

## **2035 Long-Range Transportation Plan Public Outreach Strategy**

An overview of the anticipated public outreach activities associated with the 2035 LRTP update was provided at the September 19, 2011 LRTP Advisory Committee (LRTP-AC) meeting. At that time, it was agreed that a detailed description would be included in the next LRTP-AC agenda. The outlined activities are intended to be the minimum targeted level of engagement; as additional opportunities present themselves during the development of the 2035 LRTP, the activities will be updated and reported to the LRTP-AC.

### **Overview of 3-Phases of Public Outreach**

Outreach for the 2035 LRTP is anticipated in three phases: early input through the Capital Region Collaborative (CRC) “Strawman” and meetings with Board of Supervisors and Councils; invitation for public comment on the list of proposed projects (in advance of conducting project prioritization review/ranking, reviewing project list for financial capacity, and the air quality and environmental justice review); and invitation for public comment on the proposed plan and air quality findings prior to final action by the MPO.

#### **Early Input** *(complete)*

Since May 2010, the CRC “Strawman” has engaged the Richmond Region in over 80 community meetings seeking input on seven focus areas, including transportation. The findings and needs identified through these community listening sessions culminated in a community survey. The results of the comments from the sessions and the survey will be used to guide transportation programming in the 2035 LRTP, as well as the next MPO LRTP.

The second component of early input in the 2035 LRTP included meetings with the elected boards of the nine MPO jurisdictions over a 45-day period beginning in mid-May and concluding at the end of June 2011. During these presentations, the Regional Transportation Priority Projects were presented as well as outlining the schedule and opportunity for local government input in developing the 2035 LRTP list of proposed projects.

### *Public Review of Candidate Projects*

*(October 24 – November 23, 2011)*

While review and ranking of projects is underway by LRTP-AC, the public will be invited to view and comment on the proposed list of candidate projects for the 2035 LRTP. Invitation for public comment will be advertised in regional newspapers, through the RRPDC website, notices to interested parties, and through a scheduled Leadership Metro Richmond (LMR) webcast on November 17, 2011.

### *Public Review of Draft 2035 LRTP and Air Quality Findings*

*(spring/summer 2012)*

The public review of the draft 2035 LRTP will include three planned public meetings each with a public comments component at to-be-determined locations in the Richmond Region. The air quality findings will be considered as an open-comment opportunity with no public meeting planned. Documents will be available at selected community libraries, RideFinders, the Greater Richmond Chamber and the RRPDC offices for review; the documents will also be available for review on the RRPDC website. Invitation for public comment will be advertised in local and regional newspapers, through the RRPDC website, and notices to interested parties.

### *Tools for Public Outreach*

Public engagement will be promoted and encouraged through the following:

- Posting on RRPDC webpage
- RSS feeds to encourage Facebook and Twitter sharing of updates
- Emails to interested parties/direct mail where users have identified that it is the preferred method of contact
- Newspaper advertisements and press releases, including but not limited to the RTD, Richmond Free Press, Mechanicsville Local, Henrico Citizen, Chesterfield Observer, New Kent Gazette

- Radio advertisements including WCVE Day Sponsorship and Davidson Media Group which promotes two Hispanic radio stations
- “Road-shows by Request” – targeted presentations on the LRTP projects and plan to groups as requested such as: Senior Connections, United Way, Resources for Independent Living, NAACP, and Limited English Proficiency/Speaking audiences (such as Hispanic Chamber)
- Regular update presentations at CTAC and EDAC meetings
- Leadership Metro Richmond (LMR) webcast on November 17, 2011 with regional panel (Tom Hawthorne – VDOT, Larry Hagin – GRTC, Barbara Nelson – MPO) and LMR representative and moderator to discuss the 2035 LRTP before a live studio audience. The recorded session will be aired on public TV in Richmond and Charlottesville and posted on the LMR, RRPDC and potentially other websites for viewing.
- Survey Monkey on-line survey for project list and 2035 LRTP