



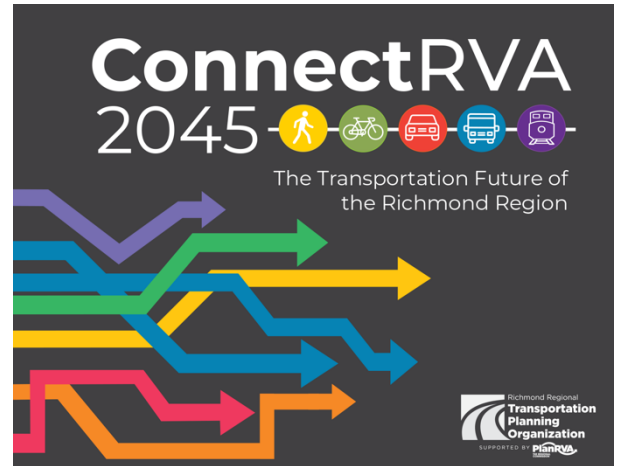
CASE STUDY

Increasing Public Participation through Inclusive Outreach and Accessible Design

The Richmond Regional Transportation Planning Organization’s (RRTPO) latest Long-Range Transportation Plan, know as **ConnectRVA 2045**, guides the region's transportation investments over the next 20 years to support the mobility needs of the Richmond Region and its future growth. The Avid Core team was brought in to design the final document and to support the public review period for the plan.

Building on our award-winning Community Engagement Strategy, Avid Core developed a community engagement plan specifically for **ConnectRVA 2045**. We managed all logistics and planning for a range of tactics including in-person and virtual meetings, created a fact sheet in English and Spanish, email outreach to subscribers and community partners, a social media plan and content calendar, new animated explainer video, and media outreach. We ensured that materials were accessible, meeting accommodations were available, and tailored the feedback form to ensure meaningful participation. Our efforts led to a more racially diverse group of community participants and a significant increase in media coverage and in-person meeting attendance as compared to the last iteration of the long-range plan.

We worked in the feedback gathered throughout the comment period to create the final designed version of the plan. The plan features well-designed visuals and navigation through internal and external links. We made sure the final document was 508 compliant before posting online. It was praised by community members for its readability, clear organization, and clean design.



Capabilities:



Public Outreach



Meeting Management



Media Relations



Social Media Management



Design and 508 Compliance



Video Creation