



## Public Outreach and Engagement Committee

April 28, 2020

2 pm

### AGENDA

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1. Welcome and Introductions: Mr. Nordvig
  - a. Statement regarding Virtual Meetings for PlanRVA: Ms. Heeter
  - b. Roll Call of Attendees: Mr. Kumar
2. Action Items & Updates
  - a. Appropriately Positioning PlanRVA for Public Engagement: Ms. Heeter
    - i. Social Media, Virtual Meeting & Webinar Tools, Content Tools & Information Sharing
  - b. Procedures for Virtual Meetings- PlanRVA & RRTPO: Ms. Heeter
    - i. Memorandum and Draft Procedures
    - ii. Opening Statement Template
    - iii. Guide to Attendees
  - c. Social Media Comment Guidelines: Mr. Kumar
  - d. Updates on Outreach Activities
    - i. [ConnectRVA 2045](#): Mr. Kumar
    - ii. [DontTrashCentralVirginia](#): Mr. Kumar
    - iii. [TogetherOneRegion](#): Ms. Heeter
    - iv. On the Horizon: Mr. Kumar & Ms. Heeter
3. Next Steps and Follow Ups
  - a. Commissioner Contact Forms, Profiles, Bios and Matching: Mr. Kumar
  - b. New Commissioner Orientation: Ms. Heeter
  - c. Increasing Public Engagement Capacity (FY2021): Ms. Heeter



Month	Activity	Notes
February <b>May</b>	Update Commissioner Roster and Complete Bio Sheets	Committee advises what information would be useful
February <b>May</b>	Kickoff Commissioner and Staff Spotlights	Staff Member: Sarah Stewart Commissioner:
February/March <b>April/May (Virtual)</b> <b>August/September (In Person)</b>	Schedule New Commissioner Orientation Sessions	Invite anyone to participate To cover overview of PlanRVA, programs and responsibilities; ways to connect and support
March/ <b>April</b>	Develop Social Media Policy/Guidelines	For Committee Review
<del>April</del> <b>May/June</b>	Draft PlanRVA Collateral Material	<ul style="list-style-type: none"> <li>- Menu of Services &amp; Programs</li> <li>- Value of Regional Planning</li> <li>- Strategic Planning Framework</li> </ul>
April/ <b>May</b>	ID Specific Investments for FY2021	Training, Software, Subscriptions, Professional Services
May <b>September/TBD</b>	Identify List of Speaking Opportunities and Ongoing Partners for Outreach	Schedule for remainder of calendar 2020
June	Develop Newsletter Strategy	Audience, Frequency, Metrics