

Virginia Coastal Resilience Master Plan
Technical Advisory Committee - Outreach Subcommittee

Subject	Outreach Subcommittee Meeting #4 Virginia Coastal Resilience Master Planning Framework	Date	April 28, 2021
Facilitator	Meryem Karad	Time	2:00pm – 3:30pm
Location	WebEx - https://governor.virginia.gov/i/ffd5a	Scribe	Ashley Samonisky

Invitees/Attendees			
#	Name	Organization/Role	Attended?
Outreach Subcommittee Members and Staff Advisors			
1.	Ashley Montgomery – Chair	Hanbury	Y
2.	David K. Paylor – Vice Chair	Department of Environmental Quality	Y
3.	Meryem Karad - Staff		Y
4.	John Bateman	Northern Neck Planning District Commission	Y
5.	Jill Bieri	The Nature Conservancy	
6.	Alec Brebner	Crater Planning District Commission	Y
7.	Dr. Jessica Whitehead	Institute for Coastal Adaptation/Resilience- Old Dominion University	Y
8.	Martha Heeter	Plan RVA (Richmond Regional Planning District Commission (Sarah Stewart))	
9.	Traci Munyan	Department of Housing and Community Development	Y
10.	Lee Hutchinson	Department of Housing and Community Development	
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	Y
16.	Leigh Mitchell	Upper Mattaponi Indian Tribe	
Scheduled Speakers			
17.	Deepa Srinivasan	Vision Planning and Consulting/Dewberry Team	Y
Designated Alternates			
18.	Sarah Stewart	Alternate for Martha Heeter	Y
Subcommittee Advisors			
19.	Emily Steinhilber		
Other Participants			
20.	Ann Phillips	Rear Admiral, US Navy (Ret.) - Special Assistant to the Governor for Coastal Adaptation and Protection	Y
21.	Matt Dalon	DCR	Y
22.	Connor Winstead	DCR	Y
23.	Patrick Larson		Y
24.	Renee Hoyos		Y
25.	Elizabeth Parker		Y
26.	Shurui Zhang	Virginia Sea Grant	Y
27.	Keith Cannady		Y
28.	Grace Tucker		Y
29.	Cindy DiFranco		Y
30.	Lauren Landis		Y
31.	Madison Teeter		Y
32.	Aaron Puritz	WebEx Administrator	Y
Consultant Support			

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#	Name	Organization/Role	Attended?
33.	Brian Batten	Dewberry	Y
34.	Johanna Greenspan-Johnston	Dewberry	Y
35.	Ashley Samonisky	Vision Planning and Consulting	Y

Agenda/Minutes		
#	Agenda Item	Minutes
1.	Introduction, Roll Call, and Quorum Affirmation	Meryem Karad called the meeting to order and provided an introduction and discussed guidelines for the virtual meeting. It is requested that attendees ask questions in the chat box. She then took roll for the Outreach Subcommittee Members and a Quorum was achieved.
2.	Section 1289 Reading	<p>Meryem read the required Section 1289 verbiage and asked for motion to move forward with the meeting virtually. Denise Nelson motioned and Kristen Owen seconded for the meeting to continue virtually. Motion passed.</p> <p>If anyone has any connectivity issues, please contact Meryem Karad at meryem.karad@governor.virginia.gov or 703-989-2141.</p>
3.	Review of Outreach Dewberry Collaboration	<p>Ashley Montgomery provided an introduction to the Agenda and today's presentation. The NAACP speakers were unable to attend today so those presentations have been rescheduled for a later date.</p> <p>Rear Admiral Ann Phillips provided an introduction to the five read ahead materials that were distributed to the Subcommittee members before the meeting.</p> <ul style="list-style-type: none"> • Agenda • VA CRMP Overarching Statement • Outreach Strategy Guidance Document • Gantt Chart Timeline • Information Request Document <p>Q - Denise Nelson - Has the lists of contacts have been compiled? A – Meryam is still working on compiling the lists. Some of the asks from the Dewberry information request are included in the stakeholder lists.</p>
4.	Dewberry Outreach Team Presentation	<p>Brian Batten provided an introduction to the Dewberry Team and turned the meeting over to Deepa Srinivasan (VPC) to discuss the Outreach Strategy.</p> <p>Deepa provided an introduction to the VPC team and their roles and responsibilities. Deepa then discussed the strategy documents distributed in order to walk the SC members through the steps and tasks involved in the outreach strategy and presented information on stakeholders, efforts, schedule, metrics, and needs (See Attached Slides).</p> <p>Ashley Montgomery opened the floor to discussion or questions.</p> <ul style="list-style-type: none"> • Q – Denise Nelson – It is great to see this level of organization for the strategy. I am thinking of other things going on as far as surveys and events. Middle Peninsula is Working on RAFT, some areas updating HMPs,

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		<p>Greenway Plans, etc. How can we coordinate these activities to not overwhelm the stakeholders?</p> <ul style="list-style-type: none"> ○ A – Deepa – This is a good question. All of the processes in motion, and any available information we should be made aware of so we can identify touchpoints. Some processes might be discrete and we won't be able to coordinate with, but if we are provided a list of upcoming efforts and events, we can identify potential overlap. Given the accelerated timeline we want to take full advantage of these opportunities. ○ A - Denise – We can ask the PDCs and other partners what might be going on in their areas that we can tack onto. ○ Emily Steinhilber (Chat) - Denise, there is also an effort to align some work off of the RAFT to do resilience outreach with the GO opportunity. I am happy to discuss further but Carol Considine at ODU will be able to assist. <ul style="list-style-type: none"> ● Q – Dr. Jessica Whitehead – I can see this being a huge challenge in larger local governments, for instance, Virginia Beach, Portsmouth, etc., and only choosing three could be tough to prioritize. Are we giving guidance on social vulnerability or exposure? Are there alternate ways to fold in other underserved populations? Any networks of faith communities to identify hidden audiences. <ul style="list-style-type: none"> ○ A – Deepa – Yes, we will tap into faith-based organizations, food banks, and other NGOs to identify these areas. We chose three because of the number of local governments involved in the process and did not want to open the solicitation up to any number. We are also cross referencing with the risk assessment which will help identify priority areas based on exposures. ● Q - Lauren Landis (Chat Question) - Has Dewberry hired or will hire staff to DO the community outreach (e.g., the community fleeting, etc.) or are they relying on their NGO partners and maybe subcommittee members (?) to do the outreach? I guess, meaning are they just the planners or are they also the implementers? <ul style="list-style-type: none"> ○ A – Meryem – Yes, we are working with NGOs in the Commonwealth to conduct the outreach, but we will also support them. ○ A - Deepa – Yes, we are the planners, we will plan the meetings, coordinate advertisements, and help facilitate the meetings (sign in sheets, give presentations etc.). We need the NGOs to be the “boots on the ground”. They know their communities. We also have limited time for “Year One”, so, we want to aim wide over deep, rather than do everything and only reach a few communities. ● Q - Lauren Landis (Chat Question) - I think Meryem answered this, I guess a more technical way of asking it is: Does Dewberry have community organizers? And it sounds like no, they are more going to be facilitators/planners.

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		<ul style="list-style-type: none"> ○ Correct. Dewberry does not have “boots on the ground”, they are looking for NGOs that have their OWN boots on the ground. Thank you! Just trying to determine the amount of “burden” on NGOs. ● Q – Ashley Montgomery – How will this engagement with the NGOs happen? What is the accountability built into this exchange? To ensure they fulfil those boots on the ground responsibilities. Should we look at a metric for impact? We are looking at the NGOs to distribute the toolkit, so we need to track holding them accountable to engage with the communities to begin with. <ul style="list-style-type: none"> ○ A - Rear Admiral Ann Phillips – When we released the framework, Shuri and I put together an outreach strategy, including: who we engage; who we talk to; etc. We are not outreach specialists, but we started with PDCs and planning districts. They have been involved. Next, we go to localities or faith-based groups. A main question to be answered is: How do we develop the messages and identify messengers? Some NGOs volunteered early, some have since disappeared, and the challenge for all is they are consumed with other issues (Covid for example). There are other environmental issues that are occupying their time. Many NGOs have banded together to try and help us. Some of them are on the call as attendees, and we would like to identify more willing participants for this project. Are there other ways to target communities that we know we want to hit, but just cannot get there yet? We need the contacts spreadsheet as soon as possible. ○ A - Denise – I am working on a three PDC team for ecotourism and to provide resilience training to businesses. We should coordinate with this effort. We are discussing all types of resilience. ○ A - Dr. Whitehead – I am trying to be generous on this aggressive timeline. North Carolina was in a similar position with no money for this kind of effort. There is financial assistance here, but we still need NGO assistance. Many are still dealing with Covid. What are the processes we are setting up for implementation? It will take sustained involvement to implement. What can we realistically do by December? What do we need them to do now vs years 2 and 3? ○ A - Deepa we are looking at this as an iterative process so it can continue in the future. Are there more communities to be reached next year? A question becomes, do the identified communities need to be met with 2 or 3 times? ○ A - Meryem - This is a multi-year process, so while this is an aggressive timeline, it does not end in December. We will still hold check-ins with groups on the ground. It is notable that we are looking at this as “Phase 1” but there will be a second and third phase to follow. If you have any other ideas or questions please send them to Ashley and Meryem. ● Ann – We also have questions for the committee that are aligned to the broad Dewberry conceptual model. Please remember these are not the same as questions related specifically to the outreach strategy. Just a reminder there are two calls for input. <ul style="list-style-type: none"> ○ Meryem – Do we wish to discuss this now or at a later time?

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		<ul style="list-style-type: none"> ○ Ann – It would help to set a date to complete the data you have collected so we can move forward. <p>Ashley Montgomery asked participants if there were any other questions.</p> <p>Ann advised that the Committee we would be grateful for your comments on the mission statement document. It will serve as our opening outreach message and has been approved by Secretary Strickler. If you have additional comments on the outreach strategy, please send that to Ashley Montgomery to compile and send to the Dewberry team. We will also have VPC coordinate with the other subcommittees. There will likely be a joint meeting in the future, and will require additional collaboration.</p> <ul style="list-style-type: none"> ● Q - Alec Brebner (Chat Question) - At the risk of kicking a dead horse, I am afraid "coast" does not resonate in Crater localities. I do not know if coastal plain is catchy enough, but it is more inclusive. <ul style="list-style-type: none"> ○ A – Meryem I will leave this to the committee to discuss. ○ A - Corey Miles – Could we say coastal region? Also, a question – are we making this a public document? Or is it still draft? ○ A - Ann – This is still a draft, but will be posted as DRAFT to the public website. We will be making edits to incorporate recommendations from today’s meeting.
5.	NAACP Presentation Gaylene Kanoyton & Karen Camplin	Postponed to later date – TBD
6.	Wrap up and Q&A	<p>Ashley reiterated touch points for the Subcommittee:</p> <ul style="list-style-type: none"> ● Data collection – Started ● Messaging document for comments ● Strategy outreach comments <p>These items are due by next Friday for all items.</p> <p>Meryem stated there are a few groups the Subcommittee would like to have at least 20 minutes to meet with, including environmental partners, NAACP, and any “boots on the ground” groups. Sha asked attendees to please provide any recommendations for invitations to talk/present.</p> <ul style="list-style-type: none"> ● Q – Alec Brebner –Can we discuss underserved communities and collecting public input from those areas. How many complete localities are low income? I have two. How do we engage a city or part of the city to gain their interest or participation? <ul style="list-style-type: none"> ○ A – Ashley – We do a lot of community-based design where we will not know anyone in the community and at that scale we just knock on doors and reach out to civic leagues and identify who has a community organization in that neighborhood. Sometimes a street corner “hangout” is a great way to identify who leads the community. If we build those networks we can tap into the neighborhoods. We need to craft strong ties to the NGOs and community groups and

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		<p>activists. We want them to have a sense of ownership in the process. They feel invested and will maintain contacts.</p> <ul style="list-style-type: none"> ○ A – Deepa – We will also reach out to communities that already participate in other planning processes so at least there is an active network in place. ● Q – David Paylor – In terms of identifying communities, we do have some GIS capabilities with CDC data. We could provide some mapping that would help identify areas we should target based on income levels and ethnicity. We have several data layers to use. <ul style="list-style-type: none"> ○ Deepa – We will put the Dewberry team in touch to make the mapping connection. ○ Ann – Yes there is a large mapping task involved in this process. We do not want to duplicate efforts. <p>Emily Steinhilber mentioned (Chat Comment) that VIMS and ODU have done some various research/tool development on social vulnerability/flood risk, and that Brian (Dewberry) has been in touch with Molly (VIMS) and George (ODU). Ashley advised that this is another connection point to be fleshed out.</p>
7.	Public Comment Period	No public comment requests registered.
8.	Wrap-up and Adjourn	<p>David Paylor noted that the Environmental Justice (EJ) Office began work on Monday. Renee Hoyos is leading and comes with a lot of community experience . She has worked in California and Tennessee. Jerome Brooks, who works with DEQ, also works in both air and water programs is supporting the EJ Office. The Office is just getting off the ground and is working on identifying and prioritizing communities now. They have their focus and now some tasks to support.</p> <p>As there are no further Subcommittee comments, Ashley asked for a motion to adjourn. Motioned, David Paylor seconded, motion passed. Meeting Adjourned.</p>

Action Items			
#	Action Item	Owner (Organization)	Due Date
1.	Provide any additional comments on the outreach strategy to Ashley Montgomery to compile.	All	TBD
2.	Provide any recommendations for invitations to NGOs or environmental advocacy groups to talk/present at upcoming meetings.	All	TBD

If you have any questions, please contact Ashley Samonisky, Vision Planning and Consulting, at asamonisky@vision-pc.net.