

5 Minute Pitch Script

Community Consultation #2

Sept. 23 – Nov. 3



Notes for the speaker

- The script below is just a suggestion. Make it your own. Say it in your own voice.
- Please pass around the sign-up sheet so people can sign up for our email list.
- If you are asked a question that you do not know the answer to, do not make something up! Write down the question and share it with the Richmond 300 Project Management Team.

Post meeting tasks:

- Email richmond300@richmondgov.com with the following information:
 - Meeting name
 - Meeting date and time
 - Meeting location
 - Approx. number of attendees
 - Photograph or scan of the sign in sheet(s)
 - Any tough questions you received

5-minute Pitch Script

Hi, my name is *[your name]* and I'm here to talk about Richmond 300, the city-wide Master Plan update. I am *[insert your role in the process]*.

[What is Richmond 300?]

It's called Richmond 300 because we're planning for the year 2037. In 1737, the first streets were laid out in Shockoe Bottom, the oldest part of Richmond. When we turn 300 years old as a city, what do we want to be celebrating?

How do you want Richmond to look and feel in 2037? How do you want *[insert place that resonates with the audience, e.g. Brookland Park Boulevard]* to look and feel in 2037?

Remember, it's taken over 280 years to get the city we have today and we can't change everything in 20ish years but we can slowly intentionally shape the city we want to have.

[Why does the Master Plan matter?]

The Master Plan matters because it sets the vision and outlines tools to shape the future of our city. It impacts zoning, public buildings, transportation, parks, infrastructure, and more. The Plan is adopted by City Council and the Planning Commission.

The Master Plan matters to me *[insert your reason]*

[How is Richmond 300 being shaped?]

Richmond 300 is being developed with extensive community input to ensure that the plan reflects the vision for the city we want. Last year the City engaged over 1,000 Richmonders asking for their big ideas and vision for Richmond. Since then, the Richmond 300 Advisory Council and Working Groups have been working to make those ideas and vision statements into draft content that seeks to create a better Richmond in 2037.

[What I'm asking you for...]

I'm here to ask you to be engaged by reviewing the draft content that has been created thus far. From September 23rd to November 3rd the City is gathering comments.

If you care about your neighborhood, transportation, commercial districts, parks, economic development, the environment, or housing – there's something for you Richmond 300.

There are many ways for you to share your voice. You can participate at your convenience via one of four methods:

- Richmond 300 Forum – evening meeting with a 30 minute presentation followed by 60 minutes of Q&A and open house
- Richmond 300 Sharing Sessions – informal conversations with a planner
- Inviting us to give a pitch at your meeting
- Participating online

All this information can be found at richmond300.com/share or on the poster and handouts I'm sharing.

[What happens after November 3rd?]

After November 3rd, staff will reconcile the comments received from the community and then write the draft Richmond 300 document, which will be released in February 2020.

Thank you for your time. Let me know if you have questions.