

Code Refresh Community Ambassadors - An Overview

2025 Engagement

What is the Community Ambassador Program? How Will Ambassadors Support in 2025?

The Community Ambassador Program offers paid engagement opportunities to stakeholders interested in making a positive impact and supporting city-wide engagement as part of the Code Refresh process.

A core element of engagement in 2025 is the use of stakeholder roundtables to have focused discussions with a wide range of stakeholders in Richmond, including priority groups like renters, youth/young adults, low-income households, African American residents, Latino residents, and other stakeholders who may not typically engage in civic processes and who would be interested in participating in a roundtable/focus group.

Community Ambassadors will support the engagement team with convening roundtables of targeted stakeholders throughout 2025. Ambassadors will have the opportunity to leverage their community networks to bring together stakeholders for a community conversation that the engagement team will facilitate.

Compensation: Community Ambassadors will be compensated \$500 (in the form of a gift card or ACH direct deposit, based on the recipient's preference) for convening of one (1) roundtable discussion through October 30, 2025. Up to twelve (12) roundtables may be hosted in partnership with Community Ambassadors.

What is the “Code Refresh” Project?

To align with the vision and equity and sustainability goals in the Richmond 300 Master Plan, the city seeks to do a “Code Refresh” of the zoning ordinance that will move the city from distinct separation of uses, to allowing for more mixing of uses and incorporating more form-based elements.

The new zoning ordinance will be developed throughout 2025 and released in stages throughout the year. As part of that process, the City will present proposed revisions to the Richmond community in order to incorporate stakeholder feedback.

Learn more about the
**Community Ambassador
Program and sign-up to
volunteer by visiting
rva.gov/coderefresh or
scanning the QR code:**



RICHMOND 300:
Code Refresh



Code Refresh

Community Ambassadors - How to Participate

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Eligibility

Community Ambassadors are Richmond residents over the age of 18 who are interested in supporting outreach and engagement efforts for the Code Refresh process. Selected Ambassadors will have the opportunity to receive compensation for convening one (1) stakeholder roundtable as part of Phase 5 engagement.

How to Apply

Individuals interested in becoming an Ambassador can apply online at rva.gov/coderefresh. Applications will be received and reviewed on a rolling basis, with up to twelve (12) Ambassadors being selected to conduct one (1) roundtable per person. Upon selection, Ambassadors will sign a participation agreement.

Role of Community Ambassadors

Ambassadors will work with the engagement team to convene stakeholder roundtables consisting of at least 10-15 individuals for an in-person or virtual discussion group. The City's engagement team will lead facilitation; the role of the Ambassador is to help identify stakeholders who may not typically engage in civic processes and who would be interested in participating in a roundtable/focus group.

Ambassadors will have the opportunity to leverage their community networks to invite neighbors into conversation about the zoning process. Responsibilities will include:

- Participation in up to two (2) Code Refresh virtual meetings to gain an understanding on the project background
- Identification and participation of at least 10-15 participants who represent a target demographic for a roundtable discussion
- Conducting outreach to invitees to ensure participation
- Supporting the engagement team with identification of space and food vendors (for in-person events)
- Attending and supporting the roundtable table discussion day-of
- Attending a post-roundtable debrief with the engagement team

Compensation

Community Ambassadors will receive a stipend of \$500 in the form of a gift card or ACH direct deposit after completing the responsibilities outlined above to execute a successful roundtable discussion.

Ambassadors are **not** responsible for space rental fees, food/beverage, roundtable participation stipends, printing, or other project-related expenses.



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