

Public Outreach and Engagement Committee

December 13, 2018
Meeting Notes

Members Attending:

Mike Gray, City of Richmond
Kristen Larson, City of Richmond
Frank Thornton, Henrico County

Others Attending:

Martha Shickle, RRPDC Executive Director
Katherine Busser, RRPDC Consultant
Julie Fry, RRPDC Staff/Recording Secretary

Ms. Shickle called the meeting to order at approximately 10:30 a.m. on behalf of Mr. Nordvig, Chair, who was not able to attend. She said Ms. Busser will review new visuals related to the website development project.

Ms. Busser said as discussed in previous meetings, the new website should be a visual representation of the region; issue an invitation to the public to contact the agency or one of the members and/or jurisdictions; and have an interactive map of the region. She said what she has for members today is a mock-up of the Transportation webpage, which has been developed to be easily navigable for citizens, elected officials, and grantors.

There has been a concerted effort to ensure that the webpages focus on engaging the public at all levels. A build-out of the CVEMA page and Coastal Program page will also be developed. It is hoped that a soft launch of the website can be made by the end of February.

Mr. Gray said he'd like to suggest that there be information on team members, including biographies and photos. Ms. Busser said there will be information on RRPDC Board members included on the site, and the information listed will be the same as what is listed on the locality websites. She said there will be an invitation to participate and if someone responds, there will be an option to copy the appropriate Board member on all requests.

Ms. Shickle added that the website will meet all federal accessibility regulations in order to meet federal certification requirements. The new website will provide better outreach to the public. She said the current website sits on a physical server.

Mr. Thornton said care should be taken to ensure that those who are not tech-savvy can navigate the site. Ms. Shickle said navigation will be easier.

Ms. Busser said there will also be a magnifying capability as well as an option to have the content read aloud. The content on the site will be written at an 8th grade level, which is what studies have shown is best for reaching all segments of the population. The further someone goes into the site, the information will be more technical. Ms. Shickle added there will also be a translation option.

Mr. Gray asked if there is a check list to use for what is expected to be included on the site. Ms. Busser noted that all federal requirements will be met. Best practices in use by other PDCs, the localities, and partner organizations are also being considered. Ms. Shickle said the locality websites have been studied to ensure consistency.

Ms. Busser provided examples of templates for letterhead, business cards, PowerPoint presentations, and one-page fact sheets. She said work is continuing to develop the same visuals for CVEMA and the other programs. She hopes to have examples of everything by the end of December. Ms. Shickle said a roll-out of the new templates will be staged.

Ms. Busser said that plans will be made to launch celebrations of the RRPDC's 50th anniversary across all of the localities and partner agencies/organizations with a goal of enhancing public awareness.

Mr. Thornton thanked staff for the work that has been completed on this effort.

Ms. Shickle thanked members for their time. The meeting adjourned at approximately 10:50 a.m.