

Proposed ARP Round 2 Engagement and Calendar

Objective: Receive community feedback on the draft spending plan for the city's American Rescue Plan Act funding; incorporate feedback prior to internal deadline for plan passage

Digital Outreach:

- Purpose: Gather input from engaged individuals or those comfortable using technology.
 - English and Spanish on www.rva.gov/arp
 - Launch September 21 and run through October 4 at 11:59 p.m.
- Promote via:
 - Mayor's press conference on September 21, 28
 - Press release
 - Social media accounts of city users and community members (facilitated by a shared toolkit)
 - Standard flyers with QR codes, distributed by PIE and provided to partners in English and Spanish
 - Direct emails to those who expressed interest in ongoing engagement in the ARP phase one survey
 - *Promote at Council Public Comment on September 27*

In Person Outreach:

- Purpose: Reach individuals who do not rely on or are not able to rely on the internet for their news and communications.
- Four in-person public meetings:
 - *Council Public Comment Session – Sept. 27*
 - Southside Community Center, September 28
 - Diversity Richmond, September 30
 - Boys and Girls Club Teen Center, October 4
- Meetings comprised of:
 - Informational presentation about proposed initiatives
 - Opportunity for public input
 - Paper surveys can be completed during session

Targeted Outreach:

- Purpose: Reach key populations with historically low participation.
- Community Ambassadors will:
 - Promote in-person meeting opportunities in the Southside and East End during the week of September 21
 - Survey respondents in person using tablets
- Office of Refugee and Immigrant Engagement assistance to reach the Spanish speaking community throughout Southside

- Office of Aging and Disabilities assistance to reach seniors and individuals with disabilities via phone

Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/ Sun
September	6 <i>Labor Day – City Hall Closed</i>	7	8	9 Share results of Round 1 engagement	10	11/12
	13 Present draft spending plan to Council	14	15	16	17	18/19
	20 Present engagement plan to Council	21 Launch Round 2 engagement	22 Ambassadors Active First overall direct email	23 -----	24 -----	25/26 ----- Southside direct email
	27 Council public hearing	28 Southside Community Center Meeting	29 Second overall direct email	30 Diversity Richmond Meeting	1	2/3
October	4 Boys and Girls Club Meeting Survey closes	5 Analysis	6 Analysis	7 Share results with Council and admin.	8 Incorporate results	9/10
	11 Budget amendment introduction	12	13	14	15	16/17