

L RTP ENGAGEMENT UPDATE




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FY 24-25 LRTP ENGAGEMENTS:

NOVEMBER 2024 - APRIL 2025



Event Status	# Events	# Engaged	
Completed 	31	1422	engage.planrva.org/LRTP Public Events Listed
Scheduled	10		
In Progress	9		
Potential	9		

L RTP Scheduled Engagements

BOOKED

10

Name	Date	Status	Locality Served
Art180 Cycling Through Change: First Friday's Event	2025-04-04	Booked	Richmond
Black Girls Do Bike RVA Kickoff	2025-04-06	Booked	Regional
UU Church Service - Lobby Table	2025-04-06	Booked	Regional
RVA Rapid Transit Riders & Advocates Dinner	2025-04-08	Booked	Richmond
Henrico Job Fair - Libbie Mill Library	2025-04-08	Booked	Henrico
Chickahominy Indian Tribe - Eastern Division Tribal Meeting	2025-04-12	Booked	New Kent
Ashland Community Ambassadors Group (Quarterly)	2025-04-17	Booked	Ashland
9th District Community Meeting	2025-04-17	Booked	Richmond
Cultural Roots Homeschooling Collective	2025-05-09	Booked	Regional
Goochland Baptist Church (return)	2025-11-12	Booked	Goochland

In Progress

9

Name	Date	Status	Locality Served
OAR Presentation	2025-04-16	In Progress	Regional
Powhatan Earth Day	2025-04-25	In Progress	Powhatan
Studio Two Three	2025-04-26	In Progress	Regional
Blue Sky Fund/Boys & Girls Clubs	2025-05-03	In Progress	Regional
Goochland Day 2025	2025-05-17	In Progress	Goochland
TRIAD New Kent- Seniors & Sheriff's Office	2025-06-18	In Progress	New Kent
Diversity Richmond/Iridian Gallery	TBD	In Progress	Regional
Charles City Market 5 opening	TBD	In Progress	Charles City
SPAN Center Friendship Cafes	TBD	In Progress	Regional

Project timeline



Visioning

What matters most for the future of the region?

October 2024-May 2025

Presenting opportunities for the public to help shape strategic goals and objectives of the plan.



Identifying Needs

What are the transportation issues to address?

October 2024-May 2025

Engaging the public to identify needs in the Richmond region with a special emphasis on equity.



Universe of Projects

What are the possible solutions?

November 2025

Here's what we heard about your vision and needs and here are possible regional solutions. Formal public comment on the Universe of Projects.



Prioritizing Investments

How can we realistically get there?

January 2026-May 2026

Inviting the public to weigh in on costs, investment scenarios, impacts and indicate preferences.



Plan Impact

How does impact data affect perception of the plan?

June 2026

Presenting the expected impact (air quality, equity) of proposed projects with goal to learn what considerations the public desires in future approaches and design.



Presenting the Plan

How does the public feel about the way forward?

June 2026-August 2026

Returning to the public to share the final plan and highlighting the ways their input is reflected in the proposed vision for the future of transportation in the region. Final formal public comment period.



Plan Adoption

Plan goes to Board for approval.

September/October 2026

L RTP ENGAGEMENT METHODOLOGY

- Broad and Targeted Approach
- Lower barriers and build the engagement infrastructure
- Grow “The 45”

GOAL: *To ensure that all residents have an opportunity to help shape the region's future.*

Strategic Pillars:



We prioritize three primary strategies:

1. Identifying and engaging **underrepresented & limited access groups;**
2. Conducting targeted in-person outreach with **personalized** engagement opportunities;
3. Developing **accessible, audience-specific** messaging.

1. Identifying and engaging underrepresented and limited access groups



- Importance of reaching individuals and communities who may face barriers to traditional engagement methods.
- To effectively connect with and build trust with these groups, we are actively collaborating with organizations that serve them and with groups led by the stakeholders.

2. Targeted In-Person Engagement with Personalized Engagement Opportunities

Face-to-face interaction is crucial for building trust and fostering meaningful dialogue.



- Hosting **segment-specific** public events (*Transportation Town Hall for the Deaf*).
- Conducting **workshops** to gather in-depth feedback (*youth field trip by Cultural Roots Homeschool Cooperative*).
- Seeking **existing gatherings** to maximize reach, (*SAARA Community Resource Fair-adults in recovery/program providers*).

continued...

2. Targeted In-Person Engagement with Personalized Engagement Opportunities:



continued:

- Developing **personalized** engagements, *such as a map and sticker activity.*
- Reaching **broad groups of significant size:**
 - attending community events where diverse groups gather, *including locality festivals, sporting events, and neighborhood meetings.*

3. Accessible and Audience-Specific Messaging



Including:

- Using a variety of communication channels.
- Creating visually engaging materials in a variety of formats.
- Translating materials into multiple languages as needed.
- Highlighting direct benefits of participation, emphasizing how resident input helps to shape regional decisions.

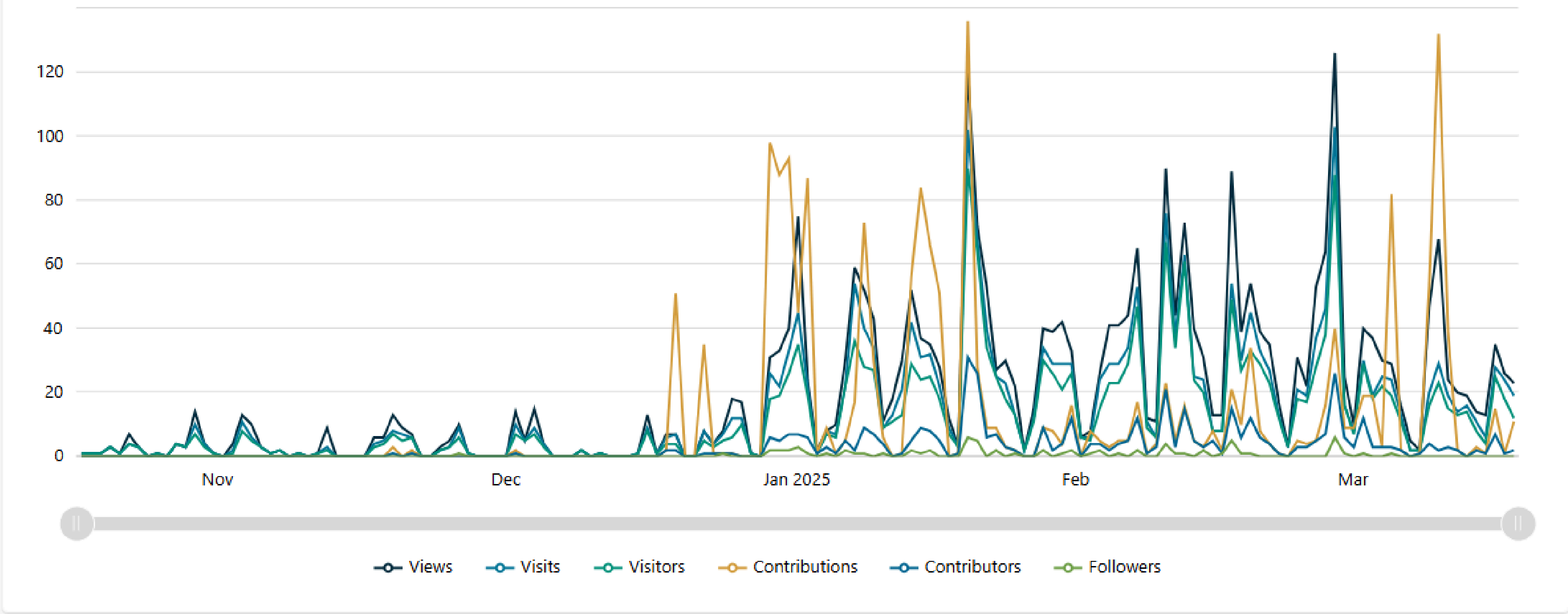
Overview

engage.planrva.org/LRTP

Performance Summary



3,016 Views	2,309 Visits	1,390 Visitors	1,793 Contributions	372 Contributors	70 Followers
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Transportation 2050 (LRTP)

Updating the long-range transportation plan for the Richmond region

✓ Following



Home / Transportation 2050 (LRTP)

Survey

Issue Map

Overview

FAQs

Definitions

Toolkit

Transportation Exp

Open

Answer a few basic tra

1. What is most important to you in

Drag your choices to the right so that
number your choices.

Congestion/Predictability (can pl
without...)



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47.5% Engagement Rate
Standard: 2-12%

(source: Social Pinpoint Team)

Participation

Contributions by Activity

	Activity	Contributions	%
	Social Map	1,261	70.33%
	Form	529	29.5%