

# Community Consultation #3 Report

## July 15, 2020



Community Consultation #3 was the third round of public engagement focused on obtaining community input on the draft *Richmond 300: A Guide for Growth* Master Plan document, which was released on June 1, 2020. This engagement effort was led by the Dept. of Planning and Development Review (PDR) and focused on engaging the community at virtual summits and virtual civic association and stakeholder meetings. In March 2020 the U.S. shut down to prevent the spread of the COVID-19 virus therefore PDR switched from hosting in-person meetings to virtual formats. Community Consultation #1 was held in September and October 2018 and Community Consultation #2 was held September through November 2019 and the Reports for each are available at [www.richmond300.com/consult](http://www.richmond300.com/consult). This 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 #3
- III. **Virtual Meetings:** provide an overview and list of the virtual meetings that PDR staff and the Engagement Team members hosted including leader conversations in May, summits in June, boards and commission hearings, existing civic association and stakeholder meetings.
- IV. **Online Engagement:** summarizes the content that was available digitally via [www.richmond300.com/draft](http://www.richmond300.com/draft)
- V. **Engagement Profile:** provides a snapshot of the demographics of the individuals who were reached during Community Consultation #3
- VI. **Appendices:** includes a compilation of the letters and emails PDR received, a list of the comments made on the draft *Richmond 300* Plan via the interactive PDF, and a list of the Q&A from the virtual summits

## I. Promotion

Community Consultation #3 meetings were promoted in various methods:

- **Mayoral Announcement:** Mayor Levar M. Stoney was scheduled to host a Draft Plan Release Event which was cancelled due to COVID-19. The Mayor did attend and presented at City Planning Commission on June 1, 2020 to promote the release of draft *Richmond 300: A Guide for Growth* Master Plan document.
- **Richmond 300 Email Notices:** The *Richmond 300* email list has over **3,914 subscribers** (an increase of over 400 since November 2019) as of July 13, 2020. From March 27 to July 10, the *Richmond 300* Team sent **twelve (12) emails** with an average **open rate of 28.8%** to the *Richmond 300* email list. **2,814 individuals** opened at least one of the twelve emails.
- **Public Meeting Hearings:** The Richmond 300 team announced the Community Consultation #3 meetings and online content at several public hearings:
  - Richmond 300 Advisory Council meeting at 4:00 P.M. on May 13, 2020

- o City Planning Commission meetings at 1:30 P.M. on the following dates:
  - April 20, 2020
  - May 4, 2020
  - May 18, 2020
  - June 1, 2020 (PDR with Mayor Levar M. Stoney presented the Draft Plan to City Planning Commission at this meeting)
  - June 15, 2020
  - July 6, 2020
- o City Council Meeting meetings:
  - Organizational Development Standing Committee Meeting at 5:00 P.M. on June 1, 2020
- **Social Media:** *Richmond 300* has a robust social media presence through [Instagram](#) and [Facebook](#). The *Richmond 300* summits 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 invited individuals throughout Richmond to virtual meetings by sending personalized emails, making phone calls, and forwarding communications from the *Richmond 300* Team.

## II. Media Coverage

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

Date	Source	Headline	Author	URL
May 5, 2020	Virginia Business	Land near Richmond stadium sells for \$1.95M	Sydney Lake	<a href="https://www.virginiabusiness.com/article/land-near-richmond-stadium-sells-for-1-95m/">https://www.virginiabusiness.com/article/land-near-richmond-stadium-sells-for-1-95m/</a>
June 2, 2020	Good Morning, RVA		Ross Catrow	<a href="https://gmrva.com/podcast/2020/6/2/good-morning-rva-peaceful-protests-police-violence-and-the-richmond-300-draft?rg=300">https://gmrva.com/podcast/2020/6/2/good-morning-rva-peaceful-protests-police-violence-and-the-richmond-300-draft?rg=300</a>
June 9, 2020	Richmond BizSense	Surplus proposal for Navy Hill properties delayed again as input expected on Coliseum area plan	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/06/09/surplus-proposal-for-navy-hill-properties-delayed-again-as-input-expected-on-coliseum-area-plan/">https://richmondbizsense.com/2020/06/09/surplus-proposal-for-navy-hill-properties-delayed-again-as-input-expected-on-coliseum-area-plan/</a>
June 11, 2020	Good Morning, RVA		Ross Catrow	<a href="https://gmrva.com/podcast/2020/6/11/good-morning-rva-439-18-police-reform-policy-and-jefferson-davis-retreats-again?rg=300">https://gmrva.com/podcast/2020/6/11/good-morning-rva-439-18-police-reform-policy-and-jefferson-davis-retreats-again?rg=300</a>
June 15, 2020	Richmond BizSense	City's draft master plan envisions new site for future baseball stadium	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/06/15/citys-draft-master-plan-envisions-new-site-for-future-baseball-stadium-site-coliseum-area-is-focus-of-meeting-tonight/">https://richmondbizsense.com/2020/06/15/citys-draft-master-plan-envisions-new-site-for-future-baseball-stadium-site-coliseum-area-is-focus-of-meeting-tonight/</a>
June 17, 2020	Richmond Times Dispatch	Plans for VCU Athletics Village and ballpark coming into focus	John O'Connor	<a href="https://richmond.com/sports/college/plans-for-vcu-athletics-village-and-ballpark-coming-into-focus/article_7248f8c9-9c3b-5986-8ee9-15656b995ab6.html">https://richmond.com/sports/college/plans-for-vcu-athletics-village-and-ballpark-coming-into-focus/article_7248f8c9-9c3b-5986-8ee9-15656b995ab6.html</a>

Date	Source	Headline	Author	URL
June 17, 2020	RVA Hub	Help Plot the Future of Southside Plaza Area Tonight	Richard Hayes	<a href="https://rvahub.com/2020/06/17/help-plot-the-future-of-southside-plaza-area-tonight/">https://rvahub.com/2020/06/17/help-plot-the-future-of-southside-plaza-area-tonight/</a>
June 26, 2020	Richmond BizSense	City looks to start talks with downtown developer, skirting RFP for Public Safety Building	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/06/26/city-looks-to-start-talks-with-downtown-developer-skirting-rfp-for-social-services-building/">https://richmondbizsense.com/2020/06/26/city-looks-to-start-talks-with-downtown-developer-skirting-rfp-for-social-services-building/</a>
July 6, 2020	Richmond BizSense	Bridging the gap: Richmond 300 plan envisions reconnecting Jackson Ward	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/07/06/bridging-the-gap-richmond-300-plan-envisions-reconnecting-jackson-ward/">https://richmondbizsense.com/2020/07/06/bridging-the-gap-richmond-300-plan-envisions-reconnecting-jackson-ward/</a>
July 7, 2020	Greater Greater Washington	<b>Can Richmond's pandemic bike boom last?</b>	Wyatt Gordon	<a href="https://ggwash.org/view/78322/can-richmonds-pandemic-bike-boom-last">https://ggwash.org/view/78322/can-richmonds-pandemic-bike-boom-last</a>
July 8, 2020	Richmond BizSense	Richmond 300: City's draft master plan turns attention to Southside	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/07/08/richmond-300-citys-draft-master-plan-turns-attention-to-southside/">https://richmondbizsense.com/2020/07/08/richmond-300-citys-draft-master-plan-turns-attention-to-southside/</a>
July 10, 2020	Richmond BizSense	Richmond 300: Refashioning Stony Point Fashion Park	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/07/10/richmond-300-refashioning-stony-point-fashion-park/">https://richmondbizsense.com/2020/07/10/richmond-300-refashioning-stony-point-fashion-park/</a>
July 13, 2020	Richmond BizSense	7 more takeaways from Richmond 300	Jonathan Spiers	<a href="https://richmondbizsense.com/2020/07/13/7-takeaways-from-richmond-300/">https://richmondbizsense.com/2020/07/13/7-takeaways-from-richmond-300/</a>

### III. Virtual Meetings

#### Leader Conversations:

After Community Consultation #2, the Richmond 300 Engagement Team Members met with PDR staff to discuss how to best proceed with their work of engaging with individuals who typically do not participate in planning processes as a part of Community Consultation #3. The Engagement Team recommended the focus be on reaching leaders of under-represented groups prior to the draft Plan release to educate the leaders on the forthcoming content and discuss how to use the plan once it is adopted, so that they can share information with their constituencies. The Engagement Team in coordination with the PDR staff planned four in-person Leader Dinners with community leaders to occur in March 2020. The Engagement Team played a major role in inviting individuals to attend and managing logistics for the dinners.

Due to the pandemic, the decision was made to cancel all in-person meetings prior to the first scheduled Leader Dinner. In mid-April, PDR staff met with the Engagement Team to discuss

how to move forward, and the Engagement Team stated that they felt the Leader Dinners could proceed successfully as virtual Leader Conversations.

The Engagement Team and PDR hosted six (6) virtual conversations focusing on different parts of the city or sections of Plan. The Engagement Team suggested the meetings be held at during work hours on weekdays. PDR added the 6<sup>th</sup> meeting as members of the Richmond 300 Advisory Council expressed concerns regarding not having an evening meeting option. In addition to the Engagement Teams’ work to invite individuals to these Conversations, notice of these meetings was provided through the Richmond 300 email list. Prior to the meetings, attendees were asked to fill out a survey to share in what part of the city they lived and worked and which parts of the master plan they would be interested in discussing. Though each conversation was customized to the interests of the individuals in attendance, the format of the meetings were the same:

- 0:00-0:05 Participants arrive, read intro content on the screen (names and short bios of the people speaking/monitoring the meeting)
- 0:05-0:10 Richmond 300 Engagement Team Member provides an introduction on the purpose of Richmond 300
- 0:10-0:25 Mr. Mark Olinger, the Director of PDR, reviews the plan for CC#3, Richmond 300 Vision, Maps, and 6 Big Moves
- 0:25-0:35 Q&A from attendees
- 0:35-0:45 Ms. Maritza Pechin, Richmond Project Manager, reviews the nodes the attendees live/work near and a Goal based on the attendees interests
- 0:45-0:55 Q&A from attendees
- 0:55-1:00 Ms. Pechin provides a brief review of the next steps

*Leader Conversation Focus, Date, Time, and Attendance*

<b>Leader Conversation Focus</b>	<b>Date &amp; Time</b>	<b># of Attendees</b>
Northside Leaders	May 12, 2020 at 3:00 PM	19
Southside Leaders	May 13, 2020 at 11:00 AM	14
East End Leaders	May 14, 2020 at 1:00 PM	16
Southside Leaders (Spanish Focus)	May 14, 2020 at 4:00 PM	14
City-wide Leaders	May 20, 2020 at 5:00 PM	11
Affordable Housing Advocates	May 22, 2020 at 11:00 AM	22
<b>Total Leader Conversations Attendance</b>		<b>96</b>

**Virtual Summits**

PDR hosted eleven (11) virtual summits which presented the Richmond 300 content by topic or Priority Growth Node location. The Summits were first scheduled to begin on June 2, 2020, but PDR staff delayed the meetings by one week due to the unrest in the city and the nation in early June. All Summits were scheduled for 6:00 PM on weeknights. The Summits were promoted via email blasts, Instagram posts, and Facebook events, and listed on the Richmond

300 website. Attendees were asked to register in advance to receive a link to the meeting. Additionally, the meeting link was published on the Richmond 300 website on the day of the Summit. After each Summit, the recording of the Summit and the Summit presentation were available on the Richmond 300 website for review and download. As of July 15, 2020, the Summit recordings were viewed 360 times and downloaded for 643 times.

Though the content at each summit varied, the format of the meetings were the same:

- 0:00-0:10 Ms. Maritza Pechin, Richmond 300 Project Manager, provides a short welcome including:
  - Reviews opportunities for comment in the meeting today
  - Master Plan purpose
  - Engagement to-date
  - Structure of the plan
- 0:10-0:25 Mr. Mark Olinger, the Director of PDR, reviews the plan for CC#3, Richmond 300 Vision, Maps, and 6 Big Moves
- 0:25-0:35 Q&A on first half
- 0:35-0:50 Ms. Pechin, members of the Richmond 300 Advisory Council, and/or other City staff with expertise in the Summit topic review of the goals and strategies for that topic area or the vision and primary next steps for that Node
- 0:50-0:58 Q&A on second half
- 0:58-1:00 Final instructions on how to provide feedback

*Virtual Summit Topic, Date, and Attendance*

<b>Virtual Summit Topic</b>	<b>Date</b>	<b># of Attendees</b>
Inclusive Housing	June 8, 2020	90
Thriving Environment	June 9, 2020	58
Greater Scott’s Addition	June 10, 2020	60
Downtown - Coliseum Focus	June 15, 2020	160
Route 1 Corridor	June 16, 2020	23
Southside Plaza Area	June 17, 2020	50
Stony Point Fashion Park	June 18, 2020	73
Diverse Economy	June 23, 2020	22
Equitable Transportation	June 24, 2020	51
High-quality Places	June 25, 2020	47
Commerce Road Discussion	June 29, 2020	28
<b>Total Virtual Summit Attendance*</b>		<b>662</b>

\*Many attendees joined multiple summits. The total of unique attendees across all summits was 454

**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 brief presentation on the content of the Draft Plan and the six Big Moves and encourage individuals

to attend a virtual summit or provide comments online (via the interactive Draft Plan document and maps). During Community Consultation #3, PDR promoted via email blasts and the Richmond 300 website the opportunity for organizations to request staff to attend a virtual meeting to discuss the draft plan content. Many of these existing stakeholder meetings were organized by the stakeholder groups to specifically discuss the Richmond 300.

*Existing Stakeholder Meetings, Dates, and Attendance*

<b>Meeting Name</b>	<b>Date</b>	<b>Approx. # of Attendees*</b>
Venture Richmond Board Meeting**	January 10, 2020	40
Valentine Controversy History**	February 4, 2020	60
Bonner Center Brown Bag**	February 24, 2020	65
Management Round Table**	February 27, 2020	45
Woodstock Civic Association**	February 27, 2020	25
U of R Urban Ecology Class**	February 29, 2020	14
Urban Design Committee	June 4, 2020	20
Venture Richmond Board Meeting	June 11, 2020	20
Richmond Realtors Association	June 11, 2020	20
United Way Zoom Call	June 14, 2020	15
VCU Summit	June 17, 2020	30
Commission of Architectural Review	June 23, 2020	20
Economic Development Authority (EDA)	June 25, 2020	20
Westhampton Citizens Assoc.	July 1, 2020	10
Hermitage Road Historic District Assoc.	July 7, 2020	10
Shockoe Partnership	July 9, 2020	8
Oregon Hill Neighborhood Assoc. Leadership	July 10, 2020	2
<b>Total</b>		<b>444</b>

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

*\*\*Meetings were conducted in-person prior to the pandemic.*

#### **IV. Online Engagement**

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

##### **Draft Richmond 300: A Guide for Growth Interactive Document**

The Draft *Richmond 300: A Guide for Growth* document was available for download at the Richmond 300 website and on an online platform, Konveio, which allowed for direct comment onto an interactive PDF. In addition to individuals being able to comment on the PDF, they could see and comment on the comments of others. See appendix for an excel sheet of with the 779 comments that were on the document.

##### **Draft Future Land Use Map**

Richmonders were able to download and review the Draft Future Land Use Map and write comments directly on interactive a Draft Future Land Use Map and a Future Connections Map. PDR staff received 50 comments on the maps.

## V. Engagement Profile

As detailed above, PDR engaged approximately **1,202 individuals** during Community Consultation #2 via in-person and virtual meetings and collected received **829 comments on the draft plan and maps**.

Limited demographic information was obtained during Community Consultation #2. Participants were asked to complete a poll at the beginning of each virtual summit. The poll results did not reflect the demographics of the participants as many did not complete the survey and individuals who attended multiple meetings may have completed the poll multiple times. Additionally, demographic questions were not asked of individuals providing their comments using the interactive document and map.

## VI. Comments Collected

During Community Consultation #3, PDR collected comments from Richmonders via many methods.

- **779 comments on the draft document** entered in the interactive PDF. See appendix for text of the comments.
- **70 letters and emails** were submitted by individuals, civic associations, and special interest groups. See the appendix for the letters and emails received.
- **50 map comments** were provided via the interactive online map. See appendix for text of the comments.
- **318 questions** were asked during 11 virtual summits.
- **360 views and 643 downloads** of the virtual summit recordings as of July 15, 2020

## VII. Appendices

- Summit Presentations
- Comments on the Draft Document (PDF)
- Emails and Letters Received (PDF)