

# Public Engagement Plan Annual Update

Fiscal Year 2024



**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**

The Public Engagement Plan for the Richmond Regional Transportation Planning Organization (RRTPO) aims to outline how, at a broad level, the RRTPO will plan to engage the community to

- 1) better understand the RRTPO's role in the region
- 2) see themselves reflected in the plans and participate in public engagement for transportation initiatives
- 3) better shape the region's shared future

The Public Engagement Plan is a living document, in which the RRTPO strives to update and improve upon. It will have an annual update to the progress yearly at the end of the fiscal year.

## **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>This Year</b>
Attendance at RRTPO committees	30-50
Website Visits	unable to capture
Subscribers to Email Digest	430
Presence at Public Workshops / Events	31
Number of public comments received on proposed plans and regional issues	1624
Meetings Held in Underserved Communities	6
Meetings Held with Hard-to-Engage Groups	12

### **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.

<b>What do we Measure?</b>	<b>This Year</b>
Mentions in newspapers, or magazines, online or in print	46
Social media clicks, impressions, shares and mentions	See Appendix A
Number of people engaged at regional events	1325

### **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.

<b>What do we Measure?</b>	<b>This Year</b>
On-time publication of annual report	yes
On-time review and update of plan	yes
Number of comments or feedback received regarding public engagement efforts	5
Changes implemented	None at this time

## **Selected Media Mentions**

Media mentions can include any reference to PlanRVA’s overall work, the Richmond Regional Transportation Planning Organization (RRTPO), or the Central Virginia Transportation Authority (CVTA),

### **FY 2024**

4/23/2024	Richmond Times-Dispatch	<a href="#">Executive Director of the Central Virginia Transportation Authority Chet Parsons talks about the Fall Line Trail</a>	CVTA Fall Line Trail
3/19/2024	Good Morning RVA	<a href="#">Good morning, RVA: Richmond Connects, another transportation plan, and bamboo</a>	Transportation Forum
3/18/2024	VPM	<a href="#">PlanRVA’s regional forum lays groundwork for 2050</a>	Transportation Forum
2/8/2024	WRVA (News Radio)	<a href="#">Central Va. Transportation Authority Accepting Public Comments on Proposed Projects</a>	CVTA Public Comment

1/26/2024	RIC Today	<a href="#">PlanRVA gets \$1 million for pollution reduction efforts</a>	CPRG Grant
12/6/2023	Richmond Times-Dispatch	<a href="#">Work set on two Richmond-area traffic bottlenecks: Route 288 and Staples Mill</a>	CVTA constructing new lanes
12/6/2023	Richmond Times-Dispatch (print)	<a href="#">Letter: Remembering New Kent supervisor</a>	New Kent Supervisor

10/24/202	Richmond Magazine	<a href="#">Hitting the Road</a>	CVTA elects president
9/20/2023	RVA Hub	<a href="#">Key part of Fall Line Trail construction set to begin in October</a>	Fall Line Construction
7/27/2023	VPM	<a href="#">Hanover, Henrico discuss road and infrastructure needs</a>	Road and Infrastructure needs

## **Appendix A: Social Media Statistics**

### **Facebook (@planrva)**

	Reach	Content Interactions	Followers	Page Visits
Totals	35.5K	1.1K	822	2.8K

**LinkedIn (@planrva)**

	Impressions	Reactions	Comments	Page Views	Reposts
Totals	57K	1832	48	301	60

**Instagram (@planrva)** Launched in November 2023, began regular posting in January 2024.

	Reach	Content Interactions	Followers	Page Visits
Totals	19.3K	647	377	1K

Reach and impressions are a better gauge of overall reach since most folks aren't visiting the page itself to see content—it shows up in their feed.