



ENGAGE RVA: RICHMOND'S INCLUSIVE BUDGET PROCESS

THE HONORABLE DANNY AVULA
MAYOR, RICHMOND, VA

ODIE DONALD II
CHIEF ADMINISTRATIVE OFFICER



WHAT IS ENGAGE RVA?



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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





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

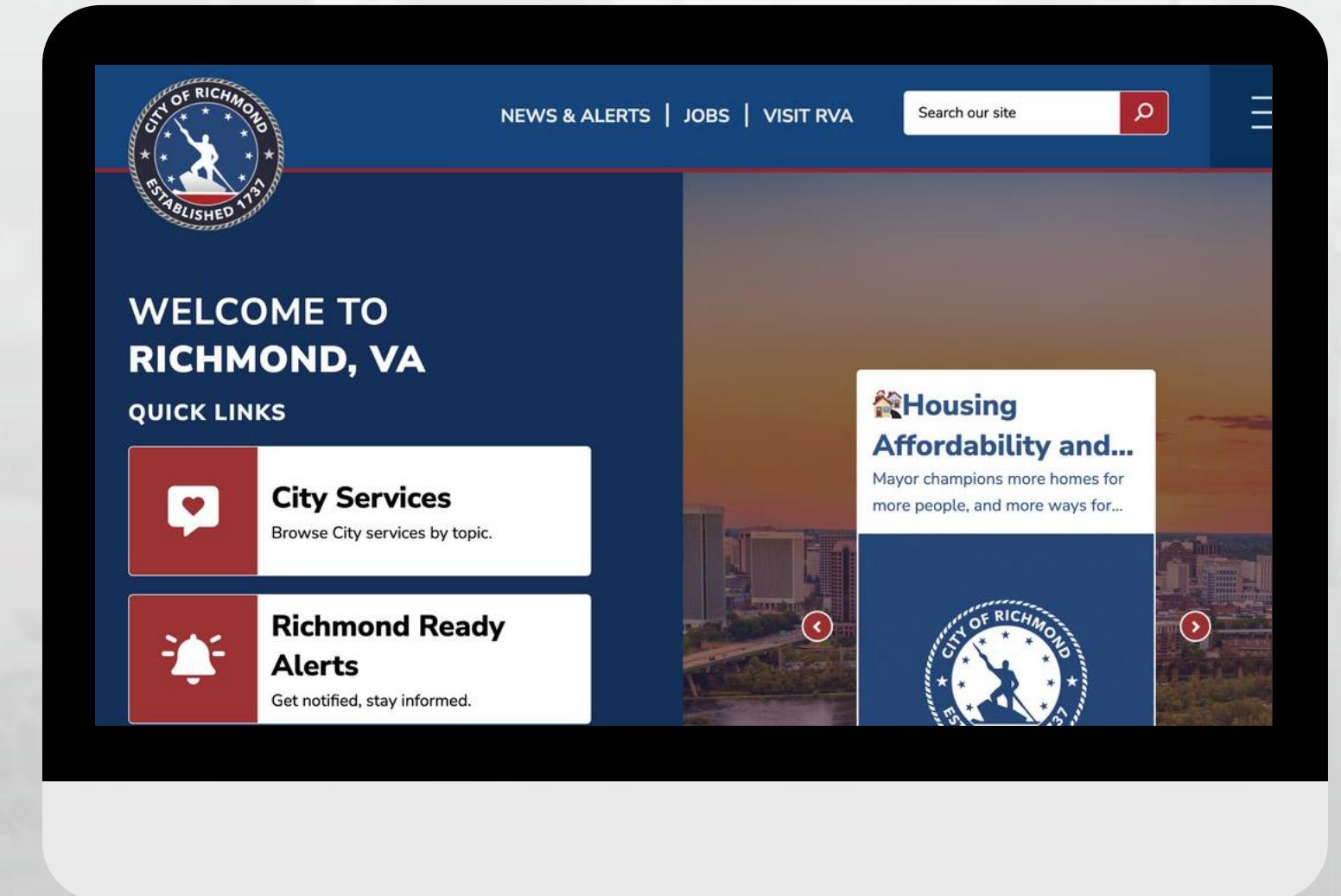


PRESS/MEDIA



BUDGET ENGAGEMENT RESOURCES

- **Webpage (rva.gov)**
- **Engagement Page (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!

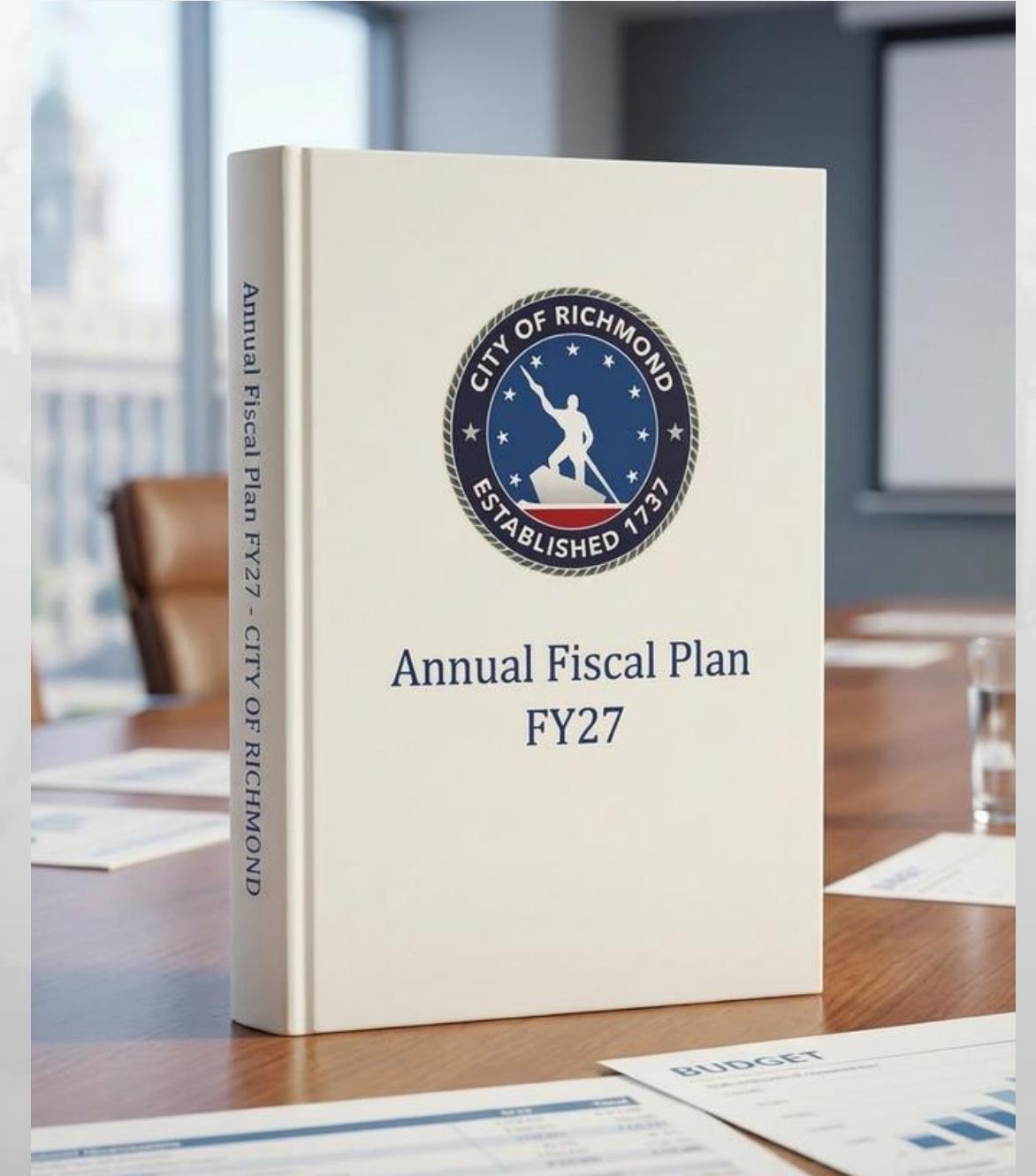
Residents will learn how the City's budget process works and have opportunities to share input before the Mayor's proposed budget is released.

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)

RVA.GOV

City News

Press Releases and Announcements

City announces New Year's Day closures

The City of Richmond will close in observance of New Year's Day on Thursday, January 1. All city offices, including City Hall, will be closed. We will return to our regular business hours on Friday, January 2. Keep reading for information about City service schedules during the holiday.

- There will be **no trash collection or bulk and brush collection** on Thursday, January 1. Collection will resume on Friday, January 2, for routes normally collected on Thursday.
- The **East Richmond Road Convenience Center (ERRCC) Landfill**, located at 3800 East Richmond Road, will be closed on Thursday, January 1. ERRCC will reopen on Friday, January 2.
- **CVWMA recycling** will not be collected on

Most Recent

- Dec 30 City announces...
- Year's Day clos...
- Dec 29 City of Richmon...
- Department of...
- Utilities Projec...
- 2025 Engineeri...
- Excellence Awar...
- Dec 23 City of Richmon...
- Deputy Chief...
- Administrativ...
- Completes ICM...
- Credentialed Ex...



OBJECTIVE

Provide clear and accessible opportunities for community budget engagement.

WHAT'S INCLUDED

Dedicated page on go.rva.gov/engage that includes:

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

The screenshot shows a website header with a search bar, news alerts, jobs, and visit RVA links. Below the header, a navigation bar includes links for Documents, Econ Indicators, NonDepartmental, Grants, Reports, Agencies, and Awards. The main content area is titled 'FY27 Budget Season' and 'Budget Town Halls'. It describes the purpose of the town halls and the details of the two events listed below. A 'Register Now' button is present, and a table shows the dates, times, locations, and registration links for the events.

Date	Time	Location	Registration Link
Tuesday, January 20	6:00 - 8:00 p.m.	Lucks Field Community Center (1925 U Street)	Register here
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 Q4. African-American/Black Asian-American
Gender Female Race American Indian Hispanic
 Non-binary Caucasian/White Mexican-American
 I prefer not to answer I prefer to self-describe 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?



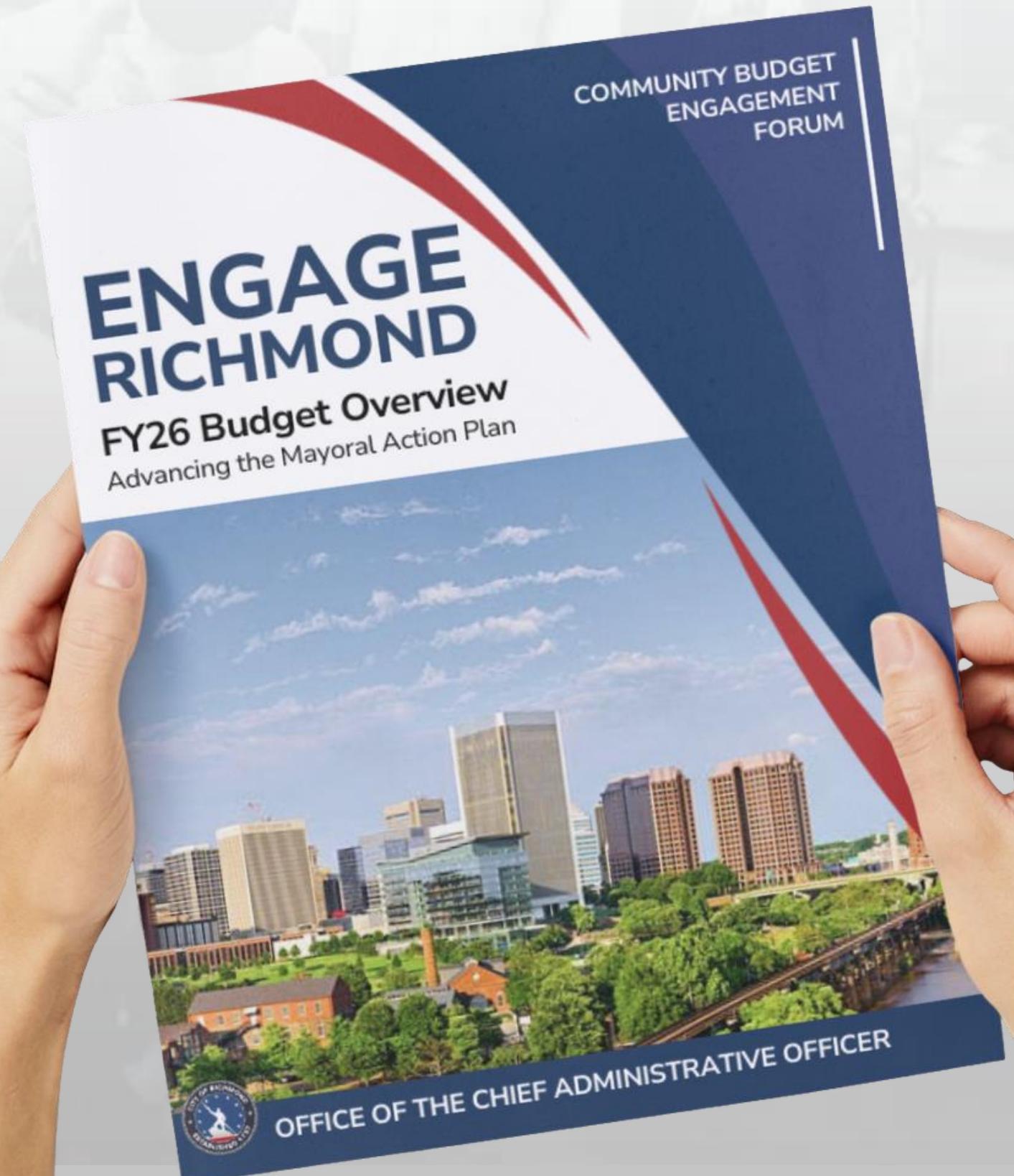
OVERVIEW OF SERVICES

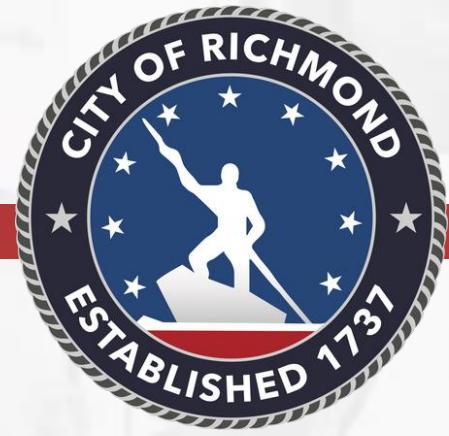
OBJECTIVE

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