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PlanRVA Public Outreach & Engagement Committee
Meeting Minutes
March 28, 2024 – 9:00 a.m.

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

Staff Present	
Janice Scott	Sidd Kumar
Phil Riggan	Martha Shickle
Gilbrith Gogel	Ansley Heller

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 approximately 9:05 a.m. New members Jessica Schneider, Jessica Winall and Frank Petroski introduced themselves and shared their background information. Chair Davey provided an overview of the history and purpose of the Public Outreach & Engagement Committee.

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

A quorum was not present.

3. Approval of previous meeting minutes

Due to lack of a quorum no action was taken on the meeting minutes.

- 1. August 24, 2023, Meeting Minutes**
- 2. November 22, 2023, Meeting Minutes**
- 3. January 23, 2024, Meeting Minutes**

4. Outreach Recap - Status Grid

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. She described the work done by PlanRVA's Community Relations Team, Ms. Shickle, Holly Gordon, Gilbrith Gogel, Janice Scott and Sidd Kumar.

b. Public Engagement

Ms. Shickle reviewed the public engagement products and activities including the monthly newsletter, The Better Together Connector, the blog and various social media channels.

She explained that with the large number of newly appointed Commissioners and RRTPO Policy Board members, a more in-depth orientation program was given in February. Meeting agendas have been restructured in a format that provides more explanation for many of the various programs and action items.

Public Engagement Activities:

- Digital Engagement on PlanRVA Channels
 - Social Media
 - Newsletter
 - Blog
 - Website
- Priority Climate Action Plan survey, focus groups, community intercepts, and social media promotion.
- CVTA public notices published in several local press outlets

c. Hosted Partner Events

Ms. Shickle described the various uses the PlanRVA office meeting space is available for. Outside organizations can use the space, free of charge. The intent is for the location to be a resource for groups and organizations throughout the region.

Hosted Events:

- Fall Line Webinar with BikeWalk RVA and CVTA (February)
- 2024 Transportation Forum (March)

Public Presence:

- PHA State of Housing (January)
- Environmental Defense Fund's Resilience Reception (January)
- VACo/VML/VAPDC Legislative Day (February)
- Rapid Transit Adopt-A-Stop Banquet (February)
- ChamberRVA Regional Action Summit (February)
- Capital Region Airport Commission Meeting (February)
- LGBTQ Chamber meeting (February)
- Building Corporate and Community Partnership for Research Workshop (February)
- Manchester Alliance Monthly Meetings (February/March)
- Chamber Mega Mix Networking Event (March)
- Henrico Board of Supervisors Work Session (March)
- Richmond Region Tourism Board Meeting (March)

Other and Professional Development Leadership

- South East Regional Directors Institute- Financial Management Training (February)
- US Senate Visits with Senators Kaine and Warner Staff (March)

- NADO Emerging Leaders Program- RVA Site Visit (March)
- Virginia Emergency Management Association Annual Conference (March)

Program Accomplishments

- CTAC Updates to the Public Engagement Plan

Chris Bast joined the meeting remotely at approximately 9:40 a.m.

5. FY2024 Work Program Priorities

a. Whole Community Preparedness - Emergency Management Alliance

Ms. Shickle gave an overview of this work program priority and explained that the content was created through a grant that was received.

b. Long Range Transportation Plan

The kick-off for the LRTP was the Transportation Forum that was held on March 15th. There will be many opportunities over the next year for the public to get involved in the process.

c. Social Pinpoint

Social Pinpoint is a digital outreach tool that will allow ongoing digital interaction with PlanRVA's planning programs. More information will be provided on this tool in the coming months.

d. AI / Public Comments

Rishabh Singh, PlanRVA Data Analyst, has created an analysis tool that will categorize and analyze the written public comments and input that is received.

6. Upcoming Events

Ms. Shickle explained PlanRVA's planned participation in these upcoming events. In addition, PlanRVA will participate in Richmond Flying Squirrels PlanRVA night and Emergency Preparedness night.

a. Scenario Planning Workshop - April 15

b. Civic Action Series - 2024 Kickoff

c. Joint Annual Meeting - June 13

d. PlanRVA Day - June 13

There will be four modules for PlanRVA Day: community engagement, data and data informed decision making and housing.

7. FY2025 Work Program Priorities

a. Civic Engagement Innovation Lab

Ms. Shickle reported that this is planned as a work program priority for the upcoming fiscal year.

i. Social Pinpoint

ii. Arts and Engagement

Plans are to explore how PlanRVA can table at community-based arts and engagement events.

iii. AI in Public Comments

The next committee meeting's agenda will be structured around public engagement efforts and priorities with respect to the FY25 work program.

7. Adjournment

The meeting was adjourned at approximately 10:09 a.m.