



CTAC Script for Community Engagement – LRTP 2050

Introduction

(personalize as needed)

“Hello _____, (the group you’re addressing)

My name is _____ and as you may know, I’m a member of CTAC—a Community Transportation Advisory Committee for the region’s Transportation Planning Organization.

I’m excited to talk to you about an important project for the Richmond region: the Long Range Transportation Plan, also known as the LRTP, which will be used to guide planning, decision making, funding on all types of transportation needs through the year 2050.

In CTAC, one of our roles is ensuring we’re connecting to and engaging the diverse people in our region. I’m here to invite you to participate!

What is PlanRVA and the RRTPO?

(OPTIONAL – As Needed)

The Richmond Regional Transportation Planning Organization (RRTPO), powered by PlanRVA, is a federally mandated and funded transportation policy-making organization. It was created to ensure regional cooperation in transportation planning and is made up of representatives from each of the nine localities, and local and state transportation stakeholders.

PlanRVA is the Richmond region's planning district commission, created by the Virginia General Assembly in 1969, to serve the nine localities of the greater Richmond region and their residents. It plans for and drives funding for infrastructure in the areas of environment and resilience, transportation, emergency management, and community development.

LRTP 2050

The LRTP is updated every five years, as mandated by federal law. The LRTP 2050 update is currently underway, and we’re excited to include your input! **The focus of this first public engagement period, which runs now**

through April 2025, is on the transportation needs that you, the public, feel are most important. You may care about safety, accessibility, infrastructure, congestion, interconnectivity, equity...or all of the above! The plan includes all modes of transportation.

Call to Action

(Demonstrate the engage site/survey/map/toolkit)

Everything you need to share your ideas is here on PlanRVA's engagement platform:

engage.planrva.org/LRTP

- First, we encourage you to **take a short survey to tell us about your ideas!**
Designed to take no more than 3-5 minutes to complete, it can be translated with one click into 10 languages.
- In addition to the survey, **we created a companion digital map activity.**
Drop a pin on any location in the region where you think transportation improvements or investments are needed. Add your reasons why and any suggestions you have.
- **Share about the public input period in your own networks and communities!**
Use the online Toolkit, complete with a flier, social media graphics, and a listing of upcoming community events where PlanRVA will be this Spring.
- **Follow the project** there to get updates throughout the process.

Conclusion

We want to ensure that these plans reflect the diverse needs, lived experiences, and vision of the entire region. Thank you for helping us spread the word in the places where you live, work, and play.