



Richmond Participatory Budgeting Commission
Agenda - 12/6/2023

Agenda

1. Welcome/Approval of Minutes - 5 min
2. Updates - 10 min
3. Videographer Mtg - 10 min
4. Engagement Plan Review - 25 min
5. Partnerships - 10 min
6. Calendar - 10 min
7. Governing Guide - 10 min
8. Next Meeting/Agenda 1/10 - 5 min

Welcome

Minutes Approval - The minutes were not ready and will be shared/approved at the next meeting.

Meeting with Clarence Green from Underground Shorts - RVAPB Video

- Clarence Green, videographer and storyteller, joins the meeting to help with the PBRVA video.
- Works with organizations doing work in the community and wanting to help.
- Focus is centered on telling a story from the participants point of view.
- Theme - person participating is effecting change. Point of view from person walking through PB from having an idea to its realization.

Jerome - Point 1 - focus on districts, showing the difference of what is needed. Showing the possibility of funds being distributed equitably. Example of Bus line being different between districts. What is working well and how can that translate to other districts. Point 2 - showing the importance of voting and participating in spending this money. How would you spend \$3million - equitably?

Clarence - Branding is - You can do something! Likes the across district focus. Focus is the individual making a difference.

Jerome - Don't want to make the city look bad. Difference in tax bracket and how funds are used differently across city (potholes). Want the community to ask questions. Seek out the PB Commission. PB is a place for people to take a role in participating.

Clarence - This is a call to action. Jerome is talking about hot button issues. Lets inspire for people to get involved.

Jerome - Acknowledge the fact that the City Council created RVAPB and a new council needs to continue to support it.

Clarence - We have this money. What would you do with it? How would you make your city better?

Matthew - Discusses focus of video - start with people seeing needs, then being invited to join RVAPB, people sharing ideas - walking the viewer through pb. People imagine a bench and then it becomes a reality. Focus is to get this done early 2024.

Introductions of Commission to Clarence.

Further information from Clarence

Underground Shorts Website - <https://undergroundshorts.com/>

Examples of work - <https://vimeo.com/user3410261>

Clarence on Tedex -  Changing the Narrative | Clarence Green | TEDxCharlottesville

Updates

1 on 1 with Council members is still ongoing. Planning to connect with Reva, Cynthia, and Ellen in the new year. All others have been supportive thus far.

Design - Hanbury

Rulebook - Shared the final draft of the rulebook. Will be sharing this with City Council shortly. Will be providing,

One Pager - Shared a final draft.

Aaron is there a place to “Share an idea”

Matthew - Also working on the development of a website to do this initially via our website and later via a platform for the full RVAPB process.

Role out will happen in January -

Positions - Matthew has been hired as the Senior Civic Innovation Manager. Wanted to do this as a way of making sure RVAPB got through its first few cycles. Also, his first step is to hire the PB coordinator. If the commission knows anyone, they should reach out. We also hope to include the commission in the hiring process. Would like some one that is bi-lingual.

Link to Job Description -

<https://www.governmentjobs.com/careers/richmond/jobs/4208176/management-analyst-council-agency>

Will also be looking to fill the support role that Matthew has been helping. We have a budget to support the commission.

Oludare - notes that this would be a great opportunity for a VCU, VUU, U of R program.

Matthew - Did a brief update with Megan Brown, the interim budgeting director with the City. Focusing on developing relationships.

Miles - Joins the meeting - explains his company's multimedia services, including website design and graphic design, to a group of people. They are a possible contractor to support the RVAPB website. <https://crackedeggsolutions.com/> They did the website for RVA Community Fridges.

Engagement plan for civic participation -

☰ Engagement Plan - Draft 1

This set the boundaries for engagement.

Aaron - Plans for targeting high school students in civics classes for engagement.

Jerome - We could even do Middle School?

Matthew - 14 and older is our focus. We've been in touch with Dr. Coleman at Marshall HS and [Rise for Youth](#). Need to engage the Mayor's Youth Academy.

Jerome - We need to try to get to the private schools.

Matthew - School as a way of distributing information.

Mary - Going to have to cut through the red tape. This is micro-managed.

Jerome - Also hit the churches.

Mary - Civic Association list serve.

Oludare - Mosques and Synagogues

Mary - What about the retail merchants association.

Plan is to engage civilians in decision-making processes through participatory budgeting, with a focus on education and buy-in.

Aaron - Is about educating and then getting people engaged.

- **Community-driven idea sharing platform.**
 - Speaker 6 introduces the main idea of the meeting: creating a space for people to share and vote on ideas for the neighborhood.
 - The group discusses the functionality of a Reddit-style forum for submitting and voting on ideas, with equal voting rights for all participants.
 - Speakers discuss strategies for effectively communicating with community members and utilizing Reddit to reach a wider audience.
 - Speakers discuss ways to increase participation in community initiatives, such as removing stigma and providing transparency.
 - A suggestion is made to use a capture system that sends automatic thank-you messages with meeting dates to engaged participants.

Miles - Suggests Reddit functionality as a possible way of supporting this.

Jerome - What about Nextdoor? Go out with something specific. Example - an event.

Aaron - We should use the RVA reddit sub forum.

Jerome - We need to overcome the perception that decisions are already made. How do we go through the process of being involved with RVAPB and get a large group of people to participate.

Mary - We know where people are going to participate.

Jerome - Feeling that my vote doesn't matter. RVAPB provides people with a way of seeing their ideas have meaning and they can get done. Got to get people involved so they can see this.

Miles - Remove stigma. Transparency is important.

Jerome - Can we gather emails, share information effectively?

Matthew - describes the need for a website to share information and the creation of another site for data collection once we get RVAPB started.

Important aspects of the engagement plan

- historical precedents (RVA Teams, RVA300, Neighborhoods in Bloom)
- setting standards for future interactions.
- emphasizes the importance of respecting tenants and meeting them where they're at, rather than simply telling them what to do.

Jerome - brings up the idea of using PB to hold people running for office accountable during the election period.

Calendar for the next few months.

Proposes moving commission meetings to different districts and inviting partners to present their work.

Plans to hold monthly PB workshops open to the public, starting with thorough run-throughs and promoting them.

Plan for coming months

Jan - Blackwell with Partner VA Community Voice

Feb - Westover Hill Library - Partner?

Mar - Fulton/Powhatan Heights - Fulton Innovation Center

April - 6 PIC - Theme of Youth

May - 9th District - LULAC - Southside Community Development

June - 2nd District -

July - TBD (possibly take this off)

Meeting Plans

- Get to know the neighborhood?
- Have the partner share their work?
- Talk about how RVAPB can support the neighborhood.
- Promote RVAPB and invite people to workshops.

Jerome - should we contact civic association presidents

Matthew - There will be commission meetings, RVAPB workshop (open to the public), and attending community meetings to share pb.

Mary - It makes sense to keep these in the same area.

Matthew - What night?

Jerome - Wednesdays. Is the day of rest for meetings.

Matthew - Weekends

Mary - People have other things to do.

Jerome - Doing this in the afternoons. City does this to connect with specific groups.

Matthew - What time? noon or 2?

Aaron - Anything before 5pm is difficult

Mary - How to connect with working people.

Matthew - Planning a workshop for elderly people, considering time and accessibility.

Jerome and Mary - recommend getting in touch with the City office on the aging. Ms. Houpe.

Meetings

These are short presentations at meetings that others are organizing to present RVAPB

Jerome - City Council District Meetings.

Matthew - Asks the Commission for support connecting with various groups to do these presentations.

Jerome - Mission Zero, RVA2050, Partners for Smarter Growth

Aaron - Other City Commissions.

Aaron - 6Pic, Matchbox is too full, Hotchkiss Community Center,

Jerome - Hickory Hill

This is both a question of space and partner. VA Community Voice as an example.

Aaron - Northside is connected and should be possible to connect with them all.

Jerome - recommends ideas for the 2nd district

Matthew - Going to district meetings and civic associations.

Jerome - Richmond Citizens Coalition

Aaron - Civic Associations have a variety of activity

Jerome - Richmond City Democratic Committee

Matthew - We should also reach out to RVA Republican Committee

Aaron - Obishan office is on Grace St.

Oludare - Notes the importance of connecting with conservative politics in RVA. How they get things done.

Matthew - Asks commission to follow up. Quwaneisha and Chernice

Jerome - Talk to Charlene Pitchford

Aaron - RRHA Tenants Association and Tenants Union

Jerome - Labor Unions

Aaron - [SEIU](#) and [IBEW 666](#)

Oludare - LIUNA - <https://getrichmondworking.com/>

Matthew - Crusade and Southside ReLeaf, Allan Charles Chip

Jerome - SELC, Urban League and Urban League for Young Professionals, Historic Richmond,

Aaron - Sierra Club is not existent - They have an email list - Has a contact there.

Mary - RVA Tree Stewards

Matthew - Commonwealth Center for Fiscal Analysis

Jerome - Fraternities and Sororities

Aaron - Free Mason Lodges, Prince Hall Lodges

Jerome - Partnership for Smarter Growth and RVA300 - people on the commission.

Ms. Community - Clovia Lawrence

Matthew - Who are the social media influencers? Wyatt Gordon, Chelsea Higgs Wise, RVA Free Press,

Jerome - 5x5 with John Biles

Oludare - Are you going to get intern support

Matthew - In touch with the Univ of Richmond at the Bonner Center and the VCU Community Engagement. Will be working with mOB in the Spring.

Aaron - Good Morning RVA - Already posted about RVAPB Commission.

Oludare - Alumni Groups - Univ of Richmond

Jerome - Bacon's Rebellion

Aaron - Bacon's Rebellion is a conservative

Jerome - Jeffery Katz

Matthew - RVAMag

Jerome - Museums and Library - Valentine, VMFA, Black History, Childrens, Science

Oludare - Library

Matthew - In touch with Ben Himmelfarb at the Library

Oludare - Need something visual to share

Aaron - Need a cardboard cut out -

Mary - Using the pig as the icon with a QR code.

Governing Document

We need to draft this for the future commission. Can we create an adhoc committee to draft this. The focus is documenting and sharing how this committee works together.

Aaron - Will look up some things and do some research.

Matthew - Can send general by-laws.