Virginia Coastal Resilience Technical Advisory Committee (TAC)
Outreach and Coordination 2024 Q2 Subcommittee Meeting Minutes

Subject	TAC O&C Subcommittee Meeting 2024-Q2	Date	05/16/2024
Chair	Michael Perez (Co-Chair) Deputy Chief Diversity Officer Office of Diversity, Opportunity and Inclusion (ODOI)	Time – START/ADJOURN	10:00am/11:47am
Location	Conference Room 1 Patrick Henry Building 1111 E Broad St Richmond, VA 23219	Scribe	Addie Alexander VCU CPP

Committee Members		
Title [Alternate Title] Organization (Abbreviation)	Name [Alternate Name]	Attended? V = Virtual
Chief Diversity, Opportunity, and Inclusion Officer [Deputy Chief Diversity Officer] **Office of Diversity, Opportunity and Inclusion (ODOI)**	Martin Brown, Chair [Michael Perez], Co-Chair	[Y]
Executive Director [Environmental Planner II] **George Washington Regional Commission**	Charles P. Boyles, II [Meredith Keppel]	
Environmental Program Coordinator **Nansemond Indian Nation**	Cameron Bruce	Y
Director, Volgenau Virginia Coastal Reserve **The Nature Conservancy (TNC)**	Jill Bieri	
Commander [Deputy Chief, Water Resources Division] **U.S. Army Corps of Engineers, Norfolk District (USACE)**	Colonel Brian P. Hallberg [Greggory Williams]	[V]
Director [Chief Deputy Director] **Virginia Department of Conservation and Recreation (DCR)**	Matt Wells [Andrew Smith]	
Tribal Administrator **Upper Mattaponi Indian Tribe (Upper Mattaponi Indian Tribe)**	Reggie Tupponce	
Assistant Director [Resiliency Program Analyst] **Virginia Department of Housing and Community Development (DHCD)**	William Curtis [Lee Hutchinson]	Y [V]
Senior Vice President Governmental Relations [Legislative Specialist, Governmental Relations] **Virginia Farm Bureau (VAFB)**	Martha Moore [Katelyn Rose Jordan]	[V]

Committee Members		
Title **[Alternate Title]** **Organization (Abbreviation)**	**Name** **[Alternate Name]**	**Attended?** **V = Virtual**
President & CEO **Virginia Manufacturers Association (VMA)**	Brett Vassey	
Environmental Specialist **Virginia Marine Resources Commission (VMRC)**	Khadijah Payne	[V]
Environmental Director **Virginia Port Authority (VPA)**	Scott Whitehurst	V
Executive Director [Policy Program Director] **Wetlands Watch (Wetlands Watch)**	Mary-Carson Stiff [Ian Blair]	[V]

TAC Advisors		
Name	**Title** **Organization (Abbreviation)**	**Attended?** **Y = Virtual / R =** **Registered**
Joseph Howell	Regional Community Plans & Liaison Officer **Navy Region Mid-Atlantic (Navy)**	V

TAC Staff and Consultants		
Name	**Title (Organization Abbreviation)**	**Attended?** **V = Virtual**
Matt Dalon	Resilience Planning Program Manager, DCR	Y
Carolyn Heaps-Pecaro	Resilience Planning Program Coordinator, DCR	Y
Will Isenberg	Coastal Planner, DEQ	V
Arthur Kay	Lead Mapping & Data Analyst, DCR	Y
Adelaide Alexander	Consultant, Virginia Commonwealth University Center for Public Policy (CPP)	Y
Wheeler Wood	Consultant, Virginia Commonwealth University Center for Public Policy (CPP)	Y
Caitlin Morris	Consultant, Launch	Y
Linda Warren	Consultant, Launch	Y
Cece Atkinson	Consultant, Launch	Y
Rebekah Cazares	Consultant, Launch	Y
Ashley Hall	Consultant, Stantec	Y
Morgan Abbett	Consultant, Launch	Y
Joe Girard	Consultant, Launch	Y
Noelle Crowley	AECOM	V
Claire Still	AECOM	Y

Reference Links	
Item	**Link**
Meeting Agenda	https://www.dcr.virginia.gov/crmp/meeting/document/20240516-tac-outreach-coordination-subcommittee-agenda.pdf
Meeting Handouts/Presentation Slides	https://www.dcr.virginia.gov/crmp/meeting/document/20240516-outreach-coordination-subcommittee-materials.pdf
Video Recording of the Meeting	https://www.youtube.com/watch?v=uOJHFtf7PFg

Agenda Item	Minutes
1. Call to Order, Roll Call, Introductions	Michael Perez (Co-Chair) called the meeting to order at 10:03 a.m. and facilitated the subcommittee through the roll call, as well as votes to adopt the agenda and prior meeting minutes.
2. Subcommittee Overview	Carolyn Heaps-Pecaro (DCR) reviewed the purpose of the subcommittee. This subcommittee's goals are to inform the outreach plan for the Coastal Resilience Master Plan (CRMP) and generate recommendations for future planning. This and the next two meetings will be dedicated to creating recommendations. Updates: two new consulting teams will be helping out with this planning process and development of recommendations, Stantech and Launch, who are responsible for report design and production, stakeholder engagement, data review and analysis, and planned resilience actions. The AECOM team will be implementing the public outreach campaign. Launch, Stantec and AECOM team members introduced themselves to the subcommittee members. ● Joe Howell (Navy) commented that the physical and capacity-building projects the Navy has identified in Hampton Roads with community partners have been included in the database.
3. Old Business	Outreach and Engagement Strategy Implementation Update, Carolyn (DCR) The end-user survey was released earlier this year, and the flood story app has been completed. Over the next couple of months, outreach will focus on local government meetings (May-June), underserved community meetings (led by AECOM), public webinars, additional stakeholder meetings, including with private sector and federal facilities, and public comment on the plan after it's released. Subcommittee members asked for a status of where we are at with engaging these different stakeholders, so Carolyn (DCR) reviewed a status update. The

	stakeholders in the blue section, "involve and collaborate" are most central to the planning process, while those in the black, "consult and inform," are still important, but less involved. Some challenges exist with state agencies, tribal partners, and federal actors using the web explorer. Work is being done to address that through the DCR data assistance and improvement plan. It was specifically noted there have been challenges engaging some tribal governments, so the subcommittee may want to consider that in recommendations for development. Next steps (May-July) were reviewed. Subcommittee discussion

4. New Business	Carolyn (DCR) reviewed the context for subcommittee recommendations; these recommendations should identify opportunities to improve the mitigation of severe and repetitive flooding in the coastal region. These could include recommendations for implementation and for improving the planning process. Not all recommendations need to be for DCR
	
	The hope is for 3-5 recommendations per subcommittee, which will be included in the final plan document
	
	The Launch team will help to create a participatory process to create the recommendations.
	
	The final recommendations will be voted on by subcommittee members as well as the whole TAC. There will be information sharing with members not on this subcommittee leading up to the Q4 meeting.
	
	Additional background information:
	● There are Phase I TAC recommendations from 2021
	● Keep in mind subcommittee objectives and discussions
	● Additional materials include (in slide and also in meeting materials PDF):
	   ○ NGO landscape
	   ○ existing grant funding distribution map
	   ○ existing plans distribution map
	● Existing NGO outreach activities–takeaways
	   ○ Lacking connections in Northern Virginia, except Alexandria and Fredericksburg, the Northern Neck, the Richmond Region, Crater PDC, and Western Hampton Roads
	   ○ ongoing activities include education, engagement in decision-making, and technical assistance
	   ○ a lot of organizations are playing a significant role in resilience action and/ or supporting stakeholders
	● Existing grant resources

- o includes CFPF, VDEM's BRIC, and HMGP awards to cities and counties
- o VA Beach, Norfolk, Fairfax, and Hampton are at the top for receiving flood mitigation funding
- Existing plans (as shown on the presentation)
  - o Approved flood resilience plans slide as shown in green
  - o Plans in yellow are where CFPF funds have been awarded
  - o Concentration in Hampton Roads and Northern VA, but less throughout Virginia
  - o Lots of plans under development on the Eastern Shore

Linda Warren (Launch) took over to lead the conversation on recommendations with the following steps identified:

I. Review and refine draft themes as a group
   A. encouraging plan uptake
   B. enhancing coordination
   C. understanding our stakeholders
   D. others

II. Facilitated discussion around: are these the right themes?
   A. Cameron (Nansemond Nation) shared that enhancing coordination and understanding stakeholders is key in engaging tribal nations because of their unique status. Approaching conversations with the right wording is critical to those relationships.
   B. Greggory Williams (USACE) shared that themes are good, though perhaps theme 1 could be part of all the others. There could also be a point about gaps nested within the other themes, especially in the last one.
   C. Ian (Wetlands Watch) asked if we would go into more detail on what type of recommendations we're looking for; how will they be quantified?
      1. Linda (Launch) responded that the recommendations could be for many actors, i.e. the general assembly, DCR, etc., and they can be very specific.
   D. Joseph Howell (Navy) shared that understanding our stakeholders is important, as well as the point on capacity; that fits under the understanding stakeholders category.
   E. Michael (ODOI/Co-Chair) lifted up the importance of approaching as many communities as possible with communication that is effective for that audience. He is hoping to get more perspective on those different audiences.
   F. Scott Whitehurst (VPA) is thinking about how these themes flow together and can be conceptualized as a tree.
   G. Lee Hutchinson (VDHCD) Didn't have any comments
   H. Kadijah Payne (VMRC) didn't have additional comments

III. Linda (Launch) reviewed the themes in greater depth, and provided recommendations for beginning to brainstorm recommendations. Individually brainstorm recommendations under each theme

	IV. Subcommittee members brainstormed (via chat for virtual, and on sticky notes for in person) their ideas, organizing them within the three main themes. Ideas for recommendations generated were: Theme 1: Encouraging Plan Uptake 1a. Encourage state agencies to leverage the plan through representatives on the TAC. 1b. Given budget constraints, identify a comprehensive list of available funding (state, federal) opportunities to support plan initiatives. 1c. 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. 1d. Provide education to community groups – define issues and explain how they impact underserved communities. 1e. Show value of the plan to stakeholders by increasing coordination with local government departments to pinpoint areas of flooding complaints, then target those areas with increase coordination by getting into the communities with informative town hall meetings, etc. 1f. Recognize capacity constraints that prevent uptake and try to find ways to bridge those gaps. 1f. Conduct trainings/workshops on materials/tools. 1g. In assessing partner capabilities/constraints, think about ways to build support network for grant writing. Theme 2: Enhancing Coordination 2a. Increase awareness of online tools available to local stakeholders developed. 2b. Increase outreach efforts via social media. 2c. Coordinate activities among agencies to minimize participant fatigue and show that their input is utilized. 2d. Capture data via coordination with other agencies. 2e. Go to a community after a flooding event and capture metrics to see if plans are working. 2f. Utilize state office that can help with language of the messages.

2h. Doing what is possible to meet people where they are.

2i. Coordinate with community groups who must react to resilience events to understand how they typically respond.

2j. Eliminate barriers to attend meetings and go to people where they are.

Theme 3: Understanding our Stakeholders

3a. Listening to groups and understand and respect word choice/approach to establishing relationships.

3b. Commit to plain English to translate/describe/explain flood mitigation activities and challenges throughout the full process.

3c. Identify highest at-risk populations specifically for Virginia and curate outreach initiatives for those needs (e.g., elderly in retirement men 15-30 etc., whoever is assessed to be at the most risk for flood hazard).

3d. Engage with non-English media outlets on outreach efforts to raise awareness of issues and resources available – TV, radio, print, etc.

3e. Engage with media outlets in languages other than English.

3f. Provide a consistent message.

3g. Identify outlets and see if overlap with those who haven't been participants.

3h. Partner with localities to investigate best cultural format for distributing information.

3i. Develop a strategy to take action to work w/different groups to obtain trust.

3j. Provide interactive community events that encourage engagement and provides education.

3k. Join Community Action Groups to present information on flood resilience.

   V.   Subcommittee members had small group discussions of recommendations, followed by discussion as a full group.
        A.   Encouraging plan uptake:
             1.   Scott Whitehurst (VPA) shared that he added encouraging use of plan by coordination and outreach with critical stakeholders, including local governments, i.e. stormwater management divisions. You could also apply coordination idea to working with NGOs

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        2. Bill Curtis (DHCD) shared the importance of agency coordination; they need to take responsibility for informing and holding accountable their agencies

  B. Enhancing coordination

        1. Cece (Launch!) shared that the group generated ideas for involving different groups and emphasized the importance of involving groups, including new groups through workshops

        2. Scott (VPA) shared that the group should understand what the importance of that topic is for stakeholders. Need to answer the question of what is the value of the plan for that group.

        3. Linda lifted the theme of meeting people where they are

  C. Understanding stakeholders

        1. Ian (Wetlands Watch) shared the importance of committing to plain English; e.g. "flood study" instead of "flood mitigation plan …"

            a) also identifying groups that are particularly vulnerable/ making risky decisions

        2. Greggory (USACE) shared a story from Hawaii working on the wildfires; understanding who the "Kahunas" are before starting a new project or introducing a new idea. Getting them on board allowed the community to buy in, understand their self-interest, and see the value.

            a) The way you reach out and share information matters. Not finding local ambassadors in Norfolk, for example, caused a group to be left out.

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<tr><td>5. Public Comment</td><td>

Markiella Moore asked how locality staff are identified to invite to locality meetings?

- Carolyn responded that often DCR already has local relationships who they reach out to. If not, they go to the city manager or other leaders within the city.

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<tr><td>6. Action Items</td><td>

Linda (Launch!) thanked the group for sharing their ideas, and shared that Launch! will be sharing a 90 second survey that everyone will need to respond to in follow-up to the meeting to prioritize recommendations.

Carolyn (DCR) reviewed additional next steps

- Next meeting will include updates from DCR on implementing the outreach and engagement strategy for this plan
- DCR will also send follow-up information via email about the outreach process, which will be led by AECOM for the remainder of the year, including a list of underserved communities.
- The next full TAC meeting is on June 18th (virtual)

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7. Adjourn	William (DHCD) motioned to adjourn, and Cameron (Nansemond Nation) seconded. Meeting adjourned at 11:47 am.

The purpose of these minutes is to record and preserve, to the best of our ability, the major contributors and general topics covered during this meeting. Verbatim transcription is not the intent of this document. If you have any questions, please contact flood.resilience@dcr.virginia.gov