

Public Engagement Annual Report

Fiscal Year 2022



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. Engagement efforts largely shifted online after the initial emergency declaration in March of 2020, significantly altering the RRTPO approach to public participation. While some meetings have shifted back to in person since the expiration of the statewide emergency in June of 2021, the RRTPO has continued to host many committee meetings virtually under a local emergency declaration in the City of Richmond. 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 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.

What do we Measure?	What is Success?	This Year	Last Year
Policy Board Average ¹ Attendance	Increasing	89.8	22.7
Technical Advisory Committee (TAC) Average Attendance	Increasing	31.0	24.8
Citizen Transportation Advisory Committee (CTAC) Average Attendance	Increasing	21.2	27.4
Email Subscribers	Increasing	289 ²	524
Attendance at Public Workshops ³	Increasing	N/A	0
Request for Translation or Interpretation Service	Increasing	0 ⁴	1
Number of public comments received on proposed plans and regional issues	Increasing	366	1,882
New Project Selection/Funding	Increasing	0	2
TIP Adoption	Increasing	N/A	N/A
TIP Amendments	Increasing	2	2
L RTP Development	Increasing	33 ⁵	1,878
L RTP Amendments	Increasing	2	0
UPWP	Increasing	0	0

¹ Average attendance estimated based on YouTube viewership as in person attendance continues to be limited. In future years, this field will include in person and virtual attendance.

² Interested Party list updated and cleaned in FY22 to remove old contacts.

³ Engagement opportunities were severely restricted by the COVID-19 pandemic and public health guidelines and were limited to virtual meetings in FY21. FY22 events were not adequately tracked to provide accurate figures; standardized attendance sheets are being implemented to capture demographic information.

⁴ As part of our updated Title VI plan, PlanRVA/RRTPO has taken to proactively translating key sections of major documents and informational materials.

⁵ L RTP development comments were limited to the final review period prior to adoption in early October 2021.

Other Plans	Increasing	329 ⁶	0
Meetings Held in Underserved Communities	Equal to share of population	3	0
Meetings Held with Hard to Engage Groups	Equal to share of population	7	0

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	29	10
Media attendance at public meetings	Increasing	N/A	1 ⁷
Local radio/podcast spots	Increasing	2	0
Social media clicks, impressions, shares and mentions	Increasing	---	---
Average impressions	Increasing	257	486
Average clicks/shares	Increasing	14	30
Mentions	Increasing	12	0
Clicks on digital banners ⁸	Increasing	N/A	N/A
Open rate for email notices for public meetings ⁹	Increasing	N/A	N/A
Number of people engaged at regional events ¹⁰	Steady to Increasing	N/A	0

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	No	Yes

⁶ BikePed RVA 2045 formal review and outreach in March and April 2022, Draft conformity report (July 2021)

⁷ In person media attendance was only possible at one meeting in FY21. Virtual attendance statistics do not provide details regarding each attendee; attendance at other meetings could not be determined.

⁸ Tracking for banner clicks has not yet been implemented.

⁹ Email tracking has not yet been implemented for all RRTPO notices but is being implemented currently via MailChimp. Additional information will be available will be available for the FY23 report.

¹⁰ Engagement in person was severely restricted by the COVID-19 pandemic and public health guidelines in FY21. FY22 events were not adequately tracked to provide accurate figures; standardized tracking sheets are being implemented to capture interactions at events.

On-time review and update of plan	Plan reviewed and updated 2 years before LRTP adoption	N/A	N/A
Number of comments or feedback received regarding public engagement efforts	Increasing	0	0
Changes implemented	---	0	0 ¹¹

¹¹ 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), the Central Virginia Transportation Authority (CVTA), or ConnectRVA 2045, the metropolitan transportation plan (MTP).

FY 2021

["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)

FY 2022

[More than 80% of a 20-year Richmond region transportation plan is dedicated for highway projects. Some want that changed.](#) (07/16/21)

[Tax dollars at work](#) (08/12/22)

[Forum shines light on transportation issues in the region](#) (11/10/21)

[Transit authority primed to earmark \\$108M for 43-mile Fall Line trail](#) (11/16/21)

[\\$113 million committed to new Fall Line Trail, other projects](#) (12/04/21)

[Funding to build \\$300M Fall Line trail picks up pace with \\$104M allocation](#) (12/06/21)

[Fall Line trail project receives over \\$100 million in regional tax revenues](#) (12/08/21)

[PlanRVA seeks feedback about bike, pedestrian plan](#) (02/11/22)

[GRTC lands state grant to study zero-fare impacts](#) (12/22/21)

[Editorial: Virginia is ready to hire but I-64's not ready for more traffic](#) (03/07/22)

[GRTC to study options for bus rapid transit in Chesterfield](#) (03/09/22)

[How many Virginians with disabilities lack reliable transportation? Right now, we don't know.](#) (03/18/22)

[Once hostile to transit, Richmond's surrounding counties are now expanding bus service](#) (03/24/22)

[Henrico County representatives come aboard the GRTC board of directors](#) (03/31/22)

[Traffic Alert! Broad Street improvement project will take more than a year to complete](#) (04/06/22)

[Fairfield District meeting April 18 to address MHDS services, regional bike and pedestrian plan](#) (04/13/22)

[What Central Virginia will buy with \\$276 million in infrastructure funding](#) (04/15/22)

[Mayo Bridge rehab, Fall Line Trail development among 30 projects in proposed \\$276.4M regional transportation budget proposal](#) (04/18/22)

[Regional leaders seek public comment on \\$276.4 million in transportation investments](#) (04/18/22)

[April 19, 2022 A1 Minute – Central VA Transportation Authority funds 30 projects; Eight concerts at Chesterfield After Hours series; VCU plans to grow enrollment](#) (04/19/22)

[CVTA seeks public input about proposed regional transportation projects](#) (04/20/22)

[End of the road for free rides on GRTC?](#) (04/21/22)

[Speak out on transportation funding](#) (04/28/22)

[PlanRVA relocating to Manchester](#) (05/03/22)

[New trail connects Chesterfield residents to Stratton Park](#) (05/03/22)

[Regional authority challenged to help close the gap and widen I-64 in New Kent](#) (05/04/22)

[Local Leaders adopt BikePedRVA 2045 plan, calling for additional 770 miles of bike and pedestrian infrastructure](#) (05/25/22)

[First millions trickle in for Powhite Parkway extension](#) (05/27/22)

[Where should Richmond invest in bike lanes? Share your ideas.](#) (06/14/22)

Virtual Meeting Viewership Statistics

RRTPO Policy Board Regular meeting (9 meetings)

	Views (Average)	Watch Time (hours)	Avg. Watch Time (hours)	Impressions	Click Through Rate
Totals	89.8	283.2	0.35	551	10.0

RRTPO Executive Committee (9 meetings)

	Views (Average)	Watch Time (hours)	Avg. Watch Time (hours)	Impressions	Click Through Rate
Totals	31.1	41.2	0.15	279.6	8.2

RRTPO Technical Advisory Board (13 meetings)

	Views (Average)	Watch Time (hours)	Avg. Watch Time (hours)	Impressions	Click Through Rate
Totals	31.0	119.7	0.30	348.2	5.4

RRTPO Long Range Plan Advisory Committee (2 meetings)

	Views (Average)	Watch Time (hours)	Avg. Watch Time (hours)	Impressions	Click Through Rate
Totals	35.5	16.1	0.23	456	4.19

RRTPO Vision Zero Work Group (3 meetings)

	Views (Average)	Watch Time (hours)	Avg. Watch Time (hours)	Impressions	Click Through Rate
Totals	24.7	21.8	0.29	257.3	5.1

RRTPO Community Transportation Advisory Committee (5 meetings)

	Views (Average)	Watch Time (hours)	Avg. Watch Time (hours)	Impressions	Click Through Rate
Totals	21.2	38.6	0.36	335.4	4.0

Social Media Statistics

Facebook: (32 posts)

	Reach	Likes	Shares	Clicks	Comments	Mentions
Totals	280	135	35	64	12	3

LinkedIn (14 Posts): Jan 1- June 30, 2022

	Impressions	Clicks	Mentions
Totals	2996	101	4

Twitter: (7 posts)

	Impressions	Retweets	Engagement	Mentions
Totals	10,348	34	362	5