

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

Transportation Experience

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

- » Avid Core is the local engagement lead for Virginia's **Regional Multi-Modal Mobility Program (RM3P)** Dynamic Incentivization app. This mobile app is designed to reward Northern Virginia commuters for making flexible transportation choices or adjusting their travel patterns to help reduce congestion and pollution in the region. Avid Core is facilitating focus groups, conducting stakeholder engagement, developing partner toolkits, planning marketing events, and informing the overall marketing and development of the app.
- » Avid Core is leading a three-phased public outreach and community engagement effort for the **Thomas Jefferson Planning District Commission's (TJPCD)** multi-jurisdictional safety action plan, Move Safely Blue Ridge. This initiative is focused on reducing roadway fatalities and serious injuries in the Virginia Blue Ridge region. Avid Core engaged stakeholders across the region, recruited local Community Champions to promote the plan, facilitated in-person meetings, and organized local pop-up events. Move Safely Blue Ridge is funded by the Safer Streets and Roads for All program, a discretionary initiative under the Bipartisan Infrastructure Law.



- » Avid Core is conducting public outreach and data analysis for the **Virginia Department of Transportation's (VDOT)** Arlington Performance Parking Pilot program, which aims to improve parking availability and provide real-time information using occupancy technology and pricing tools. In collaboration with Kimley Horn and Arlington County, Avid Core is designing a multipronged outreach strategy that includes on-street intercept and digital perception surveys. The qualitative data collected helps analyze VDOT video feeds, parking enforcement data, and user experiences to inform future pricing policies.
- » 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. With the feedback gathered, we worked to create the design for the final version of the plan, ensuring the resulting document was compliant with Section 508 of the Rehabilitation Act and featured well-designed visuals and accessible navigation.
- » Following direction from the Virginia DOT, **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 complaint form.
- » Avid Core led 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 emphasized comprehensive and inclusive stakeholder engagement throughout the LRTP process through tactics such as building community partnerships, media outreach, digital strategy, and an animated video explainer. Phase One garnered nearly 650 survey responses, a more than 2,000 percent increase over the last update of the plan.
- » Avid Core supported **PlanRVA** as they updated BikePedRVA 2045, the first regional bicycle and pedestrian plan for the Richmond Region in nearly two decades. It was a visionary plan that gave special recognition to the impacts of climate change, the need for equity, and an emphasis on safety, but it required public input to shape the content and build buy-in. Avid Core coordinated a hybrid public engagement method that combined innovative digital tools, pop-up events, and presentations at community meetings, while also designing an accessible plan document with callouts to interactive online components.

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