

**Public Outreach and Engagement Meeting
Zoom Meeting Minutes
November 16, 2022, 3:00 p.m.**

<u>LOCALITY</u>	<u>NAME</u>	X (attended)
Chesterfield County	Tim Davey, Chair	X
Goochland County	Neil Spoonhower	
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](#).

Staff Present:	Others Present (The Hodges Partnership):
Martha Heeter	Cameron McPherson
Janice Firestone	Jon Newman
Sidd Kumar	
Rashaunda Lanier-Jackson	

1. Welcome and Introductions:

Chair Davey welcomed attendees and called the November 16, 2022, Public Outreach and Engagement Committee meeting to order at 3:04 p.m.

a. Roll Call of Attendees:

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

2. August Meeting Minutes:

Chair Davey announced that approval of the previous meeting minutes would be postponed until the end of the meeting. Prior to adjournment, all members present voted to approve the minutes of the previous meeting.

3. PlanRVA Brand Implementation Update:

Rashaunda Lanier-Jackson introduced Jon Newman with Hodges Partnership.

o **Timeline**

o **Implementation Deliverables**

Mr. Newman gave a presentation on Brand Federations recent efforts for PlanRVA brand implementation. Adding the PlanRVA logo, stating “powered by” on all Richmond Regional Transportation Planning Organization (RRTPO) and Central

Virginia Transportation Authority (CVTA) documents and publications. Website pages, agendas, minutes, etc. would have this. A one-page document that explains the relationship between PlanRVA and the other organizations could also be created. A cover page for agendas could be designed as an alternative to trying to squeeze the “Powered by PlanRVA” logo onto each agenda.

The presentation can be found on the meeting web page.

4. Upcoming Priorities

a. Host “First Look Event” in new office on January 12, 2023

Martha Heeter reported that this would be a good opportunity to introduce Commission, Board and Authority members to the new space, particularly since there typically isn’t a Commission meeting scheduled in January. The thought is to have the vendors who were involved in the build-out be present for information and recognition. A program will be worked out prior to the event. A save-the-date will be planned and sent out just after Thanksgiving.

b. Future outreach/open house events for broader stakeholder networks

This event would be more for the broader stakeholder community, rather than just Commissioners, Board and Authority members. Handouts could be distributed with information as well as a slide show.

5. Adjourn

Chairman Davey adjourned the meeting at approximately 4:10 p.m.