

## OVERVIEW

Richmond is growing. Between 2010 and 2015, Richmond grew by 7.9 percent. Richmond was the one of the fastest growing cities in the Commonwealth of Virginia during that time period. Part of being prepared for this growth includes updating the City's Master Plan. The process to update the plan is a citywide conversation about change, focusing on where we've been, where we are now, and where we want to be in 20 years. Everyone in Richmond should have the opportunity to be part of this important process. This document outlines the Richmond 300 Process and defines a Public Engagement Plan that outlines strategies to reach a wide cross-section of stakeholders throughout the Richmond 300 process. **Engagement strategies may be recalibrated throughout the process.**

This document includes the following sections:

- A. Master Plan Brand** describes the brand identity for the Master Plan Update.
- B. Process Goals** outlines the ten draft goals that the City hopes to achieve through the Richmond 300 process.
- C. Process** describes the four-phased process for developing the Master Plan Update.
- D. Engagement Goals** defines the six draft goals that the city hopes to achieve through the public outreach process.
- E. Engagement Metrics** defines the three measures the city will use to track its public engagement process.
- F. Project Team** outlines the groups that will develop the master plan, the temporary teams that will be established for the Richmond 300 process (Technical Team, Advisory Team, Advisory Work Teams, Youth Advisory Team, Ambassadors), the existing regulatory bodies that will overs the process (Executive Team, City Planning Commission, City Council), and the existing stakeholder groups that will be key constituents in the process.
- G. Engagement Tools** describes that methods the city will use to gain input from the community throughout the Richmond 300 process.

## A. MASTER PLAN BRAND

Because the Master Plan Update process is a “once in a generation” event that will drive a city-wide conversation regarding change and growth, the City worked with a Branding Consultant to develop a strong branding identity to engage residents, workers, developers, city staff, and a host of other stakeholders. City across the nation have used branding to create a distinct identity for the important master planning process.

**Name:** Richmond 300: A Guide for Growth

**Theme:** Richmond was founded in 1737. As we look forward to the city's 300<sup>th</sup> anniversary in 2037, how do we want Richmond to look and work? How do we want our city to feel and grow over the next 20 years so that when we hit our 300<sup>th</sup> anniversary we are proud of where we are? Richmond 300: A Guide for Growth is the plan that articulates our vision for Richmond at our 300th anniversary and outlines place-based recommendations to get us to that vision.

**Primary Logo:**



**Secondary Logos:**



## B. PROCESS GOALS (DRAFT)

1. Engage a **representative** cross-section of the public and City staff to articulate a shared vision and framework for the city's development
2. **Coordinate** content from various completed plans and plans currently underway
3. Create the foundation for a **more predictable and transparent** review process
4. **Recommend** potential rezoning, capital expenditures, planning and policy initiatives, and other implementation measures to further goals articulated in the Master Plan Update
5. Create a mechanism for enhanced inter-departmental **collaboration** to meet plan goals
6. Establish **metrics** to track progress toward goals
7. Deploy new strategies for **reaching constituents** that have traditionally not been engaged
8. Use data and analysis in **clear, understandable** formats to inform public dialogue
9. Use **plain English** to explain topics (avoid jargon)
10. Develop a **civic infrastructure** that can live beyond the Master Plan Update process and be leveraged in future planning and community development efforts

## C. PROCESS

Richmond 300 will be developed internally using City resources, except for some items which will be completed by consultants (see end of section B for list of consultants). The Department of Planning and Development Review (PDR) will lead the development of Richmond 300 and call upon other departments to assist with sections that affect them directly.

The Richmond 300 process includes four phases as shown below which will include four Communities Series. They are called “Community Series” because each series will include myriad engagement tools, such as traditional town hall meetings, web-based engagement, social media postings, small group meetings, and kiosks. The engagement tools are described further in Section F.



## Phase 1: Pre-Planning

### Phase 1a: Process Development

**Objective:** Establish a process that has buy-in and is feasible given resource availability.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Develop the Draft Richmond 300 Process and Public Engagement Plan	PDR	
Develop, advertise, and hire sub-consultants	PDR	Procurement
Meet with internal and external stakeholders involved in community engagement to vet the draft Richmond 300 Process and Public Engagement Plan.	PDR	
Establish Richmond 300 Teams (Technical Team and Advisory Team).	PDR	

### Phase 1b: Data Collection & Special Analysis

**Objective:** Develop an Insights Report for Richmond with data presented in an easily understood format.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Lead a citywide effort to collect data in 12 topic areas: demographics, land use & zoning, economic development & employment, housing, transportation, utilities, environmental resources, parks & recreation, community facilities, historic resources, urban design, and arts & culture.	PDR	VCU CURA, various City Departments
Conduct a special analysis on parking in Richmond.	Parking Consultant	PDR
Summarize data collected and create a 30 +/- page graphic-rich <i>Insights Report</i> in plain English that presents key facts, trends, and analysis showing 1) how Richmond has changed since the last Master Plan; 2) what the city looks like today; and 3) a glimpse of what the future may hold.	PDR	

### Phase 1c: Community Outreach

**Objective:** Generate excitement for the Richmond 300 process, explain the purpose of the Richmond 300, and describe how to be involved.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Develop a Master Plan brand, simple website, and social media presence	Elevation Advertising	PDR
Develop Community Series #1 materials: why plan flyer, etc.	PDR	
Host <b>Community Series #1: Why Plan, Help Us Plan.</b> A team of City staff will attend several community events, neighborhood meetings, and stakeholder meetings to share information about the upcoming Master Plan Update process. City staff will explain the purpose of the Master Plan and encourage stakeholders to sign up to stay informed and follow the Richmond 300 social media feeds.	PDR	
Publish Community Series #1 summary report	PDR	

## Phase 2: Plan Development

### Phase 2a: Visioning & Big Ideas

**Objective:** Imagine what Richmond could look like in 2037 and collect big ideas for Richmond. Present and explain the findings in the Insights Report.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Develop materials for community outreach (printed materials, mobile kiosk, presentation, video, boards, web polling, etc).	PDR	Advisory Team, Engagement Consultant
Host <b>Community Series #2: Visioning &amp; Big Ideas</b> , a six-week citywide visioning process to share findings from the <i>Insights Reports</i> and to ask city residents, employees, tourists, and other stakeholders for their vision for Richmond in 2037 and their big ideas for the city.	PDR	Advisory Team, Engagement Consultant
Publish Community Series #2 Summary report.	Engagement Consultant	PDR

### Phase 2b: Goal Setting & Strategy Development

**Objective:** Mobilize community stakeholders and City staff to develop goals and strategies to work toward achieving the vision defined in Phase 2a.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Develop preliminary goals and a long list of strategies for each goal.	PDR	Technical Team, Advisory Team
Establish Advisory Work Teams.	PDR	Advisory Team
Develop draft goals and strategies in Advisory Work Teams.	PDR	Adv. Work Teams
Develop materials for community outreach (printed materials, mobile kiosk, presentation, video, boards, web polling, etc).	PDR	Advisory Team, Adv. Work Teams, Engagement Consultant
Host <b>Community Series #3: Goals &amp; Strategies</b> , a three-week outreach process for the public to review, refine, and prioritize the goals and strategies developed by the Advisory Work Teams.	PDR	Advisory Team, Adv. Work Teams, Engagement Consultant
Publish Community Series #3 Summary report.	Engagement Consultant	PDR

### Phase 2c: Draft Plan Development

**Objective:** Define actions for each strategy and develop the draft Richmond 300 document

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Define and refine goals, strategies, and actions in Advisory Work Teams. Actions to include a timeframe, estimated cost, responsible party, and assisting party.	PDR	Adv. Work Teams
Write and layout draft plan.	PDR	

## Phase 3: Plan Review & Adoption

### Phase 3a: Draft Plan Review

**Objective:** Provide opportunities for stakeholders to provide comment on the draft plan.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Develop materials for community outreach (printed materials, mobile kiosk, presentation, video, boards, web polling, etc).	PDR	Advisory Team, Engagement Consultant
Host <b>Community Series #4: Draft Plan</b> , a three-week outreach process for the public to review and provide comment on the draft plan.	PDR	Advisory Team, Engagement Consultant
Publish Community Series #4 Summary report.	Engagement Consultant	PDR

### Phase 3b: Final Plan Development

**Objective:** Review and incorporate public comments into a final plan.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Develop a comment matrix with responses to each comment.	PDR	
Incorporate comments, where feasible, in the final plan document.	PDR	

### Phase 3c: Final Plan Adoption

**Objective:** Adopt the final plan.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Present plan for adoption by City Planning Commission and City Council.	PDR	Advisory Team

## Phase 4: Plan Implementation

### Phase 4a: Implement Plan

**Objective:** Implement actions recommended in Richmond 300

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Departments and stakeholders implement actions according to the priority developed in Richmond 300.	PDR	Various City Departments

### Phase 4b: Review Plan

**Objective:** Ensure the plan remains current by reviewing it every five years.

<b>Major Tasks</b>	<b>Lead</b>	<b>Assist</b>
Three years after the adoption of Richmond 300, review the status of the Richmond 300 recommendations.	PDR	
Establish process to update portions of Richmond 300 as needed.	PDR	

## CONSULTANTS

PDR will develop and lead most of the tasks listed above and will hire some consultants to assist on specific tasks:

- **VCU Center for Regional and Urban Analysis (CURA):** Provides specific expertise and analysis related to demographic, land use, housing, and economic development for the data collection phase of the Master Plan Update project (Phase 1b).
- **Elevation Advertising:** Develops a brand identity, simple templates, and a simple website for the Master Plan Update (Phase 1c).
- **Engagement / Communications Consultant:** Conducts community series 2-4 (planning, preparation, execution, reporting), assists with some CPC and Council meetings, and provides public relations support (Phase 2 and Phase 3). The Engagement / Communications Consultant will be selected via a Request for Proposals (RFP) process.
- **Parking Consultant:** Reviews parking conditions in seven parts of the City (Downtown, Manchester, Scott's Addition, the Fan, Carytown, Libbie and Grove, and Brookland Park Boulevard) and provides recommendations (Phase 1b). The Parking Consultant will be selected via a RFP process.

## D. ENGAGEMENT GOALS (DRAFT)

1. Build **understanding** of the project and **credibility** for the process;
2. Provide **numerous and varied opportunities** for public participation and input;
3. Provide **objective** information to assist the public in understanding issues and solutions;
4. Indicate how the public's feedback was **considered and used**;
5. Engage traditionally **under-represented groups**; and
6. Produce **fun and engaging** documents and meetings by using a variety of media, plain language, and a strong emphasis on graphics.

## E. ENGAGEMENT METRICS

- Engage residents and stakeholders that are based within **all nine Council Districts**.
- A minimum of **6,600 unique participants** (3% of Richmond's 2016 population of 220,000) will engage in the Richmond 300 process. At least 75% of the participants will be Richmond residents.
- Focus on ensuring that the **participants are representative** of the demographics of the city's residents and stakeholders (by race, age, income, and zip code).

## F. PROJECT TEAM

LEAD Department of Planning and Development Review		
EXTERNAL	INTERNAL	CONSULTANTS
<ul style="list-style-type: none"> <li>– Advisory Team*</li> <li>– Advisory Work Teams*</li> <li>– Youth Advisory Team*</li> <li>– Ambassadors*</li> <li>– Stakeholder groups</li> <li>– General public</li> </ul>	<ul style="list-style-type: none"> <li>– Mayor</li> <li>– Executive Team</li> <li>– City Council</li> <li>– City Planning Commission</li> <li>– Technical Team*</li> </ul>	<ul style="list-style-type: none"> <li>– <b>Branding:</b> Elevation Advertising</li> <li>– <b>Data Analysis:</b> VCU CURA</li> <li>– <b>Engagement:</b> TBD</li> <li>– <b>Parking:</b> TBD</li> </ul>

\*created for the Richmond 300 process

### E.1 New Teams Established for the Richmond 300 Process

#### a. Advisory Team (External)

**Role:** The Advisory Team serves as 1) a sounding board to help shape the content of Richmond 300; and 2) liaisons to the community at large by helping to build awareness of and participating in the plan update process. Advisory Team members are deeply engaged in the Richmond 300 process and committed to spend two years developing Richmond 300.

**Meeting Frequency:** Advisory Team meetings will occur every four to six weeks for the duration of the Richmond 300 process.

**Members:** The Advisory Team will be co-chaired by two members of the City Planning Commission. The Advisory Team include up to a total of 15 members representing different parts of the city and different topics affecting the Mater Plan Update (i.e., development, environment, arts, housing, etc). The City Planning Commission will issue a call for nominees to the stakeholder groups listed below. The Advisory Team co-chairs, the Director of PDR, the Richmond 300 Project Manager, and a senior policy advisor from the Mayor’s Office will select Advisory Team members from the applicant pool. Advisory Team members will be selected to ensure the team represents a wide-range of topic and interest areas and is representative of the city’s demographics. At least 75% of the Advisory Team members must be residents of the City of Richmond.

**Staffing:** The Advisory Team will be staffed by the Richmond 300 Project Manager.

#### b. Advisory Work Teams (external)

**Role:** Advisory Work Teams are established later in the planning process when general topic areas emerge, such as environmental stewardship or urban mobility. Advisory Work Teams refine and vet goals, strategies, and actions (short, medium, and long term) for their topic area.

**Meeting Frequency:** Every 4 weeks during the strategy and action development process (approx. 6 months).

**Members:** The Advisory Work Teams will include Technical Team members and Advisory Team members. The size of the groups will vary depending on interest. Community members and city staff members may join an Advisory Work Team as long as they commit to attend the meetings.

**Staffing:** Each Advisory Work Team will be staffed by a member of PDR staff.

**c. Youth Advisory Team (external) - tentative**

**Role:** The Youth Advisory Team serves as 1) a sounding board to help shape the content of Richmond 300; and 2) liaisons to the youth community by helping to build awareness of and participating in the Richmond 300 process.

**Meeting Frequency:** Youth Advisory Team meetings will occur every two to three months for the duration of the Richmond 300 process.

**Members:** The Project Team will work with youth-focused groups (such as Mayor's Youth Academy, Art 180, Groundworks, Storefront, RPS, etc.) to obtain nominees. Youth will have an interest in urban planning, architecture, community engagement, landscape architecture, construction, and other city-related topics. At least 75% of the Youth Advisory Team members must be residents of the City of Richmond.

**Staffing:** The formation of the Youth Advisory Team depends on finding resources to staff the team. A local youth-focused non-profit may be the best entity to staff this group.

**d. Technical Team (Internal)**

**Role:** The Technical Team comprises of City staff from multiple City departments. The Technical Team will provide input on technical issues and to provide input on interim work products. This team plays a critical role in integrating existing City plans and policies, collecting baseline conditions data, and providing input to shape interim work products.

**Meeting Frequency:** Technical Team meetings will occur every four to six weeks. Meetings will be more frequent during the data collection phase of the planning process and less frequent once Advisory Work Teams are established.

**Members:** The Technical Team will be chaired by the Richmond 300 Project Manager and include representatives from the following departments:

- |  |                                       |  |
|--|---------------------------------------|--|
| – Dept. of Planning & Development Review               | – Office of Community Wealth Building | – Richmond Public Libraries                    |
| – Dept. of Public Works                                | – Office of Aging and Disabilities    | – Richmond Police Dept.                        |
| – Dept. of Public Utilities                            | – Office of Multicultural Affairs     | – Richmond Fire Dept.                          |
| – Dept. of Parks, Recreation, and Community Facilities | – Office of the Press Secretary       | – Richmond Health District                     |
| – Dept. of Economic and Community Development          | – Richmond Public Schools             | – Richmond Redevelopment and Housing Authority |
|  |                                       | – Greater Richmond Transit Company             |

A smaller subset of the Technical Team and additional staff may be convened to focus on a specific subject matter, such as transportation. Each department leader will select a “champion” to represent their department on the Technical Team.

**Staffing:** The Technical Team will be staffed by the Richmond 300 Project Manager.

**e. Richmond 300 Ambassadors**

**Role:** The Richmond 300 Ambassadors are volunteers that assist in spreading the word about the Master Plan and also assist a community events.

**Meeting Frequency:** The exact timeline of meetings is TBD, but meetings will be infrequent – perhaps once a quarter.

Members: Community members may volunteer to be ambassadors.

**Staffing:** The Ambassadors will be staffed by a PDR staff member.

## **E.2 Existing Groups**

**a. Executive Team**

**Role:** The Executive Team meets bi-monthly with the CAO. Comprised of the leaders of all City departments, the Master Plan Team will use this standing meeting to update City department leaders throughout the process. The members of the Executive Team serve vital roles in the City and are difficult to coordinate into singular meetings; therefore using the standing Executive Team meeting for the Master Planning effort will ensure their important collective insights are included in Richmond 300.

**b. City Planning Commission**

**Role:** The City Planning Commission (CPC) is responsible for the conduct of planning relating to the orderly growth and development of the city. It is the duty of the Commission to make and adopt a Master Plan that guides coordinated and harmonious development of the city. The nine-member CPC will oversee the development of Richmond 300, provide comments throughout the update process, and ultimately approve the final document. Two members of the CPC will serve on the Advisory Team.

**c. Richmond City Council**

**Role:** The Richmond City Council has final approval of Richmond 300. Members of the City Council are advocates for a plan that captures the vision and spirit of Richmond. In addition to hearings before the full City Council, the three-member Land Use and Transportation Committee will be another venue for Council to stay up-to-date on the process. A member of City Council also sits on the City Planning Commission.

#### d. Stakeholders Groups

**Role:** Existing stakeholder groups will be vital to helping spread the word about Richmond 300 process and in vetting and refining the goals, strategies, and actions that shape Richmond 300. Numerous stakeholder groups will be engaged in the update process.

**Please note:** The list below represents a broad spectrum of stakeholder groups, but is not intended to be all encompassing. Additional groups will be added to this list throughout the process.

##### **Economic**

- Chamber RVA
- Retail Merchants Groups
- Richmond Regional Partnership
- Greater Richmond Partnership
- Venture Richmond
- Tourism Boards

##### **History**

- The Valentine History Museum
- Historic Richmond Foundation
- Preservation Virginia

##### **Transportation**

- Bike/Walk RVA
- RVA Rapid Transit
- Virginians for High-Speed Rail

##### **Arts / Culture**

- Culture Works
- Virginia Museum of Fine Arts
- Art 180
- Studio 23
- Gay RVA

##### **Higher Education**

- Virginia Commonwealth University
- University of Richmond
- Virginia Union University
- J. Sargent Reynolds Community College

##### **Development / Design Industry**

- American Planning Association
- Urban Land Institute
- American Institute of Architects
- American Society of Landscape Architects
- Richmond Association of Realtors
- Greater Richmond Association of Commercial Realtors
- James River Green Building Council
- Partnership for Smarter Growth
- Design VA
- TEDx RVA
- Modern Richmond
- Multifamily Housing Council

##### **Religious**

- RISC
- Caritas
- JCC
- Islamic Center of Richmond
- Hindu Center

##### **Housing / Community Development**

- Better Housing Coalition
- Virginia Supportive Housing
- Neighborhood Resource Center
- Storefront for Community Design
- Southside Community Development & Housing Corporation
- Peter Paul Development Center
- East District Family Resource Center
- Neighborhood / Civic Associations
- Virginia Local Initiatives Support Coalition
- Hands on Greater Richmond
- Partnership for Affordable Housing
- Virginia LISC
- Habitat for Humanity

**Food / Health**

- Farmers Markets
- VCU Health
- Bon Secours
- HCA
- Fit 4 Kids

**Technology / Innovation**

- Code RVA
- Virginia Biotechnology and Research Park
- 804 RVA
- Science Museum of Virginia

**Environment / Recreation**

- James River Association
- EnRichmond Foundation
- Friends of Parks
- Active RVA
- Sportsbackers
- Groundwork RVA
- Capital Regional Land Conservancy

**Beautification**

- Scenic Virginia
- Beautiful RVA

**Education**

- PTAs
- Communities in Schools
- Safe Routes to Schools
- Richmond Forward

**Agencies**

- Richmond Regional Planning District Commission
- Virginia Housing Development Authority
- Virginia Economic Development Partnership
- Virginia Department of Transportation
- Virginia Department of Historic Resources

## G. ENGAGEMENT TOOLS

**Please note:**

- Timeline provided below is based on a calendar year (i.e. Q1 = January, February, and March). The timeline is subject to change.
- All materials prepared throughout the master plan update process will be branded with the official Richmond 300 logo, colors, and fonts, following the Master Plan Update brand guidelines.

### F.1 Town Hall Forums

**Objective:** Provide an in-person forum for individuals to help shape the content of Richmond 300 at key junctures in the planning process.

**Lead:** PDR

**Assist:** Engagement Consultant

**Details:**

- Six town hall meetings for each of the Community Series #2, #3, and #4. For each Series, PDR will run 3 meetings and the Engagement will run the other three meetings.
- Hosted in different areas of the city.
- Include very interactive and engaging activities for individuals to provide meaningful input.

**Timeline:**

- '17 Q4: Community Series #2
- '18 Q3: Community Series #3
- '19 Q1: Community Series #4
- Materials for Community Series due two weeks prior to the Series starts

<ul style="list-style-type: none"> <li>- Meeting materials for Community Series 2-4 will be prepared by the Engagement Consultant in consultation with PDR. Materials will include boards, handouts, activity materials (for example, voting boxes, TurningPoint voting keypads, dot stickers, or any other materials related to feedback activities), basic supplies (nametags, sign-in sheets, pens, and other supplies typically used during public meetings). The Engagement Consultant will print all the materials for the meetings.</li> </ul>	
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## F.2 Website

**Objective:** Provide a platform for the community to get information and share ideas. Post meeting materials, reports, schedules, and other collateral. Provide opportunities for community members to share ideas and participate in online polling at key points in the process.

<p><b>Lead:</b> PDR</p> <p><b>Assist:</b> Engagement Consultant</p> <p><b>Details:</b></p> <ul style="list-style-type: none"> <li>- The website will be developed by the City's Dept. of Information Technology using Drupal and content will be managed by PDR staff.</li> <li>- The Engagement Consultant will add polling and "virtual town hall" functions to the website. These functions do not need to be embedded in the Richmond 300 website, but can be a separate site or sites (e.g. Neighborland, Survey Monkey, My Sidewalk, WikiMapping) that the Richmond 300 website links to. The polling and "virtual town hall" functions may include opportunities for individuals can to respond to questions, share ideas, review other comments, review materials, and provide feedback on virtual maps.</li> <li>- All major website updates should be cross posted to social media channels and sent to the email list.</li> </ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"> <li>- '17 Q3: simple site is live</li> <li>- With Community Series #2, #3, and #4, there will be some sort of polling/virtual town hall function on the website</li> <li>- Site monitored weekly</li> <li>- Minor updates as needed</li> <li>- Major updates 1-2 weeks before and after Community Series</li> </ul>
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## F.3 Social Media

**Objective:** Share project news and announce opportunities for engagement. Share best practices links or inspirational ideas. Share city facts/tidbits and photos of Richmond.

<p><b>Lead:</b> PDR</p> <p><b>Assist:</b> Press Secretary, Engagement Consultant</p>	<p><b>Timeline:</b></p>
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<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>- PDR will set up Facebook, Twitter, Instagram, and NextDoor accounts once the brand identity is established.</li> <li>- A project specific hashtag will be used to track all posts.</li> <li>- The Engagement Consultant will develop monthly social media calendars prior to each month with a plan for posting new content to all social media accounts. Postings will be directly related to the Richmond 300 process but also include inspirational photos, articles, studies, infographics, and reports generated by others but curated by the Engagement Consultant and PDR. Engagement Consultant will post 75% of the content.</li> </ul>	<ul style="list-style-type: none"> <li>- '17 Q3: accounts and hashtags established</li> <li>- Posting in '17 once accounts are established and for all '18 with posts 3-4 times a week on Instagram and Twitter, weekly or twice-weekly posts on Facebook, and notices posted to NextDoor prior to Town Hall Forums.</li> </ul>
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#### F.4 Emails and Contact Lists

**Objective:** Provide periodic, short project updates. Participants can subscribe/unsubscribe at any time.

<p><b>Lead:</b> Engagement Consultant  <b>Assist:</b> PDR  <b>Details:</b></p> <ul style="list-style-type: none"> <li>- Use a mail service like Mail Chimp to help manage lists and create email blasts.</li> <li>- Engagement Consultant will manage and maintain lists, incorporating additions received from PDR, and meeting and website sign-up sheets.</li> </ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"> <li>- Emails distributed two weeks before and after each Community Series.</li> <li>- Emails distributed periodically throughout the process, as needed.</li> </ul>
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#### F.5 Flyers / Other Print Materials

**Objective:** Provide information about the project, direct people to the project website and social media handles, and advertise upcoming events and opportunities for participation.

<p><b>Lead:</b> PDR  <b>Details:</b></p> <ul style="list-style-type: none"> <li>- PDR will create flyers, business cards, and other printed materials related to Richmond 300 (but excluding the Town Hall meeting materials, which are included in F.1) throughout the Richmond 300 process.</li> </ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"> <li>- '16 - '19</li> </ul>
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## F.6 Media Updates / Press Releases

**Objective:** Inform the media about the project and opportunities to participate.

<p><b>Lead:</b> PDR</p> <p><b>Assist:</b> Engagement Consultant, Press Secretary</p> <p><b>Details:</b></p> <ul style="list-style-type: none"><li>– Engagement Consultant will draft press releases prior to and following Community Series #2-4. PDR and the Office of the Press Secretary will review, approve, and distribute the press release.</li><li>– Engagement Consultant will set meetings with media to explain the Richmond 300 process.</li></ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"><li>– Meetings with press scheduled as needed at key milestones</li><li>– Press releases distributed 1 week before Community Series #2-4</li></ul>
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## F.7 “Mobile” Meeting Stand

**Objective:** Provide opportunities for community members to share ideas where they live, work, or play.

<p><b>Lead:</b> PDR</p> <p><b>Assist:</b> Engagement Consultant</p> <p><b>Details:</b></p> <ul style="list-style-type: none"><li>– The Engagement Consultant will lead the development of the a “mobile” meeting stand and deciding which method (lemonade stand, kiosk, ice cream truck, or something else) is best to reach traditionally under-represented groups. Engagement Consultant will build and source materials for the final “mobile” meeting stand. City staff will staff the “mobile” meeting stand.</li><li>– The kiosk/stand/truck will move to different locations throughout the city collecting ideas.</li><li>– Ideas could be collected via “idea stations” (iPads or sticky notes or dry erase boards or surveys).</li></ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"><li>– Launch first “mobile” meeting stand during Community Series #2. It will also be used for Community Series #3 &amp; 4.</li></ul>
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## F.8 Community Events / Activities

**Objective:** Increase awareness of the Richmond 300 process and provide informal opportunities for interaction with an input from the community-at-large.

<p><b>Lead:</b> PDR</p> <p><b>Details:</b></p> <ul style="list-style-type: none"><li>– PDR staff members will attend community events to increase awareness of the project and solicit input.</li></ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"><li>– Various times throughout '16-'18</li></ul>
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- At formal events, dedicated booths will be set up with project collateral.

## F.9 Video

**Objective:** Energize and inspire the community to be involved in Richmond 300.

**Lead:** Engagement Consultant

**Assist:** PDR

**Details:**

- Video 1: summarizing the vision. Launch to coincide with Community Series #3
- Video 2: summarizing the plan’s goals, strategies, and actions. Launch to coincide with Community Series #4.
- Video 3: summarizing the final plan. Launch to coincide with Phase 3c. This video would live on the City’s website after the plan is adopted.
- Each video is no longer than 2 minutes and may include live video and/or animated graphics. Videos will be provided in a digital format that can easily be posted on the web. Videos should be in English and Spanish.

**Timeline:**

- '18 Q2: vision video launches
- '19 Q1: plan video launches
- '19 Q2/Q3: final plan video launches

## F.10 Other Engagement Tools

Engagement tools that PDR and other cities have utilized are listed below. Some of these tools and others may be utilized in the Richmond 300 process. Depending on the advice of the Engagement Consultant and unforeseeable events, additional strategies for engagement may need to be deployed.

- Surveys
- Buttons with “Ask me About Richmond 300”
- Book Club
- Meeting in a Box
- Texting campaigns
- Advisory Team Newsletter
- Poster Competition