



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2025.** Please include this submission form as the first page of your electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

County: Chesterfield County  
Program Title: MIRV - A Mobile Information Resource Vehicle  
Program Category: Customer Service & Community Outreach

### CONTACT INFORMATION

Name: J.C. Poma  
Title: Executive Director  
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### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: J.C. Poma  
Title: Executive Director of Sports, Visitation & Entertainment  
Signature: JCP

# MIRV – Chesterfield’s Mobile Information Resource Vehicle

## Executive Summary

Why make residents and visitors come to the county complex when we can bring the county to them? Introducing MIRV – Chesterfield County’s Mobile Information and Resource Vehicle. What started as a decommissioned ambulance, MIRV has been transformed into a rolling hub of information, services and general brand awareness, wrapped in a bold new look. MIRV travels Chesterfield’s 437 square miles, showing up at various community and sporting events to connect residents and visitors with their community. With its strong visual presence and on-the-go accessibility, MIRV is keeping Chesterfield connected and informed and reinforcing our vision to be an extraordinary community in which to live, learn, work and play.

## Problem/Challenge/Situation Faced

The idea for MIRV originated from the Emerging Senior Leaders Program, a development initiative for high-potential talent. Participants recognized the need for a centralized, accessible way to residents to connect with county services. A dedicated task force explored various options, including repurposing existing buildings, but high start-up costs and logistical challenges make a fixed location impractical with declining foot traffic and increased online offerings.

During these discussions, one team member posed a pivotal question: “With fewer in-person visits and more business conducted online, wouldn’t it be more effective to take services directly to the community?” This question sparked the idea for a mobile solution. After evaluating several vehicle options, the team identified a decommissioned ambulance as an ideal choice. With significantly lower investment than retrofitting a building, relocating staff or buying a new vehicle. The mobile unit offered a cost-effective way to pilot the concept and assess community demand.

Additionally, Chesterfield has been on a rebranding campaign, supported by a new logo, social media efforts and the establishment of a new department, Sports, Entertainment, & Visitation. MIRV helps with the branding efforts through its strong visual presence at events, its ability to serve as an information hub, and providing a place event attendees can connect a little less formally with employees.

## Fulfillment

At its inception, MIRV was designed to fulfill three key objectives. However, upon implementation, it became part of the newly established Sports, Entertainment and Visitation Department, which introduced a fourth objective to expand its reach and impact.

MIRV’s objectives:

- Bring county services directly to residents who may not visit the government complex.
- Provide resources and information at public events.
- Build community through brand awareness and visibility at community gatherings.
- Serve as an on-site branding, engagement and merchandise hub for visitors to our large venues such as Rivercity Sportsplex.

Once the One Stop Shop team transitioned from a brick-and-mortar concept to a mobile solution, it took about 18 months to bring MIRV to life. The initiative was a collaborative effort, with key support from:

Fire and EMS

Constituent & Media Services

Fleet Department

Citizen Information & Resources, where the program was initiated

Sports, Entertainment, & Visitation, where the program was ultimately finalized and launched

The vehicle wrap was procured and applied by an external vendor, transforming MIRV from an ambulance to a mobile brand ambassador.

For counties looking to replicate this model, one logistical challenge to note is that operating MIRV requires a CDL-licensed driver. Fortunately, Chesterfield County offers CDL training, reducing this potential barrier. Localities without such training programs may need to explore alternative staffing solutions or select a different vehicle type.

### Cost and Funding

<u>Total Fixed Costs to Start:</u>		<u>Total Variable Costs:</u>
Ambulance - \$15,000 Wrap - \$7,500 <u>Signage and promotional material - \$2,500</u> Total Fixed Start Up Costs = \$25,000		CDL Driver paid hourly Diesel Vehicle maintenance; done in house

### Results

Since launching in May of 2024, MIRV has been to over 30 major events, across the county.

Prior to an event, promotional campaigns encourage participation and incent people who provide an email with a promo item that they can pick up on the day of the event by visiting MIRV. Chesterfield merchandise, which is for sale online, is marketed out of the MIRV. [Chesterfield, VA Online Store | Reyes Retail](#)

Citizens can also request to have MIRV at their community event. While those requests have been nominal at this point, we anticipate growth as we continue to promote our brand.

MIRV has its own webpage: [Meet MIRV - Experience Chesterfield](#)

MIRV redefines public service delivery by taking county resources directly to residents and visitors, rather than requiring them to visit government offices.

1. Mobile, not stationary - Instead of a fixed facility, MIRV delivers services, information and awareness where they are needed most: in the community and at public events.
2. Cost-effective repurposing - By retrofitting a decommissioned ambulance, Chesterfield minimized startup costs while maximizing an existing asset.
3. Cross-department collaboration – The project brought together multiple county departments, fostering true collaboration for great impact and long-term program sustainability.
4. Agile and Adaptive - MIRV meets people where they are, proving that public service is more than just brick-and-mortar offices or online portals.
5. Scalable – As a mobile platform, MIRV can be deployed for various needs, from serving as an emergency information center for impacted neighborhoods, to community outreach and visitor engagement.

MIRV is a testament to innovation beyond technology – it's about rethinking how services are delivered to make government more accessible, responsive, and community-focused and how mobile branding can create awareness and community.

Here are some website links too:

[Feeds • Chesterfield Rolls Out Mobile Information and Resour](#)

[Feeds • Meet MIRV, Chesterfield's newest asset for bringing](#)

[Mobile Information Resource Vehicle \(MIRV\) Introduction](#)



Chesterfield County, VA Board of Supervisors and MIRV



Chesterfield County Employees Providing an Overview of a Sportsplex to a Citizen in front of MIRV









