

Community Consultation #2 Report

November 22, 2019



Community Consultation #2 was the second round of public engagement focused on obtaining community input on the preliminary draft content for *Richmond 300: A Guide for Growth*, the new city-wide Master Plan, which is under development. Community Consultation #1 was held in September and October 2018 and the Community Consultation #1 Report is available at www.richmond300.com/consult. This engagement effort was led by the Dept. of Planning and Development Review (PDR) and focused on engaging the community at public forums, office hours, and existing community and stakeholder meetings held throughout the city and through an online survey and two online interactive maps. The report contains the following sections:

- I. **Promotion:** summarizes the efforts undertaken by PDR to promote the engagement period
- II. **Media Coverage:** lists the media stories that were published related to Community consultation #2
- III. **In-Person Meetings:** provide an overview and list of the in-person meetings that PDR staff and the Engagement Team members hosted and/or attended
- IV. **Online Engagement:** summarizes the content that was available digitally via www.richmond300.com
- V. **Engagement Profile:** provides a snapshot of the demographics of the individuals who were reached during Community Consultation #2
- VI. **Comments Collected:** lists all the comments the PDR team received during Community Consultation #2.
- VII. **Appendices**

I. Promotion

Community Consultation #2 meetings were promoted in various methods:

- **Mayoral Press Release:** The Office of the Press Secretary for the Mayor announced the dates and survey through a [press release](#) issued on September 10, 2019. The media release was shared in the local press including the *Richmond Times Dispatch* and the *Free Press*.
- **Richmond 300 Email Notices:** The *Richmond 300* email list has over **3,490 subscribers** (an increase of over 1,000 since October 2018) as of November 19, 2019. From September 11 to November 8, the *Richmond 300* Team sent **nine emails** with an average **open rate of 30.5%** to the *Richmond 300* email list. **2,115 individuals** opened at least one of the nine emails.
- **Public Meeting Hearings:** The Richmond 300 team announced the Community Consultation #2 meetings and online content at several public hearings:
 - Richmond 300 Advisory Council meeting at 4:00 P.M. on September 11, 2019
 - City Planning Commission meetings at 1:30 P.M. on the following dates:
 - September 16, 2019
 - October 7, 2019

- October 21, 2019
 - November 4, 2019
 - City Council Meeting meetings:
 - Organizational Development Standing Committee Meeting at 5:00 P.M. on October 7, 2019
 - Regular City Council Meeting at 6:00 P.M. on October 14, 2019
- **Social Media:** *Richmond 300* has a robust social media presence through [Instagram](#) and [Facebook](#). The *Richmond 300* forums, sharing sessions, and online content were promoted on both platforms through Facebook events and Instagram posts as well as the *Richmond 300* [website](#).
- **Engagement Team:** The *Richmond 300* Engagement Team shared palm cards and flyers announcing the meeting dates with individuals throughout Richmond.

II. Media Coverage

Several media outlets covered the *Richmond 300* efforts during Community Consultation #2:

Date	Source	Headline	Author	URL
September 23, 2109	NBC12	City seeks input on 'Richmond 300', the city's master plan	Victoria Doss	https://www.nbc12.com/2019/09/23/city-seeks-input-richmond-citys-master-plan/
September 29, 2109	Richmond Magazine	A Man With a Plan	Harry Kollatz Jr.	https://richmondmagazine.com/news/sunday-story/a-man-with-a-plan/
September 30, 2109	RVA HUB Downtown	Controversy/History Returns to Tackle Past, Present and Future of Urban Planning	Richard Hayes	https://rvahub.com/2019/09/30/controversy-history-returns-to-tackle-past-present-and-future-of-urban-planning/
October 2, 2019	VPM Radio Story 88.9 FM	The Valentine Highlights Effects Of Urban Planning As Richmond 300 Enters New Phase	Roberto Roldan	https://vpm.org/news/articles/7377/the-valentine-highlights-effects-of-urban-planning-as-richmond-300-enters-new?fbclid=IwAROVLPeCWJqJbsp-YdwP-q1QjKej7x1JKantxec_6lFIEWG9YkQEpXs00NA
October 3, 2019	RVA Hub	Help Plan the Future of Richmond at the Richmond 300 Forums	Richard Hayes	https://rvahub.com/2019/10/03/help-plan-the-future-of-richmond-at-the-richmond-300-forums/
October 3, 2019	Good Morning RVA		Ross Catrow	https://gmrva.com/podcast/2019/10/3/good-morning-rva-a-weird-fundraiser-the-capital-trail-and-great-ribs
October 3, 2019	NBC12	Morning News		URL not available
October 10, 2019	Times-Dispatch	Editorial: Richmond 300 - the future awaits	Pamela Stallsmith	https://www.richmond.com/opinion/editorial/editorial-richmond-the-future-awaits/article_fe4825d3-83a9-5b64-9bdc-702db92ce119.html
October 28, 2019	RVA Hub	Richmond 300 (Richmond's Master Plan) Forum at	Richard Hayes	https://rvahub.com/2019/10/28/richmond-300-richmonds-master-plan-forum-at-patrick-henry-tomorrow/

Date	Source	Headline	Author	URL
		Patrick Henry Tomorrow		
October 30, 2019	VPM Radio Story 88.9 FM			URL not available
November 3, 2019	Richmond Magazine	Getting There	Rodrigo Arriaza	https://richmondmagazine.com/news/sunday-story/getting-there/

III. In-Person Meetings

Forums

PDR staff hosted forums at 8 locations throughout the city (PDR originally planned to host 7 forums but one forum ended early when the neighborhood lost power.) The Forum locations and dates were selected in consultation with all nine City Council Liaisons. All the Forums were promoted via email blast and Facebook events, and listed on the Richmond 300 website. All forums had the same content so participants were encouraged to go to the one that worked best for their schedules even if it was not located in their neighborhood. Each forum followed the same schedule:

6:00-6:10: **Registration**

6:10-6:50: **Presentation** by Mark Olinger, Director, Dept. of Planning and Development Review. See appendix for the presentation.

6:50-7:30: **Question & Answer Session and Open House** – generally speaking, most meeting participants did not stay for the open house portion of the meeting (possibly because all the materials were available for comment online); however, the Open House had four stations. All the written comments received by PDR during the forums are included in the compiled comments provided in this Report.

- **Draft Activity Centers Station:** Review the draft Activity Center map and provide a written response to the Activity Center survey(s).
- **Draft Strategies Station:** Review the draft strategies document and provide written comments.
- **Draft Future Land Use Map and Categories Station:** Review, discuss, and comment on the draft Future Land Use Map and Categories
- **Draft Future Connections Maps:** Review, discuss, and comment on the draft Future Connections Maps.

Forum Locations, Dates, and Attendance

Forum Location	Date	# of Attendees*
Huguenot High School	October 3, 2019	17
Broad Rock Elementary School	October 8, 2019	6
Main Library	October 9, 2019	48
Police Academy	October 22, 2019	12
Mary Munford Elementary School	October 23, 2019	77
Patrick Henry Elementary School	October 29, 2019	32
Martin Luther King, Jr. Middle School	October 30, 2019	17
Woodland Heights Baptist Church	November 7, 2019	15
Total Forum Attendance*		224

**total number of attendees does not include staff or Engagement Team members*

Sharing Sessions

PDR staff hosted 21 Sharing Sessions at various locations throughout the city. Several of the Sharing Sessions were organized by Engagement Team members. All the Sharing Sessions were promoted via email blast and Facebook events, and listed on the Richmond 300 website. The Sharing Sessions were informal office hours between city planners and community members to talk about the Richmond 300 draft content, the Richmond 300 process, and the purpose of the Master Plan. At Sharing Sessions participants were able to fill out paper versions of the Activity Center Survey.

Sharing Session Locations, Dates, and Attendance

Sharing Session Name	Date	Time	# of Attendees*
Broad Rock Library	October 8, 2019	1:00 – 3:00 PM	11
Belle Summit	October 11, 2019	6:00 – 7:30 PM	25
Broad Rock Library - Spanish	October 11, 2019	2:00 – 4:00 PM	4
Gelati Celesti (Stony Point Shopping Center)	October 17, 2019	3:00 – 5:00PM	3
Urban Hang Suite	October 17, 2019	8:00 – 10:00 AM	3
Humphrey Calder Community Center	October 18, 2019	4:00 – 6:00 PM	8
Nutty Buttery	October 21, 2019	11:00 AM – 1:00 PM	4
Nomad’s Deli	October 22, 2019	3:00 – 5:00 PM	4
25th Street Market	October 24, 2019	3:00 – 5:00PM	8
Hull Street Library	October 24, 2019	11:00 AM – 1:00 PM	3
Southside Community Center	October 24, 2019	6:00 – 8:00 PM	6
FEED More - Calhoun Center	October 25, 2019	9:30 – 11:30 AM	35
West End Library	October 25, 2019	2:30 – 3:30 PM	0
Stir Crazy	October 28, 2019	8:00 – 10:00 AM	1
Taste Westhampton	October 28, 2019	3:00 – 5:00 PM	3
North Avenue Library	October 29, 2019	10:00 AM – 12:00 PM	5
Belmont Library	November 1, 2019	4:00 – 6:00 PM	4
Ginter Park	November 1, 2019	10:00 AM – 12:00 PM	4
East End Library	November 1, 2019	10:00 AM – 12:00 PM	4
VCU Student Commons	November 1, 2019	11:30 AM – 1:00 PM	10
Westover Hills Library	November 1, 2019	3:00 – 5:00 PM	0
Total Sharing Session Attendance*			145

**total number of attendees does not include staff or Engagement Team members*

Existing Stakeholder Meetings

PDR staff, Advisory Council members, and Engagement Team members attended existing civic association and special interest group meetings throughout the city to give a “five-minute pitch” about Richmond 300 and encourage individuals to participate in person (at a forum or a sharing session) or online (via the survey and interactive maps).

Existing Stakeholder Meeting Locations, Dates, and Attendance

Meeting Name	Date	Approx. # of Attendees*
Cedar Street Baptist School Giveaway	August 24, 2019	18
Westhampton Citizen's Association	September 4, 2019	18
Innovate Fulton	September 5, 2019	2
Obama ES Back to School Night	September 10, 2019	150
Union Hill Civic Association	September 11, 2019	39
Church Hill Civic Association	September 12, 2019	46
Heritage Night at the Kickers	September 14, 2019	23
Latino Parade and Festival	September 14, 2019	13
Navy Hill Meeting Pastors Luncheon	September 16, 2019	5
Mommies, Bellies, Babies and Daddies	September 18, 2019	12
STEP Community Fellowship	September 18, 2019	14
Gilpin Tenant Council Meeting	September 18, 2019	17
Fire Dept. Retreat	September 18, 2019	22
George Mason ES Back to School Night	September 18, 2019	22
9th District Meeting	September 19, 2019	40
Chimborazo ES Back to School Night	September 19, 2019	4
Living in Financial Excellence	September 19, 2019	20
Blackwell Civic Association	September 24, 2019	5
NAACP Richmond	September 24, 2019	18
CACIL	September 24, 2019	25
Southside Community Development Corporation Orientation - English	September 24, 2019	9
Living Room chat at home of Amelia Lightner	September 25, 2019	13
Mommies, Bellies, Babies and Daddies	September 25, 2019	10
Southside Community Development Corporation Orientation - Spanish	September 25, 2019	11
4th District Meeting	September 26, 2019	30
3rd District Resource Fair	September 26, 2019	50
Valentine Controversial History - Land Use	October 1, 2019	75
Chamber RVA Government Affairs Committee	October 3, 2019	8
2nd Street Festival	October 5, 2019	55
VIVA (LGBTQ) Music Festival	October 5, 2019	14
2nd Street Festival	October 6, 2019	70
Northside Strong	October 7, 2019	13

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Meeting Name	Date	Approx. # of Attendees*
Richmond City Democratic Committee Ward 8 Meeting	October 7, 2019	5
Bible Study - Branches Baptist Church	October 9, 2019	5
VCU Trends Conference	October 10, 2019	18
SCDHC Orientation English	October 10, 2019	4
RPS Rezoning Meeting - Sacred Heart	October 10, 2019	17
Know Your Rights: Housing Justice Event	October 12, 2019	40
Richmond Public Library Retreat	October 14, 2019	50
National Association of Women in Construction Meeting	October 15, 2019	40
Hillside Court Tenant Council	October 15, 2019	10
Diabetes Prevention Program-Bon Secours	October 16, 2019	10
Gallery 5 World Café - Land Use	October 16, 2019	25
8th District Council Meeting	October 17, 2019	50
RPS Rezoning Advisory Committee	October 17, 2019	25
9th District Meeting	October 17, 2019	25
Community Day - Broad Rock Park	October 19, 2019	30
Fulton Fest	October 19, 2019	19
NAACP Navy Hill Presentation	October 22, 2019	6
Virginia Poverty Law Center Event	October 22, 2019	10
Greater Woodstock Civic Association	October 24, 2019	10
LGBTQIA Chamber	October 24, 2019	40
3rd Annual Fall Career & Resource Fair	October 24, 2019	32
Hispanic Chamber of Commerce Annual Gala	October 24, 2019	10
Steele Group/ Sotheby's International Realty	October 29, 2019	29
Navy Hill Meeting Boys & Girls Club	October 29, 2019	28
VCU Experimental Opportunities Fair	October 30, 2019	50
Library of Virginia Map Presentation	November 2, 2019	50
Controversy History - Parking	November 4, 2019	50
Omega Psi Phi chapter meeting	November 7, 2019	55
Virginia Supportive Housing	November 8, 2019	18
Homeward	November 8, 2019	13
Total		1,645

**total number of attendees does not include staff or Engagement Team members*

IV. Online Engagement

The online engagement offered individuals the opportunity to review the draft content on their own time and included three components outlined below.

Draft Activity Centers

The Activity Center Survey asked respondents to share their vision for the Activity Center in the next 20 years, their ideas of transportation improvements that could be made near the Activity Center, and to identify potential future uses that they would like to see at the Activity Center. Respondents were able to view the Activity Centers on a map and click on an Activity Center to open the corresponding Survey Monkey survey. See appendix for paper version of the Activity Center survey and see this link for an Excel document with the 1,015 responses to the 34 Activity Center Surveys.

Draft Strategies

Richmonders were able to download, review, and comment on the Draft Strategies document, which was available for download as a PDF. PDR staff received 71 comments on the Draft Strategies document, which are included in the appendix.

Draft Future Land Use Map and Future Connections Map

Richmonders were able to download and review the Draft Future Land Use Map and Future Connections Map, which were available for download as PDFs. Additionally, Richmonders could also write comments directly on interactive a Draft Future Land Use Map and a Future Connections Map. PDR staff received nearly 500 comments on the maps.

V. Engagement Profile

As detailed above, PDR engaged approximately **2,009 individuals** during Community Consultation #2 via in-person meetings (forums, sharing sessions, and existing meetings) and collected **1,015 Activity Center surveys** via an online survey and paper surveys.

Race/Ethnicity

	Forum Attendees		Survey Respondents		Sharing Session Attendees		Existing Meeting Attendees*		Totals**	
	#	%	#	%	#	%	#	%	#	%
Asian	3	1%	10	1%	1	1%	0	0%	14	0.5%
Black	32	14%	72	7%	111	77%	824	50%	1039	33.9%
Latino	7	3%	22	2%	2	1%	104	6%	135	4.4%
White	141	60%	700	67%	31	21%	717	44%	1589	51.9%
Other	12	5%	42	4%	-	-	-	-	54	1.8%
No Response	41	17%	192	18%	-	-	-	-	233	7.6%

Notes: Percentages may not add up to 100% due to rounding, Respondents were allowed to choose multiple categories

**Demographics are approximate for the Existing Meeting Attendees*

***Totals add up to over 2,009 people because respondents were allowed to choose multiple categories*

Age

	Forum Attendees		Survey Respondents		Totals**	
	#	%	#	%	#	%
<18	10	4%	1	0%	11	1%
18-24	21	9%	26	3%	47	4%
25-29	12	5%	89	9%	101	8%
30-39	36	16%	302	30%	338	27%
40-49	22	10%	135	13%	157	13%
50-59	28	13%	126	12%	154	12%
60-69	39	17%	125	12%	164	13%
70-79	28	13%	51	5%	79	6%
80+	7	3%	5	0%	12	1%
<18	21	9%	155	15%	176	14%
No Response	10	4%	1	0%	11	1%

Notes: Percentages may not add up to 100% due to rounding, Respondents were allowed to choose multiple categories, age data was not collect at Sharing Sessions and Existing Meetings

What do you do in Richmond?

	Forum Attendees		Survey Respondents		Totals**	
	#	%	#	%	#	%
Live	181	81%	799	79%	980	79%
Work	144	64%	607	60%	751	61%
Plan	144	64%	704	69%	848	68%
Own property	107	48%	593	58%	700	56%
Own a business	27	12%	142	14%	169	14%

Notes: Percentages may not add up to 100% due to rounding, Respondents were allowed to choose multiple categories, what you do in Richmond data were not collect at Sharing Sessions and Existing Meetings

Is this your first time participating in a planning process?

	Forum Attendees		Survey Respondents		Totals**	
	#	%	#	%	#	%
Yes	85	38%	436	43%	521	42%
No	130	58%	410	40%	540	44%
No Response	9	4%	169	17%	178	14%

Notes: Percentages may not add up to 100% due to rounding, Respondents were allowed to choose multiple categories, what you do in Richmond data were not collect at Sharing Sessions and Existing Meetings

VI. Comments Collected

During Community Consultation #2, PDR collected comments from Richmonders via many methods.

- **1,015 surveys** were submitted via the online surveys and print surveys. See [this Excel sheet](#) for the full text of the survey submissions.
- **71 draft strategy comments** were submitted on the Draft Strategies document from 8 individuals/organizations. See appendix for text of the comments.
- **41 written comment cards** were submitted at forums and sharing sessions. See appendix for text of the comments.
- **20 email and letters** were submitted by individuals, civic associations, and special interest groups.
- **Nearly 500 map comments** were provided via the interactive online maps and at the forums and sharing sessions.

VII. Appendices

- Forum Presentation - [Part 1](#), [Part 2](#), [Part 3](#) (PDF)
- [Compiled Surveys](#) (XLSX)
- [Complied Strategy Comments and Written Comments Received](#) (PDF)
- [Emails and Letters Received](#) (PDF)