

Community Consultation #3



Planning and Logistics

Community Consultation #3 is an engagement effort from May 11 to June 22, 2020 to:

- 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 from May 26 to June 22

Calendar

| Monday | Tuesday | Wednesday | Thursday | Friday |
|--|--|--|--|--|
| 11 | 12 Northside Leader Conversation | 13 Southside Leader Conversation Advisory Council Mtg | 14 East End Leader Conversation Southside Spanish Leader Conversation | 15 |
| 18 CC#3 Notices Issued | 19 | 20 | 21 Housing Leader Conversation | 22 |
| 25 Memorial Day | 26 Digital Plan available for download and comment | 27 Summit & Launch: Plan Overview | 28 Summit: High- quality places | 29 Summit: Equitable Transportation |
| 1 Presentation at CPC Presentation at OD | 2 Summit: Diverse Economy | 3 Summit: Inclusive Housing | 4 Summit: Thriving Environment | 5 |
| 8 | 9 | 10 Advisory Council Mtg | 11 | 12 |
| 15 | 16 | 17 | 18 | 19 |
| 22 CC#3 Ends | 23 | 24 | 25 | 26 |

Leader Conversations (May 12 – 21)

Virtual conversations 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 educate the leaders on the forthcoming content and discuss how to use the plan once it is adopted, so that they can share information with their constituencies. The Engagement Team plays a major role in inviting individuals to attend and managing logistics for the dinners.

LEARNING OBJECTIVES

- Share the big ideas and the relevant nodes for that area
- Understand which parts of the plan impact 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

ROLES

Note taker – Engagement Team member
Q&A monitor – Engagement Team member
Tech Support – Will
Facilitator – Marianne
Presenters – Maritza and Mark

FORMAT

0:00-0:05 Short welcome including:

- Reviews opportunities for comment in the meeting today (1 min)
- Master Plan purpose (1 min)
- Engagement to-date (1 min)
- Structure of the plan (1 min)

0:05-0:15 Overview of the nodes, future land use, future connections (10 min)

0:15-0:20 Q&A

0:20-0:35 Review the big moves (15 min)

0:35-0:40 Q&A

0:40-0:50 Review one node and one topic (chosen via RSVP form)

0:50-0:58 Q&A

0:58-1:00 Review post-meeting survey

DATES

- Northside: Tuesday, May 12, 2020, from 3-4 pm
- Southside: Wednesday, 5/13/20 from 11am-12pm
- East End: Thursday, 5/14/20 from 1-2pm
- Southside (Spanish focus): Thursday, 5/14/20 from 4-5pm
- City-wide (Housing Focused): Friday, 5/22/20 from 11am-12pm

NEXT STEPS

- Send invitations

Digital Plan (May 26 – June 22)

Digital version of the plan is available online for individuals to 1) download in its entirety and 2) review/comment on an interactive PDF via Konveio

LEARNING OBJECTIVES

- Share the draft document with the community
- Collect comments via the interactive PDF - which will likely have polling questions related to: 1) land use planning for a post-pandemic society, and 2) the primary growth nodes

NEXT STEPS

- Create a Digital Plan page on richmond300.com
- Set up the Konveio site
- Play with Konveio to understand how to set up the interactive PDF

Virtual Launch and Plan Overview (May 27)

Virtual presentations with an overview of the Richmond 300 content.

LEARNING OBJECTIVES

- Introduce the format of the plan and share how to provide comments on the plan
- Learn about the big moves
- Learn about the plans for the primary growth nodes - fill out post meeting survey to share thoughts

ROLES

Note taker
Q&A monitor
Tech Support
Facilitator

Presenters

FORMAT

0:00-0:05 Welcome from the Mayor

0:05-0:10 Short welcome including:

- Reviews opportunities for comment in the meeting today (1 min)
- Master Plan purpose (1 min)
- Engagement to-date (1 min)
- Structure of the plan (1 min)

0:10-0:25 Overview of the nodes, future land use, future connections (15 min)

0:25-0:35 Q&A

0:35-0:50 Review the big moves (15 min)

0:50-0:58 Q&A

0:58-1:00 Final instructions on how to provide feedback

DATE

- May 27, 12 to 1 PM

NEXT STEPS

- Develop promotional material
- Develop PPT with:
 - o Plan overview
 - o Primary growth nodes
 - o Big moves

Virtual Summits – Topic Overviews (May 28 – June 4)

Virtual presentations with an overview of the Richmond 300 content by topics

LEARNING OBJECTIVES

- Introduce the format of the plan and share how to provide comments on the plan
- Quick review of the big moves
- Learn about the proposed strategies related to that topic area

ROLES

Note taker

Q&A monitor

Tech Support

Facilitator

Presenters

FORMAT

- 0:00-0:10 Short welcome including:
- Reviews opportunities for comment in the meeting today (1 min)
 - Master Plan purpose (1 min)
 - Engagement to-date (1 min)
 - Structure of the plan (1 min)
 - Quick overview of the 5 big moves (5 min)
- 0:10-0:25 Review of half the goals and strategies for that topic area (15 min)
- 0:25-0:35 Q&A on first half
- 0:35-0:50 Review of half the goals and strategies for that topic area (15 min)
- 0:50-0:58 Q&A on second half
- 0:58-1:00 Final instructions on how to provide feedback

DATES

- May 28, 12-1 PM - high-quality places
- May 29, 12-1 PM - equitable transportation
- June 2, 12-1 PM - diverse economy
- June 3, 12-1 PM - inclusive housing
- June 4, 12-1 PM - thriving environment

NEXT STEPS

- Develop promotional material
- Develop PPT with:
 - o Plan overview
 - o Big moves
 - o Topic strategies (repurpose the leader event ppt)

Virtual Civic Association & Stakeholder Group Meetings

Virtual meetings with various groups

LEARNING OBJECTIVES

- Introduce the format of the plan and share how to provide comments on the plan
- Quick review of the big moves
- Discuss policy relevant to the civic association/stakeholder group

ROLES

Note taker
Q&A monitor
Tech Support
Facilitator
Presenters

FORMAT

- 0:00-0:10 Short welcome including:
- Reviews opportunities for comment in the meeting today (1 min)
 - Master Plan purpose (1 min)
 - Engagement to-date (1 min)
 - Structure of the plan (1 min)
 - Quick overview of the big moves (5 min)
- 0:10-0:25 Review of comments we received from that group and how the draft responds to those comments (15 min)
- 0:25-0:40 Q&A
- 0:40-0:45 Final instructions on how to provide feedback

DATES

- To be scheduled between June 8 and June 19

NEXT STEPS

- Schedule meetings with groups
- Develop PPT with:
 - o Plan overview
 - o Big moves
 - o Material specific to that group