



**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 the public bodies we support. The following is a description for 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 any in person meeting, members of the public, interested parties and stakeholders may attend the meeting in person without reservation or prior arrangement. Meeting information, including location, time and agenda topics are posted on the [PlanRVA full calendar](https://planrva.org/calendar/) at <https://planrva.org/calendar/>.

During this time of heightened concern for health, safety and welfare due to the COVID-19 pandemic and variants, please be sure to follow all health and safety guidelines from the Centers for Disease Control and the Richmond City Health District. Currently, we advise any persons who are not vaccinated for COVID-19 wear a mask or face covering and suggest those who are vaccinated to consider the same. In all cases, please keep a safe distance from others and help us prevent the spread of COVID-19 and its variants.

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 or business and topic they'd like to address.

Anyone wishing to request special accommodations should contact PlanRVA at 804-323-2033 or email 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.

VIRTUAL ATTENDANCE AND PARTICIPATION:

Anyone who wishes may participate in public meetings virtually as an attendee through the Zoom Webinar platform. Information for how to register to attend each meeting will be published with the meeting notice on our website and transmitted through email notification to our members, stakeholders and interested parties. You can find registration information in the event details by clicking on the meeting you wish to attend in the [PlanRVA full calendar](https://planrva.org/calendar/) at <https://planrva.org/calendar/>.

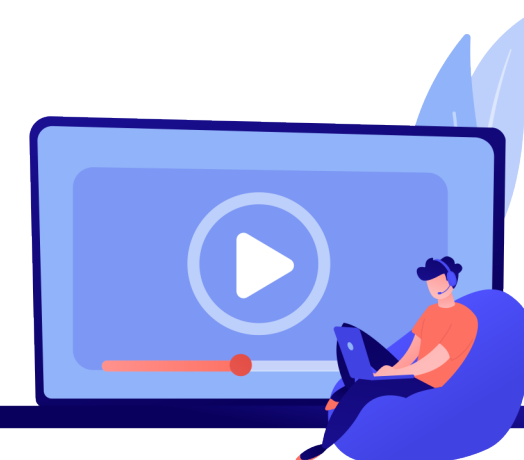


Once registered, all attendees will receive automated confirmation emails of their registration with reminders that include the meeting access information. Once you've joined the meeting, you'll be able to submit comments or questions just as though you're in person.

OBSERVE MEETINGS AND VIEW LATER:

Anyone wishing to view the meeting as it's happening or an archived recording may access recordings on our [YouTube Channel](https://www.youtube.com/planrva) at <https://www.youtube.com/planrva>. Meetings are live streamed and accessible afterwards for later viewing. All archived recordings are sorted by topic into playlists, just select the playlist for the meeting's recording you wish to view.

You can also find links to all meeting recordings on the [PlanRVA website](http://www.PlanRVA.org) at www.PlanRVA.org by clicking the drop down for meetings and selecting the public body you're interested in viewing.



SHARE YOUR OPINION AND ASK QUESTIONS:

The best way to participate "in real time" for a meeting is to attend in person or virtually and request time to address the body during the public comment time in the agenda. If you are unable to do this, you may also submit comments or questions prior to any scheduled meeting through the public body's dedicated mailbox (listed below). All written comments submitted by 4 p.m. the business day preceding the meeting will be provided to members of the public body within a reasonable time period and included in the administrative record.


If in doubt, you can always submit your comments to Input@PlanRVA.org with the topic included in the subject line and we'll route internally.



For the CVTA:

 CVTA@PlanRVA.org

For the RRTPO:

 RRTPOinput@PlanRVA.org

For PlanRVA:

 Input@PlanRVA.org



INCLUSIVE AGENDAS:

All comments and questions submitted via email during or after the meeting will be reviewed following the meeting and to the extent practical, we'll want to post responses on the PlanRVA website or incorporated as a report in the next meeting's agenda.



COMMENTS ON SOCIAL MEDIA PLATFORMS:

PlanRVA maintains an active presence on Facebook, Twitter and YouTube. While we monitor comments on these platforms and work to address any questions posted to our accounts, we encourage 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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Public Outreach and Engagement Meeting
In person Meeting
James River Board Room
Meeting Minutes
November 9th, 2021
11AM

Members

LOCALITY	NAME	
Chesterfield County	Tim Davey, Chair	X
Henrico County	Frank Thornton	X
Hanover Couty	Charles Wadell- Citizen Rep	X
City of Richmond	Jacob Giovia- Citizen Rep	X
Goochland County	Neil Spoonhower	X

The Brand Federation

Frazier Armstrong
 Rian Chandler-Davis
 Rachel Street
 Kelly O' Keefe

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 11:02 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

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Richmond Regional Planning District Commission



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 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 12:20pm