

**Virginia Coastal Resilience Master Plan**  
**Technical Advisory Committee - Outreach Subcommittee**

<b>Subject</b>	Outreach Subcommittee Meeting #3 Virginia Coastal Resilience Master Planning Framework	<b>Date</b>	April 7, 2021
<b>Facilitator</b>	Meryem Karad	<b>Time</b>	2:00pm – 3:30pm
<b>Location</b>	WebEx - <a href="https://governor.virginia.gov/j/92k50">https://governor.virginia.gov/j/92k50</a>	<b>Scribe</b>	Ashley Samonisky

<b>Invitees/Attendees</b>			
#	Name	Organization/Role	Attended?
<b>Outreach Subcommittee Members and Staff Advisors</b>			
1.	Ashley Montgomery – Chair	Hanbury	Y
2.	David K. Paylor – Vice Chair	Department of Environmental Quality	N
3.	Meryem Karad - Staff		Y
4.	John Bateman	Northern Neck Planning District Commission	Y
5.	Jill Bieri	The Nature Conservancy	Y
6.	Alec Brebner	Crater Planning District Commission	N
7.	Dr. Jessica Whitehead	Institute for Coastal Adaptation and Resilience-Old Dominion University	Y
8.	Martha Heeter	Plan RVA (Richmond Regional Planning District Commission)	N
9.	Traci Munyan	Department of Housing and Community Development	Y
10.	Lee Hutchinson	Department of Housing and Community Development	N
11.	Corey Miles	Northern Virginia Regional Commission	Y
12.	Kate Gibson	George Washington Regional Commission	
13.	Denise Nelson	George Washington Regional Commission	Y
14.	Kristin Owen	Henrico County	Y
15.	Kimberly Cain	Diversity Equity and Inclusion's office	N
16.	Leigh Mitchell	Upper Mattaponi Indian Tribe	N
<b>Scheduled Speakers</b>			
17.			
<b>Designated Alternates</b>			
18.	Jay Ruffa	Director Planning GIS – Crater PDC - Alternate for Alec Brebner	Y
19.	Sarah Stewart	Env. Planning Manager, Plan RVA PDC - Alternate for Martha Heeter	Y
<b>Subcommittee Advisors</b>			
20.			
<b>Other Participants</b>			
21.	Ann Phillips	Rear Admiral, US Navy (Ret.) – Office of the Governor	Y
22.	Matt Dalon	DCR Representative	Y
23.	Katerina Oskarsson		Y
24.	Lauren Landis		Y
25.	Jonah Fogel		Y
26.	Grace Tucker		Y
27.	Natalie Snyder		Y
<b>Consultant Support</b>			
28.	Brian Batten	Dewberry	Y
29.	Johanna Greenspan-Johnston	Dewberry	Y
30.	Deepa Srinivasan	Vision Planning and Consulting	Y
31.	Ashley Samonisky	Vision Planning and Consulting	Y
32.	Dale Morris	Water Institute of the Gulf	Y

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<b>Agenda/Minutes</b>		
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1.	Introduction, Roll Call, and Quorum Affirmation	<p>Meryem provided an introduction and discussed guidelines for the virtual meeting. She then took roll for the Outreach Subcommittee Members and a Quorum was reached.</p> <p>Ashley asked for motion to move forward with the meeting virtually. Denise motioned and Jay Ruffa seconded for the meeting to continue virtually. Motion passed.</p>
2.	Contractor Support Introductions	<p>Brian Batten, Dewberry, gave an introduction statement on behalf of the Consultant Team. Deepa Srinivasan, Vision Planning and Consulting (VPC), provided an introduction to VPC and their roles regarding outreach efforts and administrative support for each of the Subcommittees. Ashley Samonisky, VPC, introduced herself and advised that she would be participating in all meetings going forward to document the meeting and action items. Johanna Greenspan-Johnston, Dewberry, gave an introduction to the planning element of the Master Plan Project. Dale Morris, Water Institute of the Gulf, introduced himself and the organization, and discussed their experience in Louisiana with their Master Plan.</p>
3.	Subcommittee Introductions	<p>The Subcommittee members provided a round of introductions of themselves to both, the other Subcommittee members, and to the Consultant team.</p>
4.	<p>Review of Outreach Initiatives</p> <p>Mission and Vision</p> <p>Outreach and Documentation</p>	<p>Ashley provided an overview of the meeting agenda and advised attendees to hold all questions to the end.</p> <p>Ashley discussed the roles and responsibilities of the Dewberry team and advised that the Subcommittee would be supporting these efforts. Tasks include developing messaging including accessibility and input, and tailoring efforts to the communities. She then presented the Subcommittees Mission Statement. All messaging will be developed, fine-tuned, and delivered with this mission statement in mind. (Slide Attachment)</p> <p>Ashley and Meryem have begun collecting/collating the stakeholder contacts sheets as information has trickled from Subcommittee members over the week. This resource will also help frame the gap analysis and identify communities where the Subcommittee does not have pulse at this time. Dewberry will also add to the list to expand the Project's reach. The database will help prioritize stakeholder meetings throughout the Master Planning Process and provide additional documentation support.</p> <p>Documentation ideas include: mapping products, graphs/tables showing percentage of participation, and other useful data points. Both a tabular and visual analysis is also a great marketing tool for this and future planning processes for the State.</p> <p>Meryem asked for all stakeholder list contributions to be sent to her by April 15<sup>th</sup>. The full compiled version should be completed by the 21<sup>st</sup> and sent to Members ahead of the meeting on April 28<sup>th</sup>. This should also help guide the next meeting to develop the narrative once gaps have been identified. Meryem gave a reminder that the second tab in the Excel stakeholders worksheet is about messaging. She requested ideas on what they feel is important or should be highlighted, and returned to Meryem by April 15<sup>th</sup>.</p> <p>Reminder, Dewberry will present at the next TAC meeting, we will take a lot of outreach cues from the initial Dewberry risk assessment and the Stakeholder gap</p>

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		<p>analysis. Meryem stated that a standing portion of monthly Subcommittee agenda should be devoted to the outreach efforts and working with Dewberry.</p> <ul style="list-style-type: none"> <li>• Q – Denise – Regarding the outreach documentation Excel file, where is the document we need to compile our outreach messages? I only received the invitation to this meeting, but no other documents. Is there anything else I am missing?             <ul style="list-style-type: none"> <li>○ A – Meryem- There is a tab in the same Excel sheet at the stakeholder contacts list. I will resend the document to you. Dewberry will also help distribute these documents for the meetings, going forward.</li> </ul> </li> </ul> <p>Ann Phillips discussed the contract negotiation process and how the State emphasized the outreach tasks initially proposed in the RFP. There are 60+ specific, funded meetings for different stakeholder tiers. The intent is to target high risk areas, as evaluated by the risk analysis, including those with critical infrastructure, susceptible communities, and/or other vulnerable areas or those most at-risk in the near future. This is where we want to focus efforts to begin with. The communities may not understand what is happening or what the State is doing. The question is, how do we develop sustainable outreach strategies that withstand administration changes and changes over time? This is the goal of the Commonwealth, the project, the TAC, and the Consultants. We may need less high-level meetings and more local, or less local meetings and more high level. The focus will be guided by the analyses discussed earlier. Our discussion become: what is the broad strategy, where do we engage, how do we tie into other stakeholders? The business community and nonprofit arenas have both started reaching out, and are already offering support.</p> <p>Ashley mentioned that there is some flexibility in these meetings so the Subcommittee can help reassign where these meetings to where they are most needed. Meryem asked people to consider what might be needed to facilitate these stakeholder meetings and to provide any suggestions.</p> <ul style="list-style-type: none"> <li>• Q - Ashley - What other elements does this Subcommittee feel are important or can be shifted to the Consultants? She invited Admiral Ann Phillips to provide an overview of the contract support arrangement.             <ul style="list-style-type: none"> <li>○ A - Ann advised that the Subcommittee Chair still develops the agenda, and all slides, handouts, and materials for the meetings. Ashley Samonisky (VPC) only collects/collates these documents and sends them out to be posted, she does not <i>create</i> those documents herself.</li> </ul> </li> <li>• Q – Dale – The Louisiana Master Plan, first developed in 2007, updated in 2012, and now on its current iteration, has recognized a shortcoming among State leaders that communities with social, environmental, racial, etc. inequities are very dissociated from the Master Plan development process. They do not see it as an investment plan for their communities, or as a Plan that can assist them in the near- and long-terms. Is this education component something the Subcommittee is looking to do, or is this something that may come in the future, e.g., Iteration 2? Do we discuss this as an ongoing need or just discuss the Master Plan process to begin with?</li> </ul>

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5.	Collaboration – Documentation and Messaging	<p>Another task is to develop the Subcommittee’s messaging. The question this group needs to ask itself over the coming week is: What is our awareness messaging and narrative statement? This can start by identifying the themes the Subcommittee wants to focus on to help frame the narrative. Subcommittee members are asked to come to the next TAC meeting with some ideas on how to guide or develop the narrative.</p> <p>Meryem discussed how Dewberry will help push messaging and encourage interest from the public by: attending more meetings, involving advocacy and environmental justice groups, etc. Ashley opened the floor to the Subcommittee to identify what they feel is important to begin with.</p> <ul style="list-style-type: none"> <li>● Q – Denise – Does Dewberry describe their outreach ideas regarding social equity. Can you discuss those ideas? <ul style="list-style-type: none"> <li>○ A – Deepa – We will look to work with TAC and Subcommittee and will hold approximately 60 meetings to access various cohorts of the</li> </ul> </li> </ul>

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		<p>population from the PDCs, to local governments, to underserved or rural communities, as well as businesses, industries, universities, and the military. We will also include 1-on-1 interviews with identified priority stakeholders including NGOs. After identifying how communities have, or have not, been involved in the past, we will prioritize specific populations that are underserved, and will identify the most effective method of outreach. This could be on-site meetings, surveys, interviews, etc.</p> <ul style="list-style-type: none"> <li>• Q - Jessica – Is there a mechanism to allow the Subcommittee to receive interim results during the stakeholder meeting process? We will all have different schedules and responsibilities. A data dump is not the most efficient method, periodic updates are preferred. <ul style="list-style-type: none"> <li>○ A – Brian – The intention is to work with each Subcommittee on various topics, engaging them throughout the process, and capturing their feedback on various approaches. We will also work with the TAC periodically to offer read-ahead material that will provide insight into the mechanics of the stakeholder engagement process. We are working on a formal process to streamline updates going forward. This timeline is very aggressive and we are working to achieve as much as possible in the time allowed. We want to provide multiple opportunities for feedback. This is Virginia’s first plan, a first iteration. We hope to accomplish a lot in the short timeline, and we understand that there will be compromises. Any “parking lot” recommendations will be documented and can be prioritized for the second iteration of the Plan. This iterative process will create a consistently better product year after year.</li> <li>○ Meryem asked for two checkpoints before the end of the year to have their internal committee updates. This will provide touchpoints to help with the process.</li> </ul> </li> <li>• Q – Corey Miles – Are we trying to receive comments from the stakeholders about the planning process for the Coastal Master Plan or comments about the Master Plan after the fact? <ul style="list-style-type: none"> <li>○ A - Meryem – Right now we are open to all comments, but we will eventually have questions about the outreach efforts and their efficacy. We are also asking the public to join the meetings if they want to be more involved.</li> </ul> </li> </ul>
6.	Next TAC Meeting	Meryem provided a reminder that the next meeting is April 28 <sup>th</sup> at 2:00pm for 2 hours, The Chair is soliciting requests for proposed topics, speakers, or agenda items. The primary goal however is to dive into the communities/organizations/businesses the Subcommittee first wants to focus on.

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7.	Wrap up and Q&A	Meryem opened floor to any final questions from attendees.  No Questions
8.	Public Comment Period	At 2:51 Meryem opened floor to comments from public attendees.  There were no public attendees registered for Comments.  Ashley asked for motion to conclude meeting: John Bateman moved, motion seconded to close the meeting. Motion Passed. Meeting concluded at 3:03pm.

<b>Action Items</b>			
<b>#</b>	<b>Action Item</b>	<b>Owner (Organization)</b>	<b>Due Date</b>
1.	Return the Stakeholder identification Excel worksheet to Meryem Karad	All	April 15 <sup>th</sup>
2.	Draft ideas to assist with developing the awareness messaging and narrative statement. Identify any themes the Subcommittee wants to focus on, to help frame the narrative. Come to next TAC meeting with some ideas on how to develop this narrative.	All	April 15 <sup>th</sup>
3.	Develop a list of any outreach ideas and describe past outreach efforts for underserved communities, including any past performance metrics and/or lessons learned.	All	TBD
4.	Email Ashley Montgomery any proposed topics, speakers, or agenda items for future Subcommittee meetings.	All	TBD
5.			

If you have any questions, please contact Ashley Samonisky, Vision Planning and Consulting, at [asamonisky@vision-pc.net](mailto:asamonisky@vision-pc.net).