



*Photo: Atkinson's Hotel, Powhatan Courthouse*

## PlanRVA Public Outreach & Engagement 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](mailto: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](mailto:PlanRVA@PlanRVA.org). Written comments will be read aloud or summarized during the meeting when possible and will be included in the meeting minutes. Verbal comments will be taken during the Public Comment Period on the agenda. Please use the Q&A/Chat functions on Zoom if you would like to comment. When acknowledged by the Chairman, please clearly state your name so that it may be recorded in the meeting minutes.

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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 Public Outreach and Engagement Committee  
August 29, 2024 – 9:00 a.m.  
PlanRVA James River Board Room, 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://planva-org.zoom.us/webinar/register/WN\\_a3y9\\_hdWSkihqCq7Mv0p6Q](https://planva-org.zoom.us/webinar/register/WN_a3y9_hdWSkihqCq7Mv0p6Q)

1. **Welcome:** *Ms. Shickle*
2. **Roll Call Roll Call of Attendees and Certification of a Quorum:** *Ms. Scott*
3. **Meeting Minutes:** *Ms. Scott – page 3*
4. **Outreach Recap:** *Ms. Shickle*
  - a. **Commissioner and Locality Engagement** – page 5
5. **FY2025 Work Program Priorities**
  - a. **Connecting with our Localities:** *Ms. Shickle – page 7*
  - b. **Connecting With Our Community:** *Ms. Gordon*
  - c. **Discussion Items and Action Steps:** *Shickle/Gordon*
6. **Upcoming Events:** *Ms. Gordon*
  - a. **Flying Squirrels Game-RVA Community Night- September 4, 2024**
  - b. **Civic Action Series** (linked) – **September 18, 2024**
  - c. **Port of Virginia Visit- October 3, 2024**
  - d. **Joint Annual Meeting – December 5, 2024**
  - e. **Major Event (PlanRVA Day) – March 2025**
7. **Adjourn**



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**PlanRVA Public Outreach & Engagement Committee**  
**Meeting Minutes**  
**May 21, 2024 – 9:00 a.m.**

Locality	Committee Members	Present
Town of Ashland	Brent Chambers	X
Chesterfield County	Tim Davey, Chair	X
Chesterfield County	Frank Petroski	X
Chesterfield County	Jessica Schneider	X
Hanover County	Charlie Waddell	
Hanover County	Larry Leadbetter	X
Henrico County	Chris Bast	X
Henrico County	William Mackey	
New Kent County	Rev. Milton Hathaway	X
Powhatan County	Jessica Winall	
City of Richmond	Cameron George	X
City of Richmond	Rodney Poole	

Staff Present	
Janice Scott	Sidd Kumar
Phil Riggan	Martha Shickle
Gilbrith Gogel	Holly Gordon

The technology used for the 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](#).

**1. Welcome, Roll Call and Introductions**

Chair Davey welcomed everyone and called the meeting to order at 9:00 a.m.

**2. Roll Call of Attendees and Certification of a Physical Quorum**

Janice Scott, PlanRVA, certified that a quorum was present.

**3. Approval of previous meeting minutes**

- 1. August 24, 2023**
- 2. November 22, 2023**
- 3. January 23, 2024**
- 4. March 28, 2024**

On motion by Brent Chambers, seconded by Jessica Schneider, the members of the Public Outreach and Engagement Committee voted to approve the meeting minutes as presented.

#### **4. Outreach Recap**

##### **a. Commissioner and Locality Engagement**

Martha Shickle, Executive Director, provided an overview of the committee and the work that's been done for public and community outreach.

##### **b. Public Engagement**

Ms. Shickle reviewed the agency's recent public engagement activities. Committee members commented on the importance of learning the different areas PlanRVA is involved in.

There was discussion about developing a packet or kit of information for committee members to use for reference to help them share information about the agency.

Chris Bast arrived at approximately 9:40 a.m.

#### **5. Who's in My Community Exercise**

Holly Gordon, PlanRVA, explained the recent changes in the role of the RRTPO Community Transportation Advisory Committee (CTAC). The members of CTAC expressed an interest in identifying members of their community to guide/assist them in sharing information or seeking public input. The "who's in my community" activity was developed for that purpose. Ms. Gordon distributed the exercise and led the activity.

#### **6. FY2025 Work Program Priorities**

##### **a. Civic Engagement Innovation Lab**

##### **b. Programmatic Outreach Needs**

Ms. Shickle reviewed the work program priorities. The proposed key imperatives are:

- Regional Strategic Plan
- Regional Convenor
- Local Technical Assistance
- Regional Data Hub
- Compliance & Agency Sustainability

The "regional convenor" imperative was discussed and how, with respect to homelessness in the region, PlanRVA could potentially convene representatives from the nine localities and initiate a regional discussion about the matter.

The group discussed each of the six regional vision categories: strategic and resilient infrastructure, environmental stewardship, quality and diverse housing options, safe and healthy community (likely will be reworded to "prepared and resilient community"), economic vitality and equitable opportunity and choice. Sub bullets will be added to provide clarification on what will fall under each category.

#### **7. Upcoming Events**

##### **a. Civic Action Series - 2024 Kickoff – June 5**

##### **b. Joint Annual Meeting - June 13**

##### **c. PlanRVA Day - June 13**

The upcoming events were reviewed. Members were reminded to register for PlanRVA Day if they plan to attend.

#### **8. Adjournment**

The meeting was adjourned at approximately 10:30 a.m.

# PLANRVA PUBLIC ENGAGEMENT ACTIVITIES

For PlanRVA Commission  
Public Outreach & Engagement Committee  
August 2024

**Digital Engagement**

- @PlanRVA on LinkedIn, Facebook and Instagram
- [Newsletter](#)
- [Blog](#)

**Events**

EMACV (Emergency Management Alliance of Central Virginia) Pet Preparedness at Flying Squirrels Game	2024-06-26
Friends of the Fall Line Public Meeting	2024-07-03
Henrico County HEART Podcast	2024-07-02
Creative Connecting @ Civic Engagement Innovation Lab Workshop	2024-08-26
EMACV Regional CERT Exercise	2024-08-18

**Climate Pollution Reduction Grant (CPRG)**

- **Communication Channels:**
  - Press Outreach: English and Spanish
  - Social Media Posts (Organic and Paid): English and Spanish
  - Newsletters (PlanRVA and dedicated Climate Resilient RVA)
- **Survey**
  - Phase 2 Online Survey May-July: 908 respondents
- **Engagement**
  - Sector-Specific, Community Ideation Sessions. Virtual & In-Person.
    - June 2024
      - Buildings
      - Transportation x2
      - Energy x2
      - Agriculture & Working Lands
      - Waste
      - Industry
    - LIDAC (Low Income and Disadvantaged Communities) Focus Groups.
      - Virtual & In-Person, July-August 2024
        - General Public: Phase 2 survey respondents. x3
        - Hispanic/Latino Residents South Richmond and Chesterfield
        - City of Richmond Youth

- Environmental Advocates
- Black Business Community
- Nonprofit Housing Community
- Petersburg/Ettrick community members
- Varina/Sandston/Elko/Eastern Henrico: *My Henrico County Ambassadors*

### **Professional Development or Presentations**

Presentation for Cochrane Summer Economic Institute	2024-07-18
NADO (National Association of Development Organizations) Transportation Conference—1 staff presented on Safety in Transportation	2024-07-30
Association of Planning Professionals Virginia State Conference. 4 staff attended.	2024-07-21
FEMA Coffee Break: Planning for a Changing Climate --ways to leverage or improve hazard mitigation plans	2024-07-24

### **Networking**

LGBTQ Chamber Networking	2024-07-17
Rebelle (Women in business)	2024-07-11
Urbanism Happy Hour: Zoning Reform in Your Backyard	2024-07-10
211 Virginia Service Providers Network Statewide	2024-08-19
Equality Mixer:ChamberRVA and LGBTQ Chamber	2024-08-22

# FY2025 Work Program

# FY25 Imperatives

01

Coalesce our  
Regional Strategic  
Plan

02

Support Member  
Jurisdictions  
through local  
planning  
assistance

03

Serve as the  
Regional Data  
Hub

04

Be the Region's  
Convenor

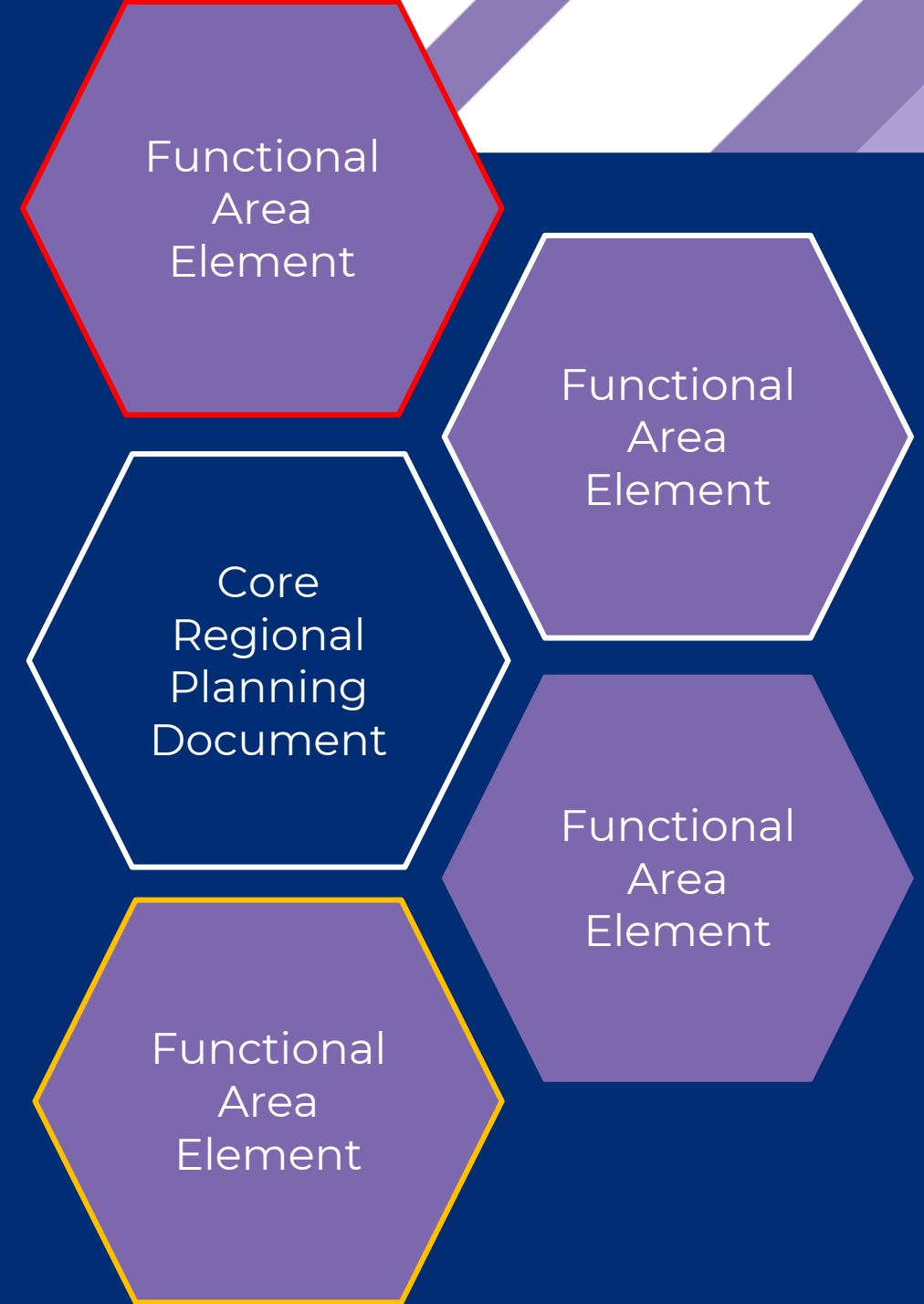
05

Ensure  
Compliance &  
Agency  
Sustainability



# Regional Strategic Plan

- Defines coordinated regional vision and goals
- Indicates the role and responsibilities of PlanRVA in serving the region through implementation
- Contextualizes the relationship, content, and processes for functional area plans



# FY2025 Highlights- Plans & Studies

- Comprehensive Economic Development Strategy
- Regional Housing Market Value Analysis
- Green Infrastructure Plan
- Comprehensive Climate Action Plan
- Urban Agriculture Suitability Study
- Richmond Electric Vehicle Initiative Readiness Plan
- Long Range Transportation Plan Update
- Rural Public Transportation Study
- Regional Transportation Safety Plan

# FY2025 Highlights- Add'l Priorities

- Local Planning Assistance
- Regional Indicators
- Community Engagement Innovation Lab
- RRTPO Recertification