Public Engagement Plan Annual Update

Fiscal Year 2025

Richmond Regional Transportation Planning Organization

POWERED BY PlanRVA

ACKNOWLEDGMENTS

This report was prepared by PlanRVA staff through a cooperative process on behalf of the Richmond Regional Transportation Planning Organization (RRTPO), powered by PlanRVA. 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 Federal Highway Administration, Federal Transit Administration, the Virginia Department of Transportation, or the Virginia Department of Rail and Public Transit.

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Introduction

The Public Engagement Plan for the Richmond Regional Transportation Planning Organization (RRTPO), powered by PlanRVA, 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. An annual update of progress measures will be published at the end of each fiscal year. The annual update includes data across all PlanRVA, as the agency's plans, programs, and engagement are interconnected and in support of the Region's Strategic Plan.

In FY 2025, PlanRVA invested in two tools necessary for managing engagement and communication channels: Social Pinpoint, a platform that powers the engagement site (engage.planrva.org) and Hootsuite, a social media management platform for channel posting and analytics. Social media platforms include Facebook, LinkedIn, and Instagram.

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?	This year
Public comment at RRTPO meetings	0
Website visits (engage.planrva.org)	5771
Contributions to surveys or input tools	5078
Subscribers to Email Newsletter	643
Number of Public Workshops / Events (attendance at)	183
Number of public comments received on proposed plans and regional issues*	2
Meetings Held in Underserved Communities	40
Meetings Held with Hard-to-Engage Groups	31

* Not a lot of required open comment periods existed/were needed in this timeframe—input was better directed to action items on engagement platform.

Goal 2 - Informing and Educating the Public

Inform and educate the public so they can purposefully engage and provide feedback on the transportation planning process.

What do we measure?	This year
Media mentions in newspapers, magazines, online, or in print	23 See Appendix A
Analytics for social media engagement: clicks, impressions, mentions, etc.	See Appendix B
Number of people engaged at regional events	5028

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?	This year
On-time publication of annual report	yes
On-time review and update of plan	yes
Number of comments received on PEP publication	n/a: not a publication year
Changes implemented	Added data from new engagement platform

Appendix A: 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). Here is a selection.

Date	Publication	Topic
8/1/2024	National Association of Development Organizations	Wins 3 Aliceann Wohlbruck Impact Awards
9/28/2024	Richmond BizSense	Development Tracker
11/11/2024	Style Weekly	Flooding
3/14/2025	Reddit	Near Miss Dashboard
4/25/2025	Richmond BizSense	Smart Scale Funding
6/2/2025	National Association of Development Organizations	Excellence in Regional Transportation Award for Rural Transportation Analysis
6/6/2025	12 On Your Side	Heat Mitigation

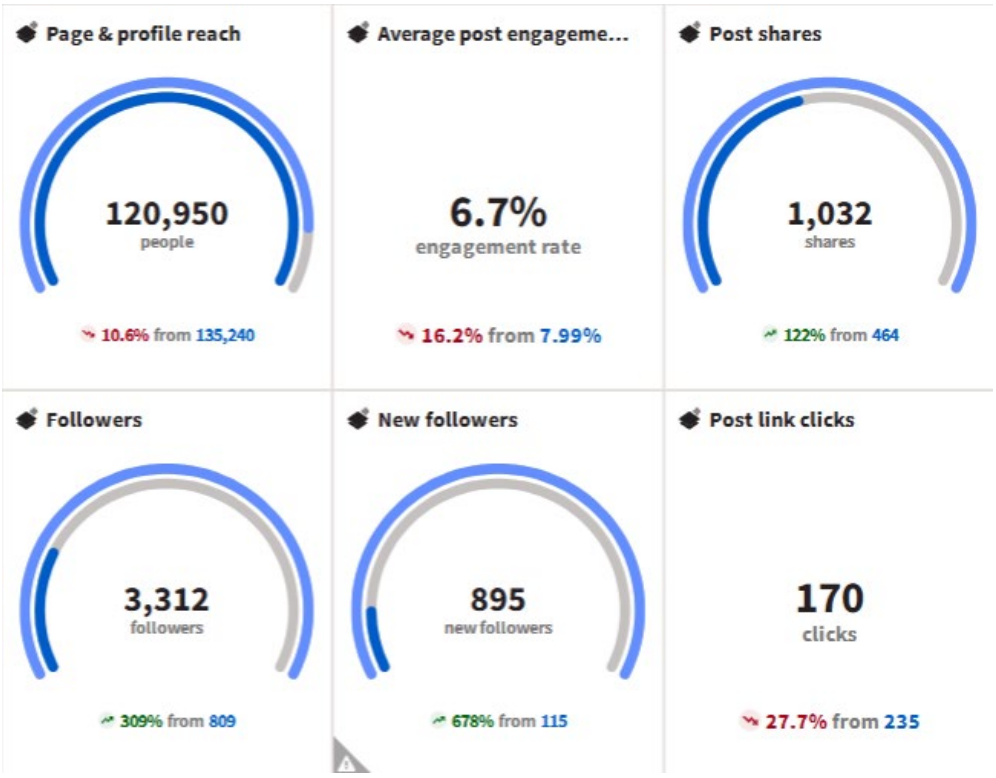
Appendix B: Social Media Statistics

Summary Engagement Data Across Platforms

Overall performance showed gains in some areas and declines in others, as seen in the table. This summative data represents performance across three social media platforms: Facebook, LinkedIn and Instagram.

FY 2025	Reach	Engagement Rate	Total Posts	Shares	Followers	New Followers	Link clicks
Overall Performance	120,950	6.69%	1,111	1032	3,312	895	170
Percent change from previous year	**-10.6%**	**-16.2%**	**+301%**	**+122%**	**+309%**	**+678%**	**-27.7%**

Here, the term “reach” refers to the number of unique individuals who see posted content on a social media platform.



Source: Hootsuite

YouTube hosts agency board and committee meeting recordings. Metrics are distinct to the channel, and it is not utilized by the agency in the same way as the other social platforms.

FY 2025	Site Views	Videos Posted	Watch Time (hours)	Click Rate %	Impressions	Subscribers
YouTube	10,256	108	1,735.5	1.5%	160,419	40
Percent change from previous year	**+86.4%**	**-12.2%**	**+75.6%**	**-25%**	**+29.8%**	**+48.1%**

Data by specific platform is shown below, allowing for a clearer picture of performance across measures that vary depending on the tool and user habits.

Engagement Data by Platform

FY 2025	Reach	Engagement Rate	Total Posts	Shares	Followers	New Followers	Link Clicks
Facebook	36,460	6.55%	248	288	910	122	170
LinkedIn	40,832	8.80%	236	293	1,602	333	N/A
Instagram	43,656	5.95%	627	451	800	440	N/A

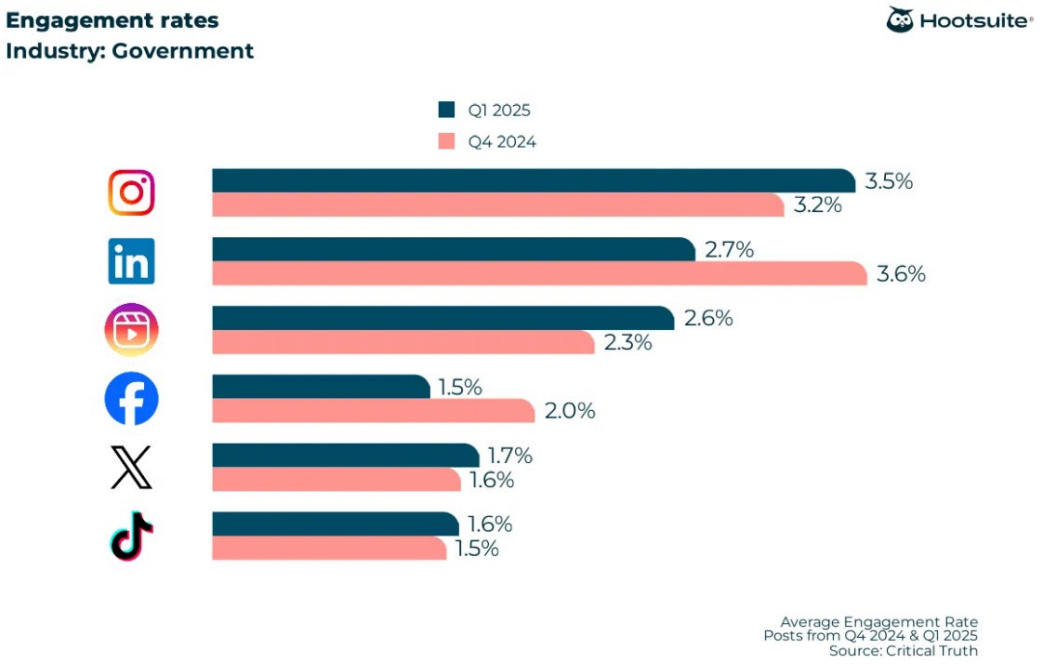
While the year's social posts reached fewer overall numbers of individual consumers than the previous year, the addition of 895 new followers increased the number of stakeholders invested in regularly receiving updates as a choice. The volume of posts also increased over 300 percent, which can affect overall engagement rates, as there is more for the public to interact with.

The largest gain in new followers was seen on Instagram (+55%), while LinkedIn continues to have the largest number of followers, just over twice the number of Instagram. Reach is lowest on Facebook, which also saw the lowest number of new followers. This data is not surprising, according to industry analytic reports of engagement by platform for the same fiscal year.

Engagement rates by platform vary, impacted by type of industry, post type (video, photo, graphic), and paid advertising versus organic marketing strategies in use. According to Hootsuite, the following engagement rates have been identified for the government sector in FY25 Q1 period:

Government

- Average Instagram engagement rate: 3.5%
- Average LinkedIn engagement rate: 2.7%
- Average Facebook engagement rate: 1.5%



Overall and across platforms, **PlanRVA's social media** public engagement (likes, clicks, comments, reshares) **was higher than the industry average.**

It is important to note that the FY25 gains were made by organic marketing methods, rather than paid advertising campaigns. That kind of financial investment may expand our overall or targeted reach in zip codes and regional communities we are not currently connected to.