



Public Engagement Plan Annual Update
Fiscal Year 2026 (July 1, 2025 - June 30, 2026)

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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. This 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.

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?	Fiscal Year 2026
Public comment at RRTPO meetings	5
Engagement website views (engage.planrva.org)	22,165
Contributions to surveys or input tools	2608
Subscribers to Email Newsletter	775
Number of Public Workshops / Events (attendance at)	189
Number of public comments received on proposed plans and regional issues*	n/a
Meetings Held in Underserved Communities	25
Meetings Held with Hard-to-Engage Groups	18

* Now with engagement platform, all public input/comments are directed and received there

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?	Fiscal Year 2026
Media mentions in newspapers, magazines, online, or in print	40 See Appendix A
Analytics for social media engagement : clicks, impressions, mentions, etc.	See Appendix B
Number of people engaged at regional events	4881

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?	Fiscal Year 2026
On-time publication of annual update	yes
On-time review and update of plan	yes
Number of comments received on PEP publication	n/a: not a publication year
Changes implemented	n/a

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
6/2/2026	Axios Richmond	Weaver Awards Spotlight
3/19/2026	Henrico Citizen	Regional symposium and housing data (MVA) tool
3/5/2026	Richmond BizSense	Regional Transit Funding
2/25/2026	RIC Today	Shape RVA's future—safety plan
1/30/2026	WRIC	CVTA Funding Diamond District Gap
9/22/2025	Virginia Mercury	State and regional housing grants support new affordable homes
9/8/2025	Smart Growth America	How Plan RVA is building a foundation for arts and culture work
9/4/2025	The Mechanics of Transportation Podcast	Who do you report a Near Miss to?
7/26/2025	Richmond Times Dispatch	Heat islands in the region
7/11/2025	Social Pinpoint	PlanRVA's Community-Led Rural Transportation Analysis Earns 3 National Excellence Award

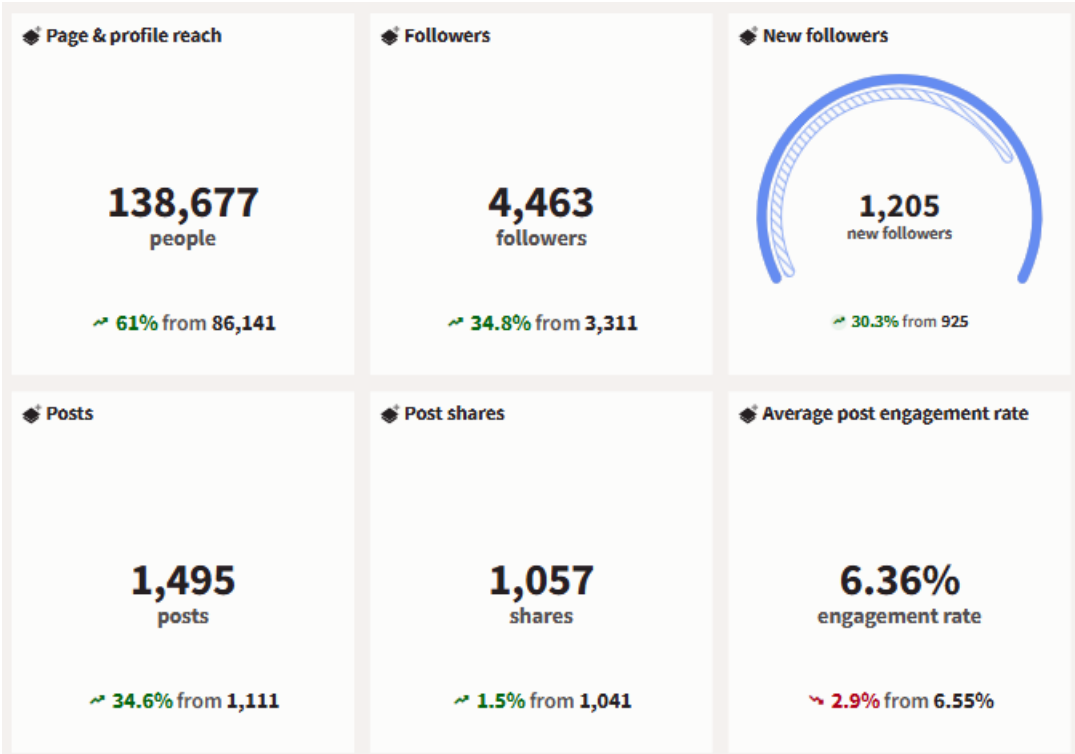
Appendix B: Social Media Statistics

Summary Engagement Data Across Platforms

Overall performance showed sizable year-over-year gains across key metrics, with a small decline in two areas, as shown in the table. This summative data represents performance across three social media platforms: Facebook, LinkedIn, and Instagram.

FY 2026	Reach (# people)	Engagement Rate	Posts	Shares	Followers (Total)	Followers (New)	Link Clicks
Overall Performance	138,677	6.36%	1,495	1,056	4,463	1,205	4,536
Percent change from previous year	+61%	-2.9%	+34.6 %	+1.5%	+34.8%	+30.3%	-8.3%

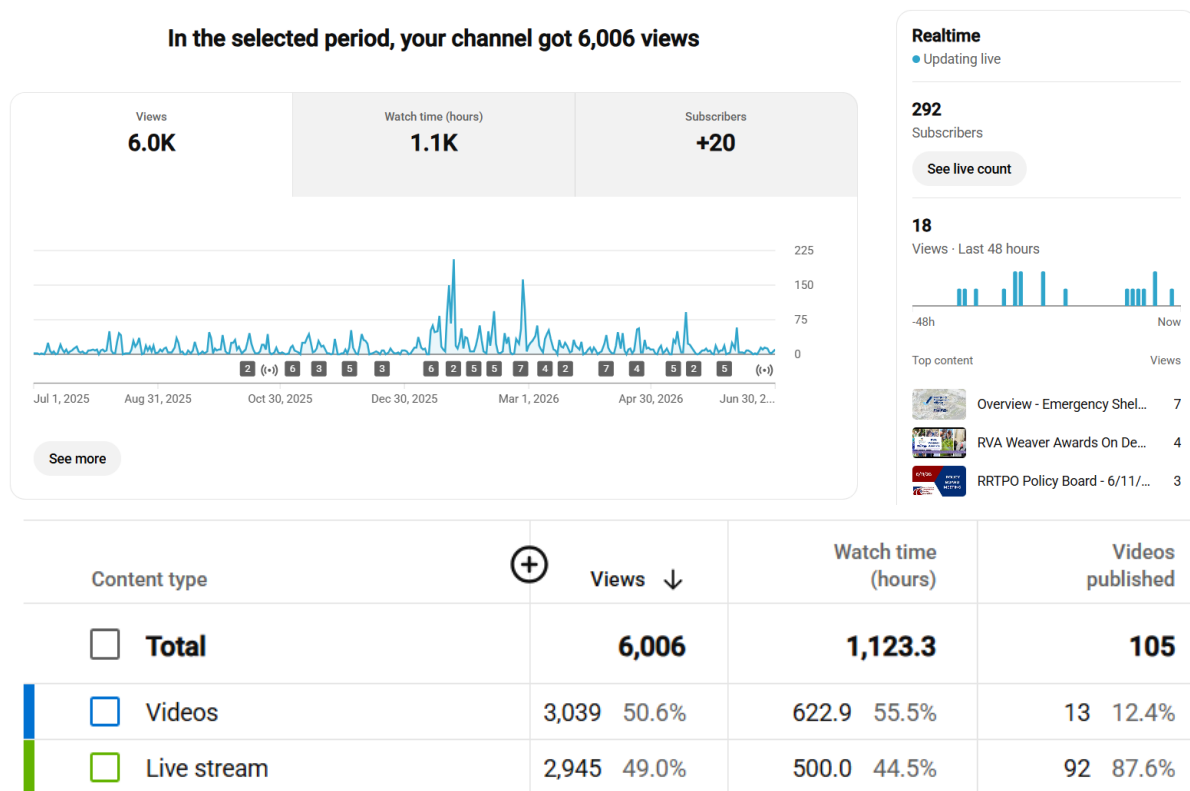
Here, the term “reach” refers to the number of unique individuals who see posted content on a social media platform.



YouTube hosts agency board and committee live stream meeting and the recording archive, alongside special program outreach videos for public consumption. Metrics are distinct to the channel and serve to help measure public access and interest in live and recorded content.

Serving more as a streaming library and access point, the resource is not used for direct call to action by the agency in the same way as the other social platforms.

FY 2026	Videos Posted	Views	Watch Time (hours)	Click Rate	Subscribers (New)	Subscribers (Total)
YouTube	105	6,006	1,123.3	2.3%	+20	292
Percent change from previous year	-2,78%	-41.4%	-35.3%	+53.3	-50%	+7.35%



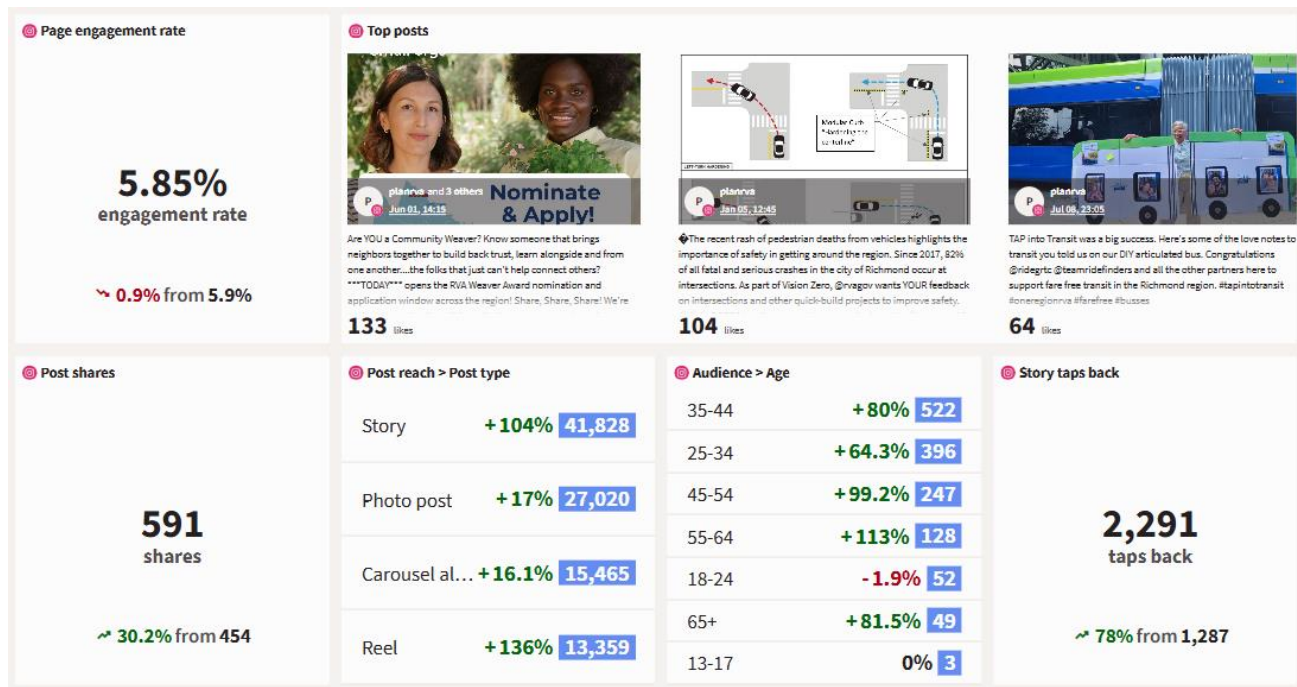
Data by specific platform is shown below, allowing for a clearer picture of performance across measures that vary depending on the tool and user habits.

Engagement Data by Platform

FY 2026	Reach = 138,677	Engagement Rate	All Posts = 1,491	Shares	Followers	New Followers	Link Clicks
Facebook	29,569	5.78%	201	175	1,018	125	118
LinkedIn	42,082	6.93%	203	66	2,043	440	4,348
Instagram	67,026	6.36%	1,091	591	1,402	640	n/a

The combined platform FY26 average engagement rate decreased by 2.9%, notwithstanding a 4.1% gain on Instagram. This platform also saw the largest follower growth (+75.25%) indicating the public's opt-in commitment to ensure they receive content in their feed. The Instagram account also saw the most significant gain (+53.5%) in the number of people reached by posts, increasing to over 67K from the previous year's 43K.

By age demographic are gains across most generational groupings on this site. Here, "Story taps back" indicate how many times viewers tapped the left side of their screen to rewatch previous story content. There was significant growth (+78%) in this kind of user engagement (+104% increase in reach by stories).



LinkedIn continues to have the largest number of followers, who also engage more with content (link clicks).

Though metrics trended lowest on Facebook (people reached, just under 30K), this data represents a remarkable 1,700% increase in reach from the previous year alongside a respectable +12% increase in followers.

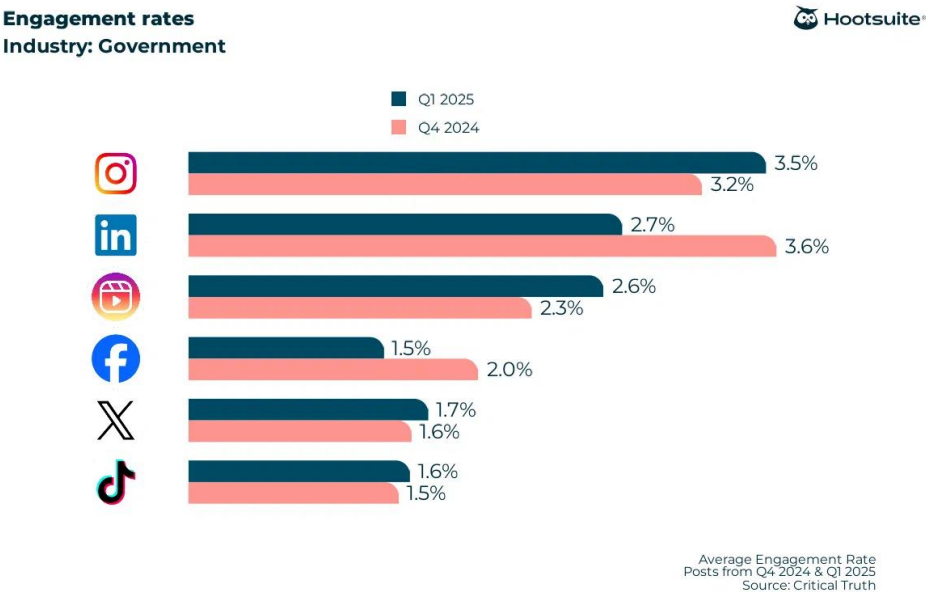
As both engagement activities and content are expanded to reach new audiences, this performance is both encouraging and a reflection of the investment of staff time and talent, use of technical design and scheduling tools, and maintaining a collaborative and consistent presence across multiple public channels.

Industry Benchmarking

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 agency’s analytics tool, the following 2026 engagement rates have been identified for the government sector in FY25 Q1 period, the latest data provided (*published June 17, 2026*).

Overall and across platforms, PlanRVA’s social media **reflects engagement rates** (that in some cases) **more than double** the **industry average**.

Government



- Average Instagram engagement rate: **3.5%** **(PlanRVA = 6.36%)**
- Average LinkedIn engagement rate: **2.7%** **(PlanRVA = 6.93%)**
- Average Facebook engagement rate: **1.5%** **(PlanRVA = 5.78%)**