



## PlanRVA Public Outreach & Engagement Committee



### NOTES

This meeting is open to the public. Members of the public are invited to attend virtually. Please alert the RRTPO 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 through 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 Collective and Don't Trash Central Virginia.*

## AGENDA

### PlanRVA Public Outreach and Engagement Committee

August 24, 2023 – 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://planrva-org.zoom.us/webinar/register/WN\\_TbjwXB5-RvCp4wbVX5cxAA](https://planrva-org.zoom.us/webinar/register/WN_TbjwXB5-RvCp4wbVX5cxAA)

1. **Welcome and Introductions:** *Mr. Davey*
2. **Roll Call Roll Call of Attendees and Certification of a Physical Quorum:** *Ms. Firestone*
3. **Confirmation of Member Participation from a Remote Location:** *Mr. Davey*  
**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).
4. **March 23, 2023, Meeting Minutes:** *Mr. Davey – page 3*
5. **Community Engagement Manager Recruitment Update:** *Ms. Shickle*
  - a. *Introduction of Ms. Holly Gordon*
6. **FY2024 Work Program Priorities:** *Ms. Shickle*
  - a. *Special Events, Public Outreach Opportunities*
  - b. *Commissioner Training, Orientation and Onboarding*
  - c. *Communications Channels and Media*
7. **YouTube Channel Improvements:** *Ms. Shickle*
8. **Adjourn**

**Public Outreach and Engagement Meeting  
Zoom Meeting Minutes  
March 23, 2023, 2:30 p.m.**

<u>LOCALITY</u>	<u>NAME</u>	<u>X (attended)</u>
Chesterfield County	Tim Davey, Chair	X
Goochland County	Neil Spoonhower (virtual)	X
Hanover County	Charles Waddell	X
Henrico County	Frank J. Thornton	
City of Richmond	Jacob Giovia (virtual)	X

*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](#). Virtual participation of this meeting by members of the Executive Committee is authorized under the City of Richmond Res. No. 2020-R025, - declaration of a local emergency due to the potential spread of COVID-19, adopted March 16, 2020. The resolution is available [here](#).*

<b>Staff Present:</b>	
Martha Shickle	Rashaunda Lanier-Jackson (virtual)
Janice Firestone	Gilbrith Gogel
Sidd Kumar (virtual)	Mark Bittner

**1. Welcome and Introductions:**

Chair Davey welcomed attendees and called the March 23, 2023, Public Outreach and Engagement Committee meeting to order at 2:30 p.m.

**a. Roll Call of Attendees:**

Janice Firestone, Program Manager, took roll call for attendance and certified that a quorum was present.

**2. November Meeting Minutes:**

On motion by Charlie Waddell, seconded by Jacob Giovia, the members of the Public Outreach and Engagement Committee voted to approve the meeting as presented.

**3. PlanRVA Brand Implementation Update:**

Ms. Shickle provided an update on the following:

- Agenda cover sheets – these will be updated with rotating photos of the localities each month.
- “Powered by PlanRVA” logo – this is being incorporated into numerous documents and publications.
- First-look event – the event was a success.
- Member jurisdiction interaction – a half-page informational sheet geared toward locality staff and others explaining PlanRVA’s role has been created.

- Local outreach – piloting a local technical assistance project. The localities have expressed interest in a wide range of areas where PlanRVA can provide assistance.
- Regular meetings are being held with Economic Development and Planning Directors.
- Joint annual meeting – June 1, 2023. CVTA, RRTPO and PlanRVA Commission. The Governor will be invited as key-note speaker. The plan is to invite other partners in for special programs after the meeting ends.

Ms. Shickle asked for committee feedback and on the following ideas:

- Website
  - Interim update to homepage (improved navigation)
  - Overall website update to update all content
  - Planned for FY24 budget
- Committee leveraging
  - How to more effectively leverage committee members' networks.
  - Best outreach to localities/jurisdictions.
- Orientation for new members
  - The need to initiate new member networking with current members.

#### **4. Upcoming Priorities**

##### **a. Future outreach/open house events for broader stakeholder networks**

Committee members had the following suggestions:

- Outreach opportunities: partnering with communities on their various programs, such as litter pick-up. Ms. Shickle noted that staff has interacted with locality staff on the Don't Trash Central Virginia campaign. She also reported that PlanRVA has signed on to sponsor the Richmond Flying Squirrels and the Richmond Kickers.
- Leveraging networks to develop coordination.
- Advocacy program.
- Creating a separate document of resources and partners that jurisdictions can refer to.
- Meeting in April to discuss more specific budget items.

The next meeting will be scheduled for April 17<sup>th</sup> at 9:00 a.m.

#### **5. Adjourn**

Chairman Davey adjourned the meeting at approximately 3:26 p.m.