



Photo: Goochland Courthouse Square

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 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 Public Outreach and Engagement Committee
January 9, 2025 – 9:00 a.m.
Zoom Meeting (note: this is a change)

If you wish to participate in this meeting, please register via Zoom at the following link:
https://planrva-org.zoom.us/webinar/register/WN_3Z4_cwcCSOaujNfEeB1o-g

- 1. Welcome:** Tim Davey, Chair
- 2. Roll Call Roll Call of Attendees and Certification of a Quorum:** *Janice Scott*
- 3. Meeting Minutes:** *Janice Scott* – page 3
- 4. Last Quarter Engagement Activities:** *Holly Gordon* -page 6
- 5. Equity Working Group:** *Martha Shickle/ Ken Lantz*
Action item: motion to appoint members to serve on working group with CTAC.
- 6. Pathways to the Future – Regional Symposium:** *Holly Gordon*
Friday, March 14th (registration open January 23rd).
- 7. LRTP Engagement Update:** *Holly Gordon*
Information item (engagement toolkit to be shared).
- 8. Board and Committee Member Page Debut:** *Janice Scott/ Sidd Kumar*
Information item.
- 9. Port of Virginia Facility Tour:** *Janice Scott*
Information item: update on rescheduling of facilities tour.
- 10. Adjourn**



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PlanRVA Public Outreach & Engagement Committee
Meeting Minutes
August 29, 2024 – 9:00 a.m.

Locality	Committee Members	Present
Town of Ashland	Brent Chambers	
Chesterfield County	Tim Davey, Chair	X
Chesterfield County	Frank Petroski (virtual)	X
Chesterfield County	Jessica Schneider (virtual)	X
Goochland County	Dwain Cosby	X
Hanover County	Larry Leadbetter	X
Hanover County	Charlie Waddell	
Henrico County	Chris Bast	X
New Kent County	Rev. Milton Hathaway	X
City of Richmond	Cameron George	

Staff Present	
Janice Scott	Sidd Kumar
Phil Riggan	Martha Shickle
Holly Gordon	Ken Lantz

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, called the roll call of attendees. A quorum was not present.

3. Meeting Minutes

The previous meeting minutes were included in the agenda packet.

4. Outreach Recap

a. Commissioner and Locality Engagement

Martha Shickle provided a summary of recent outreach activities. She reported that a survey will be sent out soon to member jurisdictions to gauge the level of satisfaction with the agency.

5. FY2025 Work Program Priorities

a. Connecting with our Localities

Ms. Shickle outlined the work program priorities that were approved by the Commission. She described the plans and studies that are being done that will tie into the Regional Strategic Plan.

The goal is for the committee members to provide input on how to engage the community and on how the agency is doing. The survey that is being developed will be sent to committee members for their input prior to the Executive Committee's review of the survey.

b. Connecting With Our Community

Holly Gordon described the recent efforts to connect with the localities and the public. There was a discussion about recent and upcoming surveys and what other efforts are made to engage members of the public. She asked for committee members' assistance getting the word out in their communities about several projects that community input is being sought.

For the Rural Public Transportation Analysis, a project Steering Committee has already been formed of the smaller jurisdiction representatives from the Public Transportation workgroup of the TPO Technical Advisory Committee. These members include Austin Goyne and Josh Gillespie (Goochland), Amy Inman (New Kent) Bret Schardein and Ligon Webb (Powhatan), Sheri Adams (Charles City); Debra Preston and Susan Richards (Hanover DASH). The first phase of the study will identify relevant stakeholders who will work with the steering committee throughout the 6-month engagement process, including transportation providers, community organizations and advocacy groups, local business and major employers, educational institutions, healthcare providers and residents.

The Long-Range Transportation Plan (LRTP) is beginning the update process, with a timeline that will stretch over the next two years. The update team is working now to develop the public outreach scope for the LRTP, building off the Public Engagement Plan adopted by the TPO. One key element for the process again will be the formation of an LRTP Advisory Committee. The LRTP Advisory Committee (LRTP-AC) has autonomy to make decisions guiding the process and outcomes. As in the past, it is expected that this Advisory Committee would include a variety of representatives including local government and federally recognized tribes; state and federal partners (ex. DRTP); regional partners (ex. GRTC); and others. Examples in the last category from previous years include representatives of groups organized around particular transportation modes, and representatives of specific population groups. In addition, there may be one or more members of the Community Transportation Advisory Committee (CTAC) who also serve on the LRTP-AC. The update team is planning for community engagement across the phases of the update process, using a variety of methods. In accordance with federal regulations, the effort will include concerted effort to seek input from specific groups, including people with low-income, people categorized as minority population, people with limited English proficiency, and people in zero car households

For the Housing Market Value Analysis (Virginia Housing and CDBG Planning Grant), two funding sources for the 2025 MVA update can be managed by establishing one steering committee that will be made up of planners or designees from the CDBG non-entitlement jurisdictions (Ashland, Charles City, Goochland, Hanover, New Kent and Powhatan) + the larger jurisdictions' revitalization or community development officers (City, Henrico, Chesterfield) + key housing partners (PHA, CDCs) + lenders + foundations. This steering committee will serve during the 12-month period anticipated to complete the MVA and Housing Study. The committee will meet on a quarterly basis. A smaller core group of the steering committee made up of the smaller jurisdictions participating in the CDBG planning grant will constitute the project management team working directly through New Kent as the lead applicant and PlanRVA on regular status updates for the Department of Housing & community Development.

For the Comprehensive Economic Development Strategy, a steering committee made up of representatives from the economic development offices all nine jurisdictions + regional roundtable data team + business and industry and/or local EDA representatives + minority interests + MVA team member + LRTP steering committee member + educators. Ideal size would not exceed 15, and plans would be to meet quarterly during the course of the 12-month CEDS process. Annual updates of the CEDS may require this steering committee to reconvene at least one time each year for up to five (5) years.

c. Discussion Items and Action Steps

Committee members discussed the various ways they can bring these matters to the attention of the citizens in their localities. Contacting members of active citizens groups and enlisting the help of the economic development staff were two ideas that were explored.

6. Upcoming Events

- 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**

Ms. Gordon and Ms. Shickle reviewed the upcoming events.

7. Adjournment

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

PLANRVA PUBLIC ENGAGEMENT ACTIVITIES

For PlanRVA Commission Public Outreach & Engagement Committee January 2025

Digital Channels

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

Regional Events

Event	Date
Squirrels Community Night	2024-09-04
Controversy History Valentine	2024-09-05
Mayo Bridge Public Meeting	2024-09-17
Civic Academy-workforce	2024-09-18
Sovereign Nations Conference	2024-09-19
Chickahominy Pow Wow	2024-09-28
Goochland Senior Citizen Resource Fair	2024-10-09
Safe & Healthy Streets Commission	2024-10-16
New Kent Comprehensive Plan Community Meeting	2024-10-22
Charles City Food Pantry Distribution Day	2024-10-22
Goochland Fall Festival	2024-10-26
Hanover County - WHES Replacement Community Mtg	2024-10-29
GeoCon2024	2024-11-06
Let's Talk About Housing - HOME @ Black History Museum	2024-11-07
PSG visit to PlanRVA and CVTA	2024-11-10
Engage RVA Civic Academy-Childcare	2024-11-13
VA Governor's Housing Conference	2024-11-13
Hanover Caregiver Expo @ Montpelier Library	2024-11-14
Henrico State of the County	2024-11-14
Great American Indian Expo - Pow Wow (Richmond Raceway)	2024-11-16

Goochland Baptist Church Community Table Dinner	2024-11-20
VCU GIS Day	2024-11-20
Resilient Virginia webinar: Trailblazers talk: Insights from the Field	2024-12-03
RVA Rapid Transit - Cooling the Commute	2024-12-03
LMR December Session	2024-12-04
Stream Smart Workshop	2024-12-04
Chickahominy Indian Tribe Gala	2024-12-13
State of the Region Panel (Richmond, Henrico, Chesterfield)	2024-12-16

Rural Transportation Analysis

- **Communication Channels:**
 - Social Media Posts (Organic): English and Spanish
 - Newsletter (PlanRVA)
 - Email
- **Survey: 329 total respondents**
 - August 15 - October 31
 - Online Survey – Engage.planrva.org (translatable to 10 languages)
 - Paper Survey (Spanish/English)
- **Engagement**
 - Rural Locality-Specific, In-Person
 - LIDAC (Low Income and Disadvantaged Communities)
 - Non-car household stakeholders

L RTP 2050 Public Engagement Launched

- **Communication Channels:**
 - Email invite to initial LIDAC and Limited Access Stakeholders “The 45”
 - Virtual meetings
- **Engagement**
 - **In person so far:** Goochland (2), Hanover (1), Henrico (1), Richmond (1)

Professional Development or Presentations

Event	Date
Virginia Inclusion Summit	2024-09-05
One Small Step at Commission Board	2024-09-12
AMPO Salt Lake City	2024-09-24
AI Ready RVA - Meta Workshop: AI for Business	2024-10-09
Valentine Controversial Conversations – Housing Discussion	2024-10-15
Virginia Clean Energy Summit	2024-10-16
NADO Annual Training Conference	2024-10-21
SEAP Participatory Climate Action Planning in the US South	2024-10-24
YMCA Essential Partners Facilitator Training	2024-12-06

Youth Engagement Services: Partner Information Session	2024-12-17
VTOP Employer Module Session: Internship Program Development	2024-12-18
Hootsuite Webinar - Expert Fireside Chat: Powering Social with Agile Tactics and Strategies in 2025	2024-12-04

Networking

Event	Date
New Kent Chamber on Tap Networking Social	2024-09-17
Chamber RVA Mix Event	2024-09-25
PRSA Richmond - Engaging Latino Communities Panel (@VPM)	2024-10-02
Chamber RVA DEI Power Hour Latinos in Virginia	2024-10-03
RVAGREEN 2050 Mayor Stoney Fireside Chat	2024-10-08
Girls for a Change - Daughters Screening	2024-10-17
Chickahominy Indian Tribe Senior Luncheon	2024-10-23
ChamberRVA/RRT/GRP Holiday Party	2024-11-20
Floriscane Annual Birthday	2024-11-20
MBL New Member Orientation Session	2024-11-07
Creative Mornings RVA	2024-12-13
Women & AI Cohort: Inaugural Session	2024-11-19
Bay Transit Rural Stakeholders Focus Group – New Kent and Charles City	2024-12-05
DEI Collaborative Quarterly Meeting	2024-12-11