

Advisory Council Notes

Date: June 13, 2018, 4 P.M.
Location: Main Library, Basement
101 E. Franklin Street, Richmond, VA 23219



Members Present: Mr. Jonathan Bibbs
Mr. Rodney Poole, Chair
Mr. Max Hepp-Buchanan, Vice-Chair
Mr. Burt Pinnock, Vice-Chair
Ms. Latoya Gray
Mr. Bernard Harkless
Ms. Ashley Hawkins
Ms. Elyana Javaheri
Mr. T. Preston Lloyd
Ms. Louise Lockett
Ms. Monica Lozano
Mr. Jer'Mykeal McCoy
Ms. Jennifer Mullen
Ms. Kendra Norrell
Ms. Gray O'Dwyer
Mr. Damian Pitt
Mr. Ted Ukrop
Ms. Meredith Weiss

Members Absent: Ms. Joyce Knight
Ms. Olivya Wilson

Staff Present: Ms. Tasha Chambers, Justice and Sustainability Associates (JSA)
Mr. Don Edwards, JSA
Ms. Anne Darby, Planning and Development Review (PDR)
Mr. Mark Olinger, PDR
Mr. William Palmquist, PDR
Ms. Maritza Pechin, AECOM/PDR
Ms. Marianne Pitts, PDR
Ms. Yessenia Revilla, PDR
Mr. Josh Son, PRD
Mr. Andy Hill, DESMAN

3:30 PM Room opens

4:01 PM Call to Order

Mr. Poole called the meeting to order at 4:01 p.m. Mr. Poole noted that there will be two opportunities for public comment on the meeting's agenda. The first public

comment period will be at the beginning of the agenda for comments on items not included in this afternoon's meeting agenda. The second public comment period will be at the end of the agenda for comments on items discussed during the meeting.

Mr. Poole stated that he has been impressed with the public meetings for the Parking Study that have occurred to date and encourages the Advisory Council (AC) members to attend a meeting.

Mr. Poole asked the AC if there were any additional corrections to the minutes other than the correction he previously provided staff. No other corrections or edits were presented by the AC.

Director's Report

I. Insights Report

Mr. Olinger stated that the Insights Report will be presented at the July 11th meeting.

II. Map Booklet

The AC was provided a copy of the Map Booklet for the 2nd Council District as an example of the Map Booklets. Mr. Olinger stated the Map Booklets will be a tool that will give a sense of each district and that all 9 districts will be available at the July 11th meeting. He noted that an online interactive version of the Map Booklet will also be available on the website.

III. Parking Study

Mr. Olinger stated that the parking consultant team (DESMAN, VHB, and Alert 5) have given us the baseline data for the parking study which is being presented at the parking meetings that have and will occur this week. This data will get the public thinking about what PDR can do to address parking concerns.

Mr. Hill from DESMAN presented the parking capacity and occupancy information for the Scott's Addition neighborhood to show an example of what information is being presented at the parking study meetings. Mr. Hill noted that for this area the key takeaways include stall definition and enforcement need to be examined, large lots offer potential for shared parking, and many blocks operating consistently near or over capacity. He stated that the solution to parking problems is to make it part of a multi-modal solution. Mr. Hill shared the schedule for the rest of the parking study is as follows:

- Existing Conditions Report in June and July.
- Future Needs Assessment in July, August, and September.
- Recommendation Development in September.
- Stakeholder meetings in October.
- Shortlist and final report by the end of October and draft report by Thanksgiving.

Ms. Crump asked if all of this information will be compiled on the Richmond 300 website for people not present at meetings. Mr. Olinger responded that yes, that it will be placed on the website sometime next week when the information is compiled.

Ms. Weiss asked if they are you looking at commuters coming in. Mr. Hill responded that they have not been asked to look at that as part of the overall scope, though that information can be found on the US census.

Mr. McCoy asked if the study takes into account the attendance at the Diamond for baseball games. Mr. Hill responded that they have not, it is outside the limits of the parking study.

Mr. Poole shared that there was an expansion of the parking study area for the Libbie/Grove area, which was done at the request of the public.

Ms. Crump asked how the Bus Rapid Transit (BRT) will impact the current count of the parking study. Ms. Pechin noted the parking consultant has the updated information to complete the future needs analysis. This information also takes into account of new development and transportation projects.

Mr. Poole asked if PDR is following new development and is there a cut-off point for adding to the study. Ms. Pechin added they do have a pipeline of projects that do not have permits.

Public Comment #1

Mr. Danny Smith stated that he is a business owner with businesses at Cary and Lombardy Streets and Broad and Allison Streets. He noted that parking on Broad Street is difficult, and the side streets have extra loading zones that limit parking. He noted that the problem is that his clients are getting towed and ticketed and he is losing revenue and clientele. He expressed concerns that businesses are leaving Broad Street, and it will be abandoned. He would like to see more parking available for businesses on Broad St.

Ms. Suzanne Miller, a resident of the Fan District, asked if the City is considering electric vehicle charging stations for the multi-modal discussion. Mr. Olinger responded that yes, they will be taken into consideration. Ms. Miller congratulated the City on the cycle track on Franklin Street.

Presentations & Discussion

I. Engagement Efforts

Mr. Edwards reviewed the engagement matrix with the AC and said that it is a tool to figure out how to move people from where we meet them to where we want them to go. The goal is to have moved a big group of people from quadrant 1 to quadrant 4, while avoiding quadrant 3.

Mr. Edwards reported that last week, the first ambassador training was held at Ebenezer Baptist Church, and was attended by 37 people from all over the city. The training is meant to create a body of folks who will be sent out to their communities, organizations, and peers. Mr. Edwards said the training was successful from his standpoint. The process included the ambassadors being put into groups and evaluating one another's training.

Mr. Edwards reported that there is a mechanism by which the AC will be advised on where the ambassadors are going on a monthly basis.

Mr. Edwards reported that 17 ambassadors felt the training was good, and 14 felt excellent it was excellent. The ambassadors said they wanted more information and literature on the project and more practice one-on-one. Also, the ambassadors would like more information on the process so that they understand how it will work in the next couple of years.

Mr. Edwards reported that there is a goal of 6,600 people that Richmond 300 hopes to touch. The next training will prepare people to serve as greeters/hosts and small group facilitators. The AC members are encouraged to attend ambassador training.

Ms. Chambers reported the media day will be June 28th from 11:00-11:30 am. She will be working closely with the Mayor's Press Secretary for this event.

Mr. Pinnock asked what the demographics were from the first ambassador's training. Mr. Edwards said that there was representation from multiple districts, but was not satisfied with representation from the Southside.

Ms. Javaheri asked what the age group was of the ambassadors. Mr. Edwards said their age was not asked. Ms. Pitts added that there were several students from VCU.

Ms. Javaheri said she was interested in if there were any high school attendees.

Ms. Chambers said that most of the people were transplants and Caucasian. In order to reach more people, Ms. Chamber noted that JSA and PDR need to meet people where the people are instead of them coming to us, especially for the Latino population. She noted that PDR has translated parts of the website into Spanish.

Ms. Chambers said that as far as a youth council, they will be tailoring a youth strategy, like a summit, in September. She noted that she is coordinating with groups that work with youth including 6PIC and Girls for a Change. At the next meeting, there will be more updates on this.

Mr. Pitt asked if the people that were trained last week now ambassadors and if the ambassador program is a fluid thing with people joining throughout the process. Ms.

Chambers replied that they will have ambassador training monthly, and the next training is looking to be held in the Southside area.

Mr. Poole asked that of the 38 people that came did all of them sign-up to be ambassadors. Ms. Chambers replied yes, and that there is a database to keep track of them

Mr. Pitt said that, in the last meeting, it was discussed that people that applied to be on the AC, but did not make the cut, could go to the ambassador training. Ms. Pitts noted that an email was sent to these individuals.

Mr. Edwards noted that people have not just one story to tell and that the ambassador educators should not stick to script. The idea of being an ambassador is not that you are in planning, but an expert in telling people why they should care and be informed.

Ms. Gray asked if they are still accepting applications for ambassadors, and if so what is the deadline. Mr. Edwards replied that they still are.

Mr. Bibbs asked what kind of materials are being provided for ambassadors to give to people. Mr. Edwards reported that the ambassadors were given packets and materials, and when they run out, they will be give them more.

Ms. Lockett asked if there will be a digital flyer for the ambassador training meetings. Mr. Edwards said that they can share the ambassador package with the AC.

Mr. Ukrop asked if there is a list of the ambassadors on the website. Mr. Edwards reported that the ambassadors need to confirm they do not mind that being shared online. The ambassadors requested an ambassador Facebook page so they can share their experiences with one another.

Mr. Poole asked for the stakeholder list and who is coordinating where the AC members want to go. Mr. Edwards said that JSA will organize that and track it, and that they can contact Ms. Pechin and Ms. Chambers to communicate these things.

II. September Meeting Approach and Messaging

Mr. Edwards said the September meeting format will go as follows based on the input received from the AC:

- After reviewing the community communications and consensus plan evaluations, JSA has developed a proposal that uses the best of all of the AC feedback. The plan tries to capture what the AC felt was important and to manage risk.
- Proposal: Four meetings between September 17th and September 29th throughout Richmond. Two in the Northside (north of the James River), and two in the Southside. They will be held in schools and other City facilities.

Also, there may be a need for three meetings in the Northside because there are more people there.

- These meetings are meant to be opportunities to learn as much as you want. The meetings will be no more than three hours long, with two meetings to be held in the evening and two in the morning, and if there is a fifth meeting it would be held on a Saturday.
- The open houses format is the best mechanism for individual inputs on vision. JSA will take the visioning data and report it back out and that will be used in the second meeting which will be a large community consultation, the One Richmond meeting, to discuss recommendations. The third community consultation will be smaller meetings, where small groups can comment on the draft plan.
- This plan allows us to respect the culture of doing smaller meetings and will help us build up to a “big tent” meeting.

Mr. Hepp-Buchanan asked if for the third community consultation, Mr. Edwards means that there would be another series of small meetings. Mr. Edwards replied yes. There was a lot of consultation on how to make that work. He wanted to respect the fact that people want to talk about where they live and what they know. The ambassadors, AC, and staff will need to prepare the community to show up to these meetings.

Ms. Hawkins asked if there will there be childcare, parking, etc. and recognition of these barriers that people may have when getting to and attending these meetings. Mr. Edwards replied yes, and he will make use of public areas as much as possible.

Mr. Edwards stated that he would like AC members to respond to the homework regarding the format of the first community consultation by Friday in order to lock in this design. Specifically, Mr. Edwards would like to know if there is any known conflict between September 17-29, and what times throughout would work best for the September small meetings. Potentially the times will be weekdays from 9-12pm, 10-1pm, or 6-9pm and Saturday from 1-4pm.

Mr. Pinnock asked does the project have a budget for media. He stated that he was concerned that when the news talked about the parking meetings, they were not presented as part of a bigger strategy and specifically the Richmond 300 brand was not mentioned. Mr. Olinger replied that we will have to be as creative as we can be as there is little budget. He hopes that the media day will give the media a greater insight into what the project is.

Mr. Hepp-Buchanan asked in terms of the times of days, what kind of person are we trying to capture with different meetings times, specifically the daytime meeting. Mr. Edwards replied that they are trying to capture the people from downtown with the daytime meeting. By giving people a window, they can stop off from lunch or before

or after work. Mr. Edwards also mentioned that the backdrop for all of this is an online component.

Ms. Hawkins asked how does the AC get approval for creating content for their own media output. Mr. Edwards replied that, that will be ongoing, and he will be sharing the information provided to the ambassadors.

Mr. Pitt asked for an update on the revised engagement process as a whole. He feels like all the AC learned today was whether the September meetings would be small-big-small, or big-big-big, not the rest of the strategy to include working group meetings or other meetings. Mr. Edwards replied that first the design of the first meeting needed to be established then JSA will provide updates on a monthly basis.

Mr. Pitt asked if the AC should give their feedback on the messaging strategies. Mr. Edwards replied that yes that as a part of the homework, the AC will provide advice on what you think Richmond can tolerate.

Mr. Bibbs asked if the ambassadors are being deputized for social media communication on this. He noted that the Richmond 300 Instagram looks nice, but it is not attracting a lot of followers. He noted that ambassadors should be given tools to communicate that. Mr. Edwards replied that ambassadors were asked through video at the training, who they are and what their dream is for Richmond. He expects to use social media with youth and content. He wants to give as many faces to this project as they can.

Ms. Javaheri asked if there is there an opportunity at these visioning meetings for children. Specifically, she would like an activity for children to envision what the city might look like. Mr. Edwards replied that yes, middle schoolers are great at designing cities. He noted that creativity overcomes lack of resources and capacity and hopes that there are volunteers from the AC to be in the room with those young people. Ms. Javaheri replied that there are ways to get VCU involved in that process. Ms. Hawkins added that she will commit to being at those meetings with the children with her print truck.

Ms. Lozano said that it seems that there needs to be a plan put in place to get meaningful responses at the open houses. She wants to know if the open houses will have a facilitated structure. Mr. Edwards replied that there are some people that will need help and others will not. He noted that this open house format will allow people to choose how little they want to give or get as people can choose their depth.

Mr. Poole said that by this Friday, the AC should comment on the three questions regarding the design of the September meeting in order to come to a consensus on the first meeting and the design process.

Mr. Pinnock asked if the homework process will be the same format as they have been getting. Ms. Pitts noted that the AC will be receiving an email with the homework. Mr. Edwards noted that the homework will include asking the AC for their opinions on the messaging.

Mr. Poole said that the star for media day will be the Mayor. At the kick off there were three other speakers, along with the Mayor; and Mr. Poole asked if they are looking for a similar format for the upcoming media day. Mr. Olinger replied that he does not think there will be a similar format for the media day. Mr. Olinger noted that it will be mostly the Mayor again speaking about creating opportunities for people to get engaged.

Mr. Poole asked how do we take the recommendations of the AC for the messaging and get that them to the Mayor. Mr. Olinger replied that the recommendations are sent to the Press Secretary's office.

Ms. O'Dwyer asked if we will be filtering the AC's message through the Mayor's office. Mr. Edwards replied that they will try and give advice to the Mayor as a council. Mr. Poole added that he has no doubt that the Mayor will choose his best methodology.

Public Comment #2

Mr. Omari Al-Qadaffi stated that in regard to the engagement, if you have voluntary processes, individuals are not incentivized; and there will be a low participation. He stated that it is going to be difficult to include the communities that the AC is trying to reach because of how community members feel things have gone in the past. He asked what resources are being given to ambassadors and noted that the barriers such as childcare need to be intentionally addressed in this process.

Ms. Suzanne Miller said that the Jewish holidays in September (18th and 19th) may conflict with the dates small meetings in September.

Mr. Ron Skinner said that he would like to include a spot for Richmond 300 on his community radio show, and that he would like to make sure there is a lot of participation and engagement for Richmond 300.

The meeting adjourned at 5:49 p.m.