



# 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



CAC Attucks Theatre



CAC Meet Planning Staff



Rural Outreach



# Outreach



Transit Advocacy Day



RCS Outreach



Young Professionals



WTS & LRTP



LRTP Board Session



Young Professionals



RTAP



Farmer's Market Outreach



Transit Advocacy Richmond



# From this...





# 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

[ABOUT HRTPO](#)[TOPICS](#)[RESOURCES](#)[GET INVOLVED](#)[DATA & MAPS](#)

Search...  
☐ Only search HRTPO





Reset  Close 


☐ Show shortcuts (d)


Page Structure


Visual Toolkit


 Focus


 Cursor


 Highlight  
....


 Contrast  
...


 Color Shift


 Animation


 Text Size  
...

 Spacing



 Font  
...


 Guide


 Window







 Images

AudioEye Trusted Certification


Settings  Help 

powered by  audioeye







[Public 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

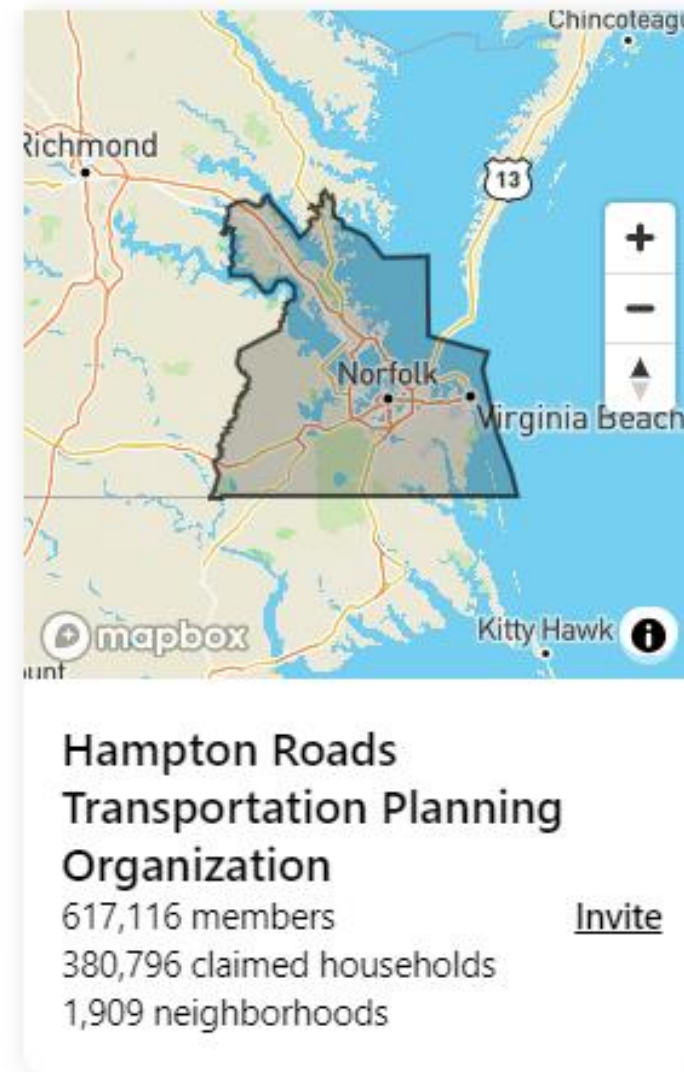
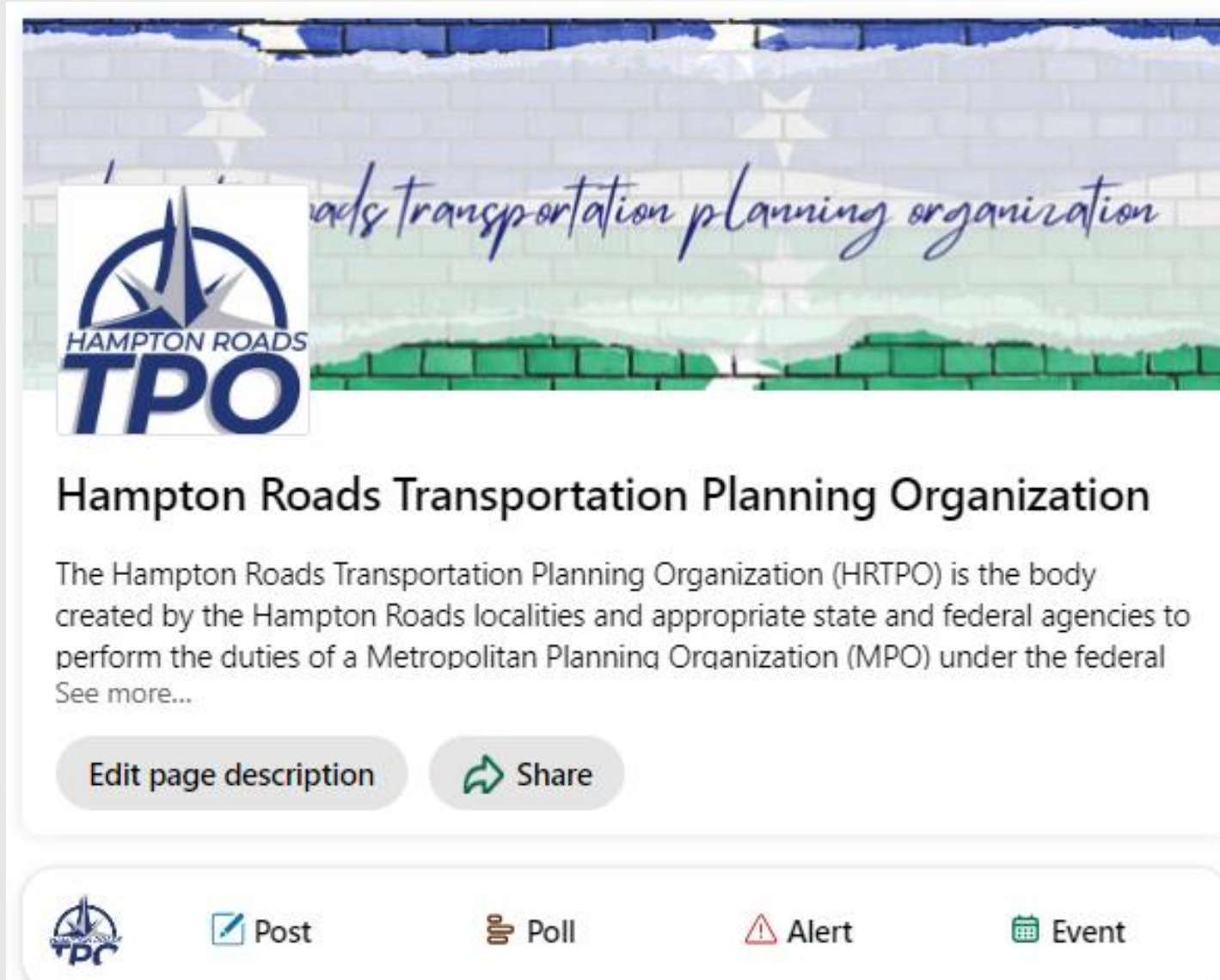
Work on establishing engaging content that resonates with the audience. With a larger follower base, we used advertising and paid promotion to ensure that audiences were reached.

	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.



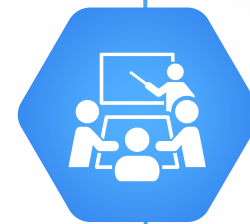


# Public Involvement Highlights



## 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  
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