

avid core

We're proactive
communicators and
avid problem solvers.



Avid Core works with federal, state, and local agencies, private corporations, and non-profit organizations to support stakeholder engagement, outreach, and communications efforts. For our clients in the infrastructure and transportation sectors, we provide public outreach and involvement for environmental planning, marketing and communications.

TRANSPORTATION & INFRASTRUCTURE

Our approach to developing successful communications and public outreach campaigns for our transportation clients encompasses thorough research and data collection, the development of effective, eye-catching materials, and oversight guided by project management best practices.

- » The **Richmond Regional Transportation Planning Organization's (RRTPO)** latest Long-Range Transportation Plan, known 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. Avid Core managed all logistics and planning for the **ConnectRVA 2045** public review period, including in-person and virtual meetings, English and Spanish materials development, media outreach, social media content, and community partner outreach. We worked with the feedback gathered to create the final designed version of the plan, ensuring the final document was Section 508 compliant and featured well-designed visuals and accessible navigation.
- » Avid Core's work supports planning for all modes of transportation. Our staff supported RRTPO's update of the **BikePedRVA 2045** initiative, the first regional bicycle and pedestrian plan for the Richmond Region in nearly two decades. A plan that gives special recognition to the impacts of climate change, the need for equity, and emphasis on safety, it required public input to shape its content and to build buy-in. Avid Core coordinated a hybrid public engagement method that combined digital tools, pop-up events, and presentations at community meetings. Our team also designed an accessible plan document, with callouts to interactive online components.



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- » Avid Core is leading public outreach and community engagement in support of the development of the **Harrisonburg Rockingham Metropolitan Planning Organization’s (HRMPO) 2045 Long Range Transportation Plan**. Avid Core’s work puts an emphasis on comprehensive and inclusive stakeholder engagement throughout the LRTP process through tactics such as building community partnerships, media outreach, digital strategy including social media, an animated video explainer, and pop-up booths at events like the Hispanic Festival and the Rockingham County Fair. This three-phase process has led to record-setting public engagement - a 2,000 percent increase over the previous update to the Plan, more diverse participation, and the establishment of deep relationships with more than 30 community partners.
- » As part of the **Federal Highway Administration’s Surface Transportation and Environmental Planning Cooperative Program (STEP)**, members of the Avid Core team managed the development and implementation of a marketing and communications plan. The plan involved a redesign of STEP’s website and the development and distribution of informational materials for high-profile climate change and transportation-related research initiatives.
- » Following direction from the **Virginia Department of Transportation (VDOT), PlanRVA** and the 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 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.

We listen. We facilitate discussions. We empower all to become better advocates for themselves, their organizations, and their communities.

Avid Core also helped PlanRVA operationalize Title VI values and commitments by developing the agency’s first Inclusive Purchasing Program, Inclusive Recruitment Program, and Equitable Public Meeting Playbook. 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.

- » Avid Core is leading the development of the first formal **Title VI Program for the City of Fairfax, Virginia**. The formal Title VI program will bring the City into compliance with VDOT and allow the City to directly receive Federal Transit Administration funding and to access other Federal funding sources, if desired. As an independent city in the Commonwealth of Virginia, the City of Fairfax has unique needs for this program. Avid Core’s approach to its development is rooted in public outreach to ensure the specific needs of the City and its residents are met. Our work is focused on looking beyond baseline compliance to align the new program with Citywide commitments to diversity, equity, and inclusion.