# Outreach and Coordination Subcommittee Meeting

VIRGINIA COASTAL RESILIENCE TECHNICAL ADVISORY COMMITTEE

THURSDAY, OCTOBER 3, 2024 | 9:00 AM

**VIRGINIA COASTAL**
**RESILIENCE MASTER PLAN**

**DCR**
Virginia Department of Conservation & Recreation

# Meeting Agenda

- Call to Order, Roll Call

- Adoption of Agenda

- Adoption of Q3 2024 Meeting Minutes

- Old Business
  - Outreach and Engagement Strategy Updates
  - Recommendations Development

- Public Comment

- New Business
  - Voting on Subcommittee Recommendations

- Action Items, Scheduling

- Adjourn

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| Name | Organization |
|---|---|
| Martin Brown | Office of Diversity, Opportunity and Inclusion |
| Michael Perez | |
| William Curtis | Virginia Department of Housing and Community Development |
| Charles P. Boyles, II | George Washington Regional Commission |
| Kate Gibson | |
| Cameron Bruce | Nansemond Indian Nation |
| Jill Bieri | The Nature Conservancy |
| Reggie Tupponce | Upper Mattaponi Indian Tribe |
| Colonel Sonny B. Avichal | U.S. Army Corps of Engineers, Norfolk District |
| Greggory Williams | |
| Martha Moore | Virginia Farm Bureau |
| Katelyn Rose Jordan | |
| Brett Vassey | Virginia Manufacturers Association |
| Khadijah Payne | Virginia Marine Resources Commission |
| Scott Whitehurst | Virginia Port Authority |
| Mary-Carson Stiff | Wetlands Watch |
| Ian Blair | |
| Joseph Howell | Navy Region Mid-Atlantic |

# Old Business

Outreach and Engagement Strategy Updates

Recommendations Development Discussion

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# Virginia Coastal Resilience Master Plan, Phase II

**WHAT IS THE CRMP?**

A **trusted resource** to assist government entities in making evidence-based decisions to mitigate severe and repetitive flooding.

- **Provides a unified baseline analysis** of the threat of increasing flood exposure and impacts in Virginia's coastal region due to sea level rise and changing precipitation patterns.

- **Identifies opportunities to prioritize impactful flood resilience solutions**, showcasing an inventory of government-led or supported projects and initiatives across the coastal region.

**DELIVERY DETAILS**

- Major plan elements: hazard exposure, impact assessment, planned resilience actions, financial needs, and subcommittee recommendations

- December 2024 timeline for delivery, updated every five years

- See Code of Virginia §10.1-658, 659
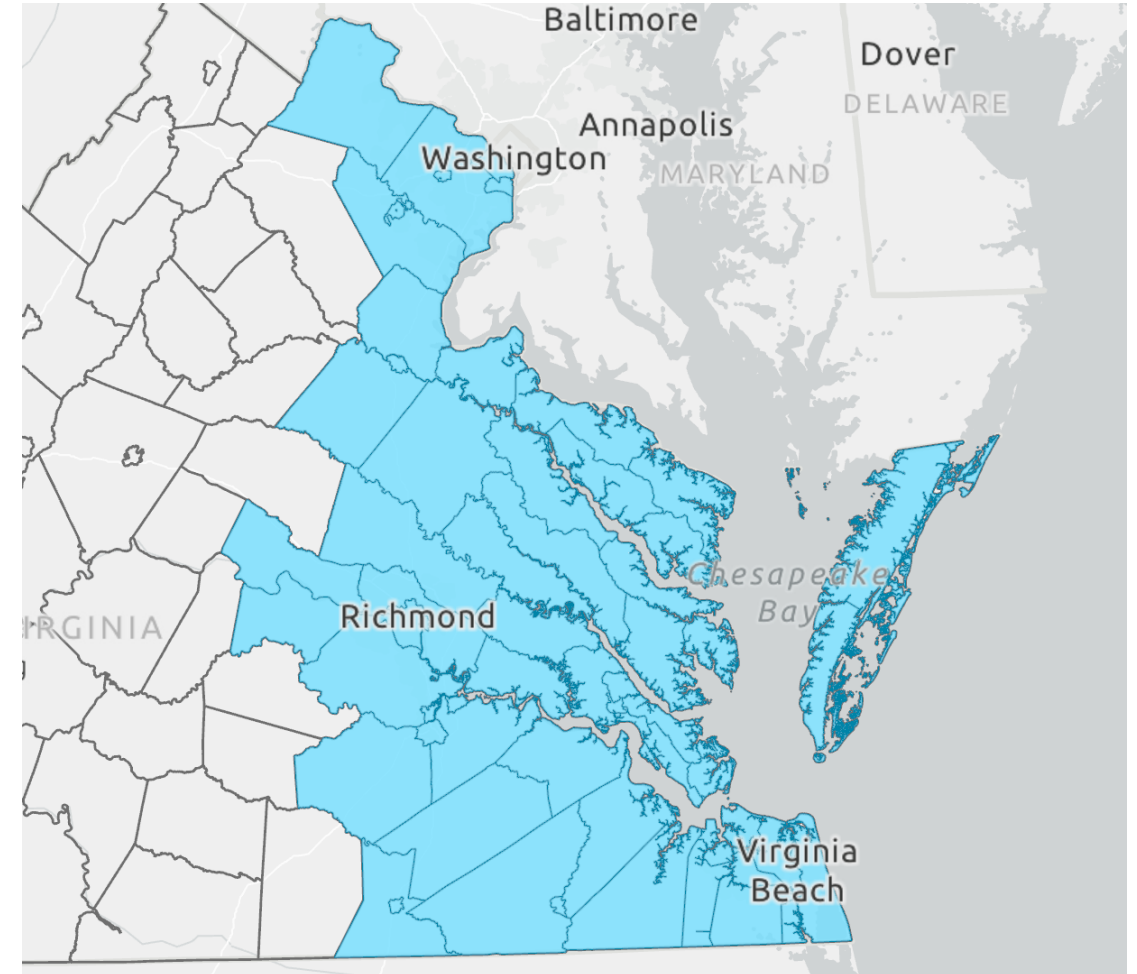
# Outreach and Coordination Subcommittee Objectives

1. Inform and support outreach and engagement for the CRMP Phase II
   - Specifically: identify and prioritize stakeholders to engage; advise on purpose, goals and strategies for stakeholder engagement consistent with DCR's COEP; guide implementation of engagement strategies.

2. Strengthen relationships with key stakeholders and others 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, critical infrastructure facility owners, 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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# Subcommittee Schedule

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

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| Activity | | Complete by | Status | Audience | O&E Strategy Goals |
|---|---|---|---|---|---|
| 1 | Coastal Resilience TAC | Ongoing (quarterly) | In progress | Primary plan end users and partners | All goals |
| 2 | NGO Coordination Meetings | Ongoing (monthly) | In progress | Non-profits and other partners | Drive awareness (4) |
| 3 | Critical Infrastructure Working Group (led by VDEM) | Ongoing | In progress | Critical infrastructure owners and managers | Understand end users (1); Contextualize interventions (3); Drive awareness (4) |
| 4 | End-User Survey | Jan '24 | Complete | Primary plan end users | Understand end users (1) |
| 5 | Participatory Mapping (Flood Story)* | Mar '24 / Ongoing | In progress | Public | Contextualize flood impacts (2) |
| 6 | Locality Meetings | Jun '24 | Complete | Local governments | All goals |
| 7 | Resilience User Portal & Data Call | Apr '24 / Jul '24 | Complete | Primary plan end users | Contextualize interventions (3) |
| 8 | Tribal Meetings/Interviews | Apr / Oct '24 | In progress | Tribal governments | All goals |
| 9 | Community Meetings (4)* | Sep '24 | Complete | Underserved communities | Contextualize flood impacts (2); Drive awareness (4) |
| 10 | Virtual Public Meetings* (mid-point / end-point) | Sep '24 / Jan '25 | Complete / Planning | Public | Drive awareness (4) |
| 11 | Business, Industry, and Economic Development Sector Meeting | Oct '24 | Planning | Private sector | Drive awareness (4) |
| 12 | Federal Facility Owners Meeting | Oct '24 | Planning | Federal facility owners | Drive awareness (4) |
| 13 | PDC Interviews | Oct '24 | Planning | Planning District Commissions | Understand end users (1); Contextualize flood impacts (2); Contextualize intervention (3) |
| 14 | Public Comment* | Feb '25 | Not started | Public | All goals |

Items with asterisk indicate that activity will be publicized via public outreach campaign.

# Recently Completed Outreach and Engagement Meetings

**COMMUNITY MEETINGS**

Reached **63 individuals** during four meetings in mid- to late-September to provide info on the plan and collect flood stories.

- Tappahannock (Middle Peninsula)

- South Richmond / Chesterfield

- Warsaw (Northern Neck)

- Chesapeake

**PUBLIC WEBINARS**

Reached **95 individuals** during two webinars in mid-September with updates on the planning process.

Webinar was recorded and is posted to DCR's website.

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# Upcoming Outreach and Engagement Efforts

**OCTOBER SECTOR-SPECIFIC VIRTUAL MEETINGS**

- **Federal Facilities Meeting**
  October 16, 2024 at 12pm
  - Virtual meeting with federal facilities staff in the coastal region.

- **Business, Industry, and Economic Development Meeting**
  October 21, 2024 at 12pm
  - Virtual webinar open to any representatives from the private sector interested in learning more about the Coastal Resilience Master Plan.

Purpose is to share information about the plan and its findings catered to the needs and interests of specific stakeholder audiences.

Advertising the meetings via direct emails and partner networks. Please help us spread the word!

**SECOND DRAFT PLAN REVIEW**

PDCs and other key stakeholders whose efforts appear in the plan will be contacted and provided an opportunity to review sections of the plan in which their work appears to provide any comments ahead of the plan's release.



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PHASE II

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**RESILIENCE MASTER PLAN**     December 2024     DCR
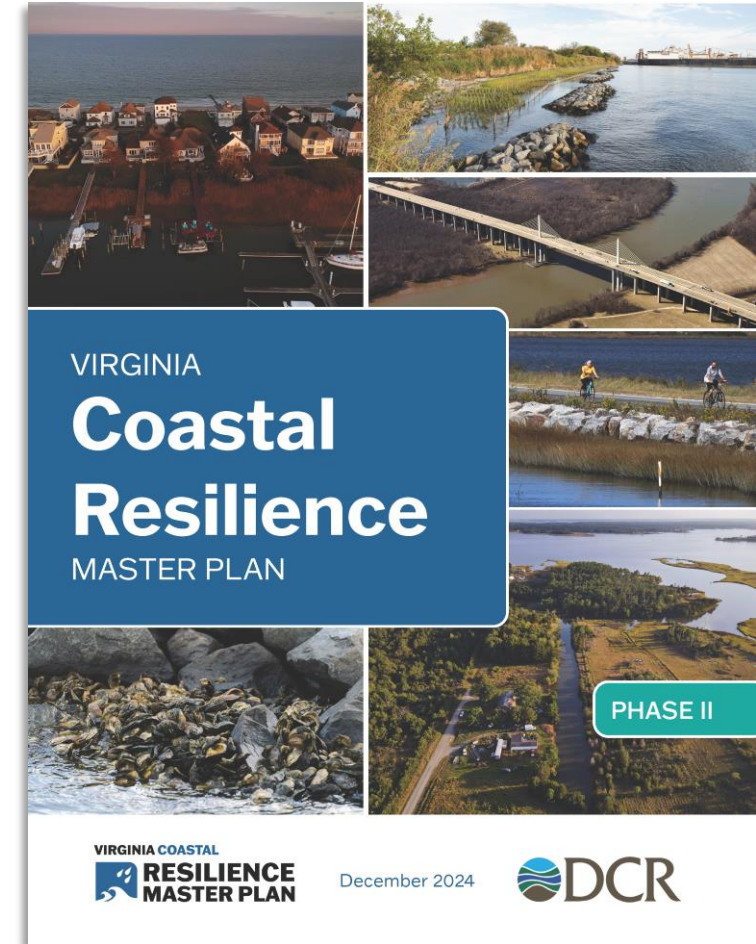
# Recommendations Development: Overview

## OBJECTIVE

- Develop high priority recommendations to improve mitigation of severe and repetitive flooding in Virginia's coastal region.

- The recommendations should be:
  - An action to implement prior to the next planning phase (in the next 1-4 years) by appropriate responsible actors (ex., state agencies, PDCs, localities, legislators, federal government, etc.).
  - A process improvement for DCR when developing the next Coastal Resilience Master Plan (to be released in 2029).

## OUTCOME

- The high priority recommendations that receive a passing vote from the full TAC per Section 2-3 of the TAC charter will be included as recommendations in the plan.

- Each recommendation will comprise an action-oriented statement, identified responsible actor(s), and a brief purpose statement.

- The list of approximately 120 draft recommendations developed by the subcommittees at their Q2 2024 meetings will be included as an appendix to the plan.

## PROCESS

| | |
|---|---|
| *July 15-19:* <br> *Prioritization Survey* | *Subcommittee members vote on their top 10 recommendations per subcommittee.* |
| *August 7-15:* <br> *Q3 Subcommittee Meetings* | *Subcommittees review survey results, identify and refine the top 5 recommendations, and assign responsible parties.* |
| *September 18:* <br> *Q3 TAC Meeting* | *The Full TAC reviews and refines each subcommittee's top 5 recommendations.* |
| October 3-10: <br> Q4 Subcommittee Meetings | Subcommittee members finalize and vote on up to 5 recommendations. |
| November 13: <br> Q4 TAC Meeting | The Full TAC votes on all subcommittee recommendations. |

# Recommendation Development: Today's Process

**FINALIZE RECOMMENDATION LANGUAGE (OLD BUSINESS)**

20-minute discussion per each recommendation.

- Review the recommendations text and TAC comments.
- Discuss changes to the recommendation text.
  - Is there language that you cannot support?
  - Are there any opportunities to improve the recommendation?

**PUBLIC COMMENT PERIOD**

**VOTE ON RECOMMENDATIONS (NEW BUSINESS)**

5 minutes to vote on each recommendation.

Recommendation must pass by consensus or majority for TAC to consider at 11/13 meeting.

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# [A] Outreach and Coordination Subcommittee

## RECOMMENDATION

- The DCR Office of Resilience Planning should develop and maintain a comprehensive list of available funding resources which can be leveraged to sustainably support uptake and implementation of the Coastal Resilience Master Plan, Phase II.

## RECOMMENDATION PURPOSE

- Assist in addressing budgetary constraints which limit plan uptake.

# [B] Outreach and Coordination Subcommittee

## RECOMMENDATION

- The administration should advocate for and provide resources to state legislators on the necessity of continued and increased flood resilience funding using project prioritization and evidence of project readiness.

## RECOMMENDATION PURPOSE

- Assist in addressing budgetary constraints which limit plan uptake.

## POTENTIAL REVISED LANGUAGE

- The Chief Resilience Officer should coordinate with DCR to provide resources and supporting information on the necessity of increased flood resilience funding utilizing project prioritization and evidence of project readiness.

# [C] Outreach and Coordination Subcommittee

## RECOMMENDATION

- The DCR Office of Resilience Planning should increase coordination with and support to potential end-users of the Coastal Resilience Master Plan, such as local governments. This may include providing accessible and straightforward webinars and tutorials of available tools and providing customized technical support to develop locally specific project prioritization using the plan.

## RECOMMENDATION PURPOSE

- Increase flood resilience action and encourage informed decision-making through use of existing plan data and resources.

# [D] Outreach and Coordination Subcommittee

## RECOMMENDATION

- The DCR Office of Resilience Planning or the Flood Resilience Advisory Committee should develop a strategy to increase use of the Coastal Resilience Master Plan by intended plan end-users, including local governments. The strategy should seek to bridge recognized capacity constraints that prevent plan uptake and should clearly define roles for state agencies to support resilience champions.

## RECOMMENDATION PURPOSE

- Establish a coordinated, actionable strategy to ensure the Coastal Resilience Master Plan is used.

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# [E] Outreach and Coordination Subcommittee

**RECOMMENDATION**

- The DCR Office of Resilience Planning should identify the populations and communities at greatest flood risk, and coordinate with local governments to reach them with tailored outreach and clear and consistent messaging.

**RECOMMENDATION PURPOSE**

- Improve outreach to populations at greatest flood risk.

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# Public Comment

If you seek to provide public comment, please sign up using the chat window.

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# New Business

Voting on subcommittee recommendations

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# Subcommittee Member Voting



Join at menti.com | use code 9322 6359

## Outreach and Coordination Instructions - Hit the Thumbs Up When Connected

Go to
## www.menti.com

Enter the code

# 9322 6359

Or use QR code

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# Next Steps

1.  DCR will distribute final recommendations from all subcommittees following the Q4 subcommittee meetings.

2.  All TAC members meet on November 13th to vote on final recommendations.

    *   Each member organization casts a vote (yes/no/abstain) for each recommendation brought to the committee for consideration.

    *   All recommendations receiving a majority "yes" vote will be included in the main body of the CRMP Phase II.

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# Remaining 2024 Meeting Schedule



**Legend:**
- Final Subcommittee Meetings (teal)
- TAC Meeting (blue)
- Scheduled Plan Release (gray)

## Recommendation Template

### DRAFT Revised Recommendation
[Clean version of recommendation as presented at the 9/18 TAC Meeting]

### Recommendations Changes and Comments

#### TAC comments at 9/18 meeting
[Bulleted summary of items discussed regarding this recommendation]

#### Revised Recommendation Text presented at the 9/18 TAC meeting
[Revised recommendation considering subcommittee comments and presented at the 9/18 TAC meeting.]

#### Subcommittee Comments prior to 9/18 TAC meeting
[Subcommittee member organization comments as redline text]

#### Revised Recommendation for Subcommittee Comment prior to 9/18 TAC meeting
[Revised and/or combined recommend text developed after Q3 subcommittee meeting and sent to subcommittee members for comment prior to 9/18 TAC meeting]

#### Original Recommendation Text
[Original recommendation text developed during Q2 subcommittee meeting]

### Additional Information about the Recommendation (For Context Only)

#### DRAFT Purpose for Subcommittee Review
[purpose statement to support the recommended action]

#### Corresponding Flood Resilience Principles
[What flood resilience principle, administration or CRMP, does this recommendation support]

## Recommendation A

### DRAFT Revised Recommendation
The DCR Office of Resilience Planning should develop and maintain a comprehensive list of available funding resources which can be leveraged to sustainably support uptake and implementation of the Coastal Resilience Master Plan, Phase II.

### Recommendations Changes and Comments

TAC Comments at 9/18 meeting
- No comments

Revised Recommendation Text presented at the 9/18 TAC meeting
Same as draft revised recommendation.

Subcommittee Comments prior to 9/18 TAC meeting
- No comments

Revised Recommendation for Subcommittee Comment prior to 9/18 TAC meeting
Same as draft revised recommendation.

Original Recommendation Text
Given budget constraints, identify a comprehensive list of available funding (state, federal) opportunities to support plan initiatives. [D.1.2.a]

### Additional Information about the Recommendation (For Context Only)

*DRAFT* Purpose for Subcommittee Review
Assist in addressing budgetary constraints which limit plan uptake.

Corresponding Flood Resilience Principle(s)
Address the challenges of flooding and resilience with programs that work for all impacted parts of Virginia.

## Recommendation B

### DRAFT Revised Recommendation
The administration should advocate for and provide resources to state legislators on the necessity of continued and increased flood resilience funding using project prioritization and evidence of project readiness.

### Recommendation Changes and Comments

#### TAC Comments at 9/18 TAC meeting
- Who is "the administration"? Should it be changed to Chief Resilience Officer, or broadened to include additional actors?
- Consider an alternative verb to "advocate"
- Is there funding to incorporate in this?
- Which element of the recommendation is the functional part? "Advocate for" or keeping funding connected to real priorities?

#### Revised Recommendation Text presented at the 9/18 TAC meeting
The administration should ~~advocate for and provide resources to~~ make the case for continued flood resilience funding ~~state legislators on the necessity of continued and increased flood resilience funding~~ using project prioritization and evidence of project readiness.

#### Subcommittee Comments prior to 9/18 TAC meeting
##### Virginia Farm Bureau
The administration should advocate for and provide resources to ~~make the case for continued flood resilience funding~~ state legislators on the necessity of continued and increased flood resilience funding using project prioritization and evidence of project readiness.

##### Wetlands Watch
The administration should ~~make the case for continued flood resilience funding~~advocate for and provide resources to state legislators on the necessity of continued and increased flood resilience funding using project prioritization and evidence of project readiness.

#### Revised Recommendation for Subcommittee Comment prior to 9/18 TAC meeting
The administration should make the case for continued flood resilience funding to state legislators using project prioritization and evidence of project readiness.

#### Original Recommendation Text
Make the funding case to state legislators using project prioritization and project readiness. [C.2.2.b]

## Additional Information about the Recommendation (For Context Only)

### *DRAFT* Purpose for Subcommittee Review
Assist in addressing budgetary constraints which limit plan uptake.

### Corresponding Flood Resilience Principle(s)
Understand fiscal realities and focus on the most cost-effective solutions for protection and adaptation of our communities, businesses, and critical infrastructure.

## Recommendation C

### DRAFT Revised Recommendation

The DCR Office of Resilience Planning should increase coordination with and support to potential end-users of the Coastal Resilience Master Plan, such as local governments. This may include providing accessible and straightforward webinars and tutorials of available tools and providing customized technical support to develop locally specific project prioritization using the plan.

### Recommendations Changes and Comments

#### TAC comments at 9/18 meeting

- Need to make projects a dynamic list to allow for emerging needs
- Reconcile temporal aspects to consider differences in opinions as well as projects that are born out of flood problems; project needs evolve
- Use quantitative and qualitative data to formulate decision-making criteria
- "existing plan data and resources" are "technical tools"
- Make language consistent throughout recommendations
- How are Recommendations C and D distinct from one another?

#### Revised Recommendation Text presented at the 9/18 TAC meeting

- Same as Wetlands Watch revised draft recommendation (see below).

#### Subcommittee Comments prior to 9/18 TAC meeting

#### Wetlands Watch

The DCR Office of Resilience Planning should increase coordination with and support to potential end-users of the Coastal Resilience Master Plan, such as local governments. This may include providing accessible and straightforward webinars and tutorials of available tools and providing customized technical support to develop locally-specific project prioritization using the plan.

#### Revised Recommendation for Subcommittee Comment prior to 9/18 TAC meeting

The DCR Office of Resilience Planning should increase coordination with and support to potential end-users of the Coastal Resilience Master Plan, such as local governments. This may include providing accessible and straightforward webinars and tutorials of available tools and providing support to develop locally-specific project prioritization using the plan.

#### Original Recommendation Text

- Hold webinars/demonstrations of tools available with interested local governments and stakeholders to increase visibility of what we have that others can use. Make simplified and short tutorials for people to learn in their free time. [D.1.4.a]
- Provide support to localities on developing locally specific weighting for prioritization of projects utilizing CRMP data. [B.3.3.a]

## Additional Information about the Recommendation (For Context Only)

### *DRAFT* Purpose for Subcommittee Review
Increase flood resilience action and encourage informed decision-making through use of existing plan data and resources.

### Corresponding Flood Resilience Principles
Utilize community and regional scale planning to the maximum extent possible, seeking region specific approaches tailored to the needs of individual communities.

We must address these challenges with programs that work for all impacted parts of Virginia.

## Recommendation D

### DRAFT Revised Recommendation
The DCR Office of Resilience Planning or the Flood Resilience Advisory Committee should develop a strategy to increase use of the Coastal Resilience Mater Plan by intended plan end-users, including local governments. The strategy should seek to bridge recognized capacity constraints that prevent plan uptake and should clearly define roles for state agencies to support resilience champions.

### Recommendations Changes and Comments

#### TAC comments at 9/18 meeting
- "Champions" can be "other end users"
- How are Recommendations C and D distinct from one another?
- Does this recommendation relate to the RDI Subcommittee's R-d? "DCR's Office of Resilience Planning should engage with local government stakeholders to understand local obstacles and gaps in state-level programs and develop a statewide strategy that leverages co-production of innovative state level solutions to meet local needs."

#### Revised Recommendation Text presented at the 9/18 TAC meeting
Same as draft revised recommendation.

#### Subcommittee Comments prior to 9/18 TAC meeting
- No comments

#### Revised Recommendation for Subcommittee Comment prior to 9/19 TAC meeting
Same as draft revised recommendation.

#### Original Recommendation Text
- Determine a strategy for how to get local governments and stakeholders interested. [D.1.1.c]
- Clarify a role of for local/regional/state agencies to support local/regional resilience champions. [A.4.1.a]
- Recognize local government capacity constraints that prevent plan uptake and try to find ways to bridge those gaps. [D.1.3.a]

### Additional Information about the Recommendation (For Context Only)

#### Corresponding Flood Resilience Principle(s)
Utilize community and regional scale planning to the maximum extent possible, seeking region specific approaches tailored to the needs of individual communities.

We must address these challenges with programs that work for all impacted parts of Virginia.

## Recommendation E

### DRAFT Revised Recommendation
The DCR Office of Resilience Planning should identify the populations and communities at greatest flood risk, and coordinate with local governments to reach them with tailored outreach and clear and consistent messaging.

### Recommendations Changes and Comments

### TAC comments at 9/18 meeting
- Change this to "Collaborate with local governments to identify the populations and communities at greatest flood risk."
- Consider using either "collaborate" or "engage" instead of "coordinate" which implies the pathway is already known and that comes with local sensitivities (locals don't want a top-down approach from the state).
- The theme of clear and consistent messaging could be encompassed by "collaborate"
- Important concept here is two-way flow and engagement between state and local governments
- Could use "recognize and partner with" instead of "identify"
- Include the carrot with the stick (strengthen this recommendation with solutions, not just identifying needs and talking)

### Revised Recommendation Text presented at the 9/18 TAC meeting
Same as draft revised recommendation.

### Subcommittee Comments prior to 9/18 TAC meeting
- No comments

### Revised Recommendation for Subcommittee Comment prior to 9/18 TAC meeting
Same as draft revised recommendation.

### Original Recommendation Text
- Define issues and how they impact underserved communities. [D.1.3.c]
- Identify highest at-risk populations specifically for Virginia and curate outreach initiatives for those needs (e.g., elderly in retirement, men aged 15-30, etc., whoever is assessed to be at the most risk for flood hazard). [D.3.2.b]
- Increase coordination with local government departments to pinpoint areas of flooding complaints, then target those areas with increased coordination (by getting into the communities with informative town hall meetings, etc.) to show value of the plan. [D.1.1.b]
- Provide consistent messaging. [D.3.4.b]

## Additional Information about the Recommendation (For Context Only)

### DRAFT Purpose for Subcommittee Review
Improve outreach to populations at greatest flood risk.

### Corresponding Flood Resilience Principle(s)
Identify and address socioeconomic inequities and work to enhance equity through coastal adaptation and protection efforts.

## [O-a]

The DCR Office of Resilience Planning should develop and maintain a comprehensive list of available funding resources which can be leveraged to sustainably support uptake and implementation of the Coastal Resilience Master Plan.

## Purpose

Assist in addressing budgetary constraints which limit plan uptake.

## [O-b]

The Chief Resilience Officer should coordinate with DCR to provide resources and supporting information on the necessity of increased flood resilience funding utilizing project prioritization and evidence of project readiness.

## Purpose

Provide support through information sharing to minimize
budgetary constraints which limit plan uptake.

## [O-c]

The DCR Office of Resilience Planning should collaborate with potential end-users of the Coastal Resilience Master Plan, such as local governments, by improving usability. This may include providing accessible and straightforward available virtual tools and customized technical support to develop locally specific project prioritization using the plan.

## Purpose

Increase flood resilience action and encourage informed decision-making through use of existing plan data and resources.

## [O-d]

The DCR Office of Resilience Planning should develop a strategy to increase use of the Coastal Resilience Master Plan by plan end-users, including local governments. The strategy should seek to identify and bridge capacity constraints within DCR and for end-users that prevent plan uptake. The strategy should also clearly define roles for state agencies to support end-users.

## Purpose

Establish a coordinated, actionable strategy to ensure the Coastal Resilience Master Plan is used.

## [O-e]

The DCR Office of Resilience Planning should collaborate with key stakeholders and local governments to identify the populations and communities at greatest flood risk and offer clear, consistent messaging that can be tailored to a community.

## Purpose

Improve outreach to populations at greatest flood risk.