

City of Asheville Equity Focused Budget Sessions Summary Report

Preliminary Report Compiled by
Amplify Consulting

Christine Edwards
April 7, 2021

Equity Focused Budget Sessions

Goal: Learn how to improve three key areas of government services in a way that addresses those most impacted by inequity.

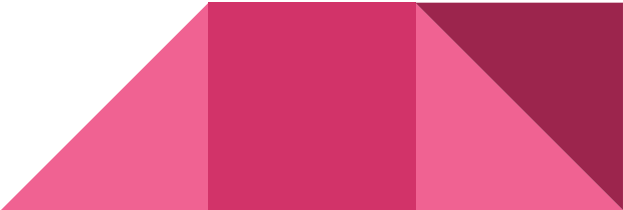
March 18, 6PM

March 24, 6PM

March 25, 10AM

Attendance

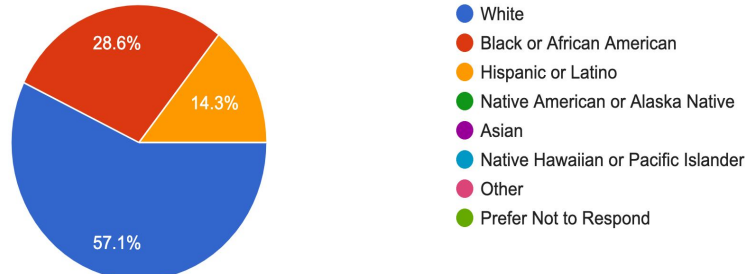
March 18	March 24	March 25	Total Attendance	Average Attendance
33	25	24	83	27



Thursday March 18

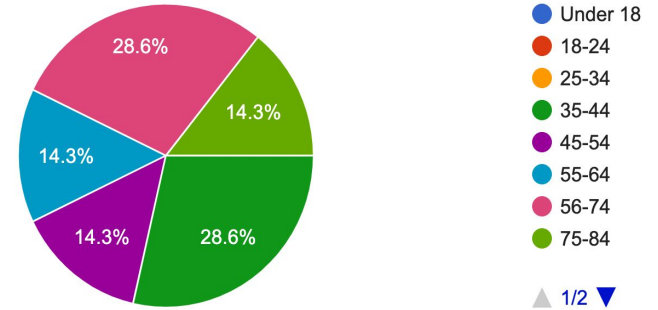
1. Which of the following best describes your race and ethnic identity? (Single Choice)

7 responses



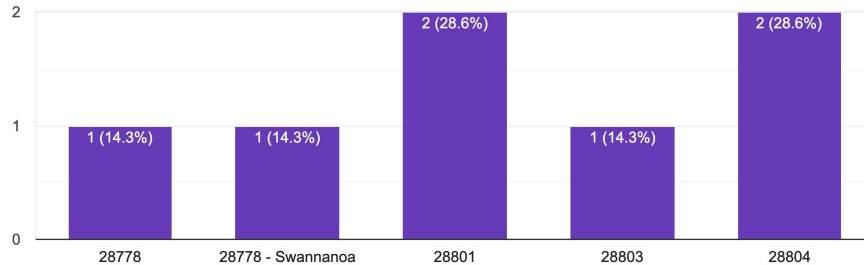
2. What is your age? (Single Choice)

7 responses



What is your residential Zip Code?

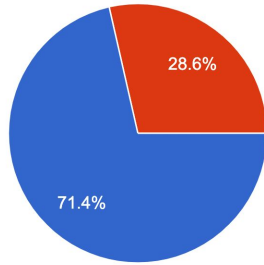
7 responses



Wednesday March 24

1. Which of the following best describes your race and ethnic identity? (Single Choice)

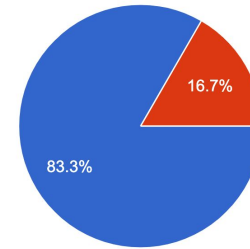
7 responses



- White
- Black or African American
- Hispanic or Latino
- Native American or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Prefer Not to Respond

What is your Gender

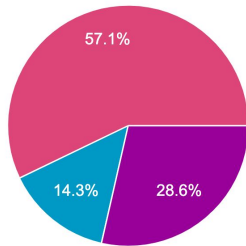
6 responses



- Female
- Male
- Prefer not to say
- Non Binary/Third Gender

2. What is your age? (Single Choice)

7 responses

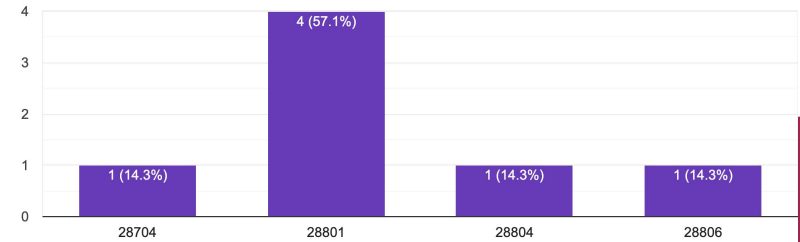


- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 56-74
- 75-84

▲ 1/2 ▼

What is your residential Zip Code?

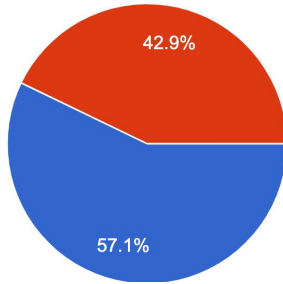
7 responses



Thursday March 25

1. Which of the following best describes your race and ethnic identity? (Single Choice)

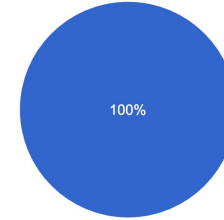
7 responses



- White
- Black or African American
- Hispanic or Latino
- Native American or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Prefer Not to Respond

What is your Gender

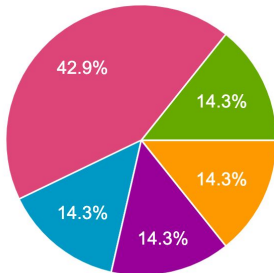
6 responses



- Female
- Male
- Prefer not to say
- Non Binary/Third Gender

2. What is your age? (Single Choice)

7 responses

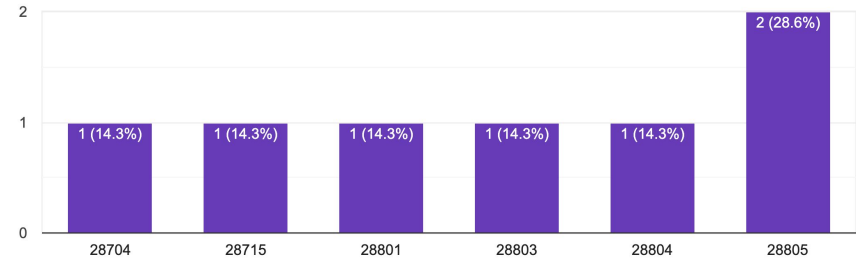


- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 56-74
- 75-84

▲ 1/2 ▼

What is your residential Zip Code?

7 responses



Demographic Summary

- Attendees were mostly between the ages of 45-74
- Most common Zip Codes were 28804, 28805, 28801 and 28778
- Race and Ethnicities in attendance were representative of Asheville demographics.
- Hispanic, Latino and Asian residents were missing from the engagement sessions.

Discussion Questions

Budget Transparency

How do you currently learn information about the City budget? What information would help you feel more informed about budget decisions?

Access to Government

How do you currently access City services? How would you improve access to City services?

Community Engagement

Are you currently engaged in your neighborhood or community? In what ways? How can the City assist with increasing opportunities for community engagement and community improvements?

What We heard

Budget Transparency

- City emails could provide more of the “how” of the budget process
- Learn about the city budget from the newspaper (online)
- Interested in budget aspects of communities- specifically African American communities
- For example: if the city had a top 5 or top 10 issues and how the budget interacts around those issues.
- **How does the budget affect me and my life?**

Access to Government

- How will senior community adapt in the virtual world and make sure they are not left behind?
- Virtual input is more convenient in terms of child care and parking- we hope some virtual will be maintained.
- Asheville App
- City newsletters, Website and Social Media
- Extended hours so that someone may be reached outside of traditional work hours
- **More convenient access to City staff**

Community Engagement

- Money allocated for paying community members
- More community gardens-grow food and make it accessible to those experiencing hunger
- Hold committee meetings or abbreviated Council meetings in various places throughout the City.
- Is there a position in the city that helps neighborhoods get organized? If not, is there the capacity for having one?
- Every area of Asheville should have at least one community center
- **Neighborhood support through funding**

Community Organizations Mentioned

- **Racial Justice and Civic Awareness**
 - YWCA equity challenge
 - Racial Healing Grant
 - Racial Justice Coalition
 - Race for Equity 90 Day Challenge
 - Just Economics
- **Neighborhoods and Collaboratives**
 - EW Pearson collaborative
 - 5 Points Neighborhood
 - Shiloh Community Association
 - Sunset Mountain
- **Media**
 - MountainXpress
 - Citizen Times

Summary and Recommendations

- Invite attendees back to April sessions
- Invite stakeholders mentioned as outreach partners to help promote and possibly co-host the sessions; providing additional learning opportunities and strengthening relationships.
- Develop discussion questions and prioritization activity based on major themes from sessions and survey
 - **How does the budget affect me and my life?**
 - **More convenient access to city staff**
 - **Neighborhood support through funding**



Limitations

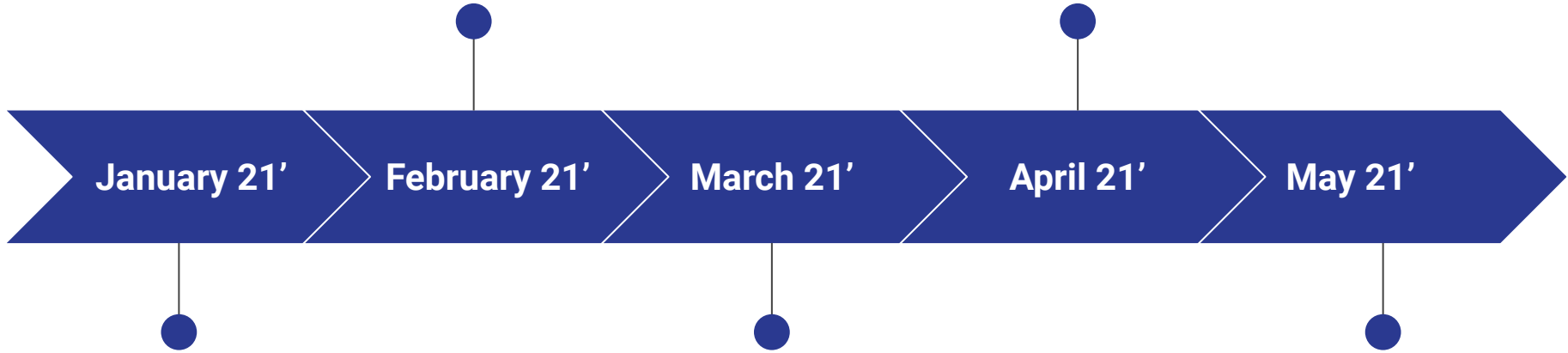
Attendance numbers: Staff were registered and attended each session

Demographics: Only a small selection of participants responded to the demographics questions. These questions were asked at the end of the meeting.



Host Internal
Equity-Focused
Departmental Work
Sessions

Host Round Two
Budget Sessions



January 21'

February 21'

March 21'

April 21'

May 21'

Launch Advancing
Racial Equity- Budget
Engagement

Conduct External
Outreach via, Survey,
Listening Sessions and
Questionnaire

City Manager's
Proposed Budget

Equity Focused Budget Sessions

Goal: to provide additional engagement around new ideas for longer term budget planning.

April 20, 6PM

April 22, 6PM

April 23, 10AM
