Subject	Outreach Subcommittee Meeting #6 Virginia Coastal Resilience Master Planning Framework	Date	September 1, 2021
Facilitator	Meryem Karad	Time	1:00 pm – 2:30 pm
Location	WebEx - https://governor.virginia.gov/i/igyrv	Scribe	Emily Sokol

	Invitees/Attendees					
#	# Name Organization/Role		Attended?			
	Outreach Subcommittee Members and Staff Advisors					
1.	Ashley Montgomery	Chair – Associate Designer, Hanbury				
2.	David K. Paylor	Vice Chair – Director, Department of Environmental Quality				
3.	Meryem Karad	Staff Advisor – Assistant Secretary of Natural Resources	Y			
4.	John Bateman	Regional Planner, Northern Neck Planning District Commission	Y			
5.	Omer Yousuf	Diversity, Equity, and Inclusion Officer	Y			
6.	Jill Bieri	Director of Virginia Coast Reserve, The Nature Conservancy	Y			
7.	Alec Brebner	Executive Director, Crater Planning District Commission	Y			
8.	Dr. Jessica Whitehead	Executive Director, Institute for Coastal Adaptation and Resilience				
9.	Martha Heeter	Executive Director, Plan RVA				
10.	Traci Munyan	Program Administrative Manager, Department of Housing and	Y			
	·	Community Development				
11.	Lee Hutchinson	Resiliency Program Analyst, Department of Housing and Community Development				
12.	Corey Miles	Coastal Resources Program Manager, Northern Virginia Regional Commission	Y			
13.	Kate Gibson	Deputy Director, George Washington Regional Commission				
14.	Kristin Owen	Floodplain & Dam Safety Manager, Henrico County				
15.	Kimberly Cain	Special Assistant Director, Office of Diversity, Equity, and Inclusion				
16.	Leigh Mitchell	Natural Resource and Environmental Protection Coordination, Upper				
	-	Mattaponi Indian Tribe				
		Scheduled Speakers				
17.						
		Designated Alternates				
18.	Sarah Stewart	Alternate for Martha Heeter, PlanRVA				
19.	Carol Considine	Alternate for Jessica Whitehead				
20.	Luke Peters	Alternate for Kate Gibson, GWRC	Y			
21.	Renee Hoyos	Alternate for David Paylor, Environmental Justice Director	Y			
		Subcommittee Advisors				
22.	Emily Steinhilber	Environmental Defense Fund	Y			
23.	Jay Ford		Y			
		Other Participants				
24.	Ann Phillips	Rear Admiral, US Navy (Ret.) – Office of the Governor	Y			
25.	Connor Winstead	VA Dept. of Conservation & Recreation	Y			
26.	Matt Dalon	VA Dept. of Conservation & Recreation Y				
27.	Shurui Zhang	Υ				
28.	Ellen Bolen		Y			
29.	Matt Jones		Y			
30.	Chris Stone		Y			
31.	Samantha Sedivy		Υ			

	Invitees/Attendees				
#	Name	Organization/Role	Attended?		
32.	Renee Hoyos		Υ		
33.	Jay Ford		Υ		
34.	Brent Hunsinger		Υ		
35.	Lauren Landis		Υ		
36.	Pat Calvert		Υ		
37.	M. Moore		Υ		
38.	Luke Peters		Υ		
39.	Garry Harris		Υ		
40.	Grace Tucker		Υ		
41.	Patrick Larsen		Υ		
	Consultant Support				
42.	Emily Sokol	Vision Planning and Consulting	Y		
43.	Deepa Srinivasan	Vision Planning and Consulting	Υ		
44.	Ashley Samonisky	Vision Planning and Consulting	Υ		

	Agenda/Minutes			
#	Agenda Item	Minutes		
1.	Welcome/FOIA Preamble/Roll Call	Meryem Karad welcomed all to the meeting and called the meeting to order at 1:03 pm. She read required language passed by the General Assembly, allowing bodies such as the Subcommittee to meet for the sole purpose of sharing information and hearing presentations.		
		She then took roll for the Outreach Subcommittee members and reported that a quorum had been achieved. Meryem discussed guidelines for the virtual meeting and requested that public attendees ask questions in the chat box, which she would moderate throughout the meeting. If a disruption occurs or anyone has any connectivity issues, please contact Meryem Karad at		

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		You all have received a Doodle poll for an in-person September meeting for the Subcommittee, which will be in Richmond. Please fill out your availability for this meeting through the Doodle poll. The goal for that meeting will be to go over Outreach portion of the CRMP document. We are shooting for the meeting to occur mid-September. In doing so, we can provide you with the document in advance, have a discussion during the meeting, and come to a consensus and provide recommendations. The Diversity, Equity, and Inclusion team will also provide feedback.		
		Meryem opened the floor to the Subcommittee to provide feedback and ask questions.		
		Discussion Point- Jill Bieri: For the outreach meetings to vulnerable communities that will be occurring in the coming weeks, do we have a list of those vulnerable communities and an explanation of how these communities were identified? Will there be any meetings on the Eastern Shore because we have not heard about these meetings? - Meryem: There is one meeting on the Eastern Shore that has been scheduled. It is posted on the commonwealth calendar. Ellen could expand more about how the communities were determined? - Ellen Bolen: We are scheduling a meeting in early October for Eastern Shore. There were multiple communities that we identified as vulnerable on the Eastern Shore. I can go into detail regarding how these communities were chosen, if we have time to do so. We are still trying to schedule meetings for Middle Peninsula and Chesapeake. We can provide the schedule for the meetings as well. - Jay Ford: Has a location been identified for meeting in Eastern Shore? I know we identified some pretty small communities, but I believe the community college may be the only option at this time. - Ellen: Let me circle back with Delcino Miles on that. We originally intended to hold the meetings in smaller communities and at smaller venues, such as churches, to better reach out to these communities. However, due to COVID, we did not want to use small venues because we need to have enough space to keep people safe, and we also want to use spaces that allow for a hybrid meeting option, so the space needs to have that technological capacity. We are also looking to have some virtual meetings as well. - Ashley: Leading up to these community meetings, we need to identify how these communities were selected and how we can make these meetings more successful. Meryem: I am going to put the agenda for this Subcommittee meeting in the chat for those that are having difficulty downloading it from the Commonwealth website.		
3.	Brainstorm	Ashley provided a brief background to guide the Subcommittee's brainstorming session,		
	Recommendations	with the goal of creating a better process moving forward and improving communication and engagement of communities. She outlined the following questions to guide discussion: Subcommittee Membership: Do members have capacity to continue? How do we redefine membership? Who was missing from the table this initial go-		
		round?		

# Agenda Item What were the key takeaways from the PDC meetings? - What worked, what didn't work? - Did participants leave with the information they needed? Possible recommendation topics for first version of the CRMP? - Community Meetings - Succinct and efficient Messaging + Messenger - Community Education - Inter-Agency network Discussion Point- Ashley: I believe this Subcommittee could have greater creating effective messaging and engaging communities moving forward. V Subcommittee has the capacity and wants to participate further? Everyone message from Rear Admiral Ann Phillips regarding what is expected from the forward. Who all should be brought into the conversation and into the Subcenhance our actions in the future? - Rear Admiral Phillips: The Subcommittees were formed based on membership; originally, they were established not to exceed twelved thought about opening them up more broadly, but we felt that we capacity to manage such a large group and could more efficiently smaller group that has knowledge of the CRMP objectives and results of the members have changed over time. Advisors have be can participate in specific Subcommittees without being subject to provided more flexibility. That is how the Subcommittees came to are. What they will be in the future is the discussion that we need Emily Steinhilber: It is important to decide what we are missing an be an advisor. I know that there are NGO representatives who are this meeting, It might be helpful to articulate what the goals are m This group has wonderful folks who represent the PDCs, state agifithe goal of the Subcommittee is to ensure that there is engagem Virginians, it may not be the optimal group as is. Can we better ar short- and long-term goals of the Subcommittee? Discussion Point- Jill: I understand what you are saying. However, before there are some of us on this Subcommittee that have extensive outreach e staff capacity for outreach. I just want to make sure that we are using the to capabilities of those already on the Su	
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on meetings. We want to help with some of this community engagement, s to organize meetings. There is some capacity on this Subcommittee into w tapping. - Emily: Thank you, Jill. Do you have ideas about how to tap into the Jill: From Eastern Shore's perspective, we and our partners have with the community in a lot of different ways on resiliency issues. Ye established ties in the community. We do not want to confuse people.	ch experience and ne talent and up just to sit in at, such as helping o which we are not to those resources? ave been working es. We have

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		- Ashley: Great point. We need to make sure that we are effectively using the capacity that we already have. How do we build out that capacity and enhance our communication? How does the Subcommittee get integrated into the decision-making process? It is important to understand our key players and leverage them so that we do not have to do double the work. - John Bateman: I am taking Jill's point and being introspective about my role on this Subcommittee. Our PDC provides a rural regional perspective, and we have extensive outreach and networking capabilities with both state agencies and in our region. - Ashley: How do we make sure that we are plugging the right players into the conversation? How do we ensure that the correct people are speaking to how vulnerable communities are being selected? What are the roles, responsibilities, and outlining capacity of different contacts/agencies? - Rear Admiral Phillips: Maybe that is a suggestion the Subcommittee can make- to understand who is present in a community and where they are active. We can work towards finding these groups across coastal communities. Where do they work, what do they do, and what other capacity do they bring that can fit into the CRMP? We also need local groups that are familiar and trusted among local communities. - Ashley: We need each of the TAC members to outline their capacity. Maybe that is how we try to connect those dots locally and at the state level. - Meryem: It would be helpful to have examples of what those capacities are. Can you host meetings, can you schedule meetings, can you provide resources and reading materials, etc. - Jill: We can also help bring people to the table. We should be represented at each meeting to address the trust issue. It will be helpful to understand our capacity before we add more individuals to the Subcommittee. Maybe local organizations and PDCs can host the events because who invites participants might determine who shows up. We can provide expertise about what is already going on in the communit			

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	 Ashley: I think that this is intrinsically intertwined with the capacity conversation. There is not a lot of capacity to work with underserved communities. Those voices need to be at the table- we need to reach out to them and get their lived experiences. How do we pull those activists and community leaders into the conversation, as well as create a structure or network by which to bring them on? Is there a framework that we can develop by understanding our region and how they operate in their communities? Meryem: If there is guidance that this Subcommittee can provide about how you would like to see the Subcommittee operate in the future, that would be helpful.
	Discussion Point- Ashley: Now, we can move forward and discuss the PDC meetings that have been conducted- where they were successful and where there are gaps. There has been a time constraint with this first iteration, but let us look to identify what has and has not worked so far. Ellen, how was the impact analysis used to identify vulnerable communities? There is time to influence the community meetings that are coming up in the future. It would be helpful to understand how those communities were identified. Then we can determine what capacity looks like in this Subcommittee and in communities. - Ellen: We need to identify where there may be overlapping vulnerabilities, socially and to coastal flooding hazards. We were looking for hotspots and found 8-10 sites in our initial focus on the Hampton Roads area. We initially planned to have 32 meetings. We will conduct all 32 meetings, but not in the timeframe initially established. We are trying to understand how to conduct these meetings efficiently and safely with COVID and the surge of the delta variant. Dewberry initially drew hotspots, which aligned with the anecdotal material we received regarding areas of concern. In our initial set of meetings, we wanted to focus on areas currently experiencing coastal flooding. We are using these community
	 meetings to fuel a broader outreach strategy going forward. We used the data to find overlapping vulnerabilities and now want to talk to these communities about their lived experiences with flooding. John: We need to make sure that we are dedicating an appropriate amount of time to conduct thorough outreach prior to the meetings. Brent Hunsinger (in chat): Not all PDC's have meetings scheduled for communities at risk of coastal flooding. Inland PDC's still have areas at risk of coastal flooding. Meryem: That is correct. This initial group of meetings is currently focused on coastal areas, but we will be expanding to inland communities in the future. Ellen: Yes, I can assure you that meetings with communities experiencing inland flooding will occur.
	Discussion Point- Ashley: What can we learn from the prior PDC meetings to make these community meetings more successful? I think we should work from the PDC level down to the micro level to better understand capacity and build outreach prior to the community meetings. We need to be more holistic with how we engage with the general public. - John: I think the best way to do that is to identify those community-based organizations that are already serving a particular community. They will likely have their own goals and objectives, but we will need to align those goals with

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		our efforts. It would be useful to use these community meetings mostly as listening sessions. - Emily: Were those organizations effectively identified in the living spreadsheet that was being pulled together a few months ago? - John: It is a start, but these organizations are the primary source of support for those communities. They are rarely engaged, and we often do not know who specifically they represent. Discussion Point- Brent (in chat): It would be useful to tie these community meetings into Flood Fund outreach.			
		 Flood Fund outreach. Ellen: I would love to get feedback from you all regarding how to best communicate with localities and communities about the Flood Fund. I wrestle with how to talk about it because I do not think community organizations can apply- it has to be the PDCs or localities. Do you all have any ideas? Jay: Great point. That being said, those of use engaged in these conversations all know each other because there are not many of us. Coastal resiliency has not been elevated to an issue that you would call your legislator about. Individuals should want to reach out to their legislators and elected officials to advocate for these opportunities. The State will need to evolve and make resiliency a bigger issue. It is important to link it to the Fund because people need to start drawing that line and those connections. M. Moore (in chat): Have someone from the municipality at the meeting. Rear Admiral Phillips: That is very important. Communities need to be encouraging their localities to take the first step. People within the locality who will be making decisions about this work need to be there to represent the interests of their locality. Then the citizens can tell them, "We want this work to happen, and we want our elected officials to pursue this." There are a lot of people who want to do the right thing about coastal resiliency, especially with regard to equity, but are not reached out to by the public. Then, they do not think their constituents care about the issue. Jill: It is a natural fit to discuss the Flood Fund at these community meetings. It will help get the information out and inform the public. For example, we have been doing deep community engagement with Oyster, and they recently asked for their leaders to pursue a Flood Fund grant to create a coastal resiliency plan. John (in chat): Although, not all members of a locality are typically represented Ellen: That was really helpful input. We will definitely make the Fl			
		Brent (in chat): It might be helpful to work with/through local Board of Supervisors to help plan and get the word out about community meetings.			

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		Ashley identified that creating a connection to the Flood Fund and having representation from the municipalities at the community meetings have both been recognized as necessary for the success of the community meetings and will be priorities moving forward. She opened the floor to Omer Yousuf to provide his input regarding increasing engagement with underserved and vulnerable communities. - Omer: Our offices work with a variety of constituencies, and we have found consistently that those representing disabled communities and communities of faith are not well represented. These communities are key components of a locality. They are key to the work that is conducted around vulnerabilities and are often excluded at the locality level. - Ashley: Who has the trust of these communities- how do we get them plugged in to the conversation? - Omer: I am curious to know what the regional representatives have to say about their engagement with these communities. Discussion Point- John: I want to caution that the lines of communication and engagement are not linear. We need to create a network to outreach and engage with communities. When it comes to local elected officials, there are multiple avenues to engage with them. The same goes for vulnerable communities. The first line of communication may not always work, so you have to follow up another way. - Ashley: We need to identify and create an engagement network. This is an iterative process; defining that communication plan will be essential to this working and bringing equity. - John: The effort needs to be exhaustive. You need to keep trying to reach out until people feel comfortable enough with the effort to speak on it. - Alec Brebner: If you are relying on government bodies to reach communities, you are defeating yourself, by definition. - Ashley: How does this network look outside of government bodies? Who is the appropriate messenger? - Ellen: I have a question for this group. I am looking at our schedule and find that this is an election season. Does an
4.	Public Comment Period	Ashley opened the flood for public comment. Meryem reported that no one signed up for public comment, and no individuals offered public comment at this time.
5.	Next Meeting	Meryem resent the link to the Doodle Poll in the chat box, which will be used by the Subcommittee to determine the best time for their next meeting. Ashley recognized that the current meeting was not the time to vote or make decisions, only to observe the process as it has happened and determine how the Subcommittee wants to move forward and better achieve its goals. Ashley thanked the Subcommittee for its efforts and participation in discussion and reported that the Subcommittee would be offering recommendations once it has had the opportunity to review the Outreach portion of the CRMP document. Ashley then opened the floor to the Subcommittee to identify and top priority items that had not yet been captured.

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		 John: Would it be a good exercise for each of the Subcommittee members to identify their capacity moving forward? I believe they are in the process of evaluating the results of the PDC meetings, so we can use their analyses to make recommendations at the next Subcommittee meeting. As for possible recommendations for the CRMP, that is something we can put more thought into in September, when we have had time to review the document. Rear Admiral Phillips: Yes, the surveys have been analyzed by Vision Planning, and they have provided us with reports on the surveys. We have asked for them to make tiny tweaks. Dewberry has also produced summaries of the charettes, which need more analysis before they are published. It is on the agenda for the TAC to view them, but they will be made available in time for your in-person meeting in September. The surveys will be ready by then, and the charette work should be ready by then as well. Ashley: Yes, that is a great idea, John. I will have these notes typed up and sent to all of you, along with screenshots of the Miro board. When we have our inperson meeting, we can come with full thoughts and continue this conversation 		
6.	Wrap-Up and Adjourn	Ashley motioned to adjourn the meeting, and John seconded the motion. Ashley conducted a voice vote, and the motion passed unanimously. Ashley adjourned the meeting at 2:32 pm.		

	Action Items					
#	Action Item		Due Date			
		(Organization)				
1.	Identify capacity to engage with the CRMP project moving forward and identify	Subcommittee	September			
	specific capacities for outreach and engagement of communities.	Members	Meeting			
2.	Review the Outreach portion of the CRMP document for discussion at the	Subcommittee	September			
	September meeting.	Members	Meeting			

If you have any questions, please contact Emily Sokol, Vision Planning and Consulting, at esokol@vision-pc.net.