



# Public Participation Plan

# PUBLIC OUTREACH

CERTIFICATION REVIEW 2024

Presented To  
FHWA/FTA



# Public Outreach

Public involvement and engagement are vital to the regional planning process. Not only is it a federally mandated requirement, but it is necessary when planning for a more inclusive and equitable future that aims to encapsulate the needs of 1.8 million people!

Historically disadvantaged communities that have not been intentionally included in planning have encountered generational impacts including access to essential services, economic mobility, and increased risk of environmental pollutants. The HRTPO is committed to making planning accessible and addressing systemic issues of disenfranchisement related to regional planning.



# Public Involvement Goals

01

**Trust**

Build **credibility** and **trust** between HRPDC/HRTPO and those being planned for.

02

**Meaningful**

Facilitate an involvement process that begins **early**, is **accessible**, and **meaningful**.

03

**Collaborative**

Develop **relationships** with local community leaders, groups, and organizations to provide an integrated, environmentally-aware and multimodal approach to planning.

04

**Inclusive**

Provide **timely** and **digestible** information to Hampton Roads community members and those affected by planning efforts.

# Public Involvement Goals

05

**Exceed**

Exceed federal requirements as they pertain to public involvement.

**Beyond just checking the box.**

06

**Transparent**

Facilitate a **transparent**, flexible public involvement process.

07

**Equitable**

**Collaborate** with traditionally underserved populations to understand and consider their needs in planning. Filtering their needs through an environmental justice lens.

08

**Evaluate**

Periodically **evaluate the effectiveness** of the public involvement process to ensure full and open access to all and revise the process as necessary.

# A Closer Look at the Public Involvement Process



A public review period of at least 30 days for full updates to LRTP and TIP.



At least 14 days for updates to TIP project list.

At least 14 days for LRTP and TIP Amendments.

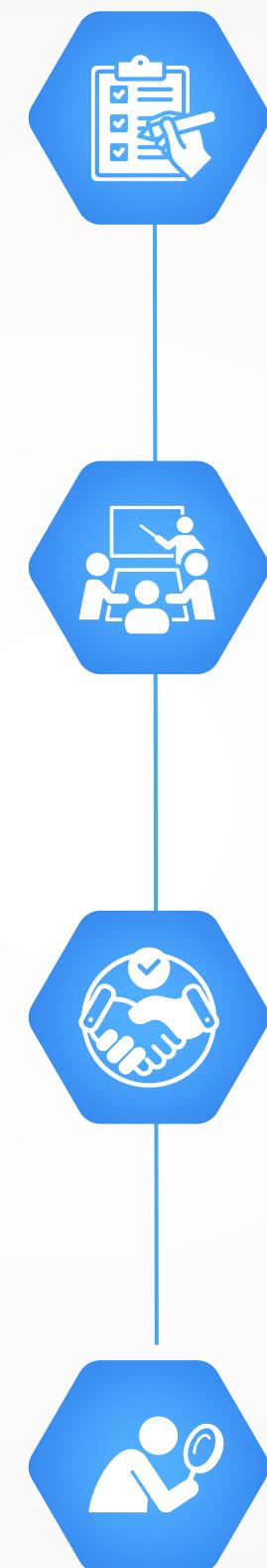
At least 14 days for Regional Conformity Assessment.



At least 14 days for special studies.

At least 45 days for updated PPPs or Title VI/LEP Plans.

# Public Involvement Methods



## Traditional

Public Notices, Newspaper, Surveys, Public Meetings, Board Meetings, Rack Cards, News Media, Community Partnerships, Information Distribution to Public Spaces, Public Information Officers, . . .

## Digital

Social Media (Facebook, YouTube, NextDoor, LinkedIn, Instagram), Livestreaming of Board Meetings, Video recordings, Earned Media (Radio/TV/Podcasting), Website, Civic Alerts, . . .

## In-Person and Community Partners

Partnering with Community Stakeholders, FTAC, CAC, RTAP, HRDB, Public Working Groups, Community Presentations, Regional Connectors Symposium, Cap2Cap, Pride in the 'Peake, VA EJ Council, Transit Advocacy Day, . . .

## On the Horizon

Virtual and immersive engagement opportunities like the LRTP Metaverse

# Outreach



Transit Advocacy Day



CAC American Theatre



Pride in the 'Peake



WTS DEI Panel



Cap 2 Cap



CAC Ryan Resilience Lab



Rural Outreach



CAC Attucks Theatre



CAC Meet Planning Staff

# Outreach



Transit Advocacy Day



RCS Outreach



Young Professionals



WTS & LRTP



LRTP Board Session



Young Professionals



RTAP



Farmer's Market Outreach



Transit Advocacy Richmond

# A Look At the Website

From this...



the heartbeat of **HAMPTON ROADS TPO**  
TRANSPORTATION PLANNING ORGANIZATION

Agendas and Minutes   File Library

Home   About Us   Reports & Data   Newsroom   Public Involvement   Meetings   Contact Us

Welcome to the Hampton Roads Transportation Planning Organization

**HRPDC/HRTPO Title VI & Limited English Proficiency (LEP) Plan**

**APPROVED**

Board Approves HRPDC/HRTPO Title VI & LEP Plan

2024 REGIONAL LEGISLATIVE AGENDA   APPROVED

Resources

- Meetings and Agendas
- Member Jurisdictions
- Long-Range Transportation Planning
- Title VI/Environmental Justice Methodology Tool
- Transportation Improvement Program
- Transportation Planning
- Operations & ITS
- Funding
- Reports & Data
- Unified Planning Work Program
- Regional Transit Advisory Panel (RTAP)
- RTAP Q&A
- Public Notices
- Public Information

Latest News

State of Transportation in Hampton Roads Report Released  
February 7, 2024 - Keith Nichols, Principal Transportation Engineer

HRTPO Board Approves CMAQ and RSTP Program Allocations  
February 7, 2024 - Jeffrey K. Raliski, AICP

Project Spotlight: Improvements to Ironbound Road-Three Phases  
January 9, 2024 - Kathlene Grauberger, Transportation Planner II

[View All News](#)

Upcoming Meetings

TTAC  
March 6, 2024 - 9:30 AM to 11:30 AM

CAOs  
March 6, 2024 - 11:30 AM to 1:30 PM

HRTPO Board  
March 21, 2024 - 10:30 AM to 12:00 PM

[View Our Calendar](#)

Get Engaged

[HRTPO on YouTube](#)

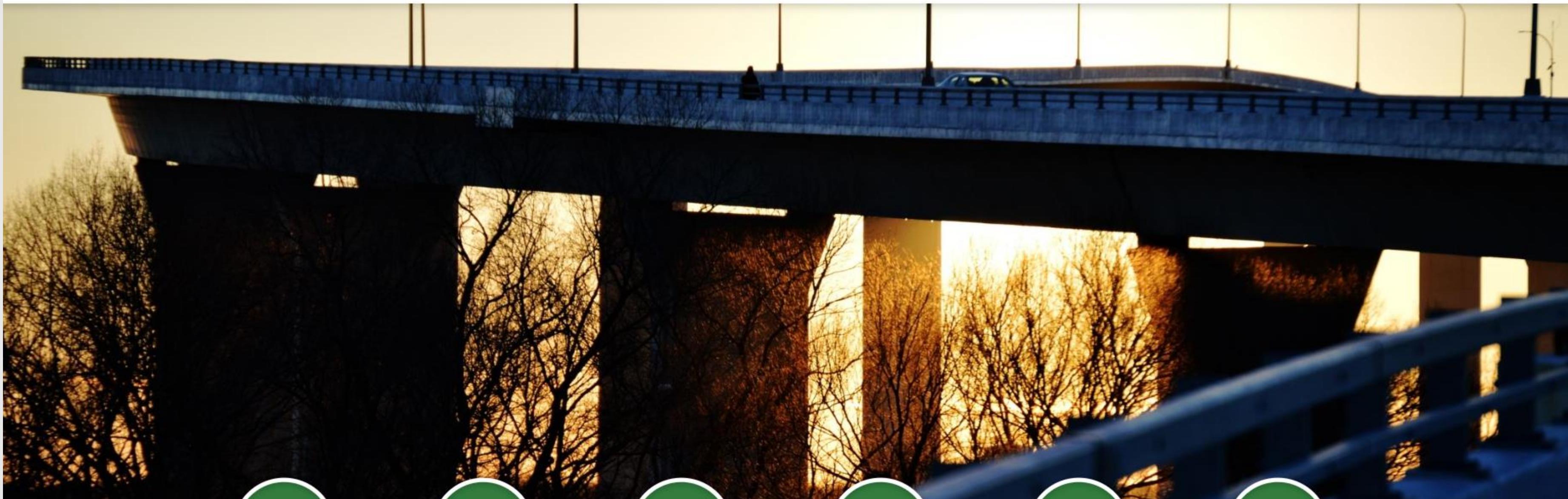
[HRTPO on Facebook](#)

Public Comment Opportunities

Stay Informed

[Join our Email List](#)

# To this...

[ABOUT HRTPO](#)[TOPICS](#)[RESOURCES](#)[GET INVOLVED](#)[DATA & MAPS](#) Search... Only search HRTPO[Public Notices](#)[Data & Information](#)[Committees](#)[Meetings](#)[Reports](#)[Contact](#)

# A Look At the Website



April 2022-2023

Views	Users	Top Pages
200,201	63,323	<ul style="list-style-type: none"><li>• Events</li><li>• Staff</li><li>• Homebuyers Assistance Program</li><li>• Maps</li><li>• Data</li><li>• Long-Range Transportation Plan</li></ul>

March 2024-Present

Views	Users	Top Pages
158,140	53,214	<ul style="list-style-type: none"><li>• Employment</li><li>• Calendar</li><li>• Civic Alerts</li><li>• Data and Maps</li><li>• Committees and Working Groups</li><li>• Long-Range Transportation Plan</li></ul>

# Website Accessibility



## AudioEye Implementation

Through CivicPlus partnership, we have AudioEye technology. This application is a passive overlay for users to ensure accessibility including things like contrast, text size, spacing, and more, can be adjusted to fit individual needs.



## Screen Reader Approved Content

In moving content from the old site to the new site, all content was cleaned to be functional with screen reader technology. This best practice has been continued as we make maintenance edits throughout the site.

# Accessibility Features

The screenshot shows the homepage of the Hampton Roads Transportation Planning Organization (HRTPO) website. A large, semi-transparent accessibility features overlay is displayed on the left side of the page. The overlay includes a 'Reset' button, a 'Close' button, and a checkbox for 'Show shortcuts (d)'. It also features a 'Page Structure' button and a 'Visual Toolkit' section with three buttons: 'Focus', 'Cursor', and 'Highlight'. Below these are three rows of buttons: 'Contrast' (radio button), 'Color Shift' (radio button), and 'Animation' (checkbox); 'Text Size' (radio button), 'Spacing' (checkbox), and 'Font' (checkbox); 'Guide' (radio button), 'Window' (checkbox), and 'Images' (checkbox). At the bottom of the overlay are 'AudioEye Trusted Certification' and 'powered by audioeye' logos, along with 'Settings' and 'Help' buttons.

**HAMPTON ROADS TPO**

ABOUT HRTPO TOPICS RESOURCES GET INVOLVED DATA & MAPS

Search...  Only search HRTPO

Visual Toolkit

Focus Cursor Highlight

Contrast Color Shift Animation

Text Size Spacing Font

Guide Window Images

AudioEye Trusted Certification

Settings Help

powered by audioeye

NOTICES DATA & INFORMATION COMMITTEES MEETINGS REPORTS CONTACT

MEETING CALENDAR

Select Language Google Translate

# Social Media

## Our Success Stories

### HRPDC Facebook

Revised strategy to engage the public through enhanced visuals and paid advertising. Utilized audience-building techniques to improve visibility, and consistent posting to stay relevant.

	January 1-December 31, 2020	August 12, 2023-August 12, 2024
Impressions	8	41,426
Reach	8	38,135
Likes/Reactions	7	1,579
Comments	0	155
Shares	8	142
Total Clicks	0	3,682

### LinkedIn

Focused on professional connections, celebrating staff accomplishments, and engaging with local businesses.

510 total followers

7,053 impressions

### HRTPO Facebook

Work on establishing engaging content that resonates with the audience. With a larger follower base, we used advertising and paid promotion to ensure that audiences were reached.

	January 1-December 31, 2020	August 12, 2023-August 12, 2024
Impressions	16	23,264
Reach	15	22,342
Likes/Reactions	4	649
Comments	0	98
Shares	8	72
Total Clicks	0	1,322

# NextDoor

In August 2022, the HRPDC and HRTPO established Agency Accounts for NextDoor.



## Hampton Roads Transportation Planning Organization

The Hampton Roads Transportation Planning Organization (HRTPO) is the body created by the Hampton Roads localities and appropriate state and federal agencies to perform the duties of a Metropolitan Planning Organization (MPO) under the federal See more...

[Edit page description](#)

[Share](#)

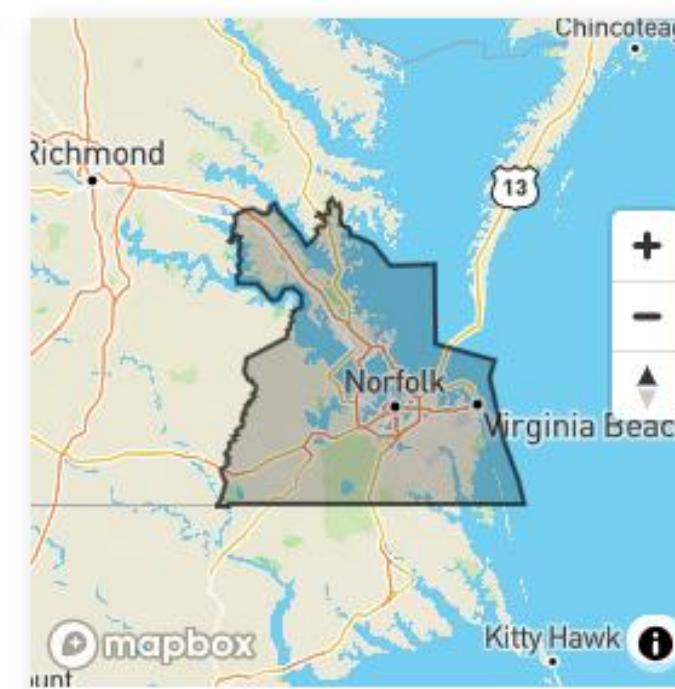


[Post](#)

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[Alert](#)

[Event](#)



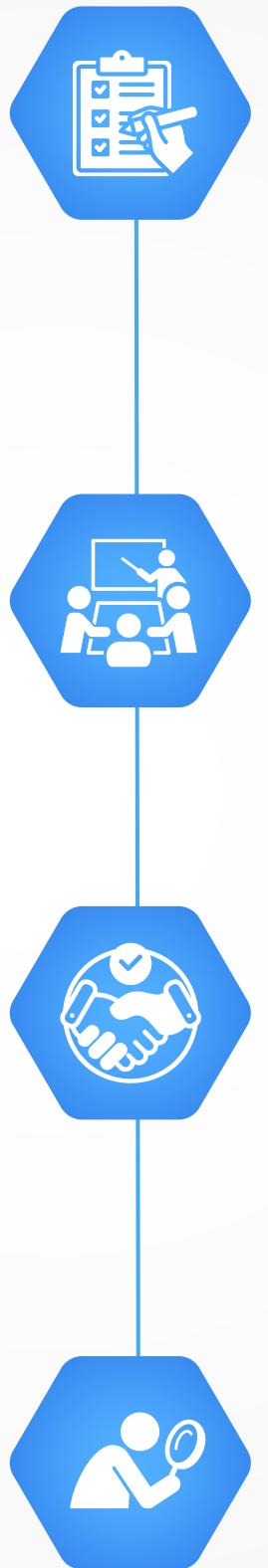
## Hampton Roads Transportation Planning Organization

617,116 members  
380,796 claimed households  
1,909 neighborhoods

[Invite](#)

# nextdoor

# Public Involvement Highlights



## Outreach Highlights

**1,556** participants in the LRTP Scenario Planning Survey  
**663** participants in the LRTP Regional Priorities Survey  
**1,485** participants in the Safety Study Survey with comments on **2,596** locations

## In-Person Feedback

“Rail”, “Increased Connectivity”, “More Public Transit”, “Resiliency Planning”, “Rural Connectivity to Urban Centers”

## New and Deeper Connections

Virginia Council on Environmental Justice, Elizabeth River Project, Virginia Department of Public Health, Kiwanis Club, Young Professionals of Hampton Roads, Local Universities

## Public Information Presentations

Over 478 in-person public information presentations from 2020 - 2024!



# THANK YOU FOR ATTENDING

For questions please contact Quan McLaurin  
([qmclaurin@hrpdcva.gov](mailto:qmclaurin@hrpdcva.gov)) or Matt Klepeisz  
([mklepeisz@hrpdcva.gov](mailto:mklepeisz@hrpdcva.gov))

**The Regional Building**



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