

# Public Engagement Plan

Richmond Regional TPO

CTAC Meeting

November 21, 2019

# Overview

- Public Participation Plan scheduled to be updated this year in advance of LRTP
- Renamed Public Engagement Plan to emphasize the continuous, on-going nature of public involvement
- New approach to plan drawing from best practices around the country

# Plan Approach

- Provides high-level guidance for all public engagement activity while requiring plan-specific strategy to be developed
- Creates toolkit to provide common starting place for public involvement strategy development
- Consists of broad goals with recommended strategies
- Establishes metrics and reporting requirement to track progress

# Plan Outline

- Introduction to the TPO
- Engagement Philosophy and Legal Framework
- Goals, Strategies, and Metrics
- How can YOU be involved (public comment timelines, meeting schedule, & description of planning products)

# 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.*

# Goal 1: Strategy Areas

1. Public Meetings
2. Engaging Traditionally Underserved Communities
3. Project-specific Engagement Strategies
4. Public Comment

# Goal 1: Success

- Increased attendance at public meetings
- Increased website visits
- Increase in public comments received
- Growing subscriber mailing list
- Increase in requests for translation or interpretive services
- Percentage of meetings held in underserved communities equal to share of population

# Informing and Educating the Public

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



# Goal 2: Strategy Areas

1. Media Engagement
2. Notice of Meetings
3. Engagement in Regional Events
4. Website
5. Visualization and Document Design

# Goal 2: Success

- Increased mentions in local newspapers and magazines
- A working relationship with journalists or reporters
- Increased social media impressions, shares, and mentions
- Steady rate of email opens

# 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.*

# Goal 3: Strategies

- Continue to use metrics to track progress toward plan goals
- Publish an annual report on progress toward plan strategies and metrics
- Review and update this plan at least every five (5) years before developing the public involvement strategy for the Long-Range Transportation Plan
- Maintain openness to public feedback and input on improvements to our engagement process
- Create a fulltime community organizing position within the RRTPO to oversee our engagement efforts

# Goal 3: Success

- Annual report posted to website by end of July each year
- Plan reviewed and updated at least two (2) years before Long-Range Plan adoption
- Increased feedback on how to improve public outreach

# Public Comment Periods

Process	Approval	Amendment	Where to find information?
Long-Range Transportation Plan	30 days	15 days	Newspaper; website; social media
Transportation Improvement Program	30 days	15 days	Newspaper; website; social media
Unified Planning Work Program	15 days	15 days	Website; social media
Regional Funding Decisions	15 days		Website; social media
Public Engagement Plan	45 days	45 days	Website; social media
Other Studies and Plans	15 days		Website; social media

# Engagement Toolkit

	Educate	Promote	Engage
Brainstorming/Visioning			X
Briefings	X		
Charettes	X		X
Conferences	X	X	
Fairs and Events		X	X
Focus Groups			X
Games and Contests	X	X	X
Instant Polling Technology			X
Interactive Kiosks	X	X	X
Key Informant Interviews			X
Mailing/Email Lists	X	X	X
Media Relations/Press Coverage	X	X	
Meeting in a Box			X