

## Community Consultation #1 Overview

August 8, 2018

### Objectives

Objectives are listed in order of priority.

1. Obtain vision statements and big ideas from community members.
2. Share data from the Insights Report and the existing conditions maps.
3. Obtain feedback on the focus areas for future land use change map.
4. Convey the next steps in the process and ask folks to 1) sign up for a Working Group, 2) attend the CC#2 in September 2019, or 3) both.
5. Provide information on the importance of planning (i.e. Planning 101) – this is listed last because it may not be something that all audiences need explained.

### Engagement Targets

- Engage 1,000 people (counted as number of people attending the open houses, number of people stopping by the booths, and number of online surveys completed)
- 25% of participants self-identify as first-timers
- Documented multi-stakeholder participation
- Written evaluations from 25% of participants
- “Satisfactory” or “Very Satisfactory” evaluations from 50% of those received

### Key Outputs

The primary products that will result from the data captured during Community Consultation #1 are:

- **Draft Vision Statement:** PDR staff will read all the vision statements, find common threads, and produce one draft vision statement for review by the Technical Team and the Advisory Council.
- **Draft Goals:** PDR staff will categorize all the “big ideas” in topic area groupings and then draft goals for each topic area. The draft goals will be refined by the Technical Team and Advisory Council.
- **Draft Focus Area Map:** PDR staff will compile comments received on the land use focus area map to create one new map that shows areas where the future land use designation will change.
- **Community Consultation #1 Report:** Justice and Sustainability Associates (JSA), the engagement consultant, will create a report that documents the Community Consultation #1 efforts including summaries of the event proceedings, the participants (number and basic demographic information), media coverage, meeting evaluations, and comments received on the content.
- **Working Group Guidelines:** Based on the goals, PDR will establish Working Groups for each goal. Working groups will begin to meet in January 2018 and have representation from the Technical Team, the Advisory Council, and the general public. PDR will create a Working Group Guidelines document to provide a framework for Working Group 1) expectations, 2) meeting frequency, 3) staff support, and 4) expected deliverables.

## Methods

The Community Consultation Round #1 will use four primary methods to disseminate information and engage with various audiences.

- **Pop-ups:** JSA will schedule “pop-up” info booths in high-volume locations (e.g., public buildings, plazas’ grocery stores) and civic meetings (e.g. neighborhood associations, clubs, performances) 6 weeks prior and two weeks during Round #1 Open Houses
- **Website:** PDR will post content shared at the open houses on richmond300.com
- **Festivals:** PDR will have two booths at prominent festivals
  - 2nd Street Festival, Oct. 6-7
  - Folk Festival, Oct. 12-14
- **Open Houses:** PDR will host community open houses where individuals can engage with the content in person, have lengthy conversations with staff, and provide comments on their vision for Richmond in 2037 and their 3-5 big ideas to get there. All open houses will have the same content. Individuals can spend 5 minutes or 2 ½ hours at the open house.

## Open House Design

The Open Houses will have a registration table, two sections (“Learn” and “Share”) with 3 stations each, an evaluation table, a kids corner, and a sitting area.

Registration

Learn:

- Planning 101 & Richmond 300 Process
- Insights Report
- Maps

Share:

- Visioning
- Big Ideas
- Focus Area Map

Evaluation

Bonus areas: Kid’s Corner, One Richmond Sitting Area