Virginia Coastal Resilience Technical Advisory Committee

Outreach and Coordination Quarterly Subcommittee Meeting

Date: Thursday, August 24th Time: 2:30pm

Location: East Reading Room, Patrick Henry Building 1111 E Broad St, Richmond, VA 23219

Virtual Public Access:

Register at https://vcu.zoom.us/meeting/register/tZMode-apzgvGdQiLUbzgzNdWw e305xG2CL#/registration

8/24/2023

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Meeting Agenda

- 1) Call to Order, Roll Call, and Introductions (5 min)
- 2) New Business (1 hour, 35 min)
 - Subcommittee Role and Objectives
 - DCR Presentation: Coastal Resilience Master Plan Outreach and Engagement
 - Subcommittee Advisors
 - Coastal Resilience Master Plan, Phase II Stakeholder Engagement
 - Subcommittee Members Discussion
 - · Action Items, Scheduling
- 3) Public Comment (20 min)
- 4) Adjourn

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Name	Title	Organization	Email Address
Martin Brown	Chief Diversity, Opportunity, and Inclusion Officer	Office of Diversity, Opportunity and Inclusion	martin.brown@governor.virginia.gov;
Michael Perez (A)	Deputy Chief Diversity Officer	Office of Diversity, Opportunity and inclusion	michael.perez@governor.virginia.gov;
William Curtis	Assistant Director	Assistant Director of DHCD	bill.curtis@dhcd.virginia.gov;
Charles P. Boyles, II	Executive Director		boyles@gwregion.org;
Meredith Keppel (A)	Environmental Planner II	George Washington Regional Commission	meredith.keppel@gwregion.org
Cameron Bruce	Environmental Program Coordinator	Nansemond Indian Nation	cameron.bruce@nansemond.gov
Jill Bieri	Director, Volgenau Virginia Coastal Reserve	The Nature Conservancy	jbieri@tnc.org; nrovner@tnc.org
Colonel Brian P. Hallberg, PMP	Commander		brian.p.hallberg@usace.army.mil;
Greggory Williams, P.E. (A)	Deputy Chief, Water Resources Division	U.S. Army Corps of Engineers, Norfolk District	Greggory.G.Williams@usace.army.mil;
Reggie Tupponce	Tribal Administrator	Upper Mattaponi Indian Tribe	admin@umitribe.org;
Martha Moore	Senior Vice President Governmental Relations		Martha.Moore@vafb.com;
Katelyn Rose Jordan (A)	Legislative Specialist, Governmental Relations	Virginia Farm Bureau	Katelyn.Jordan@vafb.com;
Brett Vassey	President & CEO	Virginia Manufacturers Association	bvassey@vamanufacturers.com;
Mary-Carson Stiff	Executive Director	Wetlands Watch	mc.stiff@wetlandswatch.org;
Joseph Howell (Advisor)	Regional Community Plans & Liaison Officer	Navy Region Mid-Atlantic	joseph.j.howell.civ@us.navy.mil;
Sarah Spota (Advisor)	Secretary of Education	Secretary of Education	sarah.spota@governor.virginia.gov

Draft Subcommittee Role and Objectives

CRMP Phase II
Subcommittee Objectives

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Plan Components and Purpose

The CRMP Phase II is an update to Phase I. By code, it must update the flood hazard exposure data, flood impact assessment, and project inventory.

Phase I Plan Objectives:

- 1. Determine the consequences of inaction.
- 2. Identify where the Commonwealth can support.
- 3. Establish a project database.
- 4. Build a foundation for continued planning and partnership.

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CRMP Phase II - Overview

The Phase II plan will be delivered by December 2024.

This planning process will result in two major deliverables:

- 1) an updated Coastal Resilience Web Explorer
- 2) a PDF Document Plan

The key components of these two deliverables are:

- 1) Flood Hazard Exposure Model
- 2) Flood Hazard Risk Assessment
- 3) Planned Resilience Actions
- 4) Financial Need for Flood Resilience*
- 5) TAC Subcommittee Recommendations*

Outreach and engagement will be utilized throughout the plan's development to collect feedback on the content and direction of these key components.

*not required by code

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23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
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Subcommittee Objectives

- 1. Inform and support outreach and engagement for the CRMP Phase II.
 - Specifically: identify and prioritize stakeholders to engage; advise on goals and strategies for stakeholder engagement consistent with DCR's COEP; guide implementation of engagement strategies.
- 2. Strengthen relationships with key stakeholders identified as critical to engaging in the CRMP Phase II.
 - Examples include, but are not limited to minority communities, Tribal Nations, the Department
 of Defense, and other federal facilities owners.
- 3. Develop recommendations for future planning.

This includes, but is not limited to:

- Identifying sustainable outreach and engagement goals and strategies for state support to build coastal resilience beyond CRMP Phase II.
- · Developing locality capacity and needs assessment approaches.

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Outreach and Coordination Subcommittee Schedule

Q3 2023	CRMP PII – Engagement Strategy and Approach Draft (Review 1)	
Q3 2023	CRMP PII – Stakeholder Identification and Prioritization	
Q4 2023	CRMP PII – Stakeholder Gaps Analysis Review	
Q4 2023	CRMP PII – Finalize Engagement Strategy and Approach (Review 2)	
Q1 2024	CRMP PII – Outreach and Engagement Implementation Feedback and Support	
Q1 2024	Future Plans – Recommendations	
Q2 2024	CRMP PII – Outreach and Engagement Implementation Feedback and Support	
QZ 2024	Future Plans – Recommendations	
Q3 2024	CRMP PII – Outreach and Engagement Implementation Feedback and Support	
Q3 2024	Future Plans – Recommendations	
Q4 2024	Future Plans – Final Recommendations	
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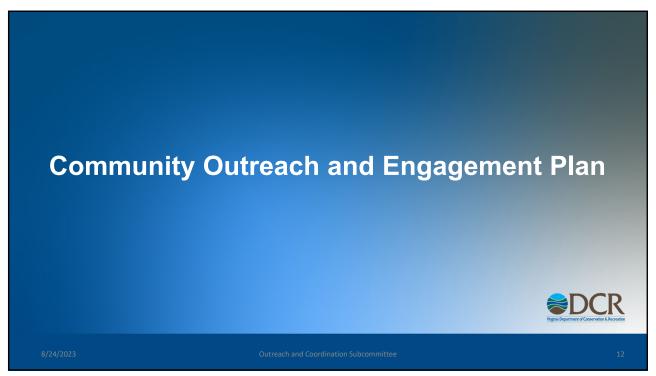
Questions & Discussion

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COEP in Code and 2022 Draft

DCR "shall prepare a Community Outreach and Engagement Plan for updates to the Virginia Coastal Resilience Master Plan and for development and updates to the Virginia Flood Protection Master Plan (the Plans)"

"The outreach and engagement plan shall strive for meaningful involvement by ensuring that

- (i) affected and vulnerable community residents have access and opportunity to participate in the full cycle of the decision-making process about the development of and updates to the Plans, and
- (ii) decision-makers shall seek out and consider such participation, allowing the views and perspectives of community residents to shape and influence decisions."

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Community Outreach and Engagement Plan

What is the Community Outreach and Engagement Plan?

In accordance with HiS16/SSSS, passed during the 2022 General Assembly Session, the Department of Conservation and Representation (Page-1994) and the Department, Jointly with the Director of Diversity, Opportunity inclusion, have prepared this Community Outreach and Engagement Plan (CDEP) to support the development and updates of the Costal Resilience Master Plan and the Virginia Flood Protection Master Plan (the Plans).

The COEP is designed to be a framework for a whole community approach to outreach that will allo the Department to involve a wide range of stakeholders and impacted parties in the Development of The Secretary common to immove a work indige of statementoers and impacted parties in the Development Plans. To that end, the COPP describes overall pools, the type of outreads activities that will be conducted, and the general approach that the Department will take in conducting these outreads activities. Detailed actions and deliverables to fulfill this framework will be developed through a Request for Proposal that the Department intends to issue as the means of developing the Plans themselves.

ment Claure 3 of H8516/S851 (2021) Directs the Department as follows:

The Director of the Department of Conservation and Recreation (the Department), jointly with the Director of Diversity, Gauty, and indusion, and in a conditionable with the Chief Resilience Officer and the Special Rusisions to the Governor for Coastal Adaptation and Protection, shall perspare a Community Outreach and Imagenent Plan for updates as the Virginia Coastal Resilience Master Plan and for development and updates to the Virginia Pland Protection Master Plan the Plant In aliase than December 1, 2002. The outreach and engagement plan shall strive for meaningful involvement by resturing the fig. diffected and vulnerable community residents have excess and appartunity to partisipate in the full cycle of the decision-making process about the development eff on all updates to the Plans, and (ii) decision-makers shall seed or and considers to participation and power process about the development eff on all updates to the Plans, and (ii) decision-makers shall seed or and considers to participations. International Pland Plan

The Virginia Coastal Resilience Master Plan (CRMP)

The CRMP is an integral document that charts the course to adapt and protect Virginia's Coast. The CRMP builds on the 2020 Virginia Coastal Resilience Master Planning Framework, which outlined core principles and goals of Virginia's coastal resilience strategy. Given the urgency around the issue of

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Goals and Expected Outcomes

Goal One: Collaborate with existing flood resilience planning outreach and engagement efforts.

Plans are aligned and integrated with existing federal, state, and local programs to provide additional resources and synergies.

Goal Two: Seek out the participation of affected and vulnerable stakeholders.

Stakeholders representative of the diverse demographic and geographic communities across Virginia vulnerable to the social and physical impacts of flooding are engaged in planning processes.

Goal Three: Provide access to information and opportunity for participation.

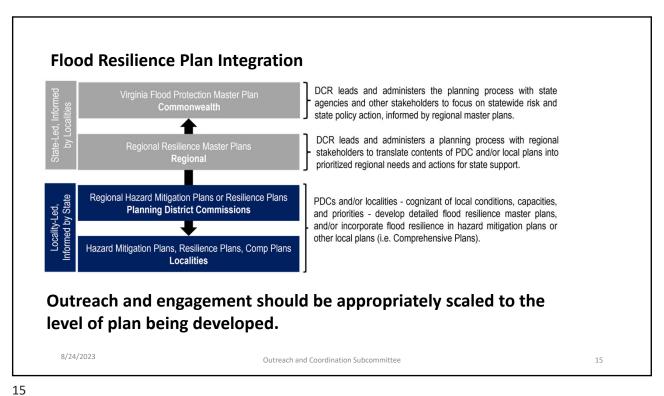
At each step of the planning process, the Department has access to high-quality, usable feedback representing the perspectives of those stakeholders who will be most impacted by the plans.

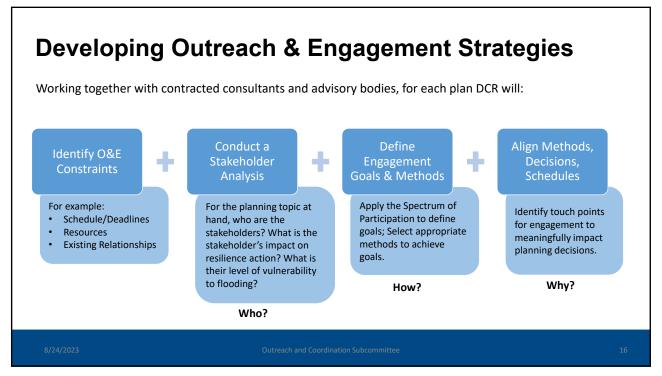
Goal Four: Incorporate the views and perspectives of affected communities into decision-making.

Each plan component successfully reflects and addresses the needs and priorities of those Virginians the plan will impact.

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Considerations for Implementation:

Before planning begins:

- Develop mutually-beneficial relationships with other resilience planning entities, including for coordinating outreach and engagement.
- Develop a clear summary of the planning effort and purpose of engagement.

In early planning stages:

- Establish contact (directly, and via partners) with trusted messengers/community champions.
- · Begin engagement by listening to opportunities to connect and reduce barriers for participation.

During plan development:

- Approach outreach and engagement strategies as adaptive and iterative.
- · Learn from stakeholders to actively reduce barriers to access and improve engagement methods.
- Structure engagement opportunities to collect and document feedback clearly for the question at hand.
- Use qualitative data analysis methods to capture key takeaways to apply to planning decisions.

After the plan is complete:

- Seek feedback from stakeholders to identify opportunities for improvement.
- Continue relationship building with key stakeholders.

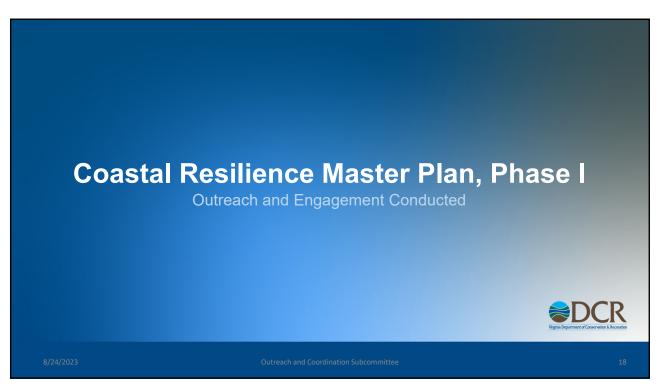


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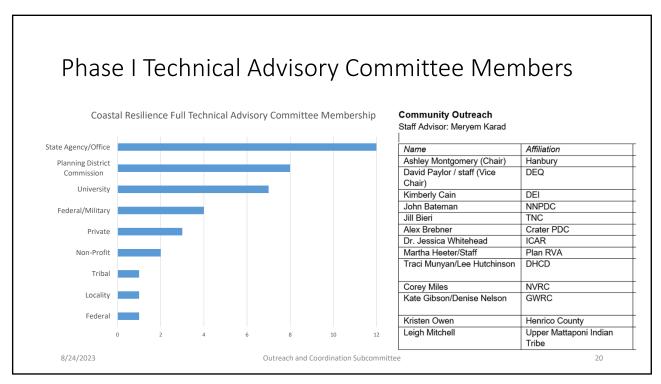
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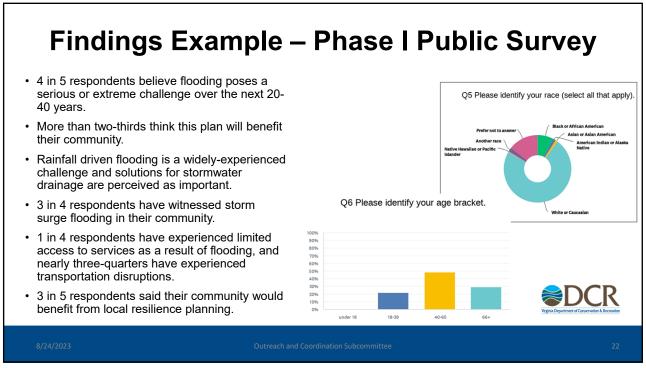
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INFORM Provide information and assist in understanding problem, alternatives, opportunities, solutions.	CONSULT Obtain feedback on analysis, alternatives, decisions.	INVOLVE Work directly throughout the process to understand and consider concerns and aspirations.	COLLABORATE Partner in decisions, including identifying preferred solutions.		
Methods: Conference presentations Webpages Outreach Toolkit Social media posts Radio advertisements Monthly NGO coordination meetings Hybrid under-resourced community meetings (12) Audience: Practitioners General public Under-resourced community members	Methods: Public meetings (8) Centralized Survey (1) Public survey (1) Public Comment Period (1) Audience: Practitioners General public	Methods: Practitioner project and initiative identification Regional government webinars and workshops (8) Federal partners stakeholders meeting (1) Audience: Practitioners: local and regional governments Practitioners: federal government See Appendices	Methods: Coastal Resilience TAC and Subcommittees (monthly). Audience: Practitioners J-M for more information.		







Phase I TAC Recommendations – O&E

The efforts to conduct local government and public input outreach through the PDCs was a sound strategy. We would offer the following alterations to that strategy moving forward.

- · Further integrate the data collection efforts with the outreach meetings.
- Allow for more time and provide greater opportunity to complete the data collection/outreach campaign to local governments and stakeholders.
- Be specific in your requests for data and the **stated goals of meetings.**
- Conducting public outreach through the PDCs was not as effective because PDC are not typically publicfacing organizations and have to walk a line with their member local governments. This outreach is better conducted by the Outreach Subcommittee through a more targeted approach. Find out where the gaps in input are and target those communities through community-based organizations.
- Utilize more press, media, and social media to get the word out about the campaign.

It is the role of the Outreach Subcommittee to help identify which stakeholders to engage, this begins by having a diverse and inclusive membership.

The NNPDC role and capacity, and PDCs in general, are as facilitators, conveners, local government liaisons, and planners.

The Outreach Subcommittee should be the origin for all insight into how to conduct outreach going forward. It felt at times like there were two outreach efforts.

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Application of Input to the Plan

TAC provided ongoing guidance and direction

Process and high-level findings summarized in the plan

• Individual experiences with flooding, key assets of importance

Detailed processes and notes in Appendices

Select findings informed gaps to address in Phase II

- Rainfall driven flooding challenges
- Increase collaboration with local governments

Stakeholder Engagement

Understanding how communities live with water is critical to ensuring the Master Plan equitably addresser flooding issues for all Virginians. Residents who live and work in coastal Virginia had the opportunity to provide input to the Master Plan through multiple in-person and virtual workshops, webinars, public meetings, and surveys. The Commonwealth is leveraging the information galaned through these processes to conceptualize, implement, and support

Building a dynamic and long-term participatory stakeholder engagement strategy is essential to capture and reflect the continual changes that coastal Virginia's communities and environments experience. The Commonwealth developed a short-term plan to build relationships and conduct outreach in affected areas by working across localities and Planning District and Region Commissions.

The following sections summarize outreach activities during this first iteration of the Master Plan. Information gathered through these activities is integrated throughout this document.

Voices of Coastal Virginia

Through surveys, webinars, workshops, public meetings, this plan reflects input and knowledge from residents, community organizations, representatives from local, county, and regional government, military installations, and other stakeholders invested in the resilience of coastal Virginia.

2,000+ people provided input into the Master Planning process via participation in surveys, webinars, virtual and in-persor workshops, and public meetings.

80% of residents who responded to surveys believe flooding poses a serious or extreme challenge over the next 20-40 years.

11% of residents who responded to surveys said they were very familiar with the Commonwealth's existing resilience efforts before their engagement.

68% of residents who responded to survey said they believe the Master Plan will benefit their community.

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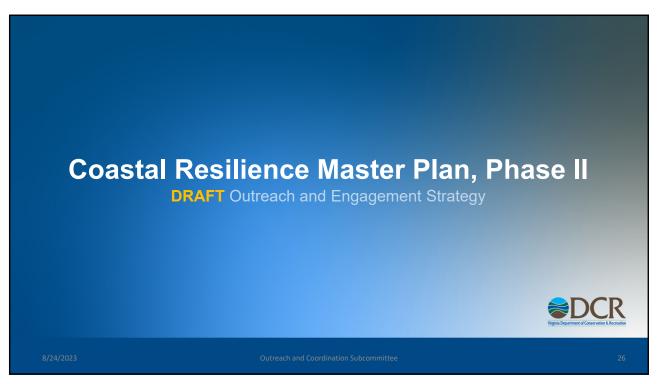
Questions & Discussion

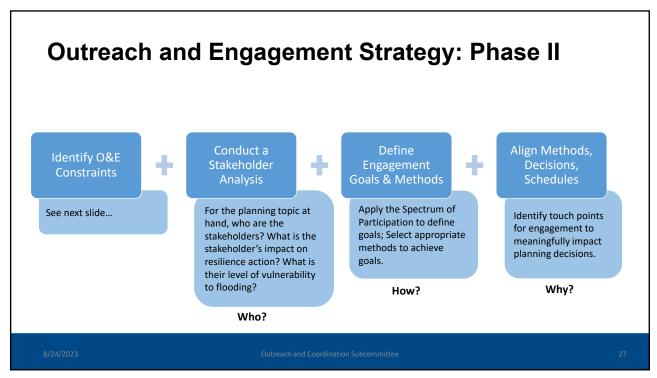
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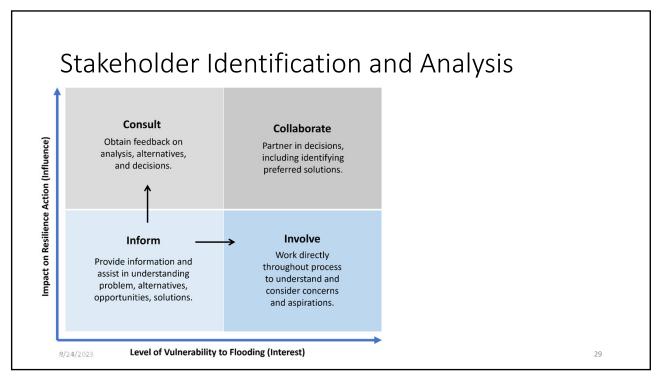


Phase II Constraints for Outreach and Engagement

- *Timeline*: Final products are due at the end of December 2024.
- **Resources**: Consultants will not be on board to support until Feb '24. Need to establish strategy and begin outreach and engagement prior to then.
- **Process**: Key portions of the planning cycle are occurring concurrently; we are not developing a complete plan.
- *Value Proposition:* Few decisions being made during planning results likely to result in lower motivation to participate.
- **Starting Point**: As an **update to an existing plan**, we have some data collected and stakeholders engaged.
 - TAC membership is finalized, but advisors can be added.
 - · Opportunities may exist for additional analysis of Phase I input.

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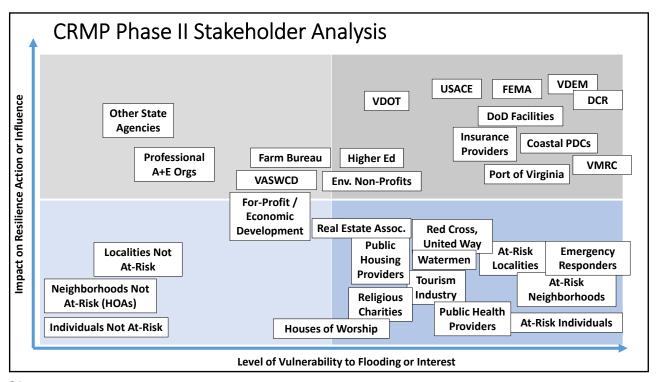
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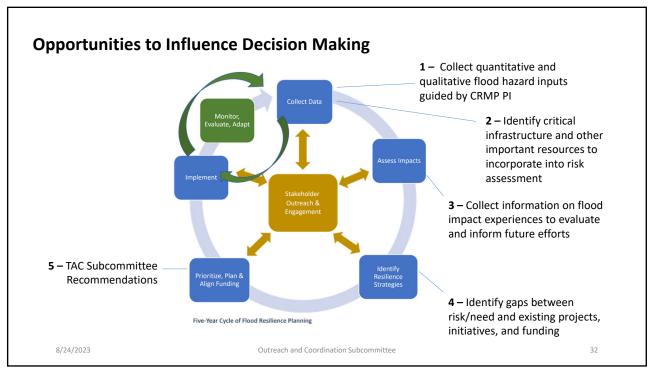


Stakeholder Identification and Analysis

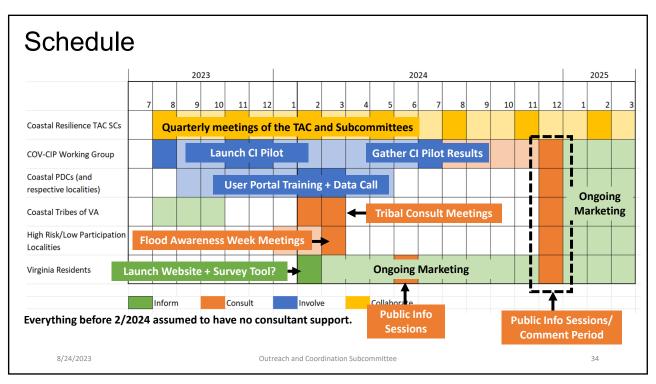
Who needs to be engaged to prioritize state support for regional needs in flood mitigation and actions for flood resilience?

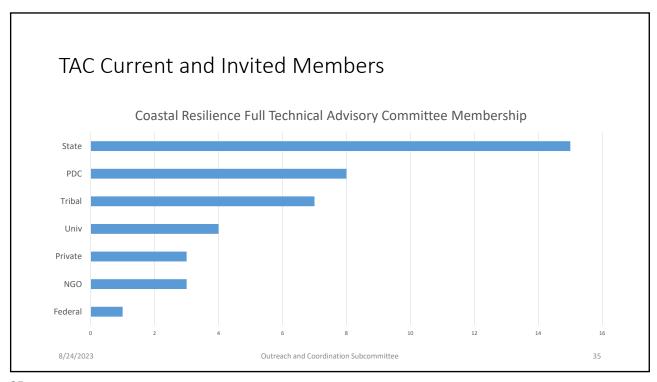
- Flood Exposure where does/will flooding happen?
 - Ex., PDC environmental staff, insurance agencies, etc.
- Impacts of Flooding what does/will flooding impact?
 - On people, built environment, natural environment
 - Ex., social services providers, critical infrastructure owners, tribal governments, etc.
- Resilience Strategies how can the challenges be addressed?
 - Through policy, projects, funding, capacity building/info sharing
 - Ex., state regulators, grant making organizations, etc.





Stakeholder	Methods	Goals	Feedback Sought	Feedback we will seek				
State Agencies	Coastal Resilience TAC Critical Infrastructure Working Group	Collaborate Involve	All 2, 3	Collect Data: Collect quantitative and qualitative flood hazard inputs guided by				
Planning District Commissions	Coastal Resilience TAC Resilience User Portal / Data Call	Collaborate Involve	All 4	CRMP PI				
Tribal Communities	Coastal Resilience TAC Tribal Consult Meetings	Collaborate Consult	All 3, 4	2. Collect Data: Identify critical infrastructure and other important				
Universities	Coastal Resilience TAC	Collaborate	All	resources to incorporate into risk				
Private Sector / Economic Development	Coastal Resilience TAC	Collaborate	All	assessment 3. Assess Impacts: Collect information on				
Critical Infrastructure Owners	Critical Infrastructure Working Group	Involve	2	flood impact experiences to evaluate a inform future efforts				
Non-Profit Organizations	Coastal Resilience TAC Monthly NGO Coordination Meetings	Collaborate Inform	All N/A	4. Identify Resilience Strategies: Identify				
High Risk / Low Participation Localities	Flood Awareness Week Meetings	Consult	3	gaps between risk/need and existing projects, initiatives, and funding				
General Public	Online content, Survey tool? Ongoing Marketing Additional Analysis of Existing Data Public Meetings and Public Comment	Inform Inform Consult Consult	N/A N/A 3, 5 All	5. Prioritize, Plan, and Align Funding: TAC Subcommittee Recommendations				





Next Steps

DCR will **develop a written strategy** for CRMP Phase II Outreach and Engagement, informed by our discussion today. The strategy will include:

- Provide greater detail for all planned O&E activities
- Public information marketing strategy
- Approach to online survey tool?
- Gaps analysis to identify high risk/low participation localities for flood awareness week meetings
- Define PDC engagement for User Portal
- Plan for documenting feedback collected to include in P2 plan

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Questions & Discussion

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Subcommittee Advisors

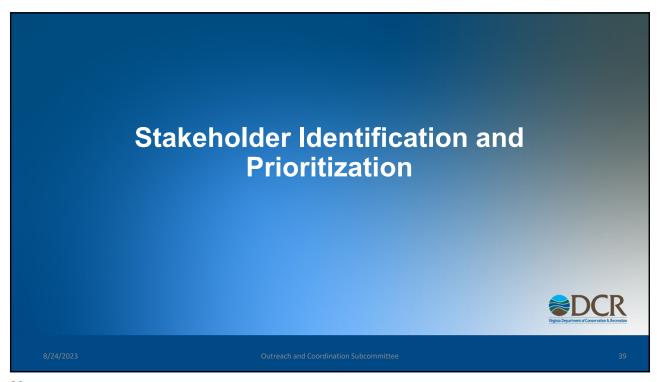
- The Coastal Resilience TAC Chair may appoint Advisors to subcommittees with recommendations from Subcommittee Chair.
- Advisors may participate in subcommittee meeting discussions.
- Advisors are non-voting members of the subcommittee.
- Advisors are subject to FOIA requirements.

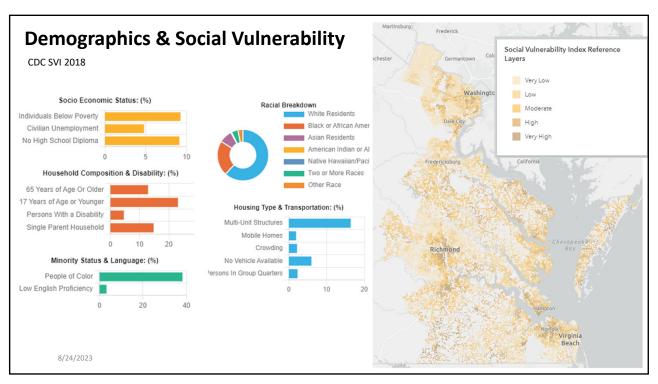
Is there any additional area of expertise that could support the group to achieve its objectives?

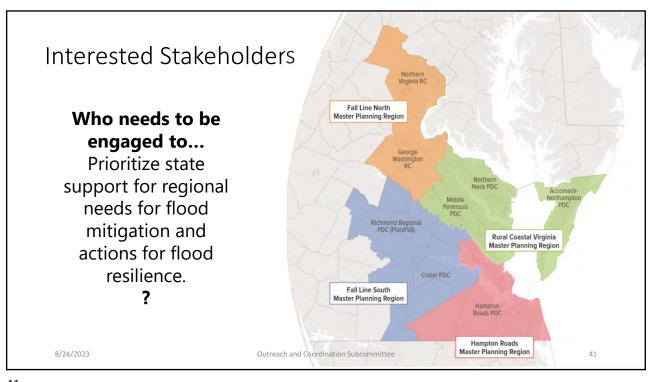
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Stakeholder Mapping Exercise

Who needs to be engaged to...

Prioritize state support for regional needs in flood mitigation and actions for flood resilience **Instructions:** Write at least 5 stakeholders (one per sticky note).

Consider interest and influence in...

Flood Exposure – where does/will flooding happen? Ex., PDC environmental staff, insurance agencies, etc.

Impacts of Flooding – what does/will flooding impact?

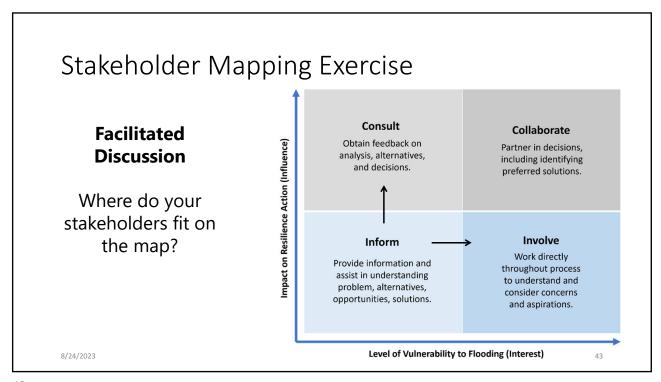
On people, built environment, natural environment
Ex., social services providers, critical infrastructure owners, tribal governments, etc.

Resilience Strategies – how can the challenges be addressed?

Through policy, projects, funding, capacity building/info sharing Ex., state regulators, grant making organizations, etc.

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Discussion Questions

Looking at the stakeholder groups we've mapped:

- Should any additional advisors be recommended to the TAC?
- Are there stakeholders that are missing from the proposed strategy?
- What opportunities exist to coordinate with others for engagement?

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Subcommittee Members Discussion

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Action Items, Scheduling

- Action Item Review
- Recurring Meeting Day/Time
 - Please keep an eye out for a survey!
- 2023Q4 Meeting
 - Agenda Items: Stakeholder Gaps Analysis, Engagement Strategy & Approach

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Public Comment

If you seek to provide public comment, please sign up either in-person or virtually using the Chat window.

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