

Virginia Coastal Resilience Master Plan

Subject	Community Outreach Strategy Meeting Virginia Coastal Resilience Master Planning Framework	Date	May 19, 2021
Facilitator	Rear Admiral Ann Phillips, US Navy (Ret.)	Time	9:00am – 10:30am
Location	WebEx - https://governor.virginia.gov/i/le2ol	Scribe	Connor Winstead

Invitees/Attendees			
#	Name	Organization/Role	Attended?
Studies, Research, and Best Practices Subcommittee Members and Staff Advisors			
1.	Dr. Robert Weiss	Director, Center for Coastal Studies at Virginia Tech	Y
2.	Whitney Katchmark	Principal Water Resources Engineer, Hampton Roads Planning District Commission	Y
3.	John Bateman	Regional Planner, Northern Neck Planning District Commission	Y
4.	Dr. Karen McGlathery	Director, Environmental Resilience Institute at the University of Virginia	Y
5.	Ashley Montgomery	Associate Designer, Hanbury	Y
6.	Erin Sutton	Chief Deputy, Virginia Department of Emergency Management	Y
7.	CAPT. Tom Crabbs, USCG (Ret.)	Military Liaison, Office of the Secretary of Veterans and Defense Affairs	Y
8.	David Paylor	Director, Virginia Department of Environmental Quality	Y
9.	Robbie Coates	Grants Division Director, Virginia Department of Emergency Management	Y
10.	Sara Dunnigan	Deputy Director, GO Virginia and Economic Development, Department of Housing and Community Development	N
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12.			
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15.			
Scheduled Speakers			
16.			
Designated Alternates			
17.			
Subcommittee Advisors			
18.			
Other Participants			
19.	Ann Phillips	Rear Admiral, US Navy (Ret.)—Special Assistant to the Governor for Coastal Adaptation and Protection	Y
20.	Matt Dalon	DCR	Y
21.	Connor Winstead	DCR	Y
22.	Shurui Zhang	Commonwealth Coastal and Marine Policy Fellow, Virginia Sea Grant	Y
23.	Emily Steinhilber	EDF	Y
24.	Katy Maher		Y
25.	Debbie Messmer	VDEM	Y
26.	Dr. Barry Ezell	ODU VMASC	Y
27.	Grace Tucker		Y
28.			
29.			
Consultant Support			
30.	Brian Batten	Dewberry	Y

Virginia Coastal Resilience Master Plan

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31.	Johanna Greenspan-Johnston	Dewberry	Y
32.	Deepa Srinivasan	Vision Planning and Consulting	Y
33.	Ashley Samonisky	Vision Planning and Consulting	Y
34.	Emily Sokol	Vision Planning and Consulting	Y

Agenda/Minutes		
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1.	Welcome and Chapter 1289 Reading	<p>Adm. Ann Phillips provided an introduction on how the meeting will proceed, meeting etiquette, and requested participants to ask questions through the chat box. Public comments will be taken during the last 30 minutes of the meeting from the chat box from those attendees who registered to speak. She then read through the required Chapter 1289 virtual meeting language.</p> <p>Please contact Ms. Shurui Zhang at phone: 217-979-8438 if you have any connectivity issues.</p>
2.	Roll Call and Quorum Affirmation	Adm. Phillips took roll and advised that a quorum was present. She then asked for a motion to move forward with the virtual meeting. Mr. John Bateman moved and Mr. David Paylor seconded. Motion passed unanimously.
3.	Outreach and Engagement Overview	Adm. Phillips gave a brief overview of the outreach and engagement elements: educational, information gathering, and information sharing.
4.	Outreach and Engagement Capacity	Adm. Phillips discussed the outreach and engagement capacity. A CRMP summary message has been developed. Vision Planning and Consulting (VPC) is in the process of developing an outreach toolkit. There are various different modes for outreach. Information is needed from the four subcommittees represented in this meeting (Community Outreach; Studies, Research, and Best Practices; Federal Installation Partnerships; and Aligning Economic Development) to help reach each respective group. Discussion of meetings to be held with various stakeholder groups. One small planning district has asked to come in and schedule their design charrettes and try to match with other outreach meetings. The Aligning Economic Development subcommittee has developed a survey which will be distributed today.
5.	Outreach and Engagement Groups	Adm. Phillips gave a brief overview of the 8 different groups being specifically highlighted and noted that tribal governments have been included.
6.	Discussion and Comments	<p>Adm. Phillips called on Mr. Brian Batten and Ms. Deepa Srinivasan for discussion and comments. Mr. Batten gave the floor to Ms. Srinivasan and Ms. Ashley Samonisky.</p> <ul style="list-style-type: none"> • Ms. Srinivasan gave an overview of where VPC is in their community outreach process. VPC has developed a draft webpage, blog, and newsletter to be submitted to the state for review. The purpose of these items is to inform the audience of the project objectives, process, milestones, and schedule. As the project progresses, there will be additional products which provide additional details like risk assessment, and project identification and prioritization. VPC is in the process of developing the outreach toolkit which will be sent to all constituents at a time closer to the meetings. VPC has been in communication with subcommittees to identify stakeholders. VPC has been in conversation with subcommittees to request information on identifying specific audiences to arrange meetings. VPC has been in contact with the lead from 3 of the 8

Virginia Coastal Resilience Master Plan

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		<p>Planning District Commissions (PDCs)—Crater, Middle Peninsula, and George Washington—to discuss how to approach communication with the PDCs and local governments, with the goal of getting the most constituent participation. VPC is also in the process of developing a survey and trying to determine who the target audience is and how to design to best serve a group. VPC is looking to the subcommittees to determine what the messaging is—what information should get to stakeholders and what information should be provided back.</p> <ul style="list-style-type: none"> • Q—Ms. Samonisky asked whether there is a need for targeted communication with groups like universities/institutions, tribal governments, military/federal, etc. because of their current heavy levels of involvement and how these groups should be used for outreach. • Ms. Srinivasan discussed using the survey as a tool to build awareness on the Master Plan, to identify risk issues and challenges, and to disseminate outcomes. <p>Adm. Phillips called on Ms. Erin Sutton and Mr. Robbie Coates with VDEM for an overview of their work last summer and discussion of how that might overlap with the CRMP outreach efforts.</p> <ul style="list-style-type: none"> • Mr. Coates shared a draft flyer for the flood mitigation equity series, which builds off of a Deloitte COVID-19 vulnerability analysis and identifies flooding risk in localities. 40 localities were identified scoring over 70% in the risk analysis. 14 localities are in the CRMP project area. VDEM is surveying to better understand local needs and wants to ensure they are not asking the same questions as a CRMP survey. VDEM will hold 13 subregional workshops in July/August, around 2 hours long. • Adm. Phillips said this presents an opportunity to align efforts. <p>Adm. Phillips called on subcommittees for comment:</p> <p>Federal Installation Partnerships</p> <ul style="list-style-type: none"> • Capt. Tom Crabbs said that this a great resource and that lines of effort could be well-served through a directed survey. Capt. Crabbs said that if the federal partners meeting has to be in-person, there would need to be more than one meeting. Capt. Crabbs suggested that resident federal partners be brought in during the PDC meetings, as well. Capt. Crabbs said that he is continuing to develop points of contact with additional federal partners through their public works divisions and as a meeting with NASA this morning. <ul style="list-style-type: none"> ○ Q—Capt. Crabbs asked how to proceed with sharing additional points of contact. <ul style="list-style-type: none"> ▪ A—Adm. Phillips advised to please continue sharing with her, Deepa Srinivasan, Ashley Samonisky, Matt Dalon, and Connor Winstead. • Q—Ms. Whitney Katchmark asked if the purpose of this conversation is to determine what federal installations want to talk about in outreach meetings and what we want from them. <ul style="list-style-type: none"> ○ A—Adm. Phillips confirmed and said that VPC is looking for that information, if known. ○ A—Ms. Srinivasan said VPC does not expect the subcommittee to have all the answers right now, but to brainstorm and begin the process.

Virginia Coastal Resilience Master Plan

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		<ul style="list-style-type: none"> • Ms. Katchmark said that there are three areas that are worth exploring: 1. Do federal partners need help with technical capacity—risk assessments, scenarios, etc. to help develop projects? 2. Do they want the state to play a role in helping share information? 3. What role do they see the state playing in terms of funding programs? • Q—Ms. Samonisky asked Capt. Crabbs and Ms. Katchmark that, if the military/federal partnerships are seen as a stakeholder group, do we see them, in addition to the base commanders, public works, etc., using the base contacts as a conduit to get the general public survey down to the soldiers/seamen/airmen/marines living and working in the locations or if the survey is only to be targeted to base management. <ul style="list-style-type: none"> ○ A—Capt. Crabbs replied that it may be difficult to get outreach down to the individual soldier/airman/seaman/marine through the federal channels and that the best way is through the general public outreach strategy. <p>Studies, Research, and Best Practices</p> <ul style="list-style-type: none"> • Dr. Robert Weiss said that general public outreach might be the most effective way to reach individuals. Virginia Tech and the University of Virginia have coastal assets, but they are small compared to the overall university. Dr. Weiss said that a survey may not be the most helpful for the subcommittee’s goals. The subcommittee is writing a relocation handbook, looking at recommendations around natural and nature-based infrastructure as part of living shorelines, as well as socioeconomic equity concerns from a research and best practices prospective. Recommendations will be science-informed. Dr. Weiss raised concerns about public perception and differing approaches to science and scientists, and that the challenge is to develop a two-way conversation. • Dr. Karen McGlathery added that UVA has an extensive outreach program on the Eastern Shore and that we should not just rely on NGOs for outreach. • Dr. Weiss advised that Virginia Tech and Virginia State University also house cooperative extension agents in each county who are substantial resources who are tied into their communities and can be used in the outreach effort. • Dr. McGlathery summarized that university communities are assets to help connect with different stakeholders in different regions. <p>Aligning Economic Development</p> <ul style="list-style-type: none"> • Mr. John Bateman said that communication will be to those who either do or influence economic development activities and asked about the plan to reach out to the business sector. • Ms. Srinivasan said VPC plans to reach out to Economic Development Authorities and local chambers of commerce to identify businesses to reach out to and determine their ideas on levels of risk, perception, etc. • Mr. Bateman added that it is important to send the survey to EDAs and chambers of commerce and that they survey will be a good gauge of the level of participation. • Q—Ms. Srinivasan asked when the survey will distributed and when answers are expected.

Virginia Coastal Resilience Master Plan

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		<ul style="list-style-type: none"> ○ A—Adm. Phillips said the survey will be distributed today with a response deadline of Friday, May 28, and that the survey should take about 10 minutes to answer. ● Q—Ms. Srinivasan asked if it would be wise to send two surveys back-to-back since VPC also plans to survey roughly the same group of people in the next couple weeks. <ul style="list-style-type: none"> ○ A—Mr. Bateman said that he did not think it was a problem since the economic development survey was less specific than the survey VPC is developing, but acknowledged the possibility of people being “surveyed out”. Sending the economic development survey now will serve as a good litmus test. ● Mr. Matt Dalon said he would share the economic survey with VPC and shared that the state is in the process of developing a separate website. ● Mr. Bateman asked that the distribution lists used for each survey is identical. <p>Community Outreach</p> <ul style="list-style-type: none"> ● Ms. Ashley Montgomery said the subcommittee is focused on underserved and tribal communities and that they are going to start inviting the identified NGOs in those communities to meetings to identify needs and inform the VPC outreach toolkit. ● Ms. Montgomery said the subcommittee wants this to happen prior to July when community outreach meetings start. ● Q—Ms. Srinivasan asked who will take the lead on identifying communities. <ul style="list-style-type: none"> ○ A—Ms. Montgomery said that there is a general working knowledge of the underserved communities and that the subcommittee will take the lead on working with the community organizers to determine needs and inform the toolkit. ● Adm. Phillips read a message from the chat submitted by Dr. Ezell that he has information that he would like to send on what ODU is doing with community resilience in the context of previous surveys and reports. ● Adm. Phillips shared that she and Ms. Zhang are looking at different vulnerability assessments and trying to align inputs and outputs to identify the best sources of information. ● Mr. Bateman said that the Northern Neck PDC was fortunate to go through the RAFT process and has a resulting list of stakeholders. ● Mr. David Paylor said he hopes the Environmental Justice Collaborative is on the NGO list and that we need to do an all-inclusive approach with the NGOs to find the right data and get to as low of a community level as possible to reach the most people possible. Director Paylor said he would share a contact list for the Environmental Justice Collaborative with Adm. Phillips. ● Q—Director Paylor asked if VPC has the necessary tribal contacts. <ul style="list-style-type: none"> ○ A—Adm. Phillips asked Ms. Samonisky to confirm. ○ A—Ms. Samonisky said VPC has reached out to the state for contact validation for chiefs and tribal administrators, if applicable. ● Adm. Phillips said that we want to have a separate meeting with the tribes because they have specific needs but want to make sure that we’re not overlapping with work that VCPC or CZM has done regarding outreach. There is a need to understand any nuances between state and federally-recognized tribes.

Virginia Coastal Resilience Master Plan

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		<ul style="list-style-type: none"> • Ms. Montgomery said this is a helpful conversation to identify stakeholders and determine contact information for them. <p>Adm. Phillips asked for any other comments.</p> <ul style="list-style-type: none"> • Ms. Srinivasan said with respect to the surveys, VPC intends to develop them as both online and hard copy. The conversations VPC has had with the PDCs suggested that members of the community may want to fill in surveys by hand. • Q—Ms. Samonisky said she has captured a couple questions the subcommittees would like answered during the community meetings and asked what questions would the Commonwealth like answered. <ul style="list-style-type: none"> ○ A—Adm. Phillips said that the goal is to keep the work of the CRMP going irrespective of changing administrations. The Commonwealth would like to know how stakeholders see the CRMP adding value to them over time and what the Commonwealth can do to better facilitate coastal resilience and flood resilience in their community over time. • Ms. Srinivasan said that we should mention that this will be an ongoing process in all of our meetings with all of the stakeholders—that this may be the first time we talk to them but it will not be the last. • Mr. Dalon said that we will have more feedback and more questions once we see the survey and that organizing groups into a hierarchy will help define the questions we want each group to answer.
7.	Public Comment Period	Adm. Phillips asked for any public comments. No public comments submitted or speakers registered.
8.	Adjourn	Adm. Phillips asked for any final comments from the members. No comments. Adm. Phillips asked for motion to adjourn. Dr. Weiss moved, Director Paylor seconded. Motion passed unanimously. Meeting adjourned at 10:28am.
9.		

Action Items			
#	Action Item	Owner (Organization)	Due Date
1.			