



**Public Outreach and Engagement Meeting**  
**Zoom Virtual**  
**Meeting Minutes**  
**January 11th, 2021**  
**11AM**

**Members**

<b><u>LOCALITY</u></b>	<b><u>NAME</u></b>	
Chesterfield County	Tim Davey, Chair	X
Henrico County	Frank Thornton	X
Hanover Couty	Charles Waddell- Citizen Rep	X
City of Richmond	Jacob Giovia- Citizen Rep	X
Goochland County	Neil Spoonhower	X

**Staff**

Martha Heeter.....Executive Director  
 Rashaunda Lanier-Jackson.....Community Engagement Manager  
 Sidd Kumar.....Community Engagement Project Coordinator

**Call to Order**

Chairman Davey called the PlanRVA Commission meeting to order at approximately 11:04 a.m. Ms. Heeter read a new statement regarding virtual meetings with the recent Covid-19 health updates.

**Attendance Roll Call**

Mr. Kumar took attendance.

**Meeting Minutes**

The meeting minutes were approved by the committee with one exception. Mr. Waddell noted a couple grammatical errors noted in the previous meeting minutes.

Mr. Davey mentioned that it might be a good idea to have volunteers outside of PlanRVA staff and board to sit on the Public Outreach Committee. Mr. Davey stated that Ms. Heeter’s idea of utilizing our resources at our disposal would help achieve and execute a lot of the outreach goals for PlanRVA. Mr. Davey also stated that reaching out to our partners and stakeholders to include non-elected members to the committee.

Mr. Spoonhower echoed that it is a good idea but stated that whoever is representing on the committee will have to take the information provided in the meeting to their localities and champions. Mr. Waddell agreed with Mr. Spoonhower. Mr. Waddell suggested we have a representative who is more qualified and competent to convey the message of who we are



and what we do. Mr. Thornton and Mr. Giovia echoed Mr. Spoonhower's and Mr. Waddell's comment.

Ms. Heeter talked about PlanRVA's branding project provided by the Brand Federation team. Ms. Heeter discussed the summary of initial research findings. Ms. Heeter shared the primary research findings of the surveys and interviews that were conducted with our internal (staff, Commission Board members and other affiliated staff groups) and external stakeholders. The next slide Ms. Heeter discussed was the opportunities and tensions from these findings. Ms. Heeter mentioned that the opportunities are way for PlanRVA to lean into our identity, identifying our heartbeat, how to we communicate and what our relationship is to our program partners, regional empathy to engage in a more civic dialog with our constituents, and organizational acuity and being more focused on who we are, and what we do.

Next, Ms. Heeter discussed the tensions from the findings. Ms. Heeter mentioned two dueling stakeholder visions: one of multi-sector regional collaboration and one of a "by the book" PDC. Ms. Heeter mentioned the perception of value and how that differs across the region and among our jurisdictions, layers of influence and how much of a support we are to decision making in the region, how much of a leader we should be in the decision making in the region.

Ms. Heeter discussed next steps for the committee going forward. Ms. Heeter mentioned a preliminary review presentation from the Brand Federation that will be presented in February. Ms. Heeter suggested the committee meet February 15<sup>th</sup> or 22<sup>nd</sup> instead of the scheduled March 8<sup>th</sup> meeting to better prepare for the presentation to the full commission on March 10<sup>th</sup>.

Members of the committee echoed Ms. Heeter's presentation being a great idea for the agency and the region.

Mr. Davey asked the committee if there are other questions and comments. Mr. Waddell stated that he sees PlanRVA as the regional experts. Mr. Waddell also stated that the Heartbeat of PlanRVA is transportation.

Mr. Spoonhower discussed who is our "client" customer base? He stated that he sees that PlanRVA has 3 different "clients", the citizens, the elected officials, and the county administrators. He suggested that the localities be our main point of contact. Mr. Spoonhower stated that he doesn't think that transportation is our only heartbeat. He stated that planning is so much more than that and it being a challenge showcase other program areas of the agency being

Mr. Giovia echoed a similar statement and agreed with Mr. Spoonhower. Mr. Thornton stated the committee and staff have come a long way in executing our efforts in regional planning even if the public was not fully aware of it.

Ms. Lanier-Jackson discussed her insight on the public engagement strategy for the agency and other program areas. Mr. Davey echoed what a great job Ms. Lanier-Jackson



did with her insights into the public engagement strategy for PlanRVA. Mr. Waddell stated the public participation guide was done well.

Ms. Lanier-Jackson continued to give updates on the different program areas and on call-bench programs for PlanRVA. Ms. Lanier-Jackson discussed into detail the nine task orders to the on-call bench partners. She stated that four of the nine have been completed. Ms. Lanier-Jackson listed the task orders starting with the community engagement strategy with Avid-Core, the preparedness guide with West Cary Group, Title VI plan in collaboration with Avid-Core and task order 5 with Avid Core and KLT group. She stated we have four tasks' orders currently in progress, comprehensive outreach for Emergency Management in collaboration with West Cary Group, task order 6 for Brand Differentiation in collaboration with Brand Federation Hodges partnership, task order 7 is the Bike Ped public outreach in collaboration with Avid Core, and Title VI training program with KLT. Ms. Lanier-Jackson mentioned having a one-page summary to the board members of the current ongoing work of our on-call bench consultants to better highlight the collaborative work with the consultants.

Mr. Waddell asked Ms. Lanier-Jackson if task order 5 is embodied in the ConnectRVA 2045 plan? Ms. Heeter mentioned that it was as part of a collaboration work with Avid Core and KLT for the public outreach efforts of the ConnectRVA 2045 plan.

Mr. Spoonhower and the rest of the committee mentioned what a great job Ms. Lanier-Jackson did in efforts to engage with our on-call bench of consultants and what a great job she did with the presentation.

Mr. Giovia asked how the branding component is identified or promoted with each of these contracts.

Mr. Waddell suggested adding the current projects to the PlanRVA website.

Ms. Lanier-Jackson discussed the next steps for the Bike Ped plan in collaboration with Avid Core and stated the development of the public outreach plan, a fact sheet, established a list of stakeholders. Ms. Lanier-Jackson addressed the Bike Ped workshop to help prepare for the upcoming public comment period on February 8<sup>th</sup>.

Ms. Lanier Jackson discussed the Flood Awareness public outreach plan.

Mr. Thornton mentioned what a great job Ms. Lanier-Jackson presenting PlanRVA's efforts for authentic public engagement.

## **Other Business**

Chairman Davey adjourned the meeting at approximately 12:01pm

