

Working Group Update Report

May 8, 2019



Since the March meeting of the Richmond 300 Advisory Council, the Richmond 300 Project Management team has hosted 5 working group meetings with a combined attendance of 160 individuals (excluding staff). Below is a brief report of the meetings.

Land Use Meeting #1 – Draft Future Land Use Categories

<i>Date:</i> March 20, 2019	Total Attendance: 47	<i>At-Large Members:</i> 21
<i>Time:</i> 4-7 PM	<i>AC Members:</i> 8	<i>General Public:</i> 2
<i>Location:</i> Main Library	<i>TT Members:</i> 8	<i>Staff:</i> 6

Discussion Topics

- Orientation and icebreaker
- Overview of the role of the Master Plan in shaping land use
- Review of the draft land use goal
- Review of the difference between land use and zoning
- Discussion on the general description of the future land use categories

Summary of Meeting Evaluation Feedback (22 forms received)

Average Scores (5 is great, 1 is not)

- Overall meeting rating: **4.55**
- Understanding of materials: **4.53**
- Small group discussion: **4.64**
- Mix of presentation and discussion: **4.71**

Positive

- Flowed well, was enough info but no overwhelming
- Well planned
- Good meeting – well facilitated
- We got a lot done in a short amount of time. Also, good job explaining concepts (e.g. future land use vs. zoning)
- Glad agenda was kept on schedule
- This was great! Very organized – informative – everyone was super engaged and respectful.
- Great organization!
- An amazing engagement of ideas

Areas for Improvement

- Sometimes discussion got off track into very specific zoning details rather than big picture ideas
- Maybe more time for discussion – too short
- I was a little slow on the learning curve but no fault with the materials or explanation
- It was a lot to digest
- The future land use small group was a tougher discussion than the vision discussion

- A little heavy on presentations but that is to be expected for 1st meeting
- I'm unfamiliar with some urban planning terminology

Land Use Meeting #2 – Draft Future Land Use Map

<i>Date:</i>	April 17, 2019	Total Attendance:	41	<i>At-Large Members:</i>	19
<i>Time:</i>	4-7 PM	<i>AC Members:</i>	7	<i>General Public:</i>	3
<i>Location:</i>	Main Library	<i>TT Members:</i>	5	<i>Staff:</i>	5

Discussion Topics

- Update on the draft land use goal
- Discussion about the places in Richmond that they visited
- Overview of the “hub and connections” concepts that shaped the draft future land use map
- Review and discussion of the draft future land use categories table
- Round robin review of the draft future land map with six areas of the city at six different tables

Summary of Meeting Evaluation Feedback *(9 forms received)*

Positive

- Info by staff at each table very helpful
- Liked the chance for dialogue and focus on different parts of the city
- Good discussion and able to provide feedback and suggestion
- Very good facilitation
- A lot of good ideas were expressed during the future land use map breakouts
- Awesome to get down and zoomed in on all the areas of the city with the 6 blown up maps

Areas for Improvement

- Not enough time at each map – maybe groups should have only looked at 3 maps?
- Small group exercise too short

Project Management Critical Next Steps

- Distribute the meeting #3 agenda and materials on May 9
- Reframe the July 24 meeting to be an all working group wrap and coordination meeting

May 15 Meeting Topics

- Discussion about the hubs – what will make them work? What makes a successful village center? Secondary hub? Primary hub?
- Discussion and review the future land use map with the public open space, city-owned parcels, and the 10-minute park walkshed highlighted. Sketch out a draft open space network.

Transportation Meeting #1 – Draft Future Transportation Map

<i>Date:</i> April 23, 2019	Total Attendance: 33	<i>At-Large Members:</i> 15
<i>Time:</i> 4-7 PM	<i>AC Members:</i> 3	<i>General Public:</i> 5
<i>Location:</i> Studio Two Three	<i>TT Members:</i> 6	<i>Staff:</i> 4

Discussion Topics

- Orientation and icebreaker
- Overview of the role of the Master Plan
- Review of the difference between land use and zoning
- Review of the draft transportation goal
- Overview of the “hub and connections” concepts that shaped the draft future land use map
- Review and discussion of the draft future land use categories table
- Preliminary discussion on future transportation connections as it relates to the draft future land use map

Summary of Meeting Evaluation Feedback (16 forms received)

Average Scores (5 is great, 1 is not)

- Overall meeting rating: **4.56**
- Understanding of materials: **4.89**
- Mix of presentation and discussion: **4.36**

Positive

- Good map and tables
- Educational – good mix of activity and presentation
- Great discussion. Lots of ideas bouncing around and eye-opening to hear about all the different plans in progress/development
- Big maps are sweet!
- Very good facilitator
- Good diversity at the table
- Maritza is a good organizer and leader

Areas for Improvement

- A lot of info to process
- Better location
- A little more background on how all the studies relate would be helpful
- Small group discussion got a little scattered; ensuring one person does not dominate would produce more diverse feedback
- Staff struggled to keep the small group on task (although our group had some big talkers) – may want to train facilitators more
- Too much crammed in – not enough time
- Maps are too busy and hard to review
- More time for conversation
- Could have focused more on the purpose/end goal of the group
- I assume there will be less presentation at future meeting
- Table top exercise was good but the mapping tried to do too much. Would have been helpful to talk more about policy goals before digging into mapping.

- Lack of racial diversity in the group
- Presenters need a microphone and list of topics to mention so as to not forget things later
- There were certain formal statements/proposals I wanted to make and didn't feel like I had a platform to present it since it was more of a casual conversation
- Map was hard with all the land use colors

Project Management Critical Next Steps

- Coordination meeting with the transportation co-leaders on May 14
- Distribute the meeting #2 agenda and materials on May 16
- Schedule PDR staff facilitation training
- Ask Advisory Council and Technical Team for help with outreach to expand diversity

May 21 Meeting Topics

- Update on the draft transportation goal
- Discussion about the places in Richmond that they visited
- Presentation on the population projections for Richmond
- Activity to develop the major policy themes/strategies the Master Plan should address related to transportation
- Review and discussion of the open space network map and the draft future transportation map

Housing Meeting #1 – Major Themes

<i>Date:</i>	April 24, 2019	Total Attendance:	30	<i>At-Large Members:</i>	19
<i>Time:</i>	4-7 PM	<i>AC Members:</i>	4	<i>General Public:</i>	1
<i>Location:</i>	Main Library	<i>TT Members:</i>	0	<i>Staff:</i>	6

Discussion Topics

- Orientation and icebreaker
- Overview of the role of the Master Plan
- Overview of the Market Value Analysis and population projections
- Review of the draft housing goal
- Activity to develop the major policy themes/strategies the Master Plan should address related to housing

Summary of Meeting Evaluation Feedback *(19 forms received)*

Average Scores (5 is great, 1 is not)

- Overall meeting rating: **4.33**
- Understanding of materials: **4.79**
- Small group discussion: **4.43**
- Mix of presentation and discussion: **4.7**

Positive

- Lots to cover – 3 hours went by fast
- Great job! Well organized meaningful dialogue and ability to move discussion from problem-focused to solution-focused
- Very good prep and organization – just wish more folks attended!
- The exercises were very engaging

- I thought it went very well. I felt like there is a real meaning for this group
- Staff was very well prepared and did a good job of explaining the overall process and timeline
- Good discussion, wide array of subject matter experts, efficient
- Well organized - highly informative and productive
- Well planned and well-paced
- Felt productive, didn't lag - thought the post-it exercise was a good way to get varied input!
- I'm kind of optimistic. I was kind of dreading this meeting because things are getting contentious in local politics. Everyone in my group was respectful and tolerant of differing viewpoints. I am happy that it was not as heated as I expected

Areas for Improvement

- Some of the input sessions seemed rushed
- Too much intro
- More work time
- Definitely need to address racial disparities in plan
- Less presentation needed
- Perhaps a bit less presentation in the beginning of materials that were supposed to be homework
- There were a few terms that needed clarification - i.e. land bank
- Conversation drifted a little - probably ok but could be kept a little more on task
- Instructions not clear for activity. Prioritization and strategy grouping not clear
- Activity was not clearly explained. We were being rushed
- This is a serious process and should not be rushed. The last Master Plan took 7 years during a less challenging time. We may not have 7 years but that amount of effort should be used at least.
- There were times when very technical jargon was used - which can be intimidating for some people

Project Management Critical Next Steps

- Schedule coordination meeting with the co-leaders
- Distribute the meeting #2 agenda and materials on May 30

June 22 Meeting Topics

- Update on the draft housing goal
- Discussion about the places in Richmond that they visited
- Review and discussion of the draft concept map, the draft future land use map, the draft future transportation map, and the draft open space network map
- Review and discussion of the draft housing framework and expansion/editing of the strategies listed

Economic Development Meeting #1 – Major Themes

<i>Date:</i> April 25, 2019	Total Attendance: 36	<i>At-Large Members:</i> 22
<i>Time:</i> 4-7 PM	<i>AC Members:</i> 5	<i>General Public:</i> 1
<i>Location:</i> Dominion Payroll	<i>TT Members:</i> 2	<i>Staff:</i> 6

Discussion Topics

- Orientation and icebreaker
- Overview of the role of the Master Plan
- Primer on the field of economic development
- Overview of population projections
- Review of the draft economic development goal
- Activity to develop the major policy themes/strategies the Master Plan should address related to economic development

Summary of Meeting Evaluation Feedback (7 forms received)

Average Scores (5 is great, 1 is not)

- Overall meeting rating: **4.43**
- Understanding of materials: **4.86**
- Small group discussion: **4.54**
- Mix of presentation and discussion: **5.00**

Positive

- Great engagement. I was worried I was coming in unprepared but the conversation was perfectly facilitated to allow time for learning/discussion
- Great job. Thank you for the great civic engagement experience
- Pleasantly surprised by facilitators ability to cover so many topics and stay on schedule! Well done!
- Good mix of people/perspectives. Constructive and inclusive dialogue. Efficient and effective facilitation
- Interesting dynamic from a creative perspective

Areas for Improvement

- Ensure everyone on is on task/same page before moving forward
- More details when discussing growth as compared to similarly-sized cities

Project Management Critical Next Steps

- Coordination meeting with the co-leaders on May 10
- Distribute the meeting #2 agenda and materials on May 16

May 23rd Meeting Topics

- Update on the draft economic development goal
- Discussion about the places in Richmond that they visited
- Review and discussion of the draft concept map, the draft future land use map, the draft future transportation map, and the draft open space network map
- Review and discussion of the draft economic development framework and expansion/editing of the strategies listed