

**RICHMOND REGIONAL PLANNING DISTRICT COMMISSION**  
**Minutes of Meeting**  
**February 14, 2013**

**Members (Alternates) Present**

Parker C. Agelasto.....City of Richmond  
Manuel Alvarez (A)..... Goochland County  
L. Ray Ashworth .....City of Richmond  
Jonathan T. Baliles .....City of Richmond  
Timothy M. Davey ..... Chesterfield County  
Steve A. Elswick ..... Chesterfield County  
Even Fabricant..... Hanover County  
Kathy C. Graziano.....City of Richmond  
Edward L. Henson (A) .....Town of Ashland  
James M. Holland..... Chesterfield County  
Dorothy Jaeckle..... Chesterfield County  
Bonnie-Leigh Jones .....Henrico County  
David A. Kaechele ..... Henrico County  
Angela Kelly-Wiecek, Vice Chairman..... Hanover County  
Kelli Le Duc (A)..... New Kent County  
Floyd H. Miles.....Charles City County  
Patricia S. O'Bannon..... Henrico County  
C. Harold Padgett ..... Hanover County  
Edward W. Pollard ..... New Kent County  
Faye O. Prichard, Chairman .....Town of Ashland  
Randall R. Silber (A)..... Henrico County  
C. Thomas Tiller..... New Kent County  
Carson Tucker ..... Powhatan County  
Arthur S. Warren ..... Chesterfield County  
David Williams, Secretary ..... Powhatan County

**Members Absent**

Richard Ayers ..... Powhatan County  
Daniel A. Gecker ..... Chesterfield County  
Richard W. Glover ..... Henrico County  
Russell J. Gulley..... Chesterfield County  
Lynn McAteer .....City of Richmond  
John H. Mitchell..... Henrico County  
Tyrone E. Nelson..... Henrico County  
Ken Peterson, Treasurer ..... Goochland County  
W. Canova Peterson ..... Hanover County  
Charles R. Samuels.....City of Richmond  
Frank J. Thornton ..... Henrico County

**Others Present**

John Amos .....RRPDC Legal Council  
John Easter ..... Greater Richmond Chamber  
Gloria L. Freye ..... ULI Richmond  
Laura Lee Garrett ..... ULI Richmond  
Jeff Geiger ..... ULI Richmond  
Louis Llovio ..... Richmond Times-Dispatch  
Ed McMahon .....ULI Washington  
D.B. Smit ..... Goochland County  
Myra Goodman Smith ..... LMR  
Joanne Simmelink ..... Chesterfield County  
Alicia Zatoff ..... City of Richmond  
Abbie Zwicke ..... ULI Richmond

**Staff Present**

Robert A. Crum ..... Executive Director  
Jo A. Evans .....Assistant Executive Director  
Julie H. Fry ..... Executive Secretary  
Sulabh Aryal ..... Associate Planner  
Billy Gammel ..... Associate Planner  
Chuck Gates ..... Communications Coordinator  
Barbara Jacocks ..... Principal Planner  
Jin Lee ..... Senior Planner  
Daniel N. Lysy ..... Director, Urban Transportation  
Barbara Nelson ..... Principal Planner  
Kathy Robins ..... Senior Planner  
Greta Ryan ..... Senior Planner  
Randy Selleck ..... Principal Planner  
Jackie Stewart ..... Director, Planning  
Peter M. Sweetland ..... Finance and Contracts Administrator  
Tiffany Tran ..... Senior Planner  
Lee Yolton ..... Principal Planner

---

---

**Call to Order**

Chairman Prichard called the regularly scheduled February 14, 2013 RRPDC meeting to order at approximately 1:15 p.m. in the RRPDC board room. She then led members in the pledge of allegiance to the flag.

Chairman Prichard said it will be very important for the meeting to adjourn on time to allow the MPO meeting to begin at 2:30. She said the major agenda item today is a presentation by Ed

McMahon. She said if there is not enough time to get to the legislative update or committee reports, she will ask staff to send a brief summary of those items via email to all members.

## **I. ADMINISTRATION**

### **A. Certification by Commission Executive Director of Meeting Quorum**

Mr. Crum certified that a quorum of members was present.

### **B. Requests for Additions or Changes to the Order of Business**

Chairman Prichard asked if there were any additions or changes to be made to the agenda. There were no requests to change the agenda, and the agenda was accepted as presented.

### **C. Open Public Comment Period**

As there were no requests from the public to address the Commission, Chairman Prichard closed the public comment period.

### **D. Chairman's Report**

Chairman Prichard reported that during today's RRPDC Executive Committee, action was taken to approve resolutions of appreciation to outgoing RRPDC members on behalf of the Board.

Chairman Prichard introduced new RRPDC members:

- Bonnie-Leigh Jones, Henrico County Planning Commission
- Parker Agelasto, Richmond City Council
- Jonathan Baliles, Richmond City Council

The new members were welcomed with a round of applause.

### **E. Executive Director's Report**

Mr. Crum brought members' attention to the monthly staff activity report, which is included in the agenda book under Tab 1 and details work being advanced by staff on behalf of the localities. He said staff will be happy to address any questions on what is included in the report.

Mr. Crum reported that the Large and Small Jurisdictions Committees (LSJC) met last week to kick off an organizational strategic planning process to plan where the agency will go over the next three to five years and to answer the following questions:

- What does the RRPDC do well?
- Where can the RRPDC improve?
- How can the RRPDC best provide services to the jurisdictions?

He said as these discussions move forward they will form the agency's work program for the next few years. Mr. Crum said regular reports will be given to the Board as the process moves ahead.

Mr. Crum reported he has been asked to serve on the Bridging Richmond Task Force. This is a regional organization housed at VCU. The purpose of the organization is to work with all of the Region's school districts, from pre-school through high school and on to advanced learning institutions. The organization wants to ensure that the Region's children are progressing and becoming prepared for the workforce as they move through their educational curriculums. The Executive Task Force has made some recommendations regarding the organization's governance structure. The most significant recommendation is to expand to all of the RRPDC member jurisdictions.

Mr. Crum said the organization's executive director, Kelli Parmley, will provide a status report to RRPDC Board members during the March meeting.

## **II. CONSENT AGENDA**

Chairman Prichard said the Executive Committee recommended approval of the items listed on the Consent Agenda:

- A. Approval of Minutes – December 13, 2012
- B. Approval of November and December Financial Reports

There was no request to have either item removed from the Consent Agenda for additional discussion and on motion made by Ms. Graziano and seconded by Mr. Tiller, the Consent Agenda was approved unanimously as presented.

## **III. OLD BUSINESS**

There was no Old Business to bring before the Board.

## **IV. NEW BUSINESS**

### **A. Urban Land Institute Reality Check**

Chairman Prichard asked Mr. Davey to introduce today's guest speaker.

Mr. Davey noted that he is glad to represent Timmons Group as a title sponsor of ULI's Reality Check, as well as to be a co-chairman of the event. He noted that the timing is right for ULI to present Reality Check to the Region in May. Part of the value in holding Reality Check is the value that can be added to the Region through

the ULI resources, especially when the recommendations of Reality Check are implemented. Mr. Davey introduced Mr. Ed McMahon, to provide additional information on the purpose of ULI and the goals of Reality Check.

Mr. McMahon thanked members for the opportunity to speak with them today. He said the Urban Land Institute (ULI) is an international, non-profit organization, headquartered in Washington. There are 52 district councils around the United States; 14 in Europe; and 5 in Asia. The ULI mission is to try to foster best practices in land use and development.

Mr. McMahon said the US will add about 100 million people by 2050. The US is the fastest growing industrial nation in the world. Virginia will add about 2 million residents, and Richmond will add about 340,000-380,000 people by 2032.

The question is where all of these people will live and how the Region will compete in a rapidly changing world and economy. Reality Check will help the Region choose the future it wants.

ULI has been involved with 13 Reality Check events across the US over the past several years. The most recent was in eastern North Carolina. Regional visioning is important in developing regional consensus. Reality Check is a win-win solution that can lead to a healthy environment, a vigorous economy, and a vibrant community.

Keys to regional visioning are

- working together
- regional cooperation
  - begin with the end in mind
  - think win/win
  - seek first to understand and then to be understood

Mr. McMahon noted that regional problems require regional solutions. Economic development is about choices. This also applies to transportation.

There are two kinds of change: planned change and unplanned change. Things that are changing:

- national and global economy
- demographics and population
- technology
- consumer attitudes and market trends
- energy prices
- weather

Mr. McMahon provided data on employment changes from 1990 – 2010. In Richmond, manufacturing jobs fell 47 percent. However, there was growth in

professional and business services (41 percent) and in education and health services (104 percent). In 60 of the country's 100 largest cities, the largest employers are universities or hospitals. The economic driver in Richmond has been Virginia Commonwealth University (VCU).

In the US, there are 3,141 counties; there are 25,375 towns. All of these are competing for a small number of new plants, factories, and/or distribution centers. Development is changing to asset-based economic development: determine what is already there and build on that. As an example, Mr. McMahon provided the following information:

### **Economic Development**

#### 20th Century Model

- public sector leadership
- shotgun recruitment strategy
- low cost positioning
- cheap labor
- key infrastructure = roads
- focus on what you don't have
- quality of life unimportant

#### 21st Century Model

- public/private partnerships
- laser recruitment strategy
- high value positioning
- highly trained talent
- key infrastructure = education
- focus on what you do have
- quality of life is key

Mr. McMahon said "one big thing" no longer works, such as convention centers or festival market places.

The majority of metro areas now have a higher number of residents with college degrees.

Mr. McMahon noted that all regions now compete globally in a global economy; quality of life matters; community character can differentiate; and amenities and green spaces are important.

With regard to demographic shifts:

- baby boomers and retirees – 80 million
- immigrants – 40 million
- millennials (18 to 32 year olds) – 85 million
- women (single person households) – 27 million
- 76 percent of American households do not have school age children

With regard to technology and globalization, people can do business anywhere. Most new jobs are in small and medium size businesses, as well as health care and education. Industrial recruitment is a small part of the new economy.

Mr. McMahon said new jobs in manufacturing will decline, with a few bright spots. There will be a dramatic rise in "eds and meds." It will be important for regions to

have anchor institutions, venture capital, and community colleges. Green infrastructure is booming and becoming more common. Costs for green buildings will continue to drop as experience goes up.

Mr. McMahon pointed out that consumer attitudes are changing. The future belongs to main streets, suburban town centers, and mixed use development. Strip development is for the last century. Old strip centers and parking lots are ripe for redevelopment into urban centers. Suburbs are being redesigned to become more walkable. When urban centers are more accessible, people stay longer and spend more money.

Reality Check is trying to prepare regions for the future. Events have been held across the country since 2002. Regions need to be positioned for the 21st century:

- have a vision for the future
- build on assets
- use education, incentives, and partnerships, not just regulation
- pick and choose among development options
- cooperate for mutual benefit
- support parks, arts, culture, and good design
- have strong leaders and committed citizens

Mr. McMahon ended his presentation by noting it will be important to explore beyond regulation into education, incentives, partnerships, and voluntary initiatives. Education is needed in order to reduce the need to regulate. Citizens need to know what the choices are in order to move forward. Citizens need to understand the choices. Leadership is critical but often unappreciated. Vision counts, but implementation is priceless.

Mr. Crum asked if more information could be presented on Game Day and how the elected officials could become engaged in that effort.

Mr. Davey said Game Day will be an all day event held on May 14 at the Siegel Center. There will be a series of speakers during the morning and rules of the game will be discussed. There will be 30 tables with ten participants at each table to play the game. Each table will have a representative from ten different constituencies and will be in attendance by invitation only. Most all of the RRPDC Board members will receive an invitation. Elected officials will be partnered with representatives from the environmental community, development community, and business community.

The first exercise around the table will be to determine shared values or a guiding vision for the Region. Each table will have a supply of Legos®, which represent 340,000 people and about 200,000 jobs. The object will be to place those around a map of the Region based on the guiding principles previously determined.

Mr. Davey said all results will be aggregated together by volunteers from VCU and the results will be shared with attendees. ULI will then offer assistance on how to implement the recommendations that come from Game Day.

Mr. Kaechele asked what area will the region encompass. Mr. Davey said it will be the same as the Richmond Region – the nine RRPDC member jurisdictions.

Mr. Pollard said he hoped the smaller jurisdictions will be included so that everyone will understand that vision is what makes things happen.

Mr. Davey said ULI Richmond will meet with any group that would like to hear the presentation in advance of Game Day.

Ms. Kelly-Wiecek asked about how rural localities can be involved if they want to preserve their rural character. Mr. McMahon said each table will need to agree on core development principles. In one event held in Washington (DC), all tables agreed that green spaces had to be identified and preserved. The next thing agreed to was that more high quality, mixed use development needed to be next to Metros to maximize the investment in public transportation.

Developers will say that development next to Metro stations was opposed by neighborhoods. A Smart Growth Recognition Program (Chesapeake Bay Foundation, Coalition for Smarter Growth, Washington Area Homebuilders, Board of Trade, ULI) determined that if a good project was presented and was endorsed by all members, then everyone would weigh in during the entitlement process. Rural communities are becoming urban without knowing it. Planning to stay rural needs to take place. Doing nothing is also a choice, but competitors will plan.

Ms. Jaeckle said a challenge is knowing how much density is needed to be successful. Retail needs a certain number of shoppers just like mass transit needs a certain number of people using it. Mr. McMahon said density is not needed everywhere. Density demands high quality design with compensating amenities. Think about what makes the locality what it is.

Chairman Prichard thanked Mr. McMahon and Mr. Davey for their presentation.

## **B. Update on Legislative Issues**

Chairman Prichard asked Mr. Gates to provide this information.

Mr. Gates also thanked Mr. McMahon for his presentation.

Mr. Gates distributed information on the three transportation bills that were discussed at General Assembly. The only bill still being discussed is HB 2313.

The chart distributed showed the current funding for transportation as well as the bill in its original form (the Governor's version), the House version, and the Senate version. The bill has been sent to a conference committee. There are four members out of ten of the conference committee from the Richmond Region – Senator Watkins, Senator Stosch, Senator Norment, and Delegate O'Bannon.

Mr. Gates briefly reviewed the changes made to the Governor's bill by each of the houses. He pointed out that on the line labeled *Revenues from passage of federal Marketplace Equity Act*, the three versions should each note that the funds are dedicated to transportation with exception of 1.25 percent dedicated to K-12 education. That notation was omitted from the Governor's version and from the House version.

With regard to the Regional Option, the Senate version included an option that would allow localities across the state to raise sales tax up to 1 percent to be dedicated to local road, rail, or transit priorities or for toll abatement.

Ms. Kelly-Wiecek asked if this option was for the region or for the locality. Mr. Gates said each board of supervisors would vote, but a certain number of the localities within the region would need to vote for the option in order for it to become effective. There is an option that each locality could do this option for itself.

Both the House and the Senate added a provision that tolls must be approved by the General Assembly, with the exception of existing HOT and HOV lanes.

The Senate version of the bill would raise \$8.29 billion with the regional option, based on all regions adopting the option.

Mr. Pollard asked if the regional option would be most favorable for the localities. Mr. Gates said he would defer to the local boards of supervisors to answer that question. He said this is different from the regional transportation authority proposed for the Region a few years ago. The RRPDC agreed in the legislative agenda that other options for raising revenue in the localities was desired. Localities are dependent on property taxes for revenue. The regional option would allow some room for diversity in raising revenue.

Mr. Kaechele asked how many members are on the conference committee. Mr. Gates said there are five delegates and five senators total. There is only one delegate on the committee from the Richmond Region as well as three senators. The conference committee will debate which portions of the bill to accept or decline. Then each house will need to vote on whether or not to accept the bill as it is presented from the committee. Mr. Gates said there will be some action on transportation funding during the General Assembly since both houses have passed a bill for transportation funding. While none of these bills will generate the funding needed, it's a step in the right direction.

Mr. Gates said he would encourage members to contact their legislators regarding which version of the bill they would support.

**V. OTHER BUSINESS**

**A. Committee Reports**

**1. Large and Small Jurisdictions Committees (LSJC)**

Chairman Prichard asked staff to forward information to members on discussions from the LSJC meeting.

**B. Announcements**

There were no announcements.

**VI. ADJOURNMENT**

There was no other business to bring before the Board and Chairman Prichard adjourned the meeting at approximately 2:20 p.m.

---

Robert A. Crum, Jr.  
Executive Director

---

Faye O. Prichard  
Chairman