

Richmond Connects Steering Committee MEETING SUMMARY

September 27, 2022 | 10:00 am to 12:00 pm | ZOOM

Attendees

Meloni Alexander, City of Richmond Dept. of Public Works (DPW), Parking & Shared Mobility Division

Aaron Bond, City of Richmond Dept. of Planning & Development Review (PDR)

Chenice Brown, City of Richmond Office of Equitable Transit and Mobility (OETM), Community Outreach Specialist

Mike Carosi, On Point Transportation PR (Richmond Connects Consultant Team)

Carla Childs, City of Richmond Dept. of Economic Development

Dironna Moore Clarke, OETM

Matthew Clites, City of Richmond Dept. of Parks & Recreation

Jessica Dimmick, EPR (Richmond Connects Consultant Team Project Manager)

Vlad Gavrilovic, EPR (Richmond Connects Consultant Team)

Jakob Helmboldt, DPW, Pedestrian and Trails Coordinator

Brandon King, OETM

Lynne Lancaster, DPW, Parking

Crystal Lowery, DPW

Atiba Muse, OETM

Maritza Mercado Pechin, PDR

Michelle Peters, City of Richmond Dept. of Housing and Community Development

Cecilia Ramos, Latino Community Representative

Yessenia Revilla, PDR

Kelli Rowan, OETM

Thomas Ruff, Timmons Group (Richmond Connects Consultant Team)

Mike Sawyer, DPW, Traffic Engineering

Ebony Walden, Ebony Walden Consulting (Richmond Connects Consultant Team)

Aaron Weinstock, Renaissance Planning Group (Richmond Connects Consultant Team)

Alicia Zatcoff, City of Richmond Office of Sustainability

MEETING SUMMARY

Kelli Rowan provided a copy of the meeting presentation to the Steering Committee in advance of this meeting. This summary documents the key points of discussion, action items, and next steps.

To obtain a copy of the meeting presentation, email Kelli Rowan at Kelli.Rowan@rva.gov.

Project and Schedule Update

At the last Steering Committee meeting in July 2022, the project team had begun analyzing the data-driven quantitative needs analysis, and the public survey for Public Engagement Phase 1 was underway.

The Richmond Connects team is now in the middle of the data-driven needs analysis and preparing for Phase 2 of public engagement. During today's meeting, the Steering Committee reviewed the responses from the Phase 1 survey, the approach for the upcoming October 18th Advisory Committee meeting, and the proposed approach for Phase 2 of public engagement.

At the next Steering Committee meeting, scheduled for November 22, 2022, the Committee will review the revised needs maps and receive an update on the public engagement.



Phase 1 Public Engagement Summary

Kelli Rowan recapped the Richmond Connects team's outreach efforts for Phase 1, highlighting the in-person engagement events at the Que Pasa Festival, National Night Out, and canvassing in Southside neighborhoods.

Jessica Dimmick presented the results of the citywide survey, summarizing the over 5,000 comments the team has collected and reviewed. These comments include nearly 4,000 comments from prior outreach efforts from the Richmond 300 Master Plan and Path to Equity Policy Guide, and over 1,100 comments from the Richmond Connects Phase 1 survey. The summary of comments is provided in the meeting presentation. Comments spanned topics relating to safety, pedestrian, bicycle, transit, maintenance, and other issues.

Feedback and Discussion:

- PDR is hosting focus groups on eliminating parking minimums from the zoning ordinance. Participants at these focus groups have noted that we need to be thinking holistically about pedestrian safety and bike safety when thinking about eliminating parking minimums. PDR would like the Richmond Connects team to share progress at the next stage of these meetings.
- There is an educational and public relations piece of safety that is important. Safety issues arise partially because people don't know the traffic laws. Educational and promotional efforts to communicate how to safely cross a street and how to safely ride a bike are needed.

Phase 2 Public Engagement Approach

Kelli Rowan presented a three-pronged approach for Public Engagement Phase 2 with different approaches for three types of audiences:

1. General public and existing contacts
2. Communities of concern
3. Vested stakeholders

Please see the meeting presentation for more information on the proposed types of information that will be shared, means of communication, and questions that will be asked.

Feedback and Discussion:

- There was general consensus on the proposed approach.
- Service providers (shelters, housing) should be folded into the engagement process. How can the Richmond Connects team connect with service providers so they can provide information to the individuals they serve? Michelle Peters offered to give some thought to how these service providers could be included in the process so that the team can reach the individuals they serve.
- PDR is hosting several focus groups over the next 2-3 weeks and can offer advice to the Richmond Connects team. Samantha Lewis and Brian Mercer planned the focus groups and created a focus group facilitator guide. They can share these resources and lessons learned with the Richmond Connects team.
- Cecilia Ramos offered to connect the Richmond Connects team with leaders in Latino communities. Phone- and internet-based input presents some challenges in reaching Latino community members, and additional engagement is often needed to reach these groups. The Richmond Connects team will consider hosting a focus group in Spanish. Cecilia requested the Richmond Connects team provide flyers in Spanish that she can hand out at future events.
- The 2nd Street festival is happening this weekend. PDR is planning to attend to engage people about the Jackson Ward Community Plan. PDR offered to hand out Richmond Connects flyers at the festival.
- Lynne Lancaster offered to provide suggestions for churches and other organizations to reach out to for focus group participants.

Needs Analysis Update

The Richmond Connects team has prepared first draft needs maps for 5 of the 11 Investment Need Categories and 7 of the 10 Equity Factors. The Richmond Connects team is holding work sessions with the Technical Subcommittee to review the needs maps in detail, and the team is making adjustments to address the Subcommittee's feedback.

The Richmond Connects team shared a preview of several of the first draft needs maps, many of which are currently being revised.

Feedback and Discussion:

- The Bicycle Investment Need Category includes both the network of bicycle facilities (currently 90% of the bicycle need score) and access to bike share stations (currently 10% of the bicycle need score), which are different things. The presentation of the final needs will describe the various components of needs.
- Keep in mind that children in trailer communities in Southside depend on bicycling to go to school, and they need safe paths for bicycling to get to school safely.
- Consider showing the locations of destinations. The accessibility analysis shows access to destinations – what are where are these destinations (e.g. health care, food)? The Richmond Connects team will include in the final map series the location of where major destinations, job centers, and places of opportunity are. This has benefits related to economic development.

Other Discussion – City CIP Process

Tomorrow is the kick-off meeting for the City's annual Capital Improvement Program (CIP) process. This process will likely be focused on identifying what will be funded in Fiscal Years 2027 and 2028, since funding for earlier years will have already been determined.

Kelli Rowan will request to participate in the kick-off meeting. It is important to think about how the Richmond Connects process ties into the City's CIP process. More details on the timing and process will be revealed in the kick-off call tomorrow. DPW's Transportation Engineering Division keeps a list of projects that have been considered in the past, and provided this list to the Richmond Connects team.

The Richmond Connects Action Plan is scheduled to be completed by September 2023, which will align with the beginning of next year's CIP process.

NEXT STEPS

Action Items	Person responsible	Deadline
If you are interested in joining the team to review the needs maps, email Kelli at Kelli.Rowan@rva.gov .	Steering Committee members, if interested	ASAP
Send Richmond Connects flyer to PDR (Yessenia Revilla) for passing out at the 2 nd street festival and to Cecilia Ramos for distributing to Latino communities.	Kelli Rowan	Thursday September 29th
Share ideas and connections for focus group participants or resources on focus group design and format	All Steering Committee members	Tuesday October 11th
Attend the October 18 th Advisory Committee Meeting	All Steering Committee members	-

NEXT STEERING COMMITTEE MEETING

The next Steering Committee is scheduled for Tuesday November 22, 2022, at 10:00 AM.