

# Public Engagement Annual Report

Fiscal Year 2021



**ACKNOWLEDGMENTS** This report was prepared by PlanRVA staff through a cooperative process on behalf of the Richmond Regional Transportation Planning Organization (RRTPO). The contents of this document reflect the views of the RRTPO. PlanRVA staff is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of the FHWA, FTA, VDOT, DRPT or PlanRVA.

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## **Introduction**

In March of 2020, the Richmond Regional Transportation Planning Organization (RRTPO) adopted a [new engagement plan](#) to guide our efforts to share our work with the community and provide more opportunities for residents of the region to participate in the planning process. This plan outlines three broad goals and identifies performance measures for each goal. The purpose of this annual report is to summarize the progress made over the past year in achieving those goals.

This report is organized into three sections, one for each of the engagement plan goals. Under each section there is a summary of the goal and a table of the performance measures and the desired trend or target. As the first full year of the new engagement program, this year will serve as the baseline data. In future years, this report will include a comparison of annual performance to previous years.

## **COVID-19 and Engagement**

Providing opportunities for the public to participate in meetings and the planning process has been complicated this year by the COVID-19 pandemic and accompanying public health restrictions. The Commonwealth of Virginia was under a state of emergency until June of 2021 with varying levels of restrictions in place throughout the year. Engagement efforts largely shifted online after the initial emergency declaration in March of 2020, significantly altering the RRTPO approach to public participation. Efforts to encourage participation while maintaining physical distancing included:

- Developing online meeting protocols for active and passive participants and adopting Zoom as the standard platform
- Livestreaming all committee meetings
- Adopting a public participation policy for virtual meetings
- Moving all public input for the development ConnectRVA 2045 to online platforms like MetroQuest, Wikimapping, and ArcGIS Online
- Archiving recordings of all board, committee and work group meetings to the PlanRVA YouTube channel

## **Performance Measures**

### **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.

<b>What do we Measure?</b>	<b>What is Success?</b>	<b>This Year</b>	<b>Last Year</b>
Policy Board Average <sup>1</sup> Attendance	Increasing	22.7	---
Technical Advisory Committee (TAC) Average Attendance	Increasing	24.8	---
Citizen Transportation Advisory Committee (CTAC) Average Attendance	Increasing	27.4	---
Email Subscribers	Increasing	524	---
Attendance at Public Workshops	Increasing	0 <sup>2</sup>	---
Request for Translation or Interpretation Service	Increasing	1	---
Number of public comments received on proposed plans and regional issues	Increasing	1,882	---
New Project Selection/Funding	Increasing	2	---
TIP Adoption	Increasing	0	---
TIP Amendments	Increasing	2	---
L RTP Development	Increasing	1,878	---
UPWP	Increasing	0	---
Other Plans	Increasing	0	---
Meetings Held in Underserved Communities	Equal to share of population	0	---
Meetings Held with Hard to Engage Groups	Equal to share of population	0	---

<sup>1</sup> Average attendance estimated based on YouTube viewership as all meetings through May of 2021 were virtual only. In future years, this field will include in person and virtual attendance.

<sup>2</sup> Engagement opportunities were severely restricted by the COVID-19 pandemic and public health guidelines and have been limited to virtual meetings in FY21.

## 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 do we Measure?	What is Success?	This Year	Last Year
Mentions in newspapers or magazines	Increasing	10	---
Media attendance at public meetings	Increasing	1 <sup>3</sup>	---
Local radio/podcast spots	Increasing	0	---
Social media clicks, impressions, shares and mentions	Increasing	---	---
Average impressions	Increasing	486	---
Average clicks/shares	Increasing	30	---
Mentions	Increasing		---
Clicks on digital banner	Increasing	0	---
Open rate for email notices for public meetings <sup>4</sup>	Increasing	N/A	---
Number of people engaged at regional events	Steady to Increasing	0 <sup>5</sup>	---

## 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 do we Measure?	What is Success?	This Year	Last Year
On-time publication of annual report	Report posted on website each July	Yes	---
On-time review and update of plan	Plan reviewed and updated 2 years before LRTP adoption	N/A	---
Number of comments or feedback received regarding public engagement efforts	Increasing	0	---
Changes implemented	---	0 <sup>6</sup>	---

<sup>3</sup> In person media attendance was only possible at one meeting which was held in person. Virtual attendance statistics do not provide details regarding each attendee; attendance at other meetings could not be determined

<sup>4</sup> Email tracking has not yet been implemented but is expected in FY22

<sup>5</sup> Engagement in person was severely restricted by the COVID-19 pandemic and public health guidelines.

<sup>6</sup> FY21 was the first full fiscal year implementing the new Public Engagement Plan. No changes have been proposed or implemented to the plan at this time.

## **Summary of Media Mentions**

Media mentions includes all reference to PlanRVA transportation planning, the Richmond Regional Transportation Planning Organization (RRTPO), or ConnectRVA 2045, the new metropolitan transportation plan (MTP).

["Let us not do politics as usual": Regional transit authority launches, bolstered by new tax money \(08/27/20\)](#)

[Editorial: New bus lines would keep us moving toward a more connected region \(09/17/20\)](#)

[VCU student project to help region's planners improve transit access for people with disabilities \(11/29/20\)](#)

[Editorial: COVID-19 won't stop the long-term economic impact of public transit \(12/01/20\)](#)

[Only Richmond and Chesterfield County appointees govern GRTC. That could change after upcoming study due this summer \(01/03/21\)](#)

[2020 was the deadliest year for pedestrians in the Richmond region over the last decade \(03/30/21\)](#)

[Regional Transit Planners Looking at Widening Forest Hill Avenue from 47th to Semmes \(04/02/21\)](#)

[Councilperson Kristen Larson Releases Statement on Proposed Widening of Forest Hill Ave \(04/12/21\)](#)

[Update on Forest Hill Widening Proposal from 4th District Councilperson Kristen Larson \(04/14/21\)](#)

[Editorial: Purposeful American Rescue Plan investments can generate long-term growth for Virginia \(05/11/21\)](#)

## **Virtual Meeting Viewership Statistics**

### *RRTPO Policy Board Regular Meetings (13)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	296	15.42	0:22:09	8,975	3.07%

### *RRTPO Executive Committee (25)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	414	53.18	0:06:30	5,391	4.9%

### *RRTPO Technical Advisory Board (16)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	397	175.79	0:20:36	7,802	3.68%

### *RRTPO Community Transportation Advisory Committee (5)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	137	38.98	0:16:02	3,742	2.27%

### *RRTPO Public Transportation Work Group (4)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	165	61.45	0:21:52	2285	3.55%

### *RRTPO Long Range Plan Advisory Committee (4)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	4	0.3437	0:05:09	184	1.63%

*RRTPO Vision Zero Work Group (5)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate
Totals	94	29.81	0:18:49	1,548	3.81%