



Photo: Charles City Courthouse Complex

PlanRVA Executive Committee



NOTES

This meeting is open to the public. Members of the public are invited to attend virtually. Please alert PlanRVA staff at PlanRVA@PlanRVA.org if electronic transmission of this meeting fails for the public. Please refer to our [Statement Regarding Virtual Meeting Participation by Members of the Public](#) for more information.

Check out our complete [Public Participation Guide](#) online to learn about the different ways you can stay connected and involved.

Meetings are also live streamed and archived on our YouTube Channel at [Plan RVA - YouTube](#).

Members of the public are invited to submit public comments either verbally or in writing. Written comments can be submitted through the Q&A/Chat function on Zoom by email to PlanRVA@PlanRVA.org.

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PlanRVA is where the region comes together to look ahead. Established in 1969, PlanRVA promotes cooperation across the region's nine localities and supports programs and organizations like the Richmond Regional Transportation Planning Organization, Central Virginia Transportation Authority, the Emergency Management Alliance of Central Virginia, Lower Chickahominy Watershed Collaborative and Don't Trash Central Virginia.



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AGENDA

PlanRVA Executive Committee
November 14, 2024 – 8:30 a.m.
PlanRVA James River Boardroom, 424 Hull Street, Suite 300,
Richmond, VA 23224 and via Zoom

If you wish to participate in this meeting virtually, please register via Zoom at the following link:
https://planrva-org.zoom.us/webinar/register/WN_SODWZ2jSQOeVFyfKEkt0fA

Welcome and Introductions (*Dr. McGraw*)

Pledge of Allegiance (*Dr. McGraw*)

Roll Call of Attendees and Certification of a Physical Quorum (*Janice Scott*)

A. Administrative Items

1. **Confirmation of Member Participation from a Remote Location** (*Dr. McGraw*)

Action requested: motion to confirm that the Chair's decision to approve or disapprove the member(s) request to participate from a remote location was in conformance with the PlanRVA Commission Policy for Remote Participation of Members and the voice of the remotely participating member(s) can be heard by all persons at the primary or central meeting location (voice vote).

2. **Consideration of Amendments to the Agenda** (*Dr. McGraw*)

3. **Public Comment Period** (*Dr. McGraw*)

4. **Approval of Meeting Minutes- September 12, 2024** (*Dr. Newbille*) – page 3

Action requested: motion to approve the meeting minutes as presented (voice vote).

B. Other Business

1. **Member Pulse Survey Results: Capacity, Planning and FY26 Strategic Planning** (*Martha Shickle*) – page 6

Discussion Item: members will review the results of the survey.

C. Adjournment – target adjournment time: 9:25 a.m.



Executive Committee Meeting Minutes

September 12, 2024 – 8:30 a.m.

PlanRVA James River Boardroom, 424 Hull Street, Suite 300,
 Richmond, VA 23224 and via Zoom

LOCALITY	NAME	X (attended)
Town of Ashland	Dr. Daniel McGraw, Chair	X
Charles City County	Byron Adkins, Treasurer	X
Chesterfield County	Jim Ingle	X
Goochland County	Neil Spoonhower	
Hanover County	Sean Davis	X
Henrico County	Reverend Tyrone Nelson	
New Kent County	Jordan Stewart, Vice Chair	X
Powhatan County	Steve McClung	
City of Richmond	Dr. Cynthia Newbille, Secretary	X (virtual)

The technology used for the PlanRVA Executive Committee meeting was a web-hosted service created by Zoom and YouTube Live Streaming and was open and accessible for participation by members of the public. A recording of this meeting is available on our [Plan RVA YouTube Channel](#).

Welcome and Introductions

Chair McGraw called the meeting to order at 8:45 a.m. and welcomed all attendees.

Pledge of Allegiance

The Pledge of Allegiance was led by Chair McGraw.

Roll Call and Certification of a Quorum

Janice Scott, Board Relations Manager, took roll call of attendees. As a quorum was not present, the Chair announced that only discussion items would be heard, starting with the FY25 Goals item.

B. Other Business

1. FY25 Goals

Martha Shickle provided an overview of the goals set for FY25 for the agency.

Sean Davis arrived at 8:50 a.m., at which point a physical quorum was certified.

- **Coalesce Our Regional Strategic Plan**

- Continue to develop, update, and implement core planning documents in the agency's functional areas and engage the community through these efforts. Develop Regional Indicators in coordination with our partners to help the region measure progress.
 - Establish Framework for Planning Components (Deliverables) and Annual Reporting.

- Engage Commission in Setting Priorities.
- Leverage Commission Meetings, Joint Annual Meeting, and PlanRVA Day to drive Strategy.
- Launch Civic Engagement Innovation Lab.
- **Support Member Jurisdictions through Local Planning Assistance**
 - Local Planning Assistance is carried out across all of PlanRVA's Program Areas and may be provided directly by PlanRVA staff or through the bench of consultants maintained by the agency.
 - Launch On-Call Services Program.
 - Identify 1 project per jurisdiction to initiate in FY2025.
 - Continue Regional Roundtable Meetings (Planning Directors, PIOs/Communicators, Clerks, Small Jurisdictions' Economic Developers).
 - Inventory Local/Regional Planning Projects & Develop Report for Executive Committee and Full Commission.
- **Serve as the Regional Data Hub**
 - Serve as a data clearinghouse for locality members, the US Census, and various data partners per VA Code. Continue to prioritize developing and disseminating data for the region, including the development of metrics and data tracking at the regional level, to show progress toward our vision and goals for the Regional Strategic Plan.
 - Launch Proof of Concept Dashboard for Regional Indicators
 - Identify local data needs and questions
 - Develop Regional Demographics and Trends Data Site
- **Be the Regional Convener**
 - Provide backbone support to CVTA, EMACV, RRTPO, and LCWC. Convene various groups to support cooperative work leveraging regional expertise and promote networking and increased planning efficacy in our communities.
 - Convene CAOs and Administrators at least twice annually
 - Convene Regional Organization Leads
 - Establish Regional Indicators Data Collaborative
 - Launch Regional Safety Coalition
 - Establish a new Framework for Locality/Stakeholder Engagement in Regional Planning Efforts
- **Ensure Compliance and Agency Sustainability**
 - Function in compliance with the Code of Virginia (Reg'l Cooperation Act) and other state and federal laws. Conduct agency operations in a responsible and proactive way to best meet the organizational objectives and needs of member localities, including sound financial management, staff retention and development, delivery of key work priorities, and continuous engagement with Commissioners, localities, and regional partners.
 - Implement the FY2025 Work Program
 - Stabilize the Finance Team
 - Complete FY2025 Audit, IDC Rate Review
 - Prepare for FY2025 MPO Certification Review
 - Update Succession Management Plan, Salary Scale, and Professional Development System

- Review Title VI Plan, Update as Necessary, and Review Roles

Commissioners discussed the goals and reached a consensus to add “e.g. public education” after the word “networking” in the Be the Regional Convenor goal.

2. Pulse Member Locality Survey

Chair McGraw described the survey he requested staff to develop to give Commissioners the opportunity to see how the agency is doing. He asked for feedback on the survey and utilizing this process to gauge the performance of the agency and the Executive Director.

Commissioners discussed the survey made recommendations for edits to certain questions. A consensus on which questions should be included in the survey.

A. Administration Items

1. Confirmation of Member Participation from a Remote Location

Chair McGraw announced that Cynthia Newbille requested approval to participate remotely due to a personnel matter, specifically a scheduling conflict that prevents in-person attendance.

Chair McGraw announced his approval of the request to participate remotely.

On motion by Jordan Stewart, seconded by Byron Adkins, the PlanRVA Commission voted to confirm that the Chair’s decision to approve the request to participate from a remote location was in conformance with the PlanRVA Policy for Remote Participation of Members; and, the voice of all remotely participating member could be heard by all persons at the primary or central meeting location (voice vote).

The quorum was updated to show the presence of the remote member.

2. Agenda Amendments / Approval

There were no requested amendments to the agenda.

3. Public Comments

There were no public comments received or requests to address the Committee.

4. Approval of August 1, 2024, Meeting Minutes

On motion by Jim Ingle, seconded by Sean Davis, the members of the PlanRVA Executive Committee voted to approve the meeting minutes as presented (voice vote).

C. Adjournment

Chair McGraw adjourned the meeting at 9:27 a.m.



PlanRVA Satisfaction Survey

Following the September 12, 2024, Executive Committee meeting, members were invited to submit responses to a questionnaire inviting feedback on PlanRVA. Of the nine members invited to participate, 7 submitted responses. The following is a summary of those responses.

1. 7 responses (100%) indicated PlanRVA is effective at identifying important regional issues.

“PlanRVA is positioned well to see many different jurisdictional challenges.”

“Due to manpower capacity, PlanRVA has assisted us in completion of major tasks.”

“I feel as though Martha and her staff have their finger on the pulse of the region’s concerns and major projects. The fact that they are so connected to all the region’s localities, non-profits and movers and shakers helps them to stay informed. The organization includes well credentialed professionals that are respected throughout the region. PlanRVA takes responsibility for leading important regional issues that align with their mission and convening meetings/ stakeholders that are responsible for others, nice balance.”

2. 5 of 7 responses (80%) either strongly agree or agree that their locality is engaged satisfactorily by PlanRVA in regional planning efforts. The remaining 2 indicated a neutral response.

“We have representatives, most times multiple representatives on all PlanRVA boards. [Our locality] traditionally has exemplary attendance at board and committee meetings and has clearly demonstrated a willingness to lead multiple regional boards and committees.”

“Would love more support for rural planning.”

“We are closer to agree, but not so much engaged everyday.”

3. 7 responses (100%) indicated PlanRVA is responsive to requests for services from its member localities.

“While we don’t make any requests (I think we underutilize PlanRVA) I think PlanRVA goes above and beyond to provide assistance. We definitely get our monies worth.”

“I believe PlanRVA is reaching out pro-actively to each of the 9 jurisdictions it represents. I believe PlanRVA understands their role with the large AND small jurisdictions well.”

4. 7 responses (100%) indicated confidence in knowing who to contact at PlanRVA if a locality needs support on a specific project or issue.

“To be fair enough, most contact is usually with Martha directly, so maybe a contact list with the subject areas they represent would be helpful. Martha is ALWAYS available to assist... and her leadership team is always present.”

“Martha is always responsive in communication and will point our locality in the right direction.”

5. 6 of 7 responses (85%) indicated PlanRVA is effective at forming professional working relationships with locality staff and organizations in the region. 1 response disagreed.

“I feel like we could do a better job of relationship building so that PlanRVA is top of mind when it comes to planning resources.”

“PlanRVA understands their role with the large AND small jurisdictions well.”

6. 5 of 7 responses (71%) indicated PlanRVA provides quality communications about current projects and planning efforts through various channels. 2 indicated a neutral position.

“We don’t always read them in detail, but are aware of them.”

“Communication has gotten much stronger over the years.”

“Outreach requires a constant ‘drum beat’ and by the fact that PlanRVA has an outreach coordinator and committee demonstrates how important this fact is to success.”

7. 3 of 7 responses (43%) indicated a desire for PlanRVA to provide additional support, services or outreach to their locality. 4 responded no to this question.

“Would love to see PlanRVA be the shining example of supporting rural planning.”

“Plan to have quarterly meetings with staff.”

“Our response was more neutral – we won’t turn down additional support, but don’t see that it necessarily is a priority. Thank you for all you do!”