



Richmond 300 Ambassador Program Overview

WHAT: To support the goal of a highly participatory, transparent and educational civic engagement process, Justice and Sustainability Associates (JSA), the City’s engagement consultant for Richmond 300, will utilize technical and sectoral experts who can: a.) bring an extra level of attention to topics or audiences that are important to the growth of “One Richmond;” and b.) bring a level of trust that is respected by various demographics of the city.

WHO: There are various types of Ambassadors:

- **Advisory Council (AC) members** – 21-member sub-committee of the City Planning Commission
- **Community Volunteers**
 - Community Presenters: Should be knowledgeable on topics such as housing, transportation, community development, land use, Master Plans, etc.
 - Pop-up Event Volunteers
 - Meeting Facilitators
 - Meeting Scribes
 - Meeting Ushers
 - Meeting Greeters
- **Education Partners**
 - Partners who provide in-kind venue usage for meetings, presentations, events, etc.
 - Partners who provide in-kind community workshops on planning and other relevant topics
- **Technical Team members** – a group of City staff and staff from RPS, RRHA, RRPDC, VHD, and GRTC.
- **Planning & Development Review staff**
- **Engagement Consultant staff**

WHEN: Starting at the beginning of June 2018, there will be at a minimum of two community engagement events that are hosted by partner organizations. Additionally, the Dept. of Planning and Development Review will host office hours the 2nd and 4th Thursday of the month from 3 to 5 P.M. in City Hall (900 E. Broad Street, Room 511).

A list of partner organizations that should be engaged will be identified by June 1. A list of preliminary prospective partner organizations has been gathered and will continue to grow as the process develops. AC members and other defined internal partners are encouraged to add to this list.

Media will also be used to inform the community of the Master Plan update and important meeting dates.

WHERE: Ambassadors are encouraged to present to or engage with their respective constituents and audiences in the ways they feel most comfortable.

HOW: Ambassadors can assist by:

- presenting to diverse groups who may not be informed about the Master Plan update and/or those who are not as engaged in community processes
- writing and/or posting an approved blog
- writing and/or posting approved information on their personal and professional social media sites
- displaying Richmond 300 materials in a bulletin area
- hosting a Richmond 300 presentation at a local site
- volunteering at a Richmond 300 Community Consultant and/or pop-up event
- telling a colleague or friend to participate in the public gallery of the Advisory Council meetings

Ambassadors who make in-person presentations should report to PDR on their engagement efforts, which should include which districts were reached and targeted groups. This group of ambassadors will be provided with easy-to-fill forms to track attendees, district representation and contact information of those in attendance.

Digital media should be used as often as possible to capture community presentations. Recording presentation will enable Richmonders to access this information conveniently throughout the process and to reach those who connect via Richmond 300 digital platforms – Richmond 300 website, Instagram and Facebook pages and the listserv.

WHY: Ambassadors are critical to engaging as many Richmonders, as possible, especially those who are first-time engagers in any public process. Ambassadors support the engagement matrix, moving residents and stakeholders from not informed to well informed. Ambassadors have been selected because of their demonstrated trust and commitment to building “One Richmond”.