

2021 Virginia Coastal Resilience Master Plan

Commonwealth of Virginia – Office of the Secretary of Natural Resources

OUTREACH AND EDUCATION



PROJECT DETAILS

DIFFICULTY: Medium

COST: \$250,000 - \$300,000

TIMEFRAME: 14 Months

DELIVERABLES: Outreach and engagement sections of the Plan, as well as annexes containing: surveys, survey summaries, public information tools, participation and effectiveness tracking tools, and Technical Advisory Committee meeting minutes.

CORE COMPETENCIES:

- Stakeholder Engagement
- Survey Development
- Workshop Facilitation
- Consensus Building
- Public Outreach and Education
- Inter-Departmental Cooperation

PROJECT TEAM

Vision Planning and Consulting
Dewberry (Prime)

CLIENT CONTACT

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PROJECT OVERVIEW

VPC supported the Commonwealth of Virginia by developing and executing a public outreach and stakeholder engagement strategy for the Virginia Coastal Resilience Master Plan (CRMP). This strategy employed outreach efforts to achieve three purposes: educate stakeholders and the public about the CRMP Project, gather information to support the Risk Assessment and Project Identification process, and to present the results of the Risk Assessment, Project Prioritization, and Funding Identification Tasks.

PROJECT SUMMARY

The outreach strategy evaluated available platforms and outlets and provided engagement opportunities through several communication channels, including social media, surveys, technical working group meetings, and committee meetings. VPC conducted meetings and charrettes with stakeholder groups including: locality representatives, the public, and historically marginalized populations through virtual, in-person, as well as hybrid sessions.

VPC also supported the Technical Advisory Committee (TAC) and seven Subcommittees with their monthly virtual meetings through scheduling assistance, calendar invites, registration reminders, read-ahead materials, public presentations, website postings, and comprehensive minutes taking.

VPC developed a public survey to capture problem areas for underserved and marginalized communities and the general public to 1) capture problem areas; 2) identify how the localities perceive the effort as a benefit; and 3) capture any negative perceptions. Over 1,300 responses were received on the open public survey that remained open over a 3-month period.

A second, online survey instrument for centralized stakeholders, including coastal planning districts, local and tribal governments, businesses, universities, and military installations was developed. VPC received 100 responses from the eight Planning District Commissions (PDCs) and over 30 locality governments on the stakeholder survey.

The feedback gleaned from both stakeholder groups from these surveys was used to guide the next steps for outreach, specifically in identifying and targeting underserved and marginalized communities and identifying capacity and capabilities at the PDC and locality levels.

Additionally, outreach toolkits containing project summary flyers, meeting information, relevant social media tags and images, QR codes, and pre-drafted messaging language were developed and distributed with the survey instrument. Information garnered from the interviews, meetings and surveys were collated and recommendation developed and incorporated into the CRMP Project for submission to the State in the Final Plan.