An informed citizenry is key to a robust democracy. The Virginia Public Access Project (VPAP) was founded in 1997 to ensure Virginians would have access to public documents reflecting money in politics. VPAP has since grown to provide citizens with access to news across the political spectrum and with public data related to topics such as campaign finance, elections, registrations and disclosures, legislative votes and political news.

**Our Mission**
Elevate public understanding of Virginia politics and government by organizing and presenting public information in ways that are easily accessible to all and free of partisan bias.

**Our Vision**
An enlightened and inclusive democracy powered by an informed electorate.

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**GOAL 1**
Broaden and enhance the way in which we present information to the public.

**Strategies**
1. Examine the value and effectiveness of current programs and services.
2. Evaluate and continually improve VPAP’s website.
3. Promote VPAP to attract more users.
4. Utilize presidential election interest to grow our audience.
5. Develop a program to offer civics education at middle and high school, university and adult levels.

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**GOAL 2**
Diversify funding sources.

**Strategies**
1. Develop a policy and methods for monetizing VPAP data.
2. Expand funding from entities and foundations.
3. Increase diversity in our donor base, leadership council, and VPAP board.
4. Increase attendance at VPAP events.
5. Maintain our donor base and relationships during the executive transition.

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We are committed to remaining fiercely non-partisan and to fostering transparency in Virginia’s politics and government in a way that enables Virginia citizens have the information necessary to make decisions that align with their values.
VPAP is dedicated to remaining highly relevant to political and governmental leaders, lobbyists and others who have an interest in and use our data in their daily work. And we continue to develop innovative strategies to engage a broad range of Virginia’s citizens — from those who follow political news on an ongoing basis, to those who want to stay informed, and to those who are primarily engaged during election cycles.

**GOAL 3**
Strengthen our internal processes and staffing infrastructure.

**Strategies**
1. Update and maintain internal documentation for use in onboarding and to ensure staff redundancy.
2. Prioritize internal data applications and processes to determine which to develop and improve.
3. Continue the process of modernizing our front-end web infrastructure.
4. Improve the event RSVP process.
5. Hire a marketing professional.
6. Determine staff augmentation needs (e.g., human resources, legal, financial, a dedicated human resources platform).

**GOAL 4**
Prepare for the sustainability and long-term growth of VPAP.

**Strategies**
1. Create a new, long-term strategic plan.
2. Assess future staffing and resource needs to support operations and the long-term strategic plan.

VPAP will measure progress toward achievement of its goals as set forth in the 2024 Bridge Strategic Plan as follows:

- Through the use of Google analytics to assess how and how often people are accessing VPAP’s website (e.g., time spent on the site, page views, new users, how people accessed information).
  - By tracking donations from new and different sources.
  - By tracking the number of strategies successfully completed.
- By assessing employee satisfaction with changes to internal operations and staffing.
  - By assessing user satisfaction utilizing focus groups.