

COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
REGULAR MEETING  
May 9, 2023

The Henrico County Board of Supervisors convened a regular meeting on Tuesday, May 9, 2023, at 7:00 p.m. in the Board Room, Administration Building, Henrico County Government Center, Parham and Hungary Spring Roads, Henrico County, Virginia.

**Members of the Board Present:**

Frank J. Thornton, Chairman, Fairfield District  
Tyrone E. Nelson, Vice-Chairman, Varina District  
Thomas M. Branin, Three Chopt District  
Patricia S. O'Bannon, Tuckahoe District  
Daniel J. Schmitt, Brookland District

**Other Officials Present:**

John A. Vithoukias, County Manager  
Andrew R. Newby, County Attorney  
Tanya N. Brackett, CMC, Assistant to the County Manager/Clerk to the Board  
Michael Y. Feinmel, Deputy County Manager for Public Safety  
W. Brandon Hinton, Deputy County Manager for Administration  
Monica Smith-Callahan, Deputy County Manager for Community Affairs  
Cari M. Tretina, Assistant to the County Manager/Chief of Staff  
Benjamin A. Sheppard, Director of Public Relations

Jeanetta Lee, Chaplain for the Henrico County Police Division, delivered the invocation.

On motion of Mrs. O'Bannon, seconded by Mr. Nelson, the Board approved the minutes of the April 25, 2023, Regular and Special Meetings.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

**MANAGER'S COMMENTS**

Mr. Vithoukias took a moment to reflect on the life of a gentleman who served on behalf of our community and to pay our respects to his loving family members who were in attendance. Mr. James P. "Jimmie" Massie, III was a successful businessman who was recruited by longtime legislator Jack Reid to succeed him in the Virginia House of Delegates. In 2007, Jimmie ran a successful campaign to represent Virginia's 72<sup>nd</sup> House District, which previously encompassed a large portion of Henrico County, and began serving as a delegate in January 2008. Jimmie served five consecutive terms in the Virginia legislature until his retirement in January 2018.

Jimmie was a graduate of the Collegiate School and the University of Virginia. He was strategic and highly motivated to affect public policy, and he passionately advocated for education. In addition to his political service, Jimmie was also deeply involved with Needle's Eye Ministries, Inc., a nondenominational organization that promotes Christian values in business. Sadly, Jimmie finished his good race of service to our world on January 25 of this year.

On behalf of Henrico County, the Manager extended deepest sympathies to Elizabeth Massie, her children, James IV, William, Becky, and John, and grandchildren in this great loss. In honor of Jimmie's dedicated public service, the County presented a flag flown in Jimmie's honor. It commemorates his spirit of service and represents all he accomplished for the community.

Mr. Vitoulkas next recognized Raina Vann, Multicultural Community Liaison with the Department of Public Relations, who recognized Asian/Pacific American Heritage Month. In 1990, May was designated as Asian/Pacific American Heritage Month in honor of the many contributions of Asian American and Pacific Islander American People.

In 2021, the Henrico County Police Division's Intercultural Liaison Partnership (ILP) answered a direct call for protection, support, and partnership from the Asian American community. The ILP has since grown to 30 members with 27 officers and three civilians who are dedicated to "Building trust and relationships between police and Henrico County's diverse communities" of which they are a part. Henrico County Public Libraries also partnered with the Asian American Society of Central Virginia to bring a robust series of events and programs for All Henrico Reads. The 2023 feature novel by author Jamie Ford, "The Many Daughters of Afong Moy," highlighted topics that deepened the understanding of intersecting human experiences and shortened the distance between each of us.

Ms. Vann also recognized Jewish American Heritage Month. In 2006, May was designated as Jewish American Heritage Month to recognize the more than 350-year history of Jewish contributions to American culture. Today, we can find diverse experiences, detailed memories, enduring faith, sacred language, and familiar gatherings reflected in Jewish communities – a rich, global diversity seen in the many people and as many expressions of culture.

As part of its celebration of Jewish American Heritage Month, Henrico encourages the community to learn and engage by reviewing the Multicultural Community Engagement Jewish American Heritage webpage and Henrico County Public Libraries website.

Ms. Vann thanked the Board of Supervisors and the County Manager for their vision and leadership to ensure Henrico is strategic in providing services, attracting, and retaining a talented workforce and supporting engagement with our Asian, Native Hawaiian, Pacific Islander American and Jewish American communities.

### **BOARD OF SUPERVISORS' COMMENTS**

Mr. Thornton announced some of the Board members along with the County Manager went to Kansas City this past week for an inter-city visit, which gave a valuable opportunity for County personnel to visit an area that has similar demographics to our area.

Mr. Branin announced the County is partnering with Henrico County Public Schools and the nonprofit organization Capital Trees on a program to expand and strengthen tree canopies at the County's parks and schools. The announcement was made today at Deep Run Park, a wooded park on Ridgefield Parkway that is one of four sites selected for the program's pilot phase.

### **RECOGNITION OF NEWS MEDIA**

There was no media present for the meeting.

### **PRESENTATIONS**

Mr. Vithoukias announced the first proclamation recognizes May 14 – 20, 2023, as Law Enforcement Officers Week, that encourages Henrico citizens to take note of these special dates and salutes the County's law enforcement officers for their steadfast commitment to the County's public safety efforts. He reminded the Board and the residents this proclamation will be presented by our Chairman on Wednesday, May 17, at the Law Enforcement Memorial Day Ceremony. He encouraged all residents and our employees to attend.

Mr. Nelson presented a proclamation recognizing May 2023 as Drug Court Month. This proclamation salutes the men and women who have contributed to the success of the Henrico County Drug Court. The proclamation calls attention to the theme of this year's observance: *Justice for All*. Accepting the proclamation was Shelby Johnson, Director of Community Corrections; joining her were Sarah Smith-Perkins, Community Corrections Unit Supervisor for Drug Court, and the Honorable John Marshall, Chief Judge of the Circuit Court.

Mr. Vithoukias requested the Board move agenda item 143-23 up on the agenda, noting Katherine O'Donnell, Executive Vice President for the Richmond Region Tourism, was in attendance for the presentation.

### **GENERAL AGENDA**

143-23                    Ordinance - To Authorize the Formation of the Tourism Improvement District and Adopt the Tourism Improvement District Plan.

Mrs. O'Donnell announced Hanover and Chesterfield have approved their TID's with Ashland in the process of approving this evening and the City of Richmond expected to approve its ordinance next week.

On motion of Mrs. O'Bannon, seconded by Mr. Nelson, and by unanimous vote, the Board approved this item – see attached ordinance.

### **PUBLIC HEARINGS – REZONING CASES AND PROVISIONAL USE PERMITS**

135-23                    DG Virginia CS, LLC: Request for a Provisional Use Permit under  
PUP2022-                    Sections 24-4205 and 24-2306 of Chapter 24 of the County Code to allow a  
00017                        solar array on Parcel 857-689-8404 located on the south line of Charles  
Varina                        City Road approximately 650' east of the intersection of Elko Road (State

Route 156).

Mr. Vithoulkas announced there is a deferral requested by the applicant for this item, and noted there is a companion item on the general agenda that will also need to be moved up and deferred as well.

No one from the public spoke in opposition to this item.

On motion of Mr. Nelson, seconded by Mr. Branin, and by unanimous vote, the Board deferred this item to the June 13, 2023, meeting.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

### **GENERAL AGENDA CONT'D**

146-23 Resolution - SIA2022-00002 - DG Virginia CS, LLC - Not Substantially in Accord with 2026 Comprehensive Plan - Varina District.

On motion of Mrs. O'Bannon, seconded by Mr. Branin, and by unanimous vote, the Board deferred this item to the June 13, 2023, meeting.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

### **PUBLIC HEARINGS - REZONING CASES AND PROVISIONAL USE PERMITS CONT'D**

136-23 Canterbury Development Group, LLC: Request to conditionally rezone from REZ2023- R-4 One-Family Residence District and M-1 Light Industrial District to 00002 RTHC Residential Townhouse District (Conditional) parcel 797-737-0449 Fairfield containing 5.696 acres located on the east line of Walnut Avenue at its intersection with Ratcliffe Avenue.

No one from the public spoke in opposition to this item.

On motion of Mr. Nelson, seconded by Mr. Branin, and by unanimous vote, the Board followed the recommendation of the Planning Commission and approved this item with the following proffered conditions:

1. **Concept Plan.** The Property must be developed in general conformance with Exhibit A attached hereto (see case file), entitled "WALNUT AVE. CONDOS prepared by TIMMONS GROUP, and dated April 10, 2023 (the "Concept Plan"). The exact locations, footprints, configurations, size,

and details of the lots, drives, roads, buildings and other improvements shown on the Concept Plan are illustrative and are subject to change and may be updated from time to time as required for final engineering design, compliance with governmental regulations or as otherwise approved at the time of Plan of Development review of the Property.

2. **Residential Units.** The property must be developed with condominiums residential units that are attached to other dwelling units by shared walls, side-by-side, within a multi-unit building.
3. **Architecture.** To minimize visual repetition of buildings, no two adjacent buildings may have the same identical individual elevation sequence pattern across the front of the building. The side of each end unit shall include at least two (2) windows and the rear of each unit shall include at least two (2) windows on each floor. There shall be no more than five dwelling units for any building. Buildings constructed on the Property shall generally be in conformance with the renderings attached as Exhibit B, dated March 31, 2023 (see case file), and attached hereto and by this reference made a part hereof, unless otherwise approved at the time of Plan of Development review. No building shall be more than two (2) stories in height.
4. **Underground Utility Lines.** All utility lines on the Property must be underground, except for existing utilities, junction boxes, meters, utility lines in wetlands areas, and utility lines required to be above ground by the utility company.
5. **Best Management Practices.** Best Management Practice ("BMP") structures must be located outside of any landscaped buffer within the Property, except as a landscaping amenity or water related feature, or unless approved at the time of subdivision review. Any wet pond BMP structures must include an aeration feature to move water within such structure.
6. **Density.** No more than forty-eight (48) dwelling units may be developed on the Property.
7. **Sound Suppression Measures.** Walls between dwelling units must be constructed with a minimum certified sound transmission class (STC) of fifty-four (54). A cross section detail, reviewed and approved by a certified architect or engineer as to the methodology accomplishing the STC, must be included in the building permit application.
8. **Building Materials.** All buildings must have exposed exterior walls (above grade) of brick, stone, dryvit, cementitious siding (such as Hardiplank or an equivalent), and/or vinyl (provided vinyl may be used only if it is premium-grade vinyl (a minimum of .044" nominal thickness as evidenced by manufacturer's printed literature) and vinyl may not be used (other than as accent material) on any elevation of a building facing Walnut Avenue nor more than one-third (1/3) of the total elevation area

of any building, or a combination of the foregoing unless different architectural treatment or materials are specifically approved at the time of Plan of Development review.

9. **Foundations.** The exposed exterior portions of all foundations below the first floor level must be finished with brick, stone or cultured stone. On the front, side and rear elevations of each building, there must be a minimum of twelve (12) inches of brick, stone, or cultured stone visible above grade. For reasons associated with required site grading, the requirements of this proffer may be modified or waived by the Director of Planning for individual side or rear facades.
10. **Foundation Planting.** Each dwelling unit must have a minimum of four (4) shrubs planted in the front planting bed.
11. **Landscaping.** A minimum of one (1) tree measuring a minimum of 2.5" in caliper must be retained or planted in front of each dwelling unit, unless otherwise approved at the time of landscape plan review. Landscaping must be planted along Walnut Avenue as required at the time of landscape plan review to provide the equivalent of a transitional buffer 10.
12. **Protective Covenants.** Prior to or concurrent with the final approval of the initial Plan of Development for the Property, a document setting forth covenants must be recorded in the Clerk's Office of the Circuit Court of Henrico County, Virginia (the "County"), setting forth controls on the development and maintenance of the Property and establishing one or more owners' associations (the "Association"). All common amenities and common areas must be maintained by the Association for the benefit of the owners, residents, tenants, and their guests.
13. **Roads.** Prior to the issuance of any Certificate of Occupancy, the applicant must provide the Planning Department with certification from a licensed engineer that the built roadways within the project were constructed according to the approved subdivision plan, and in compliance with Henrico County road design standards and specifications (except as to pavement width, turning radii, cul-de-sac dimensions, curb type, and underdrains), to include proper compaction of the sub-base soils, utility trenches, base stone, and asphalt surface. The internal roadways must be private and shall be maintained by the Association. A maximum of eight (8) feet in width will be dedicated to the County along the Property's frontage with Walnut Avenue for future widening.
14. **Sidewalks.** A continuous sidewalk a minimum of five (5) feet in width must be provided in front of all residential buildings.
15. **Trash.** There may be no central trash receptacles.
16. **Entrance Feature.** Any detached entrance sign must be ground

mounted monument-style and not exceed eight feet in height.

17. **Amenities.** Recreational amenities for use by dwelling unit owners and guests must include at least (a) one gathering area containing a gazebo or pavilion with outdoor furniture, a fire pit with chairs or an outdoor grill and tables, and (b) a pocket park, as shown on the Concept Plan, or all as otherwise approved at the time of subdivision or plan of development review.
18. **Construction Hours.** The hours of exterior construction activities, including operation of bulldozers and other earthmoving equipment must be limited to the hours between 7:00 a.m. and 7:00 p.m. or dusk (whichever occurs first) Monday through Saturday, except in emergencies or where unusual circumstances require extending the specific hours in order to complete work such as concrete pours and utility connections. No exterior construction activities may be allowed on Sundays. Signs, in both English and Spanish, stating the above-referenced provisions, must be posted and maintained at all entrances to the Property prior to any land disturbance activities thereon.
19. **Condominium Act.** Any Condominiums constructed on the Property must comply with the Virginia Condominium Act.
20. **Recreational Vehicles.** No recreational vehicles, campers, trailers, or boats may be parked or stored on the Property, unless within enclosed garages.
21. **Ownership.** All dwelling units must be marketed for and offered for sale by the initial developer of the Property. No more than 20% of all dwelling units shall be permitted to be for rent at any given time. These restrictions shall also be made a part of the covenants applicable to the Property and enforced by the Association.
22. **Severance.** The unenforceability, elimination, revision, or amendment of any proffer set forth herein, in whole or in part, may not affect the validity or enforceability of the other proffers or the unaffected part of any such proffer.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

137-23  
PUP2023-  
00004  
Fairfield

American Tower Corporation: Request for a Provisional Use Permit under Sections 24-4205 and 24-4314.F of Chapter 24 of the County Code to amend the existing Provisional Use Permit, P-17-06, on Parcel 802-736-8028 located at the north intersection of Mechanicsville Turnpike (U.S. Route 360) and E. Laburnum Avenue.

No one from the public spoke in opposition to this item.

On motion of Mr. Nelson, seconded by Mr. Branin, and by unanimous vote, the Board followed the recommendation of the Planning Commission and approved this item subject to the following conditions:

1. If the use of the tower for communication purposes is discontinued for 180 days, the tower and all related structures shall be removed from the site within ninety (90) days. Within ten (10) business days after written request by the County, the owner of the tower shall provide the County with written confirmation of the status of the tower, the number of and identity of users on the tower, available collocation space on the tower and such additional information as may be reasonably requested.
2. Application for a building permit to install the tower must be made within one year after the Provisional Use Permit is granted by the Board of Supervisors, unless an extension of time is granted by the Director of Planning upon a written request by the applicant.
3. The applicant shall obtain approval from the Planning Commission should the FAA require the addition of standard obstruction marking and lighting (i.e. red lighting and orange and white striping) to the tower. The applicant shall notify the Director of Planning prior to making any changes to the original galvanized finish of the tower.
4. When site construction is initiated as a result of this Provisional Use Permit, the applicant shall complete requirements prescribed by Chapter 10 of the Henrico County Code. In particular, land disturbance of more than 2,500 square feet will require that construction plans include a detailed drainage and erosion control plan prepared by a professional engineer certified in the State of Virginia. Ten (10) sets of the construction plans shall be submitted to the Department of Public Works for approval.
5. The applicant shall allow the collocation of at least 2 and as many additional users as technically possible at this site in accordance with the provisions of the Letter of Intent to Permit Co-Location on Communications Tower, filed by the applicant with this request.
6. A landscaping plan for the purpose of screening the base of the tower from view shall be submitted to the Planning Office for approval prior to the issuance of a building permit for the tower. The Director of Planning may waive the enforcement of this condition if it is deemed unnecessary.
7. If ownership of the lease is transferred to another provider, the applicant will need to submit a Transfer of Provisional Use Permit.
8. The height of the tower shall not exceed 150 feet.



9. This permit applies only to the existing 11,667 square foot lease area on the property.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

138-23  
REZ2023-  
00008  
Brookland

Sledd Properties, LLC: Request to amend proffers accepted with C-35C-91 on Parcel 753-759-5245 located approximately 400' from the northwest intersection of W. Broad Street and Stillman Parkway.

No one from the public spoke in opposition to this item.

On motion of Mr. Schmitt, seconded by Mrs. O'Bannon, and by unanimous vote, the Board followed the recommendation of the Planning Commission and approved this item with the following proffered conditions:

All conditions of rezoning case C-35C-91 will apply to the subject property except as revised below.

5. Installation Department Restrictions. The automobile radio and stereo installation... (PROFFER TO BE DELETED IN ITS ENTIRETY)

19(a). a billiard, bagatelle, gambling or lottery type machines, or a bingo parlor

19(i). a gymnasium, sport or health club or spa; (PROFFER TO BE DELETED IN ITS ENTIRETY)

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

139-23  
REZ2023-  
00006  
Three Chopt

Bacova Development Company, LLC: Request to amend proffers accepted with C-19C-12 on Parcel 738-767-8602 located at the southwest intersection of Manor Crossing Court and Manor Crossing Place.

No one from the public spoke in opposition to this item.

On motion of Mr. Branin, seconded by Mr. Nelson, and by unanimous vote, the Board followed the recommendation of the Planning Commission and approved this item with the following proffered conditions:

All conditions of rezoning case C-19C-12 will apply to the subject property except as revised below.

3. **Density.** No more than ninety-six (96) residential dwelling units shall be constructed on the property.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

140-23  
REZ2023-  
00007  
Three Chopt

Edward Rose Development Company, LLC: Request to conditionally rezone from R-6C General Residence District (Conditional) to C-1C Conservation District (Conditional) parts of Parcels 734-765-0271, 734-765-1094, and 734-765-1326 containing 2.0 acres located approximately 295' northwest of the terminus of Old Three Chopt Road extending approximately 1,400' north along the floodplain to Interstate 64.

No one from the public spoke in opposition to this item.

On motion of Mr. Branin, seconded by Mrs. O'Bannon; and by unanimous vote, the Board followed the recommendation of the Planning Commission and approved this item with the following proffered conditions:

1. **Conservation Areas.** The Property shall only be used for the following purposes:
  - a. Storm water management and/or retention areas;
  - b. Ponds, lakes and similar areas intended as aesthetic and/or recreational amenities and/or wildlife habitats;
  - c. Access drives, utility easements, signage, walkways and recreational facilities installed in a manner to minimize their impacts; and
  - d. Such additional uses to the uses identified in (a), (b) and (c) above as may be deemed compatible and of the same general character by the Planning Director pursuant to Chapters 19 and 24 of the County Code.
2. **Dedication.** After approval of the Plan of Development for the project and prior to construction plan approval for the Future Interchange (defined below), the County of Henrico ("County") may request in writing, and within ninety (90) days after the written request by the County, a variable width limited access right-of-way for a new 1-64/Gayton Road interchange ("Future Interchange") along the northern and northeastern part of the Property, in the general location shown on the Concept Plan, shall be dedicated, free and unrestricted, to and for the benefit of the County. The exact location and alignment of this right-of-way dedication shall be approved by Public Works, but shall not be closer than thirty

(30) feet to the parking related improvements constructed on the Property or, if not yet constructed, as shown on the Concept Plan. In the event that the Future Interchange design/alignment is modified, as determined by the Public Works, without necessitating the aforementioned dedication, or portion thereof, the County may waive this dedication or portion thereof.

3. **Landscaped Greenbelt.** At the time of the dedication in Proffer 2 above, a minimum twenty-five (25) foot wide landscaped greenbelt shall be established along the ultimate right-of-way of the Future Interchange, except to the extent necessary for utility easements, parking area infrastructure, bicycle paths, jogging trails, signage, fencing, and other purposes requested and specifically permitted, or if required by any other governmental body, at the time of Plan of Development review. To the extent reasonably practicable at the time this greenbelt is established, healthy, mature trees of a minimum of six inch (6") caliper shall be retained within this greenbelt area. Supplemental vegetation shall be added within this landscaped greenbelt, as determined by the later of either landscape plan approval or approval of a landscape plan amendment in conjunction with the dedication in Proffer 2 above. This Supplemental vegetation will be planted in a manner intended to mitigate the impact of the Future Interchange on the residences on the Property. The exact location of this greenbelt will be approved by the Planning Director and the width of this greenbelt may be reduced by the Planning Director to facilitate the dedication in Proffer 2 above.

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

141-23  
REZ2023-  
00009  
Three Chopt

Union Tower LLC/ Philip Nickles: Request to amend proffers accepted with C-74C-87 on Parcel 747-757-3086 located at the northeast intersection of Three Chopt Road and Cox Road.

No one from the public spoke in opposition to this item.

On motion of Mr. Branin, seconded by Mr. Schmitt, and by unanimous vote, the Board followed the recommendation of the Planning Commission and approved this item with the following proffered conditions:

1. The exposed portion of each exterior wall surface (front, rear and sides) of each building constructed on the Property shall be similar to the exposed portions of other exterior walls of such building in architectural treatment and materials. No exposed portion of any exterior walls shall consist of untreated or painted cinder block.

2. Parking lot lighting shall be provided by concealed sources of light, except at vehicular (access) points or as otherwise required at the time of Plan of Development review. Parking lot lighting standards shall not exceed twenty (20) feet in height.
3. The following uses shall not be permitted on the Property:
  - a. Skating rinks.
  - b. Billiard parlors.
  - c. Establishments operated primarily as amusements or video game parlors.
  - d. Repair business for electrical, heating or plumbing systems.
  - e. Adult book store.
  - f. Hotel or motel.
  - g. Convenience grocery store.
  - h. Automobile service station.
  - i. Dance hall.
  - j. Retail automobile tire store.
4. A landscaped buffer area of a minimum, of twenty (20) feet in width shall be maintained along those boundaries of the Property abutting property presently developed for single family residential purposes, except to the extent necessary for utility easements, or other purposes required at the time of Plan of Development review, or by any other applicable governmental body. Only utility easements which run generally perpendicular to the buffer area shall be extended through the buffer area.
5. The size of signs permitted on the Property shall be controlled by Zoning Ordinance provisions dealing with the size of signs in a B-1 neighborhood business zoning district.
6. The existing landscaped buffer area shall be maintained along the right-of-way line of Cox Road, as such right-of-way line is determined at the time of Plan of Development review (except for utility easements, signage, driveways and other purposes required at the time of Plan of Development review, or any other applicable governmental body). Any landscaping currently existing within the buffer along Cox Road shall not be removed, except for dead, diseased and fallen trees and shrubbery or as otherwise approved by the Director of Planning. Any road or driveway within the buffer area shall run generally perpendicular thereto.
7. Drive-throughs may be permitted on the Property so long as such use is placed on the Property as generally shown on the conceptual plan entitled "DUNKIN' AT TOWER PLAZA", dated March 24, 2023, and prepared by Koontz, Bryant, Johnson, Williams (see case file), unless otherwise approved at the time of Plan of Development review. Any building with a drive-through shall have an exterior elevation compatible with the shopping center building currently located on the Property, as determined at the time of Plan of Development review,

including, without limitation, the elevations entitled "DUNKIN' BRANDS. STORE #XXXXXX", dated March 24, 2023, and prepared by Quick Service Restaurant/Retail Design Group, LLC (see case file).

The vote of the Board was as follows:

Yes: Thornton, Nelson, Branin, O'Bannon, Schmitt

No: None

### **PUBLIC HEARINGS – OTHER ITEM**

142-23 Resolution - Change in Street Name - Capital One Way - Innsbrook North Subdivision - Brookland District.

No one from the public spoke in opposition to this item.

On motion of Mr. Schmitt, seconded by Mrs. O'Bannon, and by unanimous vote, the Board approved this item – see attached resolution.

### **PUBLIC COMMENTS**

Asher Coffey, a resident of the Fairfield District, spoke to the Board about getting sidewalks installed on Cottage Street near Lakeside Elementary School. He noted he has to walk from school every day because he lives so close, and it would be safer to have sidewalks since there is so much traffic and speeders.

Ron Hedlund, a non-resident, asked for information about an email that went to County employees from the County Manager.

### **GENERAL AGENDA CONT'D**

144-23 Resolution - Award of Contract - Air Handling Unit Replacement at Henrico County Jail East (Building #3).

On motion of Mrs. O'Bannon, seconded by Mr. Schmitt, and by unanimous vote, the Board approved this item – see attached resolution.

145-23 Introduction of Ordinance - To Establish the Henrico County Home Purchase Assistance Program to Assist Employees with the Purchase of Homes in the County.

On motion of Mrs. O'Bannon, seconded by Mr. Nelson, and by unanimous vote, the Board approved this item – see attached introduction of ordinance.

147-23 Resolution - Award of Contract - Advanced Traffic Management System (ATMS) Phase II - Countywide.

On motion of Mrs. O'Bannon, seconded by Mr. Schmitt, and by unanimous vote, the Board approved this item – see attached resolution.

148-23

Resolution - Adoption of a Program for Public Information Plan as Part of the County's Participation in FEMA's Community Rating System.

On motion of Mrs. O'Bannon, seconded by Mr. Schmitt, and by unanimous vote, the Board approved this item – see attached resolution.

There being no further business, the meeting was adjourned at 8:16 p.m.

*Frank J. Thornton*

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Chairman, Board of Supervisors  
Henrico County, Virginia

# Proclamation



OF THE BOARD OF SUPERVISORS OF HENRICO COUNTY, VIRGINIA

## LAW ENFORCEMENT OFFICERS WEEK

May 14 - 20, 2023

**WHEREAS**, the law enforcement officers of Henrico County serve our citizens daily, protecting lives and property and upholding local ordinances and state laws; and

**WHEREAS**, by the nature of their duties, these officers endure grave danger, and on occasion, loss of their own lives; and

**WHEREAS**, the County's law enforcement officers help make our community a safe place to live, work, and play; and

**WHEREAS**, these professionals need and deserve the support of our citizens; and

**WHEREAS**, it is important to remember our officers who died in the line of duty and to acknowledge those officers who continue to serve the County and the Commonwealth; and

**WHEREAS**, each year, the 15<sup>th</sup> day of May is nationally designated as Peace Officers Memorial Day and the calendar week in which that date occurs is nationally designated as Police Week; and

**WHEREAS**, the Henrico County Police Division will hold its annual memorial service and wreath-laying ceremony at Police Memorial Park on Wednesday, May 17, 2023, to honor the County's fallen police officers.

**NOW, THEREFORE, BE IT PROCLAIMED** that the Board of Supervisors of Henrico County, Virginia, hereby recognizes May 14 - 20, 2023, as Law Enforcement Officers Week and Wednesday, May 17, 2023, as Law Enforcement Memorial Day in Henrico County; encourages Henrico citizens to take note of these special dates; and salutes the County's law enforcement officers for their steadfast commitment to the County's public safety efforts and for contributing significantly to the quality of life of this community.



*Frank J. Thornton*  
Frank J. Thornton, Chairman  
Board of Supervisors

# Proclamation



OF THE BOARD OF SUPERVISORS OF HENRICO COUNTY, VIRGINIA

## DRUG COURT MONTH

May 2023

**WHEREAS**, treatment courts have been restoring lives and families for more than three decades; and

**WHEREAS**, there are now more than 4,000 treatment courts nationwide, which have served more than 1.5 million individuals and are the cornerstone of justice reform sweeping the nation; and

**WHEREAS**, treatment courts save an average of \$6,000 for every individual they serve; and

**WHEREAS**, treatment courts significantly improve substance use disorder treatment outcomes and substantially reduce addiction and related crime, and do so at less expense than any other criminal justice strategy; and

**WHEREAS**, treatment courts improve education, employment, housing, and financial stability; promote family reunification; reduce foster care placements; and increase the rate of addicted mothers delivering babies who are fully drug free; and

**WHEREAS**, treatment courts facilitate community-wide partnerships by bringing together public safety and public health; and

**WHEREAS**, treatment courts demonstrate that when one person rises out of the substance use and crime, we all rise; and

**WHEREAS**, they are recognized as the most successful justice system intervention in our nation's history; and

**WHEREAS**, during May 2023, the Henrico County Drug Court will celebrate the program's 20<sup>th</sup> year in existence, having had 279 successful graduates; and

**WHEREAS**, the Henrico County Drug Court is a collaborative effort of the 14<sup>th</sup> Judicial Circuit Court, the Commonwealth's Attorney's Office, the Sheriff's Office, Henrico Area Mental Health and Developmental Services, the Police Division, the Community Corrections Program, and the Probation and Parole District #32 Office of the Virginia Department of Corrections.

**NOW, THEREFORE, BE IT PROCLAIMED** that the Board of Supervisors of Henrico County, Virginia, hereby recognizes May 2023 as Drug Court Month; salutes the men and women who have contributed to the success of the Henrico County Drug Court; and calls to the attention of Henrico residents the theme for this year's observance: *Justice for All*.



*Frank J. Thornton*  
Frank J. Thornton, Chairman





**COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
MINUTE**

Agenda Item No. **143-23**  
Page 1 of 1

**Agenda Title: ORDINANCE — To Authorize the Formation of the Tourism Improvement District and Adopt the Tourism Improvement District Plan**

<p>For Clerk's Use Only:</p> <p>Date: <u>5/9/2023</u></p> <p><input checked="" type="checkbox"/> Approved  <input type="checkbox"/> Denied  <input type="checkbox"/> Amended  <input type="checkbox"/> Deferred to:</p>	<p align="center"><b>BOARD OF SUPERVISORS ACTION</b></p> <p>Moved by (1) <u>O'Bannon</u> Seconded by (1) <u>Nelson</u>  (2) _____ (2) _____</p> <p>REMARKS: <b>APPROVED</b></p>	<table border="0"> <thead> <tr> <th></th> <th>YES</th> <th>NO</th> <th>OTHER</th> </tr> </thead> <tbody> <tr> <td>Branin, T.</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Nelson, T.</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>O'Bannon, P.</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Schmitt, D.</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Thornton, F.</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>		YES	NO	OTHER	Branin, T.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nelson, T.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	O'Bannon, P.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Schmitt, D.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Thornton, F.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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On May 9, 2023, the Board of Supervisors of Henrico County, Virginia, adopted the attached ordinance.

Comment: The Director of Finance recommends approval of this Board paper, and the County Manager concurs.

By Agency Head [Signature] <sup>Acting</sup> By County Manager [Signature]

Copy to: \_\_\_\_\_

Certified: \_\_\_\_\_  
A Copy Teste: \_\_\_\_\_  
Clerk, Board of Supervisors

Date: \_\_\_\_\_

**ORDINANCE – To Authorize the Formation of the Tourism Improvement District and Adopt the Tourism Improvement District Plan**

WHEREAS, the Tourism Improvement Districts law, Code of Virginia Title 15.2, Chapter 24, Article 3 (the “TID Law”), authorizes the County of Henrico (the “County”) to create tourism improvement districts upon petition by a weighted majority of the business owners located within the boundaries of the Tourism Improvement District (the “TID”); and,

WHEREAS, lodging business owners who will pay more than 50 percent of the proposed business fee within the boundaries of the TID have petitioned the Board of Supervisors to form the TID; and,

WHEREAS, included with the petitions was a Tourism Improvement District Plan (the “Plan”) summary that described the proposed business fee to be levied on lodging businesses within the TID to pay for sales, marketing, promotions, special event programs, and other activities in the Plan; and

WHEREAS, the assessed lodging businesses within the TID will receive a specific benefit from the activities set forth in the Plan; and,

WHEREAS, on March 14, 2023, the Board of Supervisors adopted the resolution required by Section 15.2-2413.4 of the TID Law; and,

WHEREAS, the public hearing to consider the formation of the TID was properly noticed in accordance with Section 15.2-2413.4(C) of the TID Law; and,

WHEREAS, on March 28, 2023, the Board of Supervisors held a public hearing regarding the formation of the TID, at which hearing the Board provided the requisite opportunity to receive all objections, if any, to the formation of the TID and the levy of the proposed business fee; and,

WHEREAS, the Clerk of the Board received no objections to the formation of the TID and the levy of the proposed business fee.

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF SUPERVISORS OF HENRICO COUNTY, VIRGINIA:**

**§ 1. Findings.** Pursuant to Section 15.2-2413.5 of the TID Law, the Board finds:

- a) That the notice of hearing required pursuant to the TID Law was published and mailed as required and is sufficient.
- b) All businesses to be charged a business fee within the boundaries of the proposed TID will benefit from the establishment of the TID; and
- c) The establishment of the TID is in the public interest.

**§ 2. Boundaries.** The TID includes all lodging businesses, existing and in the future, with 41 rooms or more located within the boundaries of the County. A boundary map is attached to this Ordinance and incorporated by reference.

**§ 3. Duration.** The TID will have a term of 10 years, beginning July 1, 2023, through June 30, 2033.

**§ 4. Proposed Activities.**

- a) The business fees levied for the TID will be applied towards sales, marketing, promotions, and special event programs to market lodging businesses paying the TID business fee as visitor, meeting, and event destinations, and other activities as set forth in the Plan. TID funds will not be used for capital or infrastructure improvements.
- b) The activities funded by the business fee will provide a specific benefit to businesses within the TID paying the fee that is not provided to those not paying the business fee.
- c) Business fees imposed pursuant to the TID are levied upon and are a direct obligation of the business paying the fee. However, the business may, at its discretion, pass the fees on to guests. The amount of the fee, if passed on to each guest, must be disclosed in advance and separately stated from the amount of rent charged and any other

applicable taxes, and each guest must receive a receipt for payment from the business paying the TID business fee. The fee must be disclosed as the "TID Fee" as specified in the Plan.

- d) Business fees levied on lodging businesses pursuant to this ordinance are levied on the basis of benefit. Because the services provided are intended to increase room rentals, a business fee based on room rentals is the best measure of benefit.
- e) Projects and services approved and executed by the TID are intended to supplement, not supplant, existing funding provided by the County. Pursuant to Section 15.2-2413.6(B) of the TID Law, the County will not reduce services to businesses paying the TID fee because of the implementation of the TID.

**§ 5. Business fee rate.** The initial TID business fee rate is two percent of gross short-term room rental revenue. The fee rate may be decreased according to the criteria stipulated in the Plan. Business fees will not be collected on transactions that are not subject to the transient occupancy tax imposed in Article IX of Chapter 20 of the Code of the County of Henrico (the "Transient Occupancy Tax"). Business fees will not be collected on stays of more than 30 consecutive days. Additionally, charges made directly to, and paid directly by, the federal government, are exempt from the fee.

**§ 6. Budget.** The business fees for the entire TID will total approximately \$3,643,946 in the first year. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate with room sales.

**§7. Governance.** The Board, through adoption of this Ordinance and the Plan, has the right pursuant to Section 15.2-2413.10 of the TID Law to identify and contract with an administering nonprofit for the purpose of carrying out such activities as prescribed in the Plan. The administering nonprofit may make recommendations to the County with respect to any matter involving or relating to the TID. The

County identifies Richmond Region Tourism (RRT) as the administering nonprofit of the TID. RRT will create a subcommittee (Governance Committee) tasked with overseeing TID programs and services.

#### **§ 8. Collections and Remittance of Fee.**

The County's department of finance will be responsible for collecting the fee on a monthly basis from all lodging businesses paying the business fee and remitting fee funds to RRT in accordance with the Plan and on the same terms as collections of the Transient Occupancy Tax, including the imposition of penalties and interests for delinquent reporting or remitting of the fee.

#### **§ 9. Termination.**

- a) Pursuant to all provisions of Section 15.2-2413.11 of the TID Law, the TID may be dissolved by a majority vote of the Board. The TID may be dissolved if the locality determines there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the TID. In the event of dissolution of the TID, any remaining revenues, after all outstanding debts are paid, derived from the charge of fees, or derived from the sale of assets acquired with the revenues, will be appropriated for the purposes of the Plan or refunded to the businesses that are charged the fee by applying the same method and basis that was used to determine the TID fees that were charged.
- b) During the operation of the TID, there will be a 30-day period each year in which owners of benefited businesses may request dissolution of the TID. The first such period will begin one year after the date of establishment of the TID and continue for 30 days. The next such 30-day period will begin two years after the date of the establishment of the TID. Each successive year of operation of the TID will have such

a 30-day period. Upon the written petition of the owners or authorized representatives of businesses in the TID who pay 50 percent or more of the fees charged, the County may by majority vote of the Board dissolve the TID.

**§ 10. Amendments.**

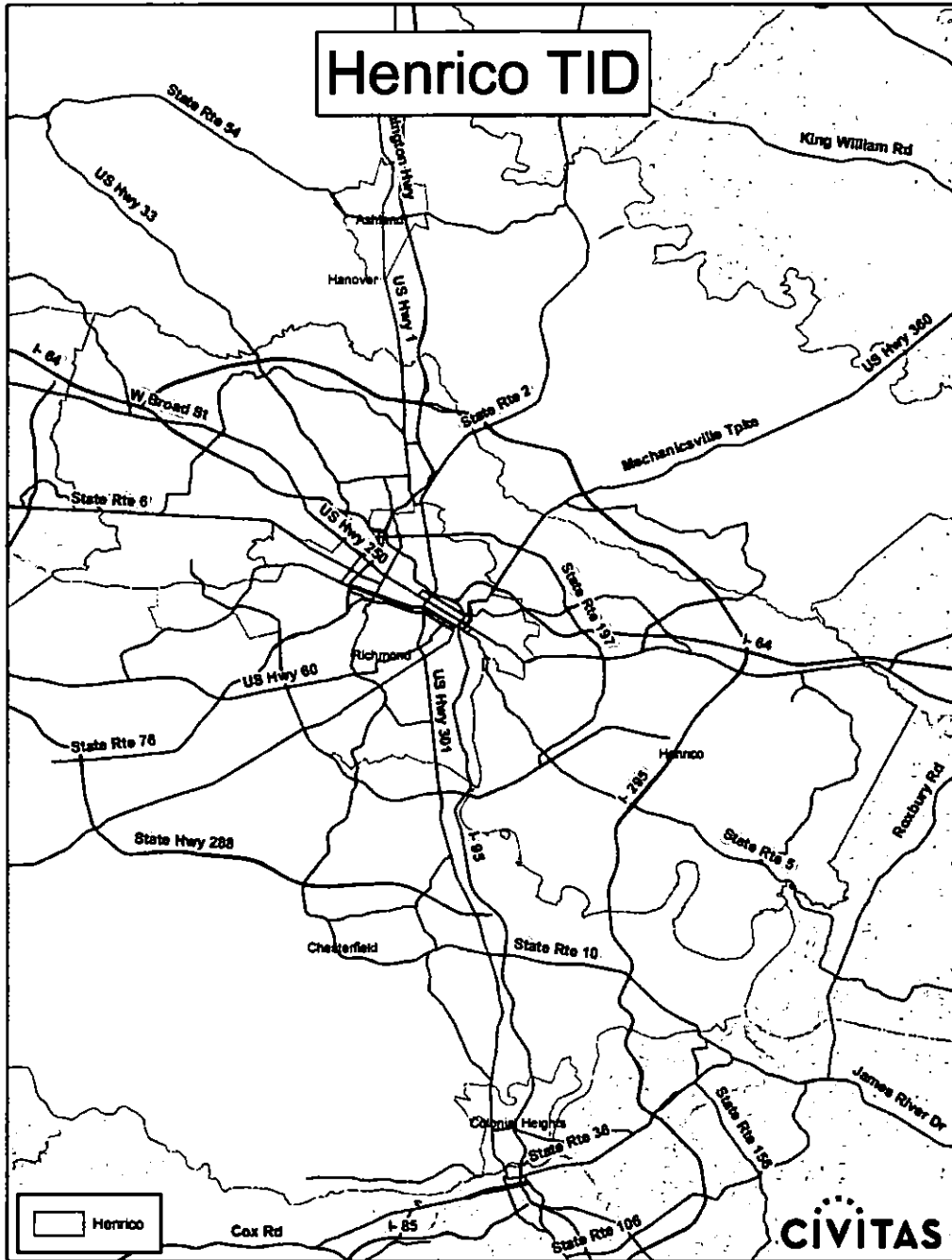
- a) The TID formed pursuant to this Ordinance will be subject to any amendments to the TID Law.
- b) At any time after the establishment of the TID, the Plan upon which the establishment is based, may, upon the recommendation of the administering nonprofit, be amended by the County after compliance with the procedures set forth in Section 15.2-2413.7 of the TID Law.

**§ 11. Adoption of Plan.** The Plan dated October 27, 2022, is hereby adopted and approved.

**§ 12. Implementation.** The director of finance is directed to take all necessary actions to complete the establishment of the TID and to levy the business fees in accordance with the Plan and the TID Law.

**§ 13. Effective Date.** This Ordinance will be in force and effect upon its adoption in accordance with law.

# MAP SHOWING BOUNDARIES OF TOURISM IMPROVEMENT DISTRICT





**COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
MINUTE**

Agenda Item No. 142-23

Page No. 1 of 1

**Agenda Title: RESOLUTION — Change in Street Name — Capital One Way — Innsbrook North Subdivision — Brookland District**

For Clerk's Use Only: Date: <u>5/9/2023</u> <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Amended <input type="checkbox"/> Deferred to:	<b>BOARD OF SUPERVISORS ACTION</b> Moved by (1) <u>Schmitt</u> Seconded by (1) <u>O'Bannon</u> (2) REMARKS: <b>APPROVED</b>	<table border="1"> <thead> <tr> <th></th> <th>YES</th> <th>NO</th> <th>OTHER</th> </tr> </thead> <tbody> <tr> <td>Branin, T.</td> <td align="center">✓</td> <td></td> <td></td> </tr> <tr> <td>Nelson, T.</td> <td align="center">✓</td> <td></td> <td></td> </tr> <tr> <td>O'Bannon, P.</td> <td align="center">✓</td> <td></td> <td></td> </tr> <tr> <td>Schmitt, D.</td> <td align="center">✓</td> <td></td> <td></td> </tr> <tr> <td>Thornton, F.</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		YES	NO	OTHER	Branin, T.	✓			Nelson, T.	✓			O'Bannon, P.	✓			Schmitt, D.	✓			Thornton, F.			
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**WHEREAS**, Capital One Way is a local commercial street within the Innsbrook North subdivision in the Brookland District; and,

**WHEREAS**, the Planning Department has received a request to rename Capital One Way between Nuckols Road and its terminus as Energy Way; and,

**WHEREAS**, the County's property numbering and street naming manual allows the Board of Supervisors to rename roads upon holding a public hearing; and,

**WHEREAS**, the Board held an advertised public hearing on May 9, 2023, to consider the request; and,

**WHEREAS**, the Board is satisfied that the change is reasonable and would not be disruptive to the adjacent properties or services to those properties.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Supervisors that Capital One Way in the Innsbrook North subdivision between Nuckols Road and its terminus be renamed Energy Way, pursuant to Article IV of Chapter 6 of the Code of the County of Henrico.

**Comments:** The Director of Planning, Chief of Police, Chief of Fire, and the Director of Public Works recommend approval of this Board paper, and the County Manager concurs.

By Agency Head [Signature]      Acting By County Manager [Signature]

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**COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
MINUTE**

Agenda Item No. 144-23

Page No. 1 of 2

**Agenda Title: RESOLUTION – Award of Contract – Air Handling Unit Replacement at Henrico County Jail East (Building #3)**

For Clerk's Use Only: Date: <u>5/9/2023</u> <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Amended <input type="checkbox"/> Deferred to: _____	<b>BOARD OF SUPERVISORS ACTION</b> Moved by (1) <u>O'Bannon</u> Seconded by (1) <u>Schmitt</u> (2) _____ (2) _____ REMARKS: <div style="font-size: 2em; font-weight: bold; text-align: center;">APPROVED</div>	<table border="0"> <tr> <td></td> <td>YES</td> <td>NO</td> <td>OTHER</td> </tr> <tr> <td>Branin, T.</td> <td align="center">✓</td> <td align="center">—</td> <td align="center">—</td> </tr> <tr> <td>Nelson, T.</td> <td align="center">✓</td> <td align="center">—</td> <td align="center">—</td> </tr> <tr> <td>O'Bannon, P.</td> <td align="center">✓</td> <td align="center">—</td> <td align="center">—</td> </tr> <tr> <td>Schmitt, D.</td> <td align="center">✓</td> <td align="center">—</td> <td align="center">—</td> </tr> <tr> <td>Thornton, F.</td> <td align="center">—</td> <td align="center">—</td> <td align="center">—</td> </tr> </table>		YES	NO	OTHER	Branin, T.	✓	—	—	Nelson, T.	✓	—	—	O'Bannon, P.	✓	—	—	Schmitt, D.	✓	—	—	Thornton, F.	—	—	—
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**WHEREAS**, the County received three bids on April 11, 2023, in response to ITB 23-2507-3EAR and Addendum No. 1, for the Air Handling Unit Replacement at Henrico County Jail East (Building #3) Project located at 17320 New Kent Highway, Barhamsville, VA 23011; and,

**WHEREAS**, the Project consists of the replacement of the five existing air handling units and installation of new units, including piping changes, electrical work, and controls; and

**WHEREAS**, the bids were as follows:

Bidders	Bid Amounts
Comfort Systems of Virginia, Inc. Chesapeake, VA	\$626,186
Waco, Inc. Sandston, VA	\$814,780
Old Dominion Mechanical, LLC Richmond, VA	\$833,385

**WHEREAS**, after a review and evaluation of the bids, it was determined that Comfort Systems of Virginia, Inc. is the lowest responsive and responsible bidder for the fixed price contract with a bid of \$626,186.

By Agency Head [Signature] By County Manager [Signature]

Copy to: \_\_\_\_\_ Certified: \_\_\_\_\_  
 A Copy Teste: \_\_\_\_\_ Clerk, Board of Supervisors  
 Date: \_\_\_\_\_

**COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
MINUTE**

Agenda Item No. 144-23

Page No. 2 of 2

**Agenda Title: RESOLUTION – Award of Contract – Air Handling Unit Replacement at Henrico County Jail East (Building #3)**

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**NOW, THEREFORE, BE IT RESOLVED** by the Board of Supervisors:

1. The contract for \$626,186 is awarded to Comfort Systems of Virginia, Inc., the lowest responsive and responsible bidder, pursuant to ITB 23-2507-3EAR, Addendum No. 1, and the base bid submitted by Comfort Systems of Virginia, Inc.
2. The County Manager is authorized to execute the contract in a form approved by the County Attorney.
3. The County Manager, or the Purchasing Director as his designee, is authorized to execute change orders within the scope of the project budget not to exceed 15% of the original contract amount.

**Comment:** The Director of General Services and the Purchasing Director recommend approval of the Board paper, and the County Manager concurs.







**COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
MINUTE**

Agenda Item No. 147-23

Page No. 2 of 2

**Agenda Title: RESOLUTION — Award of Contract — Advanced Traffic Management System (ATMS) Phase II — Countywide**

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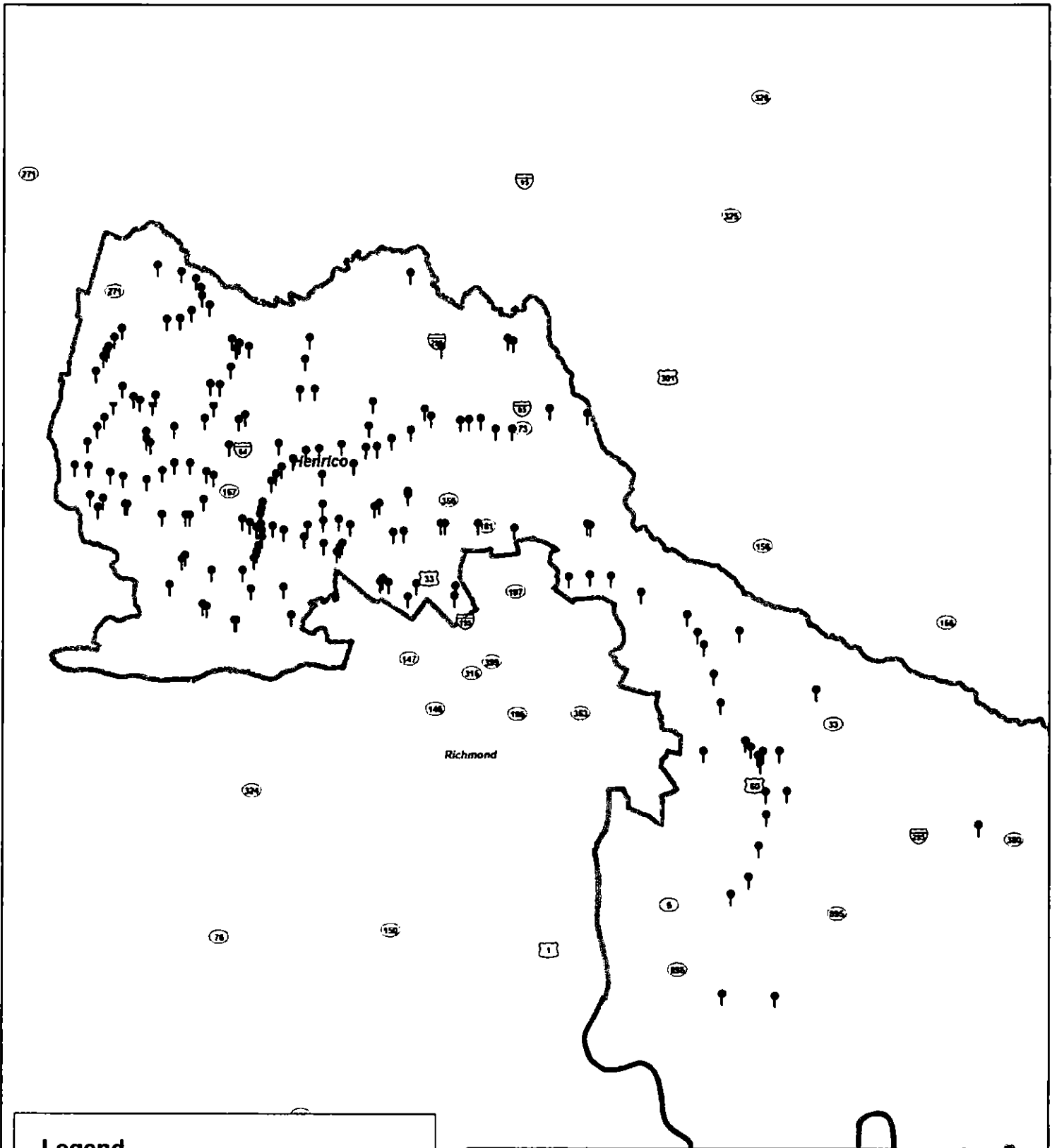
**NOW, THEREFORE, BE IT RESOLVED** by the Board of Supervisors:

1. The contract for \$7,642,679.15 is awarded to B & B Signal Co., LLC as the lowest responsive and responsible bidder, pursuant to ITB No. 22-2456-11JL, Addendum No. 1, and the total unit price base bid submitted by B & B Signal Co., LLC.
2. The County Manager is authorized to execute the contract in a form approved by the County Attorney.
3. The County Manager, or the Purchasing Director as his designee, is authorized to execute change orders within the scope of the project budget.

**COMMENT:** The Director of Public Works and the Purchasing Director recommended approval of this Board paper, and the County Manager concurs.



# Advanced Traffic Management System (ATMS) Phase II



**Legend**

📍 Henrico Traffic Signals

1 0.5 0 1 2 3 4 5 Miles

1 inch equals 16,000

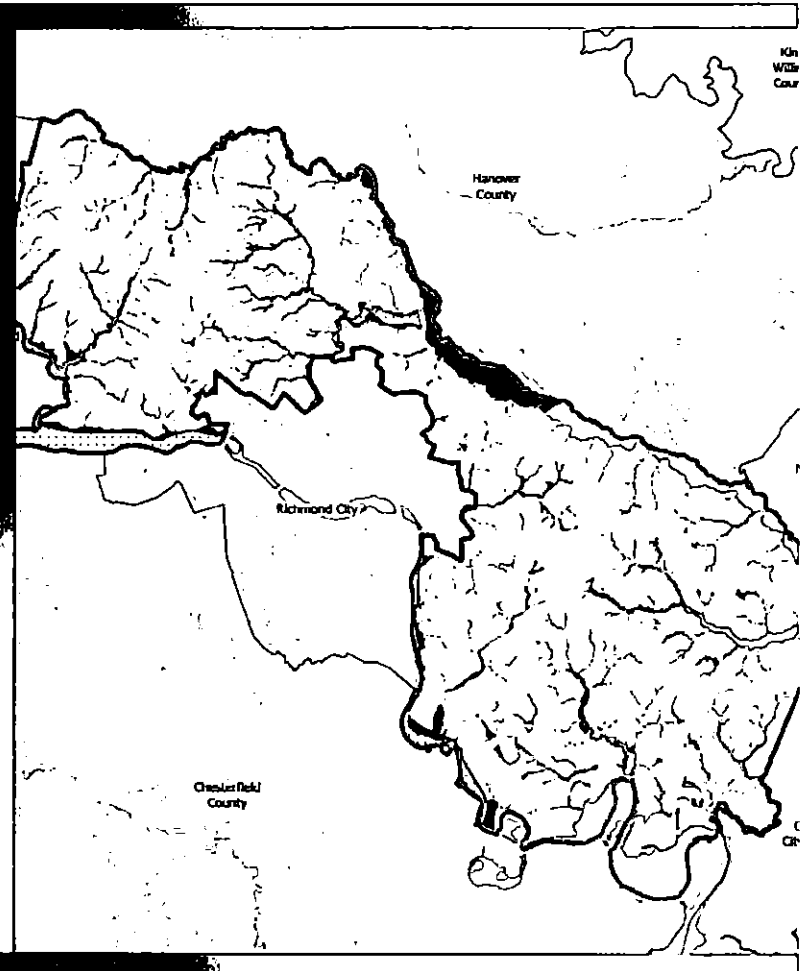
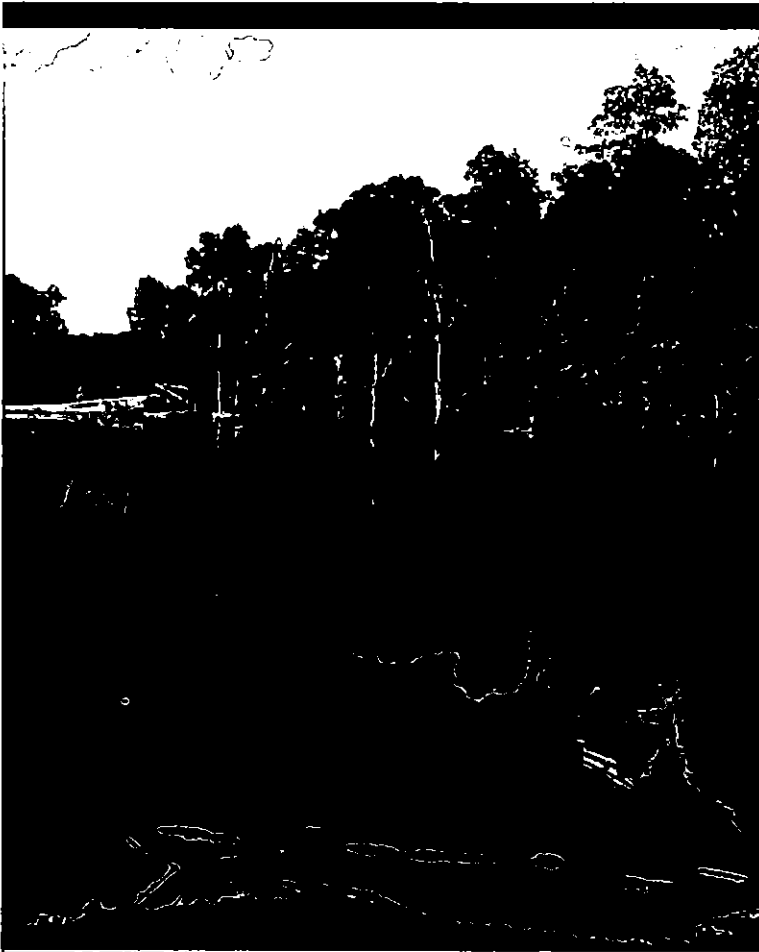
RESOLUTION -  
AWARD OF CONTRACT -  
ADVANCED TRAFFIC MANAGEMENT SYSTEM (ATMS) PHASE II  
DISTRICT: COUNTYWIDE  
DATE: MAY 9, 2023







# Henrico County, VA Program for Public Information



**wood.**



**Henrico County, VA**  
**Program for Public Information (PPI)**  
**2022**

## **Background**

This Program for Public Information (PPI) is part of Henrico County's ongoing effort to participate in the Community Rating System (CRS) by undertaking activities that will reduce flood risk in the County. The CRS is a voluntary program that is part of the National Flood Insurance Program (NFIP). It provides flood insurance premium reductions in participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep discounts earned through the CRS program, communities must continue to implement their programs and provide status reports to the NFIP each year. Henrico County has been a regular participant of the NFIP since February 1981 and is currently working to join the CRS program. This PPI is one of many activities implemented by Henrico County to reduce flood risk and earn CRS credit.

A PPI is an ongoing effort to prepare, implement, and monitor a range of public information activities. The objective of providing CRS credit for a PPI is to support information programs that are designed to meet local needs and that are monitored, evaluated, and revised to improve their effectiveness. The County has developed this PPI in accordance with the CRS credit criteria found within Activity 330 of the 2017 CRS Coordinator's Manual.

The PPI planning process provides the opportunity for the County to consider creative alternatives for disseminating messages about the flood hazard to the community and to leverage other stakeholders through their messaging and materials. The County's aim is to build on existing outreach efforts, stakeholder partnerships, and web-based tools to support a diverse outreach program and deliver targeted messages to high priority areas and audiences.

This document reviews the planning process used for the development of this PPI and details the outreach strategies that comprise Henrico County's public information program.

## **Step 1: Establish a PPI Committee**

A PPI should assess all the community's needs for flood-related information and coordinate the resources that can deliver that information. It should recommend a range of activities that convey information to important audiences in and around the community such as residents, businesses, visitors, school children, or others. It should have an objective review of what is being done and how public information activities could be improved. Therefore, a PPI needs to be developed by a committee that consists of members from both inside and outside local government. The committee could be an existing committee, such as a mitigation planning committee or advisory board, or a subcommittee of an existing group, as long as it meets the membership criteria found within Activity 330.

### **1.1 Membership and Stakeholders:**

---

The PPI Committee's membership must meet the following CRS criteria:

- There must be at least five people on the committee.
- There must be representation from the community's floodplain management office.
- There must be representation from the community's public information office, if there is one.
- At least half of the members must be from outside the local government ("stakeholders").

The CRS encourages engagement of groups and people outside the local government in planning and conducting outreach projects. As outlined above, at least one-half of the members of the PPI committee must be representatives from outside the local government. These could be members of the public, representatives of key community organizations, and/or agencies and organizations that would likely implement the recommended outreach projects.

The participants comprising the PPI Committee for the County were selected in accordance with the above CRS criteria above. The PPI Committee comprised:

1. Kristin Owen, Floodplain Manager
2. Kristin Dunlop, Public Relations Manager
3. Jennifer Welch, Emergency Manager
4. John Robins, Robins Insurance (insurance industry representative)
5. Stephen Letchford (land surveying industry representative)
6. Brooke Barnard, Liz Moore and Associates (real estate industry representative)

Three additional County staff members attended meetings as observers but were not members of the committee:

1. Travis Linville, Dam Safety Coordinator
2. Rick Schwartz, Public Works Chief Design Engineer
3. Rob Rowley, Emergency Manager

### Committee Meetings

The PPI committee met three times during the planning process to complete the outreach program. The PPI committee meetings were held via video conference call. The meeting dates and objectives covered are detailed below in Table 1.

**Table 1 – PPI Committee Meetings**

	<b>Meeting Topic</b>	<b>Meeting Date</b>
PPI #1	Assessment of the community's current public information needs (PPI planning process, assessment of the flood hazard, exposed buildings, flood insurance coverage, and identification of target audiences and areas).	February 9, 2022
PPI #2	Define outreach messages and other potential outreach projects along with dissemination methods.	March 7, 2022
PPI #3	Review the Draft PPI.	January 31, 2023

### Goals for the PPI

The PPI committee used the following three goals to guide the overall implementation of this PPI to better educate the public about the flood risks facing the County and how to protect themselves as well as their homes and businesses from flood damage; and to understand the importance of flood insurance.

**Goal 1:** Improve public awareness of the risk associated with flooding and what individuals can do to reduce damage to property and save lives.

**Goal 2:** Promote the purchase of flood insurance to increase protection of property within the County.

**Goal 3:** Increase the preparedness capability of the public to respond to and recover from flood events.

## **Step 2: Assess the Community's Public Information Needs**

### **Demographics**

According to the American Community Survey (ACS) 2019 1-Year Estimates, Henrico County has a population of 334,389, an increase of approximately 8.8 percent from 2010. Median age was 39.1. Approximately 6.1 percent of the population is under 5 years of age, and 15.0 percent of the population is over 65 years of age. An estimated 15.1 percent of the population 5 years and over speak a language other than English at home, including 5.1 that speak Asian and Pacific Islander languages, 4.4 percent that speak Spanish, and 4.2 that speak other Indo-European languages. Based on this information, it may be useful to vary the format of outreach materials to reach children and older residents and to provide materials in multiple languages to limit a language barrier from preventing the receipt of information.

The 2019 ACS estimates also indicate that of the 140,739 housing units in Henrico County, 93.8 percent were occupied. Of the occupied units, 39.0 percent were occupied by renters. Homeowners are more likely than renters to make structural improvements or investments in their homes to protect themselves from flooding. It will therefore be important to balance outreach on flood protection information with information on how to know your flood risk, prepare for flooding, and protect yourself and your family from flooding. Information on flood insurance options for homeowners and renters will also be useful.

The median household income in Henrico County was \$68,024, approximately 11 percent lower than the State of Virginia median household income. The median gross rent was \$1,097; of the renters in the County, 51.8 percent were paying greater than 30 percent of their monthly income on rent. An estimated 8.9 percent of the population was living in poverty. Living in poverty may affect these residents' access to information and ability to protect themselves and their property from flooding.

### **Geography & Climate**

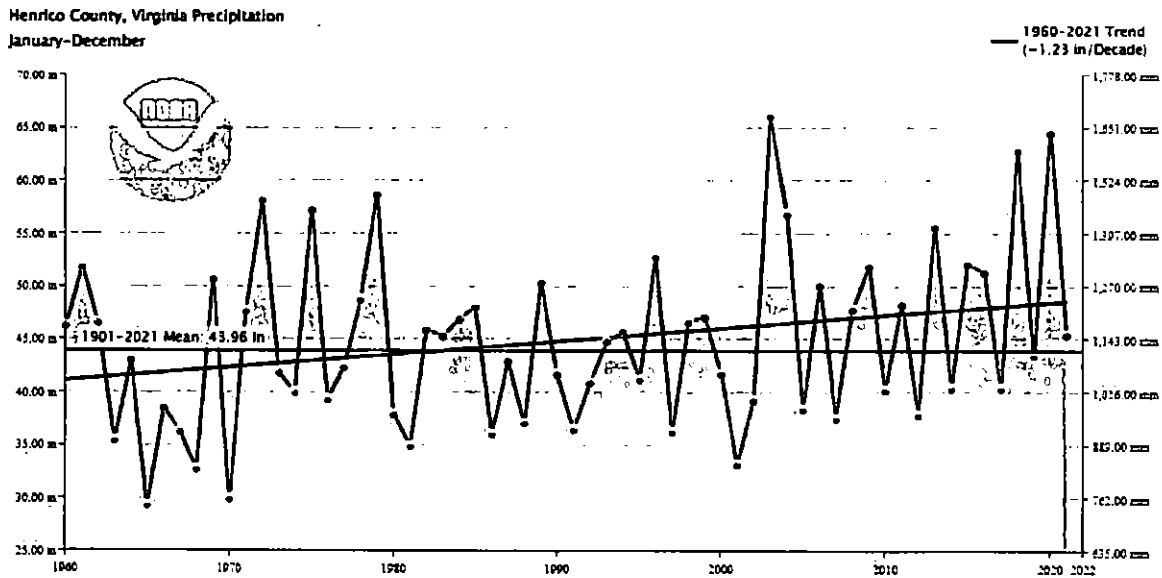
Henrico County is located in eastern Virginia along the I-95 corridor in the Greater Richmond Region. The County has a total area of 233.7 square miles. Nearly 24,000 acres of land are in floodplains in Henrico County; 88 percent of these floodplains are mapped by FEMA and 12 percent are mapped by the County.

Five general types of flooding or flood risk exist in Henrico County:

- 1) **Riverine Flooding:** The James River, the Chickahominy River, and other smaller streams throughout the County are subject to flooding from heavy rainfall events. In the western portion of the County, flooding can occur more rapidly and with greater velocity. In the eastern portion of the County, floodwaters typically rise more slowly.
- 2) **Flash/Rapid Flooding:** Caused by intense, short rainfalls and can result in roadway and structural flooding outside of designated floodplains. Per the 2007 Flood Insurance Study (FIS) Report, many smaller streams that drain to the James and Chickahominy Rivers have experienced rapid development in their drainage areas, resulting in great flood potential from increased runoff.
- 3) **Stormwater and Localized Flooding:** Stormwater flooding can occur throughout the County and is generally due to prolonged or heavy rainfall and when antecedent rainfall has saturated the ground. Large amounts of developed and impervious land limits ground absorption and surface water runoff. Such events may overburden the stormwater drainage system.
- 4) **Tidal Flooding:** The eastern portion of Henrico County and the James River are subject to tidal influences. These areas may be affected by sea level rise and its impacts downstream.
- 5) **Dam Failure:** There are 30 dams in Henrico County, including six high hazard potential dams. In the event of their failure or overtopping, these dams may result in significant downstream flooding.

According to data from the NOAA National Centers for Environmental Information, the average annual precipitation in Henrico County from 1960 to 2022 is just under 44 inches. However, as shown in the graph

below, there is an upward trend in precipitation, and in recent years the County has generally received more rainfall than this average.



Source: NOAA National Centers for Environmental information, Climate at a Glance: County Time Series, published February 2022, retrieved on February 21, 2022 from <https://www.ncdc.noaa.gov/cag/>

**2.1 Delineate Target Areas:**

In order to develop an effective local outreach program that raises public awareness about flood related issues, it is necessary to identify and assess the areas within the community that are considered to be flood prone. The PPI Committee identified the following target areas and concluded that outreach projects should be directed to all properties (residential, commercial, and public) within these areas:

**Target Area #1: Special Flood Hazard Areas**

According to the December 18, 2007 Flood Insurance Study prepared by FEMA, approximately 13.5 percent of the County is located within a Special Flood Hazard Area (SFHA). Henrico County has mapped additional community floodplain areas, which account for another 1.9 percent of the County's area. Table 2 summarizes the acreage of the County within each mapped flood zone. Note that the County floodplain areas are not shown on the FIRM and are technically within FEMA's mapped unshaded X Zones. However, for the assessment of acreage below, these areas have been subtracted from the unshaded X Zone total and calculated independently.

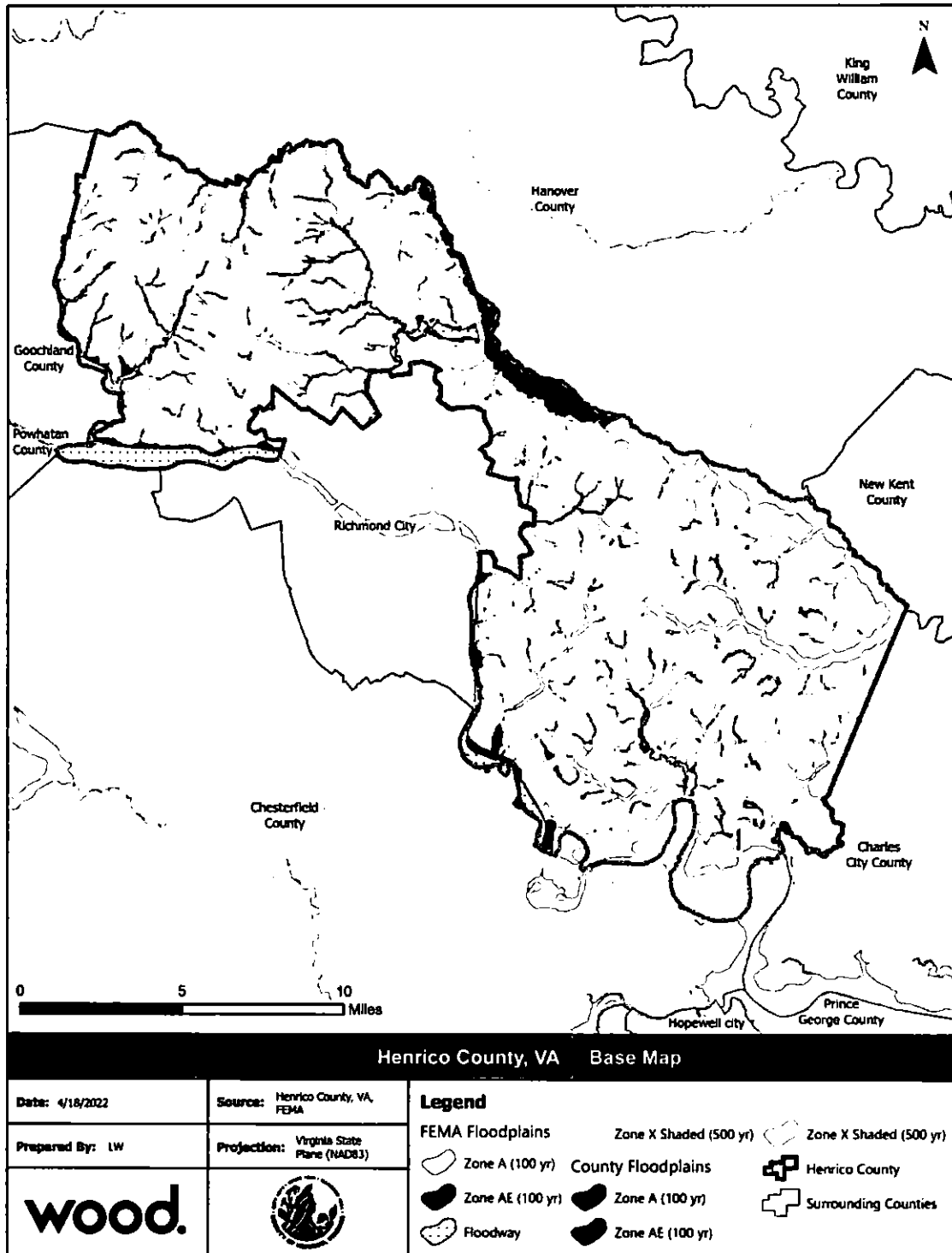
**Table 2 – Flood Zone Acreage**

Flood Map	Flood Zone	Acreage	Percent of Total Area
<b>FEMA 2007 FIRM</b>	Zone A	10,353.4	6.7%
	Zone AE	5,950.6	3.8%
	Floodway	4,742.4	3.1%
	Zone X (Shaded)	936.3	0.6%
	Zone X (Unshaded)	130,585.1*	84.0%
<b>County Floodplain Areas</b>	Zone A	2,850.3	1.8%
	Zone AE	30.1	0.0%
	Zone X (Shaded)	7.5	0.0%
<b>Total</b>		<b>155,455.8</b>	--

\*Total acreage in the FEMA mapped unshaded Zone X is 133,473. All county floodplain areas are part of the unshaded Zone X but have been separated out for this analysis.

Figure 1 reflects the mapped flood zones for the County. Figure 2 depicts the depth of flooding that can be expected within the County during the 1 percent annual chance flood event.

**Figure 1 – FEMA and Community Flood Zones**



**Figure 2 – 1-Percent-Annual-Chance Flood Depths**

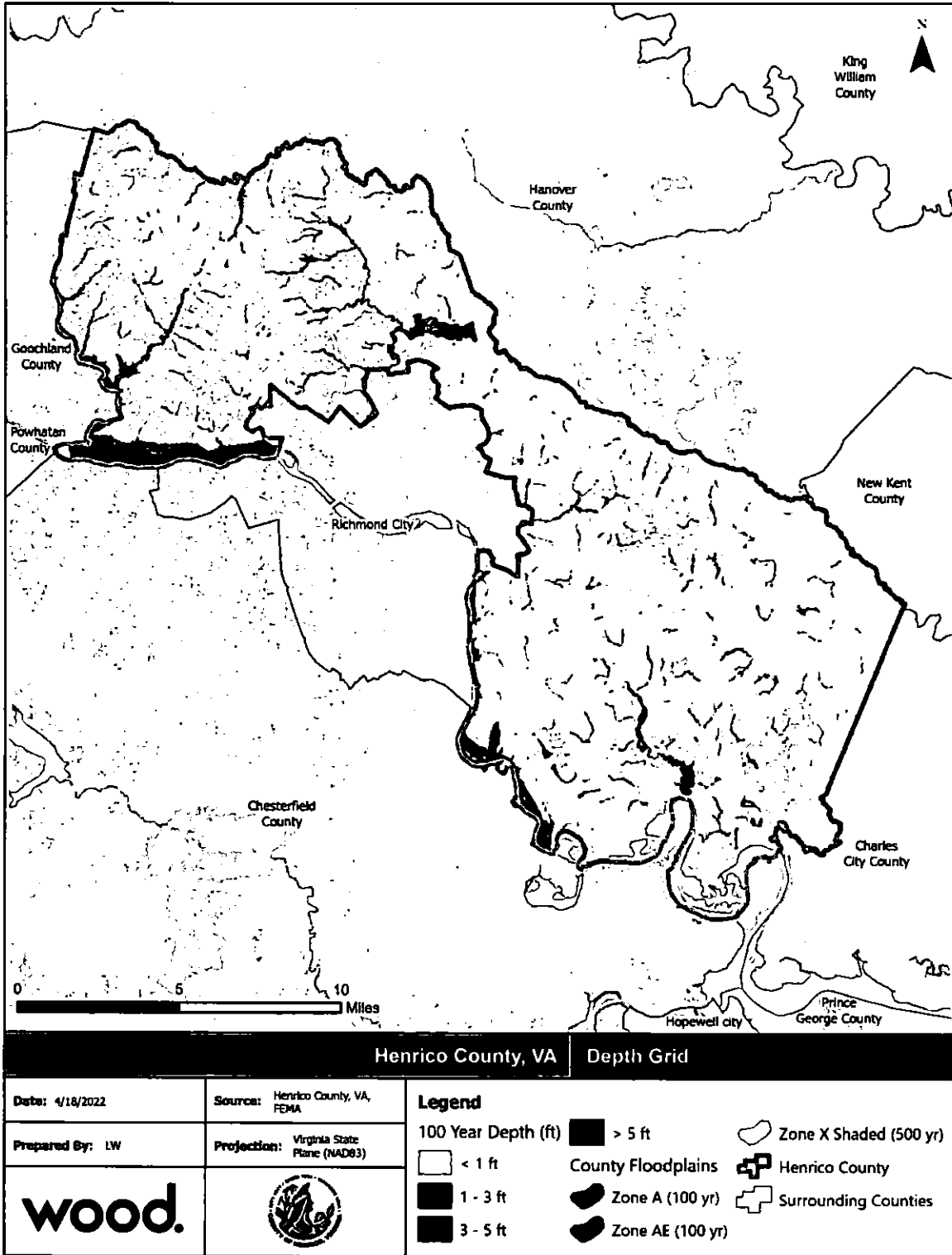


Table 3 summarizes the improved parcel count and improved value of parcels by mapped flood zone. Based on this analysis, 4,985 improved parcels fall within the high risk areas of the FEMA mapped flood zones and have a total structure value of \$3,442,210,500. Additionally, there are 1,383 improved parcels outside of the 1% annual chance floodplain in the Zone X Shaded zones with a value of \$447,978,300. Approximately 94.2% of improved parcels in the county are located outside the high and moderate risk zones in the unshaded Zone X. However, within the unshaded Zone X there are 3,797 parcels that are located at least partially within high risk areas of the County floodplain areas. These parcels have a total value of \$3,069,842,900. Note: Improved parcels indicate that a structure is present; however, the structure may or may not be insurable.

**Table 3 – Building Count by Flood Zone**

<b>Flood Zone</b>	<b>Improved Parcel Count</b>	<b>Structure Value</b>
<b>FEMA Floodplains</b>	<b>105,590</b>	<b>\$34,185,926,700</b>
Zone A	1,267	\$1,462,096,400
Zone AE	1,741	\$968,683,800
Floodway	1,977	\$1,011,430,300
Zone X (Shaded)	1,383	\$447,978,300
Zone X (Unshaded)	99,222*	\$30,295,737,900
<b>County Floodplain Areas</b>	<b>3,797</b>	<b>\$3,069,842,900</b>
Zone A	3,761	\$2,919,964,000
Zone AE	36	\$149,878,900
Zone X (Shaded)	0	\$ -
<b>Total</b>	<b>109,387</b>	<b>\$37,255,769,600</b>

Source: Henrico County 2022 Parcel Data, FEMA 2009 DFIRM; Henrico GIS

Note: Parcel count includes all occupancies (residential, commercial, industrial, etc.) and each improved parcel may contain more than one building.

\*Total parcel count in the FEMA mapped unshaded Zone X is 103,019. All county floodplain areas are part of the unshaded Zone X but have been separated out for this analysis.

### **Target Area #2: Repetitive Loss Areas**

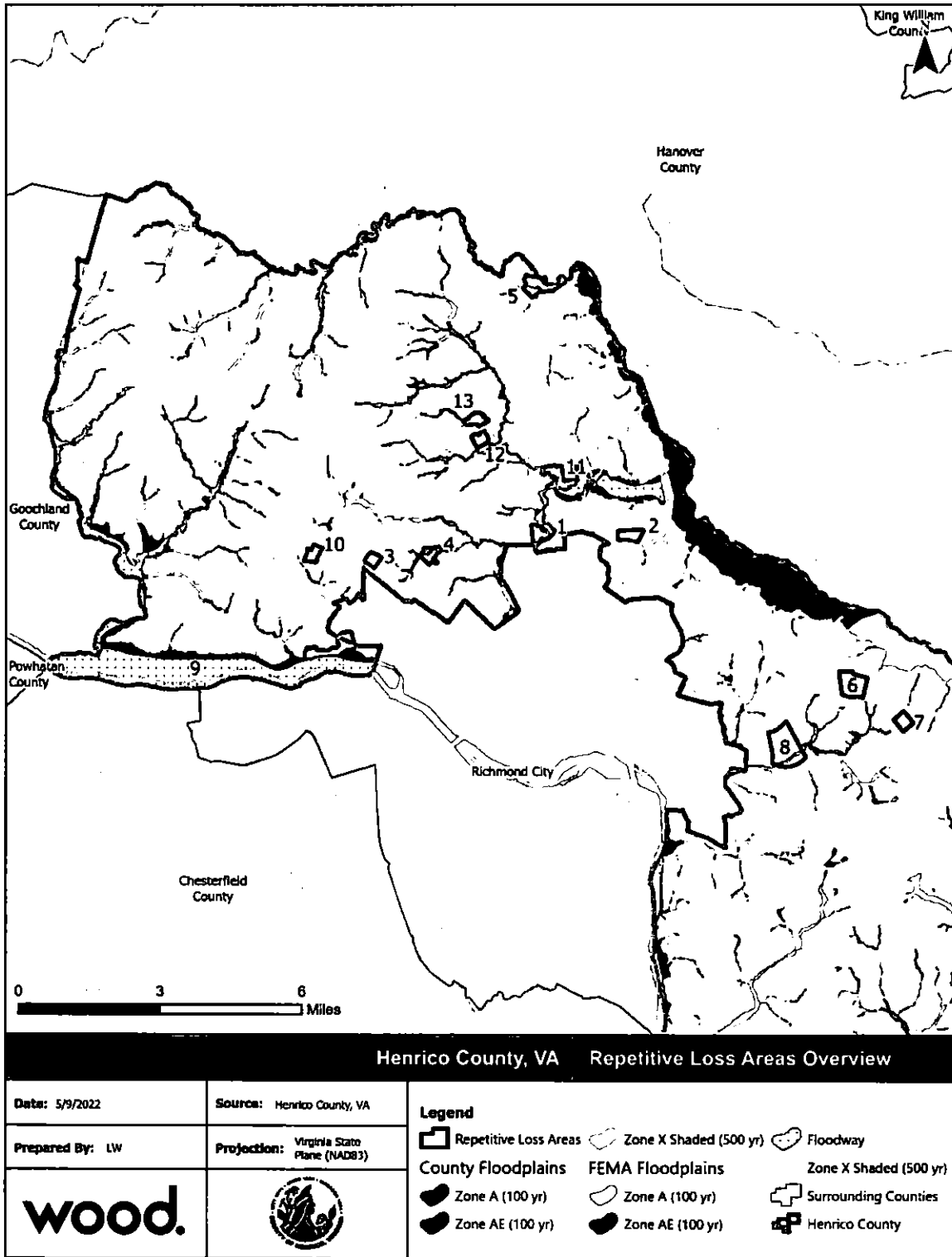
Repetitive loss properties are defined by the NFIP as insurable properties that have had two or more claims of more than \$1,000 paid by the NFIP within any 10-year period since 1978. These properties may or may not be currently insured by the NFIP, but without mitigation they are expected to continue to flood. These properties account for a small fraction of active policies yet make up a disproportionately large share of paid claims, presenting a large drain on the NFIP fund. Nationwide, repetitive loss properties account for 1% of active policies but 25-30% of paid claims.

The PPI Committee recognized that repetitive loss properties have a greater need for flood protection and wanted to take further action to specifically target repetitive loss areas for outreach.

Henrico County has 24 repetitive loss properties according to their most recent NFIP repetitive loss data received from FEMA. The County identified 13 repetitive loss areas which include these 24 properties as well as surrounding properties with similar flooding conditions. The County intentionally made these areas large to be more conservative and capture any properties with heightened flood risk. These areas contain 2,676 properties across all flood zones. The County's repetitive loss areas are shown in Figure 3 in relation to the FEMA- and Community-mapped floodplains.



**Figure 3 – Repetitive Loss Areas**



### Target Area/Audience #3: Realtors, Lenders, and Insurance Agents

This group plays an essential role in delivering information about flood insurance and flood risk to property owners. Additionally, real estate agents, insurance agents, and banks and mortgage companies are most involved in the transaction of buying and selling of properties that may require flood insurance. The PPI committee will ensure that this group obtains essential knowledge and has the tools with which to communicate flood risk and insurance information to citizens. This Target Area/Target Audience will be sent the 10-Topic Brochure as further education of the flood hazards in Henrico County.

### Target Area #4: Countywide

Flood impacts are not confined to property, and individuals who live in low-risk areas may still encounter flooding. It is important for all Henrico County residents to understand flood risk and be aware of flood protection and flood safety and preparedness measures. Messages on these topics are applicable to all County residents and should be directly distributed countywide to maximize their reach.

### Target Area Summary

An analysis of the four target areas described above concludes the following:

1. The entire County and all flood zones are subject to flooding, but the PPI should strive in particular to reach all residents and businesses within the County's high-risk areas. Approximately 8% of improved parcels fall within the FEMA- and county-mapped SFHA.
2. Repetitive loss areas have known flood risk and should be prioritized for outreach. These areas intersect all flood zones, with several areas located completely outside mapped floodplains.
3. Realtors, lenders, and insurance agents are uniquely positioned to provide information on flood risk and flood insurance to prospective home buyers. The County should provide information on these topics when conducting annual mailings to this group.
4. Some messages are applicable to all County residents and should be distributed in targeted countywide outreach to ensure they are received by as many residents as possible.

### 2.2 Assess Flood Insurance Coverage:

One valuable source of information on flood hazards is current flood insurance data for active policies and past claims. Flood insurance is required as a condition of federal aid or a mortgage or loan that is federally insured for a building located in a FEMA flood zone. An analysis of the NFIP data provided the following insight into areas susceptible to flooding in the County:

1. Where do active flood insurance policies exist?
2. Where have flood insurance claims been paid in the past?
3. How many buildings are exposed to the flood hazard versus how many buildings have coverage?
4. How does the average amount of coverage compare to the amount of expected flood damage from the 100-yr flood?

Table 4 through Table 7 summarize key statistics of policies in force and past claims by structure type, flood zone, and pre- and post-FIRM building.

**Table 4 – NFIP Policy and Claims Data by Structure Type**

Structure Type	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
Single Family	658	\$388,748	\$185,901,800	259	\$3,128,877.97
2-4 Family	7	\$6,737	\$1,623,000	16	\$154,117.55
All Other Residential	152	\$104,156	\$26,365,100	12	\$236,774.84
Non Residential	28	\$62,701	\$14,628,400	21	\$99,393.22
<b>Total</b>	<b>845</b>	<b>\$562,342</b>	<b>\$228,518,300</b>	<b>308</b>	<b>\$3,619,163.58</b>

Source: FEMA Community Information System, as of December 2, 2022

**Table 5 – NFIP Policy and Claims Data by Flood Zone**

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
A01-30 & AE Zones	218	\$237,689	\$49,373,000	101	\$1,242,344.92
A Zones	23	\$22,834	\$5,364,300	58	\$942,580.76
B, C & X Zone					
Standard	514	\$258,047	\$146,133,000	49	\$489,025.04
Preferred	90	\$43,772	\$27,648,000	90	\$902,910.75
<b>Total</b>	<b>845</b>	<b>\$562,342</b>	<b>\$228,518,300</b>	<b>298</b>	<b>\$3,576,861.47</b>

Source: FEMA Community Information System, as of December 2, 2022

**Table 6 – NFIP Policy and Claims Data Pre-FIRM**

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
A01-30 & AE Zones	96	\$150,561	\$20,471,600	88	\$1,142,558.64
A Zones	11	\$13,226	\$2,344,000	56	\$942,580.76
B, C & X Zone	214	\$116,602	\$65,453,400	109	\$1,116,948.77
Standard	177	\$98,850	\$54,841,400	42	\$321,838.89
Preferred	37	\$17,752	\$10,612,000	68	\$798,713.22
<b>Total</b>	<b>321</b>	<b>\$280,389</b>	<b>\$88,269,000</b>	<b>253</b>	<b>\$3,202,088.17</b>

Source: FEMA Community Information System, as of December 2, 2022

**Table 7 – NFIP Policy and Claims Data Post-FIRM**

Flood Zone	Number of Policies in Force	Total Premium	Total Coverage	Number of Closed Paid Losses	Total of Closed Paid Losses
A01-30 & AE Zones	122	\$87,128	\$28,901,400	13	\$99,786.28
A Zones	12	\$9,608	\$3,020,300	2	\$0.00
B, C & X Zone	390	\$185,217	\$108,327,600	29	\$271,383.68
Standard	337	\$159,197	\$91,291,600	7	\$167,186.15
Preferred	53	\$26,020	\$17,036,000	22	\$104,197.53
<b>Total</b>	<b>524</b>	<b>\$281,953</b>	<b>\$140,249,300</b>	<b>44</b>	<b>\$371,169.96</b>

Source: FEMA Community Information System, as of December 2, 2022

Table 8 compares the number of policies in force with the number of buildings (estimated by improved parcel counts) located within each flood zone. Note that this assessment only reflects FEMA mapped flood zones; all county floodplain areas and parcels therein are included in the B, C, and X Zones. Based on this assessment, only 0.8% of buildings in the County have flood insurance, including only 4.8% of buildings in high-risk flood zones.

**Table 8 – Percentage of Buildings Insured**

Flood Zone	Number of Policies in Force	Number of Improved Parcels	% Insured
A01-30 & AE Zones	218	3,718	5.9%
A Zones	23	1,267	1.8%
B, C, and X Zones	604	104,402	0.6%
<b>Total</b>	<b>845</b>	<b>109,387</b>	<b>0.8%</b>

Source: FEMA Community Information System, March 2022; Henrico County 2022 parcel data; FEMA 2009 DFIRM  
 Note that this table reflects parcel counts by FEMA flood zone. All county floodplain areas are included in the B, C, and X Zones.

Table 9 compares number of buildings present, number of policies in force, and total coverage by flood zone. Note that this assessment includes parcels in community mapped flood zones.

**Table 9 – Flood Insurance Coverage and Loss Estimates by Flood Zone**

<b>Flood Zone</b>	<b>Number of Improved Parcels</b>	<b>Number of Policies in Force</b>	<b>Total Structure Value</b>	<b>Total Coverage</b>
A01-30 & AE Zones	3,718	218	\$1,980,114,100	\$49,373,000
A Zones	1,267	23	\$1,462,096,400	\$5,364,300
B, C, and X Zones	104,402	604	\$33,813,559,100	\$173,781,000
<b>Total</b>	<b>109,387</b>	<b>845</b>	<b>\$37,255,769,600</b>	<b>\$228,518,300</b>

Source: Henrico County 2022 parcel data, FEMA 2009 DFIRM, FEMA Community Information System, March 2022

The above comparison of existing flood insurance coverage to exposed building values shows that existing building coverage is less than total structural value in all flood zones. This is particularly a concern in the high-risk AE and A Zones. Additionally, it is important to note that coverage is not uniformly applicable to total value at risk; a large proportion of properties in the County are uninsured — over 99% throughout the County overall, and over 95% in the SFHA. Therefore, there is a need to increase the flood insurance coverage in the County by increasing the number of policyholders across all flood zones. Properties in the SFHA, especially those in the floodway, should be the highest priority for coverage improvement.

It should also be noted that the above statistics reflect only the FEMA mapped flood zones. Some of the policies and parcels in B, C, and X Zones may be located in the county floodplain areas; however, because FEMA’s policy data is geared toward the FEMA flood zones, policy coverage in the county floodplain areas is unknown.

**Insurance Conclusions:**

1. 99% of all improved parcels across flood zones are not covered by a flood insurance policy.
2. Only 5.9% of the buildings in the AE Zone and 1.8% of buildings in the A Zone have a flood insurance policy.
3. Over 85% of past paid flood insurance claims have been on pre-FIRM buildings.
4. Over 46% of past paid flood insurance claims have been in B, C, and X Zones. Some of these buildings may be included in county floodplain areas.

**Insurance Recommendations:**

1. Increase the number of flood insurance policies in Zones AE and A, including in community mapped flood zones.
2. Encourage the retention of flood insurance policies on pre-FIRM properties.
3. Increase the number of policies in the X Zones.

**2.3 Determine Target Audiences**

Another important step in developing a public outreach program is to identify whether there are specific audiences that may require unique messaging or outreach dissemination methods.

Social and economic factors were considered by the PPI Committee in identifying target audiences and ensuring that the right messages, tools, and resources were used to overcome obstacles. The Committee also considered known flooding problems, such as localized stormwater flooding, and the already identified target areas to determine target audiences for outreach. The Committee recognized that messages would need to be distributed in different forms and using different sources in order to reach all target audiences. The following groups have been identified as target audiences who are a priority to educate and inform or who need special messages on flood protection:

**Target Audience #1: Non-English-Speaking Population**

Approximately 15 percent of the population in Henrico County speaks a language other than English at home. The PPI Committee recognized that providing materials and messaging in multiple languages will

ensure that this portion of the population does not miss important flood-related information due to a language barrier.

**Target Audience #2: Renters**

Approximately 36 percent of the occupied housing units in Henrico County are renter-occupied. Renters may have less familiarity with the flood risk of their property and surrounding neighborhood. They may also be less willing or able to protect their property from flood damage. Ensuring that renters are aware of the option to purchase flood insurance for contents may increase contents coverage and protect renters from loss.

**Target Area/Audience #3: Realtors, Lenders, and Insurance Agents**

It is important that residents know and understand their flood risk, especially when they are considering the purchase of a property. Real estate, lending, and insurance agents play an essential role in delivering information about flood insurance and flood risk to homeowners. The PPI Committee will ensure that this group has the tools and knowledge with which to communicate flood risk and insurance information to prospective buyers.

**Target Audience #4: Prospective Homebuyers and Sellers**

Virginia is a "buyer beware" state, which means that homebuyers must do their due diligence in learning about a property prior to purchase. It is important to ensure that homebuyers know the flood risk of property they are considering buying, and that sellers are aware of their flood risk and able to disclose that information to buyers. This is especially important given that Henrico County's community mapped floodplains are not regulated by FEMA but do still carry development regulations at the County level.

In addition to the target audiences detailed above, the PPI Committee identified the following stakeholders as being able to provide support and informational materials to supplement and enhance the outreach efforts detailed in this PPI:

- FEMA
- Virginia Department of Conservation and Recreation
- Virginia Department of Emergency Management
- State Corporation Commission
- Homeowners Associations
- Professional Associations (e.g. engineers, homebuilders, surveyors)

**2.4 Inventory Other Public Information Efforts:**

A key part of developing a public information program is becoming aware of other public information activities targeted at County residents. The information in Table 10 came from staff research and PPI Committee members. Knowing what messages are currently reaching the residents of the County is essential in determining what types of projects or messages are effective and which ones may need to be revised. This information also helps identify gaps in outreach to determine what new projects are necessary to encourage residents and businesses to adopt behaviors to protect their property and their lives and make the County more resilient.

**Table 10 – Existing Public Information Efforts**

Organization	Project	Subject Matter	Frequency
Henrico County Public Works	Floodplain Management Website	Various flood-related topics*	Year-Round
Henrico County Public Works	County Flood Zone Map Viewer	Interactive website with ability to view parcel level details on FEMA and community flood zone designations	Year-Round

Organization	Project	Subject Matter	Frequency
Henrico County Emergency Management	Emergency Preparedness Website	Information on general preparedness	Year-Round

\* Note: Various Flood-Related Topics covers the six CRS Priority Topics

### Example Public Information Projects

Home / Public Works / Design / Floodplain Management / Know Your Flood Hazard

**Floodplain Management**

- Build Resilience
- Know Your Flood Hazard
- Protect and Insure Property
- Protect People

## Know Your Flood Hazard

Flooding can happen almost anytime and anywhere. It's important for residents to know their flood risk so they can protect themselves and their property. Henrico County is constantly collecting information to determine where flooding is likely to happen in our community.



According to the Federal Emergency Management Agency (FEMA), the challenges posed by climate change such as more intense storms, frequent heavy precipitation, heat waves, drought, extreme flooding, and higher sea levels could significantly alter the types and magnitudes of hazards faced by communities. Sea level rise in particular can have an impact on flooding in the coastal United States. In Henrico County, parts of

## Contact Us

### Public Works

Henrico Department of Public Works  
4305 E. Parham Rd  
Henrico, VA 23228

Phone  
(804) 501-4393

DPW@henrico.us

Mailing Address  
P. O. Box 90775  
Henrico, VA 23273-0775

## Where Might Flooding Occur?

There are two types of floodplains in Henrico County and County-identified floodplains process in 2007 to identify additional floodplains in order to better protect County residents.



## DISASTER SUPPLY SHOPPING LIST

(TWO ADULTS/CHILD SUGGESTION)

### WATER (ENOUGH WATER FOR AT LEAST 3 DAYS)

- 1 gallon jug of water
- 2 cases bottled water (1 liter bottles)

### FOOD (ENOUGH FOOD FOR 3 DAYS)

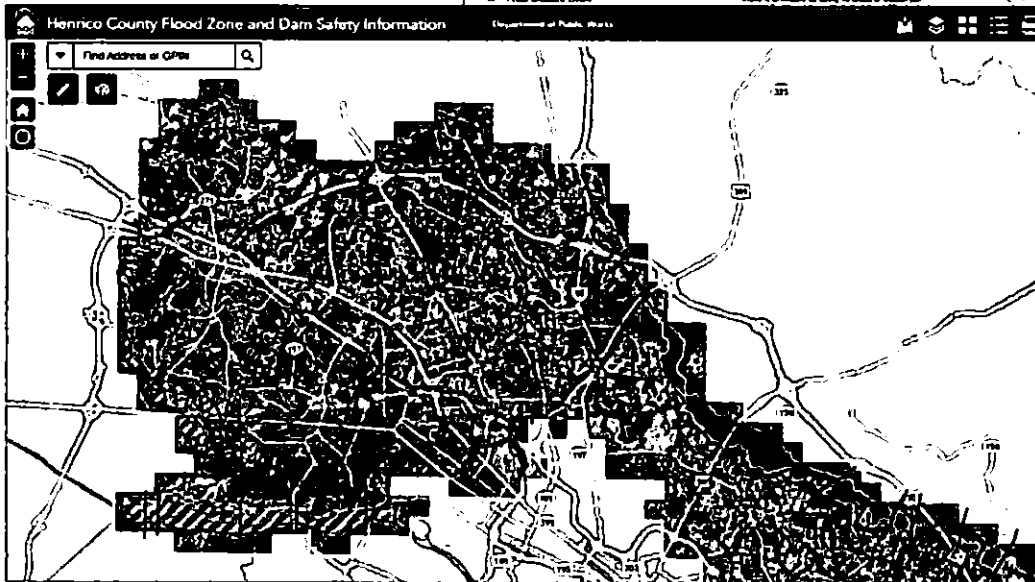
- 1 12 energy bars
- 1 case dry cereal or granola
- 1 large box instant or other dried pasta
- 2 10 packages instant peanut butter
- 1 case crackers
- 1 jar jam or jelly
- 1 jar peanut butter
- Henrico representative contact card

### FIRST AID KIT (BUY PRE-MADE OR MAKE YOUR OWN)

- 1 portable kit
- 1 first aid kit, band-aids, bandage, gauze, antiseptic, tweezers, etc.
- 1 box bandaids
- 2 4 disinfectant wipes
- 1 bottle instant chlorine bleach
- 1 tube antibiotic cream

### CHANGING OF CLOTHES

- 1 roll of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper
- 1 box of 12 roll paper



### Step 3: Formulate Messages

After reviewing the Community Needs Assessment, the PPI Committee reviewed the existing outreach projects and their dissemination methods and developed the following priority messages. Table 11 summarizes each message and the desired outcome. Topics A through F are the CRS Activity 330 Priority Topics and Topics G through J are the additional topics which were identified by the PPI Committee.

The 10 topics identified below are covered by various projects, which are listed in Table 12, formulated to reach the Target Areas and Target Audiences identified by the PPI Committee.

**Table 11 – Topics, Messages, and Outcomes**

Topic	Message	Outcome(s)
A. Know your flood hazard.	1. Your property is subject to flooding	Increase number of FIRM inquires
	2. Your property is in a repetitively flooded area	Reduce future repetitive loss properties
B. Insure your property	1. You need flood insurance; your homeowner's policy does not cover flood damage	Increase number of flood insurance policies
	2. Renters should protect contents with flood insurance	Reduce damage to contents
C. Protect yourself and your family	1. Know the flood warning signals	Reduce rescues and deaths
D. Protect your property from the hazard	1. Elevate HVAC exterior units	Reduce number of flood damaged HVAC units
	2. Maintain proper water runoff and drainage	Reduce localized drainage-related flood damages
E. Build responsibly	1. Get a permit before you start construction	Reduce citations
	2. Know the substantial damage rules	Reduce citations
	3. Keep areas open (setbacks) between homes and property lines	Maintain proper drainage
F. Protect natural floodplain functions	1. Don't dump in storm drains, canals, channels, or open bodies of water	Reduce pollution and overbank flow
	2. Don't disturb natural floodplain areas	Reduce grading, fill, and earth movement
G. Countywide Floodplain Education	1. Understand flood risks, flood zones, and floodplain development requirements	Increase FIRM inquiries, reduce damages, and reduce citations
H. Buyer Beware	1. Know your flood risk and the development restrictions for your property.	Increase flood awareness and reduce citations
I. Turn Around Don't Drown	1. Do not drive through flooded streets.	Reduce rescues and deaths and damages to vehicles
J. Reduce Stormwater Runoff	1. Install LID techniques on your property to reduce stormwater runoff.	Reduce peak flows and stormwater flooding damages

## **Step 4: Identify Outreach Projects to Convey the Messages**

The overall strategy is to make information available to target audiences in a manner that will encourage each audience to adapt behaviors to improve preparedness and decrease future flood damage. The PPI Committee identified 15 existing and new projects and initiatives to implement during 2022-2023. These projects are organized by target area, audience, and message in Table 12.

In addition to projects that are implemented every year, the PPI Committee recommends Flood Response Projects which are projects that will be implemented during and after a flood. These projects are drafted and made ready for production and dissemination after a flood warning. The PPI Committee and County staff will review and evaluate these projects annually to ensure that they are still current and appropriate for dissemination during flood response. Flood Response Projects are listed at the end of Table 12.

## **Step 5: Examine Other Public Information Initiatives**

The PPI Committee and County staff worked together to identify other Public Information Initiatives (PII). These are CRS activities that the County is implementing which either require publicity or are incorporated as part of implementation of new or existing projects. These initiatives improve access to information and services provided by the County. These other public information initiatives include:

- **Activity 320:** Publicize Activity 320 on the County's website to encourage more map inquiry request from the public by listing the types of information. The service will be publicized to the target audiences via a direct mail letter. See **PII #1**.
- **Activity 350:** Update the County's website to house all Elevation Certificates, provide links to real time gauge and rainfall data along with links to various stakeholder groups such as FloodSmart, FEMA, Virginia Department of Emergency Management, etc. Add information on all 10 PPI topics to the updated website. See **PII #2**.
- **Activity 360:** Publicize Activity 360 on the County's website so a wider audience is aware of this service. This service will be publicized to the target audiences via direct mail. See **PII #3**.

## **Step 6: Implement, Monitor and Evaluate the Program**

### **6.1 Adoption**

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This document will become effective when it is adopted by the County Board of Supervisors.

### **6.2 Evaluation**

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The PPI Committee along with County staff will monitor the projects as they are developed and track the results. They will record inputs from PPI Committee members and suggestions from other County employees and stakeholders participating in the activities. That input will be sent by e-mail to committee members for consideration and evaluation.

The PPI Committee will meet annually to review the progress of implementation. At that time, the Committee will review the outcomes of each individual activity and decide whether to revise any projects or approve them for another year of implementation. The Committee will recommend to the appropriate County offices and the stakeholders who implement projects whether the projects should be changed or discontinued. Table 12 will be revised as needed. The outcomes and any revisions will be submitted as part of the County's annual recertification package to the CRS and a report explaining changes will be submitted to the County Board of Supervisors.



**Table 12 – PPI Projects and Initiatives**

Target Area / Audience	Topic(s) (See Table 11)	Message(s) (See Table 11)	Project(s)	Assignment	Schedule	Stakeholder
<b>Outreach Projects</b>						
<b>Target Area #1: Special Flood Hazard Area (SFHA) High Risk Flood Zones</b>	<b>Topic A</b> Know Your Flood Hazard <b>Topic B</b> Insure Your Property <b>Topic C</b> Protect Yourself and Your Family <b>Topic D</b> Protect Your Property from the Hazard <b>Topic E</b> Build Responsibly <b>Topic F</b> Protect Natural Floodplain Functions <b>Topic G</b> Countywide Floodplain Education <b>Topic H</b> Buyer Beware <b>Topic I</b> Turn Around Don't Drown <b>Topic J</b> Reduce Stormwater Runoff	A. 1, 2 B. 1, 2, C. 1 D. 1, 2 E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	<b>OP #1</b> Mail the 10-Topic Flood Protection Brochure to all property owners in SFHA annually.	Public Works	Annually	N/A
<b>Target Area #2: Repetitive Loss Areas</b>	<b>Topic A</b> Know Your Flood Hazard <b>Topic B</b> Insure Your Property <b>Topic C</b> Protect Yourself and Your Family <b>Topic D</b> Protect Your Property from the Hazard <b>Topic E</b> Build Responsibly <b>Topic F</b> Protect Natural Floodplain Functions <b>Topic G</b> Countywide Floodplain Education <b>Topic H</b> Buyer Beware <b>Topic I</b> Turn Around Don't Drown <b>Topic J</b> Reduce Stormwater Runoff	A. 1, 2 B. 1, 2, C. 1 D. 1, 2 E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	<b>OP #2</b> Mail the 10-Topic Flood Protection Brochure to all property owners in Repetitive Loss Areas annually.	Public Works	Annually	N/A
<b>Target Area/ Audience #3: Realtors, Lenders, and Insurance Agents</b>	<b>Topic A</b> Know Your Flood Hazard <b>Topic B</b> Insure Your Property <b>Topic C</b> Protect Yourself and Your Family <b>Topic D</b> Protect Your Property from the Hazard <b>Topic E</b> Build Responsibly <b>Topic F</b> Protect Natural Floodplain Functions <b>Topic G</b> Hurricane Preparedness <b>Topic H</b> Flood Education <b>Topic I</b> Reduce Stormwater Runoff <b>Topic J</b> Buy Flood Insurance in Low-Risk Zones	A. 1, 2 B. 1, 2, C. 1, 2 D. 1, 2, E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	<b>OP #3</b> Include a copy of the 10-Topic Flood Protection Brochure in the annual CRS Activity 320 Mailing to realtors, lenders, and insurance agents.	Public Works	Annually	N/A
			<b>OP #4</b> Provide NFIP brochures on benefits of flood insurance to realtors, lenders, and insurance agents.	Public Works	Year-Round	FEMA (NFIP)

Target Area / Audience	Topic(s) (See Table 11)	Message(s) (See Table 11)	Project(s)	Assignment	Schedule	Stakeholder
Target Area #4: Entire Community	Topic A Know Your Flood Hazard Topic B Insure Your Property Topic C Protect Yourself and Your Family Topic D Protect Your Property from the Hazard Topic E Build Responsibly Topic F Protect Natural Floodplain Functions Topic G Countywide Floodplain Education Topic H Buyer Beware Topic I Turn Around Don't Drown Topic J Reduce Stormwater Runoff	A. 1, 2 B. 1, 2 C. 1 D. 1, 2 E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	OP #5 Include the 10-topic brochure with an annual utility mailing.	Public Works	Annually	N/A
			OP #6 Provide messages from one topic per month from the 10-Topic Flood Protection Brochure on social media (Facebook, Twitter and/or Instagram).	Emergency Management	Monthly	N/A
			OP #7 Place the 10-Topic Flood Protection Brochure at 5 locations (see below).	Public Works	Year-Round	N/A
	Topic F Protect Natural Floodplain Functions Topic J Reduce Stormwater Runoff	F. 1 J. 1	OP #8 Place "No Dumping" decals on drainage inlets throughout the County.	Public Works	Year-Round	N/A
	Topic D Protect Your Property from the Hazard Topic E Build Responsibly	D. 1 E. 1	OP #9 Place flyers about the need to elevate HVAC units and mechanical equipment at 5 Locations (see below).	Public Works	Year-Round	N/A
	Topic F Protect Natural Floodplain Functions Topic J Reduce Stormwater Runoff	F. 1 J. 1	OP #10 Place flyers about the importance of keeping drainage inlets free of debris at 5 Locations (see below).	Public Works	Year-Round	N/A
	Topic A Know Your Flood Hazard Topic B Insure Your Property	A. 1, 2 B. 1, 2	OP #11 Place NFIP brochures on benefits of flood insurance at 5 locations (see below).	Public Works	Year-Round	FEMA (NFIP)
Non-English Speakers	Topic A Know Your Flood Hazard Topic B Insure Your Property Topic C Protect Yourself and Your Family Topic D Protect Your Property from the Hazard Topic E Build Responsibly Topic F Protect Natural Floodplain Functions Topic G Countywide Floodplain Education Topic H Buyer Beware Topic I Turn Around Don't Drown Topic J Reduce Stormwater Runoff	A. 1, 2 B. 1, 2 C. 1 D. 1, 2 E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	OP #12 Place translated version(s) of 10-Topic Flood Protection Brochure at 5 Locations (see below).	Public Works	Year-Round	N/A
			OP #13 Place Spanish language versions of NFIP flyers on the benefits of flood insurance at 5 Locations (see below).	Public Works	Year-Round	FEMA (NFIP)
Renters	Topic A Know Your Flood Hazard Topic B Insure Your Property	A. 1, 2 B. 1, 2	OP #14 Post a flyer with information on the importance and availability of contents coverage on the County's website.	Public Works	Year-Round	N/A

Target Area / Audience	Topic(s) (See Table 11)	Message(s) (See Table 11)	Project(s)	Assignment	Schedule	Stakeholder
Prospective Homebuyers / Sellers	<b>Topic A</b> Know Your Flood Hazard <b>Topic B</b> Insure Your Property <b>Topic E</b> Build Responsibly <b>Topic G</b> Countywide Floodplain Education <b>Topic H</b> Buyer Beware	A. 1, 2 B. 1, 2, E. 1, 2, 3 G. 1 H. 1	<b>OP #15</b> Post a flyer with information on the FEMA and community floodplains, floodplain development restrictions, and VA's buyer beware laws on the County's website.	Public Works	Year-Round	Realtors, Lenders, and Insurance Agents
<b>Flood Response Projects (FRP)</b>						
Flooded property owners and residents	<b>Topic A</b> Know Your Flood Hazard <b>Topic B</b> Insure Your Property <b>Topic C</b> Protect Yourself and Your Family <b>Topic D</b> Protect Your Property from the Hazard <b>Topic E</b> Build Responsibly <b>Topic F</b> Protect Natural Floodplain Functions <b>Topic G</b> Countywide Floodplain Education <b>Topic H</b> Buyer Beware <b>Topic I</b> Turn Around Don't Drown <b>Topic J</b> Reduce Stormwater Runoff	A. 1, 2 B. 1, 2, C. 1 D. 1, 2 E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	<b>FRP #1</b> Provide "After a Flood: The First Steps" brochure to flooded property owners which provides information on the dangers of flood water, listen for local warnings, don't drive through flooded streets, stay healthy (emotional stress), and cleaning up and repairing your home.	Public Works	Ready to go before and after a flood	FEMA and American Red Cross
			<b>FRP #2</b> Provide copies of "Repairing your flooded home" FEMA 234 publication to flooded property owners which provides information on protecting your home from further damage, getting organized, drying out your flooded home, restoring utilities, clean up, rebuilding and preparing for the next flood.	Public Works	Ready to go	FEMA and American Red Cross
			<b>FRP #3</b> Provide information on the County's Substantial Damage rules.	Public Works	Ready to go	N/A
			<b>FRP #4</b> Provide information on the need for a building permit on the County's website and in local news.	Public Works	Ready to go	N/A
			<b>FRP #5</b> 10-Topic Flood Protection Brochure copies available to hand out before, during, and after a flood	Public Works	Ready to go	N/A
			<b>FRP #6</b> Provide FEMA Increased Cost of Compliance Brochure	Public Works	Ready to go	FEMA
			<b>FRP #7</b> Provide EPA's Homeowners Guide to Cleaning up Mold	Public Works	Ready to go	EPA
<b>Public Information Initiatives (PII)</b>						
All Henrico County Residents	<b>Topic A</b> Know Your Flood Hazard <b>Topic B</b> Insure Your Property <b>Topic C</b> Protect Yourself and Your Family <b>Topic D</b> Protect Your Property from the Hazard <b>Topic E</b> Build Responsibly <b>Topic F</b> Protect Natural Floodplain Functions <b>Topic G</b> Countywide Floodplain Education <b>Topic H</b> Buyer Beware <b>Topic I</b> Turn Around Don't Drown <b>Topic J</b> Reduce Stormwater Runoff	A. 1, 2 B. 1, 2, C. 1 D. 1, 2 E. 1, 2, 3 F. 1, 2 G. 1 H. 1 I. 1 J. 1	<b>PII #1</b> Publicize Map Information Service (CRS Activity 320) on the updated website.	Public Works	Year-Round	N/A
			<b>PII #2</b> Update County's website (CRS Activity 350) to include information on the 10 PPI topics, links to Floodsmart.gov, Virginia Department of Emergency Management, and FEMA. Also, house all Elevation Certificates and all LOMA's effective within the County (CRS Activity 310) and provide real time gauge information.	Public Works	Annually	Virginia Department of Emergency Management and FEMA
			<b>PII #3</b> Publicized Flood Protection Assistance (CRS Activity 360) on the County's website and in the 10-Topic Flood Protection Brochure.	Public Works	Year-Round	N/A

**Locations for Brochures and Flyers:**

- 1) Eastern Government Center, 3820 Nine Mile Rd, Richmond, VA 23223
- 2) Western Government Center, 4305 E Parham Rd, Richmond, VA 23228
- 3) Tuckahoe Public Library, 1901 Starling Drive, Henrico, VA 23229
- 4) Fairfield Henrico County Public Library, 1401 North Laburnum Avenue, Richmond, VA 23223
- 5) Twin Hickory Henrico County Public Library, 5001 Twin Hickory Road, Glen Allen, VA 23059

## Appendix

### Meeting 1 – February 9, 2022: Minutes & Attendance

**Henrico County, VA**  
**Program for Public Information (PPI)**  
**Committee Meeting #1: February 9, 2022**

Kristin Owen kicked off the meeting by introducing Henrico County's PPI effort and thanking everyone for their participation. There were 13 people in attendance, including committee members, County representatives who are supporting the committee's efforts, and project consultants. Attendees introduced themselves and their roles in the PPI development.

#### **Attendance**

##### **Committee Members**

- Kristin Owen – Floodplain Manager
- Kristin Dunlop – Public Relations Department
- Jennifer Welch – Emergency Manager
- John Robins – Robins Insurance
- Stephen Letchford – Land Surveyor, AES Consulting Engineers

##### **County Staff**

- Danielle Curtis – Floodplain Engineering Technician
- Travis Linville – Dam Safety Coordinator
- Rick Schwartz – Public Works, Chief Design Engineer
- Rob Rowley – Emergency Manager

##### **Project Consultants**

- Ben Felton – Water Resources Engineer AMT
- Ginny Snead, AMT
- David Stroud, Wood
- Abby Moore, Wood
- Ranger Ruffins, Wood

Brooke Barnard, a local real estate representative on the committee, was unable to attend.

David provided the agenda for the meeting which is as follows:

#### **Agenda**

- Overview of the Community Rating System (CRS) Program
  - Benefits to Henrico County
- Program for Public Information (PPI)
  - 7 Step Process
- Responsibilities of the PPI Committee
- Potential Target Areas and Target Audiences

#### **Overview of the Community Rating System (CRS) Program**

David began with an overview of the CRS Program goals and the major series of activities which are 300 – Public Information, 400 – Mapping and Regulations, 500 – Flood Damage Reduction, 600 – Warning and Response. This PPI effort falls under the 300 Series in Activity 330. The CRS Coordinators Manual details these Series of CRS Activities as well as general overview information on the CRS Program. The current CRS Coordinators Manual was updated in 2017 with an addendum released in 2021. The manual will be updated next in 2023.

David reviewed the organization of the activities of credit and the elements within them. There are 19 activities and 94 elements of credit under the 2017 CRS Coordinators' Manual with an additional 7 elements of credit added in the 2021 addendum.

There are 1,518 CRS Communities as of October 2021. Many participating communities are coastal, but participation is increasing among inland communities. CRS participating communities are reducing the cost of flood insurance premiums for policyholders in their jurisdictions by undertaking floodplain management and flood risk reduction activities.

A CRS "What If" statement shows that if Henrico County were to achieve a CRS Class 5, they would provide an average \$107 annual savings to policyholders throughout the county. The average policyholder in the Special Flood Hazard Area (SFHA) would save \$353, and the County would save approximately \$101,772 annually through premium reductions for policyholders.

The benefits of CRS program include keeping money in the community, providing insurance savings to offset costs, and establishing a structure for better organized floodplain management programs. Additionally, the CRS Program provides communities with technical assistance, public outreach on a local community's program builds constituency and community pride, and once the public experiences the financial return on investment, there is an incentive to continue implementation.

Kristin O. provided background information on Henrico County's process of joining the CRS Program. The first step of CRS Program entry is to submit a Letter of Interest, which Henrico County submitted in January 2020. Now, a Community Assistance Visit (CAV) must be completed, which is basically an audit of the County's floodplain management program and compliance with National Flood Insurance Program (NFIP) requirements. That visit was scheduled for June 2021 but was delayed due to COVID and the County is still waiting for it to be rescheduled. Once the CAV process is finished, Henrico County will receive a letter of good standing. Then, within six months a CRS visit will occur to document the County's CRS activities. The County has been working to prepare for the CAV and reviewing all programs and activities in the current floodplain management program that may be eligible for credit. For example, the County recently revised the Floodplain Ordinance, completed a website overhaul, and is fixing internal permitting procedures. The County is also working with AMT and Wood to identify other activities to pursue and is reviewing things the County is already doing and ensuring documentation is in place; identifying activities that are partially in place that could be improved on in order to earn credit, and investigating completely new efforts that the County can do to earn credit.

The County is interested in conducting outreach but hasn't done much in the past, so this PPI effort provides a good forum to start an outreach program.

#### **PPI 7-Step Planning Process**

David reviewed the 7-Step planning process for the PPI:

##### **Step 1. Establish a PPI Committee**

The County reached out to form the Committee with participation from community staff and outside stakeholders.

Committee responsibilities include attending three meetings approximately 1.5 hours each, helping develop the PPI, contributing to discussions, reviewing the final draft document, and participating in the annual evaluation of the PPI for ongoing implementation and maintenance. Committee members are also encouraged to provide information to the public, identify target areas and audiences for outreach, and help develop outreach materials. David noted that research on public outreach suggests that short messages with links or phone numbers on how to get more information are most effective.

##### **Step 2. Assess the Community's Public Information Needs**

This step involves identifying priority areas for outreach, evaluating current flood insurance coverage, determining priority audiences, and inventorying other public information efforts.

David showed a map of flood zones in Henrico County as an example of a target area (the special flood hazard area) that could be included in the PPI. It was noted that the map shows FEMA-mapped floodplains as well as community floodplains.

Kristin O. explained that Henrico County is one of two communities in the state with Community Flood Hazard Areas. Henrico County worked with FEMA to map all flood hazard areas in the community. FEMA sets a threshold of one square mile for watershed size to evaluate flood risk, so Henrico County mapped beyond that to a watershed size of 100 acres to get a more detailed level of flood risk mapping that includes the majority of streams in the County. FEMA does not adopt the community's maps, so the County flood zones are not applicable to federal requirements such as mandatory flood insurance purchase requirements for federally backed mortgages, but they are applicable for local development regulations.

To facilitate brainstorming on other potential target areas, David reviewed types of flooding that may occur in Henrico County, including riverine flooding, urban/stormwater flooding, dam failure hazards, and possible tidal influences. He asked for Committee input on the extent to which these flooding types occur in Henrico County. Kristin O. noted that there hasn't been major flooding from named storms, but the county has experienced significant flooding events from heavy rainfall. Summer rainstorms often create flooding and damage to roads and buildings. Additionally, there was a dam failure from a summer rainstorm event. The western part of the County deals with more riverine flooding and flash flooding and the eastern part of the County is flatter and deals with slower rising flooding, tidal influences, and sea level rise influences. Other factors can include development, which can increase impervious surface and thus runoff amounts.

There were no additional comments from the Committee.

David reviewed current NFIP policy data to give context on flood insurance coverage and past losses. As of February 2, 2022, there were 947 active policies in the County with insurance coverage of over \$255 million. There have been 307 paid claims that have totalled over \$3.6 million. Of those losses, 18 were substantial damages, which means that the building was damaged to over 50% of its value. Looking at current active policies, nearly 80% are for single-family homes, 3% are for non-residential buildings, and the remainder are for multi-family residential buildings.

David noted that one benefit of the PPI is that it provides flexibility to the community in earning CRS credit for public outreach by allowing the community to define its own messaging and outreach methods relative to its own unique public information needs. In assessing these needs, the Committee must identify target areas which can include, for example, SFHA areas (subject to the 1% annual chance flood), repetitive loss areas, areas of localized flooding, areas of future sea level rise, or even the entire community.

The Committee will also assess flood insurance coverage. The planning consultants will prepare a Flood Insurance Assessment (FIA), which will integrate Activity 370 into the PPI document and earn additional CRS Credit through this document. This FIA will identify gaps and recommendations for how to improve coverage in the County.

In addition to target areas, the Committee will select target audiences which can include, for example, non-English speakers, renters, visitors, elderly individuals, vulnerable populations, landscapers or contractors, or others. David recommended including realtors, lenders, and insurance agents as they are the three groups of people most involved in the transfer of property and can inform home buyers of their flood risks and responsibilities.

The Committee will also inventory other public information efforts to understand what messaging the community is already receiving. It is also important to consider how can we leverage other organizations' outreach and piggyback off of their efforts.

#### **Step 3. Formulate Messages**

There are six CRS priority topics that must be included in the PPI. These topics are:

- Know your flood hazard
- Insure your property for the flood hazard
- Protect people from the hazard
- Protect your property from the hazard
- Build responsibility
- Protect natural floodplain functions

Henrico County can identify four additional topics of their own choosing based on the needs of the community. Possible topics include hurricane preparedness or reducing stormwater runoff. The Committee will discuss additional topics and messages at the next meeting. Ginny asked David to clarify the need for the additional topics – David noted that including the additional topics is not required but it will help Henrico County to maximize CRS credit for the PPI because individual projects are scored based on the number of topics, they provide messaging for.

#### **Step 4. Identify Outreach Projects to Convey the Messages**

Once topics and messages are defined, the Committee will need to consider what media or methods can be used to deliver messages and who is responsible for implementing projects. Responsible parties can include County departments or outside agencies or stakeholders. The Committee will review projects annually and revise them as needed. An important consideration for identifying outreach projects is the medium for delivery of the project. Targeted projects such as a mailing or a presentation provide 6 points per topic. Informational projects such as signs or billboards are worth 2 points per topic. Static projects such as a brochure in a public library or government office are worth 1 point per topic.

#### **Step 5. Examine Other Public Information Initiatives**

This step involves identifying other CRS activities that have informational or outreach elements and considering ways that the reach of these projects can be improved. For example, updating the community's website or increasing publicity about availability of technical assistance.

#### **Step 6. Prepare the Program for Public Information**

All of the above steps will be compiled in a PPI document. The PPI document must be formally adopted by the County.

#### **Step 7. Implement, Monitor, and Evaluate the Program**

The Committee must complete an annual review of the PPI and must update the PPI every five years.

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#### **Discussion**

David opened the floor for discussion to determine the priority areas and priority audiences for the PPI.

#### **Priority Areas**

John Robins suggested that the largest impact of heavy rainstorms has been in inland watersheds, rather than in areas you might expect it like the James River. People are not likely to look at this information if they don't think they're at risk. David agreed that people are often unaware of their flood risk, and also unaware that standard homeowner's insurance doesn't cover flood damage.

Kristin O. indicated that many people don't understand the difference between the mapped floodplain and a flood. Messages should include that flooding isn't restricted to occurring in a mapped floodplain, that flooding doesn't have to be very deep water to cause damages, and that smaller rainstorms can cause flooding.

John added that people don't understand that floodwaters going under a house can cause significant, expensive damages.

Stephen suggested that flood vent vendors could be a good stakeholder or outreach partner. These groups will provide information to homeowners on how to mitigate risk at their property.

David noted that any projects we include in the PPI must be annual projects so this should be a consideration when developing projects.

Jennifer Welch mentioned that Emergency Management (EM) has a GIS specialist on staff who could be a resource for developing outreach communications. EM can also provide implementation and outreach resources such as hanging doorhangers.

Kristin O. said that the County has a lot of data about drainage complaints that may not be usable right now but could be used in the future for more targeted messaging in a year or two. For this year, Kristin O. supported including the SFHA as well as Repetitive Loss Areas. The County already has to provide targeted outreach to these areas and can piggyback on these efforts.

David encouraged these suggestions and noted that another opportunity to piggyback on other required outreach would be to send targeted outreach to realtors, lenders, and insurance agents because these groups must already be sent a mailing under CRS Activity 320. Ginny encouraged identifying opportunities to maximize benefits and reduce implementation burden for the County.

Kristin O. explained that Virginia is a buyer beware State but recently passed repetitive loss disclosure requirements. However, many people say they don't know their property is a repetitive loss property. This has also been an issue in the recent real estate market as many people have bought properties and didn't realize that they are in flood risk areas or subject to development requirements of the Community mapped floodplains.

David suggested that a real-estate agent brochure could help get this message across and to improve disclosure to buyers. He also suggested messaging to clarify that the community mapped floodplains are meant as a tool to protect the community. These areas aren't included on FEMA maps because FEMA didn't have the money or the justification to perform a detailed study.

Kristin O. added that there is a perception that the FEMA maps are 100% accurate and people don't understand their limitations.

John noted that many people also don't know that there is information about all past flood insurance claims on a property.

Kristin O. also noted that the County has many pre-FIRM properties, and many people don't know that they can transfer their flood insurance policies in order to keep the lower rates.

Kristin O. added that some outreach should be sent out countywide. Tax bills go to everyone in the County and outreach could be included with tax bills. David confirmed that the entire County can be used as a Priority Area.

Jennifer confirmed that the utility bill does not go out countywide, so the tax bill would be preferable for outreach.

Kristin O. would also like to include adjacent setback areas along with the SFHA.

From this discussion, the Committee decided on the following Priority Areas:

• SFHA

• Repetitive Loss Areas

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- Realtors, Lenders, and Insurance Agents (included as an area/audience)

**Priority Audiences**

Kristin O. said that non-English speakers could be a good target audience and EM has a lot of information on the need for outreach in languages other than English.

Kristin D. said that Henrico County has a multi-cultural liaison and can provide outreach in around 200 languages. Kristin D. also asked about the limitations of outreach via website and social media. David clarified that website and social media outreach is allowable, but it doesn't count as targeted outreach.

Kristin D. asked for example communities that have done a great job on outreach that Henrico County can emulate. David will provide some examples but will also guide activity development and credit to ensure we maximize the benefits.

John mentioned that renters in high-risk apartment complexes should be targeted because renters often have no awareness of their flood risk. David added that renters often don't know that flood insurance is available to them. David also noted that mailings to renters may be difficult. Kristin O. suggested including renter outreach in countywide outreach.

Ginny suggested including messaging on how to get flood insurance. David clarified that this will be included in the second CRS Priority Topic.

From this discussion, the Committee decided on the following Priority Audiences:

- Non-English speakers
- Renters
- Realtors, Lenders, and Insurance Agents (included as an area/audience)

**Next Steps:**

Other ideas or thoughts on Priority Areas or Audiences are still welcome. Send any comments to Kristin O., Ginny, or David.

The next meeting will be scheduled soon.


 Moore, Abigail and Ruffins, Ranger were invited to the meeting.

Wednesday, February 9, 2022


 Meeting started 2/9 1:54 PM

 John Robins (External) has temporarily joined the chat.


 Owen, Kristin (External) has temporarily joined the chat.

 Curtis, Danielle (External) has temporarily joined the chat.

 Kristin Dunlop (Guest) has temporarily joined the chat.

 Snead, Ginny (External) has temporarily joined the chat.

 Welch, Jennifer (External) has temporarily joined the chat.

 Schwartz, Rick (External) has temporarily joined the chat.

 Letchford, Stephen (External) has temporarily joined the chat.

 Linville, Travis (Guest) has temporarily joined the chat.

 Rowley, Rob (External) has temporarily joined the chat.

## Meeting 2 – March 7, 2022: Minutes & Attendance

### Henrico County, VA Program for Public Information (PPI) Committee Meeting #2: March 7, 2022

David kicked off the meeting by providing the following meeting agenda:

#### Agenda

- Where we are in the PPI Process
  - PPI Steps 3, 4, and 5
- Finalize Target Areas & Target Audiences
- Discuss Topics and Messages
  - Review of CRS priority topics and messages
  - Decide on four additional outreach topics
- Develop Outreach Projects
  - Inventory existing outreach projects
  - Other public information initiatives for CRS
  - Open discussion and project brainstorming

There were 11 people in attendance, including committee members, County representatives who are supporting the committee's efforts, and project consultants.

#### Attendance

##### Committee Members

- Kristin Owen – Floodplain Manager
- Kristin Dunlop – Public Relations Department
- Jennifer Welch – Emergency Manager
- John Robins – Robins Insurance
- Brooke Barnard – Real Estate representative

##### County Staff

- Danielle Curtis – Floodplain Engineering Technician

##### Project Consultants

- Ginny Sneed – AMT
- Ben Felton – AMT
- David Stroud – Wood
- Abby Moore – Wood
- Ranger Ruffins – Wood

Stephen Letchford is a committee member but was unable to attend.

#### Where we are in the PPI Process

Today we will look at Steps 3, 4, and 5. Steps 6 and 7 will be next steps to wrap up once the PPI document is drafted.

The PPI process is intended to identify outreach needs and develop outreach projects to meet those needs. There are a variety of ways of getting information out to the public and the PPI process provides flexibility in tailoring the program to local needs.

David presented three draft goals to inform the PPI process and asked for Committee feedback on any suggested revisions. The potential PPI Goals were:

1. Recognize the risk associated with flooding and what individuals can do to reduce damage to property and save lives.
2. Promote the purchase of flood insurance to ensure greater protection of property within the County.
3. Increase the preparedness capability of the public to respond to and recover from flood events.

Kristin Owen suggested incorporating "awareness" into Goal 1. There were no other comments on the PPI goals.

#### **Finalize Target Areas and Audiences**

Target Areas are groups or areas that we can quantify and identify and send targeted information to. Target Audiences are broader groups of people that may need certain information or messages.

The Target Areas identified at the previous meeting were:

1. SFHA
2. Repetitive Loss Areas
3. Realtors, Lenders, and Insurance Agents
4. Countywide

David clarified that the SFHA will include the FEMA regulated floodplains and the community mapped floodplains. Kristin Owen noted that we can change the Target Areas in the future to be even more targeted if needed.

The Target Audiences identified at the previous meeting were:

1. Non-English Speakers
2. Renters.
3. Realtors, Lenders, and Insurance Agents
4. Prospective homebuyers/sellers for Buyer Beware messaging

Ginny Sneed asked how appraisers might fit into the Target Audiences. David noted that appraisers' role is in valuing the structure relative to nearby structures and based on set criteria that doesn't involve flood risk. John Robins suggested that home inspectors are more relevant to flood risk outreach. David agreed that the Inspector may be able to note any structural issues that could relate to flood risk but that it is not their focus. Brooke Barnard explained that the MLS is set up to show flood risk information; realtors will see this information, but buyers will not necessarily see it. Sellers to not have to disclose any flood risk information and may not even know their flood risk if it has changed recently. David suggested that the emphasis should be to educate potential buyers. Kristin noted that the only focus currently is on the mandatory purchase requirements for insurance; she clarified that the emphasis should be on awareness of flood risk beyond any insurance requirement, especially since the insurance requirements do not account for the community mapped floodplains. The aim is to provide information to buyers and the main groups they will interact with during the homebuying process to support them in the due diligence process. John asked if and where information on community floodplains is available by address; Kristin Owen clarified that it is on the County's GIS system and can be searched by address or tax parcel ID, and this system also shows dam inundation risk.

#### **Topics and Messages**

There are six CRS priority topics that must be included in the PPI. These topics are:

- Know your flood hazard
- Insure your property
- Protect yourself and your family
- Protect your property from the hazard
- Build responsibly
- Protect natural floodplain functions

Henrico County can identify four additional topics of their own choosing based on the needs of the community. For every topic we have we must have a message and an intended outcome. David presented the following options for additional topics for consideration: hurricane preparedness, general preparedness, flood education, reduce stormwater runoff, financial benefits of mitigation, turn around don't drown, and buyer beware. David also suggested "Countywide Floodplain Education" as a topic. Kristin Owen supported this idea but questioned what outcome we could attach to that topic; she suggested tracking phone calls requesting information on the community floodplains. David suggested educating on the development requirements in the community floodplains and tracking violations or application denials. Kristin Owen noted that we should not limit it to the county floodplains because this is an issue in the FEMA floodplains as well. David explained that the FEMA floodplains are covered by "Know your flood hazard." Ginny asked about the development of what would be included in this topic; David explained that this will be filled out through the development of outreach projects.

Kristin Owen supported inclusion of Buyer Beware, which was requested for inclusion by the County Board of Supervisors. She also suggested Turn Around Don't Drown, which was requested by the County's Fire and Police Departments who have

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ongoing problems with people driving around barriers. David suggested this will be easy to track through an outcome of reduced water rescues.

Kristin Owen also suggested Reduce Stormwater Runoff. Ben Felton supported that suggestion. There were no further comments on the Topics and Messages.

The selected Additional Topics were:

- Countywide Floodplain Education
- Buyer Beware
- Turn Around Don't Drown
- Reduce Stormwater Runoff

#### **Inventory of Existing Outreach Efforts**

David discussed some of the existing outreach available on County webpages, the County flood hazard map viewer, and the County EM webpage and asked if there were any other existing or ongoing projects. Kristin Owen explained that outreach was developed for the State's Flood Awareness Week, which is coming up again in a week. These projects are developed annually but she would like to have a plan for ongoing projects. David asked whether the County might consider its own Flood Awareness Week; Kristin explained that the County may designate this week at the County level but may also look at establishing its own awareness days throughout the year that could be tied to flood outreach.

#### **Leveraging Other Stakeholders**

David presented a list of potential stakeholders and asked for Committee input on which groups might have their own outreach or be able to support the implementation of new outreach projects. Including stakeholders is also important because it is credited in the CRS. Kristin Owen asked if there is a limit to stakeholder involvement; David explained there is a limit, but we will maximize credit before meeting that limit.

Kristin Owen suggested adding the State Corporation Commission which has information related to private property and auto insurance. Kristin Owen also suggested adding HOAs and professional associations such as engineers, homebuilders, and surveyors because the County already regularly meets with these groups, and we may be able to partner with them for project implementation. For example, Committee member Stephen Letchford oversees the surveyor's association newsletter and that can be used to incorporate outreach. David noted that any stakeholder involvement must be directly related to a specific project which must tie to the Topics and Messages. He also clarified that any projects we identify must be implemented annually.

#### **Other Public Information Initiatives**

David reviewed other activities in the CRS that incorporate public information. Additional CRS credit is available by describing or integrating some of these activities into the PPI.

#### **Example PPI Project Table**

David presented an example of a PPI project table to show the project attributes that will be identified and the layout that will be used to organize the outreach projects.

#### **Discussion**

David presented a few other potential outreach project options and opened the floor for discussion and comments to begin to identify ways to distribute outreach.

Kristin Dunlop mentioned that Public Information sends out mailers to the community such as postcards or brochures.

Kristin Owen noted that other surrounding communities have worked with gas stations to place outreach at the pumps using materials developed by VDEM.

David also suggested that the County can get credit for "no dumping" placards on drainage inlets if they're in place. Jennifer Welch confirmed that there are placards located at inlets at the admin building, libraries, and other public places.

David encouraged identifying projects that leverage what the County and/or stakeholders are already doing.























John Robins noted that insurance carriers will push out information during the National Insurance agents' Awareness Week. Jennifer noted that EM will be active in sharing information on social media and could link and share insurance stakeholder posts. John noted that this information will also be shared during Hurricane Preparedness week in June.

#### **Next Steps:**

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The next meeting will be in a few months once the draft PPI is developed (most likely in July). Any comments can be sent to Kristin Owen, Ginny, or David.

▼ In this meeting (11) Mute all

-  Ruffins, Ranger 
-  brooke barnard (Guest)  
Meeting guest 
-  Curtis, Danielle  
External 
-  Felton, Ben  
External 
-  John Robins  
External 
-  Kristin Dunlop (Guest)  
Meeting guest 
-  Moore, Abigail 
-  Owen, Kristin  
External 
-  Snead, Ginny  
Organizer  
External 
-  Stroud, David A 
-  Welch, Jennifer  
External 

### Meeting 3 – January 31, 2023: Minutes & Attendance

The screenshot shows a meeting interface with a dark background. At the top, the word "Participants" is displayed in white, with a close button (X) to its right. Below this is a search bar containing the text "Type a name" and a magnifying glass icon. Underneath the search bar is a "Share invite" button with a share icon. A section titled "In this meeting (9)" is expanded, showing a list of participants. To the right of this section is a "Mute all" button. Each participant entry includes a circular profile picture or initials, the participant's name, their role (if applicable), and a microphone icon indicating their audio status.

In this meeting (9)		Mute all
	Ruffins, Ranger	
	Felton, Benjamin External	
	John (Guest) Meeting guest	
	Moore, Abigail Organizer	
	Owen, Kristin External	
	Snead, Ginny External	
	Stephen Letchford External	
	Stroud, David A	
	Welch, Jennifer External	