



**ALBEMARLE-CHARLOTTESVILLE REGIONAL JAIL AUTHORITY**

(SERVING ALBEMARLE, CHARLOTTESVILLE, NELSON)

160 Peregory Lane

Charlottesville, Virginia 22902

Phone: (434) 977-6981 Fax: (434) 951-1339

Col. Martin Kumer, Superintendent (ext. 230)

Web: <http://www.acrj.org>

Mrs. Marce B. Anderson, Clerk (ext. 229)

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**Board Work Session**

July 22, 2021 (12:30 – 2 p.m.)

Zoom Conference • Albemarle-Charlottesville Regional Jail, 160 Peregory Lane, Charlottesville, VA

AGENDA

(Action/Information)

- I. **ACRJ Board Meeting – Call to Order**  
Adopt Meeting Agenda Action Item
  
- II. **TOPICS TO BE ADDRESSED**
  - A. **Community Engagement Plan** Informational Item
  
- III. **Public Comment** (Time Limit: 3 Minutes per speaker)
  
- IV. **Adjournment** Action Item

**NEXT MEETING: August 12, 2021, 12:00 pm – 2:00pm**

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Authority Board

Doug Walker (Albemarle)  
Sheriff Chan Bryant (Albemarle)  
Cyndra Van Clief (Albemarle)  
Diantha McKeel (Albemarle) - Chair

Sheriff James E. Brown, III (Charlottesville)  
VACANT - (Charlottesville)  
Nikuyah Walker (Charlottesville)  
Mr. "Chip" Boyles (Charlottesville)

Jay James (Joint Rep.) – Vice Chair  
Sheriff David Hill (Nelson)  
Stephen Carter (Nelson)

# MOSELEYARCHITECTS

3200 Norfolk Street  
Richmond, VA 23230 July 14, 2021  
P: (804) 794-7555

RE: Community Engagement Plan for Albemarle-Charlottesville Regional Jail  
Community Based Corrections Plan (CBCP) Planning Study  
Charlottesville, Virginia

Colonel Martin Kumer  
Superintendent  
Albemarle-Charlottesville Regional Jail (ACRJ)  
160 Peregory Lane  
Charlottesville, Virginia, 22902

VIA EMAIL: kumerm@acrj.org

Dear Colonel Kumer:

In accordance with your request and with our Agreement dated April 8, 2019 as Contract #2019-47-COUNTY-Architectural/Engineering Services-B, we are pleased to offer this Community Engagement Plan for review and comment by the Albemarle-Charlottesville Regional Jail Authority Board of Directors.

## **Community Engagement Plan**

### **1.0 Introduction**

ACRJ desires that Moseley Architects prepare a CBCP Planning Study with a community engagement component relevant to any future improvements to the existing jail. The jail's Virginia Department of Corrections (VDOC) rated capacity is 329 and its recent Average Daily Population was 336 including 67 inmates on home electronic monitoring. Inmate population has been as high as 450 inmates in the past.

There are multiple stakeholders, within both the public and private sectors, with varied needs. This Community Engagement Plan ("the Plan") will engage stakeholders from Nelson County, the City of Charlottesville, and Albemarle County, inmates and their families, jail staff, and residents of the member municipalities. It is imperative that the community engagement strategy be transparent, robust and inclusive.

The Plan outlines the various tools that will be utilized to engage the public during the planning process, including:

1. Fact Sheet
2. One online survey
3. Three Public Meetings (2 in person; 1 virtual)
4. Three Press Releases
5. Facebook and other social media platforms of each locality
6. Project webpage on the websites of each locality with option for public input

All of these tools will be seamlessly integrated and leveraged to reach the greatest number of stakeholders and citizens. We will provide every reasonable opportunity for public input throughout the project.

### **Desired Engagement Strategy Outcomes**

1. A more informed public
2. Real-time updates via social media and project webpage
3. Transparent communication and project updates
4. Timely responses to inquiries from the media and the public
5. Documentation of all public input, media coverage and opportunities for engagement in the final project documents

### **2.0 Stakeholder Management**

The Moseley Architects team will manage an overall stakeholder list including civic, County, and City officials and the client project team. The lists will be in Excel spreadsheet format with the name, organization, title, email and telephone number. We will update it as needed as committee members are added or removed. The list will be amended after each public meeting and will be used to issue email blasts.

### **Media and Public Relations**

We will also advise City and County communications staff to book public affairs programs on local media outlets such as CPA-TV, the cable access program that the City and Counties of Charlottesville conducts as well as City and County blogs. A Jail Authority Board member will serve as the official point of contact for all media-related inquiries.

### **3.0 Stakeholder Meetings**

The Community Engagement Plan will include a series of 10 stakeholder interviews to collect relevant data, insights, and suggestions for topics that should be addressed as part of the study -- solely for the Part 2 Community Engagement portion of the services.

The City and Counties will take the lead on developing a stakeholder list, in consultation with the Moseley Architects team. The list should be finalized no later than July 30, 2021, so there is ample time for the invitation letter to be sent by the City and Counties for August and September interviews. The Moseley Architects

team will secure suitable meeting locations for the stakeholder interviews that are located in the project area with easy access and ample parking.

Input from the interviews will provide an initial understanding of issues and common themes that will be reviewed and can be incorporated into the first public meeting.

The Moseley Architects team will be the primary booking point of contact with secondary support provided by the City and Counties. We recommend that the City and Counties develop and issue a form letter to officially invite participants to the interviews at least 10 days in advance of the interview date. We will provide a sample letter to the City and Counties to consider for use in the invitation and will also provide a summary of 'how to prepare' to all participants that are invited for an interview. The Moseley Architects team will provide regular updates to the City and Counties as the interview schedule is solidified.

#### **4.0 Public Meetings**

The project will include three public meetings. The topics covered at each public meeting will be confirmed by the City and Counties.

**Public Meeting #1** – Proposed topics include open forum of community question and concerns with regard to the ACRJ, introduction and purpose of the current project, overview of the project process and preliminary findings of what we heard during the stakeholder interviews that will offer an opportunity for the public to review and validate the findings and/or identify other issues and opportunities. It is recommended that the first public meeting is held in early August (week of August 9) to allow the team adequate time to review preliminary information with the City and Counties in advance.

**Public Meeting #2** – Proposed topics for this meeting series include review of findings from the technical analyses and identification of potential strategies for consideration in the draft plan. The second and third public meeting dates will be determined based upon the technical analyses progress and feedback from the City and Counties. It is estimated they would occur in late August – early September (week of August 30) in Nelson County.

**Public Meeting #3** – Proposed topics for this meeting series include a review of the draft project design recommendations. The meeting date will occur in the late September (week of September 20) in Albemarle County.

The timing of all public meetings will be influenced by local government calendars and availability of suitable venues. The City and Counties will be responsible for confirming meeting dates.

To promote the meetings, The Moseley Architects team will employ the following strategies in an effort to encourage attendance:

- Draft a total of three press releases announcing the three public meetings. The City and Counties staff and Moseley Architects team will disseminate the press releases to its media and stakeholder lists.
- Communications staff from the City and Counties will post announcements on their respective social media platforms and websites. The Moseley Architects team will provide information to these groups for dissemination.
- Draft and issue digital announcements in advance of each public meeting.
  - Issue two email blasts in advance of each public meeting directed to the internal and external stakeholder lists. Blasts will occur two weeks and one week prior from the date of each public meeting. The email blasts will entail: Collaboration with the City and Counties communication and marketing staff, and stakeholder groups to disseminate press releases and meeting notices via their website and existing social media platforms.
  - Work with stakeholder organizations and existing database of The Moseley Architects team

The Moseley Architects team will prepare sign-in sheets, comment forms, questionnaires, and agendas for all public meetings and will manage the sign-in of all participants at any in-person meetings. We will prepare a meeting summary including sign-in sheets, photos, public input collected during the meeting, and statistics regarding attendance. The summary will be submitted in draft form to the City and Counties and for review.

## **5. Social Media and Website Presence**

The social media and website strategy aim to leverage existing platforms of the City and Counties. The City and Counties will host and manage a project webpage that will contain information about the project process, partners, schedule, methods for input, and materials that are produced and available for review.

The Moseley Architects team will work closely with the City and Counties communication staff to keep the project website and Facebook page current. The Moseley Architects team will provide new content as needed and the City and Counties staff will be responsible for managing the website and Facebook page with updates.

We recommend that the City and Counties consider establishing a dedicated project email address that can be used in social media platforms and all printed materials that will be distributed to the public.

**6. City and Counties Team Support**

The following engagement elements will be led by the City and Counties:

- Media relations point of contact
- Development of stakeholder list
- Dissemination of press releases for public meetings
- Development and management of project webpage and Facebook page
- Development and management of a project email to be posted across all communication platforms
- Schedule all public meetings

**7.0 Timeline**

Action Item	Responsible Party	July	Aug	Sept	Oct	Nov	Dec
Collateral development/Fact Sheet	Moseley						
Webpage/FB page	City/Counties						
Stakeholder Interviews	Moseley						
Public Meeting #1 promotion	Moseley						
Public Meeting #1	Moseley						
Public Meeting #2 promotion	Moseley						
Public Meeting #2	Moseley						
Public Meeting #3 promotion	Moseley						
Public Meeting #3	Moseley						
Project Updates	Moseley/City/Counties						
Project Team Updates	Moseley/City/Counties						

This timeline is subject to change and final approval of the City and Counties.

We look forward to discussing the proposed Plan with the ACRJ Authority Board at 12:30pm on July 22, 2022 via Zoom. We appreciate the opportunity to be of further service to Albemarle County.

Sincerely,



Anthony J. Bell III, AIA  
Vice President

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