Public Outreach and Engagement Committee
January 11, 2022 -- 11:00 A.M.
Virtual- Zoom Meeting

AGENDA

Members of the Public may observe the meeting on our YouTube Channel:
or click here to participate via Zoom by registering
Public Participation Guide

1. Welcome, Introductions & Virtual Meeting Opening
   Statement: Mr. Davey
   a. Roll Call of Attendees: Mr. Kumar

2. November Meeting Minutes: Mr. Kumar........................Page 3

3. Committee Member Engagement Discussion
   a. Membership, Composition & Role: Mr. Davey

4. Staff Report:
   a. Public Engagement Strategy Update
      i. Branding Project Update: Ms. Heeter/Brand Federation
      ii. Strategy Implementation: Ms. Lanier-Jackson
   a. Administrative Updates
      i. On-Call Bench Program: Ms. Lanier-Jackson
      ii. Public Meetings, Virtual Attendance & Public Participation: Ms. Heeter
   b. Current Outreach Projects:
      i. Bicycle & Pedestrian Plan Update: Ms. Lanier-Jackson
      ii. Flood Awareness Program: Ms. Lanier-Jackson

5. Future Meetings & Topics

6. Adjourn
PlanRVA is taking steps to improve accessibility of public meetings to members of the public, interested parties and stakeholders across all of our public bodies. To that end, PlanRVA’s Virtual Meeting Protocol describes how one can follow activities of the Central Virginia Transportation Authority (CVTA), Richmond Regional Transportation Planning Organization (RRTPO) and PlanRVA’s Regional Commission.

All meetings of the CVTA, RRTPO and PlanRVA, including committees and working groups are accessible to the public. Anyone may attend in person or virtually.

The following are options available to anyone wishing to attend and participate:

**IN PERSON ATTENDANCE AND PARTICIPATION:**

PlanRVA is hosting in-person meetings of the public bodies we support. For anyone in-person meeting, members of the public, interested parties and stakeholders may attend the meeting in person without reservation or prior arrangement.

PlanRVA’s Planning Organization (RRTPO) and the Central Virginia Transportation Authority (CVTA)

May at all times prior to the meeting, a staff member will follow up to confirm our ability to fulfill the request. A staff member will follow up to confirm our ability to fulfill the request. Members of the public who choose to attend in person and wish to speak during the public comment period will be asked to sign in providing their name, locality of residence and business and topic they’d like to address.

**VIRTUAL ATTENDANCE AND PARTICIPATION:**

Anyone who wishes to request special accommodations should contact PlanRVA by phone, email or mail at PlanRVA@PlanRVA.org with your request at least 48 hours prior to the meeting.

A staff member will follow up to confirm our ability to fulfill the request. In all cases, please keep a safe distance from others and help us prevent the spread of COVID-19 and its variants. Everyone attending in person is to wear a mask or face covering unless they are vaccinated. Those who are not vaccinated for COVID-19 wear a mask or face covering and suggest those who are vaccinated to consider the same public, interested parties and stakeholders may attend the meeting in person without reservation or prior arrangement.

**SHARE YOUR OPINION AND ASK QUESTIONS:**

All comments and questions submitted via email during or after the meeting will be reviewed following the meeting and included in the meeting’s agenda.

**INCLUSIVE AGENDAS:**

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**SOCIAL MEDIA PLATFORMS:**

PlanRVA maintains an active presence on Facebook, Twitter and YouTube. While we monitor comments on these platforms and review any questions posted to the social media pages, we work to address any questions posted to the PlanRVA website. Members of the public who wish to submit bona fide comments to the public bodies to do so through the channels above. This will assure adequate tracking of input and responses so nothing is missed.

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Call to Order
Chairman Davey called the PlanRVA Commission meeting to order at approximately 11:02 a.m.

Attendance Roll Call
Mr. Kumar took attendance

Meeting Minutes
Ms. Heeter begins the meeting with introductions by the committee and the Brand Federation team. She mentioned that this team, approved by the Executive committee, was to help with the brand strategy process for PlanRVA, CVTA, and RRTPO. Ms. Heeter gave the floor to the Brand Federation team to present.

Mr. O’Keefe started out by introducing himself to the team and the mission and goals of the company. He discussed the clients the team has worked with in the past. He discussed one of the goals is to help organizations clarify their brand and unify the people around
that branding, and to also simplify the message. He talked about what that means for PlanRVA. He discussed how to help people understand why what we do matters, how they impact the community and partners we work with in a keyway. He stated that the goal is to create a compelling case to those who matter most.

Mr. O'Keefe talked about different strategies that would benefit PlanRVA. He discussed a few projects the team worked on and what their strategy was for each client.

Mr. Davey thanked Mr. O'Keefe for his presentation. Mr. Wadell asked the Brand Federation team who they see as our client base. Ms. Chandler-Davis stated that some of it will be defined as they go through the research. She stated they are in the process of stakeholder interviews and speaking to many people internally. Ms Heeter asked, as part of the committee how we get the public aware of what we are doing and if they feel where we are going is moving PlanRVA in the right direction.

Mr. Thornton applauded the team and staff for moving in this direction. He stated that the prior step is to make sure that the elected officials understand the new opportunity that we have. Mr. Thornton asked the team what the Brand position is?

Mr. O'Keefe discussed that it's the core way they want to talk about the Brand's greatest impact. He stated that PlanRVA is doing some remarkable things and it's important to understand why that matters internally and to the community. Ms. Armstrong echos Mr. O'Keefe's and Mr. Thornton's statement. She stated that the goal is to make sure the people closest to the work know how to talk about what PlanRVA does.

Mr. Davey asked if the CVTA needs its own brand. Mr. O'Keefe stated that the research the team will do will determine if CVTA needs its own brand. The committee continued to discuss the pros and cons with making CVTA its own brand. Mr. Giovia stated the importance of the internal and external stakeholders understanding how to properly talk about the brand in a cohesive manner.

Ms. Heeter mentioned a similar vision as part of the final execution to help the people understand who we are and why what we do matters. With the new Emergency Management Preparedness guidebook, and the new Connect RVA 2045 Long Range transportation plan book.

Mr. Wadell asked the Brand Federation team what the tactical deliverables would be. Ms Chandler-Davis talked about the timeline mentioned by Mr. O'Keefe in the presentation, and that it stated that there is a 2-month period where they can identify partners that can help them implement the strategic work.

Mr. Davey thanked the Brand Federation team for their presentation and a great discussion.
Ms. Heeter talked about the next steps to enhance hybrid meetings and upgrading the technology in the Board room. She also mentioned the updates made to the public participation guide. She stated that Mr. Winslow suggested a more user-friendly Public Participation Guide. She continued to talk about the social media strategies that are currently being implemented and what future strategies are in place.

Ms. Heeter introduced PlanRVA’s new Community Engagement Manager, Rashaunda Lanier-Jackson, and is excited to have her join the team.

Ms. Lanier-Jackson introduces herself to the committee and stated how excited she is to be part of the team. She mentioned her past experiences and what she plans to bring to the table. She is excited to share her strategic plan and goals for the agency and how to help build a more authentic partnership with the community.

Mr. Wadell welcomed Ms. Lanier-Jackson to the committee and is excited to hear what she has planned for PlanRVA. The rest of the committee gave short introductions.

Mr. Kumar discussed current outreach projects and updates for each program area. He discussed the success of the ConnectRVA 2045 Long Range Transportation Plan, the current outgoing initiatives for the Don’t trash Central VA campaign, and the public outreach goals of the Emergency Management Alliance of Central VA.

Mr. Wadell and Mr. Kumar discussed Technical social media strategies that PlanRVA is currently working on.

Mr. Davey thanked everyone for a great discussion and thanks the team and staff for all the hard work accomplished so far. The committee and staff echoed that statement.

**Other Business**
Chairman Davey adjourned the meeting at approximately 12:20 pm.