

Local Government Advocacy Champion Toolkit



Partnership for Positive Aging

United Voices to Support Older Adults

TABLE OF CONTENTS

Small Act, Big Impact: Local Engagement	page 3
You Can be a Local Advocacy Champion	page 4
Meetings & Events	page 5
Individualized Emails & Phone Calls	page 6
Social Media	page 7
Telling Your Story	page 8
Local Government Structure	page 9
Getting Started	page 10
City Council Contact Information	pages 11-19

SMALL ACT, BIG IMPACT:

THE POWER OF LOCAL ENGAGEMENT

Your local government directly affects your daily life, from public services and community development to education and transportation. Engaging with your local representatives amplifies your voice and influence on issues that matter most to you. Often times, local officials go on to serve at the state and federal levels, and they bring with them the perspectives and concerns from their communities. In turn, state and federal legislators rely on feedback from local leaders to shape broader policies. This creates a ripple effect, where local engagement can have a significant impact on larger issues. Getting involved with your local officials is often more accessible and provides a valuable opportunity to make a real difference in your community.

To get started, consider attending town hall meetings, joining local boards or committees, or simply reaching out to your local representatives to share your thoughts and concerns.



YOU CAN BE A LOCAL ADVOCACY CHAMPION

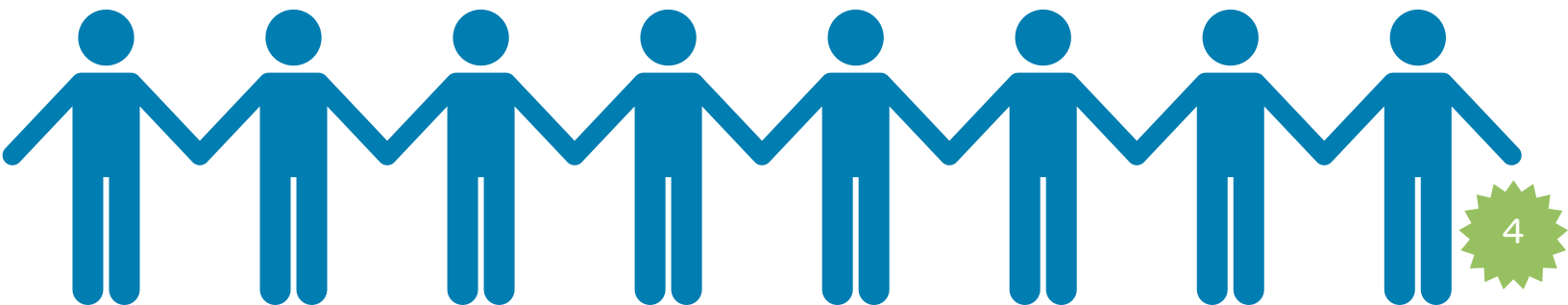
At LeadingAge Virginia, we advocate for public policies that remove barriers to care, advocate for affordable senior housing, and policies that make this country a better place to age. These policies can be influenced by your local government.

Join us as a Local Government Advocacy Champion to share your story and let your elected officials know that they have a role in helping older adults in the Greater Richmond Region. Our Advocacy Champion program will advance our mutual advocacy goals.

There is nothing more important to your representatives than hearing from their constituents. Your story can paint a picture better than any graph or table. Combining our advocacy efforts with examples of lived experiences has a real impact. Imagine what happens when many members of the **Partnership for Positive Aging** all advocate at the same time with the same message!

Our goal is to engage the Partnership for Positive Aging regularly to help representatives understand how their decisions impact older adults in the Greater Richmond Region.

We are asking you to become a Local Government Advocacy Champion now! This toolkit will explain how to use your voice and stories to make a difference.



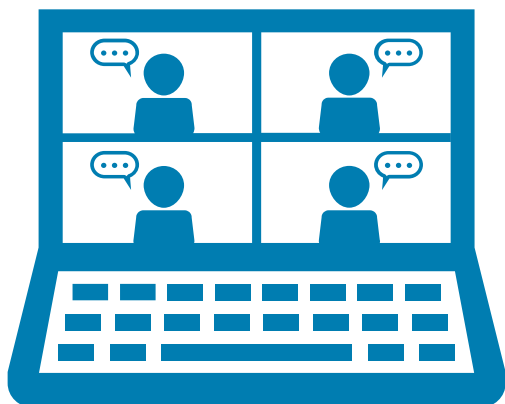
MEETINGS & EVENTS

Meetings with your elected officials allow you to discuss your work and how the issues are impacting your local community. You are their constituent.

Elected Officials regularly hold events and meetings, often posted on city government websites including dates and times and planned agenda. We encourage advocates to attend these meetings, especially those with an agenda that includes issues important to you. If you plan on speaking during one of these meetings, make sure to reach out beforehand to ensure you will have a chance; slots will fill up quickly.

It is important to be prepared whether you talk with a representative alone, in a small group, or at an official meeting. If there is an upcoming meeting that you plan to attend and would like to mobilize other Collaborative members or LeadingAge Virginia members to attend with you as a demonstration of support for the issue, contact us, and we will pass the information along.

The best way to start getting involved and staying up to date is by setting up a meeting with your local representative. Make sure you are subscribed to their newsletter, if they have one.



INDIVIDUALIZED EMAILS

Sending an email to your representative is an effective way you can use your voice to raise awareness about the issues that affect your organization. Here are the most important elements of an email to your elected official:

- Start by explaining that you are a constituent.
- Share your role within the community (and your affiliation with LeadingAge Virginia).
- Then talk about your “ask” - what you want them to do
- Try to limit your email to one “ask.”
- Keep the email simple and short.
- Make it personal by including a sentence or two about how the issue will affect your community.
- Invite elected officials to visit your organization so that they may gain a better understanding of the services you provide that align with your advocacy goals
- Include your email address, mailing address, and phone number so staff can contact you.

PHONE CALLS

Your voice matters! Calling to share your opinions, concerns, and ideas with the council is extremely valuable.

When you call the office phone number, chances are that you will be talking to a staffer and they will take notes on your conversation to relay to your elected official. When you call, you may only have time to state that you are a constituent and your position on a topic. They may ask you for your address so that they can mail you a written response.

SOCIAL MEDIA

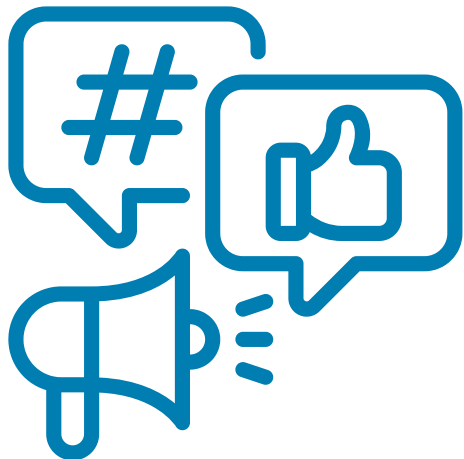
Social media is a great way to stay connected. It gives you a unique way to share your story. We encourage you to use social media to discuss policy priorities and use your pictures and stories to highlight the issue. You can also use social media to:

- Follow your elected officials to stay up to date on current issues
- Communicate with them
- Let your personal and professional networks know where you stand on critical issues and encourage them to act

Best of all, social media messages reach a broad audience and are easily shareable.

As a constituent, it is important to mention which city your organization is in. Your elected officials are on social media and might even dedicate staff time to tracking mentions and engagement from the different platforms. While you may not receive a direct response from their account, your social media presence has an impact.

If you're writing on behalf of your organization, be sure to follow your company's social media or communications policies.



TELLING YOUR STORY

A key element to effective advocacy is sharing your personal story with public officials, who prioritize keeping in touch with their constituents. The meetings that make the biggest impression on them are those where the constituent shares a personal story and explains why they are seeking change and the difference it will make to them. These constituents have an impact because they put a “face” on the issue.

Not surprisingly, elected officials will likely remember these stories far longer than facts and figures.

The story connects the dots for them and shows the real impact that local government initiatives and decisions have on the constituents in their districts.

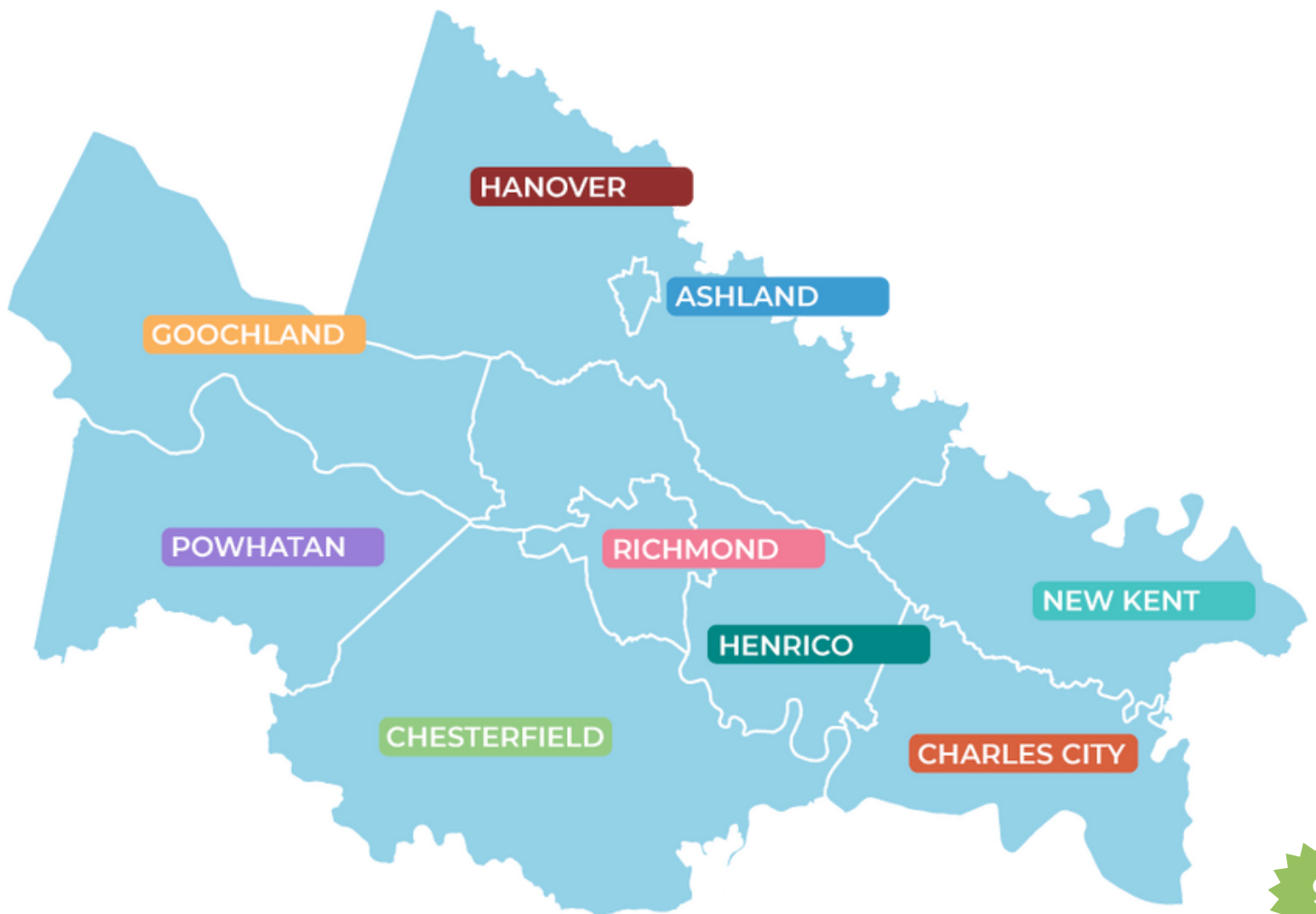
The more thoughtful an advocates’ story is, the more effective it will be when those stories are shared.



GREATER RICHMOND LOCAL GOVERNMENT STRUCTURE

The Greater Richmond region comprises nine areas: Ashland, Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, and Richmond.

Each of these counties, cities, and towns has a similar structure. They are governed by a Board of Supervisors or Council, who represent each district (except for Ashland, which has no wards). The Board of Supervisors elects a County Administrator who manages day-to-day operations within their locality. In addition to a County Administrator, Richmond also has a Mayor. Ashland's town Council appoints a Mayor amongst themselves. The following pages include contacts for all local public officials.





GETTING STARTED

Identify Your Representatives

You can use the following pages or online tools from local government websites to find your local officials, such as city council members, county administrators, mayors, and school board representatives. Knowing who represents you is the first step in making your voice heard.

Stay Informed

Follow local news, attend public meetings, and subscribe to newsletters from your local officials. Staying informed about community issues allows you to engage effectively on topics that matter to you.

Build Relationships

Reach out to your local officials through phone calls or emails. Introduce yourself and share your concerns. Building a connection ensures your input is considered when decisions are made.

Get Involved

Attend town hall meetings, or join local boards and committees. These opportunities allow you to participate directly in shaping local policies and solutions.

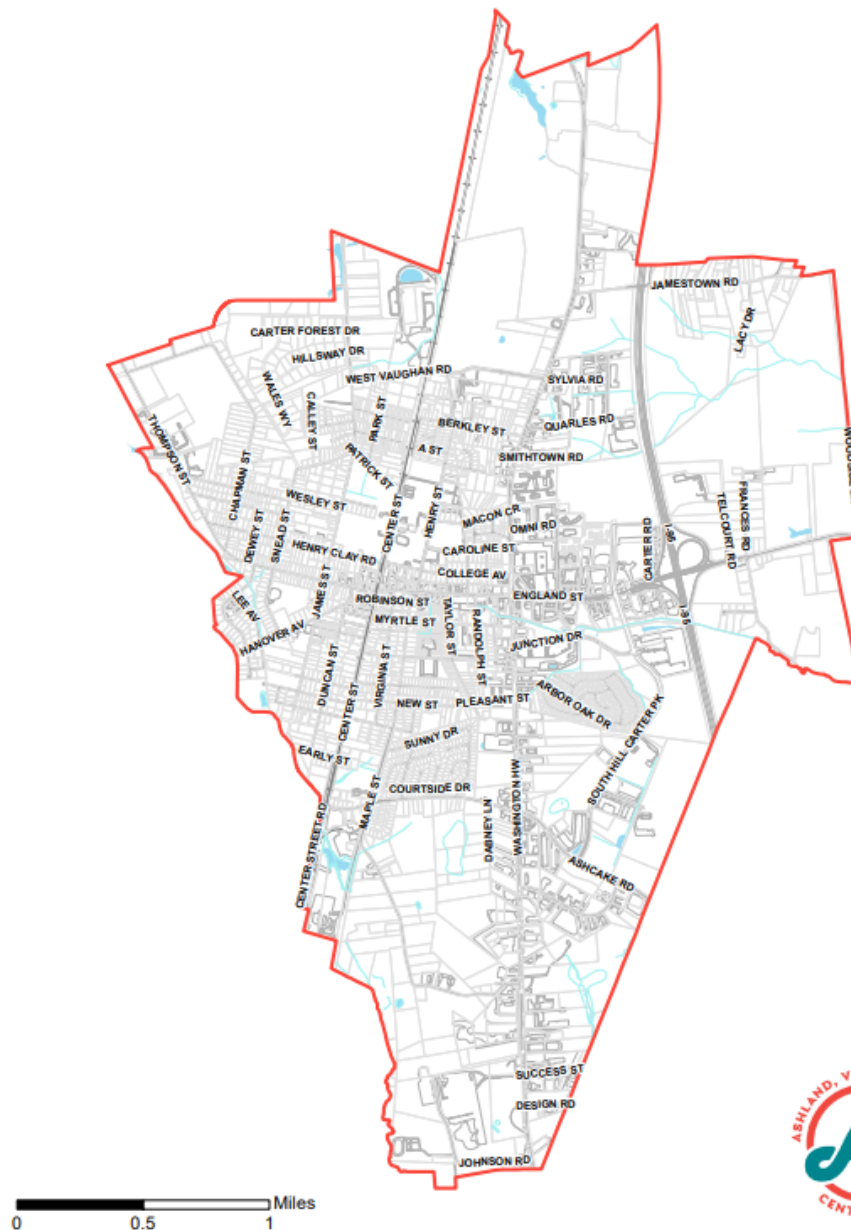
Invite Them to Your Community

Arrange for your representatives to visit your community or organization. Seeing issues firsthand helps them better understand and address the needs of the people they serve.

ASHLAND

Role	Name	Email	Phone #
Mayor	Steve Trivett	strivett@ashlandva.gov	(804) 798-9219
Vice Major	John Hodges	jhodges@ashlandva.gov	(804) 798-9219
Council Member	Ms. Anita Barnhart	abarnhart@ashlandva.gov	(804) 798-9219
Council Member	Dr. Daniel McGraw	dmcgraw@ashlandva.gov	(804) 798-9219
Council Member	Ms. Pamela Sopall	psopall@ashlandva.gov	(804) 798-9219

Information current as of October 2024.



CHARLES CITY

District	Role	Name	Email
1	Vice Chair	Ryan Patterson	rpatterson@charlescitivityva.us
2	Board Member	Michael Hill	mhill@charlescitivityva.us
3	Chair	Byron M. Adkins, Sr.	badkins@charlescitivityva.us
	County Administrator	Michelle G Johnson	mjohnson@charlescitivityva.us

Information current as of October 2024.

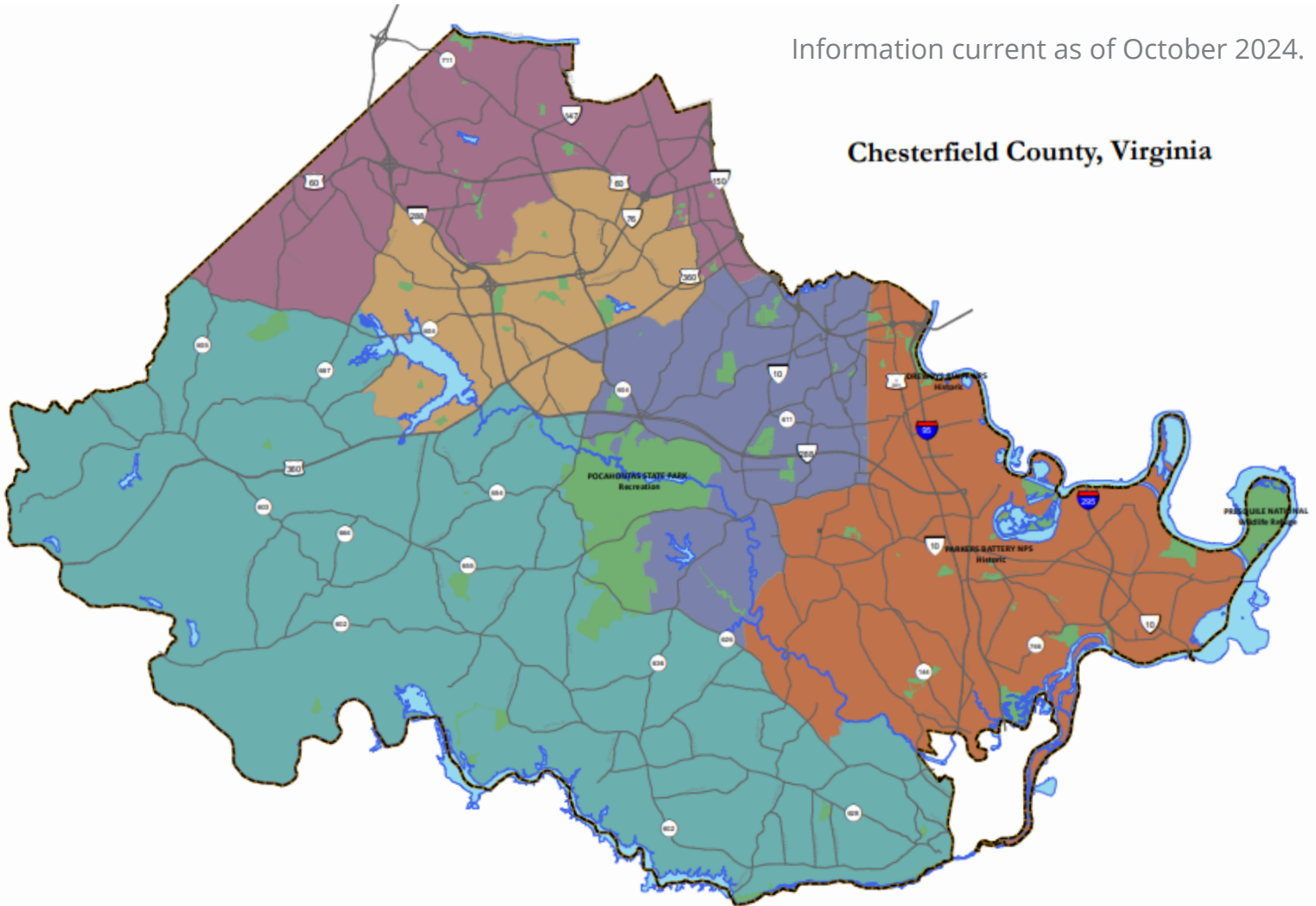


CHESTERFIELD

District	Role	Name	Email	Phone #
Dale	Chair	James Holland	hollandj@chesterfield.gov	(804) 768-7528
Midlothian	Vice Chair	Mark S. Miller, Ph.D.	MillerMark@chesterfield.gov	(804) 768-7397
Bermuda	Member	Jim Ingle	IngleJ@chesterfield.gov	(804) 768-7398
Clover Hill	Member	Jessica Schneider	schneiderjes@chesterfield.gov	(804) 768-7396
Matoaca	Member	Kevin Carroll	CarrollKevin@Chesterfield.gov	(804) 768-7400
	County Administrator	Dr. Joseph P. Casey	countyadministrator@chesterfield.gov	(804) 748-1190
	Deputy County Administrator for Human Services	James Worsley	worsleyj@chesterfield.gov	(804) 748-1212

Information current as of October 2024.

Chesterfield County, Virginia



0 0.5 1 2 3 Miles
1:229,324

Created by Chesterfield County GIS Section, April 2024

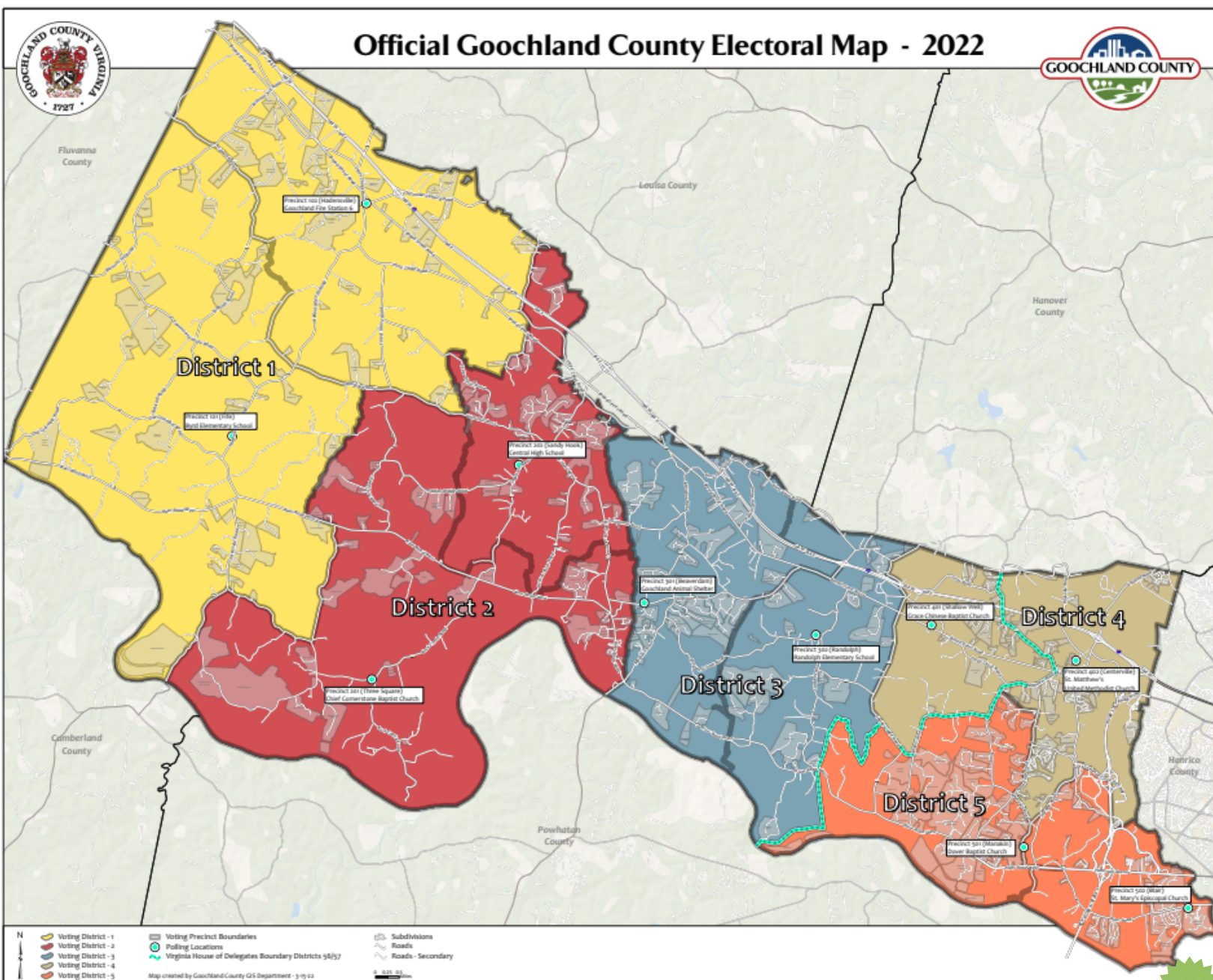


Magisterial Districts

- Dale
- Bermuda
- Clover Hill
- Matoaca
- Midlothian

GOOCHLAND

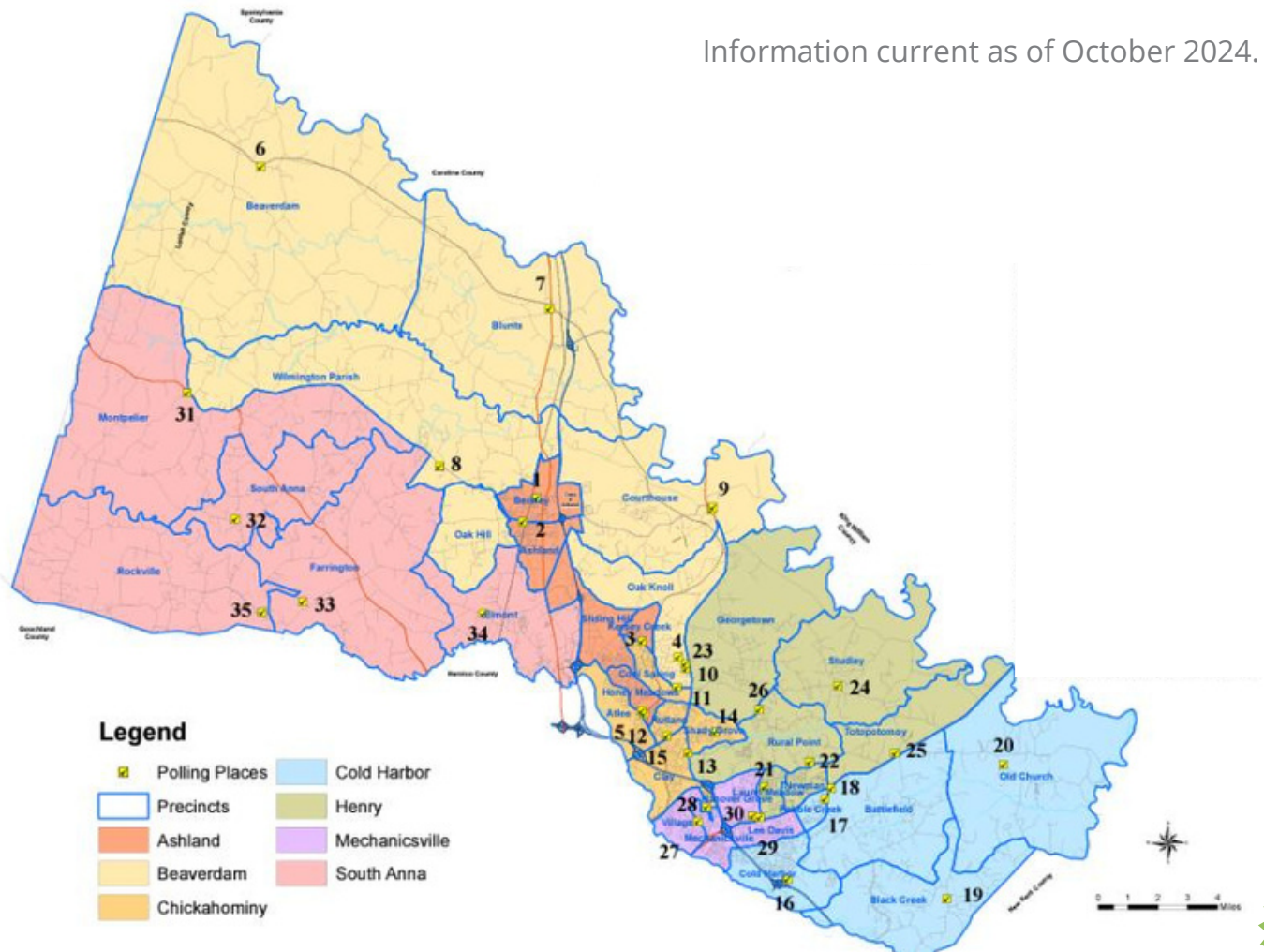
District	Role	Name	Email	Phone #
1	Member	Jonathan Christy	jchristy@goochlandva.us	(804) 837-7056
2	Member	Neil Spoonhower	nspoonhower@goochlandva.us	(804) 316-5584
3	Vice-Chair	Tom Winfree	twinfree@goochlandva.us	(804) 659-4607
4	Chair	Charlie Vaughters	cvaughters@goochlandva.us	(804) 508-8763
5	Member	Jonathan Lyle	jlyle@goochlandva.us	(804) 584-7524
	County Administrator	Victor J. "Vic" Carpenter	vcarpenter@goochlandva.us	(804) 556-5811
	Deputy County Administrator	Josh Gillespie	jgillespie@goochlandva.us	(804) 556-5811



HANOVER

District	Role	Name	Email	Phone #
South Anna	Chair	Susan P. Dibble	spdibble@hanovercounty.gov	(804) 357-6438
Cold Harbor	Vice Chair	F. Michael Herzberg IV	fmherzberg@hanovercounty.gov	(804) 304-8062
Ashland	Member	Faye O. Prichard	foprichard@hanovercounty.gov	(804) 389-6582
Beaverdam	Member	Jeff S. Stoneman	jsstoneman@hanovercounty.gov	(804) 779-1125
Chickahominy	Member	Danielle G. Floyd	dgfloyd@hanovercounty.gov	(804) 651-3064
Henry	Member	Sean M. Davis	smdavis@hanovercounty.gov	(804) 439-2289
Mechanicsville	Member	Ryan M. Hudson	rmhudson@hanovercounty.gov	(804) 307-2882
	County Administrator	John A. Budesky	ctyadm@hanovercounty.gov	(804) 365-6005

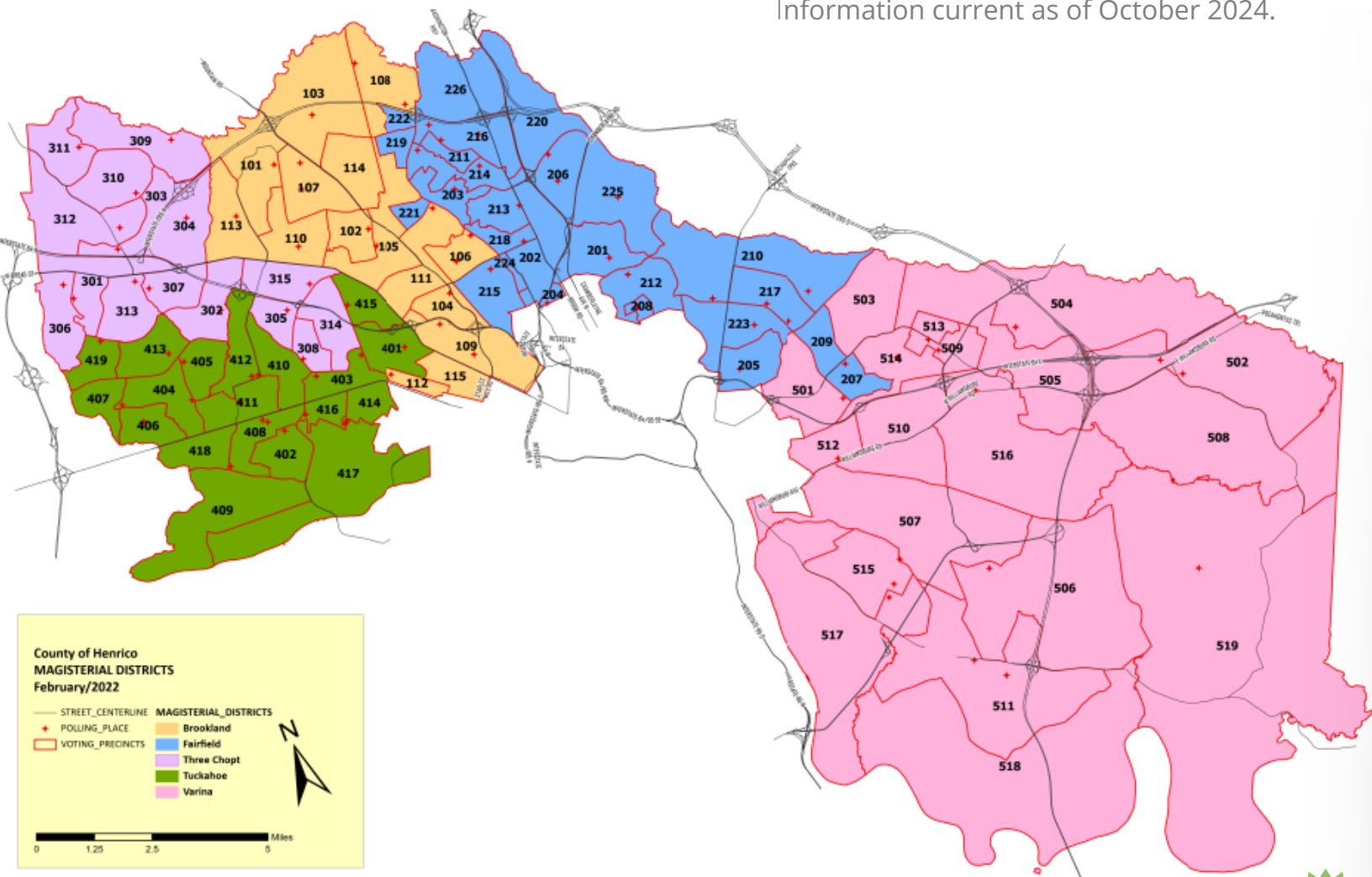
Information current as of October 2024.



HENRICO

District	Role	Name	Email	Phone #
Brookland	Vice Chair	Daniel J. Schmitt	brookland@henrico.gov	(804) 723-1093
Fairfield	Member	Roscoe D. Cooper III	fairfield@henrico.gov	(804) 501-4208
Three Chopt	Member	Misty D. Whitehead	threechopt@henrico.gov	(804) 501-4208
Tuckahoe	Member	Jody K. Rogish	tuckahoe@henrico.gov	(804) 501-4208
Varina	Chair	Tyrone E. Nelson	varina@henrico.gov	(804) 501-4208
	County Manager	John Vithoukas	vit@henrico.gov	(804) 501-4162

Information current as of October 2024.



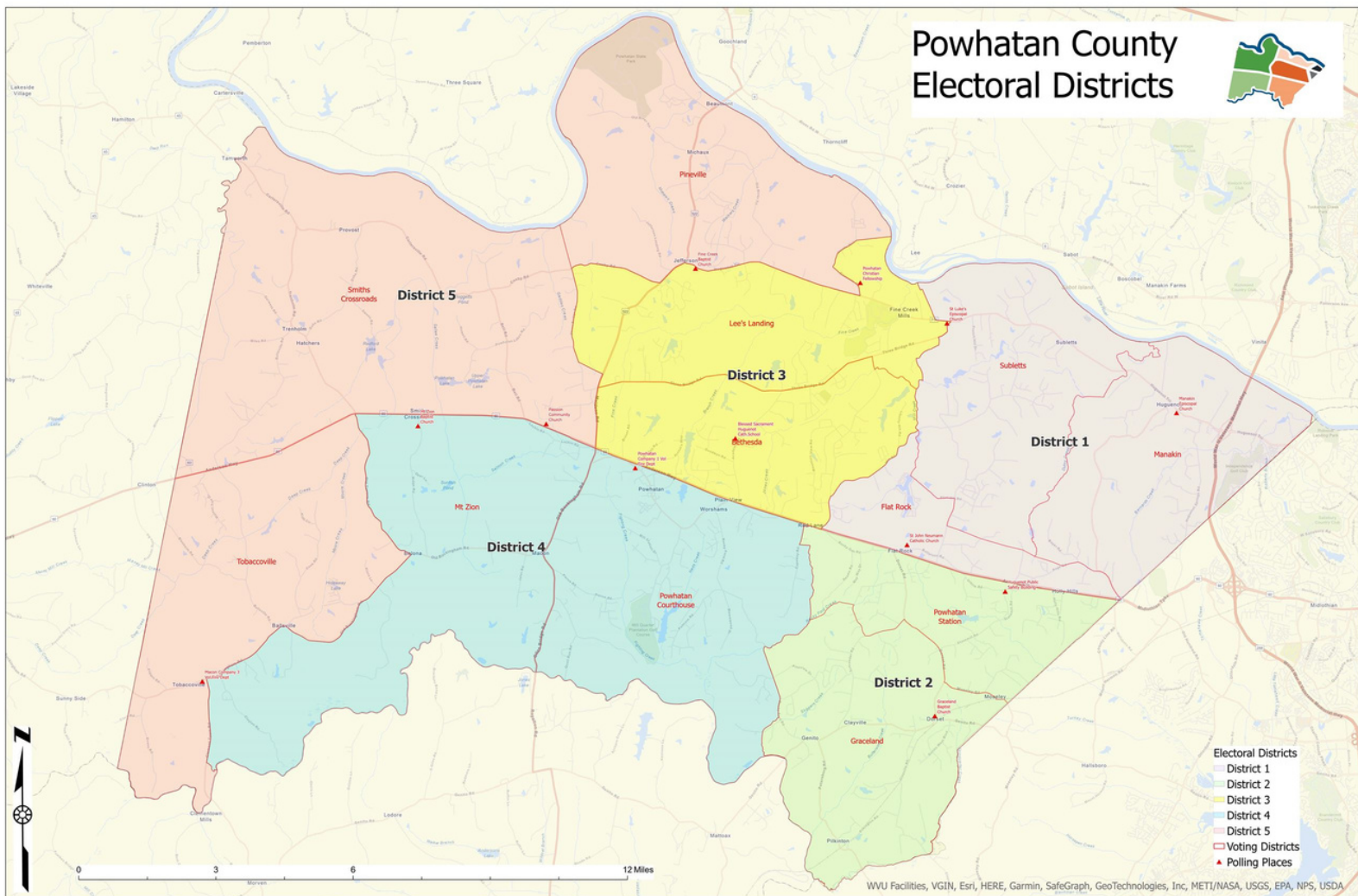
NEW KENT

District	Role	Name	Email	Phone #
1	Chair	Thomas W. Evelyn	twevelyn@newkent-va.us	(804) 310-7333
2	Member	John P. Moyer	jpmoyer@newkent-va.us	(757) 207-6078
3	Member	Amy M. Pearson	ampearsen@newkent-va.us	(757) 207-6094
4	Vice Chair	Ron Stiers	ronstiers@newkent-va.us	(804) 385-0779
5	Member	Jordan T. Stewart	jtstewart@newkent-va.us	(804) 310-2203
	County Administrator	Rodney Hathaway	rahathaway@newkent-va.us	(804) 966-9683



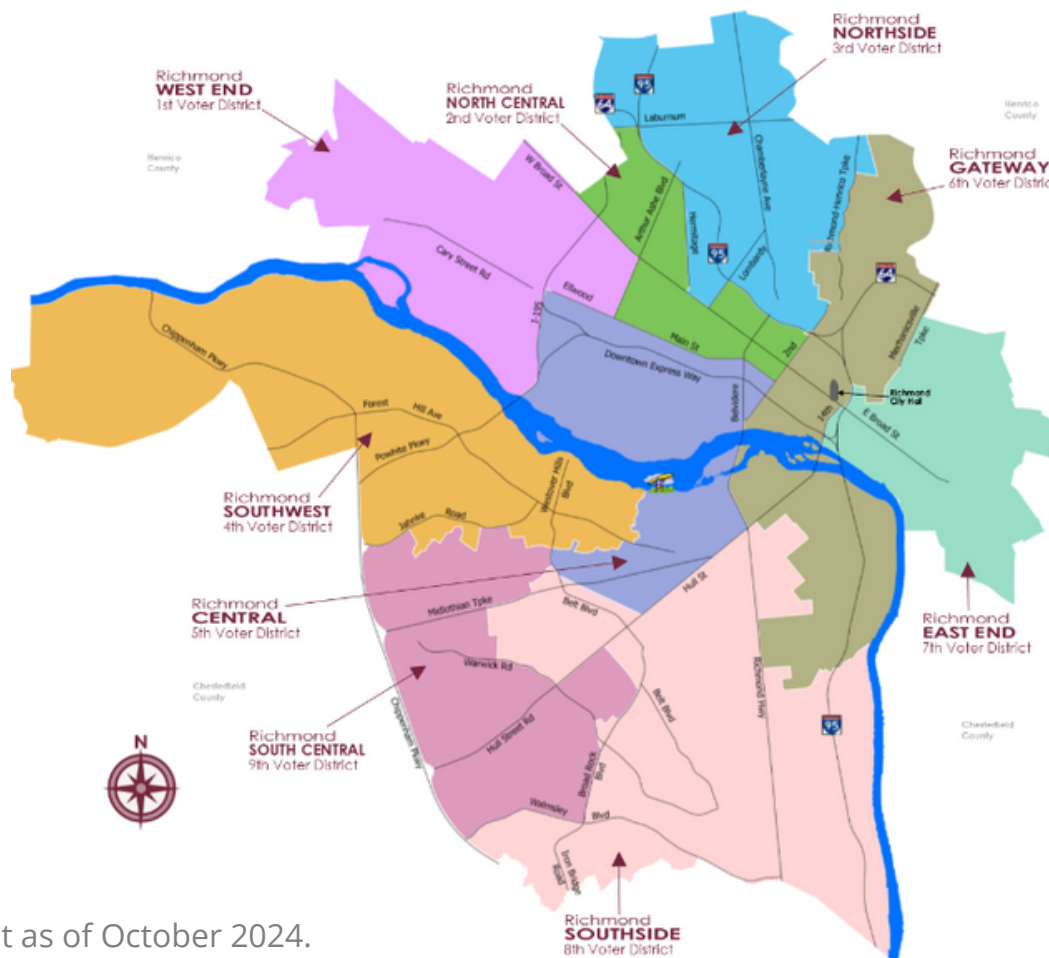
POWHATAN

District	Role	Name	Email	Phone #
1	Member	William (Bill) Donati, Jr.	bdonati@powhatanva.gov	(804) 898-1701
2	Chair	Steve W. McClung	smcclung@powhatanva.gov	(804) 892-4268
3	Member	Robert (Bob) Powers	rpowers@powhatanva.gov	(804) 898-1973
4	Member	Mark Kinney	mkinney@powhatanva.gov	(804) 898-0449
5	Vice-Chair	Denise Morrisette	dmorrisette@powhatanva.gov	(804) 898-0387
	County Administrator	Bret Schardein	bschardein@powhatanva.gov	(804) 598-5612
	Deputy County Administrator	Will Hagy	whagy@powhatanva.gov	(804) 598-3719



RICHMOND

District	Role	Name	Email	Phone #
1, West End	Council Member	Andreas D. Addison	andreas.addison@rva.gov	(804) 646-5935
2, North Central	Council Member	Katherine Jordan	katherine.jordan@rva.gov	(804) 646-6532
3, Northside	Council VP	Ann-Frances Lambert	ann-frances.lambert@rva.gov	(804) 646-6055
4, Southwest	Council President	Kristen M. Nye	kristen.larson@rva.gov	(804) 646-5646
5, Central	Council Member	Stephanie A. Lynch	stephanie.lynch@rva.gov	(804) 646-5724
6, Gateway	Council Member	Ellen F. Robertson	ellen.robertson@rva.gov	(804) 646-7964
7, East End	Council Member	Cynthia I. Newbille	cynthia.newbille@rva.gov	(804) 646-3012
8, Southside	Council Member	Reva Trammell	reva.trammell@rva.gov	(804) 646-6591
9, South Central	Council Member	Nicole Jones	nicole.jones@rva.gov	(804) 646-2779
	County Administrator	R. Morgan Quicke		(804) 333-3415
	Mayor	Levar Stoney	RVAMayor@rva.gov	(804) 646-7970
	Deputy Chief Administrative Officer for Human Services	Traci Deshazor	traci.deshazor@rva.gov	(804) 646-8811





Partnership for Positive Aging



United Voices to Support Older Adults