



Richmond Regional  
**Transportation  
Planning  
Organization**

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**PlanRVA**  
Where the region comes  
together to look ahead.



# **PUBLIC ENGAGEMENT ANNUAL REPORT**

## **FY 2023**



## ACKNOWLEDGEMENTS

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.

## NONDISCRIMINATION

RRTPO and PlanRVA fully comply with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. The RRTPO and PlanRVA will strive to provide reasonable accommodations and services for persons who require special assistance to participate in this public involvement opportunity. For more information on meeting accessibility, or to obtain a Title VI Complaint Form, see [PlanRVA.org](http://PlanRVA.org) or call the Title VI Coordinator at (804) 3232033.

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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 Attendance	Increasing	51	89
Technical Advisory Committee (TAC) Average Attendance	Increasing	20.4	31
Citizen Transportation Advisory Committee (CTAC) Average Attendance	Increasing	17	21
Email Subscribers	Increasing	226	289
Attendance at Public Workshops	Increasing	37	N/A
Request for Translation or Interpretation Service	Increasing	0	0
Number of public comments received on proposed plans and regional issues	Increasing	1855	366
New Project Selection/Funding	Increasing	0	0
TIP Adoption	Increasing	3	N/A
TIP Amendments	Increasing	0	2
L RTP Development	Increasing	N/A	33
UPWP	Increasing	0	0
Other Plans	Increasing	1852	329
Meetings Held in Underserved Communities	Equal to share of population	4	3
Meetings Held with Hard to Engage Groups	Equal to share of population	5	7



## 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	15	29
Media attendance at public meetings	Increasing	N/A	N/A
Local radio/podcast spots	Increasing	3	2
Social media clicks, impressions, shares and mentions	Increasing	---	---
Average impressions	Increasing	614	257
Average clicks/shares	Increasing	10	14
Mentions	Increasing	6	14
Clicks on digital banner	Increasing	N/A	N/A
Open rate for email notices for public meetings	Increasing	N/A	N/A
Number of people engaged at regional events	Steady to Increasing	N/A	N/A

## 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	No
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



## **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).

### **FY 22**

Tax dollars at work (08/12/22)

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

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 busservice (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)



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### **FY 23**

PlanRVA recommends Pulse line extension into Henrico- 6/23  
Regional planners recommend extending Pulse to Parham- 6/23  
Transportation planners prepare for unexpected developments- 4/23  
PlanRVA Launches public history project for Ashland Trolley Line= 2/23  
GRTC, PlanRVA seek input for possible Pulse extension on West Broad- 12/22  
Richmond plans first extension of its Pulse bus rapid transit - 12/22  
Ears to the Road-6/23  
By Train to the Center of the Universe -3/23  
Big Transportation Plans for Richmond Area Need Big Money-6/23  
PlanRVA Day on June 1st offers host of free learning opportunities-5/23  
Free walking tour highlights Ashland Trolley Line on April 29th-4/23  
Richmond plans first extension of its Pulse bus rapid transit-12/22  
Thornton, Nelson to lead Henrico Board of Supervisors in 2023-1/23  
Chesterfield plans slate of pedestrian-focused infrastructure-5/23  
\$1.765 million project to retime traffic lights taking place in Richmond -3/23



## Virtual Meeting Viewership Statistics

### *RRTPO Policy Board Regular Meetings (9)*

	Views (average)	Watch Time (Average Hours)	Avg. Watch Time (Hours)	Impressions (Total)	Click Through Rate %
Totals	51	19	22	6548	4.7%

### *RRTPO Executive Committee (8)*

	Views (average)	Watch Time (Average e Hours)	Avg. Watch Time (Hours)	Impressions (Total)	Click Through Rate %
Totals	23	3	8	3506	2.41%

### *RRTPO Technical Advisory Board (10)*

	Views (average)	Watch Time (Average Hours)	Avg. Watch Time (Hours)	Impressions (Total)	Click Through Rate %
Totals	20.4	6.54	13.7	3155	4.391%



*RRTPO Community Transportation Advisory Committee (6)*

	Views (average)	Watch Time (Average Hours)	Avg. Watch Time (Hours)	Impressions (Total)	Click Through Rate %
Totals	17	3	28	3101	1.5%

*RRTPO Public Transportation Work Group (4)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate %
Totals	0	0	0	0	0

*RRTPO Long Range Plan Advisory Committee (4)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate %
Totals	0	0	0	0	0

*RRTPO Vision Zero Work Group (5)*

	Views	Watch Time (Hours)	Avg. Watch Time (Hours)	Impressions	Click Through Rate %
Totals	0	0	0	0	0



## **Social Media Statistics**

*Facebook: 38 posts*

RRTPO	Reach	Likes	Shares
Totals	16572	191	71

*LinkedIn: 21 posts*

RRTPO	Impressions	Clicks	Mentions
Totals	6586	346	2

*Twitter: 1 post*

RRTPO	Impressions	Retweets	Engagement	Mentions
Totals	196	0	8	1