



**Photo: Bicycle sculpture at Four Mile Creek Park,
Henrico County**



NOTES

This meeting is open to the public. Members of the public are invited to attend virtually. Please alert the RRTPO at RRTPO@PlanRVA.org if electronic transmission of this meeting fails for the public. Please refer to our [Statement Regarding Virtual Meeting Participation by Members of the Public](#) for more information.

Check out our complete [Public Participation Guide](#) online to learn about the different ways you can stay connected and involved.

Meetings are also live streamed and archived on our YouTube Channel at [Plan RVA - YouTube](#).

Members of the public are invited to submit public comments either verbally or in writing. Written comments can be submitted through the Q&A/Chat function on Zoom by email to RRTPO@PlanRVA.org. Written comments will be read aloud or summarized during the meeting when possible and will be included in the meeting minutes. Verbal comments will be taken during the Public Comment Period on the agenda. Please through the Q&A/Chat functions on Zoom if you would like to comment. When acknowledged by the Chairman, please clearly state your name so that it may be recorded in the meeting minutes.

Richmond Regional Transportation Planning Organization (RRTPO) Community Transportation Advisory Committee (CTAC)

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PlanRVA is where the region comes together to look ahead. Established in 1969, PlanRVA promotes cooperation across the region's nine localities and supports programs and organizations like the Richmond Regional Transportation Planning Organization, Central Virginia Transportation Authority, the Emergency Management Alliance of Central Virginia, Lower Chickahominy Watershed Collective and Don't Trash Central Virginia.

AGENDA

RICHMOND REGIONAL TRANSPORTATION PLANNING ORGANIZATION COMMUNITY TRANSPORTATION ADVISORY COMMITTEE

Thursday, September 28, 2023, 12:00 p.m.
PlanRVA James River Board Room,
424 Hull Street, Suite 300, Richmond, VA 23224 and via Zoom

If you wish to participate in this meeting virtually, please register via Zoom at the following link:
https://planrva-org.zoom.us/webinar/register/WN_pdvVTQQITQ-rDTLRmHcxuw

Welcome and Introductions

(Erickson)

Roll Call & Certification of a Quorum

(Firestone)

A. ADMINISTRATION

1. **Approval of the July 20, 2023, CTAC Meeting Minutes** – page 4
(Erickson)
Action Requested: a motion to approve the meeting minutes as presented.
2. **Consideration of Amendments to the Agenda**
(Erickson)
3. **Open Public Comment**
(Erickson)
4. **CTAC Chair's Report**
(Erickson)
5. **RRTPO Update** – page 7
(Information item; no presentation)
6. **CVTA Update** – page 8
(Information item; no presentation)

B. NEW BUSINESS

1. **Introduction of Holly Gordon, Community Engagement Manager, and discussion of CTAC's public engagement roles and responsibilities** – page 9
(Erickson/Gordon/20 minutes)

- 2. RVA Rapid Transit: “2023 State of Transit”**
(Faith Walker, RVA Rapid Transit/45 minutes)

- 3. Rotation of meeting sites**
(Erickson/Lantz/10 minutes)

C. OTHER BUSINESS

- 1. Future Meeting Topics** - page 38
(Erickson/5 minutes)
- 2. CTAC Member Comments**
(Erickson/10 minutes)
- 3. Next Meeting: November 16, 2023**
(Erickson)

D. ADJOURNMENT

**RICHMOND REGIONAL TRANSPORTATION PLANNING ORGANIZATION
COMMUNITY TRANSPORTATION ADVISORY COMMITTEE (CTAC)**

**Minutes of Meeting – July 20, 2023, 12:00 p.m.
PlanRVA James River Boardroom,
424 Hull Street, Suite 300, Richmond, VA 23224 and via Zoom**

MEMBERS and ALTERNATES (A) PRESENT (X), VIRTUAL (V):

Town of Ashland		Charles City County		Chesterfield County	
Upton S. Martin		Vacant		Paul Dobson	
Don Root (A)	V			Herbert A. Richwine	X
Goochland County		Hanover County		Henrico County	
Robert L. Basham Jr.		H. Charles Rasnick	X	Vacant	
Austin Goyne (A)					
New Kent County		Powhatan County		City of Richmond	
Lisa M. Guthrie		Robert W. Powers		Andrew Bunn	X
John P. Moyer (A)		Vacant (A)		Sera Erickson, FY23 Vice Chair	X
				Shelley Allmond (A)	
				Clinton Smith (A)	
Chamber RVA		Natl. Assoc. for the Advancement of Colored People (NAACP), Richmond VA Branch		League of Women Voters (LWV)	
John Easter		Walter Johnson		Sarah Weisiger	X
		Charles Willis (A)		Karen Rosenblum (A)	
RIC Area Bicycling Assoc. (RABA)		Richmond Office of Equitable Transit and Mobility		RVA Rapid Transit	
Champe M. Burnley	X	Kelli N. Rowan	X	Faith Walker	X
John Hamilton				Richard Hankins (A)	
Senior Connections		Virginians for High Speed Rail		Virginia Commonwealth University (VCU)	
Tony Williams	V	Michael Testerman	X	John D. Leonard	X
				Jesse MacLelland (A)	
VA Conservation Network (VCN)					
Wyatt Gordon					
Victoria Higgins (A)					

The technology used for the RRTPO CTAC meeting was a web-hosted service created by Zoom and YouTube Live Streaming and was open and accessible for participation by members of the public. A recording of this meeting is available on our [Plan RVA YouTube Channel](#).

Virtual participation of this meeting by members of the committee is authorized under the City of Richmond Res. No. 2020-R025, - declaration of a local emergency due to the potential spread of COVID-19, adopted March 16, 2020. The resolution is available [here](#).

CALL TO ORDER

The Richmond Regional Transportation Planning Organization (RRTPO) Community Transportation Advisory Committee Chair, Sera Erickson, presided and called the July 20, 2023, RRTPO CTAC meeting to order at 12:01 p.m.

WELCOME AND INTRODUCTIONS

Chair Erickson welcomed all attendees.

ROLL CALL & CERTIFICATION OF A QUORUM

Janice Firestone, Program Manager, certified that a quorum was present.

A. ADMINISTRATION

1. Approval of the June 8, 2023, CTAC Meeting Minutes

On motion by Champe Burnley, seconded by Charles Rasnick, the CTAC voted unanimously to approve the meeting minutes as presented.

2. Consideration of Amendments to the Agenda

There were no requested amendments to the agenda.

3. Open Public Comment

There were no members of the public present wishing to offer public comment.

4. CTAC Chair's Report

Chair Erickson reported that staff is finalizing a list of engagement activities for CTAC. This will be reviewed with the RRTPO Chair and should be ready to present to CTAC members by the next meeting.

5. RRTPO Update

Chet Parsons, Director of Transportation, provided an update on recent and upcoming activity by the RRTPO Policy Board and Technical Advisory Committee (TAC).

6. CVTA Update

Mr. Parsons provided an update on recent and upcoming activity by the CVTA, Finance Committee, Fall Line Working Group and Technical Advisory Committee (TAC).

B. NEW BUSINESS

1. Resiliency and Emergency Management Planning

Nicole Keller gave a presentation on resilience planning. She reported on each of the top areas of concern:

- Extreme heat
- Flooding
- Storms
- Drought
- Wild fire

Katie Moody gave a presentation on the Emergency Management Alliance of Central Virginia (EMACV) and emergency management planning. She reported that the Emergency Management Alliance has 25 localities, five tribes and a number of towns.

C. OTHER BUSINESS

1. Future Meeting Topics

The future meeting topics were reviewed.

2. CTAC Member Comments

There was a suggestion to add a representative from the Tribal Nations of Virginia to the CTAC.

There was a suggestion to offer stipends to CTAC members for attendance.

3. Next Meeting: September 21, 2023

D. ADJOURNMENT

Chair Erickson adjourned the meeting at 1:20 p.m.

**RRTPO AGENCY UPDATE
RRTPO CTAC Meeting – September 28, 2023**

August 8th and September 19th Technical Advisory Committee Meetings

- Recommendation for Policy Board approval of numerous items (listed under Policy Board actions).
- Recommendation for amendment of the FY24 – FY27 TIP to add the illustrative projects section.
- Reconvene the Public Transportation Work Group to review the public transportation options for rural localities.
- Review of the FY25 – FY30 Flexible Regional Funding Schedule.

September 7th Policy Board Meeting

- Designation of Myles Busching as RRTPO Secretary effective September 8, 2023.
- Presentation on Rural Public Transportation Options and action to direct TAC to work with DRPT to review the program options for rural public transportation and bring a recommendation to the Policy Board as to the best use of those programs in the region for sustainability and fiscal responsibility.
- Adoption of updates to the Regional Funding Framework to include the Carbon Reduction Program (CRP).
- Endorsement of twenty projects in Chesterfield, Hanover, Henrico, Goochland and Richmond as applications for the FY25 – FY26 Transportation Set-Aside process.
- Approval of the transfer of \$600,000 in FY24 Carbon Reduction Program (CRP) funds from the CRP Balance Entry (UPC T27907) to the Bon Air Pedestrian Improvements (UPC 113439) project.
- Approval of the transfer of \$1,587,314 in CMAQ funding from the I-64 Express Barge Service Expansion (UPC 115815) project to the Rte 1 - Intersection Improvements at Hopkins Rd & Harwood St (UPC 15955) project.
- Approval of the proposed Smoothed Urban Area Boundary (UAB).
- Approval of the proposed expanded role for CTAC.
- Review of Future Meeting Topics:

Topic	Anticipated Meeting Date
Smart Scale Round 6 Updates & Project Selection	January 2024
2024 Transportation Forum	March 2024 (tentative)
STBG/CMAQ competitive grants	March 2024
FY25 – FY26 Transportation Alternatives Project Selection	March 2024
VDOT Overview of ITTF Program (RT. 288 NB HSR reference)	TBD**
Infrastructure Program Presentation - state and federal funding	TBD**

*This is not a comprehensive list of considerations and is subject to change.

**Staff is working to schedule dates for upcoming presentations and will update as topics are finalized.

Upcoming Meetings:

- October 10th Technical Advisory Committee
- November 2nd Policy Board and Executive Committee

NOTE: agendas, minutes and all presentation are posted on the [meeting webpage](#)

CVTA AGENCY UPDATE
CTAC Meeting – September 28, 2023

August 2nd and September 6th - Fall Line Working Group

- Reviewed preliminary wayfinding placement plan for entire corridor and reached a consensus to move forward with detailed placement and sign content design.

August 9th and September 7th - Finance Committee

- Elected Patricia Paige, New Kent County, as FY24 Chair and Kevin Carroll, Chesterfield County as FY24 Vice Chair.

August 14th and September 20th - Technical Advisory Committee Meeting

- Referred spend down plans to CVTA Finance Committee for consideration.
- Reviewed projected available funding beyond allocated projects.

Upcoming Meetings:

- **September 29th CVTA. The Authority is expected to:**
 - Authorize issuance of RFP for Bond Counsel
 - Authorize issuance of contract to verify cost estimates for Round 3 Regional Project applications
 - Approve Standard Project Agreements for Funding and Administration between CVTA and VDOT for ten Projects
 - Approve FY23 Annual Certifications and FY24 Local Allocation Plan
 - Approve CVTA Regional Projects Cycle (Round 3)
- **October 4th Fall Line Trail Working Group**
- **October 11th Finance Committee**
- **October 16th Technical Advisory Committee**

NOTE: agendas, minutes and all presentation are posted on the
[meeting webpage](#)

INFORMATION ITEM

September 28, 2023

TO Community Transportation Advisory Committee**SUBJECT** Public Engagement Roles and Responsibilities**BRIEF:**

The Community Transportation Advisory Committee (CTAC) requested the RRTPO policy board explore ways to enhance the role of CTAC in advising the work of the MPO. Staff, in coordination with CTAC leadership, developed a recommendation for the policy board which was presented at the September meeting. The policy board has approved the CTAC to take the lead role in community engagement efforts, including leadership in developing the Public Engagement Plan.

RECOMMENDED ACTION:

None.

DISCUSSION:

PlanRVA staff have reviewed the role of the Community Transportation Advisory Committee (CTAC) in cooperation with CTAC leadership and the committee with a goal of increasing the direct involvement of the committee in the work of the Richmond Regional Transportation Planning Organization (RRTPO).

In reviewing the bylaws, regulatory framework, and RRTPO needs, PlanRVA staff have determined the best fit for the CTAC is to serve as a peer to the Technical Advisory Committee (TAC) for non-technical matters focused on getting the public involved in the region's transportation planning efforts. This process is currently staff-driven and can benefit immensely from the expertise and support of the various organizations that make up the CTAC. The following sections summarize general tasks and the overall vision for CTAC work advising the RRTPO on community outreach and engagement.

Public Engagement PlanVision

CTAC leads development and revisions to the RRTPO's public engagement plan, a federally required plan that shapes all outreach efforts.

Near Term Tasks

Receive annual updates on engagement efforts and recommend changes to the Policy Board as needed (generally at the September meeting)

Long Term Tasks

Spearhead update to the Public Engagement Plan in late-2023 or 2024. The plan must be reviewed several years before each Long-Range Transportation Plan update to develop a strategy for the plan and assess our performance. PlanRVA's Community Engagement Manager will be the staff lead on the project.

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Long-Range Planning

Vision

CTAC coordinates with Community Engagement Manager and project lead to develop project-specific Engagement Strategies for each major planning project and helps gather input during specified public comment period.

Near Term Tasks

- Promote Pathways to the Future: 2050 scenario planning among represented organizations and communities

Long Term Tasks

- Spearhead development of an Engagement Strategy for 2050 Long-Range Transportation Plan (spring/summer 2024)
- Lead Engagement Strategy development for any modal or constituent plans (BikePed, Transit, Freight, etc.)

Short-Range Planning

Vision

CTAC coordinates with Community Engagement Manager and project lead to develop Engagement Strategies for the Transportation Improvement Program and helps gather input during public comment periods on funding-related decisions.

Near Term Tasks

- Help increase RRTPO reach, and input gathered, by sharing comment opportunities and gathering input from represented organizations on funding decision and TIP amendments (monthly)

Long Term Tasks

- Spearhead the FY27 – FY30 TIP engagement strategy development (spring/summer 2026)

General Outreach & Engagement

Vision

CTAC coordinates with Community Engagement Manager to prioritize and develop community events for RRTPO promotional activities. CTAC members take a direct role in representing the agency along with staff at public events.

Near Term Tasks

- Help develop theme, content, and promotion strategy for the 2024 Transportation Forum
- Participate in community outreach events (Flying Squirrels, community festivals, etc.)

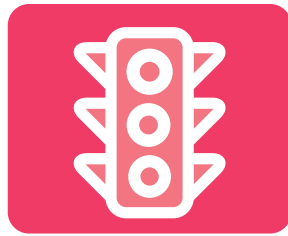
Long Term Tasks

- PlanRVA Day 2024 planning and CTAC member organization booths/tables

For more information, please contact Myles Busching at 804-923-7035 or mbusching@planrva.org.

ATTACHMENTS:

- A. RRTPO Public Engagement Plan



Richmond Regional Transportation Planning Organization

Public Engagement Plan



Richmond Regional
**Transportation
Planning
Organization**

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THE REGIONAL COMMISSION ¹²

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Table of Contents

Introduction to the RRTPO	4
What is an MPO?	4
What is the Richmond Regional Transportation Planning Organization?	5
What does the RRTPO do?	5
What is Public Engagement?	6
The RRTPO Philosophy	6
Overview	6
Legal Mandates	7
Our Approach to Public Engagement	8
Goal 1 – Robust and Creative Opportunities to Engage	8
Goal 2 – Informing and Educating the Public	10
Goal 3 – Continuous Evaluation and Improvement	12
How can YOU be Involved?	13
Appendix A: Glossary of Terms	17
Appendix B: Public Engagement Toolkit	18
Appendix C: Public Comments and Responses	20
Appendix D: Title VI and Non-Discrimination	24
Appendix E: Resolution of Adoption	25



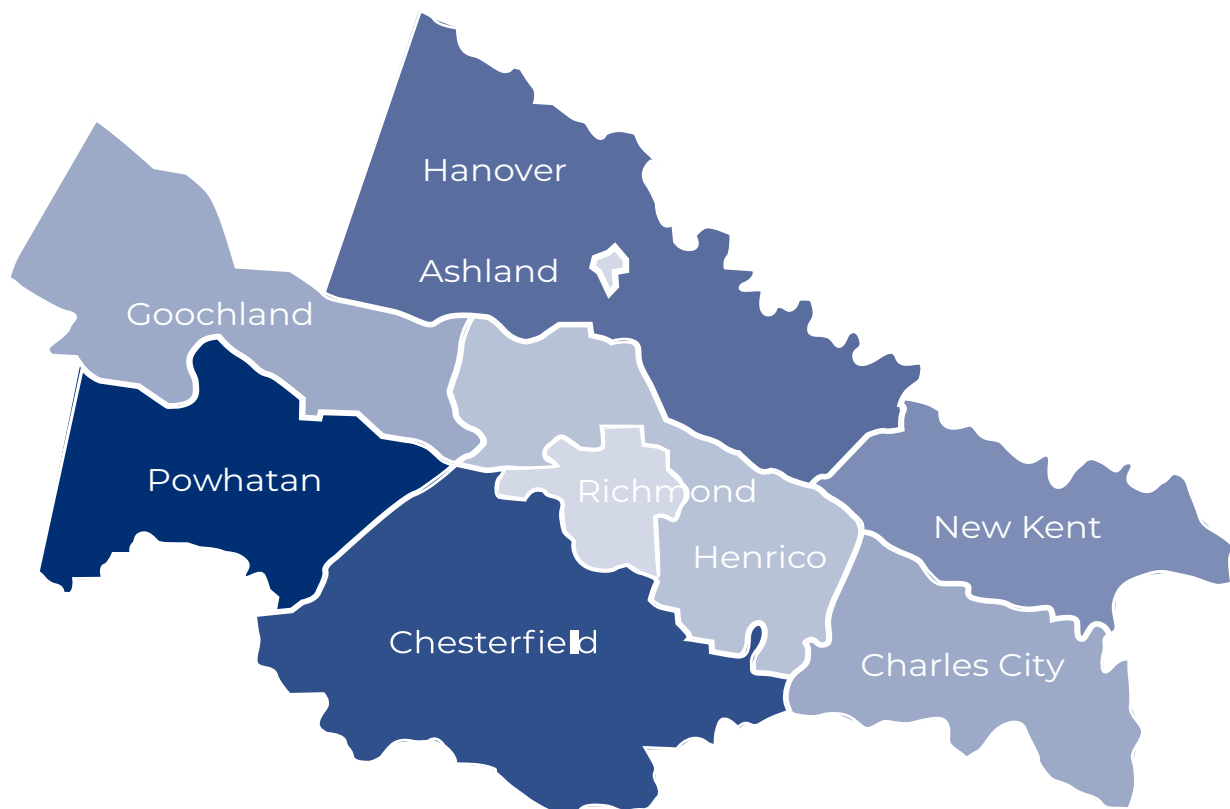
Introduction to the RRTPO

What is an MPO?

A **Metropolitan Planning Organization (MPO)** is an organization in charge of transportation planning and policy for areas with a collective population of 50,000 or more. The responsibility of an MPO is to provide comprehensive, cooperative, and continuing transportation planning for the safe and efficient movement of people and goods throughout the region. The policies created through the MPO are consistent with the region's overall economic, social, and environmental goals and seek to provide equal access to a variety of transportation choices.

What is the Richmond Regional Transportation Planning Organization?

The Richmond Regional TPO (RRTPO) coordinates transportation plans and policies as the MPO for the Richmond region. The RRTPO covers nine local jurisdictions including the **Town of Ashland**, the counties of **Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent**, and **Powhatan**, and the **City of Richmond**.



The RRTPO includes:

- A **governing board** made up of elected officials from each of the nine jurisdictions as well as representatives from the Capital Region Airport Commission, GRTC Transit System, Richmond Metropolitan Transportation Authority, and the Virginia Secretary of Transportation. The governing board also includes the following nonvoting member agencies and organizations: Federal Highway Administration, Federal Transit Administration, RideFinders, Virginia Department of Aviation, Department of Rail and Public Transportation and the RRTPO Community Transportation Advisory Committee chairman.
- A **Technical Advisory Committee (TAC)** made up of technically qualified representatives of member localities and agencies responsible for planning, maintaining, controlling, developing and improving the transportation system within the Richmond region.
- A **Community Transportation Advisory Committee (CTAC)** made up of citizen representatives of RRTPO jurisdictions and community organizations as designated by the RRTPO board with a focus on equity, inclusion, and community diversity.

What does the RRTPO do?

Transportation planning affects everyone. How well a person can travel throughout the region affects their safety and quality of life. The RRTPO provides an independent yet cooperative forum for regional planning and directs the allocation of annual federal transportation funding. Creating transportation plans is the first step in a multi-year process to fund, design, purchase land for, and ultimately construct a transportation project. In the short-term, the RRTPO maintains a list of funded transportation projects called the Transportation Improvement Program (TIP). Additionally, a far-reaching Long-Range Transportation Plan (LRTP) looks 20 years into the future to supply a common vision for regional transportation needs and guides the investment of public funds for transportation facilities for people and goods in vehicles, on trains, on bikes, on buses, and on sidewalks.



What is Public Engagement?

Overview

The RRTPO Public Engagement Plan aims to engage the community to better understand RRTPO role in the region and how to better plan for the region's shared future. The RRTPO is committed to being open and accessible to all people in the Richmond region. The RRTPO believes successful planning that works for everyone relies on effective public engagement, which includes the following principles:

- transparency and integrity
- coordination
- information
- appropriateness
- responsiveness
- inclusiveness
- monitoring and evaluation
- learning and sharing

The RRTPO Philosophy

The RRTPO recognizes that meaningful citizen planning requires (1) effective citizen involvement activities, (2) open and accessible information, and (3) opportunities for engagement. While broad citizen input and representation have long been the goal, the RRTPO recognizes that not all interested citizens and groups have had their voices heard in the planning process. This philosophy guides RRTPO engagement with the region.

The following section outlines the laws and regulations that shape the RRTPO engagement framework. This is followed by the goals, strategies, and evaluation methods identified to build more complete public engagement that considers every individual in the Richmond region, regardless of their background or ability. In addition to individual citizens, the RRTPO aims to develop partnerships with local governments, agencies, and other interested parties, including community and neighborhood groups.

Legal Mandates

Beyond the RRTPO philosophy, there are several federal laws and regulations that relate to engagement and transportation planning. The following section briefly outlines RRTPO obligations and how they affect engagement efforts.

Fixing America's Surface Transportation Act of 2015

[The FAST Act](#) is the federal law that governs current transportation planning and spending. The law provides \$305 billion nationwide for transportation programs between 2016 and 2020. Building on a law first passed in 1991, the FAST Act gives members of the public a role in planning the transportation system of the region. In practice, this means that residents of the region can help to shape proposed plans and review funding decisions before they are approved by the RRTPO.

Civil Rights Act of 1964

[Title VI of the Civil Rights Act](#) prohibits discriminating against people based on their race, skin color, or country of origin. The RRTPO has adopted a [Title VI Plan](#) which details the steps we take to prevent discrimination in our planning work. The RRTPO is committed to treating everyone fairly and ensuring everyone has a voice in shaping our region's future.

Americans with Disabilities Act of 1990

[The Americans with Disabilities Act](#) protects people with disabilities from being excluded from public programs and from other discrimination by public organizations. This includes physical accessibility in terms of meeting and events spaces, but also includes things such as ensuring webpages are fully usable for people who are colorblind or providing closed captioning on videos for those who cannot hear. The RRTPO strives to create an inclusive environment which offers everyone the chance to be involved, regardless of ability.

Executive Order 13166 – Limited English Proficiency

[Executive Order 13166](#) requires the RRTPO to ensure all people can access the services and programs that we provide, regardless of English ability. This includes offering interpretive services for meetings (with advanced notice), providing workshops in other languages, and creating handouts in more than one language. The RRTPO policy on Limited English Proficiency is included in the Title VI plan.

Executive Order 12898 – Environmental Justice

[Executive Order 12898](#) requires agencies that receive federal money ensure minority and low-income communities are not disproportionately affected by the organization's decisions. The Title VI plan details the RRTPO's commitment to making concerted efforts to engage minority and low-income communities and to ensure that the effects of our transportation projects do not negatively impact them more than others.

Executive Order 13175 – Consultation and Coordination with Indian Tribal Governments

[Executive Order 13175](#) commits the federal government to consulting and coordinating with tribal governments when making decisions that could affect native communities. In January of 2018, the Chickahominy and Eastern Chickahominy tribes were formally recognized by the federal government. These tribes are in Charles City and New Kent counties. The RRTPO recognizes the importance of including tribal governments in decisions which may impact them. The RRTPO commits to working with the Chickahominy and Eastern Chickahominy tribes to create a consultation process.



Our Approach to Public Engagement

The following section outlines goals for public engagement as shaped by RRTPO philosophy and legal mandates. Each goal is divided into three sections. “What will we do?” covers recommended strategies and actions to be taken. “What will we measure?” covers metrics used in evaluating our success. And “What is success?” defines the trends or metrics which are consistent with a robust community engagement process.

Goal 1 – Robust and Creative Opportunities to Engage

Provide robust and creative opportunities for all residents to engage in planning for transportation, including people in the region who are not easily engaged because of their age, ability, language, lack of financial resources, lack of access to technology, or other reasons.

What will we do?

1. Public Meetings
 - Hold all meetings at convenient, accessible times and locations
 - Use maps, charts, graphs and other tools to visually convey information presented
 - Host streamed and recorded videos of all RRTPO committee Meetings on the RRTPO website
 - Create an email digest of actions taken at RRTPO committee meetings for interested parties
2. Engaging Traditionally Underserved Communities
 - Offer interpretive services for public meetings and events (with advance notice)
 - Provide bilingual workshops in areas with a significant number of people speaking a language other than English
 - Host workshops and events in underserved communities when updating the Long-Range Transportation Plan
 - Partner with civic organizations that represent people who are not easily engaged to hold workshops and to share opportunities to be involved
 - Offer childcare services at workshops and other events as needed to allow caregivers to be involved



3. Project-specific Engagement Strategies

- Develop a public involvement strategy for the Long-Range Transportation Plan and any other plan as needed
- Select the best tools from the engagement toolkit (Appendix B) based on the target audience and desired outcome
- Use digital surveys, maps, and other tools to make engagement convenient for residents of the region
- Publish a guide to public involvement for the LRTP (and any other plans as needed) on the website before starting public engagement
- Coordinate the public involvement process with statewide public review processes to maximize citizen engagement wherever possible
- Supply food at RRTPO hosted events to encourage attendance and promote an informal atmosphere when appropriate
- Work with local community organizers to engage and mobilize their constituents around planning topics

4. Public Comment

- Provide a comment period at every RRTPO committee meeting
- Offer periods for review and comment before adopting any plan or allocation decision
- Create comment page on the website with instructions on how to submit comments via email and mail, or in person.
- Include comments received with proposed item in RRTPO committee agenda packet
- Summarize comments received when presenting proposals to RRTPO committees

What will we measure?

- Attendance at RRTPO committee meetings
- Website visits
- Subscribers to email digest
- Attendance at public workshops and other events
- Requests for translation or interpretation services
- Number of public comments received on proposed plans and regional transportation issues
- Number of meetings held in underserved communities
- Number of meetings held with hard to engage groups

What is success?

- Increased attendance at public meetings
- Increased website visits
- Increase in public comments received
- Growing subscriber mailing list
- Increase in requests for translation or interpretive services
- Percentage of meetings held in underserved communities equal to share of population

Goal 2 – Informing and Educating the Public

Inform and educate the public so they can purposefully engage and provide feedback in the transportation planning process.

What will we do?

1. Media engagement
 - Actively reach out to a variety of regional media outlets with press releases, past meeting agendas, or significant board decisions.
 - Develop a working relationship with newspaper/magazine writers for press coverage of events or public meetings.
 - Utilize local radio and podcasts for promoting public engagement events
 - Continue to expand and consistently update social media accounts to build following and promote public engagement opportunities
 - Take advantage of social media marketing through Facebook ads to promote the RRTPO and upcoming public meetings
2. Notice of Meetings
 - Use email and social media to share notices for upcoming meetings
 - Ensure agenda is posted on website when sent to RRTPO committee members
 - Share meeting notices with partner localities for posting on their website and public spaces, including government offices and libraries
 - Develop a stakeholder database to inform constituents of timely events and opportunities
3. Engagement in Regional Events
 - Set up tables at a wide range of community events and festivals to share RRTPO projects and engage attendees
 - Provide resources on current projects and public comment cards
 - Partner with surrounding universities and community colleges to host events focused on engaging younger residents of the region
 - Work through member governments and partner agencies to provide regional planning resources for local events
4. Website
 - Create a separate page for the Long-Range Transportation Plan process and other significant projects
 - Ensure all pages and content are accessible
 - Audit the website regularly to check for dead links and pages
5. Visualization and Document Design
 - Branding, including logos, for plans requiring public input
 - Create visually appealing and easily navigable documents
 - Use plain language in all public documents

What will we measure?

- Media hits or mentions in newspapers or magazines, online and in print
- Media attendance at public meetings
- Local radio/podcast spots
- Analytics for social media engagement: clicks, impressions, mentions, etc.
- Number of clicks for digital banners
- Track open rate for email notices for public meetings
- The number of people engaged at regional events

What is success?

- Increased mentions in local newspapers/magazines
- A working relationship with journalists or reporters
- Increased social media impressions, shares, and mentions
- Steady rate of email opens



Goal 3 – Continuous Evaluation and Improvement

Continuously evaluate our progress toward our public engagement goals and make changes to this plan's strategies and metrics as needed to increase public involvement.

What will we do?

- Continue to use metrics to track progress toward plan goals
- Publish an annual report on progress toward plan strategies and metrics
- Review and update this plan at least every five (5) years before developing the public involvement strategy for the Long-Range Transportation Plan
- Maintain openness to public feedback and input on improvements to our engagement process
- Create a fulltime community organizing position within the RRTPO to oversee our engagement efforts

What will we measure?

- On-time publication of annual report
- On-time review and update of plan
- Number of comments or feedback received
- Changes implemented

What is success?

- Annual report posted to website by end of July each year
- Plan reviewed and updated at least two (2) years before Long-Range Plan adoption
- Increased feedback on how to improve public outreach

How can YOU be Involved?

As a resident of the Richmond region, you have a say in planning the transportation infrastructure that gets built. The chart below summarizes the general approval timeline for each planning process and highlights opportunities for you to be involved. All comment periods are in calendar days. A more detailed look at each process follows.

Process	Approval	Amendment	Where to find information?
Long-Range Transportation Plan	30 days	15 days	Newspaper; website; social media
Transportation Improvement Program	30 days	15 days	Newspaper; website; social media
Unified Planning Work Program	15 days	15 days	Website; social media
Regional Funding Decisions	15 days		Website; social media,
Public Engagement Plan	45 days	45 days	Website; social media
Other Studies and Plans	15 days		Website; social media



Long-Range Transportation Plan (LRTP)

The RRTPO updates the long-range transportation plan every five (5) years, though the work for the update takes place over several years. This process begins with a count of the number of people, jobs, and cars in the region before developing a projection for the future based on statewide estimates and expected development. This information is used to create a plan to manage and maintain a transportation system for people on transit, in cars, on foot, and on bikes over the long term. This plan is fiscally-constrained, meaning that the cost of the proposed projects in the plan is limited by the funds reasonably expected to be available over the next 20 years.

During this planning process, the RRTPO offers several chances for you to be involved. The exact format and timing of these opportunities changes with each cycle as we learn from earlier plans. A guide to taking part in the LRTP will be created at the beginning of each process and posted to the RRTPO website. You can also get information on our website and social media pages, or by signing up for our email notices.

When the draft plan is completed and posted to the website, the RRTPO will offer a **30-day public comment period**. During this time, RRTPO staff will hold public meetings throughout the region to discuss the document and gather more feedback. Copies of the draft document can be found in public libraries throughout the region during this review. All comments will be reviewed by staff and will receive a response. The comments and responses will be provided to the RRTPO policy board before action on the plan. If the comments raise concerns which lead to a significant change in the plan, the RRTPO will open a new **15-day public comment period** to receive input on the changes.

On occasion, the long-range transportation plan may need to be changed to reflect new projects and changing priorities. Whenever an amendment is needed, the proposed changes will be open for public review and comment. The RRTPO will offer a **15-day public comment period** for all amendments to the plan. The changes will be posted on the website and all comments will be shared with the RRTPO policy board before it acts.

Transportation Improvement Program (TIP)

The Transportation Improvement Program details planned transportation spending over the next four (4) years. Project phases in the TIP are generally expected to occur within the four-year period. The TIP is updated every three (3) years following a schedule set by VDOT.

Developing the TIP takes most of a year with work beginning in the late summer and concluding in early summer the next year. Existing projects are reviewed, and new projects are added where needed.

The draft of the TIP is opened for a **30-day public comment period**, generally around mid-February. All comments are reviewed by staff and will receive a response. If the comments raise concerns which lead to a significant change in the plan, the RRTPO will open a new **15-day public comment period** to receive input on the changes. All comments are provided to the RRTPO policy board with the final draft before action on the document.

If the TIP needs to be amended, you will have the opportunity to provide comment on the proposed change. The RRTPO will offer a **15-day public comment period** for all amendments to the TIP. The changes will be posted on the website and all comments will be shared with the RRTPO policy board before their meeting. Minor administrative modifications will not have a formal public comment period.

Unified Planning Work Program (UPWP)

The Unified Planning Work Program is the RRTPO list of plans and studies to be completed in the year. The UPWP is also a budget document and describes the sources of funding and time frames for completing the work. The UPWP covers a period from July 1 until June 30 of the next year and must be updated every year. Each winter the RRTPO begins work on the next budget year's UPWP. Before adopting the UPWP each May, the RRTPO will provide a **15-day public comment period** on the work program and any amendments. Staff will send all comments to the RRTPO Policy Board along with the proposed UPWP before its meeting.

Regional Funding Decisions

One of the jobs of the RRTPO is to decide how to spend regional transportation money. Some funding programs need decisions every year, while others only need decisions every other year. The RRTPO has adopted guidelines to rank potential projects and promote regional goals when deciding where to spend these funds.

Before funding any new projects, the RRTPO will provide a **15-day public comment period** on the project list. This will generally happen around March or April every year. The proposed project list with schedule and funding will be posted on the RRTPO website. All comments received will be provided to the RRTPO policy board before action on the item.

Other Studies and Plans

In addition to these plans, the RRTPO also leads studies of transportation issues affecting the region. These studies are not directly tied to projects or funding sources but are often the first step in making regional decisions. The need for public involvement is determined on a case-by-case basis for each study. Before accepting the findings of a consultant-led study, the RRTPO will provide a **15-day public comment period**. Staff will send all comments to the RRTPO policy board along with the draft of the study before its meeting and all comments will be summarized in the final document.



RRTPO Committee Meetings

Beyond specific planning processes, all committees of the RRTPO hold regular meetings which include time for public comment. These meetings are a chance to learn about upcoming projects and conversations taking place in the region. Meetings are held at the [RRTPO offices](#) which are accessible and open for all to attend. The [general meeting schedule](#) for each committee is summarized below. The agenda is generally posted on the RRTPO website a week before the meeting.

Committee	Meeting
RRTPO policy board	1st Thursday of the month
Executive Committee	1st Thursday of the month (before RRTPO policy board meeting)
Technical Advisory Committee (TAC)	2nd Tuesday of the month
Community Transportation Advisory Committee (CTAC)	3rd Thursday of every other month (Jan, Mar, May, July, Sept, Nov)



Appendix A: Glossary of Terms

We try to avoid using technical jargon and acronyms without explanations. In case we missed any, here are some commonly used acronyms and terms in transportation planning.

CTAC – Community Transportation Advisory Committee

LRTP – Long-Range Transportation Plan

MPO – Metropolitan Planning Organization

RRTPO – Richmond Regional Transportation Planning Organization

TAC – Transportation Advisory Committee

TIP – Transportation Improvement Program

UPWP – Unified Planning Work Program

Appendix B: Public Engagement Toolkit

This appendix is a summary of the main tools that can be used to raise awareness of planning efforts and to engage the public in the process. Tools are classified by potential use. Educate means the tool can be used to share information. Promote means the tool can be used to share opportunities to be involved. Engage means the tool can be used for gathering input and feedback.

	Educate	Promote	Engage
Brainstorming/Visioning			X
Briefings	X		
Charettes	X		X
Conferences	X	X	
Fairs and Events		X	X
Focus Groups			X
Games and Contests	X	X	X
Instant Polling Technology			X
Interactive Kiosks	X	X	X
Key Informant Interviews			X
Mailing/Email Lists	X	X	X
Media Relations/Press Coverage	X	X	
Meeting in a Box			X
Open Houses	X	X	X
Paid Advertising		X	
Public Deliberation			X
Public Meetings	X		X
Public Service Announcements		X	
Role Playing			X
Site Visits	X	X	X
Small Group Technique			X
Social Media	X	X	
Surveys			X
Tailored Outreach	X	X	X
Video and Webcasts	X	X	X
Websites	X	X	X
Workshops	X		X
Youth Outreach	X	X	X

Appendix C: Public Comments and Responses

Comment 1 — January 23, 2020

1 - Multimodal planning: In the introductory sections (perhaps in the “What does the RRTPO do?” section on page 5), it would be helpful if the plan more clearly explained that the TPO’s work covers all modes of transportation, including roads, public transit, rail, and bicycle and pedestrian facilities. While the draft includes images and/or graphics depicting each mode, this should be made clear in the text as well.

2 - Importance of public engagement: The introductory sections (such as the “Overview” and “The RRTPO Philosophy” sections on page 6) include good language about the RRTPO’s commitment to public engagement, but we suggest adding further discussion here about why public input is important and how this input is incorporated into the region’s planning and decision-making making to better explain to the public why active participation is worthwhile.

3 - Community groups: At the bottom of “The RRTPO Philosophy” section (page 6), we suggest adding “community and neighborhood groups” to the sentence that currently reads: “In addition to individual citizens, the RRTPO aims to develop partnerships with local governments, agencies, and other interested parties.”

4 - State planning processes: Given the importance of state-level planning and project selection processes such as VTrans and SMART SCALE in setting the stage for the RRTPO’s work, we suggest adding a brief section to the plan about key state-level processes (perhaps in the “How can YOU be involved?” section starting on page 13) and including a link to information on input opportunities for these processes.

5 - Community Transportation Advisory Committee (CTAC): CTAC provides one of the most important opportunities for citizens to become directly (and deeply) involved in the region’s transportation planning. As such, it would be helpful if this plan included more information about this committee and how individuals can become involved (in the section on CTAC on page 5 and/or in the “How can YOU be involved?” section).

6 - Hyperlinks to plans: The draft includes helpful hyperlinks in several areas, but additional links would be helpful in a number of others, such as links to the long-range transportation plan, transportation improvement program, and uniform planning work program in the “How can YOU be involved” section, as well as to relevant sites related to the state’s key planning

Staff Response — January 28, 2020

1 - Comment acknowledged. References to several forms of transportation included in our planning efforts have been added in this section.

2 - Comment noted. This plan in its entirety describes the role of public engagement in the planning process and how comments are handled by the RRTPO. Staff believes the plan adequately addresses the need for and value of engagement. In-person conversations in the community, moreso than the written plan, will provide the opportunity to explain the value of participating in the planning process to people who may be skeptical of getting involved.

3 - These organization fall under other interested parties and have been explicitly included in the list.

4 - Comment noted. The intent of this plan is to govern engagement for RRTPO activities and

Appendix C: Public Comments and Responses

plans. Where state and regional efforts align, this plan will govern our engagement and ensure all interested parties are aware of the work being undertaken. Anyone interested in statewide planning can find an overview on the RRTPO website: <https://planrva.org/transportation/statewide-planning-programming/>

5 - Comment noted. CTAC appointments are handled by member governments and organizations. The process is different for each jurisdiction and is handled locally.

6 - Comment acknowledged. Additional links have been included to plan pages on the website.

Changes Made — January 30, 2020

- Edited the last sentence under “What does the RRTPO Do?” to include “for people and goods in vehicles, on trains, on bikes, on buses, and on sidewalks.”
- Added “, including community and neighborhood groups” to the last sentence under “The RRTPO Philosophy”
- Added links to the LRTP (<https://planrva.org/transportation/lrtp/>), TIP (<https://planrva.org/transportation/tip/>), and UPWP (<https://planrva.org/transportation/upwp/>), and regional funding decisions (<https://planrva.org/transportation/funding/>) pages where appropriate under the “How can YOU be involved?” section.

Comment 2 — December 19, 2019

1 - On page 6 of the plan, it's stated that historically underserved communities have been left out of the planning process. Is this referring to the RRTPO or nationally or both? Can you provide an example?

2 - On page 7, I suggest removing the second sentence. A similar statement could be made about disparate treatment to groups under the headings of Civil Rights, ADA, LE and Indian Tribes, but the plan does not make any mention with respect to these groups. Only EJ groups are singled out.

3 - Page 8, I don't believe changing the meeting location will have any effect on public attendance. It will only make it more convenient for some and less convenient for others, net zero. Having evening meetings would have more of an effect imo.

4 - Page 8, define “underserved communities”. Is this strictly from a transportation perspective? Can a map be created to show where these area are located?

5 - Page 9, adding a public comment page on the web site is an excellent idea!

Staff Response — January 28, 2020

1 - In the context of this engagement plan the underserved communities we are referencing are those identified within the MPO region. For example, non-English speakers who may not have participated in the process in the past.

2 - Comment noted.

3 - The intent of moving meetings throughout the region is to make the board more accessible to members of the community. Staff agrees that this may not be as effective as engagement and outreach in the community and looking for more convenient times for official meetings. This suggested strategy has been removed.

4 - We have defined and mapped the more vulnerable/underserved areas in our region and will incorporate that data into our engagement and planning efforts. These maps are produced as part of the socioeconomic data analysis undertaken for the long-range plan. When finalized, maps will be posted on our website as a resource for staff and the community.

5 - Comment noted.

Changes Made — January 30, 2020

- On page 8, removed the 3rd bullet under “1. Public Meetings.”

Comment 3 — December 18, 2019

1 - Page 9, consider rewording “hire local community organizers” if you don’t want to be committed to paying them. Many will volunteer their time.

2 - Page 9, add how you will measure your responses to public comment. Also, under how to measure success, add something about demonstrating how public comments were incorporated into the planning process.

3 - Page 10, you may want to use FOIA requirements to guide your plan on meeting notification specifics. See the meeting notices section listed under FOIA. (Tip: FOIA considers giving notice in a public newspaper as an act that satisfies the requirement to post in a public place where notice is usually given. However, it’s expensive and you’d get more coverage by posting at a public library for free.)

4 - Page 11, add to the measure and success sections a way to measure engagement at regional events.

5 - Page 13, if you want to be more specific on the chart, include 15 days for adverse LRTP draft comments and under the “Other Studies and Plans” row, add something about only on a case-by-case basis or mandatory before accepting consultant-led study. These three specifics are listed elsewhere in the document. (This level of specificity will mostly help staff who are implementing this plan, and more transportation-savvy readers like committee members.)

6 - Page 19, should this be blank? If not, perhaps use the space to describe how you will incorporate public comments into your plans and how they will be shared with committees and planners.

Staff Response — January 21, 2020

1 - Comment noted. This item has been reworded to allow flexibility.

2 - All public comments will be documented and someone from the RRTPO will respond.

3 - Staff believes posting at the offices of member jurisdictions and agencies satisfies the requirements of the the Virginia Freedom of Information Act with regards to posting notices in prominent public places. Libraries are another good suggestion and will be considered.

4 - Comment noted. Staff will document the number of people interacted with as well as the

Appendix C: Public Comments and Responses

number of people who sign up for more information. This will be added to the plan.

5 - Comment noted.

6 - Content on page 19 will be filled in after the public comment period is over and all comments have been documented and include a staff response.

Changes Made — January 30, 2020

- On page 9, replace the word “Hire” in the last bullet under “3. Project-specific Engagement Strategies” with “Work with.”
- On page 10, added “including government offices and libraries” to bullet point 3 under “2. Notice of Meetings.”
- On page 11, added “The number of people engaged at regional events” under “What will we measure?”

Comment 4 — December 18, 2019

1 - I deeply understand that community engagement is tough, expensive, and time consuming work. That said, some of these timelines for approval seem extremely short for such important work. Just 30 days for the 5-year LTP?? Again, I know it's extremely difficult, but truly engaging the community about the region's transportation plans will take more than 30 days!

Staff Response — January 21, 2020

1 - Comment noted. The RRTPO is required to provide a comment period prior to adoption of certain plans by federal law. This is the 30 days mentioned for the LRTP. In the planning process for the LRTP, the community will have the opportunity to provide input and feedback throughout the development of the plan. Engagement is not limited to the formal comment period.

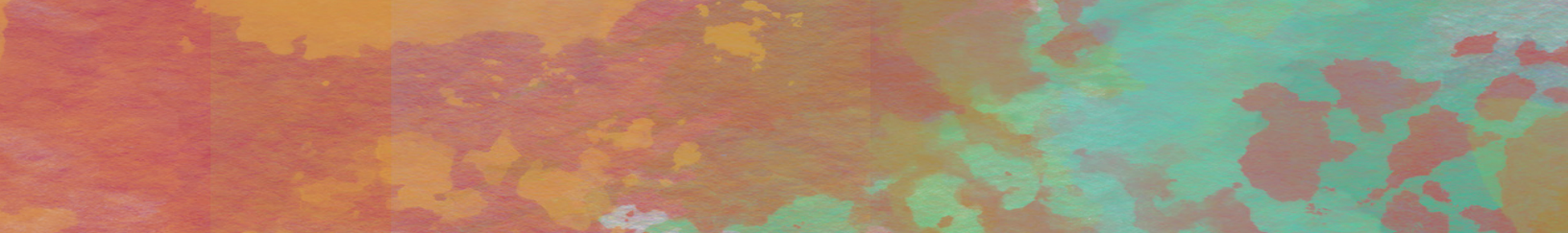
Changes Made — January 30, 2020

No action required

Comment 5 — December 11, 2019

1 - First of all, the Richmond Regional Transportation Planning Organization needs to have its own website, separate from PlanRVA. This recommendation has been made in the past, but it has not been implemented. I used Google, MS Edge, and Firefox to search Richmond Regional Transportation Planning Organization and RRTPO with poor results for reaching <https://planrva.org/transportation/>. If one clicks on PlanRVA it takes two steps to find the TPO website. Somehow one must know that transportation can be found by clicking on priorities. Once the PlanRVA had a big obvious link to transportation on its home page, but no longer. Why?

2 - Also, it would be helpful to have all CTAC power point presentations available in the Multimedia Library. I was glad to see the Ashland complete streets ppp, but would also like to review Barbara Smith's Jeff Davis proposal and the Ashland to Petersburg Trail presentations. Also, I would like to send these to members of the LWV-RMA Transportation Committee who



were unable to attend the CTAC meeting.

3 - I like the name change from Public Participation Plan to Public Engagement Plan because there are already too many PPP's. Also, "engagement" sounds more cooperative. I hope that the RRTPO will be able to implement this ambitious plan.

Staff Response — January 21, 2020

1 - Comment noted. Improving the searchability of the RRTPO webpage is an on-going concern. A separate webpage has been created for the long-range transportation plan (connectrva2045.org) to make information easier to find. Staff is reviewing options to make the RRTPO page easier to find.

2 - CTAC is an important committee which provides valuable citizen input. The process for granting access to CTAC agenda items and presentations on the website will be reviewed to ensure consistency with other committees.

3 - Comment noted

Changes Made — January 30, 2020

No action required

Comment 6 — December 9, 2019

1 - On page 7, under the American with Disabilities Act of 1990 section, consider wording in to include individuals who are also legally blind. Perhaps use wording that is inclusive for a variety of disabilities (e.g. Making public information, technical information and meeting notices available in electronically accessible formats and means).

Staff Response — January 21, 2020

1 - Comment noted. RRTPO staff feels that the language in the draft is inclusive of all ability statuses. The examples given indicate a range of potential cases where ADA applies, but are not understood to be all-inclusive.

Changes Made — January 30, 2020

No action required

TAC Requested Changes — February 11, 2020

1 - Rewording to RRTPO philosophy on page 7

2 - Eliminate "Historically these groups have been left out of the planning process and have suffered from negative environmental and health impacts" from Executive Order 12898 - Environmental Justice

Changes Made — February 13, 2020

1 - Section reworded

2 - Sentence eliminated

Appendix D: Title VI and Non-Discrimination

The Richmond Regional Transportation Planning Organization (RRTPO) fully complies with Title VI of the Civil Rights Act of 1964 and related statutes, executive orders, and regulations in all programs and activities. The RRTPO operates without regard to race, color, national origin, income, gender, age, and disability. Any person who believes him/herself or any specific class of persons, to be subjected to discrimination prohibited by Title VI may by him/herself or by representative file a written complaint with the RRTPO Title VI Coordinator. A complaint must be filed no later than 180 days after the date of the alleged discrimination. Please contact the Title VI Coordinator via phone at 804-323-2033 for more information. The RRTPO meetings are conducted in accessible locations and materials can be provided in accessible formats and in languages other than English. If you would like accessibility or language accommodation, please contact the Title VI Coordinator at 804-323-2033. If you wish to attend a RRTPO function and require special accommodations, please give RRTPO one week's notice in advance.

No Discriminación

El Organización de Planeación Regional de Transporte de Richmond (RRTPO) cumple plenamente con Título VI de la ley de Derechos Civiles de 1964 (Civil Rights Act of 1964) y con estatutos relacionados, órdenes ejecutivos, y reglamentos en todos las programas y actividades. El RRTPO opera sin distinción de raza, color, origen nacional, ingresos, género, edad, y discapacidad. Cualquier persona que cree que él /ella o cualquier clase específica de las personas, hayan sometido a una discriminación prohibida por el Título VI puede por él /ella mismo o con un representante puede presentar una reclamación por escrito con el Coordinador del Título VI de RRTPO. La reclamación debe ser presentada no más tarde de 180 días después de la fecha de la supuesta discriminación. Por favor hace contacto con el Coordinador del Título VI por teléfono en 804-323-2033 para más información. Las reuniones se llevan a cabo en lugares accesibles y los materiales pueden ser proporcionados en formatos accesibles y en otros idiomas aparte de Inglés. Si usted desea alojamiento u otra idioma, por favor hace contacto con el Coordinador del Título VI en 804-323-2033. Si desea a asistir a una función de RRTPO y si requiere acomodaciones especiales, por favor dé RRTPO una semana previo aviso.

Appendix E: Resolution of Adoption



RRTPO POLICY BOARD AGENDA 3/5/20; ITEM B.4.

PUBLIC ENGAGEMENT PLAN

Richmond Regional Transportation Planning Organization

On motion of Patricia S. O'Bannon, seconded by William G. Coad, the Richmond Regional Transportation Planning Organization (RRTPO) policy board unanimously approved the following resolution:

RESOLVED, that the Richmond Regional Transportation Planning Organization (TPO) adopts the Public Engagement Plan (PEP) as submitted.

This is to certify that the Richmond Regional Transportation Planning Organization policy board approved the above resolution at its meeting held March 5, 2020.

WITNESS:



Nicole Mueller
Program Coordinator
PlanRVA

BY:



Chet Parsons
Secretary
Richmond Regional Transportation
Planning Organization

Ashland | Charles City | Chesterfield | Goochland | Hanover | Henrico | New Kent | Powhatan | Richmond

Richmond Regional Transportation Planning Organization
9211 Forest Hill Avenue, Suite 200, Richmond, VA 23235



Proposed 2023 CTAC Topics

16 November- Affordable housing and transportation needs (Jovan Burton, Partnership for Housing Affordability)

Other topics not scheduled:

- Chesterfield Rt 360 superstreet study (Chessa Walker)
- Impact of the Inflation Reduction Act on transportation
- School bus routing
- VDOT connected and automated use case study
- DRPT TRIP Program
- Pedestrian and bicycle safety-countermeasures, Vision Zero, advocacy
- Richmond Marine Terminal tour
- Regional structure and bridge inventory
- Capital to Capital Trail/Fall Line Trail
- Richmond Rides to Work
- Briefing on Planning for SE High Speed Rail Service
- Safety concerns and mitigation measures (i.e., speed and red-light cameras)
- Safety advocacy*
- Regional vehicle accident trends*
- Vision Zero*