# Virginia Coastal Resilience Technical Advisory Committee (TAC)
## Outreach and Coordination 2024 Q4 Subcommittee Meeting Minutes

| Subject | TAC O&C Subcommittee Meeting 2024-Q4 | Date | 10/03/2024 |
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| Chair | Michael Perez (Co-Chair) Deputy Chief Diversity Officer Office of Diversity, Opportunity and Inclusion (ODOI) | Time – START/ADJOURN | 09:00am / 11:30 am |
| Location | Virtual | Scribe | Grady Hart |

| Committee Members | | |
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| **Title [Alternate Title] Organization (Abbreviation)** | **Name [Alternate Name]** | **Attended?** |
| 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 [Deputy Director] **George Washington Regional Commission** | Charles P. Boyles, II [Kate Gibson] | |
| Environmental Program Coordinator **Nansemond Indian Nation** | Cameron Bruce | |
| Director, Volgenau Virginia Coastal Reserve **The Nature Conservancy (TNC)** | Jill Bieri | |
| District Commander [Deputy Chief, Water Resources Division] **U.S. Army Corps of Engineers, Norfolk District (USACE)** | Colonel Sonny Avichal [Greggory Williams] | |
| Tribal Administrator **Upper Mattaponi Indian Tribe (Upper Mattaponi Indian Tribe)** | Reggie Tupponce | |
| Assistant Director **Virginia Department of Housing and Community Development (DHCD)** | William Curtis [Lee Hutchinson] | Y |
| Senior Vice President Governmental Relations [Legislative Specialist, Governmental Relations] **Virginia Farm Bureau (VAFB)** | Martha Moore [Katelyn Rose Jordan] | [Y] |
| President & CEO **Virginia Manufacturers Association (VMA)** | Brett Vassey | |
| Environmental Specialist **Virginia Marine Resources Commission (VMRC)** | Khadijah Payne | |
| Director of Environmental **Virginia Port Authority (VPA)** | Scott Whitehurst | Y |
| Executive Director [Policy Program Director] **Wetlands Watch (Wetlands Watch)** | Mary-Carson Stiff [Ian Blair] | [Y] |

| TAC Advisors | | |
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| **Name** | **Title** <br> **Organization (Abbreviation)** | **Attended?** |
| Joseph Howell | Regional Community Plans & Liaison Officer <br> **Navy Region Mid-Atlantic (Navy)** | Y |

| Members of the Public Speaking During Public Comments |
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| None |

| TAC Staff/Consultants | | |
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| **Name** | **Title (Organization Abbreviation)** | **Attended?** |
| Andrew Smith | DCR Chief Deputy Director | Y |
| Matt Dalon | Resilience Planning Program Manager, DCR | Y |
| Carolyn Heaps-Pecaro | Resilience Planning Program Coordinator, DCR | Y |
| Arthur Kay | Lead Mapping & Data Analyst, DCR | Y |
| Wheeler Wood | Consultant, VCU Center for Public Policy (CPP) | Y |
| Lucas Manweiler | DEQ | Y |
| Ellie Plisko | DCR/VCU Wilder Fellow | Y |
| Linda Warren | Launch! Consulting | Y |
| Rebekah Cazares | Launch! Consulting | Y |
| Sidney Huffman | Launch! Consulting | Y |
| Sarah Girard | Launch! Consulting | Y |

| Reference Links | |
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| **Item** | **Link** |
| Meeting Agenda | https://www.dcr.virginia.gov/crmp/meeting/document/20241003-tac-outreach-coordination-subcommittee-agenda.pdf |
| Meeting Handouts/Presentation Slides | https://www.dcr.virginia.gov/crmp/meeting/document/2024q4-oc-meeting-materials.pdf |
| Video Recording of the Meeting | To be provided with final minutes. |

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| 1. Call to Order, Roll Call | Co-Chair Perez opened the meeting at 9am and directed Wheeler Wood of the VCU Center for Public Policy to call the roll. |
| 2. Adoption of Agenda and Minutes | Co-Chair Perez requested a motion to vote on the meeting agenda and minutes from the August 14th meeting. Both motions were passed and the vote was unanimous. |
| 3. Old Business | **a. Outreach and Engagement Strategy Updates**<br><br>**Outreach and Engagement Strategy Update**<br>Carolyn Heaps-Pecaro (DCR) gave an update on the ongoing outreach and engagement activities:<br><br>● **Community Meetings**: Four meetings were held in September in Tappahannock, South Richmond, Warsaw, and Chesapeake, with 63 participants. Attendees shared flood experiences that will inform the plan.<br>● **Public Webinars**: Two webinars were hosted, reaching 95 participants. Recordings are available on DCR's website.<br>● **Upcoming Meetings**: Two additional meetings are planned:<br>  ○ Federal Facilities (October 16, virtual)<br>  ○ Business Industry and Economic Development (public webinar)<br><br>Carolyn invited the committee to help spread the word about these events and noted that the goal is to provide targeted information on the plan.<br><br>**Plan Document Draft Review**<br>The plan's draft reviews have begun, and stakeholders with relevant efforts mentioned in the plan will have an opportunity to review excerpts before finalization.<br><br>**Q&A**<br>Carolyn opened the floor to questions or comments regarding the outreach and engagement efforts. No major concerns were raised.<br><br>**Next Steps**<br>The next phase involves finalizing the recommendations and conducting more targeted outreach with key stakeholders.<br><br>**b. Subcommittee Recommendations Development**<br>● Carolyn opened the discussion on subcommittee recommendations development. Linda Warren and the other members of the Launch consulting team were introduced as facilitators for this portion of the meeting.<br>● The goal of the discussion is to develop up to 5 high-priority recommendations to improve mitigation of severe and repetitive flooding in coastal Virginia. These recommendations should focus on actionable items for the next 1-4 years or process improvements for the Department |

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| | of Conservation and Recreation (DCR) Office of Resilience Planning for the next Coastal Resilience Master Plan in five years.<br>● Approximately 120 additional ideas, developed in earlier meetings, will be captured in the plan's appendix.<br>● Linda outlined the process for reviewing the recommendations:<br>  ○ Each recommendation will be discussed for about 20 minutes, with a focus on whether the language requires changes for clarity or accuracy.<br>  ○ Sidney Huffman will screen share the recommendations and update them live in a Word document.<br>  ○ Once consensus is reached, the changes will be accepted, and the group will move to the next recommendation.<br>● After all five recommendations are reviewed, there will be a public comment period followed by an official vote on each recommendation.<br><br>**First Recommendation Discussion:**<br><br>● **Recommendation O-a**: The DCR Office of Resilience Planning should develop and maintain a comprehensive list of available funding resources to sustainably support the uptake and implementation of the Coastal Resilience Master Plan Phase II.  **Purpose**: Assist in addressing budgetary constraints which limit plan uptake.<br>● **Discussion**:<br>  ○ Joe Howell inquired about any previous comments or discussions from the full TAC meeting regarding this recommendation.<br>  ○ Linda Warren confirmed that no significant comments had been raised, and Carolyn Heaps-Pecaro confirmed that no subcommittee members had submitted comments prior to the meeting.<br>  ○ Ian Blair requested clarification on how this recommendation aligned with the subcommittee's objectives related to outreach and coordination. Carolyn responded that while it was not strictly within the initial scope, it was still relevant to the broader goals of the subcommittee.<br><br>● **Recommendation O-b**:  The Administration should advocate for and provide resources to State legislators on the necessity of continued and increased flood resilience, funding, using project prioritization and evidence of project readiness.  **Purpose:** Assist in addressing budgetary constraints which limit plan uptake.<br>● **Discussion**:<br>  ○ Role of the Administration: There was debate about whether the term "administration" should be replaced or clarified. The group decided it referred to the Governor's administration, which encompasses the CRO and Secretaries responsible for flood resilience policy. |

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| | <ul><li>○ Revised Recommendation: The recommendation evolved to state that the CRO should coordinate with DCR to provide resources on flood resilience funding, emphasizing project prioritization and readiness. This was seen as clearer than the original language, which was criticized for using vague terms like "make the case for."</li><li>○ Clarification of Responsibilities: Some participants expressed concerns about the specific responsibilities of the CRO versus DCR. It was suggested that the CRO, while coordinating with DCR, should remain the point of contact for providing resources and support related to flood resilience.</li><li>○ Linda summarizes: Chief Resilience Officer should coordinate with DCR. To provide resources and supporting information on the necessity of increased flood resilience, funding, utilizing project prioritization and evidence of project readiness.</li></ul><br>**Recommendation O-c**: The DCR Office of Resilience Planning should increase coordination with and support to potential end-users of the Coastal Resilience Master Plan, such as local governments. This may include providing accessible and straightforward webinars and tutorials of available tools and providing customized technical support to develop locally specific project prioritization using the plan. **Purpose**: Increase flood resilience action and encourage informed decision-making through use of existing plan data and resources.<br>**Discussion**:<ul><li>○ Overview of the importance of local government support for implementing the Coastal Resilience Master Plan.</li><li>○ Discussion on current gaps in understanding and utilizing the Master Plan among local governments.</li><li>○ Identification of webinars as a primary tool for disseminating information and best practices.</li><li>○ Exploration of potential topics for webinars, including:<ul><li>■ Understanding the Coastal Resilience Master Plan framework.</li><li>■ Case studies of successful implementation in various communities.</li><li>■ Techniques for community engagement and stakeholder involvement.</li></ul></li><li>○ Consideration of tutorial content to provide hands-on guidance for local officials.</li><li>○ Discussion on the format and frequency of webinars to maximize participation.</li><li>○ Need for technical assistance in the form of Q&A sessions, office hours, or one-on-one consultations.</li><li>○ Emphasis on collaboration with local governments to tailor support based on specific needs and challenges.</li></ul> |

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|  | ○ Review of potential partnerships with organizations that focus on coastal resilience and community development. |
|  | ○ Suggestions for promotional strategies to increase awareness and participation in the webinars and tutorials. |
|  | ○ Katelyn Jordan emphasized the need to support potential end users of the Coastal Resilience Master Plan, aiming for improvements in usability. She stated, "the DCR Office of Resilience Planning will work with and support potential end users of the Coastal Resilience Master Plan." |
|  | ○ Linda Warren questioned if the phrasing addressed the goal clearly, suggesting the need to clarify if the goal is to improve the product or if it's already user-friendly. She noted, "Is it more user friendly? Is it just to make the product user friendly?" |
|  | ○ Ian Blair added that focusing on "user-friendly" might not fully capture the intent, leaning towards "usability" instead. |
|  | ○ Katelyn Jordan suggested using "attainability" as a better word, but Linda Warren pushed for clarity, proposing "to improve user friendliness." |
|  | ○ The discussion evolved to consider using "usability," with Linda Warren noting, "user friendliness is not something that's commonly used." |
|  | ○ Carolyn Heaps-Pecaro inquired if "collaborate" might better convey their intention than "work with." This sentiment was echoed by others, leading to a consensus on using "collaborate." |
|  | ○ There was further discussion about whether to keep "support" alongside "collaborate." Joseph Howell suggested that "support" might be redundant since the following sentence would detail the support mechanisms. |
|  | ○ The group settled on the phrasing: "We will collaborate with potential end users, such as local governments, by improving usability." |
|  | ○ Katelyn Jordan affirmed this change, ensuring it aligns with past discussions about clarity and specificity. |
|  | ○ A debate arose regarding mentioning "webinars" specifically versus using broader terms like "resources and tools." |
|  | ○ Ian Blair raised the concern that the nature of learning resources could evolve over time, suggesting a more general term could be appropriate. Katelyn Jordan reflected on past feedback favoring specificity, noting, "there was a woman who wanted it to be more definitive as to... the tools provided." |
|  | ○ The subcommittee agreed to use the revised phrasing and discussed potential adjustments to the mention of resources to maintain flexibility for future adaptations. |

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| | ○ Linda Warren concluded the discussion, indicating the next steps would involve revising the recommendation document based on the agreed language.<br><br>● **Recommendation O-d**: The DCR Office of Resilience Planning or the Flood Resilience Advisory Committee should develop a strategy to increase use of the Coastal Resilience Master Plan by intended plan end-users, including local governments. The strategy should seek to bridge recognized capacity constraints that prevent plan uptake and should clearly define roles for state agencies to support resilience champions. **Purpose**: Establish a coordinated, actionable strategy to ensure the Coastal Resilience Master Plan is used.<br><br>● **Discussion**:<br>○ Participants noted the importance of maintaining consistency across recommendations, particularly in language and intent. Katelyn emphasized the uniformity with previous recommendations by including "intended plan end users," which is critical for clarity.<br>○ There was significant discussion regarding the term "capacity constraints." Katelyn highlighted the need to specify whether these constraints pertain to DCR or local governments. The group agreed that both should be acknowledged as factors preventing plan uptake. Therefore, the recommendation was modified to indicate that the strategy should seek to bridge recognized capacity constraints within DCR and local governments.<br>○ Carolyn pointed out that the term "end users" should encompass a broader range of stakeholders, including planning district commissions and other state agencies, not just local governments. This would better reflect the diverse entities that can benefit from the plan.<br>○ The group revisited the term "resilience champions." Ian noted that the definition should be expanded beyond just localities to include educational institutions, nonprofits, and other stakeholders. The language was adjusted to refer to "supporting end users" to foster a more inclusive approach. Katelyn proposed alternative language, suggesting that the recommendation should aim to support all interested in resilience efforts, but ultimately, the term "end users" was retained for simplicity.<br>○ Scott raised the question of whether the document should explicitly define recognized capacity constraints. The group concluded that while it might be too specific for this recommendation, the general understanding includes staffing, funding, technology, and political will. Katelyn suggested that the recommendation could still reference "recognized capacity |

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| | constraints" without delving into specifics, leaving that for future discussions. |
| | ○ The final wording agreed upon was: "The DCR Office of Resilience Planning should develop a strategy to increase the use of the Coastal Resilience Master Plan by plan end users, including local governments. The strategy should seek to bridge recognized capacity constraints within DCR and local governments that prevent plan uptake and should clearly define roles for state agencies to support end users." |
| | ○ The Coastal Resilience Technical Advisory Committee (TAC) will cease to exist in its current form after February of the next year. The Flood Resilience Advisory Committee (FRAC) will take over as the primary public advisory body. Members discussed the importance of FRAC in advising on both the Virginia Flood Protection Master Plan and future iterations of resilience plans. |
| | ○ Carolyn Heaps-Pecaro emphasized the need for the Office of Resilience Planning to collaborate with a public body of stakeholders in developing the strategy for the Coastal Resilience Master Plan. This collaboration is crucial to ensure that the strategy reflects the needs and challenges faced by local governments. |
| | ○ Concerns were raised about the FRAC's meeting schedule, which occurs biannually. Members questioned whether such infrequent meetings would allow sufficient time for the FRAC to effectively develop a comprehensive strategy for increasing the uptake of the Coastal Resilience Master Plan. |
| | ○ The discussion included clarifying the relationship between DCR and FRAC. Matt Dalon noted that FRAC serves as an advisory body, meaning it does not hold decision-making power, but its insights are vital for informing DCR's actions. |
| | ○ There was a debate about the wording of the recommendation. Members suggested replacing "will" with "should" for consistency with other recommendations. Additionally, discussions centered around whether to use "work with" or "consult with" regarding the relationship between DCR and FRAC to accurately convey the nature of their collaboration. |
| | ○ Action Items: |
| |     ■ Draft Final Recommendation: A final draft of the recommendation will be compiled incorporating the agreed-upon changes. |
| |     ■ Clarify Roles: Further discussions will be held to clarify the roles of various stakeholders in supporting resilience efforts. |
| |     ■ Identify Capacity Constraints: Future meetings will focus on identifying specific capacity constraints that affect plan uptake. |

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| | ■ Finalize the wording of the recommendation to ensure clarity on roles and responsibilities.<br>■ Develop a strategy that actively involves FRAC and addresses stakeholder needs while acknowledging capacity constraints.<br><br>● **Recommendation O-e**: DCR Office of Resilience Planning should identify the populations and communities at greatest flood risk and coordinate with local governments to reach them with tailored outreach and clear and consistent messaging. **Purpose**: Improve outreach to populations at greatest flood risk.<br><br>● **Discussion**:<br>  ○ The need for tailored outreach and consistent messaging was highlighted.<br>  ○ The committee provided feedback on the recommendation, which was shared through a screen share.<br>  ○ Key concerns were raised regarding the clarity of the messaging and the use of technical jargon.<br>  ○ Ian Blair raised the concern about the directional nature of the word "messaging," suggesting a more interactive approach.<br>  ○ Carolyn Heaps-Pecaro highlighted the potential inconsistency between "tailored" and "consistent" messaging, questioning if both terms could effectively coexist.<br>  ○ Ian Blair suggested changing "identify" to "collaborate" or "partner with" local governments to enhance the idea that local governments have better knowledge of their flooding issues.<br>  ○ Scott Whitehurst agreed, noting that local governments possess more granular knowledge of flooding risks.<br>  ○ The group discussed the importance of using plain language to ensure the message is accessible to all stakeholders, avoiding technical jargon that may confuse the public.<br>  ○ Proposed revisions included replacing "identify" with "collaborate with local governments" to emphasize teamwork, streamlining the language to remove redundancy (e.g., the phrase "outreach and clear and consistent messaging" may be simplified to enhance clarity).<br>  ○ Suggestions for rephrasing the recommendation included: "The DCR Office of Resilience Planning should collaborate with local governments to identify the populations and communities at greatest flood risk and reach them with clear, consistent messaging tailored to the community."<br>  ○ This phrasing aims to clarify that the messaging will be tailored to the specific needs and context of the identified communities. |

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| | ○ The group agreed on the importance of finalizing the language to ensure it captures the intended meaning and addresses concerns raised during the discussion.<br>○ Participants noted that focusing on local context could enhance the effectiveness of the outreach efforts.<br>○ Katelyn Jordan highlights the importance of strengthening relationships with key stakeholders identified as critical for engaging in the Coastal Resilience Master Plan (CRMP) Phase II. This includes minority communities, tribal nations, the Department of Defense, critical infrastructure facility owners, and federal facility owners. There is a discussion about whether to list these stakeholders explicitly in the objectives.<br>○ Participants discuss how to effectively identify and collaborate with communities at the greatest flood risk, emphasizing the need for tailored communication. Katelyn suggests using terms like "key stakeholders" to denote those involved.<br>○ Carolyn Heaps-Pecaro suggests that while reaching out to key stakeholders is essential, it may be better captured in other recommendations focused on outreach rather than in this one, which seems to center more on disseminating information.<br>○ Scott Whitehurst raises a critical question about whether the DCR Office of Resilience Planning is actively engaging with communities or merely providing information passively. He emphasizes the importance of defining the role of DCR in the outreach process.<br>○ The group considers rephrasing to emphasize the provision of clear and consistent messaging that can be tailored to specific communities. Linda Warren points out that it would be appropriate for DCR to provide messaging that addresses the needs of various communities without necessarily taking on the customization task.<br>○ Ian Blair comments on the differing capacities of local governments to assess flood risks. Some may have the technology and knowledge, while others may not, and the recommendations should accommodate these differences. He suggests the need for the DCR to offer assistance without coming off as authoritative.<br>○ The committee discusses whether to use terms like "provide," "make available," or "offer" to articulate the outreach efforts effectively. Katelyn expresses a preference for ensuring the language conveys a supportive rather than a prescriptive approach.<br>○ Next Steps:<br>   ■ The committee will review the revised recommendation in the next meeting, focusing on the proposed wording and any additional feedback from stakeholders. |
| 4. Public Comment | None |

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| 5.  New Business | Voting members voted on the following recommendations using Mentimeter. Voting options included Support, Do Not Support or Abstain.  Note: The purpose was not specifically voted on during this process.<br><br>**[O-a] Vote: Unanimous Support**<br>The DCR Office of Resilience Planning should develop and maintain a comprehensive list of available funding resources which can be leveraged to sustainably support uptake and implementation of the Coastal Resilience Master Plan.  Purpose: Assist in addressing budgetary constraints which limit plan uptake.<br><br>**[O-b] Vote: Unanimous Support**<br>The Chief Resilience Officer should coordinate with DCR to provide resources and supporting information on the necessity of increased flood resilience funding utilizing project prioritization and evidence of project readiness.  Purpose: Provide support through information sharing to minimize budgetary constraints which limit plan uptake.<br><br>**[O-c] Vote: Unanimous Support**<br>The DCR Office of Resilience Planning should collaborate with potential end-users of the Coastal Resilience Master Plan, such as local governments, by improving usability. This may include providing accessible and straightforward available virtual tools and customized technical support to develop locally specific project prioritization using the plan.  Purpose: Increase flood resilience action and encourage informed decision-making through use of existing plan data and resources.<br><br>**[O-d] Vote: Unanimous Support**<br>The DCR Office of Resilience Planning should develop a strategy to increase use of the Coastal Resilience Master Plan by plan end-users, including local governments. The strategy should seek to identify and bridge capacity constraints within DCR and for end-users that prevent plan uptake. The strategy should also clearly define roles for state agencies to support end-users.  Purpose: Establish a coordinated, actionable strategy to ensure the Coastal Resilience Master Plan is used.<br><br>[O-e] **Vote: Unanimous Support**<br>The DCR Office of Resilience Planning should collaborate with key stakeholders and local governments to identify the populations and communities at greatest flood risk and offer clear, consistent messaging that can be tailored to a community. Purpose: Improve outreach to populations at greatest flood risk. |
| 6.  Action Items and Next Steps | ● Distribution of Final Recommendations:<br>  ○ Final recommendations voted out of each subcommittee will be distributed to the full Technical Advisory Committee (TAC) around the third week of October.<br>● Full TAC Meeting: |

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| | ○ A full TAC meeting is scheduled for November 13th. During this meeting, members will vote on the recommendations from all subcommittees.<br>● Preparation for Voting:<br>  ○ TAC members are reminded to review the recommendations from other subcommittees ahead of the final meeting. They need to be familiar with all recommendations to cast informed votes on behalf of their organizations.<br>● Inclusion in the Coastal Resilience Master Plan:<br>  ○ Any recommendations that receive a majority or consensus vote during the November 13th meeting will be included in the main body of the Coastal Resilience Master Plan, which is set to be released in December.<br>● Meeting Logistics:<br>  ○ Members are encouraged to ensure they have the upcoming meetings on their calendars. The full TAC meeting will be held in person at the Patrick Henry Building in Richmond, with a virtual participation option available under qualifying conditions. |
| 7.  Adjourn | Meeting adjourned at 11:33am. |

**Voting Record:**

| Voting Member Organizations Present | Recommendation | | | | |
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| | O-a: | O-b: | O-c: | O-d: | O-e: |
| DHCD | Support | Support | Support | Support | Support |
| Wetlands Watch | Support | Support | Support | Support | Support |
| ODOI | Support | Support | Support | Support | Support |
| VAFB | Support | Support | Support | Support | Support |
| VPA | Support | Support | Support | Support | Support |

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