

Community Consultation #3



Planning and Logistics

Community Consultation #3 is an engagement effort from April 13 to May 10, 2020 with several objectives:

- 1) Share the draft Richmond 300 document with the community
- 2) Embolden the community to identify portions of the plan that help advance efforts they are undertaking in their community, business, non-profit, etc.
- 3) Collect edits on the draft plan

Pre-CC#3 Promotion (March 1-April 12)

LEADER DINNERS

Dinner meetings with 20-30 community leaders in four parts of the city – focusing on groups that are traditionally not engaged in planning processes. Reach leaders of under-represented groups prior to the draft Plan release to: 1) educate the leaders on the forthcoming content, 2) discuss how to use the plan once it is adopted, so that they can share information with their constituencies, and 3) encourage them to attend the April Summits and invite others. The Engagement Team plays a major role in inviting individuals to attend and managing logistics for the dinners.

Learning Objectives

- Share the big moves and discuss the relevant nodes for that area
- Understand which parts of the plan affect your business, your non-profit, your neighborhood and the topics you care about
- Share information about the two summits in April and the upcoming release of the draft *Richmond 300* document

Staffing

2 Engagement Team members, 3-4 staff members, 3-4 Advisory Council members

Room Layout

3-4 tables with 8-10 chairs each, projector/screen/computer, registration table, food/drink table(s)

Agenda

- 6:00-6:15: Register, Get dinner, Fill out Worksheet #1
- 6:15-6:30: Watch short presentation and receive directions for group conversations
- 6:30-7:15: Conversations at table – During the conversations, fill out Worksheet #2: what 1-3 things in *Richmond 300* help further your goals for the Richmond community you work/live in?
- 7:15-7:30: Report back – 3 people share 1 item in the plan that helps them

Locations and Dates

3/19: East End

3/21: South Side

3/25: North Side

3/26: South Side (Spanish focus)

Next Steps

- Create Worksheets:
 - o Registration: form where participants indicate the topics they want to talk about the most (during the video, staff will review the forms to help prepare for the group conversations)
 - o Plan in Action: worksheet for participants to take notes during the conversation and identify which parts of the plan will help their community
- Create a presentation showcasing the vision, 5 topics areas, and 6 big moves
- Investigate Event Brite to collect RSVPs
- Make invitations
- Develop invitation lists
- Select food vendors
- Create flyers for CC#3 - including release date and info on the two summits

EXISTING MEETINGS

Short presentations at meetings of civic associations and stakeholder groups to share the release date and the summit dates, and discuss comments we received from their groups (where relevant)

Learning Objectives

- Share information about the two summits in April and the upcoming release of the draft *Richmond 300* document
- Discuss comments PDR received and response to those comments (where relevant)

Staffing

Engagement Team and PDR Staff

Locations and Dates (TBD)

Next Steps

- Develop talking points and training on Big Moves
- Develop a meeting calendar (underway) and assign meetings to staff and Engagement Team
- Create flyers for CC#3 - including release date and info on the two summits
- Identify which meetings may need special materials

Community Consultation #3 (April 13-May 10)

RELEASE EVENT

Mayoral press event to unveil the draft plan.

Staffing

Engagement Team, PDR Staff, Advisory Council, Working Group members

Locations and Date (TBD)

Week of April 13 at location TBD

Format

Podium with microphone and speakers, projector/screen for the video, cake for celebration, balloons, stacks of printed copies of the draft plan

Agenda

- Remarks from: Mayor, PDR, AC, Working Group, Engagement Team
- Short presentation on the vision, 5 topics, and big moves (maybe a video)
- Celebrate - eat cake

Next Steps

- Schedule release date and find venue

SUMMITS

Two summits to review and discuss the plan.

Learning Objectives

- Share the big moves and discuss nodes/land use
- Point to the draft Plan online
- Identify which elements of the draft Plan help advance individual/group goals throughout the city
- Collect comments on the draft Plan

Staffing

PDR Staff, Advisory Council, Working Group members, Engagement Team

Locations and Date (TBD)

4/22: Main Library

4/30: South Side Location?

Room Set Up

Podium with microphone and speakers, projector/screen, 8 tables, registration table

Agenda

6:00-6:10 Register

6:10-6:25: Watch video and review directions

6:30-7:30: 6 stations on the big moves (staffed by PDR staff and AC and WG members)

- Graphics/maps that are relevant to the big moves
 - Boards with the strategies that are relevant to the big move
- 1 station for general comments/discussion the draft Plan

Next Steps

- Prepare for training/facilitation with AC and WG members on 4/15
- Save dates on council member calendars
- Reserve venues

EXISTING MEETINGS

Short presentations at meetings of civic associations and stakeholder groups to share draft content and the summit dates (if they haven't occurred yet).

Learning Objectives

- Share the six big moves and discuss relevant nodes/land use for that area
- Point to the draft Plan online
- Share the dates of the two summits (if they haven't happened yet)

Staffing

Engagement Team and PDR Staff

Locations and Dates (TBD)

We have a working list going

Next Steps

- Develop a meeting calendar (underway) and assign meetings to staff and Engagement Team
- Create flyers for CC#3 - including release date and information on the two summits
- Identify which meetings may need special materials (e.g., Westhampton, Oregon Hill, the Fan, etc.)
- Create a handout that shows the six big moves, nodes and land use

Media Tools (March-May)

MEDIA EXCLUSIVES

Create buzz about the forthcoming Draft Plan by engaging reporters with exclusives on the big moves prior to the Draft Plan Release

Next Steps

- Share the CC#3 plan with OPS and discuss which reporters would be interested in each big move

SOCIAL MEDIA

Create event invites for the release event and two summits. Make promotional materials featuring different parts of the draft document – including the big moves.

Next Steps

- Create a social media calendar
- Create draft posts

PRESS RELEASES

Next Steps

- Write press release for the release event and summits

EMAIL CAMPAIGNS

Series of email campaigns with posts written by AC, WG, and ET members about certain parts of the plan.

Next Steps

- Make a calendar with dates/topics for email blasts
- Ask AC, WG and ET members to write content