

**Public Outreach and Engagement Committee Meeting Updates - 5/2/22**

**C.E. Goal 1 – Increase awareness of PlanRVA and foster an understanding of the organization’s work and role.**

- Better Together Webinars –

1/19/2022	GRTC: MicroTransit - Julie Timm
2/17/2022	BikePedRVA 2045 – PlanRVA Staff
3/17/2022	Partnership for Housing Affordability - Jovan Burton
4/21/2022	Central VA Waste Management Authority - Kim Hynes
5/19/2022	Port of VA - Thomas Cross and Barb Nelson

- # of Attendees: 100+
  - Sidd has been working to collect analytics from our outreach and promotion efforts to see how we can increase our reach.
  - We have started working on scheduling for next fiscal year and welcome ideas on topics, speaker suggestions, and promotion. Would love insight on how to better reach your constituents.
- Press Release & Newsletter: PlanRVA is leveraging the expertise of our On-Call Bench to assist external communication efforts.
  - Press Release:
    - CVTA Public Hearing
    - New Office Location
    - MVA 2020 (Upcoming)
    - RRTPO Joint Meeting (Upcoming)
  - Newsletter – leveraging our partnership with Hodges we are planning to launch a monthly newsletter June 2022.
- PIOs and Communicators’ Roundtable – we’ve facilitated 2 meetings to re-introduce this group and share regional updates.
  - Upcoming meetings: May 10<sup>th</sup>, June 7<sup>th</sup>, and July 28<sup>th</sup>
- Branding Strategy – Created common language to help tell our story in verbal and written communication.
  - Blurb: *PlanRVA is where we come together to look ahead . Established in 1969, the Richmond Regional Planning District Commission, known as PlanRVA, has been the home of cooperation among the nine jurisdictions of Central Virginia for more than 50 years . Today, we focus in areas of **community development**, emergency management, the environment and transportation . We are the seer of the future, convener of our member jurisdictions and regional partners, creator of plans of action and shaper of Central Virginia’s future. Tomorrow’s solutions are born here.*
  - Staff have been encouraged to use similar language when giving external presentations, when representing PlanRVA at community events, and when update/creating plans. Brand implementation is the next steps.

***C.E Goal 2 – Increase participation in PlanRVA comment processes and ensure respondents are representative of the Richmond Region.***

Since January we have held 3 public comment periods for the following:

- BikePedRVA 2045
- Richmond-Crater Hazard Mitigation Plan
- CVTA Public Hearing – 54 comments received

***C.E. Goal 3 – Increase Community Collaboration.***

- Previous Collaborations & Events:
  - Richmond Memorial Health Foundation – Market Value Analysis 2020
  - Black Girls Do Bike Annual Kick Off Event
  - Flying Squirrels Block Party
  - Captains’ Table (Sands Anderson and Atlantic Union Bank) The audience was CEOs and executive directors of Richmond's nonprofit organizations.
  - VCU Career Fair
  - Keep VA Cozy – Earth Day Clean Up
  - Native Plant Festival
  - Staff Representation: Ukrop’s Monument 10k, ChamberRVA Annual Meeting, Richmond Tourism Awards and Meeting, Flying Squirrels Day at Kings Dominion, RVA Green Drinks with Capital Region Land Conservancy
  - RVA Engage: Civic Action Series - seeks to inform and catalyze community members to engage in the issues they care most about.
    - Early Childhood Education
    - Workforce Development (May 11<sup>th</sup> @ 6:30)
    - Housing – Fall 2022
- Confirmed Upcoming Summer Events:
  - ¿Qué Pasa? Festival
  - OIRE Multicultural Festival 2022
  - EMACV Flying Squirrels Anti-Terrorism & Preparedness Sponsorship (7 Community Nights)
- Summer Intern Recruitment

***C.E. Goal 4 – Increase awareness among PlanRVA staff on unconscious bias in existing community engagement practices and mitigate to the greatest extent possible.***

- Mamba Mentality Lunch & Learn Series (first launched in February 2022)
  - Master Class: Black History Month Series
  - Mindfulness March – 2 speakers from The Innerwork Center
  - April – Black & Missing documentary series that highlights the disparities in media coverage and law enforcement response to missing minority adults and children.
- 6 Wheels Consulting Partnership

***On-Call Bench & Task Orders –***

- We met with our on-call bench partners to receive partnership feedback, discussed bringing more awareness of their services to localities, and share about (potential) upcoming task orders.
  - To date we have issued 12 Task Orders to the On-Call Bench
    - 6 have been completed
      - 21-03-01 Community Engagement Strategy, Avid Core

- 21-03-02 Comprehensive Public Outreach for Emergency Management, West Cary Group
- 21-03-03 Preparedness Guide, West Cary Group
- 21-03-04 Title VI Update, Avid Core
- 21-03-05LRTP Public Outreach, Avid Core/KLT Partnership
- 21-03-07 Bike Ped Public Outreach, Avid Core
- 6 in progress:
  - 21-03-06 Brand Differentiation, Brand Federation (Hodges)
  - 21-03-08 Title VI Training, KLT
  - 21-03-09 Flood Awareness Campaign, KLT
  - 21-03-10 Emergency Management Alliance Preparedness Website, West Cary Group
  - 21-03-11 Media Relations, Hodges
  - 21-03-12 Flying Squirrels Anti-Terrorism and Emergency Preparedness Sponsorship, West Cary Group

**FY23 Priority:** *Goal 2 - Increase participation in PlanRVA comment processes and ensure respondents are representative of the Richmond Region.*

- While drafting the community outreach report from the BikePedRVA 2045 public comment period, we realized the survey response were not representative of our outreach efforts. Our goal for the upcoming fiscal year is to further cultivate stakeholder relationships across all 9 localities. Our hope is to provide inclusive opportunities for all people to speak, comment, and engage in the planning process. Increase tactics in the following areas:
  - Better Together Webinar
    - We have started working on scheduling for next fiscal year and welcome ideas on topics, speaker suggestions, and promotion.
  - Monthly Engagement and Speaking Calendar
    - Attending locality Board of Supervisors meetings, District meetings and community events