



CASE STUDY

# Beyond Title VI Compliance: Putting Inclusion into Practice

Following direction from the Virginia DOT, PlanRVA and the Richmond Regional Transportation Planning Organization (RRTPO) were required to update their Title VI plan and wanted to ensure it aligned with internal commitments to diversity, equity, and inclusion. Avid Core led the development and operationalization of the [latest update of the Title VI Plan](#). The new version of the plan focused on accessibility and inclusion, going beyond the basic legal requirements. The final Title VI Plan included Spanish translation and icons for Limited English Proficiency populations. The digital version of the document was designed for Section 508 compliance and offered a mobile-friendly Title VI complaint form. The new plan was formally commended during RRTPO's federal review.

Then we helped PlanRVA put the values and commitments outlined in the Title VI Plan into practice. We conducted an assessment, talking to a diverse group of community members to understand the challenges faced in selling to government agencies, getting hired, and in attending public meetings. We led a workshop with PlanRVA staff to learn how they wanted to see diversity, equity, and inclusion fostered through their work.

These conversations, coupled with research and best practices, led to the creation of the agency's first Inclusive Purchasing Program, Inclusive Recruitment Program, and Equitable Public Meeting Playbook. All products were tailored specifically to the demographic make-up of the Richmond Region and their unique needs.

Avid Core's work helped PlanRVA lead the way among their planning district peers. PlanRVA has a purchasing power of nearly \$2 million annually and the new purchasing program ensures that most of those dollars are spent with local businesses and businesses owned by members of historically marginalized populations.

The new recruitment program had an immediate impact on four new positions recently created by the agency and the public meeting playbook will help make PlanRVA's meetings more accessible to the more than one million people that call the Richmond Region home.

## Capabilities



Title VI



Strategy Planning



Market Research



Public Outreach



Staff Training



Accessibility

