AGENDA

PROJECT: Charlottesville Comprehensive Plan Update / Housing Plan / Zoning Rewrite

SUBJECT: Steering Committee Meeting #2

DATE/TIME: April 7, 2020, 5:30-7:30pm (Please join the meeting by 5:15pm, if possible)

LOCATION: Telephone/Videoconference

HOW TO PARTICIPATE:

You have the option to participate by video conference (using Zoom), phone, or a combination. More information about Zoom can be found on the next page.

Options for Joining the Meeting:

1. **Video Conference**

Join via computer/tablet/smartphone by clicking this link: **https://zoom.us/j/602680306**

2. **Telephone Conference Call**

If you do not have a computer or other web-enabled device with a microphone or speakers, or if you are having trouble hearing the audio on your computer, you can also join via phone.

- Teleconferencing Number: **1-301-715-8592**
- Meeting ID Number: **602 680 306**
- If you are calling in via phone, the following commands can be entered using your phone's dial pad while in a Zoom Meeting:
    - Star (*) 6 - Toggle mute / un-mute
    - Star (*) 9 - Toggle raise / lower hand indicator (which will indicate to the presenter that you would like to speak)

Zoom Instructions

Before the meeting:

1. You will need a computer, tablet, or smartphone with speaker or headphones. You will have the opportunity to check your audio immediately upon joining a meeting. You may wish to test the audio on your device before the meeting.

2. The video conference information will include a link to "**Join via computer**" as well as phone numbers for a conference call option. It will also include the 9-digit (usually) Meeting ID.

To join the videoconference:

1. At the start time of your meeting, click on the link in your invitation to **join via computer**. You may be instructed to download the Zoom application.

2. You have an opportunity to test your audio at this point by clicking on "Test Computer Audio." Once you are satisfied that your audio works, click on "Join audio by computer."

You may also join a meeting without clicking on the invitation link by going to join.zoom.us on any browser and entering the Meeting ID provided by your committee analyst.

If you are having trouble hearing the meeting, you can join via telephone while remaining on the video conference:

1. On your phone, dial the teleconferencing number provided in your invitation.
2. Enter the **Meeting ID number** (also provided in your invitation) when prompted using your touch-tone (DTMF) keypad.
3. If you have already joined the meeting via computer, you will have the option to enter your 2-digit participant ID to be associated with your computer.

Participant controls in the lower left corner of the Zoom screen:

Using the icons in the lower left corner of the Zoom screen, you can:
- Mute/Unmute your microphone (far left)
- Turn on/off camera ("Start/Stop Video")
- Invite other participants
- View Participant list – opens a pop-out screen that includes a "Raise Hand" icon that you may use to raise a virtual hand
- Change your screen name that is seen in the participant list and video window
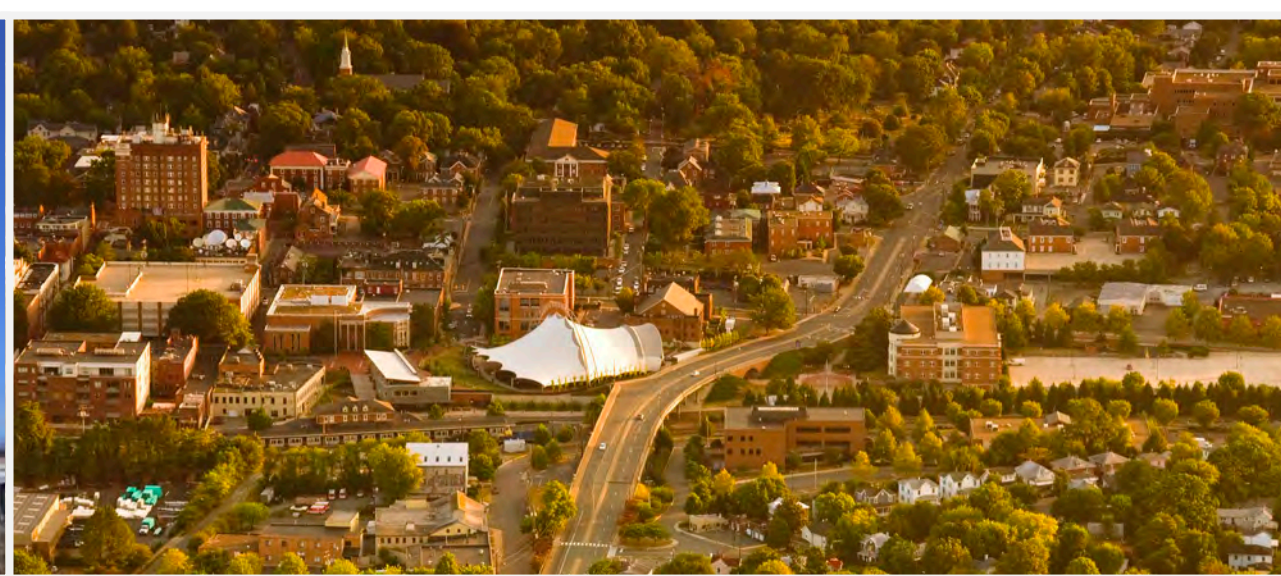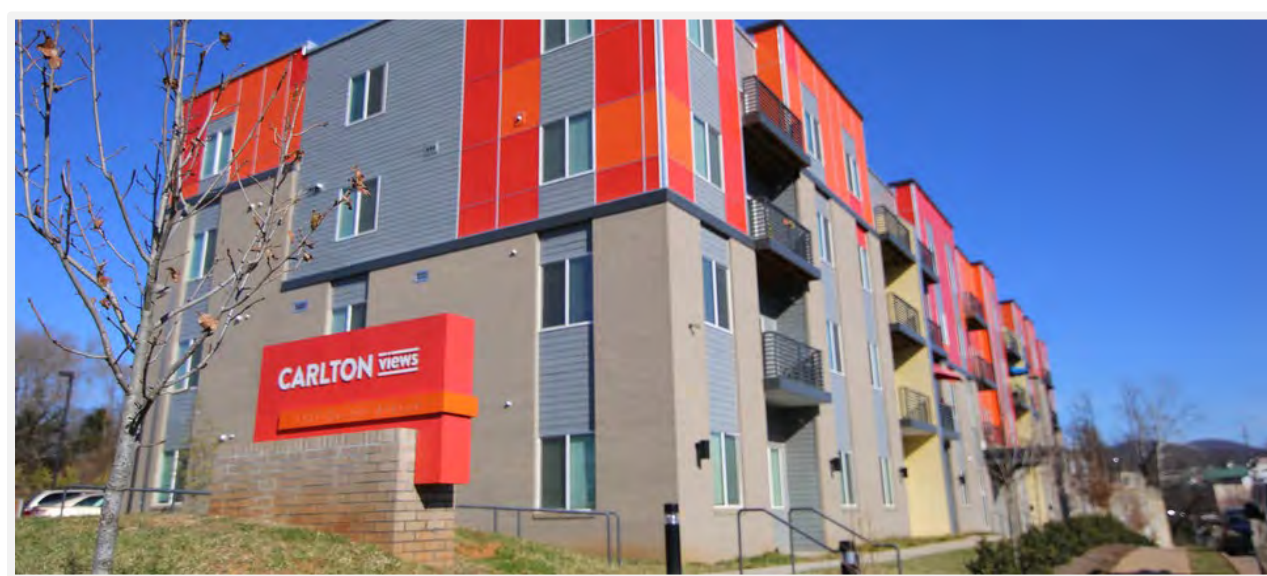- Share your screen

Somewhere on your Zoom screen you will also see a choice to toggle between "speaker" and "gallery" view. "Speaker view" shows the active speaker. "Gallery view" tiles all of the meeting participants.

AGENDA

1. **Introductions (All) – 5 mins**
2. **Update from City Staff – 5 mins**
3. **Steering Committee Meeting Agenda and Process – 5 mins**
   a. Agenda overview
   b. Meeting facilitation and participation process:
      i. We will be working to ensure we hear from all Steering Committee members on the call.
      ii. Please use the "raise hand" function to ask questions or type them in the chat box. (See Zoom Instructions for details.)
      iii. Please keep your phone or microphone muted when you are not speaking, to minimize background disruptions.
4. **Update on Schedule and Process to-Date – 5 mins**
5. **Engagement Process – 20 mins (See attachment)**
   a. Proposed process for next few months – including adjustments related to COVID-19 impacts.
   b. Process for summarizing and sharing what we hear.
   c. Discussion questions:
      i. Is there anything in the process that we outline that you think needs to be re-considered or re-thought?
      ii. What are the barriers to engaging in the proposed process, and are there ways we should further address them given the limitations on in-person contact?
6. **Housing – 70 mins (See attachment)**
   a. Housing issues – what we've found through data analysis and discussions.
   b. Discussion questions:
      i. What are the housing issues people are facing in Charlottesville?
      ii. Why are these issues important for the City?
      iii. How would you prioritize these issues?
      iv. What do we need to understand about each issue? Are there additional key data points that should be collected?
   c. Overview of tool evaluation process.
   d. Schedule for completing the housing plan and future meetings.
7. **Wrap Up / Next Steps – 5 mins**
   a. We will send a follow-up input form.
   b. We will be looking to schedule another meeting in about 6 weeks.
8. **General Comments from Others in Attendance – 5 mins**

Charlottesville Comprehensive Plan Update / Housing Plan / Zoning Rewrite
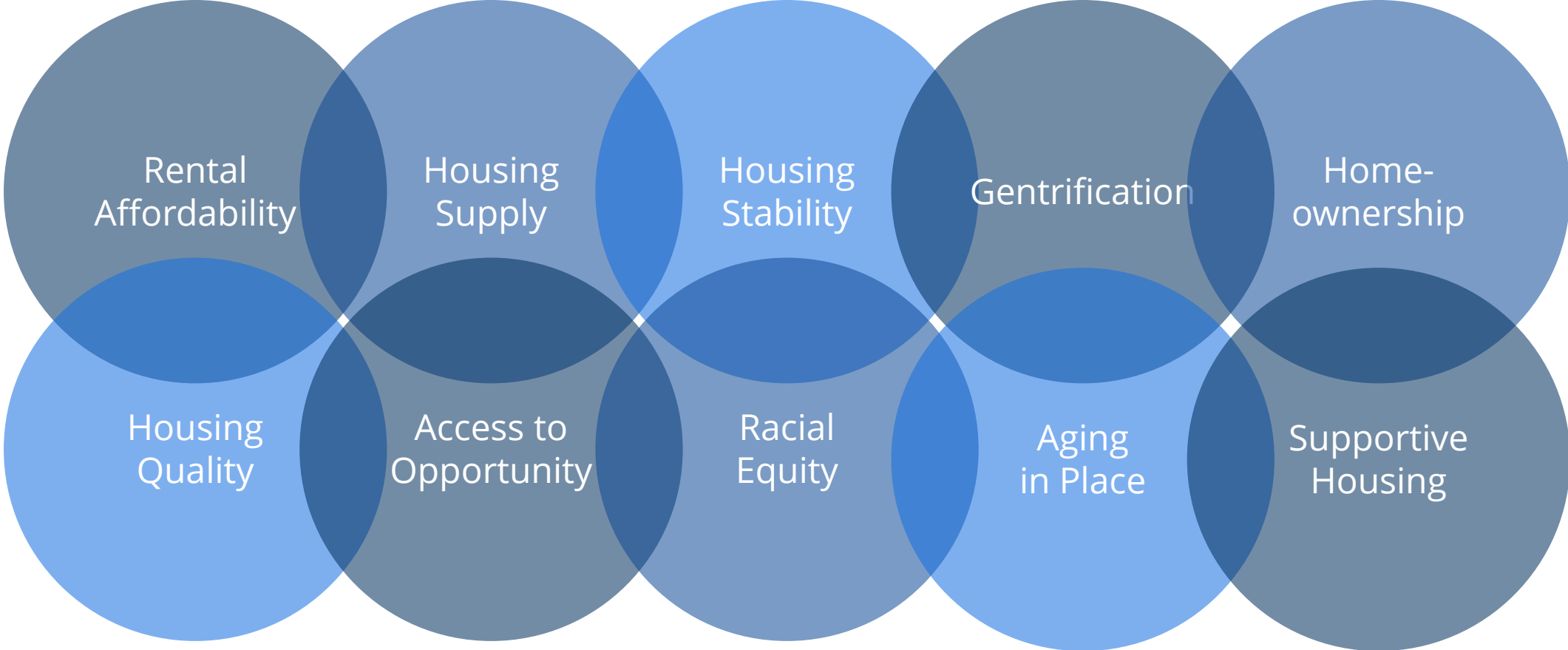**Two-month look-ahead**
3/31/2020

TIMEFRAME	ACTIVITIES AND MILESTONES

April 2020	**Key Objectives/Activities:**
	
	Refine Engagement Strategy
	1. Draft public engagement materials, e.g., a one-pager overview, maps, data/graphics, and more
	     ○ Goal is to be free of jargon and understandable at a 3rd grade reading level
	2. Host Steering Committee meeting (April 7)
	3. Connect with key community contacts in order to strategize best virtual engagement efforts for larger community, particularly marginalized populations (low-wealth, African Americans, refugee population) and renters
	4. Refine community engagement strategy based on comments from Steering Committee and others
	
	Launch Virtual Conversation Series – Focused on Goals and Priorities
	5. Identify Key Conversation Questions – *may phase in or have available at the same time*
	     ○ What do you think are the top three most important priorities when it comes to the future of Charlottesville?
	         – What are your priorities related to housing affordability?
	         – What do you think a focus on equity should mean for the City?
	     ○ Related to your top priorities, what do you love about the direction the city is taking? What concerns you?
	         – Could potentially tailor the above question to be specific to certain topic areas (e.g., equity, housing, etc.)
	6. Strategies
	     ○ Public invitation (emails, possibly targeted mailers and phone calls) to announce launch of process and how to provide input
	     ○ Targeted invitations to elected officials, non-profits, neighborhood groups, and other organizations, with information to distribute to their members/constituents
	     ○ Background materials posted on City website (potentially including a survey with an incentive, such as a gift card raffle)
	     ○ Web/phone meetings, including potential focus groups on specific topics
	     ○ Webinars (potentially with interactive Q&A)
	     ○ Social media campaign
	     ○ Radio stations (call-in segments or other promotional efforts)

End of April	**Milestones:** ● Website completion and launch ● Begin virtual conversation series
May 2020	**Key Objectives/Activities:** 7. Promotion of new website 8. Continue virtual conversation series 9. Begin summarizing input
End of May	**Milestones**: ● Summary of Goals & Priorities prepared and presented to City, SC, etc. ● Identification of additional outreach needed, particularly to reach marginalized populations

CHARLOTTESVILLE AFFORDABLE HOUSING PLAN

Housing Issues Steering Committee| April 2020

HR&A
Analyze. Advise. Act.

Housing Issues | "Affordable housing" incorporates many distinct but related issues. It is important to understand which ones the community cares most about.

Rental Affordability

Housing Supply

Housing Stability

Gentrification

Home-ownership

Housing Quality

Access to Opportunity

Racial Equity

Aging in Place

Supportive Housing

How would you prioritize these issues?

Which issues are missing?

What do we need to understand about each issue?

Comprehensive Plan Update/Housing Strategy/Zoning Ordinance Rewrite

Steering Committee Members

Updated: April 3, 2020

NAME	ORGANIZATION
Alice Raucher	University of Virginia
Annie Stup	Charlottesville Low-Income Housing Coalition (CLIHC)
Ashley Davies	Charlottesville Area Development Roundtable (CADRe)
Brandon Collins	Public Housing Association of Residents (PHAR)
Caitlin Reinhard	International Rescue Committee (IRC)
Carl Schwarz	Board of Architectural Review
Chip Boyles	Thomas Jefferson Planning District Commission (TJPDC)
Christian Johnson *	Community Member
Diane Dale	Neighborhood Leaders Group
Emily Dreyfus	Charlottesville Low-Income Housing Coalition (CLIHC)
Heather Hill	City Council
Jennifer Jacobs	Housing Advisory Comm.
Jodie Filardo	Albemarle County Community Development Department (CDD)
Jody Lahendro	Planning Commission
Joy Johnson *	Charlottesville Redevelopment and Housing Authority (CRHA)
Lyle Solla-Yates	Planning Commission
Michael Payne	City Council
Navarre Bartz	Bike/Ped Committee
Rachel Lloyd	PLACE Design Taskforce
S. Lisa Herndon	Housing Advisory Comm.
Sean Tubbs	Piedmont Environmental Council
Shantell Bingham	City Schoolyard Garden
Sheila Herlihy	Interfaith Movement Promoting Action by Congregations Together (IMPACT)
Susan Payne	Downtown Business Association
Tim Padalino	Tree Commission

* Invited (awaiting confirmation)