



# **ENGAGE RVA:** RICHMOND'S INCLUSIVE BUDGET PROCESS

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**THE HONORABLE DANNY AVULA**

MAYOR, RICHMOND, VA

**ODIE DONALD II**

CHIEF ADMINISTRATIVE OFFICER



# WHAT IS ENGAGE RVA?





# WHAT IS ENGAGE RVA?

The **EngageRVA** budget engagement process leverages City departments, internal and external communication services, data collection, and citizen education to simulate the experiences of government officials, while receiving insight from the public during the development of the FY2027 Budget.

## HOW DOES IT WORK?

- Mayor sets vision and the CAO delivers and defines goals for administrative and operational staff
- The activities are carefully communicated across a variety of platforms including local media
- City Departments bring key sector insights and knowledge
- Departments with Finance and Budget office support provide information regarding finances and process
- Various mediums are used to distribute information, gather data and support town halls
- City leaders engage the public through a variety of methods







# #ENGAGERVA

## GOALS

- **Improve** public understanding of the budget process
- **Explain** how the budget is both developed and allocated
- **Collect** public input on priorities by service area





# #ENGAGERVA AUDIENCES



**RESIDENTS**



**BUSINESSES**



**NON-PROFITS**



**EMPLOYEES**



**STATE/LOCAL  
OFFICIALS**

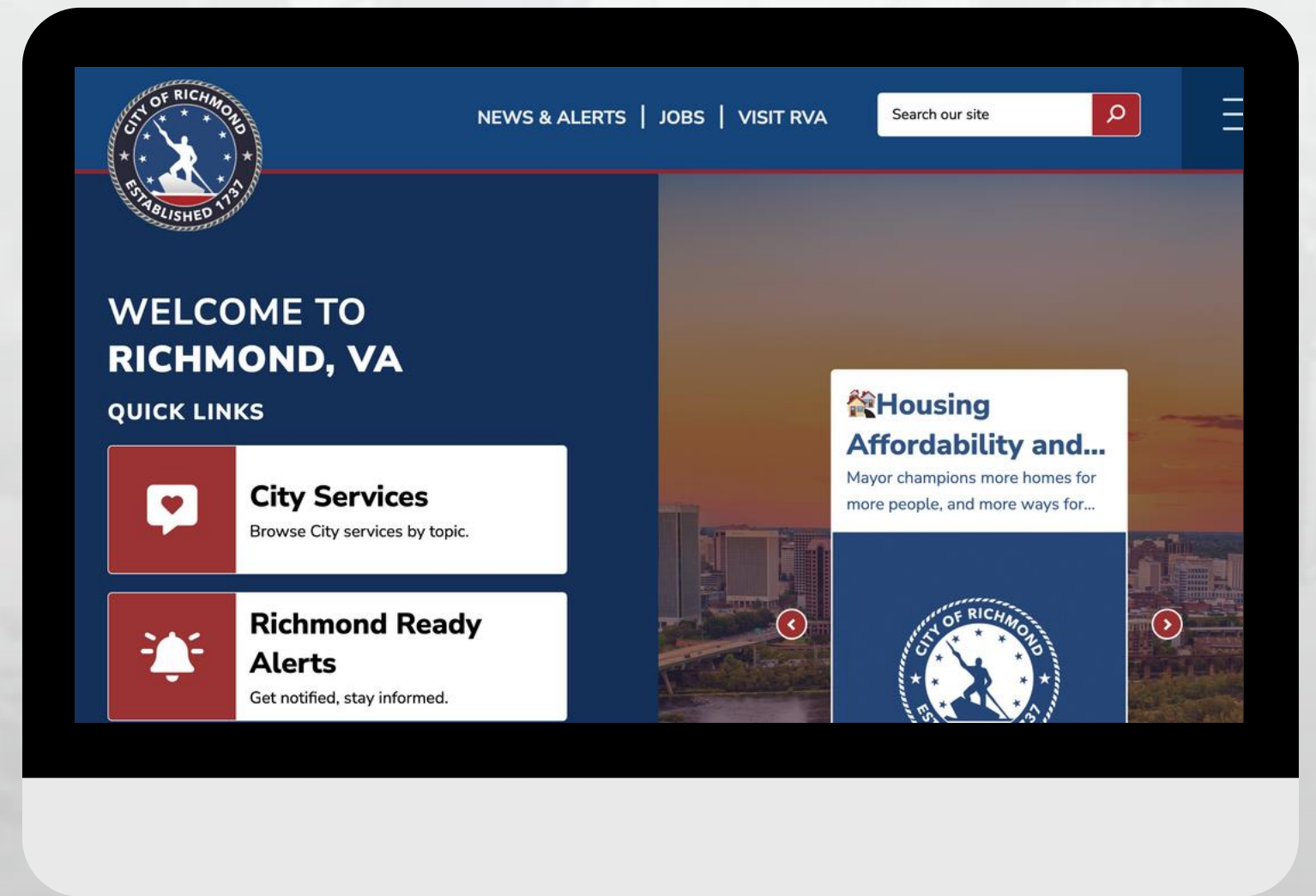


**PRESS/MEDIA**



# BUDGET ENGAGEMENT RESOURCES

- › Webpage ([rva.gov](http://rva.gov))
- › Engagement Page ([go.rva.gov/engage](http://go.rva.gov/engage))
- › Online Survey
- › Town Halls
- › Social Media
- › Print Collateral







# BUDGET ENGAGEMENT RESOURCES

HOW DOES IT WORK?



# #ENGAGE RVA

## TELL US YOUR PRIORITIES!

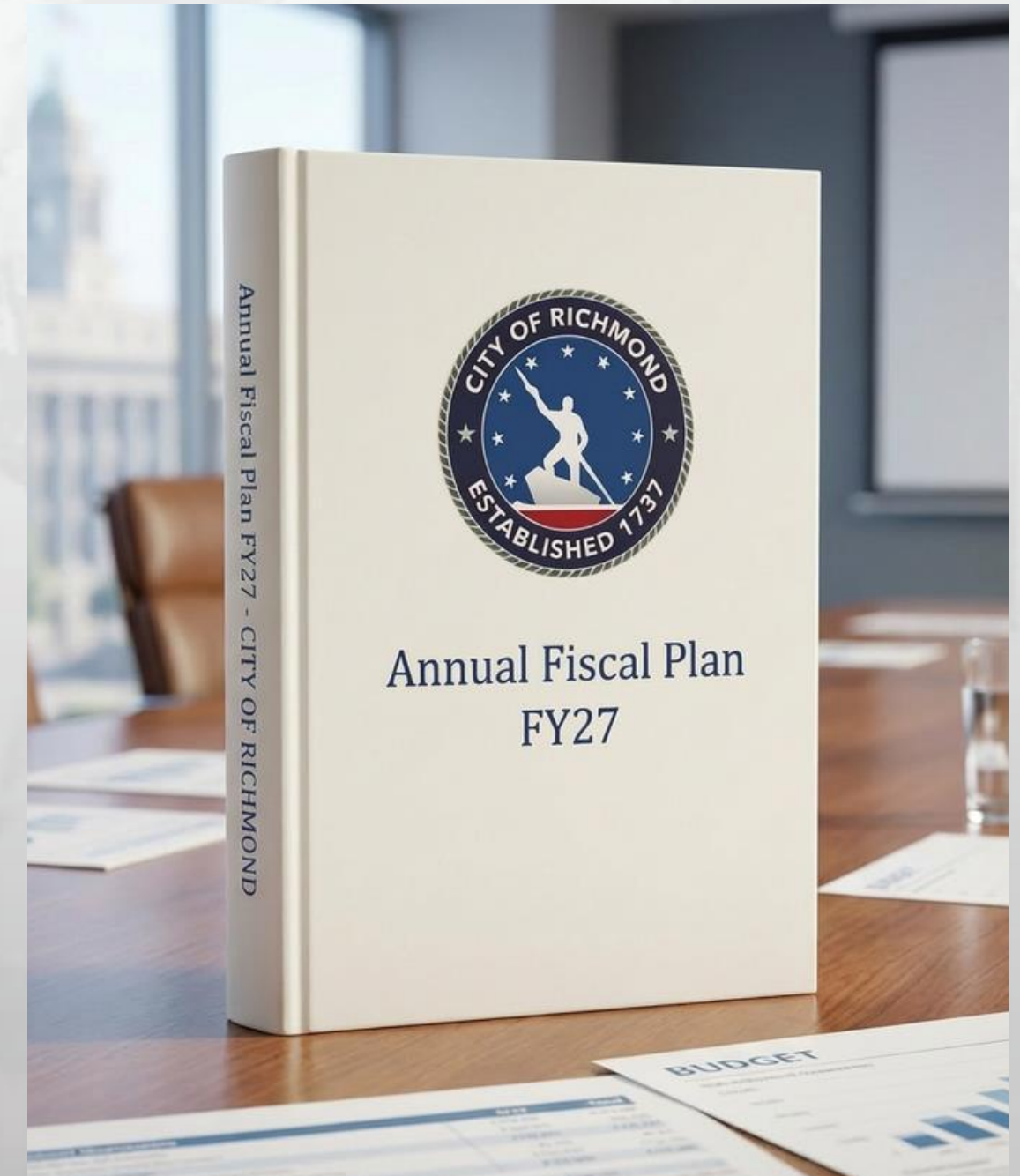
Residents will learn how the City's budget process works and have opportunities to share input before the Mayor's proposed budget is released.

## HOW TO PARTICIPATE

Residents can engage with City leaders and staff through in-person events and online tools, including a survey to share priorities and community needs.

**CITY PARTNERS:** Mayor, Chief Administrative Officer, City Departments, Budget, Communications

**TIMELINE: January 20 - February 28, 2026**







## PROCESS OVERVIEW

### MEETING FORMAT



- **Public** Meetings
- **Regional** Locations
- **2-Hour** Duration
- **50 People** per Meeting

### OBJECTIVES



- General education about budget
- Inform public before budget working meetings
- Residents will **learn, give feedback** on how their tax dollars are used and have an opportunity to **prioritize budget needs** based on service area



### AGENDA

- Welcome/Networking
- Budget Presentation
- Overview of the Process
- Prioritizing Activities
- Closing & Next Steps

**TIMELINE: January 20 – February 28**



# MESSAGING IS KEY

## CAMPAIGN THEME

How do you prioritize and connect with the City budget?

## OBJECTIVE

Our goal is to increase public awareness of the budget process and promote opportunities for community engagement.

## APPROACH

Surveys and online tools distributed across multiple digital platforms.

**SUCCESS MEASURE:** We will track and measure engagement across all campaign activities.

**TIMELINE:** January 28 – Budget Passage





# HOW DO WE COMMUNICATE?

WHAT TOOLS DO WE USE?



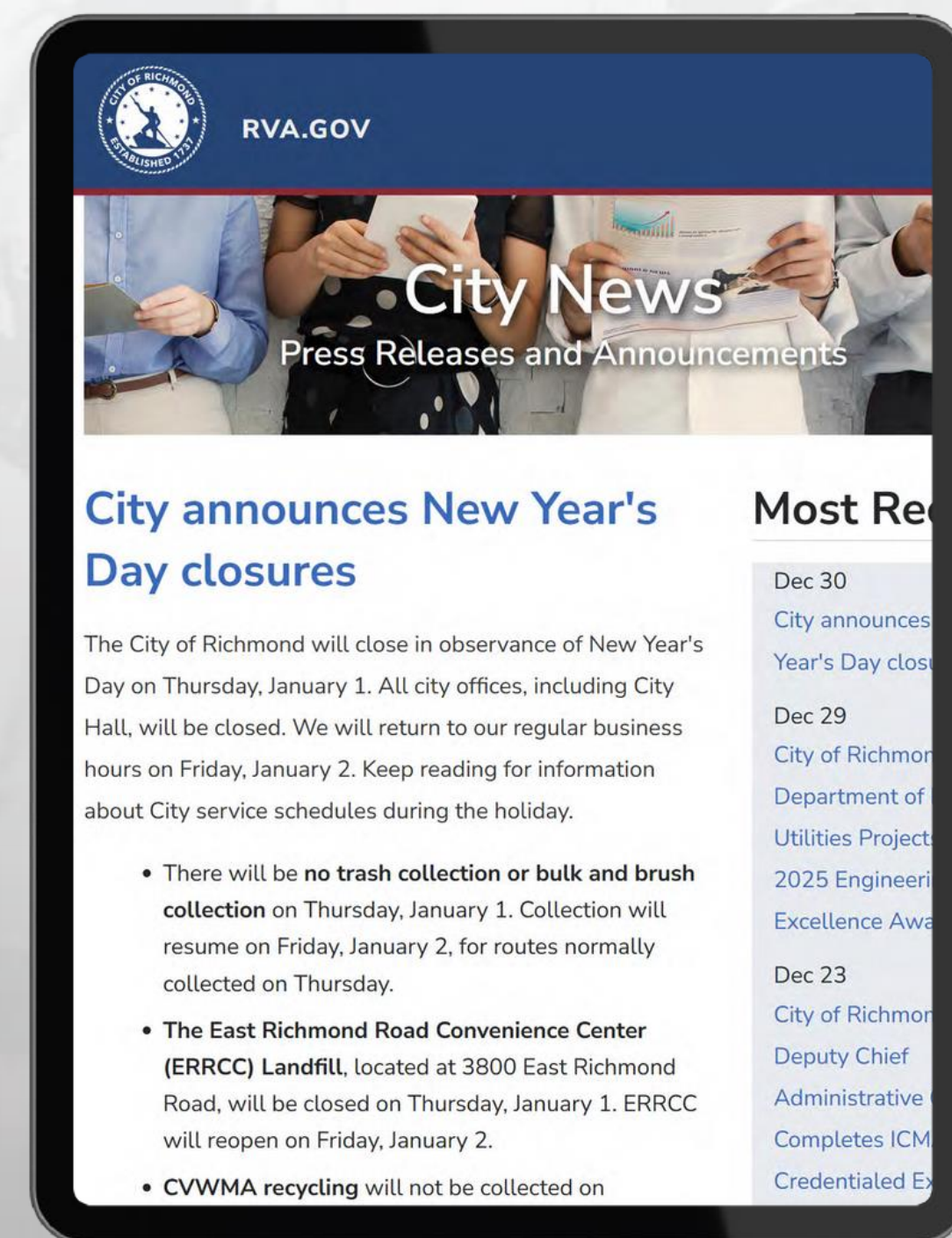


# LANDING WEBPAGE

The Landing Webpage provides access to documents central to educating residents about the budget process.

## What You'll Find on the Page

- Engage RVA overview
- Introductory video featuring the Mayor and City leadership (February)
- Town Hall explainer presentation (this document)
- Online survey link for resident input
- Town Hall calendar and sign-up (ongoing)
- Post-engagement results and outcomes (forthcoming)





## OBJECTIVE

Provide clear and accessible opportunities for community budget engagement.

## WHAT'S INCLUDED

Dedicated page on [go.rva.gov/engage](https://go.rva.gov/engage) that includes:

- Education materials
- Budget process and procedural information
- Meeting dates and participation details
- Budget prioritization survey

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### FY27 Budget Season

#### Budget Town Halls

The City of Richmond is inviting residents to take part in a series of Budget Town Halls, providing a forum for shared community input on Fiscal Year 2027 (FY27) budget priorities and an opportunity to better understand how the City's budget is developed and executed.

The town halls, which will be held in neighborhoods and community centers across the City, will include representatives from City departments and will feature engaging, interactive sessions to walk residents through the budget process, including how revenues are allocated, how funding decisions are made, and how community input will be considered and incorporated into the proposed budget.

The Town Halls are free to attend, but registration is required.

Register Now

Date	Time	Location	Registration Link
Tuesday, January 20	6:00 - 8:00 p.m.	Lucks Field Community Center (1925 U Street)	<a href="#">Register here</a>
Saturday, January 24	12:00 - 2:00 p.m.	To be announced	Coming soon





# ONLINE SURVEY


## OBJECTIVE

Provide a way for the public to prioritize the budget based on City service areas grouped into categories.

## APPROACH

Online form shared on multiple sites includes:

- Ability to **allocate** resources to key service areas
- Service **prioritization**
- Demographic **data collection**



**BUDGET TOWN HALL**  
COMMUNITY BUDGET ENGAGEMENT

**EXIT SURVEY**

Full Name \_\_\_\_\_ Age \_\_\_\_\_

Q3. ☐ Male ☐ Female ☐ Non-binary ☐ I prefer not to answer ☐ I prefer to self-describe \_\_\_\_\_

Q4. ☐ African-American/Black ☐ American Indian ☐ Caucasian/White ☐ Mexican-American ☐ Asian-American ☐ Hispanic ☐ I prefer not to answer ☐ Other \_\_\_\_\_

Q5. Your Council District (choose one)

☐ District 1 ☐ District 2 ☐ District 3 ☐ District 4 ☐ District 5  
☐ District 6 ☐ District 7 ☐ District 8 ☐ District 9 ☐ Unknown

Q6. Relationship with the City of Richmond

☐ Resident ☐ Non-resident ☐ Business owner ☐ Other

Q7. After this town hall, how well do you understand how the City's budget works?

☐ Very well ☐ Somewhat ☐ Not very well ☐ Not at all

Q8. Which parts of the budget were clearer after attending today's session?

☐ Where the money comes from  
☐ How funds are spent  
☐ The cost of City services  
☐ How decisions are made

Q9. How helpful were the activities in understanding the City's budget?

☐ Very helpful  
☐ Somewhat helpful  
☐ Not helpful

Q10. Was the duration of the town hall appropriate?

☐ Too long ☐ About right ☐ Too short

Q11. Did today's session help you think differently about City spending priorities?

☐ Yes ☐ No ☐ Unsure

Q12. Which activities were most useful?  
(choose all that apply)

☐ Budget 101 presentation ☐ Allocate your \$1,100  
☐ Cost of City Services stations ☐ Prioritizing City Services

Q13. What is one thing we could improve for future budget town halls?

\_\_\_\_\_





# OVERVIEW OF SERVICES

## OBJECTIVE

Provide a printed booklet during town halls to educate residents on City services. This resource will also be available on the City website.

## APPROACH

- Provide residents with insights into how their tax dollars are spent by the City of Richmond.
- Give residents a better understanding of the outcomes they receive from the taxes they invest.





**THANK YOU**