



*Photo: Historic Hanover Courthouse*

## PlanRVA Public Outreach & Engagement Committee



### NOTES

This meeting is open to the public. Members of the public are invited to attend virtually. Please alert PlanRVA staff at [PlanRVA@PlanRVA.org](mailto:PlanRVA@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 [PlanRVA@PlanRVA.org](mailto:PlanRVA@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 use 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.

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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 Collaborative and Don't Trash Central Virginia.*



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## AGENDA

**PlanRVA Public Outreach and Engagement Committee**  
**May 21, 2024 – 9:00 a.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://planva-org.zoom.us/webinar/register/WN\\_GFOKougFRPObd5ukV0TIWA](https://planva-org.zoom.us/webinar/register/WN_GFOKougFRPObd5ukV0TIWA)

1. **Welcome and Introductions:** *Mr. Davey*
2. **Roll Call Roll Call of Attendees and Certification of a Quorum:** *Ms. Scott*
3. **Meeting Minutes:** *Mr. Davey*
  - a. **August 24, 2023, Meeting Minutes** – page 3
  - b. **November 22, 2023, Meeting Minutes** – page 5
  - c. **January 23, 2024, Meeting Minutes** – page 7
  - d. **March 28, 2024, Meeting Minutes** – page 9

**Requested action:** motion to approve the meeting minutes as presented (voice vote).
4. **Outreach Recap:** *Ms. Shickle*
  - a. **Commissioner and Locality Engagement**
  - b. **Public Engagement Activities** – page 12
5. **Who's in My Community Exercise:** *Ms. Gordon*
6. **FY2025 Work Program Priorities:** *Ms. Shickle* - page 13
  - a. **Civic Engagement Innovation Lab**
  - b. **Programmatic Outreach Needs**
7. **Upcoming Events:** *Ms. Shickle*
  - a. **Civic Action Series - 2024 Kickoff – June 5**
  - b. **Joint Annual Meeting - June 13**
  - c. **PlanRVA Day - June 13**
8. **Adjourn**



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**PlanRVA Public Outreach & Engagement Committee  
 Zoom Meeting Minutes  
 August 24, 2023 – 9:00 a.m.**

<b>LOCALITY</b>	<b>NAME</b>	<b>X (attended)</b>
Town of Ashland	Brent Chambers	
Chesterfield County	Tim Davey, Chair	X
Goochland County	Neil Spoonhower	X
Hanover County	Charlie Waddell (virtual)	X
Henrico County	Gregory Baka	
New Kent County	Amy Pearson	
Powhatan County	Bobby Hall	X
City of Richmond	Jacob Giovia (virtual)	X

<b>Staff Present</b>	
Janice Firestone	Sidd Kumar
Gilbrith Gogel	Martha Shickle
Holly Gordon	Phil Riggan

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**1. Welcome, Roll Call and Introductions**

Chair Davey welcomed attendees and called the meeting to order at approximately 9:00 a.m.

**2. Roll Call of Attendees and Certification of a Physical Quorum**

Attendees introduced themselves and Ms. Firestone certified that a quorum was present.

**3. Confirmation of Member Participation from a Remote Location**

The Chair approved remote participation and noted there wereThe quorum was updated to show the presence of the remote member.

**4. Approval of March 23, 2023, minutes**

On motion by Neal Spoonhower, seconded by Charlie Waddell, the members of the committee voted to approve the meeting minutes as presented (voice vote).

**5. Community Engagement Manager Recruitment Update**

**a. Introduction of Ms. Holly Gordon**

Martha Shickle, Executive Director, introduced Holly Gordon, Community Engagement Manager. Ms. Gordon shared highlights of her background and professional experience.

## **6. FY2024 Work Program Priorities**

Ms. Shickle provided a history of the committee and noted a major theme of the committee is identifying who PlanRVA's audience is. Communications and public engagement for planning processes are other components. She outlined the Community Engagement Strategy, the framework for the committee's work.

Committee members reported on how the community outreach and education efforts have been received in their respective communities and what other services they feel PlanRVA could provide to them.

After discussion about PlanRVA's available services that can be offered to localities, it was decided that future committee agendas will contain an update on recent work with localities.

### **a. Special Events, Public Outreach Opportunities**

Ms. Shickle reported that staff conducted a debrief for PlanRVA Day. The feedback from attendees has been outstanding. Plans are underway to make it an annual event in connection with the joint annual meeting.

Planning for the 2024 Transportation Forum is also underway in partnership with ChamberRVA.

PlanRVA is participating in upcoming Squirrels and Kickers games. More information about those events will be sent out soon.

### **b. Commissioner Training, Orientation and Onboarding**

Ms. Shickle reported that many local officials are not running for reelection in 2024 so there will be numerous new Commissioners. Orientation and onboarding will be very important for those new board members. Plans are underway to improve the process.

There was a discussion about possible events to introduce new Board of Supervisors representatives to PlanRVA.

### **c. Communications Channels and Media**

Ms. Shickle reported on efforts that are planned to increase awareness of what PlanRVA does and is. The newsletter is being moved from quarterly to monthly. The blog has become more active.

## **7. YouTube Channel Improvements**

Sidd Kumar, PlanRVA, reported on the improvements to the channel. Videos are organized into playlists with title slides containing information about what group each meeting is for and when the meetings were held.

## **8. Adjournment**

The meeting was adjourned at approximately 10:20 a.m.



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**PlanRVA Public Outreach & Engagement Committee  
 Meeting Minutes  
 November 27, 2023 – 9:00 a.m.**

<u>LOCALITY</u>	<u>NAME</u>	<u>X (attended)</u>
Town of Ashland	Brent Chambers	X
Chesterfield County	Tim Davey, Chair	X
Goochland County	Neil Spoonhower	
Hanover County	Charlie Waddell	
Henrico County	Gregory Baka	
New Kent County	Amy Pearson	
Powhatan County	Bobby Hall	X
City of Richmond	Jacob Giovia	

<b>Staff Present</b>	
Janice Scott	Sidd Kumar
Gilbrith Gogel	Martha Shickle
Holly Gordon	Phil Riggan

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**1. Welcome, Roll Call and Introductions**

Chair Davey welcomed everyone and called the meeting to order at approximately 10:30 a.m.

Committee members discussed the recent Newly Elected Officials Reception.

**2. Roll Call of Attendees and Certification of a Physical Quorum**

A quorum was not present.

**3. Confirmation of Member Participation from a Remote Location**

There were no remote participants.

**4. Approval of Previous Meeting Minutes**

a. **August 24, 2023, meeting minutes.**

b. **November 27, 2023, meeting minutes.**

Due to lack of a quorum no action was taken on the meeting minutes.

**5. Commissioner Training, Orientation and Onboarding**

Ms. Shickle reported that the 2024 Commission will have a number of new members. Committee members discussed the following:

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

Richmond Regional Planning District Commission | 424 Hull Street, Suite 300 | Richmond, VA 23224

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- Potential membership changes in their respective jurisdictions.
- The importance of seeking input from jurisdiction administrators.
- Using the February meeting as a “refresher” for current members as well as an information/onboarding session for new members or having a special meeting for orientation. Committee members will look into what might work best relative to their locality’s Board of Supervisors schedule.

Commissioners had the following suggestions for orientation content:

- History of the organization.
- How the Commission benefits the region and the localities.
- The benefits to the smaller jurisdictions that representatives from those localities may not be aware of.
- The convening that PlanRVA does.

## **6. RRTPO Community Transportation Advisory Committee (CTAC) Expanded Public Engagement Role**

Holly Gordon, PlanRVA, reviewed the changes to the CTAC’s role as an RRTPO committee. There was a discussion about creating a monthly report for the committee members that would outline public engagement activities.

## **7. FY2024 Work Program Priorities**

This item will be moved to the next agenda.

## **8. Adjournment**

The meeting was adjourned at approximately 11:45 a.m.



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**PlanRVA Public Outreach & Engagement Committee  
 Meeting Minutes  
 January 3, 2024 – 12:30 p.m.**

<b>Committee Members Present</b>	<b>Locality</b>
Brent Chambers	Town of Ashland
Tim Davey, Chair	Chesterfield County
Charlie Waddell	Hanover County
Amy Pearson	New Kent County
<b>Other Commissioners Present</b>	<b>Locality</b>
Andreas Addison	City of Richmond
Jim Ingle	Chesterfield County

<b>Staff Present</b>	
Janice Scott	Sidd Kumar
Ken Lantz	Martha Shickle
Holly Gordon	Kerry Ramos

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**1. Welcome, Roll Call and Introductions**

Chair Davey welcomed everyone and called the meeting to order at approximately 12:34 p.m.

**2. Roll Call of Attendees and Certification of a Physical Quorum**

A quorum was not present.

**3. Approval of August 24 and November 27, 2023, minutes**

Due to lack of a quorum no action was taken on the meeting minutes.

**4. Commissioner Training, Orientation and Onboarding**

**a. Review of new SharePoint site for training, orientation and onboarding.**

Janice Scott provided an overview of the newly created SharePoint site for members of the PlanRVA Commission, the RRTPO and the CVTA (and their committees). The site will house all orientation related files as well as meeting schedules, contact and other information.

Committee members offered feedback and suggestions. The site will be updated and a link will be sent to committee members so that they can test and navigate the site and provide further feedback in time for suggested changes to be incorporated prior to the February 8<sup>th</sup> orientation for new Commissioners.

**b. Review of scheduled orientation (to be incorporated into PlanRVA Commission agenda – 2-8-24)**

Martha Shickle provided an overview of the planned orientation. Committee members discussed the following:

- The importance of providing history of the organization information.
- The overload of information that a newly elected official receives.
- The benefits of having other Commissioners take part in the orientation presentations to offer their own perspectives.
- Adding the presentations given on 2/8 to the SharePoint site along with other pertinent informational links.

Ms. Shickle announced that a PlanRVA staff member will give a presentation on the region's demographics and regional indicators at the meeting.

**5. Adjournment**

The meeting was adjourned at approximately 1:30 p.m.





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**PlanRVA Public Outreach & Engagement Committee**  
**Meeting Minutes**  
**March 28, 2024 – 9:00 a.m.**

Locality	Committee Members	Present
Town of Ashland	Brent Chambers	
Chesterfield County	Tim Davey, Chair	X
Chesterfield County	Frank Petroski	X
Chesterfield County	Jessica Schneider	X (Virtual)
Hanover County	Charlie Waddell	
Hanover County	Randy Whitaker	
Henrico County	Chris Bast	X (Virtual)
Henrico County	William Mackey	
New Kent County	Rev. Milton Hathaway	
Powhatan County	Jessica Winall	X (Virtual)
City of Richmond	Rodney Poole	

Staff Present	
Janice Scott	Sidd Kumar
Phil Riggan	Martha Shickle
Gilbrith Gogel	Ansley Heller

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**1. Welcome, Roll Call and Introductions**

Chair Davey welcomed everyone and called the meeting to order at approximately 9:05 a.m. New members Jessica Schneider, Jessica Winall and Frank Petroski introduced themselves and shared their background information. Chair Davey provided an overview of the history and purpose of the Public Outreach & Engagement Committee.

**2. Roll Call of Attendees and Certification of a Physical Quorum**

A quorum was not present.

**3. Approval of previous meeting minutes**

Due to lack of a quorum no action was taken on the meeting minutes.

- 1. August 24, 2023, Meeting Minutes**
- 2. November 22, 2023, Meeting Minutes**
- 3. January 23, 2024, Meeting Minutes**

#### 4. Outreach Recap - Status Grid

##### a. Commissioner and Locality Engagement

Martha Shickle, Executive Director, provided an overview of the committee and the work that's been done for public and community outreach. She described the work done by PlanRVA's Community Relations Team, Ms. Shickle, Holly Gordon, Gilbrith Gogel, Janice Scott and Sidd Kumar.

##### b. Public Engagement

Ms. Shickle reviewed the public engagement products and activities including the monthly newsletter, The Better Together Connector, the blog and various social media channels.

She explained that with the large number of newly appointed Commissioners and RRTPO Policy Board members, a more in-depth orientation program was given in February. Meeting agendas have been restructured in a format that provides more explanation for many of the various programs and action items.

##### Public Engagement Activities:

- Digital Engagement on PlanRVA Channels
  - Social Media
  - Newsletter
  - Blog
  - Website
- Priority Climate Action Plan survey, focus groups, community intercepts, and social media promotion.
- CVTA public notices published in several local press outlets

##### c. Hosted Partner Events

Ms. Shickle described the various uses the PlanRVA office meeting space is available for. Outside organizations can use the space, free of charge. The intent is for the location to be a resource for groups and organizations throughout the region.

##### Hosted Events:

- Fall Line Webinar with BikeWalk RVA and CVTA (February)
- 2024 Transportation Forum (March)

##### Public Presence:

- PHA State of Housing (January)
- Environmental Defense Fund's Resilience Reception (January)
- VACo/VML/VAPDC Legislative Day (February)
- Rapid Transit Adopt-A-Stop Banquet (February)
- ChamberRVA Regional Action Summit (February)
- Capital Region Airport Commission Meeting (February)
- LGBTQ Chamber meeting (February)
- Building Corporate and Community Partnership for Research Workshop (February)
- Manchester Alliance Monthly Meetings (February/March)
- Chamber Mega Mix Networking Event (March)
- Henrico Board of Supervisors Work Session (March)
- Richmond Region Tourism Board Meeting (March)

##### Other and Professional Development Leadership

- South East Regional Directors Institute- Financial Management Training (February)
- US Senate Visits with Senators Kaine and Warner Staff (March)

- NADO Emerging Leaders Program- RVA Site Visit (March)
- Virginia Emergency Management Association Annual Conference (March)

Program Accomplishments

- CTAC Updates to the Public Engagement Plan

Chris Bast joined the meeting remotely at approximately 9:40 a.m.

**5. FY2024 Work Program Priorities**

**a. Whole Community Preparedness - Emergency Management Alliance**

Ms. Shickle gave an overview of this work program priority and explained that the content was created through a grant that was received.

**b. Long Range Transportation Plan**

The kick-off for the LRTP was the Transportation Forum that was held on March 15<sup>th</sup>. There will be many opportunities over the next year for the public to get involved in the process.

**c. Social Pinpoint**

Social Pinpoint is a digital outreach tool that will allow ongoing digital interaction with PlanRVA's planning programs. More information will be provided on this tool in the coming months.

**d. AI / Public Comments**

Rishabh Singh, PlanRVA Data Analyst, has created an analysis tool that will categorize and analyze the written public comments and input that is received.

**6. Upcoming Events**

Ms. Shickle explained PlanRVA's planned participation in these upcoming events. In addition, PlanRVA will participate in Richmond Flying Squirrels PlanRVA night and Emergency Preparedness night.

**a. Scenario Planning Workshop - April 15**

**b. Civic Action Series - 2024 Kickoff**

**c. Joint Annual Meeting - June 13**

**d. PlanRVA Day - June 13**

There will be four modules for PlanRVA Day: community engagement, data and data informed decision making and housing.

**7. FY2025 Work Program Priorities**

**a. Civic Engagement Innovation Lab**

Ms. Shickle reported that this is planned as a work program priority for the upcoming fiscal year.

**i. Social Pinpoint**

**ii. Arts and Engagement**

Plans are to explore how PlanRVA can table at community-based arts and engagement events.

**iii. AI in Public Comments**

The next committee meeting's agenda will be structured around public engagement efforts and priorities with respect to the FY25 work program.

**7. Adjournment**

The meeting was adjourned at approximately 10:09 a.m.

# PLANRVA PUBLIC ENGAGEMENT ACTIVITIES

## **Public Engagement Activities:**

- Digital Engagement on PlanRVA Channels
  - Social Media
  - Newsletter
  - Blog
  - Website
- Don't Trash Member/Partner Meeting (April)
- Panelist at Deep Run Environmental Science Symposium (April)
- Featured Presenters on RVA Rapid Transit: Transit Talk Webinar
- CVTA Budget Public Comment period

## **Hosted Events:**

- Scenario Planning Charette (April)
- 2024 Mass Care Symposium (May)

## **Public Presence:**

Attendance at:

- Black Girls Do Bike Annual Kick-Off Event (April)
- Chesterfield Climate Solutions Townhall (April)
- Henrico Earth Day Festival (April)
- Cap2Cap Bike Ride Fundraiser Event (May)
- Richmond City Speed Management Symposium (May)
- Side by Side LGBTQI+ Community Training (May)

## **Other and Professional Development Leadership:**

- SouthEast Regional Directors Institute- Professional Development Conference (April)
- ChamberRVA InterCity Visit (May)

## **Program Accomplishments:**

- Regional Emergency Preparedness Program Manager Katie Moody was nominated and selected as one of the inaugural recipients of the IAEM 40 Under 40 program.

## **Partner Connections:**

- Introductory meeting with VCU Arts Alumni Office

# FY2025 Work Program Priorities

Prepared for  
Discussion

# FY2024 Key Imperatives



## Preserve our Financial Position

Build a dynamic financial planning and reporting system

Pursue individual lines of business plans for each program area

Minimize the financial impact of turnover in staffing



## Manage Core Operations

Implement community engagement strategy across all lines of business

Deliver key work program priorities and fulfill grant and regulatory requirements

Implement the Scenario Planning effort for long-range planning



## Build Resilience and Demand for Services

Increase engagement with Commissioners and local staff

Pursue new opportunities for federal and other funding

Build Organizational capacity to meet growing needs for technical assistance



## Drive New Initiatives

Support regional visioning  
Innovate organizational practices and procedures

Incorporate technical assistance focus across all lines of business

Expand regional data resources

Continuously engage with the public, partners and member localities



## Advance Special Priorities

Evolve staffing arrangement with CVTA

Build collaborative partnerships

Engage in professional organizations



# Board Priorities



## Meet Expectations of Member Jurisdictions

Facilitate Regional Cooperation  
Local Technical Assistance  
Resource Development  
Best Practices, Data and Research



## Develop Quality Personnel

Succession Management  
Professional Development  
Staffing Resiliency



## Fulfill requirements of VA Code

Regional Cooperation Act

# Proposed FY25 Imperatives

- Regional Strategic Plan
- Regional Convenor
- Local Technical Assistance
- Regional Data Center/Hub
- Compliance & Agency Sustainability

# Regional Cooperation Act



Enabling legislation for planning district commissions



Establishes 12 general duties of PDCs, including regional planning, technical assistance, regional coordination



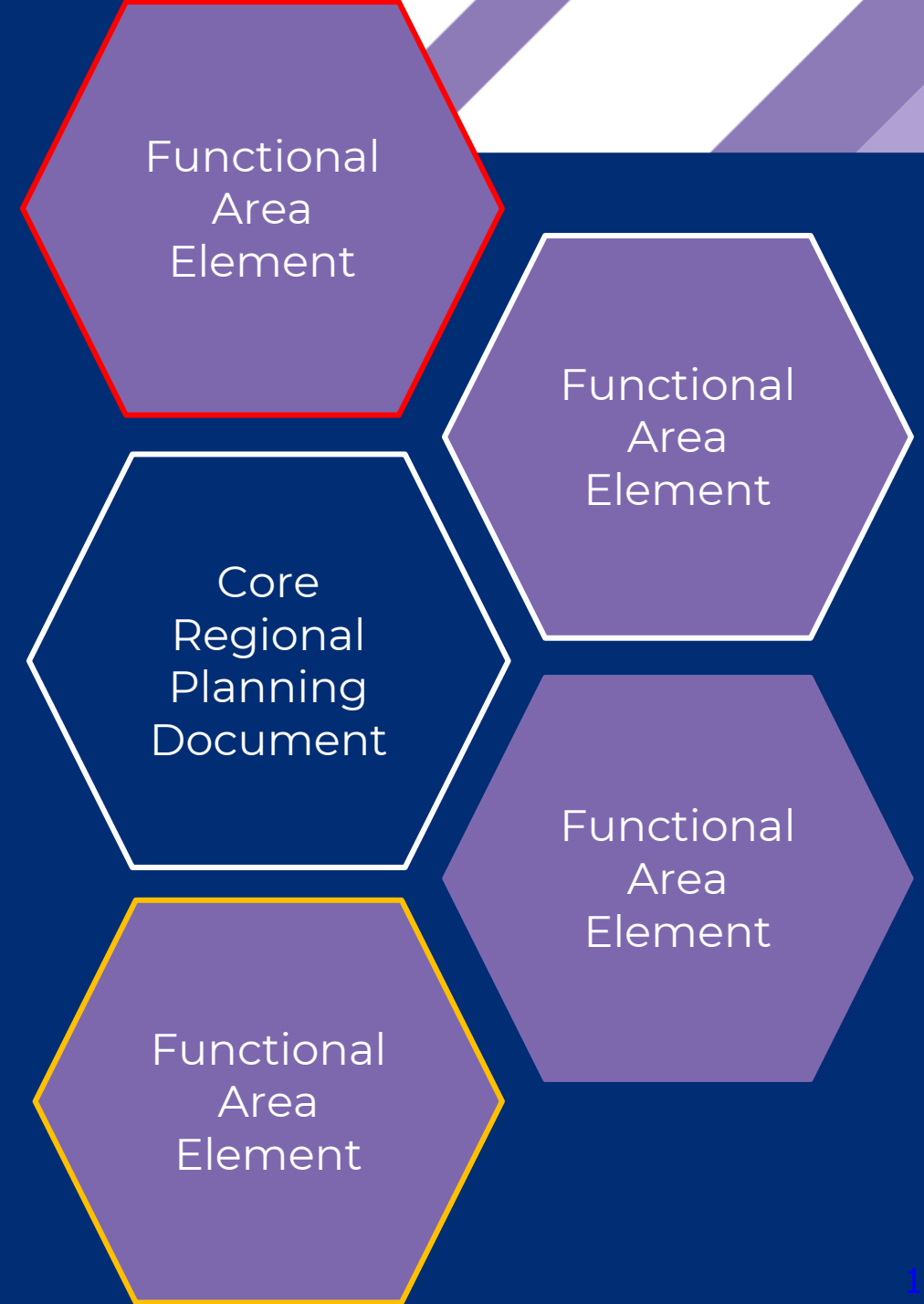
PDCs required to have a **regional strategic plan** to guide the district on matters that are of importance to more than one locality



Required to report on strategic plan to DHCD annually

# Regional Strategic Plan

- Defines coordinated regional vision and goals
- Indicates the role and responsibilities of PlanRVA in serving the region through implementation
- Contextualizes the relationship, content, and processes for functional area plans



# Definitions

**Plan** – Strategic document which lays out goals and objectives, strategies to meet those goals and objectives and mechanisms for measuring progress toward the goals and objectives

**Study** – independent investigation of issues and problems of regional significance which informs plans

**Program** – services, technical assistance, and other mechanism to implement or advance plans

# Community Development

- **Core Plan**

- Comprehensive Economic Development Strategy (CEDS)
- 

- **Supporting Plans & Studies**

- Analysis of Impediments to Fair Housing (PlanRVA)
- Regional Housing Framework (Partnership for Housing Affordability)
- Growth and Economic Diversification Plan (GO Virginia)
- Target Industry Analysis (GRP)

- **Supported Programs:**

- PDCs Virginia Housing Grant
- BIPOC homeownership initiative

- **Performance Indicators**

- Market Value Analysis (PlanRVA)
- Local Strategies (Housing Elements of Comp Plans)
- Regional Indicators





# Resilience/Energy

- **Core Plan**

- Comprehensive Climate Action Plan, ETA summer 2025

- **Supporting Plans & Studies**

- NASA Pluvial Blue Spot Analysis
- Heat Island and Cooling Capacity Analysis
- Solar Suitability Tool

- **Supported Programs:**

- Regional SolSmart Designation

- **Performance Indicators**

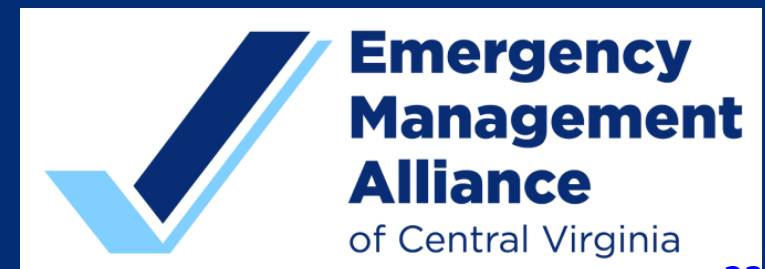
- CPRG



# Emergency Management

- **Core Plan**
  - Richmond-Crater Regional Hazard Mitigation Plan
- **Supporting Plans & Studies**
  - Business Recovery Workshop event and materials
  - Shelter Training Video
  - Family Assistance Center and Joint Information Center Frameworks
- **Supported Programs:**
  - EMACV + Committees
  - COVID 19 and Central Virginia Emergency Preparedness & Response Funds
- **Performance Indicators**
  - Hazard Mitigation

Aware. Prepare. Share.



# Environment

- **Core Plan**

- Green Infrastructure Plan –  
Kicking off this Spring!

- **Supporting Plans & Studies**

- Lower Chickahominy Public  
Access Resilience Assessment
- Water Quality and Risk Outreach



- **Supported Programs:**

- Lower Chickahominy  
Watershed Collaborative
- Don't Trash Central Virginia

- **Performance Indicators**

- Virginia Coastal Resilience  
Master Plan
- Chesapeake Bay TMDL
- TBD (Green Infrastructure)

# Transportation Element

- **Core Plan**
  - ConnectRVA 2045
- **Supporting Plans & Studies**
  - BikePedRVA
  - Transit Vision Plan
  - Intermodal Plan
  - Regional Safety Plan
  - Pathways to the Future
- **Supported Programs:**
  - RRTPO funding
  - CVTA funding
- **Performance Indicators**
  - Federal PMs
  - Regional indicators



Adopted by PlanRVA

Adopted by member localities or agencies

Adopted by other regional entity staffed by PlanRVA

In development or not yet adopted

# FY2025 Priority Deliverables

- Plans/Updates
  - Long Range Transportation Plan Update
  - Hazard Mitigation Plan Update
  - Comprehensive Economic Development Strategy
  - Green Infrastructure
- Studies
  - Rural Transit & Micro Mobility Study
  - Transportation Safety Measures & Action Implementation
- Local Technical Assistance
- RRTPO Recertification
- Regional Indicators/ Upward Mobility Framework
- Community Engagement Innovation Lab



# Regional Vision

Strategic and  
Resilient  
Infrastructure

Environmental  
Stewardship

Quality and  
Diverse  
Housing  
Options

Safe and  
Healthy  
Community

Economic  
Vitality

Equitable  
Opportunity  
and Choice