Develop a "water efficiency" education campaign	Regional		Mid	
197	Develop local sustainability plans	Local	Local governments	Short	
198	Facilitate the redevelopment of and reinvestment in vacant, blighted or brownfield properties by reducing regulatory barriers to redevelopment. (streamline approval process, incentive programs, flexible parking requirements)	Local	Local governments	Short	
199	Develop regulations for buffers on ephemeral streams and vernal pools	Local	Local governments	Mid	
200	Develop a regional Intelligent Rivers program to monitor and analyze the management of water resources in the region	Regional	Colleges and Universities	Mid	
201	Develop programs with local school districts to educate youth on the value of natural resources to the region.	Local	LOSRC, Local school districts, Colleges and Universities	Mid	
202	Provide incentives to remodel mobile homes to be more energy-efficient	Local	LOSRC, Local governments, Non-profit groups	Mid	
203	Prioritize traffic operation improvements.	Regional	LOSRC	Ongoing	