



**Public Outreach and Engagement Committee**  
**October 26, 2020**  
**3:30 P.M.**  
**James River Board Room, PlanRVA**

**AGENDA**

Members of the public may observe the meeting via YouTube Live Streaming on the [PlanRVA YouTube Channel](#).

1. Welcome and Introductions: Mr. Davey
  - a. [Statement regarding Virtual Meetings for PlanRVA](#) Page 3  
(if necessary): Ms. Heeter
  - b. Roll Call of Attendees: Mr. Kumar
  
2. Setting the Context- Our Strategic Plan
  - a. What have we accomplished?
  
3. Open Discussion
  
4. Building Capacity and New Opportunities
  - a. [Community Foundation Grant](#) Page 5
  
5. Open Discussion
  - a. What is the Committee's role?
  - b. How can we measure success?
  
6. Adjourn



**Opening Statement for Electronic Meetings  
PlanRVA Public Outreach and Engagement Committee Meeting, October 26th, 2020**

Due to the 2020 COVID-19 virus, meetings of the Richmond Regional Planning District Commission have transitioned to a virtual format in accordance with provisions of Virginia Code § 2.2-3708.2 and related legislation approved by the General Assembly of Virginia during the current period of the Governor's State of Emergency Declaration for COVID.

While we meet in a remote/virtual format, we remain committed to public accessibility and opportunity to participate. Staff provided notice of this meeting to members and the public on Monday September 28, 2020. As this meeting will be recorded, audio and visual recordings and materials will be accessible through the PlanRVA website. Any member of the public participating as an observer during the meeting may submit comments or questions at any time via email at [info@PlanRVA.org](mailto:info@PlanRVA.org). Additional information for how members of the public may participate are included in the meeting materials and on our website.

For the members who are participating in the meeting today, we ask that you identify yourself first when speaking so we can accurately record the activities of the meeting. Please remember to mute your line when not speaking to minimize additional noise and feedback. You may unmute your line at any time to request acknowledgement from the Chair. Staff will be monitoring the chat functions throughout the meeting to assure we do not overlook anyone wishing to participate, as appropriate, in the discussion.

Does anyone have any questions regarding the process for assuring effective facilitation of this meeting or for how members of the public may participate?

By reading this statement, staff certifies that we have followed the approved procedures for appropriate notice of this meeting and the means by which we are convening.

Now, please indicate your presence by saying "HERE" when your name is called during the roll call. Staff members will also be asked to identify themselves and anyone else who wishes to identify themselves following the roll call of members will be invited to do so.



July 27, 2020

Staff Review Team- Responsive Grants  
Community Foundation for a Greater Richmond

In the wake of the current economic, public health and social justice crises, we believe it is urgent and necessary to change the way we as a region conduct our business. To create opportunity for better circumstances for all, we must change our course for how we include the community in planning for the future.

PlanRVA is an organization designed to support our member local governments in charting a course of progress, growth and sustainability for all our neighborhoods. We support collaboration when it makes sense and believe in the power of partnership to achieve more than the results of individual efforts. We also believe in the responsibility to be accountable to the citizens of our region and to leverage their collective vision for the future.

As such, it is imperative that PlanRVA develop and implement strategies that address the current inequities and omissions in our community engagement efforts and resulting policy making. We feel the urgency of the moment to assure our region's transportation needs are identified and addressed in an equitable and transparent manner, that our most vulnerable community members benefit from these improvements through greater mobility, improved conditions through the built environment and greater preparedness and resiliency in the event of community crises. Our current efforts to generate public participation in the planning process is grossly under resourced and designed to satisfy programmatic requirements rather than developing trust among community members in the local and regional decision-making process. In Fiscal Year 2020 (July-June), we have set aside ~\$200,000 to fulfill public outreach and equity analysis objectives of our regional Urban Transportation Planning program requirements. In addition, we have a pending request for ~\$30,000 to promote emergency preparedness and resiliency throughout the region. These funds represent less than 10% of our total funding for regional planning and programs and are restricted heavily by federal and state funding requirements.

PlanRVA is requesting \$100,000 for use over the next eighteen (18) months to develop our internal capacity for community engagement. Our goal is to position our organization as a regional leader in developing equitable strategies for addressing our current and future needs related to transportation, natural resources and emergency preparedness through effective public engagement. Funds will be used to develop internal staff capacity and leverage technical assistance to develop and implement a comprehensive, equity centered public engagement strategy. We will identify a team of qualified firms to support our

organization to develop and implement a community engagement strategy; evaluate our current operational, engagement and policy related practices for bias; and examine how we can more strongly approach future activities of engagement and decision making with equity at the center of our work. The Team's support will result in our agency's capacity to deliver traditional communications and public outreach strategies, effectively conduct community engagement and promote advocacy and embody a commitment to diversity, equity & inclusion. Our success will be in engaging a more diverse group of people- representative of the region- in the planning process. With greater involvement and specifically inclusion of the whole of our diverse region, our policy recommendations and strategies for achieving a desirable future will be more reflective of and grounded in the vision of the people who live in the region.

This capacity building award will support the internal functions of PlanRVA as well as the Richmond Regional Transportation Planning Organization and the Emergency Management Alliance of Central Virginia. It will inform our work to support the nine local governments in our service area: the City of Richmond, the Town of Ashland and the Counties of Charles City, Chesterfield, Hanover, Henrico, Goochland, New Kent and Powhatan.

We have enjoyed our initial partnership with the Community Foundation in launching the COVID-19 Emergency Relief Fund with the Emergency Management Alliance of Central Virginia and look forward to growing this partnership beyond emergency preparedness and response for broader alignment with all our program areas. Our emphasis will be in community engagement in public decision making and policy.

Please let me know if any additional information will be helpful in reviewing our request.

Martha Shickle Heeter  
Executive Director, PlanRVA  
(Richmond Regional Planning District Commission)