City Manager Report

Jaime Matthews and Chris Corl - TDA Grant Update

Emily Ball - HIAC Updates and 2023 PIT Count

Asheville City Council
May 9, 2023

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TDA Grant Update

Jaime Matthews - Assistant to the City Manager

Chris Corl - Director, DCREF

Asheville City Council
May 9, 2023

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Key Takeaways

- Grants from the Tourism Development Agency (TDA) provide the City with opportunities to leverage funds for tourism related capital projects.
- The City's goal is to align capital needs with the allowable uses for TDA grant funding.
- Legislative changes allocated additional funding for grants and created several grant pathways to fund City projects.
- The City continues to work closely with the TDA and Buncombe County to plan projects.
- Phase 1 Applications for the Tourism Product Development Fund (TPDF) are due May 17, 2023.
- Additional projects will be considered for TDA funding as part of the new Legacy Investment For Tourism (LIFT) fund in October 2023.

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Occupancy Tax Changes

House Bill 1057/SL 2022-40 amended the Local Occupancy Tax Rules:

- Marketing allocation reduced from 75% to 66%
- Created the Legacy Investment from Tourism (LIFT) fund for tourism related projects that attract tourists or benefit the community at large
- Changes debt service period of performance from 10 to 15 years

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Grant Funds

- Tourism Product Development Fund (TPDF)
  - Focused on major tourism capital projects

- Legacy Investment from Tourism (LIFT)
  - Focused on projects that:
    - Increase patronage of lodging facilities, meeting facilities, and convention facilities by attracting tourists, business travelers
    - Benefit the community at large in Buncombe County

2023 Project Applications

2023 TPDF Project Applications	**Funding Request**
• Harrah's Cherokee Center Asheville	Up to $2 M
• Municipal Golf Course	$1 M
2023 LIFT Project Applications	**Funding Request**
• Coxe Avenue Complete Street	*tbd*
2023 Major Works Application	**Funding Request**
• McCormick Field	Reallocation 2020 Coxe Ave grant - $1.59 M 15 year debt service - $1.4 M/yr

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2023 TPDF Grant Cycle Requests

1. **HCCA - General Upgrades**
    - Audio/visual & networking improvements
    - Concert audio & lighting equipment
    - Freight elevator replacement
    - HVAC upgrades
    - Loading dock structural work

2. **Asheville Municipal Golf Course Phase 2**
    - Rebuild all remaining tee box complexes not complete in Phase 1
    - Rebuilding/restoring all remaining bunkers not complete in Phase 1
    - Additional stormwater & water retention work

Upcoming Possible Project Applications

Infrastructure	Regional Assets
● I-26 Recommended Priorities ○ Bowen Bridge Enhancements ○ Haywood Bridge and Interchange ○ Hill Street and I-240 Pedestrian Bridges ● Affordable Housing ● Pack Square ● Infrastructure improvements Downtown ○ ADA Sidewalks based on the GAP Plan ○ Parking Garage improvements ● Greenways	● Thomas Wolfe ● Harrah's Cherokee Center Asheville ● Municipal Golf ● Nature Center

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2023 Grants Timeline

Date	Milestone
May 17, 2023	TPDF Phase I Closes: Applications Due
June 15, 2023	TPDF Phase II Opens
October 25, 2023	TPDF Funding Recommendations
October 2023	LIFT Grant cycle begins

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Questions?

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Homeless Initiative Advisory Committee Updates

2023 Point in Time Count

Emily Ball - Manager, Homeless Strategy Division

Asheville City Council
May 9, 2023

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Key Takeaways

- Homeless Initiative Advisory Committee has begun implementation of recommendations from the National Alliance to End Homelessness
  - Active transition to a new way of working together as a community
  - Work groups taking action on recommendations on Shelter, Outreach and Encampment Response, Coordinated Entry, and Governance

- 2023 Point-in-Time Count results have been submitted
  - Overall count is more in line with historic population size
  - Shelter beds are coming back online as pandemic recovery continues
  - Unsheltered homelessness continues to be higher than pre-pandemic rates
  - As HMIS utilization continues to improve, data will improve

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HIAC Implementation of NAEH Recommendations

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Acting on NAEH Recommendations

- Primary recommendation from the National Alliance to End Homelessness on decreasing unsheltered homelessness is to reorient our Continuum of Care, creating seats at the table for stakeholders to work together effectively
- Continuum of Care is currently led by the Homeless Initiative Advisory Committee (HIAC)
- HIAC has begun implementing 4 high-priority recommendations through a series of work groups
    - Shelter
    - Outreach and Encampment Response
    - Coordinated Entry
    - Governance
- Work groups will propose policies/plans to HIAC for approval, and HIAC will advance those to the City, County, etc. as relevant
- Goal is for the CoC Board to hold issue ownership and be in the driver's seat on our community's homeless strategy

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2023 Point-in-Time (PIT) Count Results

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Background

- PIT Count federally required during the last 10 days of January for all CoCs, providing a census of people who meet the federal definition of literal homelessness (emergency shelter, transitional housing, and unsheltered)
    - HIAC may consider additional counts based on seasonal trends
- PIT counts cover the full CoC, so all of Buncombe County
- Homeless Strategy Division staff work with providers and volunteers to collect survey data and aggregate deduplicated results
- Results were submitted to the US Department of Housing and Urban Development (HUD) on April 28, 2023
- Data inform federal resources and strategy

Background

- Asheville-Buncombe CoC's count was conducted January 31, 2023
- Shelters and transitional housing programs provided data on people in their programs that night
- 75 volunteers conducted a street count to identify and survey people who were unsheltered
    - Largest volunteer effort our CoC has had
- AHOPE and Haywood Street also surveyed unsheltered people the following day
- Participation is voluntary
    - Multiple people declined interviews, and 16 unsheltered surveys received were discarded due to lack of data

Overview

	2020*	2021	2022	2023
Sheltered	482	411	405	**402**
Unsheltered	65	116	232	**171**
Total	547	527	637	**573**

**Pre-pandemic baseline*

Population Characteristics

- 88% single adults, 12% families
- 21% chronically homeless (12 months + disability)
- 34% Veterans

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Demographic Characteristics

Race		
American Indian, Alaska Native, or Indigenous	15	2.6%
Asian or Asian American	4	0.7%
Black, African American, or African	113	19.7%
Native Hawaiian or Pacific Islander	1	0.17%
White	421	73%
Multiple Races	19	3.3%

Gender		
Male	383	66.8%
Female	186	32.5%
Transgender	4	0.7%

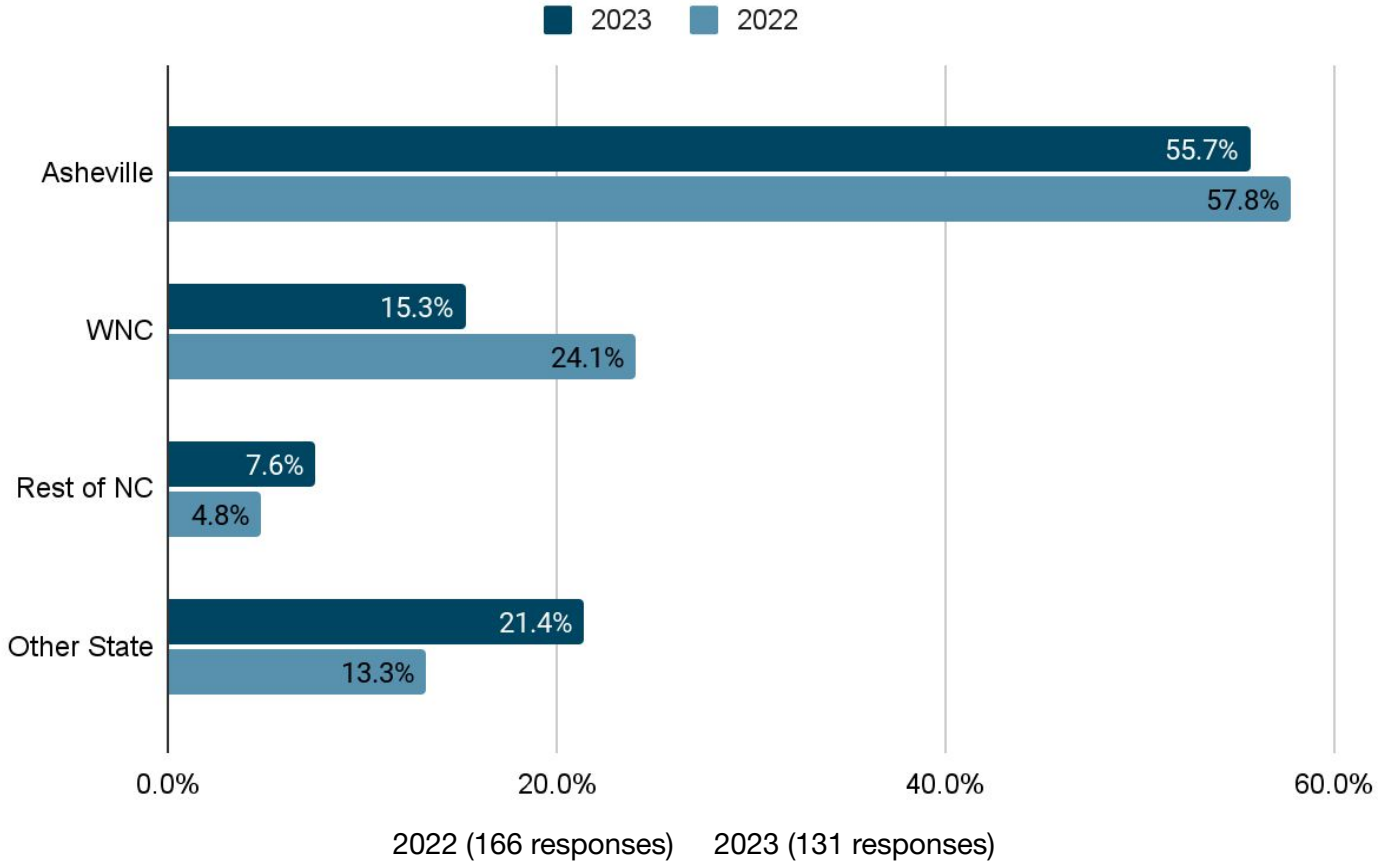
Ethnicity		
Non-Hispanic/ Latinx	546	95.3%
Hispanic/Latinx	27	4.7%

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Supplemental Unsheltered Survey Questions

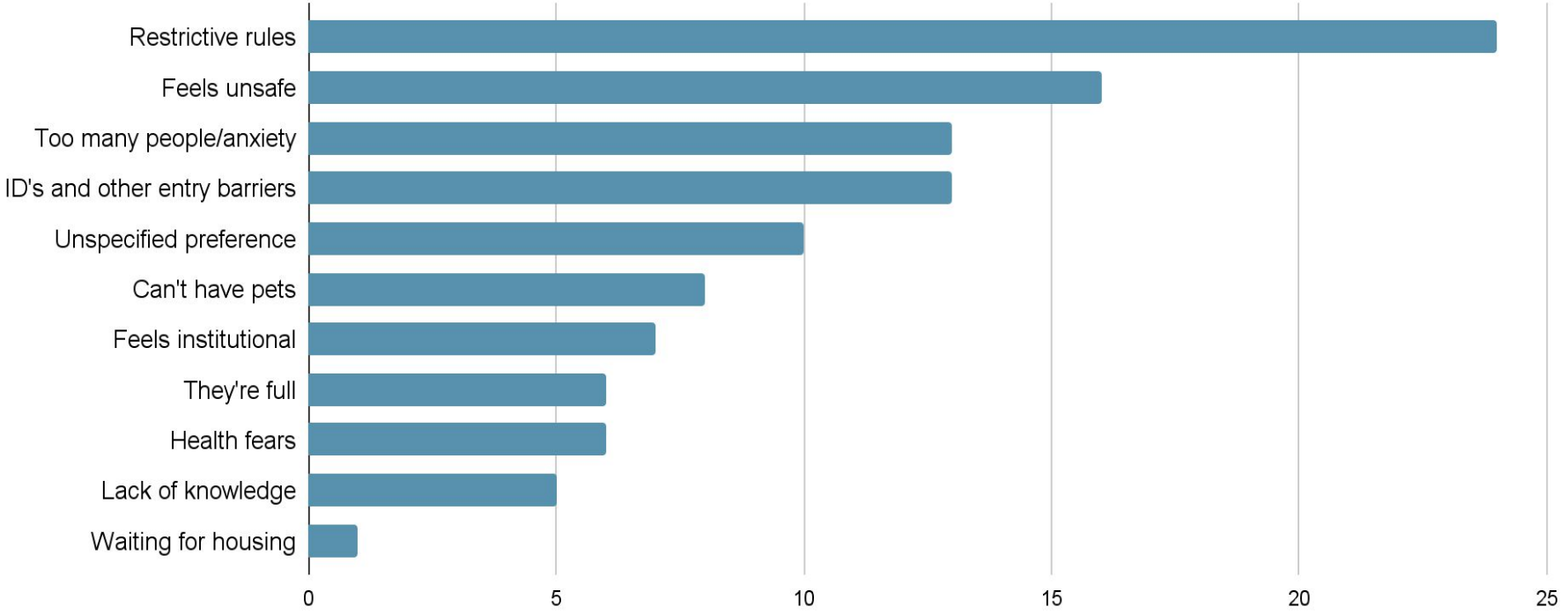
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When you last had housing, where was it?



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What's the main reason you aren't staying at a shelter right now?



109 responses

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Next Steps

- HIAC will review and unpack results at their May 11 meeting
- Goal is to increase utilization of the Homeless Management Information System (HMIS) for more accurate year-round data
    - Data will increasingly inform HIAC's strategies as quantity/quality improve
    - Anticipate new CoC governance structure will reflect focus on performance and data
- Full dataset will be posted on the Homeless Strategy Division webpage
- Staff expect that the two new Permanent Supportive Housing projects coming online this year will impact the 2024 count
- Staff will provide regular updates to HCD on HIAC's progress

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Coxe Ave. Complete Street

Design

$11,825,000 Total project budget

Completed:
Selection of design firm Kimley Horne

Next Four Weeks:
Final submittal of NCDOT scope / manday estimate

Coordination:
Aiming for design contract to council April/May
Anticipated construction start Spring 2025

Issues/Concerns:
Potential TPDF construction funding shift



Downtown Streetscape Master Plan

Greer, SC

After the completion of the Community Master Plan prepared by Kimley-Horn for the City of Greer, the City retained Kimley-Horn to further advance the design of downtown Greer—Greer Station—in the form of a Downtown Streetscape Master Plan. The project included wayfinding, streetscape design, landscape design, and community engagement. Nine streets within the downtown core were analyzed for streetscape enhancements to visibly improve the downtown core and functionally enhance it with better connectivity for all modes of transportation, including pedestrian, bicycle, and vehicular.

Highlighted within the plan were streetscape improvements associated with Trade Street, which acts as Greer's main street through downtown. Trade Street was converted to a shared/festival street, providing on-street parking, new street trees, and improved pedestrian amenities. The cross section reduced lane widths, allowing the ability to close the street for events and ultimately providing a safer, more vibrant, walkable, and bikeable downtown.

