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
<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
<th>Notes</th>
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<tbody>
<tr>
<td>February/May</td>
<td>Update Commissioner Roster and Complete Bio Sheets</td>
<td>Committee advises what information would be useful</td>
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<td>February/May</td>
<td>Kickoff Commissioner and Staff Spotlights</td>
<td>Staff Member: Sarah Stewart Commissioner:</td>
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<td>February/March April/May (Virtual) August/September (In Person)</td>
<td>Schedule New Commissioner Orientation Sessions</td>
<td>Invite anyone to participate To cover overview of PlanRVA, programs and responsibilities; ways to connect and support</td>
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<td>March/April</td>
<td>Develop Social Media Policy/Guidelines</td>
<td>For Committee Review</td>
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<td>April/May/June</td>
<td>Draft PlanRVA Collateral Material</td>
<td>- Menu of Services &amp; Programs - Value of Regional Planning - Strategic Planning Framework</td>
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<td>April/May</td>
<td>ID Specific Investments for FY2021</td>
<td>Training, Software, Subscriptions, Professional Services</td>
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<td>May</td>
<td>Identify List of Speaking Opportunities and Ongoing Partners for Outreach</td>
<td>Schedule for remainder of calendar 2020</td>
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<td>June</td>
<td>Develop Newsletter Strategy</td>
<td>Audience, Frequency, Metrics</td>
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