Community Engagement Strategy Overview

Strategy Elements

Goals and Objectives

Audiences and Key Messages

Roles and Responsibilities

Tactics

Measurement

Goals and Objectives

- Four goals:
  - Increase awareness of PlanRVA and foster an understanding of the organization's work and role
  - Increase participation in PlanRVA's comment processes and ensure respondents are representative of the Richmond Region
  - Increase community collaboration
  - Increase awareness among PlanRVA staff on unconscious bias in existing community engagement practices and mitigate to the greatest extent possible
- Objectives focus on establishing tracking tools

Audiences and Key Messages

- Local Government Staff and Officials
- Tribal Nations
- Special Interest Groups
- Community-Based Organizations
- Local Business Owners
- K-12 Students
- Young Adults
- College and University Staff
- Historically Underserved Communities

Community [Based] Organi[zations]

Key Characteristics/Takea[ways]

- Community-based organ[izations]... source of information for... historically underserved...
- These organizations are p[art of]... community issues.
- There is some engageme[nt]... could be more involved.
- Sometimes these organi[zations]... resourced (staff, budget)...
- There organizations are c[apable of]... meaningful partnerships...
- They can provide influen[ce]... of communication. These...... of community leaders.
- Committed to and enjoy...
- Hold influential channels... audience is engaged.

Historically Und[erserved] Populati[ons]
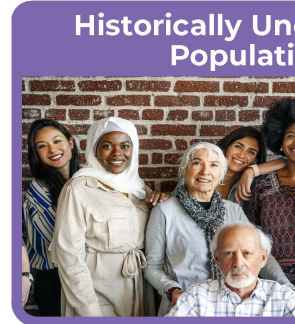
Key Demographics

- The average percentage of mi[nority]... in Richmond region was 41.4 p[ercent]... the total minority population i[s]... African American makes up 30... percent of the total minority p[opulation]... or Latino is the second largest... group with 65,000 people, or 1[?]...
- The percentage of persons wi[th a]... disability is around 11.6% for th[e]... the 121,000 persons with a disa[bility]... in Chesterfield County, Henric[o and]... Richmond City.
- The total LEP population in th[e]... around 21,000, or 2.1% of the to[tal]... majority of LEP individuals res[ide in]... County, Henrico County and R[?]

Key Characteristics/Takeaways

- People are looking for their in[?]... various visions presented. Mus[t?]... participation matters to get pa[?]...
- People care about where they[?]... their specific communities. The[y?]... how PlanRVA's work might impact them.
- ... Newsletters from community partners

... communicated

Local Business Owners

Key Demographics

- The Top 20 employers in the Richmond Region employ 20% of the working population.
- Education Services is the largest industry sector with over 36,000 jobs.
- The Richmond Region is home to an array of industries and seven Fortune 500 headquarters, including DuPont's largest manufacturing plant in the world.
- CityLab ranked Richmond #6 for large metro areas with the fastest growth in the creative class.

Key Characteristics/Takeaways

- Transportation infrastructure is often cited as one of the Richmond area's key advantages for businesses. This offers a distinct reason to work in partnership.
- Leading organizations for this population include Metropolitan Business League, Central Virginia African American Chamber of Commerce, Central Virginia Hispanic Chamber of Commerce, Central Virginia Asian Chamber of Commerce.

Opportunities

- PlanRVA supports economic development in the Richmond Region. Engaging the business community is crucial to this goal.
- Ensure the business community looks beyond industry or locality and into the region as a whole.
- Build partnerships with local business organizations to expand reach, liaise with businesses of all sizes and types, and confirm status as trusted source.

Challenges

- The major business organizations in the Richmond Region have not been able to easily share or promote PlanRVA services/offerings/ engagement opportunities to their memberships. There is a disconnect.
- The impact of PlanRVA's work has not been well communicated to the business community.
- Attending public meetings can be difficult for local business owners.

Preferred Channels

- Media reports (radio, TV, podcasts)
- Social media via organizations

Preferred Content Types

- Condensed and simple with a clear impact
- Text message campaigns
- Social media posts
- Email

Roles and Responsibilities

- Creation of new Community Engagement Manager position

- All PlanRVA staff have a role to play with community engagement

- On-call bench of consultants are still available to provide support

Tactics

Tactic	Goal #1: Increase awareness of PlanRVA	Goal #2: Increase representative participation in PlanRVA comment processes	Goal #3: Increase community collaboration	Goal #4: Increase awareness among PlanRVA staff on unconscious bias
Social Media	X	X	X	X
Meetings	X	X	X	X
Events	X	X	X	
Media Outreach	X	X		
Videos	X	X		X
Partnerships	X		X	
Email Newsletter	X	X		
Website	X	X		X
Mobile Outreach	X	X		
Mail	X	X	X	X
Participation Incentives		X	X	
Staff Trainings	X	X		X

Tactics- Social Media

1. Utilize social media guide and toolkit.
2. Develop and update social media content calendar.
3. Maintain social media content.
   - Provide a variety of content to include video, graphics, and links.
   - Put people at the center of social media. Share quotes from local leaders, tell human stories about the impact of PlanRVA's work, build on the series of employee profiles, and create opportunities for user-generated content like photo contests.
   - Share highlights from all localities related to planning, transportation, emergency management, and the environment. Update PlanRVA descriptions across to Facebook, Twitter, and LinkedIn to be consistent and match branding. Add links to all three channels on the PlanRVA website.
4. Monitor social media

Tactics- Meetings

1. Partner with other organizations to solicit input at existing meetings where target audiences attend. Ideally partnerships should be representative of the demographics of the Richmond Region.
2. Develop and maintain speaking engagement calendar; coordinate speaking engagement logistics.
   - Engage with local government officials across the region by attending their council/commission meetings and request to be added to the agenda.
   - Proactively reach out to neighborhood associations, chambers of commerce, civic clubs and organizations, non-profit boards, local legislative bodies, other planning commissions, and regional and national conferences.

Tactics- Events

1. Build community event calendar and determine level of participation (participant, presenter, booth, etc); manage all logistics for event.
2. Develop PlanRVA handout and translate materials into Spanish, Cambodian, Korean, Mandarin, and Vietnamese.

Tactics- Media Outreach

1. Utilize media outreach guide and toolkit.
2. Regularly monitor media for coverage.

Tactics- Video

1. Create three 1-2 minute instructional videos including how to participate in comment periods, how to access info on website, and how to participate in PlanRVA processes in general.
2. Create data visualization videos to accompany projects like the Long Range Transportation Plan to show how the Richmond Region will change over time and how that is factored in at PlanRVA.

Tactics- Email

1. Invest in a Customer Relationship Management (CRM) and build a comprehensive stakeholder list that is reflective of the demographics of the Richmond Region.

2. Maintain CRM tool

3. Follow up to all emails received by members of the public, including thank you notes for participating in public processes and the actions taken because of feedback.

Tactics- Website

1. Update online public comment forms to better match specific feedback needed. Offer specific questions that are appropriate for the stakeholder type.
2. Create a follow-up page for every comment period with the results, showing how it was incorporated and overview of the feedback received.
3. Conduct User Experience (UX) research and gather recommendations for updates based on the way the community uses the website.
   - Conduct an audit of broken links to PlanRVA's website and update as needed (example: https://www.rva.gov/emergency-management/emacv).
4. Engage the public immediately upon visiting the website. Use the website banner space to focus on ways the public can get involved and what involvement means for them.
5. Update website as needed with new information about staff and projects
6. Conduct an accessibility audit. This should not only focus on ADA compliance but offer recommendations for increased functionality and ease of use for disabled community members.
7. Set up Google analytics dashboard for tracking website metrics.

Tactics- Mail

1. Send direct mail advertising public comment periods to communities without internet access, such as rural, senior, Tribal, low-income populations. If budget allows, include comment forms with pre-paid return postage.
2. Translate mailings into Spanish.

Tactics- Participation Incentives

1. Develop a community engagement plan for each project.
   - Clearly define public participation goal at the start of every comment period utilizing the International Association of Public Participation's Spectrum of Public Participation (see Appendix A).
2. Offer honorarium for participation in meetings by Tribal representatives.

Tactics- Staff Training

1. Mandatory unconscious bias training. PlanRVA cannot seek to mitigate bias until there is an awareness of what is already there.
2. Public meeting planning training.
3. Circulate internal talking points to all staff whenever a public comment period is open so all staff are able to answer general questions from the public about how to participate and what the agency is looking for.

Tactics- Partner Outreach

1. Expand membership of public engagement committee.
2. Select a manageable number of organizations each year to target for partnership opportunities. Partnership opportunities would include partnering on events, sharing content on its communications vehicles. Ideally partnerships should be representative of the demographics of the Richmond Region.
3. For each comment period, develop and distribute a community-based toolkit of customizable emails, newsletter articles, graphics, and social media content that community-based organizations can use to reach historically underserved communities. This will help community-based organizations amplify PlanRVA's messages and initiatives.

Collateral

- Community Engagement Plan Checklist

PlanRVA — Building a Project Community Engagement Plan

Collateral

- Project Fact Sheet

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Fact Sheet

Project Name

(Use a consistent name for the project in all communications that is understandable to the community—avoid references to internal project numbers or naming conventions that require knowledge of PlanRVA processes to understand).
Use this space for details, infographics, or photo.

What this Project Means for the Community

(Provide a simple description of the project tailored to the stakeholder you are targeting)

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Help Us

(List questions for the community; example questions below: In what ways will plants and animals be impacted by the project? What do you value about the project and project area? How will this project affect your work, recreation, or residence? Are you aware of historical sites or areas of cultural significance within the project area? Are you aware of any studies, data, or other information available that would aid in the analysis of potential environmental impacts in the project area?)

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Provide Input

Online:
planrva.org/home/contact-form

By Mail:
PlanRVA
ATTN: *Project POC*
9211 Forest Hill Av
Suite 200
Richmond, VA 23

By Phone:
(804) 323-2033

In Person:
Meeting Date an
Meeting Location

PlanRVA Fact Sheet | Title Goes Here

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Fact Sheet

Richmond-Crater Hazard Mitigation Plan

What this Project Means for the Community

Flooding, drought, tornadoes, hurricanes, and terrorism are just a few of the hazard risks in the Richmond Region. PlanRVA is ensuring safe communities and responsive procedures through the development of the Richmond-Crater Hazard Mitigation Program

Help Us

Provide your input into the plan:

- What other risks should PlanRVA be planning for?

- What processes or procedures should be put in place to help lessen the impact of the identified hazards?

- What would help you better prepare and respond to a disaster?

Provide Input

Online:
planrva.org/home/contact-form

By Mail:
PlanRVA
ATTN: *Project POC*
9211 Forest Hill Avenue,
Suite 200
Richmond, VA 23235

By Phone:
(804) 323-2033

In Person:
Meeting Date and Time
Meeting Location

Collateral

- Standard PowerPoint Deck for Community Presentations (this design is based on that deliverable)

- Social Media Toolkit

- Media Outreach Toolkit

Prepared by Avid Core

Visit avid-core.com to learn more