

# Working Group Syllabus

Final – 3/8/2019



**Purpose:** *Richmond 300* Working Groups are topic-specific groups charged with creating the initial recommendations for Richmond 300, which will be vetted and amended by the community at-large during public meetings in September and October 2019.

**Topics:** The Working Groups will be divided into 5 broad topic areas listed below. Additionally, there are cross-sectional topics, such as public health, public education, public safety, sustainability, which will not be forgotten but have representation across multiple topic areas:

- **Land Use** (including historic preservation, public facilities, urban design, and open space)
- **Economic Development** (including employment and income, culture and tourism)
- **Housing**
- **Transportation**
- **Environment** (including parks and recreation, natural resources, utilities, sustainability/resiliency)

**Composition:** Working Groups must have at least 10 consistent members who commit to attending all meetings. Each Working Group will include members of the Advisory Council, Technical Team, PDR liaison, at-large members, and a meeting facilitator. At-large members are any members of the public who fill out the Working Group Interest Form by March 3, 2019.

**Meeting Structure:** The Working Group meetings will be organized and planned by City staff in consultation with the Director of the Dept. of Planning and Development Review. The meetings will be highly structured with detailed agenda, pre-meeting assignments, and post-meeting assignments.

**Transparency:** All Working Group meetings will be to the public and meeting materials will be posted online at richmond300.com.

**Ground Rules (adapted from the Richmond 300 Advisory Council By-laws):** Members of the Working Groups agree to follow these ground rules to ensure the civil exchange of ideas and mutual respect of one another.

- A. Working Group members will engage in open dialogue, which allows for the voicing of different opinions and a recognition that everyone in the room is responsible for the process.
- B. Working Group members participate as individuals. It is recognized that some members of the Working Group represent groups or constituencies and are participating in the Working Group because of their role in these groups. These members should take care in delineating their personal views from organizational.
- C. When speaking with others outside the Working Group (such as the media), members should indicate that they are not speaking on behalf of the Working Group, present only their own views, and conscientiously refrain from expressing, characterizing or judging the views of others.

- D. Each member of the Working Group takes responsibility for attending meetings, reading distributed materials, and participating in Working Group meetings.
- E. Each member of the Working Group shall work towards expressing his or her advice to the Department of Planning and Development Review and the City Planning Commission. Meeting documentation shall reflect the divergent views held by Working Group members and honestly characterize the different viewpoints.
- F. Working Group members will be aware of the limited time in the meetings and will therefore express themselves succinctly to allow time for others to share their thoughts and opinions.

**Meeting Venues:** The meeting venues are as follows:

- **Advisory Council:** Main Library, 101 E. Franklin St
- **Land Use:** Main Library, 101 E. Franklin St
- **Economic Development:** Dominion Payroll, 3220 Rockbridge St #300
- **Housing:** ~~East District Center, 701 N. 25<sup>th</sup> St~~ **New location TBD**
- **Transportation:** Studio Two Three, 3300 W. Clay St
- **Environment:** Main Library, 101 E. Franklin St

## 2019 Schedule (revised 3/8/19)

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### January

- *January 9, 4-6 pm: **Advisory Council Meeting*** (policy small group discussions on economic development and housing)
- *January 14-February 8: PDR Staff meetings with Working Group co-leaders to plan meeting topics, dates, times, and locations for March through July*

### February

- *February 8: Release application for At-Large Members*
- *February 13, 4-6 pm: **Advisory Council Meeting*** (composite map, policy small group discussions on environment)
- *February 24: At-Large applications due*

### March

- *March 1: At-Large Members noticed*
- *March 13, 4-6 pm: **Advisory Council Meeting*** (draft vision and goals)
- *March 20, 4-7 pm: Land Use Working Group Meeting #1* (orientation, review/discuss draft future land use categories)

### April

- *April 17, 4-7 pm: Land Use Working Group Meeting #2* (review/discuss draft future land use map)
- *April 23, 4-7 pm: Transportation Working Group Meeting #1* (orientation, review/discuss draft future transportation map)
- *April 24, 4-7 pm: Housing Working Group Meeting #1* (orientation, review/discuss long list of policy recommendations)
- *April 25, 4-7 pm: Economic Development Group Meeting #1* (orientation, review/discuss long list of policy recommendations)

### May

- *May 8, 4-6 pm: **Advisory Council Meeting*** (Working Group reporting)
- *May 9, 4-7 pm: Environment Working Group meeting #1* (orientation, review/discuss long list of policy recommendations)
- *May 15, 4-7 pm: Land Use Working Group Meeting #3* (discuss public facilities future needs)
- *May 21, 4-7 pm: Transportation Working Group Meeting #2* (align draft map with future transportation map)
- ~~*May 22, 4-7 pm: Housing Working Group Meeting #2* (develop short list of policy recommendations)~~ Meeting moved to June
- *May 23, 4-7 pm: Economic Development Group Meeting #2* (develop short list of policy recommendations)

### June

- *June 5, 4-7 pm: Land Use Working Group Meeting #4* (discuss open space network)
- *June 6, 4-7 pm: Environment Working Group meeting #2* (develop short list of policy recommendations)
- *June 12, 4-6 pm: **Advisory Council Meeting*** (Working Group reporting)
- *June 18, 4-7 pm: Transportation Working Group Meeting #3* (develop short list of policy recommendations)

- *June 19, 4-7 pm: Housing Working Group Meeting #2* (develop short list of policy recommendations)

## **July**

- *July 10, 4-7 pm: Land Use Working Group Meeting #5* (urban design/historic preservation)
- ~~*July 11, 4-7 pm: Environment Working Group meeting #3* (develop short list of policy recommendations)~~
- *July 24, 4-7 pm: Land Use Working Group Meeting #6* (pulling it all together, prepare for CC#2)

## **August**

- *August 14, 4-6 pm: **Advisory Council Meeting*** (Working Group reporting, framework for Community Consultation #2)

## **September**

- *September 11, 4-6 pm: **Advisory Council Meeting*** (review Community Consultation #2 materials)
- *Dates TBD in September and October: **Community Consultation #2*** - community meetings held at various locations through the city and an online survey to review and refine the recommendations developed during the Working Group meetings

## **October**

- *October 9, 4-6 pm: **Advisory Council Meeting*** (agenda TBD)

## **November**

- *November 13, 4-6 pm: **Advisory Council Meeting*** (agenda TBD)

## **December**

- *December 11, 4-6 pm: **Advisory Council Meeting*** (agenda TBD)

## Working Group Roles

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### **Project Director (Mark Olinger):**

- Provide strategic vision and process guidance to the Master Plan and to the working groups
- Review and edit all materials for CC#2 and CC3
- Manage relationships and communication with senior staff and elected officials
- Serve as the official city voice for the Master Plan

### **Project Management Team (the 3 Ps – William Palmquist, Maritza Pechin, Marianne Pitts):**

- Ensure all Working Groups are coordinated and attend all Working Group meetings
- Review all recommendations to ensure they are appropriate, in the correct topic area, and coordinated across groups
- Ensure the master plan meets legislative mandate
- Manage the community engagement process
- Post material on the *Richmond 300* website and social media accounts
- Develop and execute PR strategy in conjunction with Office of the Press Secretary
- Prepare for and manage CC#2 and CC#3
- Develop the template and manage creation of content for the draft Master Plan
- Manage the Parking Study

### **Working Group Co-Leader:**

- Select technical experts to join the Working Group
- Assist in keeping the Working Group meetings on task
- Provide technical expertise on the Working Group topic
- Attend all Working Group meetings
- Finish pre-meeting and post-meeting assignments in a timely matter
- Treat fellow Working Group members, co-leader, and City staff with respect
- Adhere to the Working Group Ground Rules
- Give status updates at Advisory Council and Technical Team meetings
- (For the Transportation, Housing, Economic Development and Environment Co-Leaders: Participate in the Land Use Working Group meetings focused on developing the draft future land use categories (February and March 2019))
- Review and edit the policy recommendation long list and short list
- Develop survey questions pertaining to the Working Group Topic to be administered to the public in CC#2
- Review and edit materials that pertain to the Working Group Topic for:
  - o Community Consultation #2 (Sept-Oct 2019) – draft future land use map, draft transportation map, draft short list of policy recommendations, survey
  - o Community Consultation #3 (March 2020) – draft city-wide master plan document

### **PDR Liaison:**

- Point person for the assigned Working Group (ask Project Management Team if there is something you cannot answer)
- Attend and assist in running all assigned Working Group meetings. Minutes are not required but an understanding of what was discussed and what will be needed for the next meeting based on this discussion

- Help prepare content for the assigned working group meetings (with help from the Project Management Team)
- Conduct research on the topic area to help broaden the list of potential policy ideas
- Help write the assigned section of the Master Plan
- Become the PDR knowledge expert on the assigned section
- Create collateral to share on the website and social media

**PDR Staff Support:**

- Help facilitate Working Group meetings as needed
- Research topic areas and send ideas to the PDR liaison

**Technical Team, Advisory Council, and At-Large Working Group Members:**

- Attend all Working Group meetings
- Finish pre-meeting and post-meeting assignments in a timely matter
- Treat fellow Working Group members, co-leaders, and City staff with respect
- Adhere to the Working Group Ground Rules
- Conduct research on the topic area to help broaden the list of potential policy ideas
- Provide technical expertise on the Working Group topic

## Working Group Composition

<b>Project Management</b>	<b>Project Director:</b> Mark Olinger
	<b>Project Management Team:</b> William Palmquist, Maritza Pechin, Marianne Pitts

	<b>Land Use</b>	<b>Economic Development</b>	<b>Housing</b>	<b>Transportation</b>	<b>Environment</b>
<b>AC Co-Leader</b>	Ted Ukrop	Bernard Harkless	Burt Pinnock	Max Hepp-Buchanan	Damian Pitts
<b>TT Co-Leader</b>	Kim Chen	Jane Ferrara	Denise Lawus	Dironna Moore Clarke	Alicia Zatcoff
<b>PDR Liaison</b>	Will Palmquist	Brian Mercer	Jonathan Brown	Josh Son	Anne Darby
<b>PDR Staff Support</b>	Yessenia Revilla	Sandra Escorcia	Andrea Cuffee	Alex Dandridge	Josh Young
	Leigh Kelley	Janell Baker	Rich Saunders		
<b>AC Members</b>	Cyane Crump	Jonathan Bibbs	Latoya Gray	Louise Lockett	Kendra Norrell
	Preston Lloyd	Jer'Mykeal McCoy	Ashley Hawkins	Jennifer Mullen	Monica Lozano
	Gray O'Dwyer	Rodney Poole	Joyce Knight		Elyana Javaheri
	<i>Bernard Harkless/1</i>	Meredith Weiss	Olivya Wilson		
	<i>Max Hepp-Buchanan/1</i>				
	<i>Burt Pinnock/1</i>				
	<i>Damian Pitts/1</i>				
<b>TT Members</b>	Chuck Davidson	Betty-Anne Teter	Wilken Fernandez	Brian Copple	Grace LeRose
	Barbara Jacocks		Dan Mouer	Sarah Shaughnessy	Brianne Mullen
	<i>Jane Ferrara/1</i>		Brianne Mullen	Mike Sawyer	
	<i>Nick Feucht/1</i>		Mary Blow	Jakob Helmbolt	
	<i>Dironna Moore Clarke/1</i>				
	<i>Alicia Zatcoff/1</i>				

1 = these co-leaders from other working groups will only attend the first two Land Use working group meetings

AC = Advisory Council, TT = Technical Team

	Land Use	Economic Development	Housing	Transportation	Environment
<b>At-Large Members</b>	Each Working Group will have At-Large Members who are technical experts in the subject matter.				
<b>At-Large Members</b>	Albert Dobbins	Aisha Bullard	Alice Tousignant	Andrew Payne	Aaron Sutch
	Andrea Almond	Amy Wentz	Andrew Clark	Chris Bast	Ann Pierce
	Andrea Quilici	Andres Olarte	Andrew Scudder	Daniel Sonenklar	Anne Wright
	Andrew Moore	Anne Westbrook	Carlton Hassell	Danny Plaugher	Beth Roach
	Brooke Saba McDowell	Brittiany Dubose	Charlene Pitchford	Diane Linderman	Bill Shanabruch
	Bruce Gould	Bryan Laughlin	Christie Marra	Emily Thomason	Catherine Long
	Charles Macfarlane	Colin Halligan	Curtis White	Jason James	Channing Martin
	Clare Novak	Elizabeth Taylor	Gina DiCicco	Jeisson Apolo	Charles Ware
	Cristy O'Keefe	Fabrizio Fasulo	James Armstrong	John Bolecek	Christopher Tabor
	Dave Johannas	Jack Berry	Jodi Dubyoski	Josh Mallow	Daniel Klein
	David Lambert	James Seagraves	Joh Gehlbach	Marc Lipschultz	Ellen Campbell
	Duron Chavis	Jane duFrane	John Le	Michael Todd	Emily Francis
	Genni Sasnett	John Accordino	Jonathan Knopf	Nicholas Smith	Evan Garrison
	Jeff Eastman	Jonathan Koes	Lee Householder	Phaedra Hise	Gustavo Angeles
	Jerry Peters	Loren Melton	Lynn Mcateer	Ross Catrow	Isabel Eljaiek
	John Sydnor	Maria Rose	Mariia Zimmerman	Scott Sirles	Jeremy Hoffman
	LaJuan Neal	Michel Zajur	Omari Al-Qadaffi	Trip Pollard	Justin Doyle
	Shawn Balon	Nathan Hughes	Patrick Zampetti	Zachary Hanson	Kiran Bhagat
	Stacey Farinholt	Richard Wintsch	Phil Cunningham		Martha Culpepper
	Tim Feehan	Sabrina Gross	Robert Adams		Mary Larson
	Timothy Hayes	Shanteny Jackson	Sandra Crawford		Mary Rafferty
		Stephanie Culbertson	Tracey Hardney Scott		Mary-Stuart Torbeck
		Steven Hammond	Willie Hilliard		Meade Anderson
	Theresa Stenger		Meghan Gough		



	Land Use	Economic Development	Housing	Transportation	Environment
<b>At-Large Members</b>		Tierra Henderson			Nissa Dean
		Tim Davey			Peter Thaler
		Will Scribner			Rebecca Aarons-Sydnor
		William Weber			Rob Jones
					Sean Welsh
					Sheri Shannon
					Stephanie Spera
					Stephenie Harrington
					Steven Carter-Lovejoy
					Susan Miller
					Susan Robertson
					Todd Lookingbill
					Trieste Lockwood