



Public Outreach and Engagement Committee

May 29, 2020

9:00AM

AGENDA

Sign on to GoToMeeting: <https://global.gotomeeting.com/join/459571077>

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1. Welcome and Introductions: Mr. Nordvig
 - a. Statement regarding Virtual Meetings for PlanRVA: Ms. Heeter
 - b. Roll Call of Attendees: Mr. Kumar
2. Action Items & Updates
 - a. Social Media Comment Guidelines: Mr. Kumar
 - i. Guidance from E Gregory
 - b. Updates on Outreach Activities
 - i. [ConnectRVA 2045](#): Mr. Kumar
 - ii. [DontTrashCentralVirginia](#): Mr. Kumar
 - iii. [TogetherOneRegion](#): Ms. Heeter
 - iv. On the Horizon: Ms. Heeter
3. Next Steps and Follow Ups:
 - a. Outreach to new members and continuing to promote our work in the public.
 - b. Posting profiles on social media
 - c. Strategic Planning Framework

Public Outreach and Engagement Meeting Minutes

Started the meeting about 2:05 pm; martha read the opening statement and reviewed general overview of the agenda and goals for the meeting

---Kristen Larson joined the meeting at about 2:20

Item 2b: agreed by consensus to move the procedures document to the Commisison with recommendation to approve; materials for the meeting should include the background memo, procedures document, opening statement template and the guidance document for GoToMeeting.

Item 2c: directed staff to get legal opinion regarding free speech and solical media policies (guidelines) specifically around our ability to actuall remove content. Follow guidance from E Gregory and bring back to the committee.

Item 3b: directed staff to move forward with commissioner matching and invitation to do virtual (or in person) Commissioner orientation sessions.

Item 3c: Martha reviewed staff capacity needs to continue public outreach objectives and options given current/future economic conditions. Nordvig offered to assist with preparing for tis disussion. Larson raised concern for sustainability for new positions right now.

- Kristen Larson left the meeting at about 3:02 pm

Item 3a: Sidd reviewed the profile; was directed to proceed with this effort o highlight staff members and commissioners on social media and website.

Item 2: Sidd provided updates on current initiatives

1. **ConnectRVA2045**- We have begun the next phase in LRTP. Our public input period ended on April 15th and we are now collecting all the data.
2. **Dontrashentralva**- Due to COVID-19, we decided to shift the focus of outdoor activities surrounding picking up litter and focus on facts about litter and how this Pandemic has an effect to the cause. Examples such as medical gloves being thrown on the ground. Larry brough up a pointed out that in rural areas trash pick up is not frequesnt and it collects cuaing to increase litter in the area.

Next Steps: Meet in May; priorities MUST be on outreach to new members and continuing to promotoe our work in the public during this time.



Social Media Policies

We encourage questions, comments, and concerns about matters about the Richmond Region by email, telephone, or by submitting comments to posts, however please note these sites are not public forums, but moderated discussion boards reviewed periodically during normal business hours.

Posts that are not allowed and are therefore subject to removal are:

- 1) Comments not related to the site's topics or to government business;
- 2) Comments that contain profanity;
- 3) Content that promotes discrimination on the basis of race, creed, color, age, religion, gender, marital status, disability or sexual orientation;
- 4) Content that constitutes personal attacks or threats against other users or individuals (libelous, harassing or abusive statements);
- 5) There can be no submission of personal information or likenesses of other persons without their consent;
- 6) Sexual content or links to sexual content;
- 7) Promotions of political campaigns or candidates;
- 8) Posts that promote illegal activity;
- 9) Infringes on copyrights or trademarks;
- 10) Information that may compromise the safety or security of the public or public systems;
- 11) Spam or unrelated solicitations.

Material covered by this policy includes not just comments, but also videos, images, and links to other sites. The Richmond Regional Planning District Commission reserves the right to remove any material that, in whole or in part, does not comply with this policy or applicable law.



Month	Activity	Notes
February May	Update Commissioner Roster and Complete Bio Sheets	Committee advises what information would be useful
February May	Kickoff Commissioner and Staff Spotlights	Staff Member: Sarah Stewart Commissioner:
February/March April/May (Virtual) August/September (In Person)	Schedule New Commissioner Orientation Sessions	Invite anyone to participate To cover overview of PlanRVA, programs and responsibilities; ways to connect and support
March/ April	Develop Social Media Policy/Guidelines	For Committee Review
April/ May	Draft PlanRVA Collateral Material	<ul style="list-style-type: none"> - Menu of Services & Programs - Value of Regional Planning - Strategic Planning Framework
April/ May	ID Specific Investments for FY2021	Training, Software, Subscriptions, Professional Services
May September	Identify List of Speaking Opportunities and Ongoing Partners for Outreach	Schedule for remainder of calendar 2020
June May	Develop Newsletter Strategy	Audience, Frequency, Metrics



Larry Nordwig

Supervisor - District 2
Board of Supervisors

1. Tell us about yourself/how you spend your day time in 100 words or less

2. On what other regional boards/commissions do you serve?

3. What is a great example of regional collaboration in which you're involved?

4. What is RVA's best kept secret