



**Public Outreach and Engagement Committee
March 1, 2022 -- 11:00 A.M.
James River Board Room**

AGENDA

This meeting is open to the public. Members of the public are invited to attend in-person or virtually. For anyone who wishes to participate in this meeting virtually, please register via Zoom at https://planrva-org.zoom.us/webinar/register/WN_M3L4dSikRLuel3v9z0HPDw

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 [PlanRVA YouTube Channel](#).

1. Welcome and Introductions: Mr. Davey
 - a. Virtual Meeting Opening Statement: Ms. Heeter
 - b. Roll Call of Attendees: Mr. Kumar
2. [January Meeting Minutes](#): Mr. Kumar
3. PlanRVA Brand Strategy Presentation: Brand Federation
4. Adjourn



Public Outreach and Engagement Meeting
Zoom Virtual
Meeting Minutes
January 11th, 2022
11AM

Members

<u>LOCALITY</u>	<u>NAME</u>	
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 reviewed the new statement regarding virtual meetings following guidance provided in December.

Attendance Roll Call

Mr. Kumar took attendance.

Meeting Minutes

The meeting minutes were approved by the committee with agreement that the grammatical errors identified by Mr. Waddell would be corrected.

Committee Membership

Mr. Davey opened discussion regarding membership of the Committee. He asked members to consider whether volunteers beyond Commission membership should sit on the public outreach Committee. Ms. Heeter has suggested in the past that there’s potential in utilizing external resources acheicve a lot of the outreach goals of PlanRVA. Membership might include non-elected partners and stakeholders in the community to add to the membership of the committee.



Mr. Spoonhower agreed the concept may be a good idea but also stated that members need to be responsible for bringing the information provided in meetings back to their localities or organizations and championing the work. Mr. Waddell agreed with Mr. Spoonhower.

PlanRVA Branding

Ms. Heeter provided a brief update on PlanRVA's branding project led by the Brand Federation team. Ms. Heeter discussed the summary of topline research findings that was distributed earlier in the week to committee members.

Ms. Heeter discussed next steps for the committee going forward, mentioning a preliminary review presentation from the Brand Federation team in February. She suggested the committee meet earlier in February instead of the scheduled March 8th meeting to better prepare for the presentation to the full Commission at the March 10th regular meeting.

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

Mr. Spoonhower offered his perspective in defining PlanRVA's "client". 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 to overcome.

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.

Program Areas update

Ms. Lanier-Jackson gave an update on the public engagement strategy for the agency and progress within program areas. Mr. Davey echoed what a great job Ms. Lanier-Jackson did with her insights for the public engagement strategy for PlanRVA. Mr. Waddell stated the public participation guide was done well.

Ms. Lanier-Jackson summarized the status of the on-call bench program for PlanRVA. Ms. Lanier-Jackson reviewed the nine task orders issues to the on-call bench partners. To date, four of the nine have been completed. She is preparing a summary document for the program to better highlight the collaborative work with the consultants.

Other Business

Chairman Davey adjourned the meeting at approximately 12:01pm