



Steering Committee Meeting

July 26, 2022

RVAconnects.com

Agenda



- 1 Project and Schedule Update
- 2 Update on Public Engagement
- 3 Needs Analysis Update
 - Framework Refresh
 - Illustrative Examples
- 4 Next Steps

May Steering Committee Meeting

- Introduced Schedule
- Reviewed Engagement Plan
- Reviewed Overall Needs Assessment Approach
- Refined language describing process
- Refined outreach approach for Advisory Committee

1

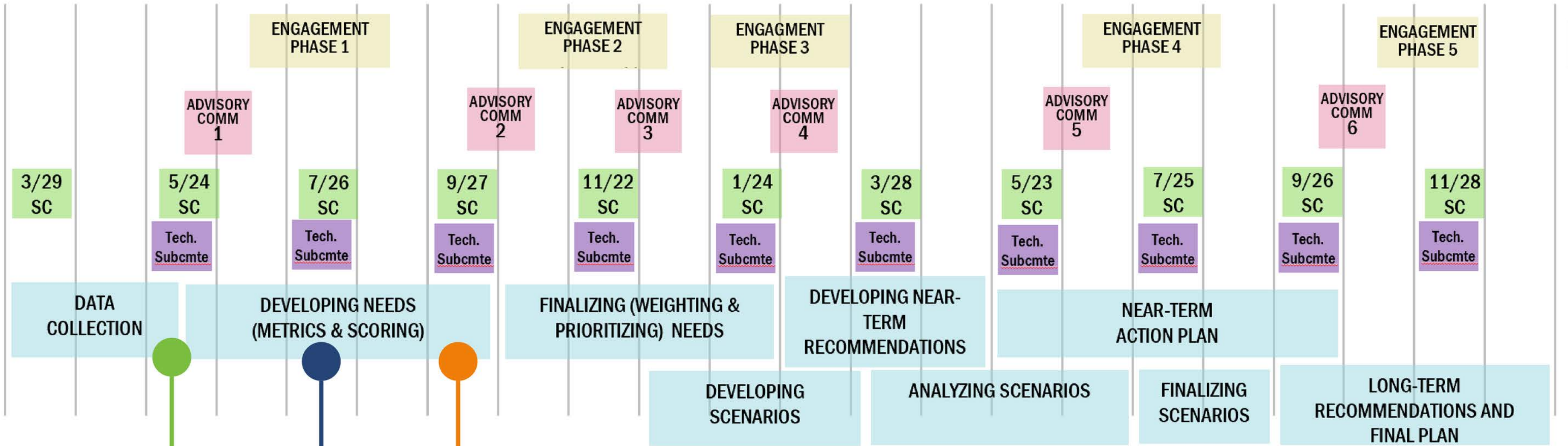
Project and Schedule Update



2022

2023

Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



Next Meeting: Review draft raw needs maps and survey responses

**We are here: Computational needs analysis begins
Public survey underway**

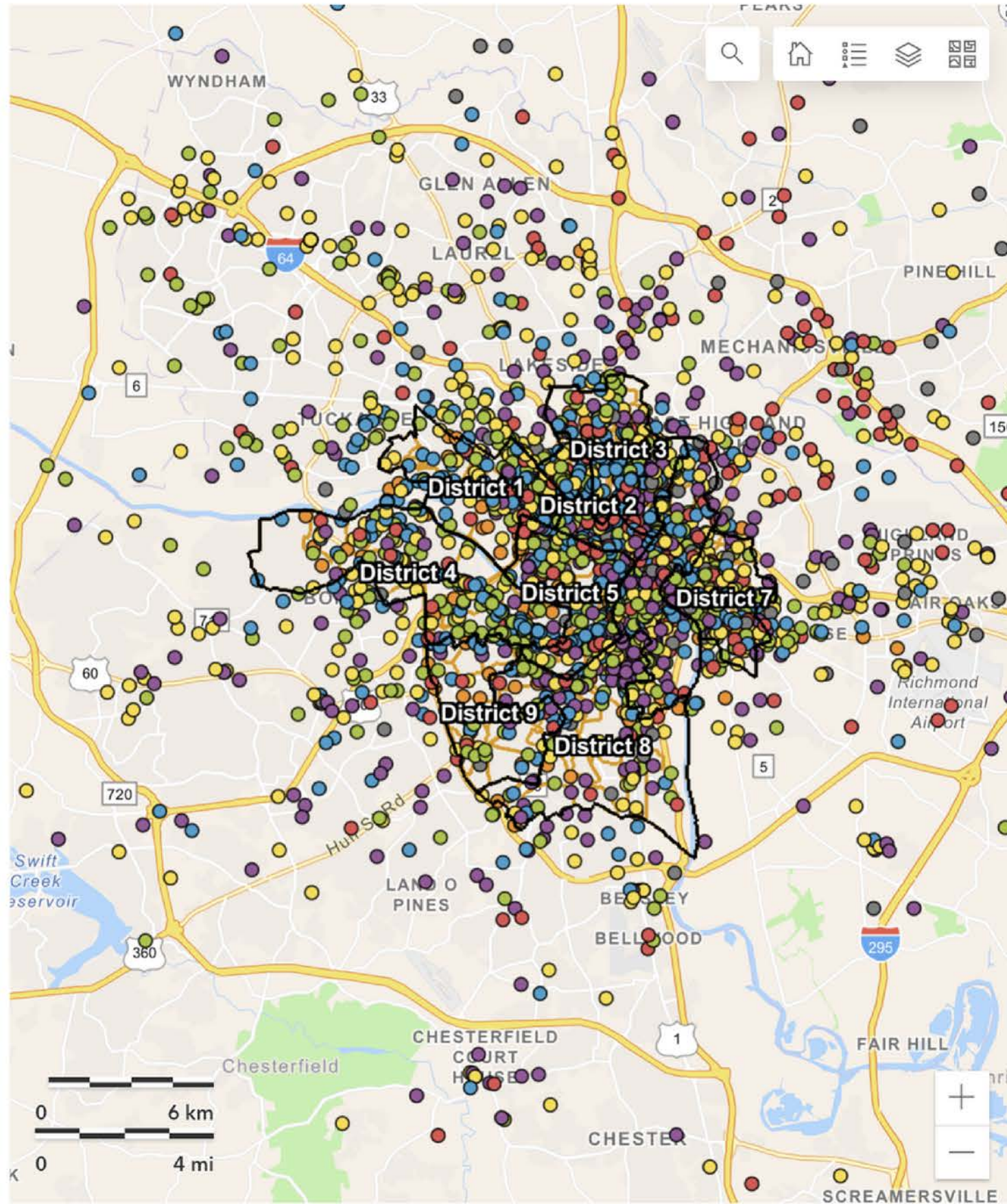
Last Meeting: Draft plans for needs analysis and community engagement. Preparations for Public Engagement Phase 1.

2

Update on Public Engagement

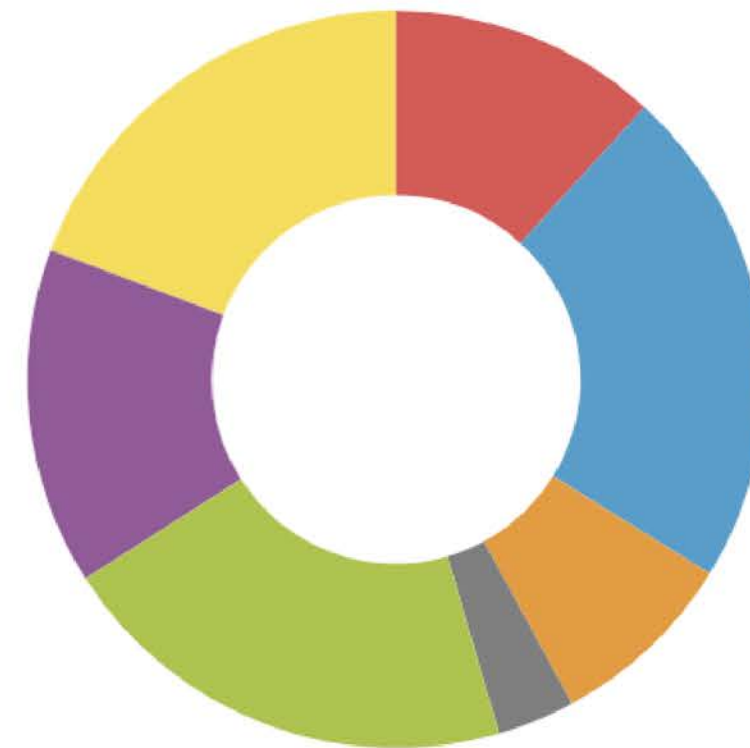


What needs to be improved? We heard you!



3,390

prior responses from Richmond 300 and Path to Equity



- Automobile Barriers 398
- Bicycle Barriers 746
- Future Connections 280
- Other 115
- Pedestrian Barriers 691
- Service Barriers 500
- Transit Barriers 653

If we haven't heard from you, take this quick survey

RVAconnects.com

Tell us what needs to be improved!



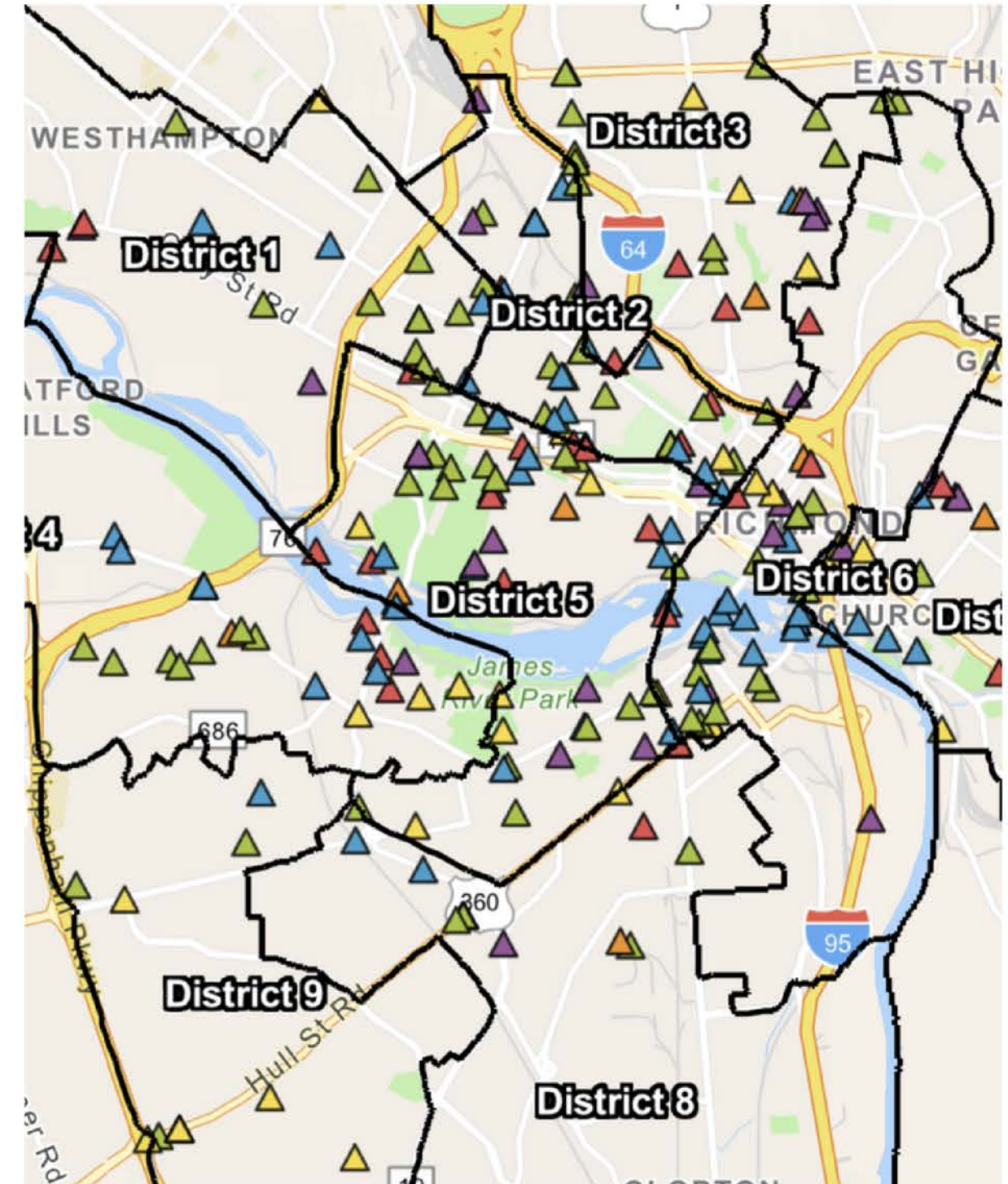
What needs to be improved to make transportation in Richmond safe and easy for everyone? Tell us what you think by answering the questions below.

Want to see what others have said? Explore the [online map](#) of all comments, including those from Richmond 300 and Path to Equity.

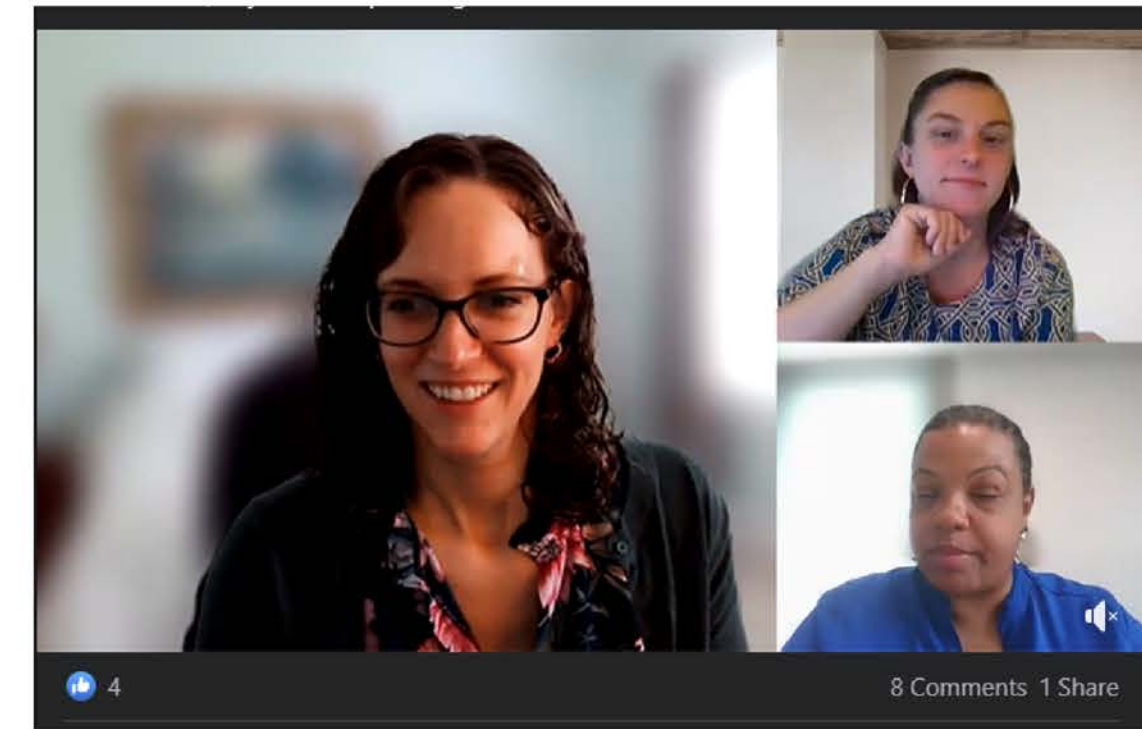
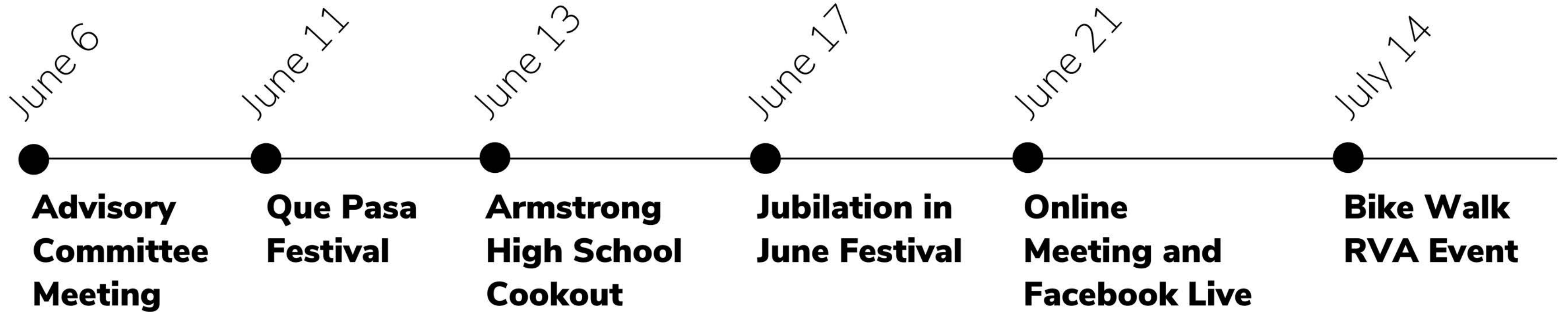
1. Type in your comment.*

2000

Add your comment to the map



Public Engagement Events



Advertisements and Printed Materials

Social Media Posts

Paper survey



RICHMOND CONNECTS 

Join a Community Conversation
ONLINE MEETING
Tuesday, June 21
12-1 PM 

Join us in shaping a connected, safe and equitable transportation system for #RVA
[Watch from RVAConnects.com](http://RVAConnects.com)

RICHMOND CONNECTS

Un proceso centrado en la equidad que ayudara a todos los residentes de Richmond viajar por la ciudad más rápidamente, con más seguridad y más fácilmente.

LOS RESULTADOS DOS PLANES

- 1 Un plan de acción a corto plazo que identifica y prioriza proyectos de **transportación** y programas de **implementación** en los próximos cinco a diez años.
- 2 Un plan de acción a largo plazo que identifica proyectos de alto nivel y políticas de 2050 y más allá.

INFORMACION GENERAL DEL PROYECTO

La oficina de Tránsito y Movilidad de la Ciudad de Richmond esta emprendiendo un proceso que tomara dos años en el cual va a identificar y priorizar proyectos que van a hacer el caminar, montar en bicicleta y en autobús más fácil y seguro.

El enfoque de Richmond Connect es involucrar la participación de personas y comunidades que han sido afectadas por las injusticias de los últimos años. Van a trabajar para mejorar la **transportación** en Richmond en una forma equitativa y crear un sistema que funcione para todos.

TELL US WHAT NEEDS TO BE FIXED OR IMPROVED IN RICHMOND!




NAME

EMAIL

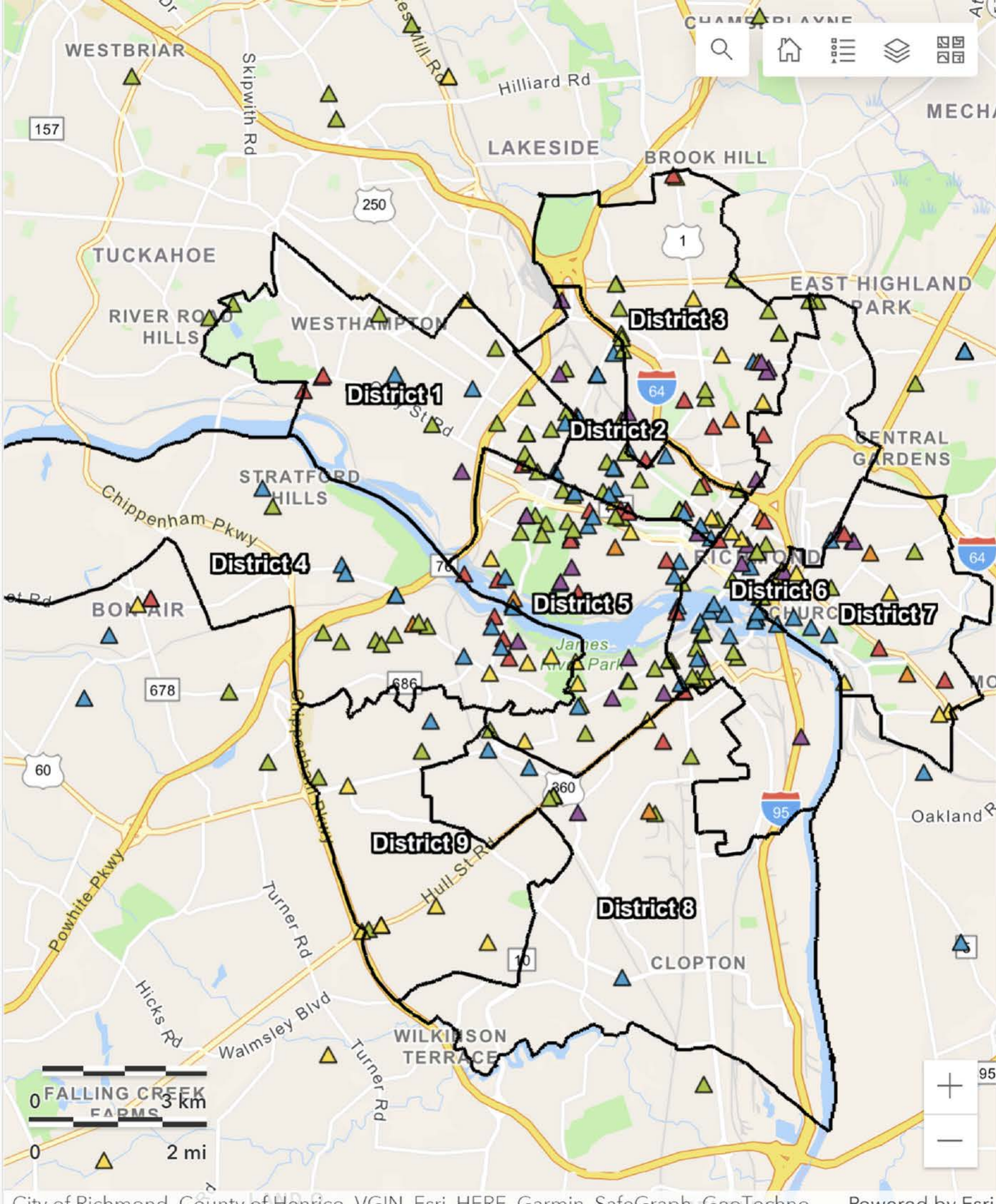
PHONE ZIP CODE

WHAT NEEDS TO BE FIXED OR IMPROVED WHERE YOU WALK, BIKE, DRIVE, OR RIDE THE BUS?

CIRCLE ONE OR ALL THAT APPLY:    

PROVIDE LANDMARK OR INTERSECTION WHERE IT'S LOCATED.

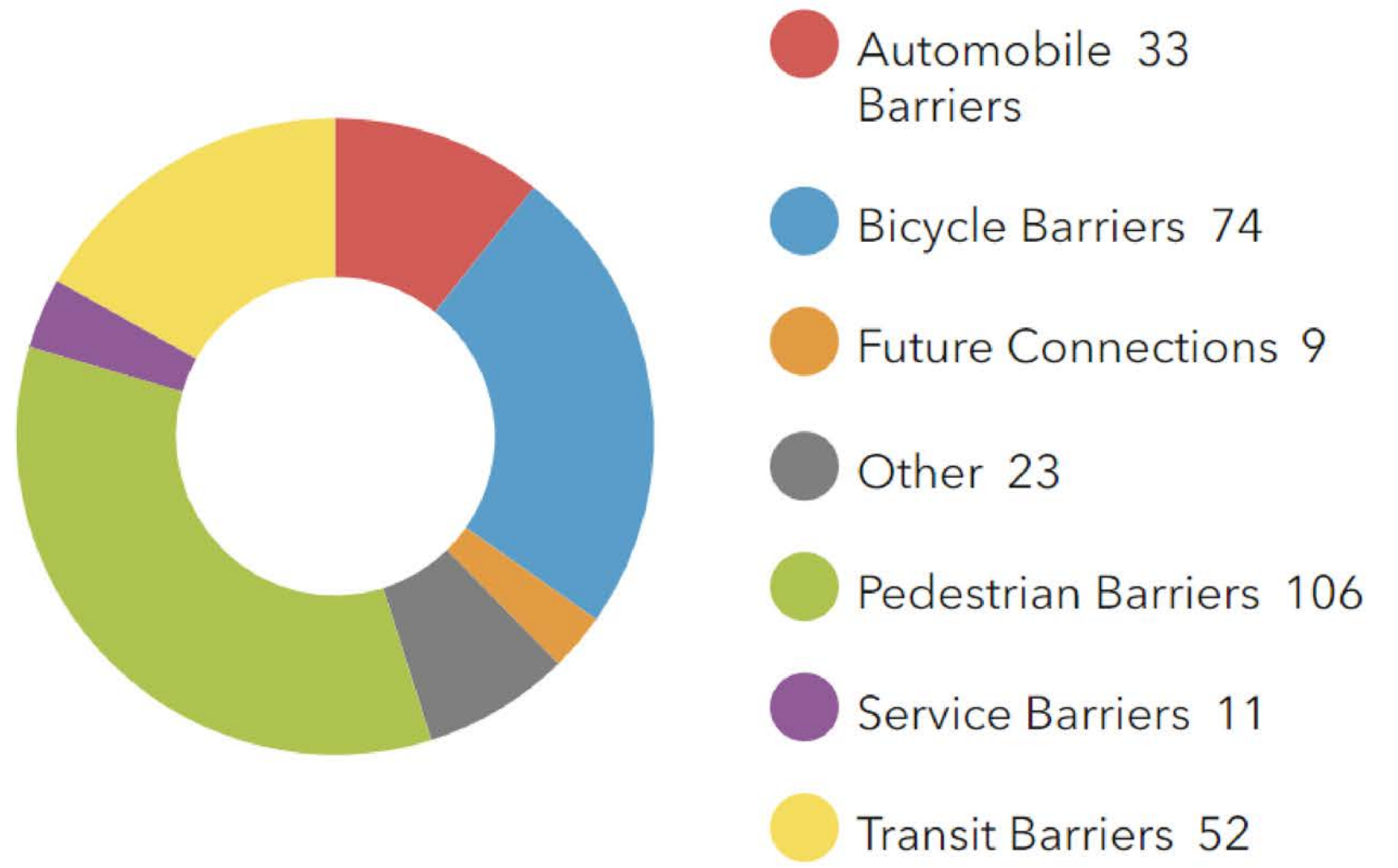
Info cards



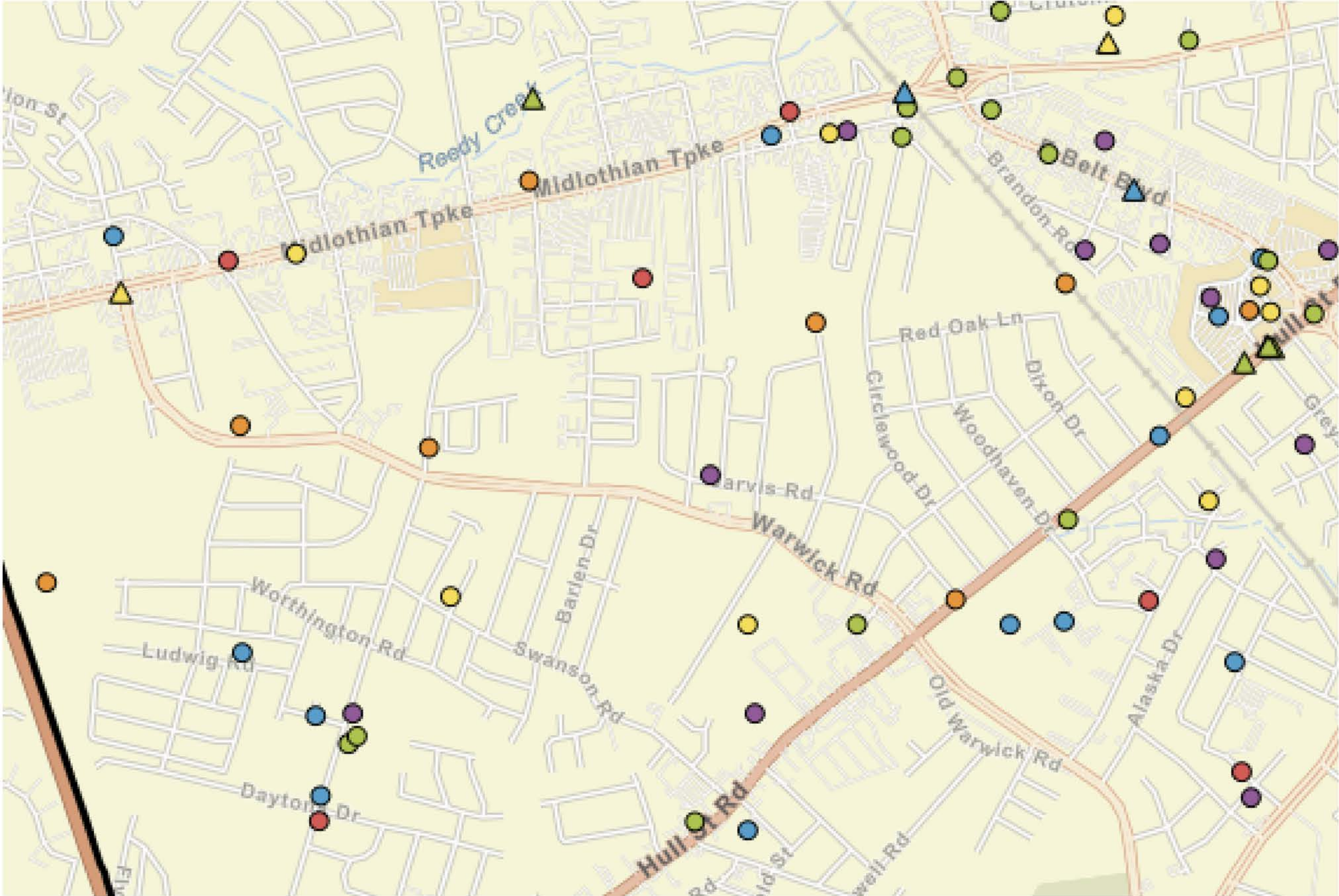
633 new comments

as of 7/22/22

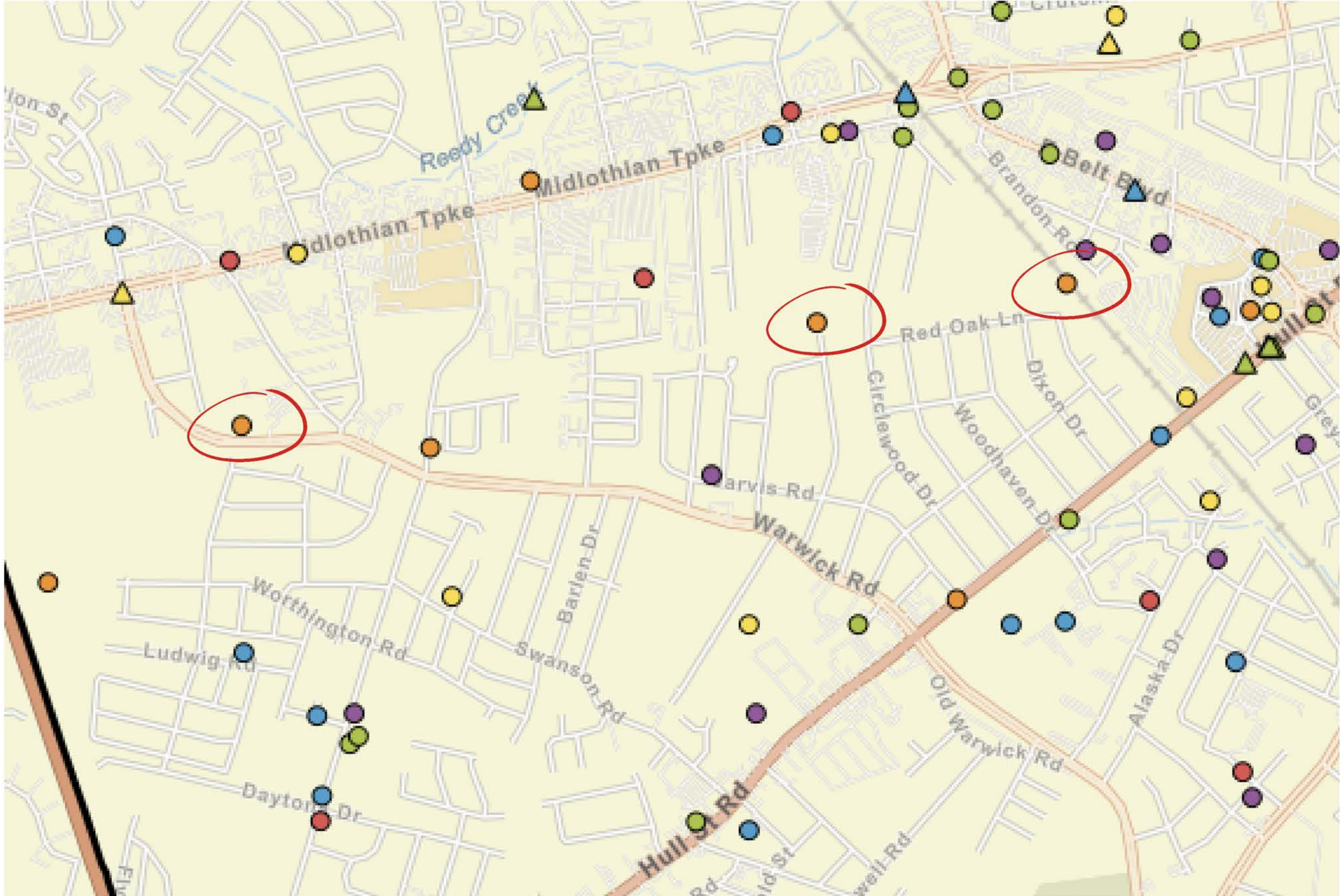
340 mapped comments
293 unmapped comments



Examples of comments

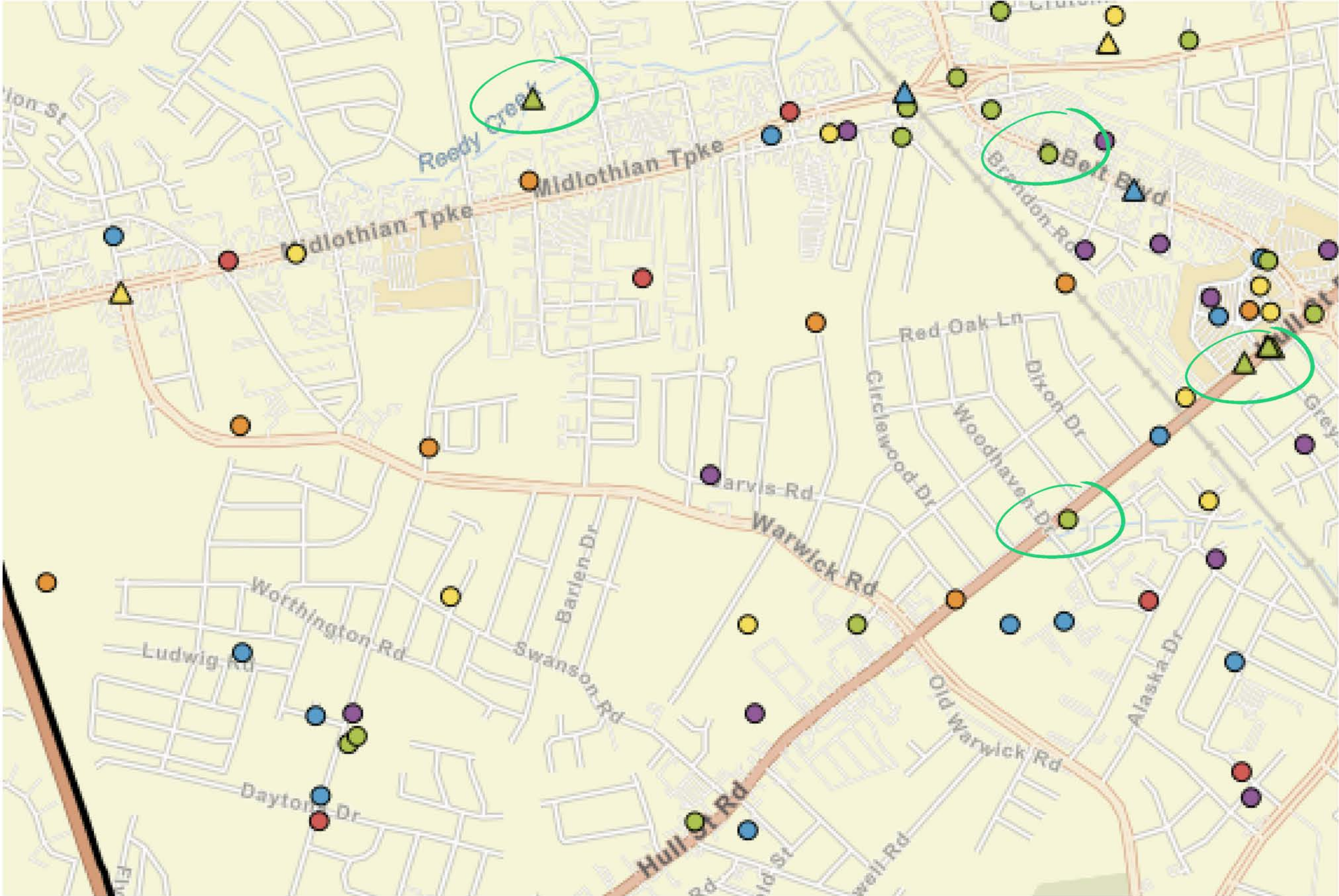


Examples of comments



Use powerline for an east-west trail

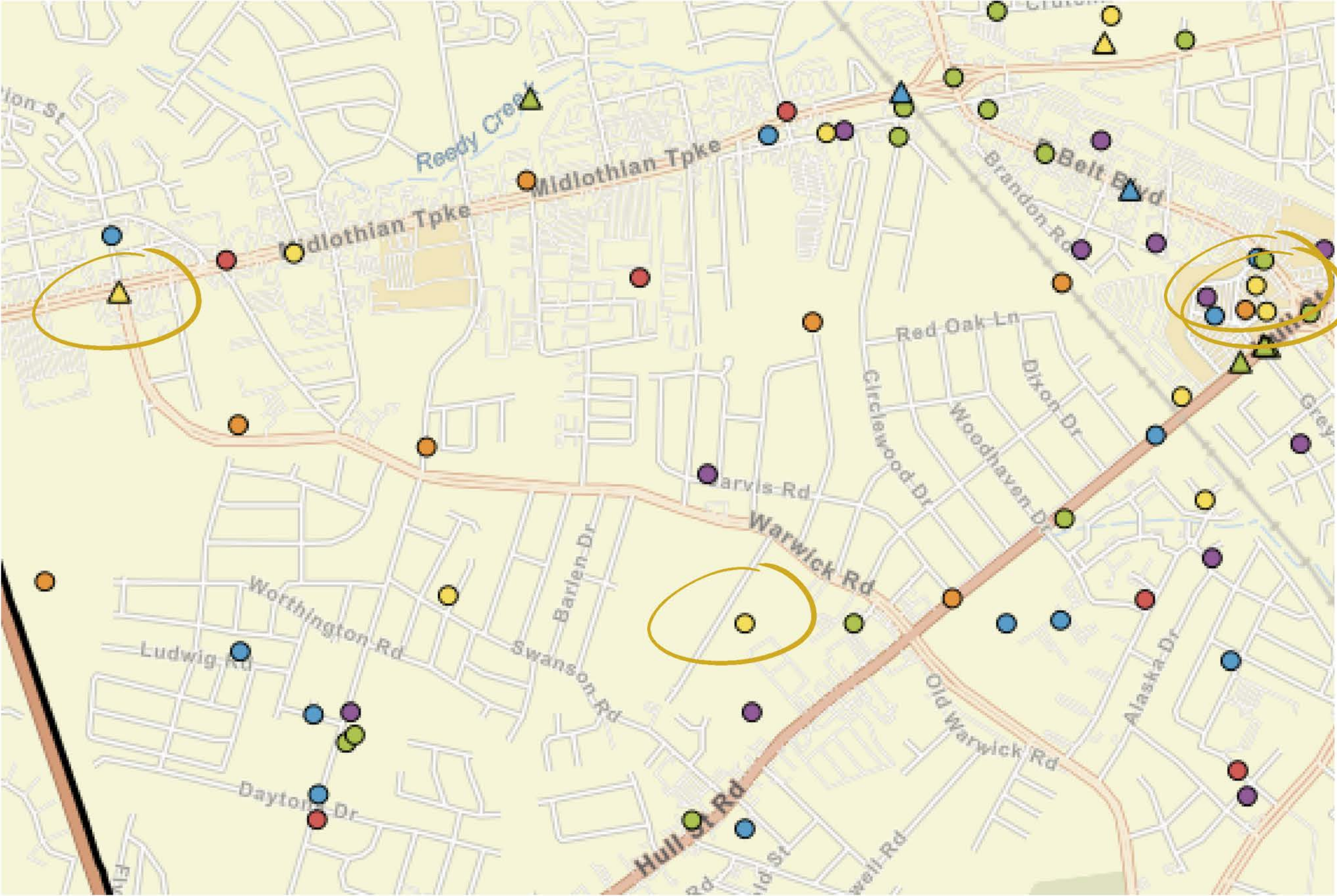
Examples of comments



Use powerline for an east-west trail

Lack of sidewalks and safe crossings to Southside Plaza, along Hull St, Midlothian Tpke, Warwick Rd, and Belt Blvd

Examples of comments

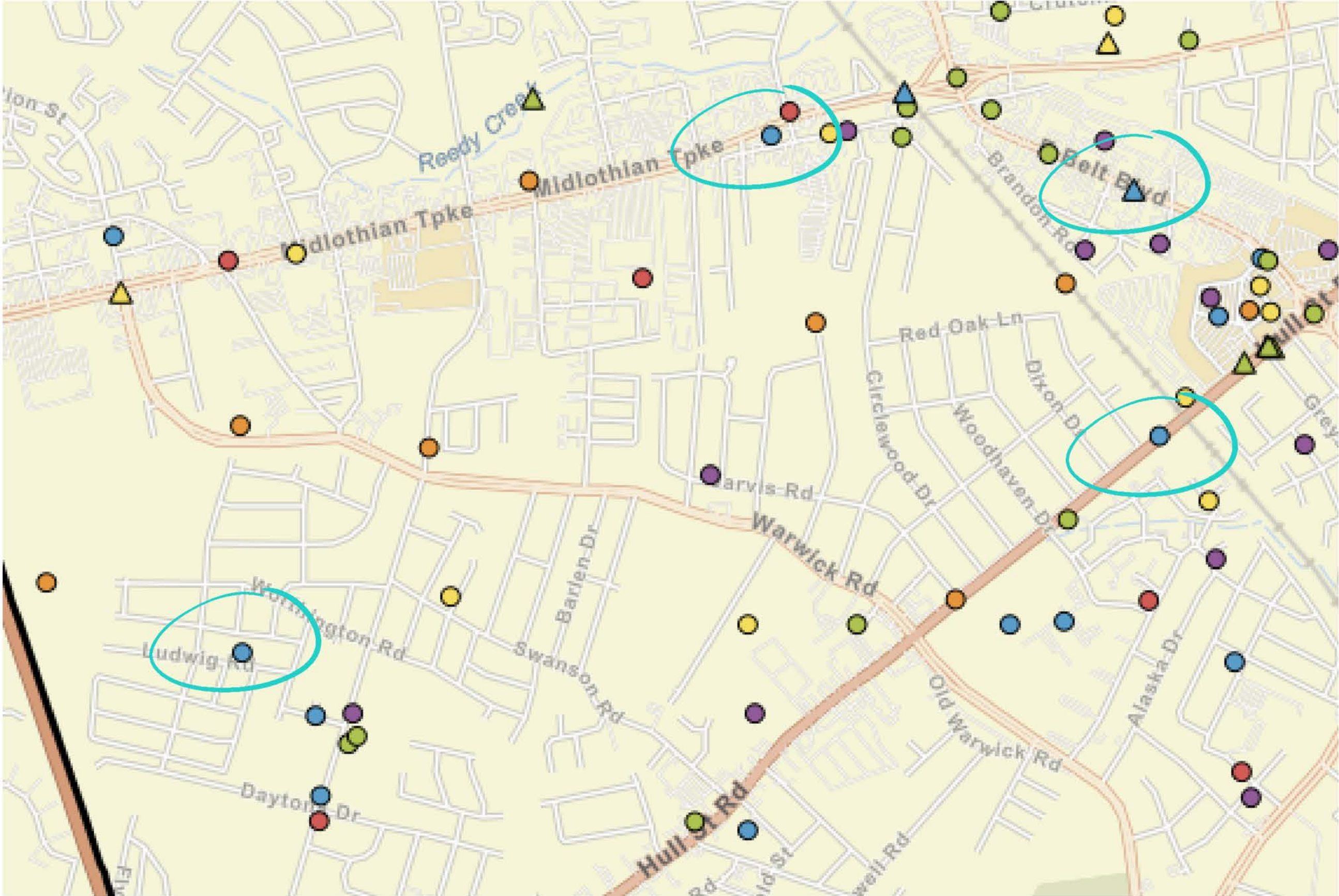


Use powerline for an east-west trail

Lack of sidewalks and safe crossings to Southside Plaza, along Hull St, Midlothian Tpke, Warwick Rd, and Belt Blvd

Bus stops and shelters are not safe. Bus ride takes too long to get here. Too many transfers.

Examples of comments



Use powerline for an east-west trail

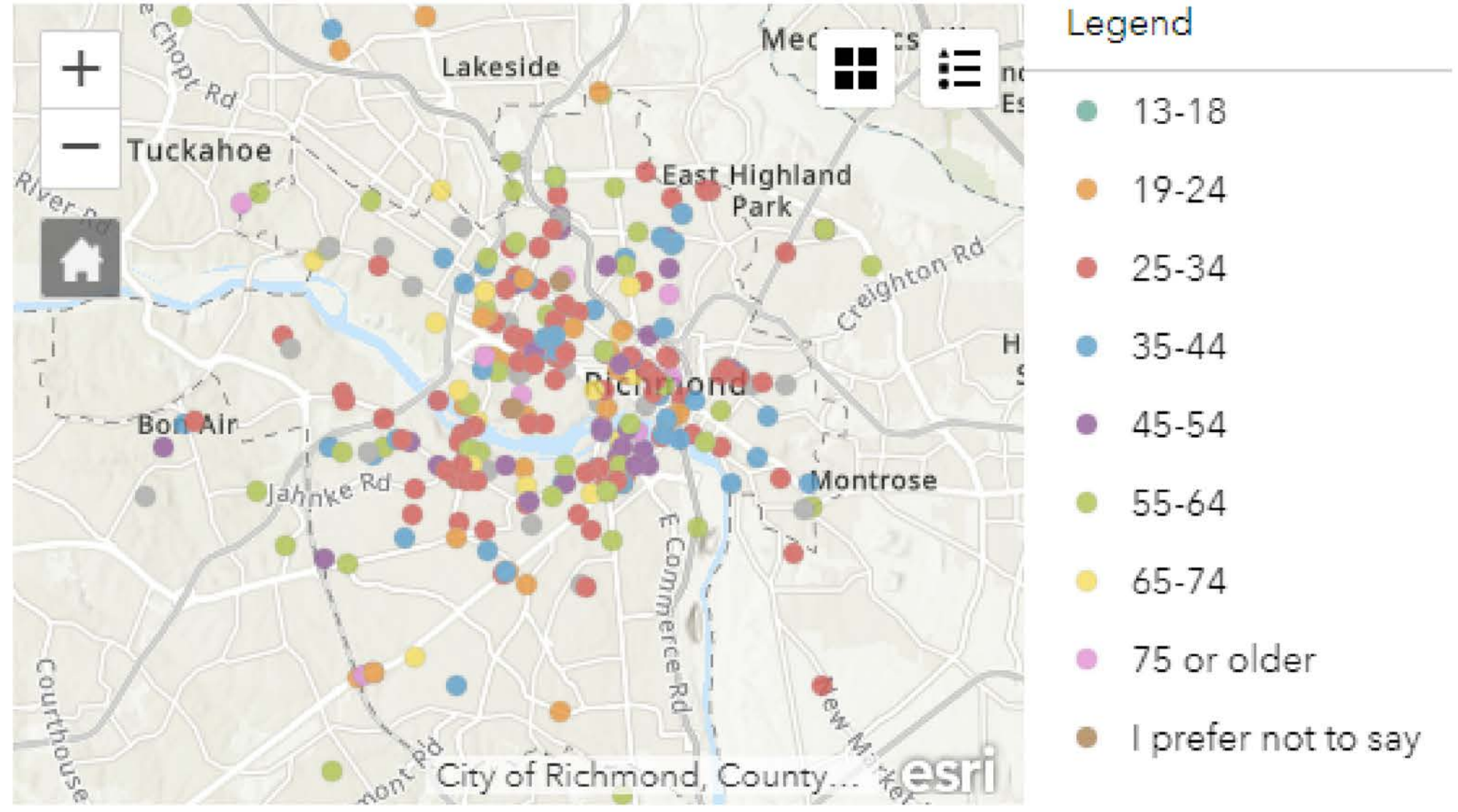
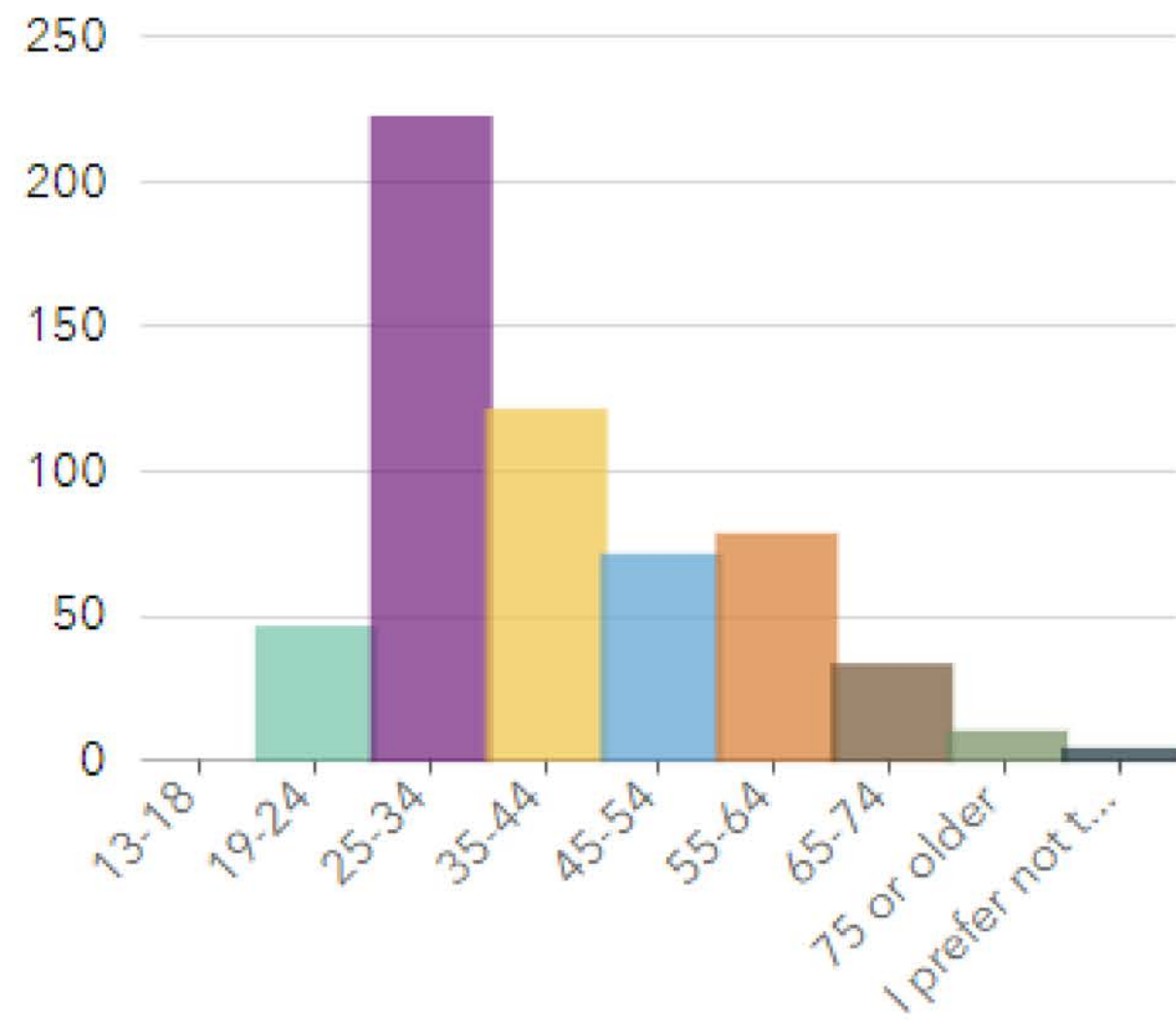
Lack of sidewalks and safe crossings to Southside Plaza, along Hull St, Midlothian Tpke, Warwick Rd, and Belt Blvd

Bus stops and shelters are not safe. Bus ride takes too long to get here

No bicycle infrastructure and vehicles go too fast

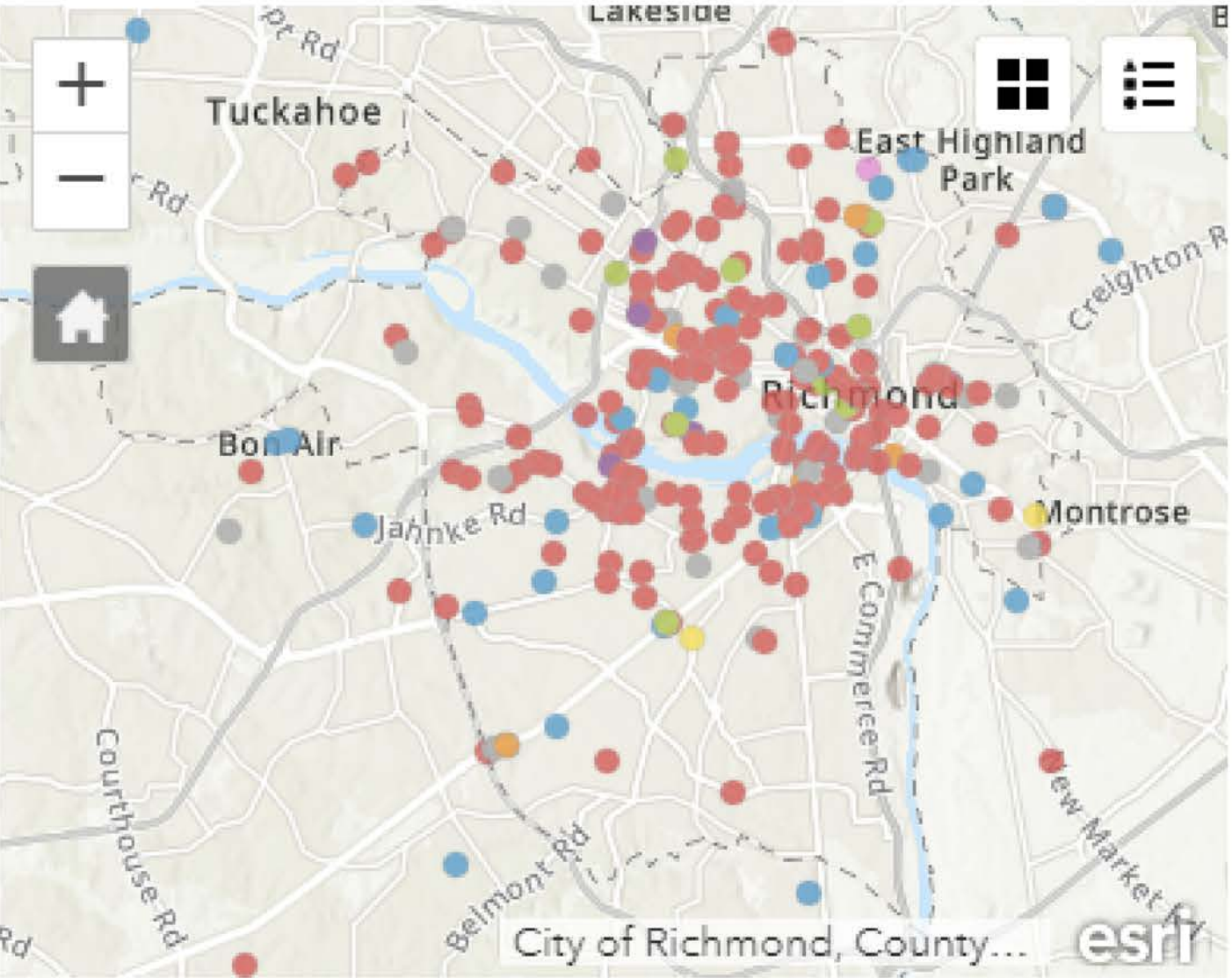
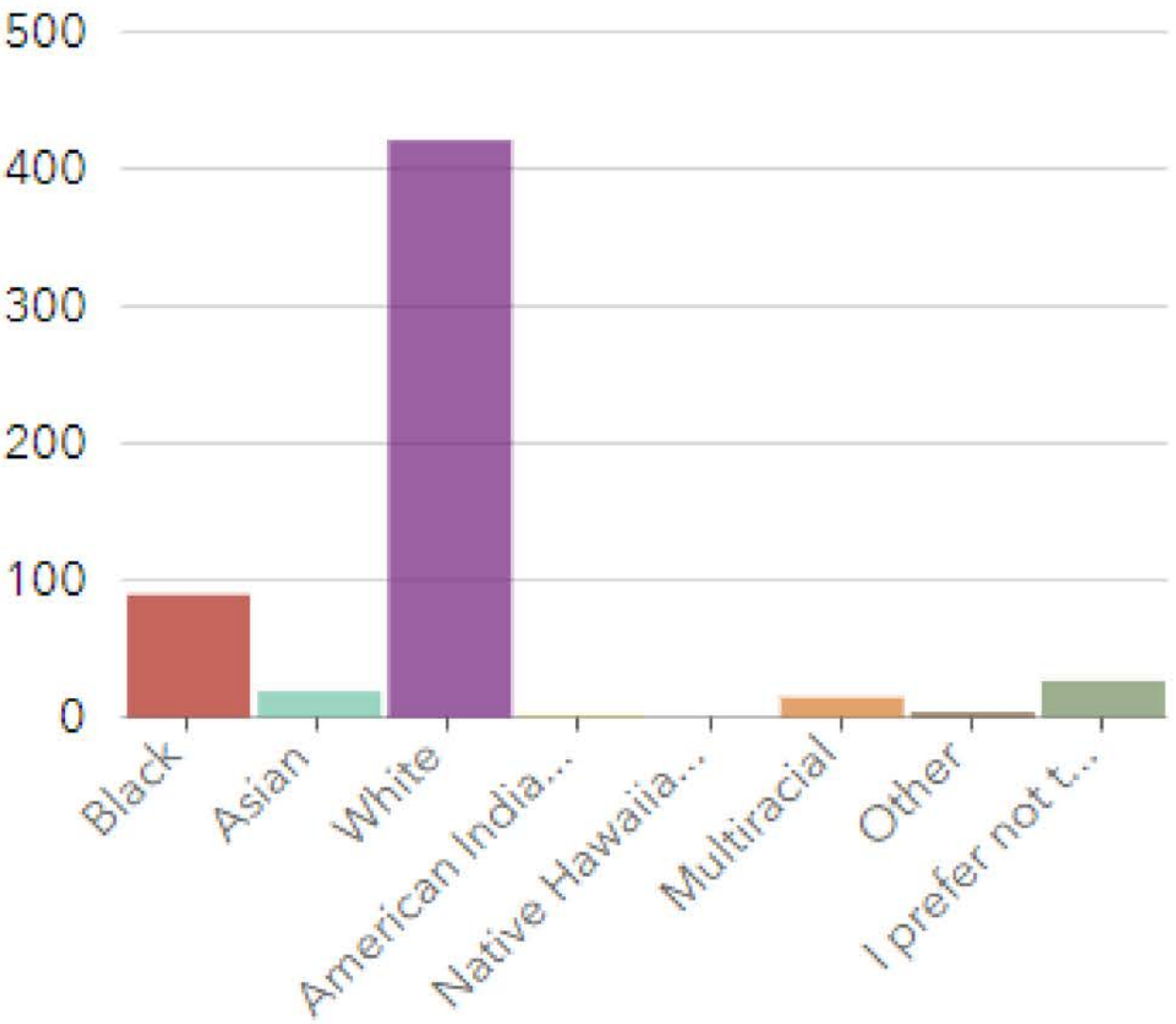
Who has responded? AGE

These slides show statistics and maps for the comments received during the Richmond Connects survey, beginning in June 2022.



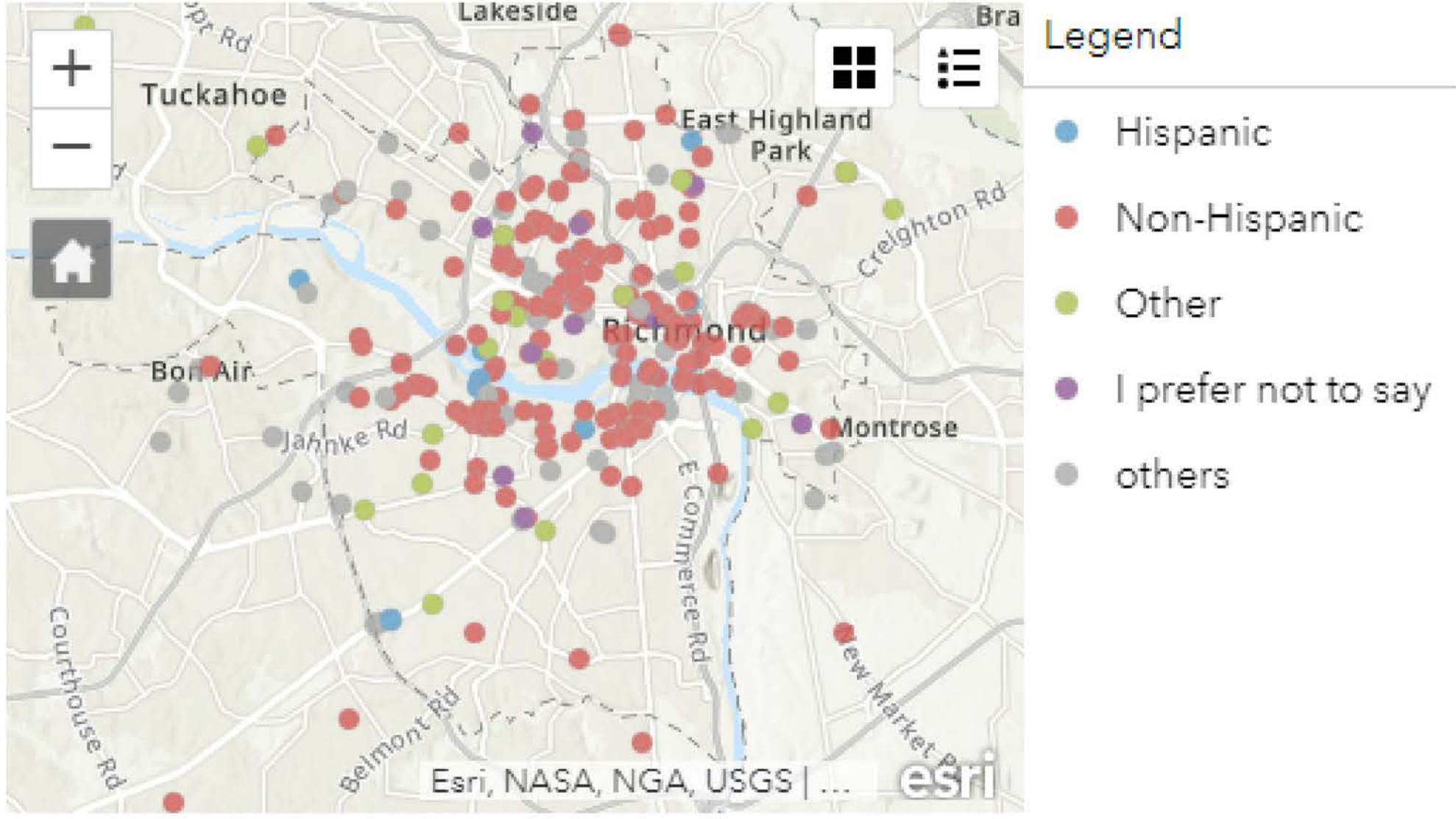
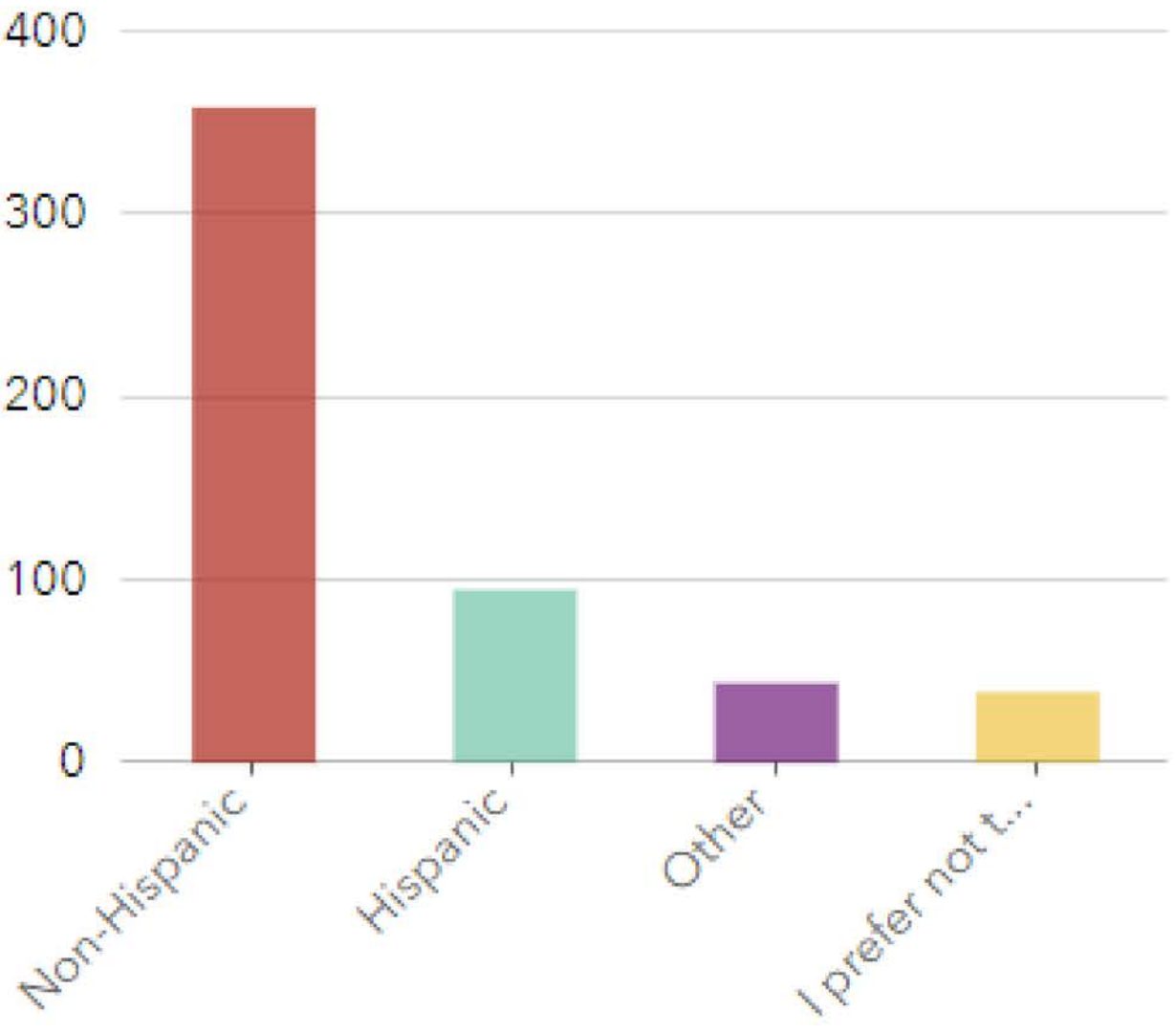
Who has responded? RACE

These slides show statistics and maps for the comments received during the Richmond Connects survey, beginning in June 2022.



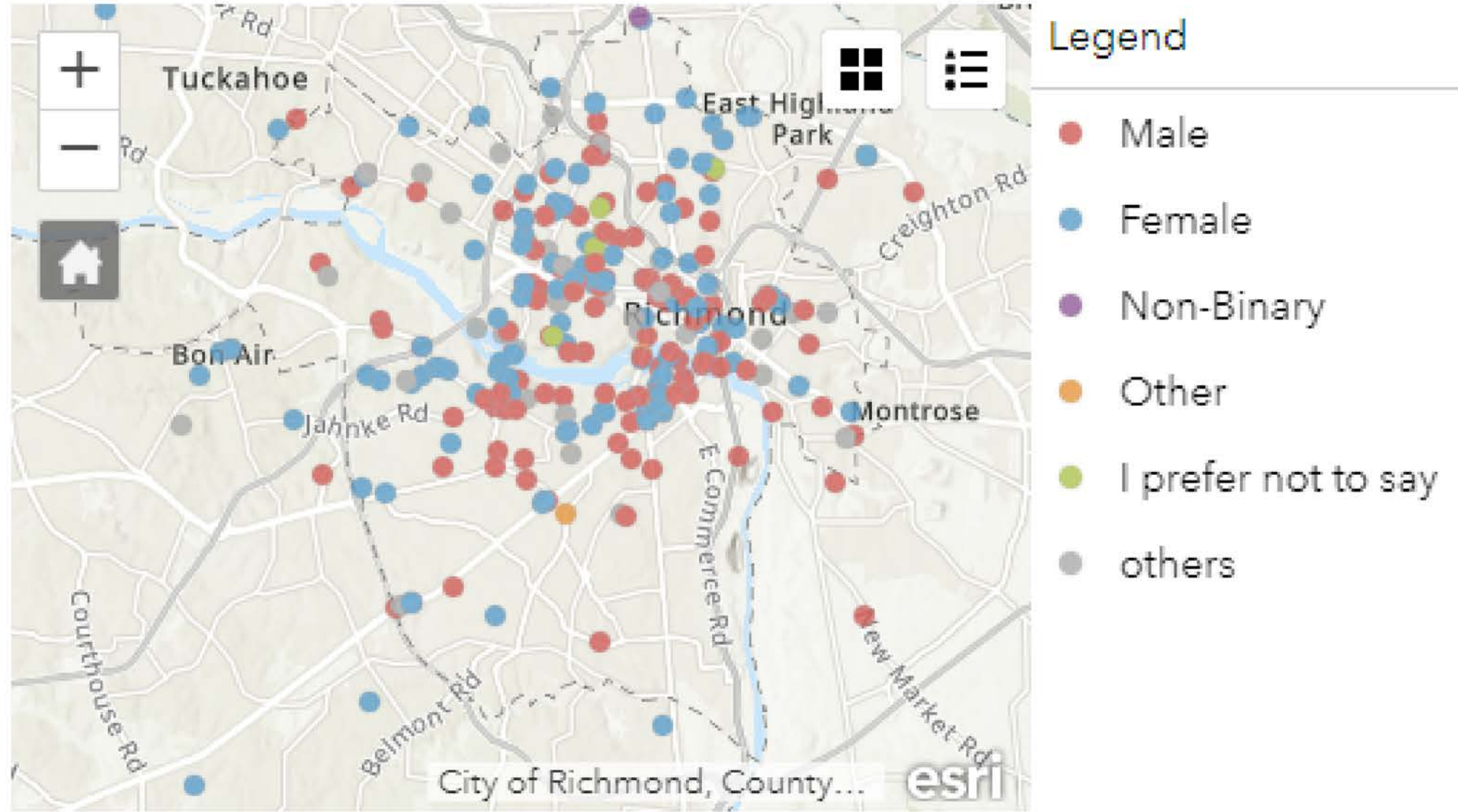
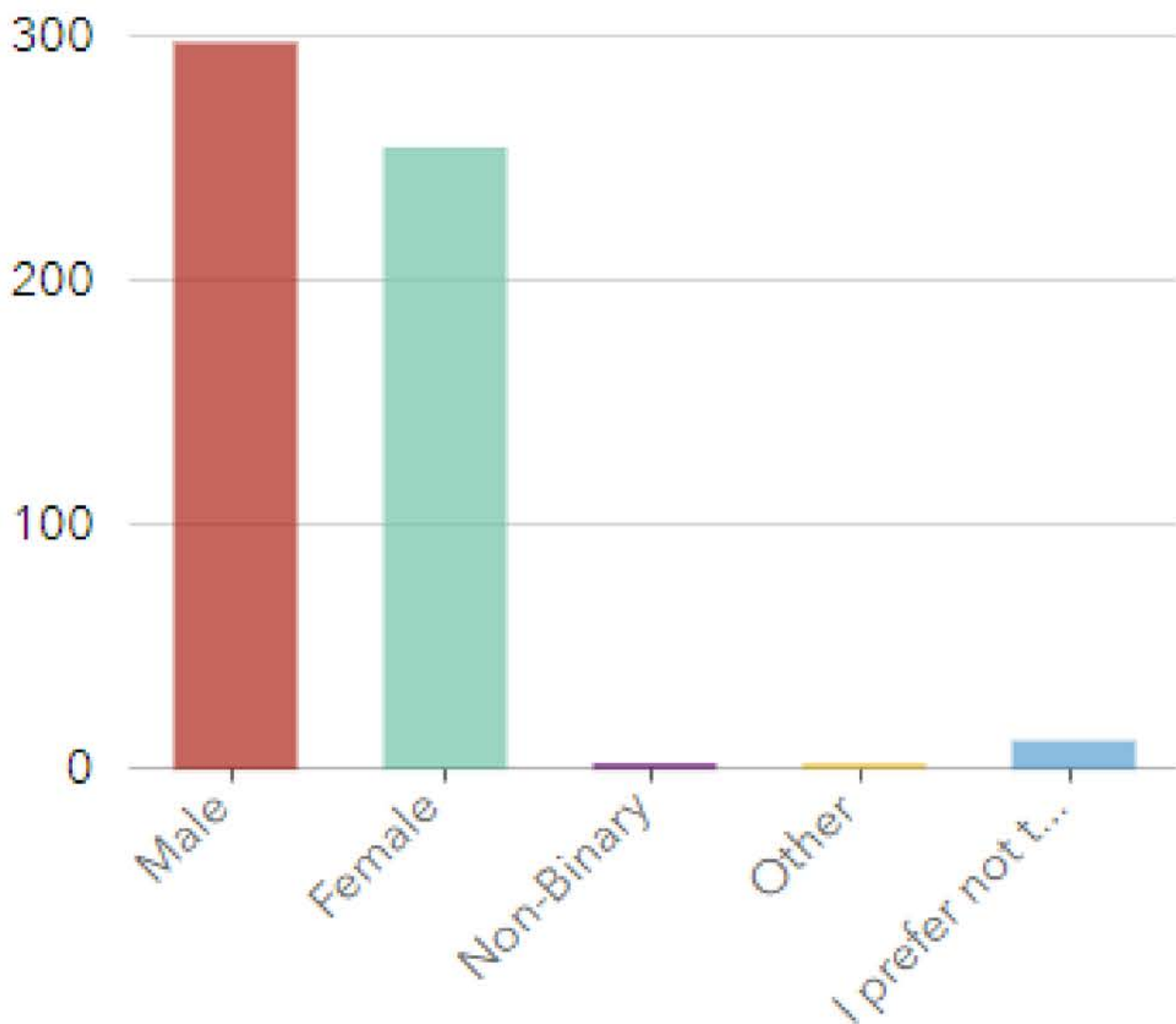
Who has responded? ETHNICITY

These slides show statistics and maps for the comments received during the Richmond Connects survey, beginning in June 2022.



Who has responded? GENDER

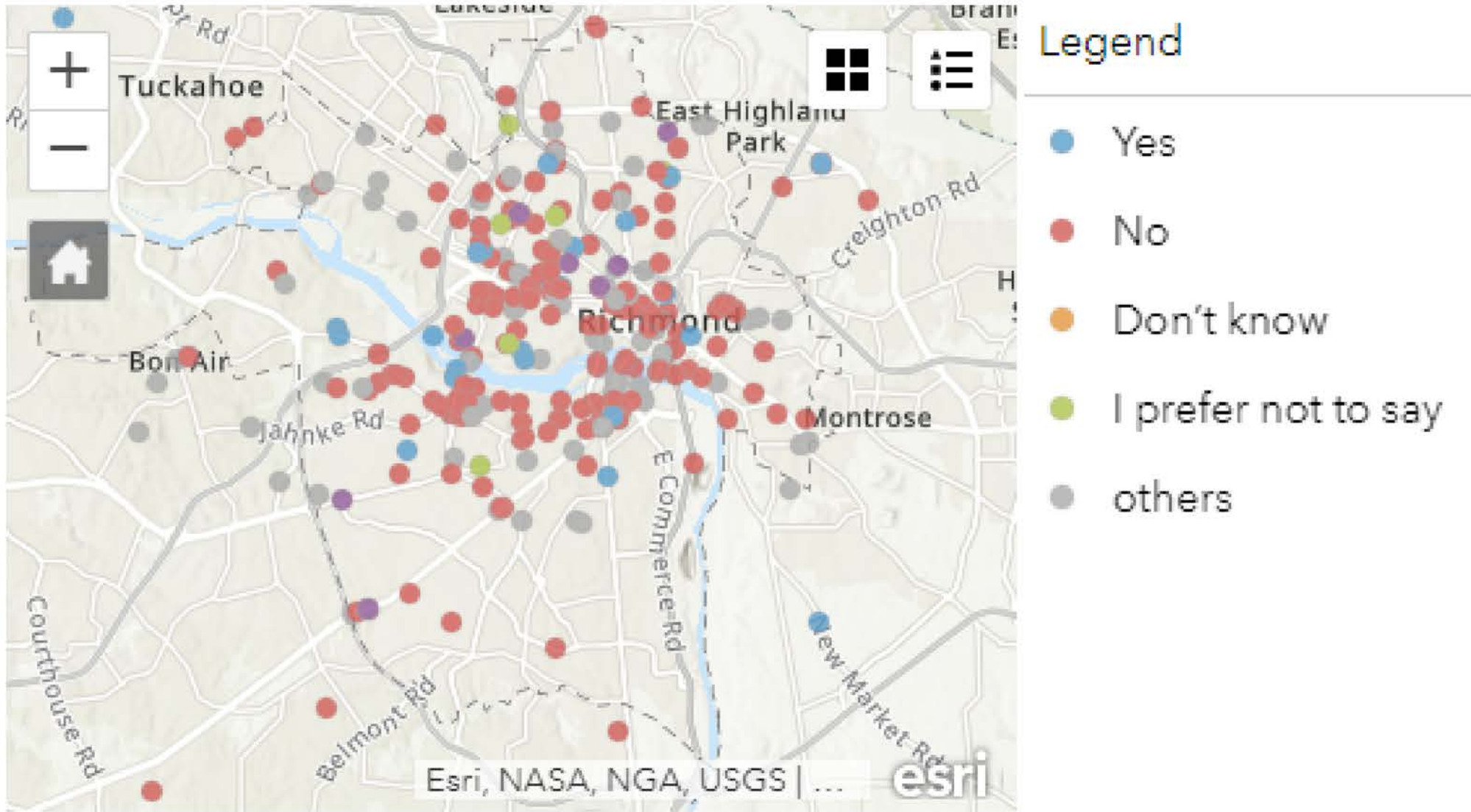
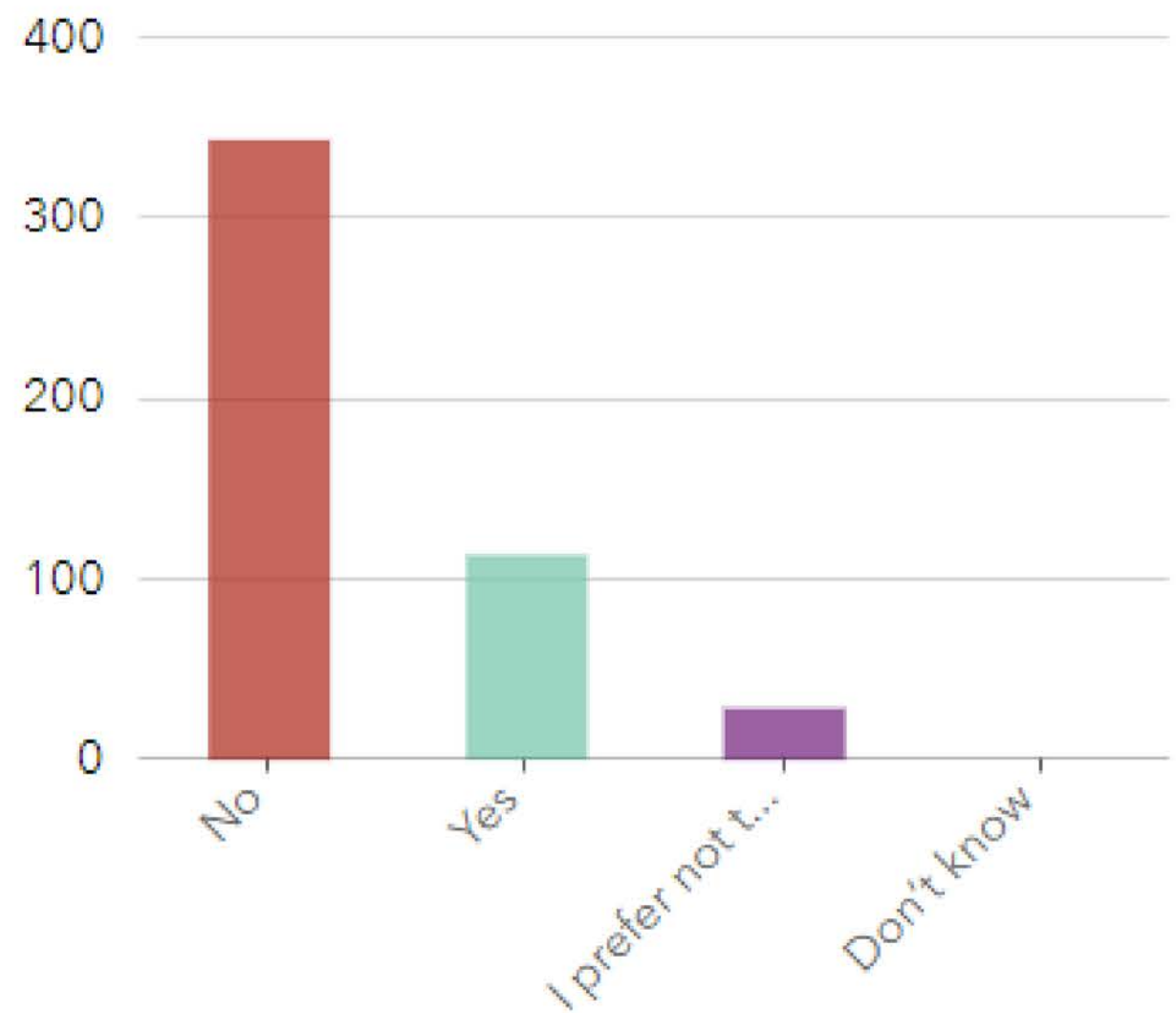
These slides show statistics and maps for the comments received during the Richmond Connects survey, beginning in June 2022.



Who has responded? INCOME

These slides show statistics and maps for the comments received during the Richmond Connects survey, beginning in June 2022.

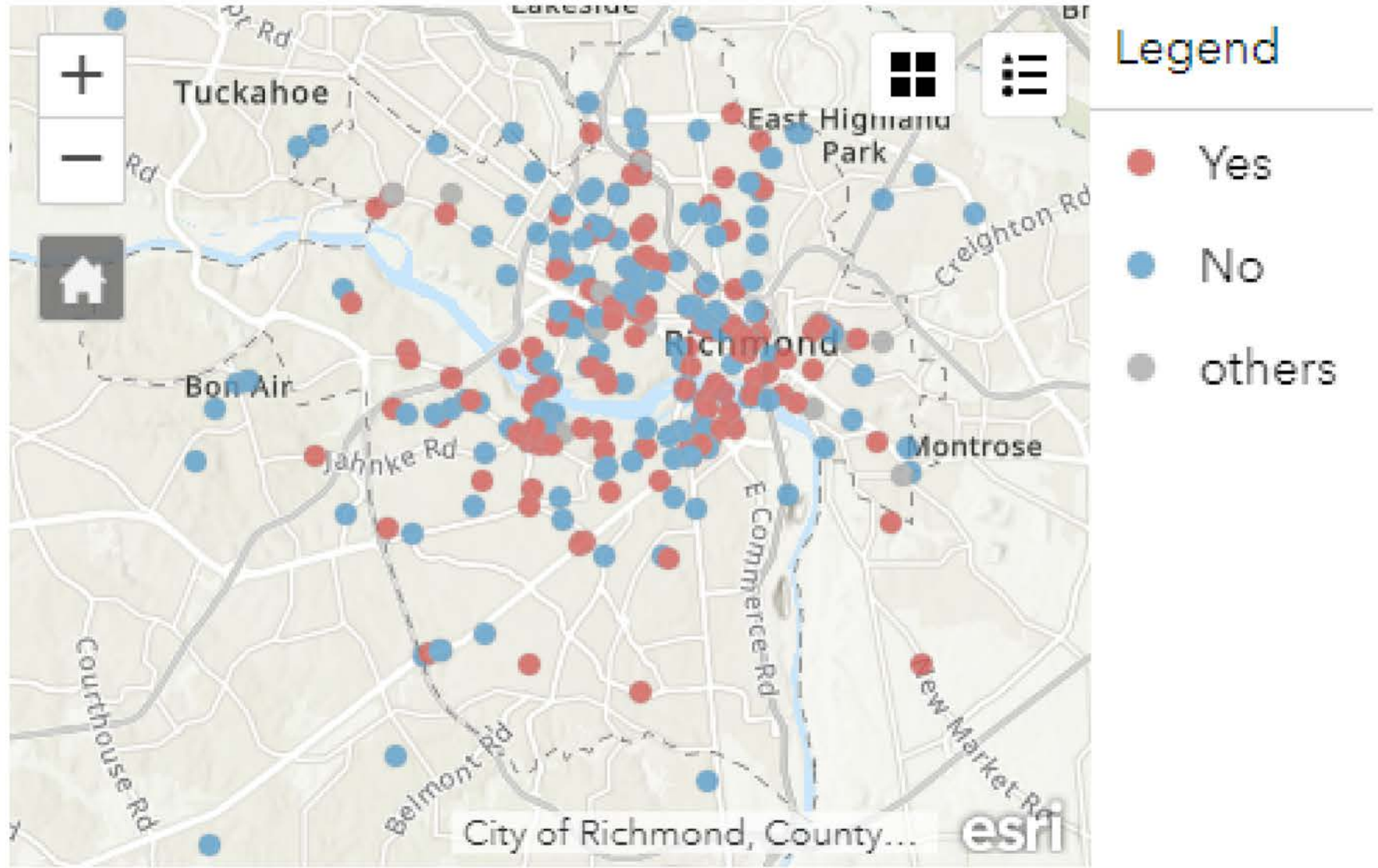
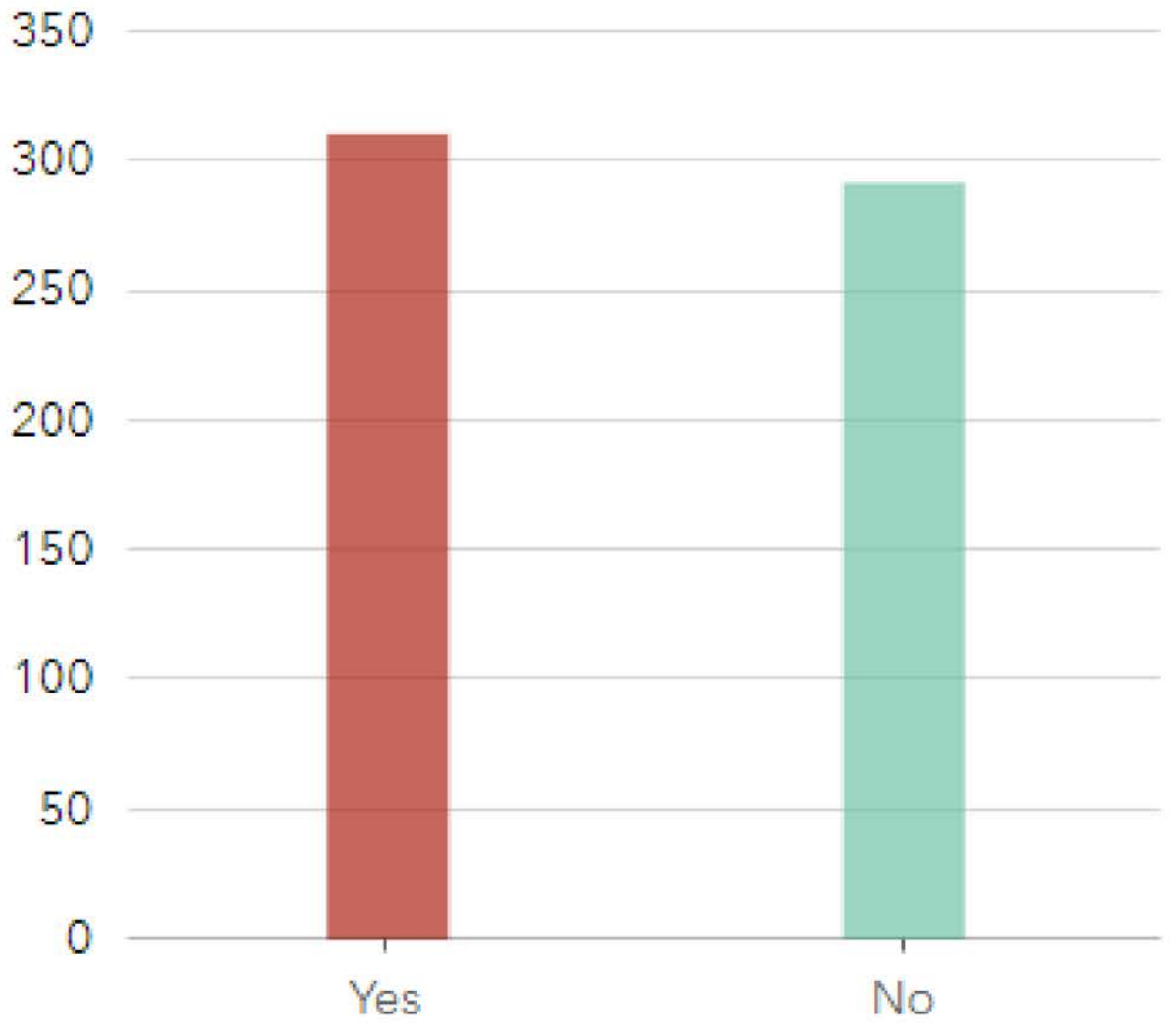
Is your annual household income less than \$34,000?



Who has responded? PAST PARTICIPATION

These slides show statistics and maps for the comments received during the Richmond Connects survey, beginning in June 2022.

Have you participated in past City of Richmond planning initiatives, such as Richmond 300 or Path to Equity?



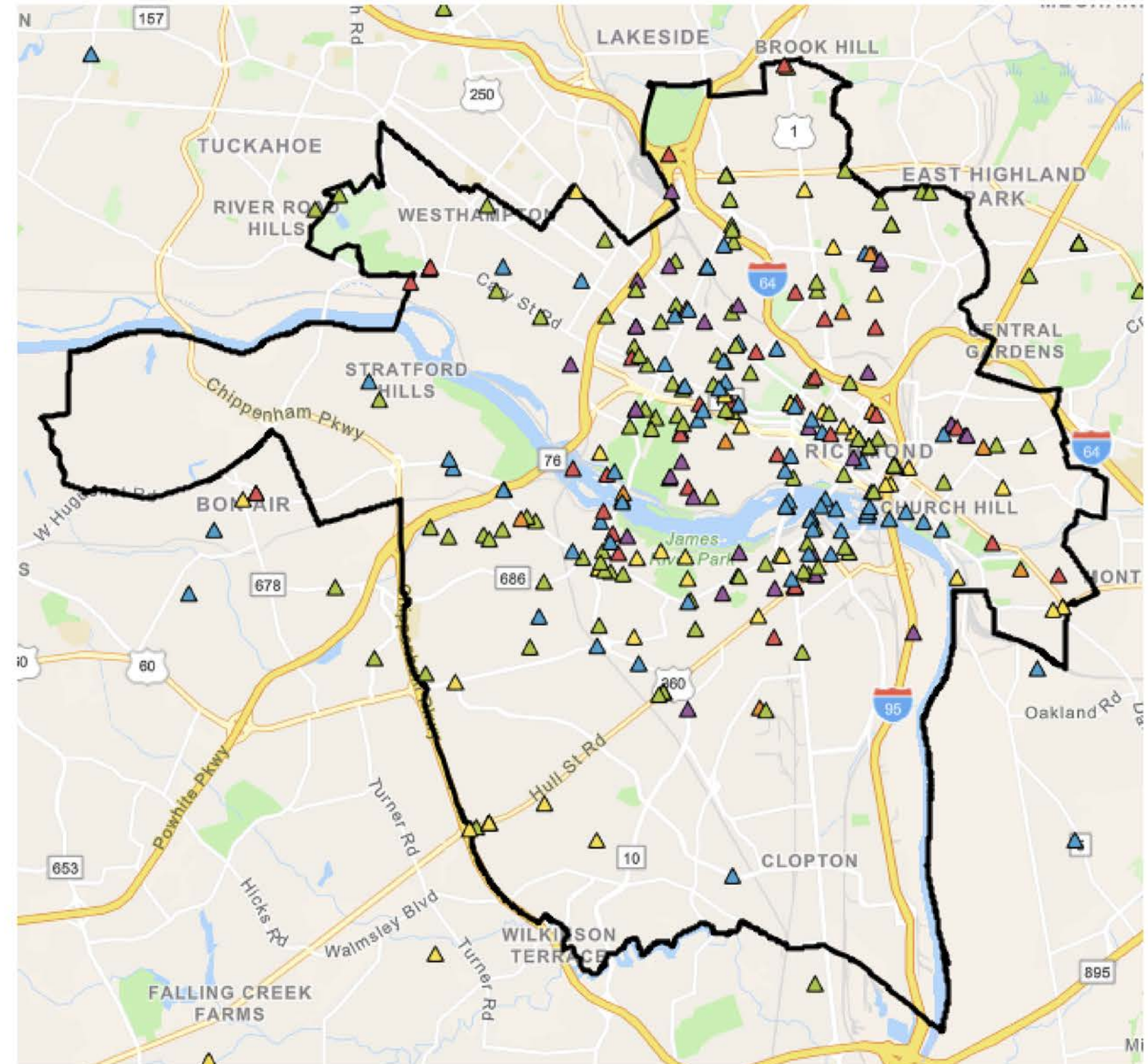
Where are the gaps?

Demographics

- Non-white
- Hispanic
- Low-income
- Under 25
- Over 65

Geography

- Southside
- North side
- East end
- Public housing residents



National Night Out



Image Credit: Randy Shropshire/Getty Images for FMB Development



Image Credit: NBC12 Newsroom

August 2, 2022
5:30 - 8:30 pm

Continued advertisements



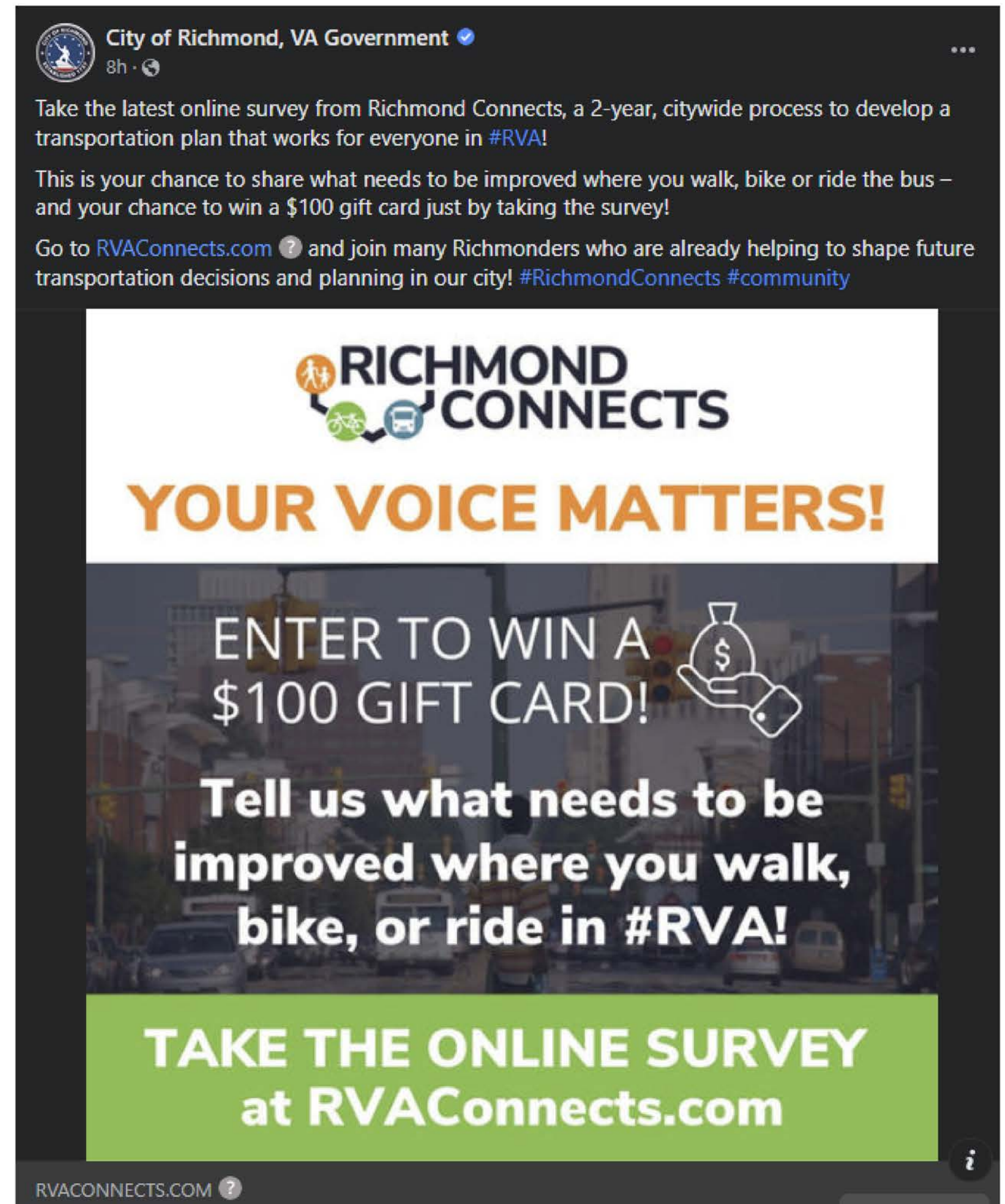
**RICHMOND
CONNECTS**


TAKE OUR SURVEY!

ENTER TO WIN A \$100 GIFT CARD! 

Help us shape the plan for transportation improvements in #RVA.

RVAConnects.com



 **City of Richmond, VA Government** ✓
8h · 🌐


Take the latest online survey from Richmond Connects, a 2-year, citywide process to develop a transportation plan that works for everyone in #RVA!

This is your chance to share what needs to be improved where you walk, bike or ride the bus – and your chance to win a \$100 gift card just by taking the survey!

Go to RVAConnects.com ? and join many Richmonders who are already helping to shape future transportation decisions and planning in our city! #RichmondConnects #community

**RICHMOND
CONNECTS**

YOUR VOICE MATTERS!

ENTER TO WIN A \$100 GIFT CARD! 

Tell us what needs to be improved where you walk, bike, or ride in #RVA!

TAKE THE ONLINE SURVEY at RVAConnects.com

RVAConnects.com ?

Targeted Engagement

We are identifying specific areas for the OETM Community Outreach Specialist, Outreach Support Consultants, and Path to Equity Ambassadors to canvas.

- Door to door
- At community service buildings

On August 15th, we will use the survey results to supplement the data-driven needs analysis.

We will keep the survey open as an instrument for people to continue to give input.



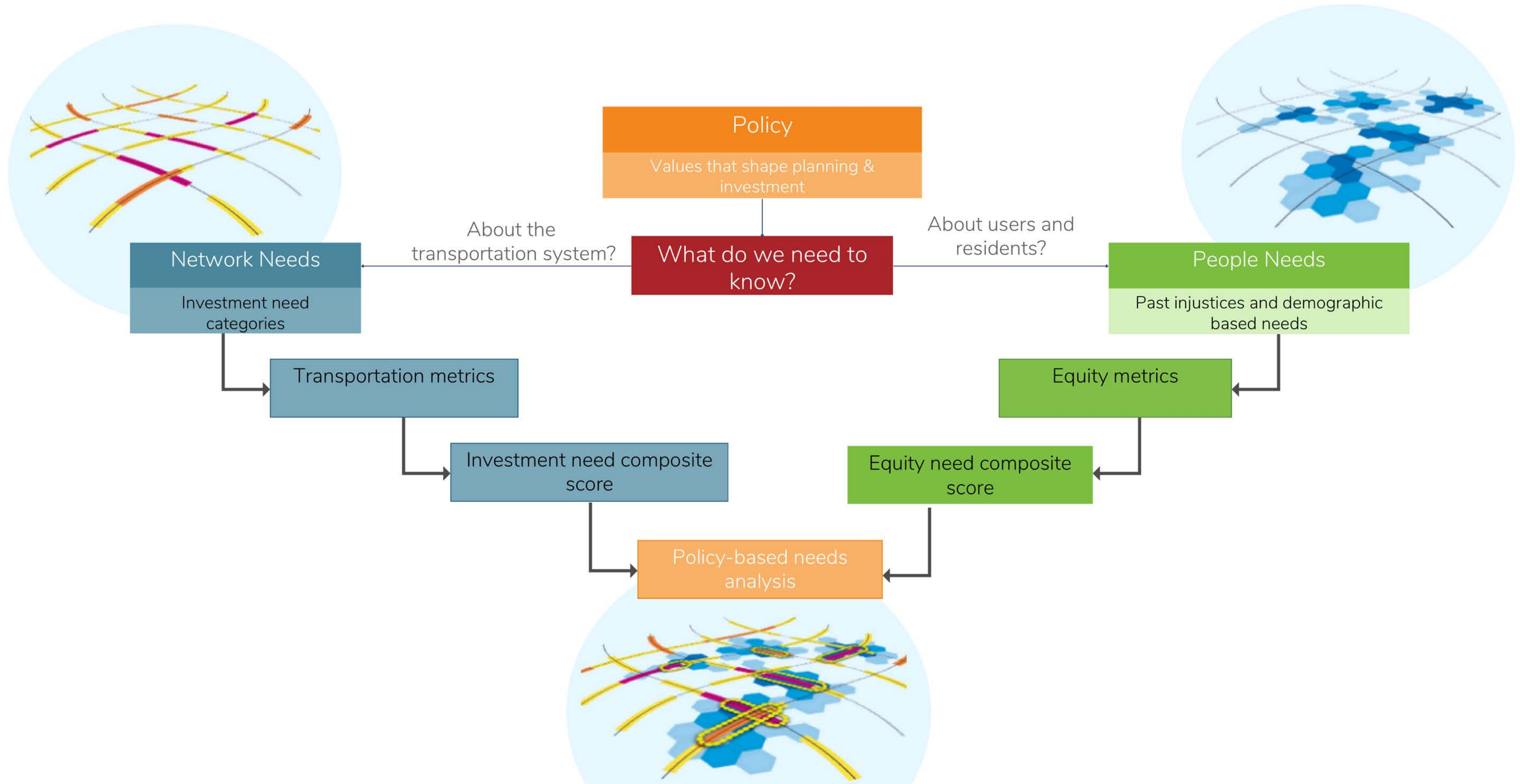
3

Needs Analysis Update

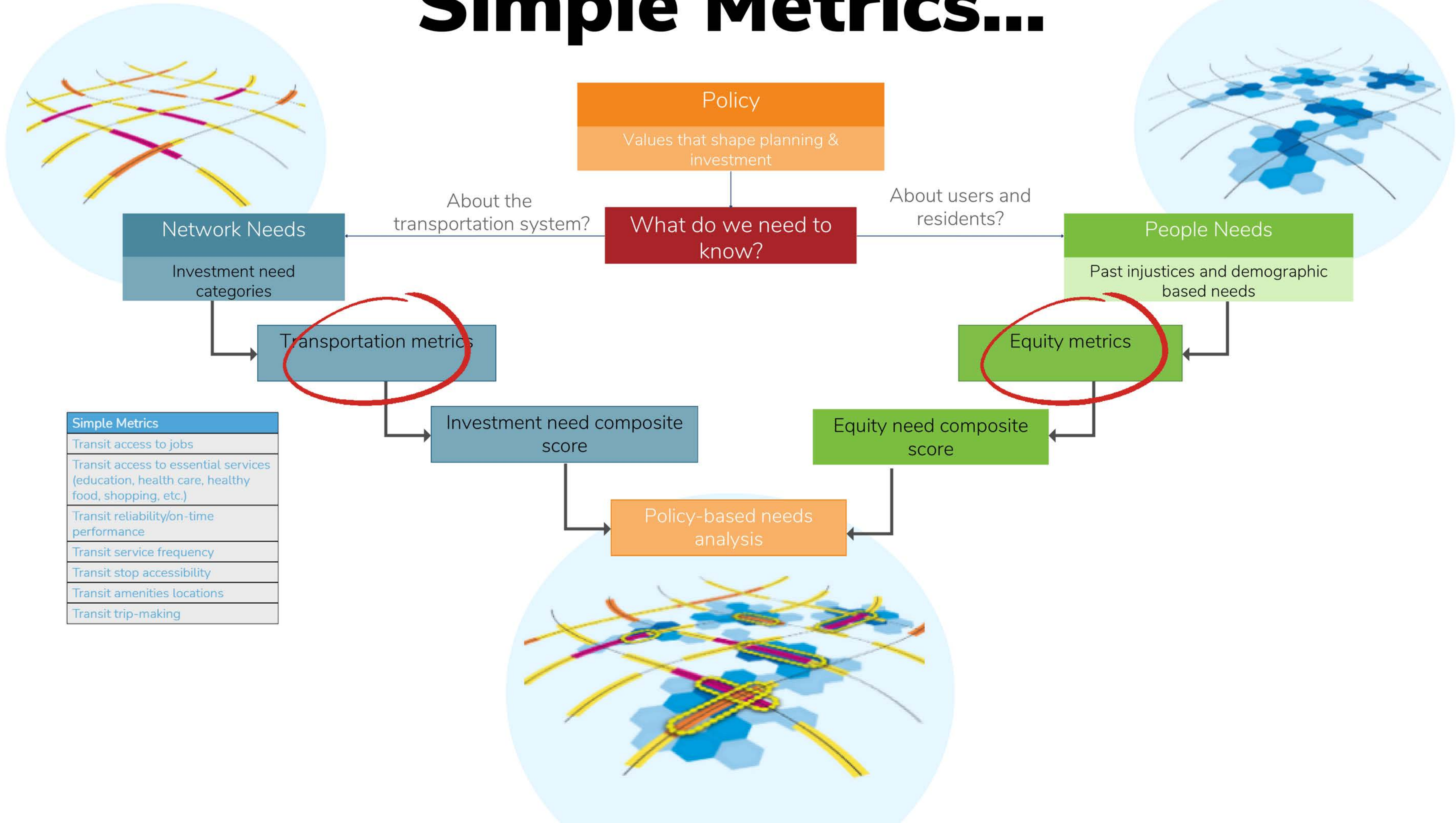
Framework Refresh



Framework refresh...

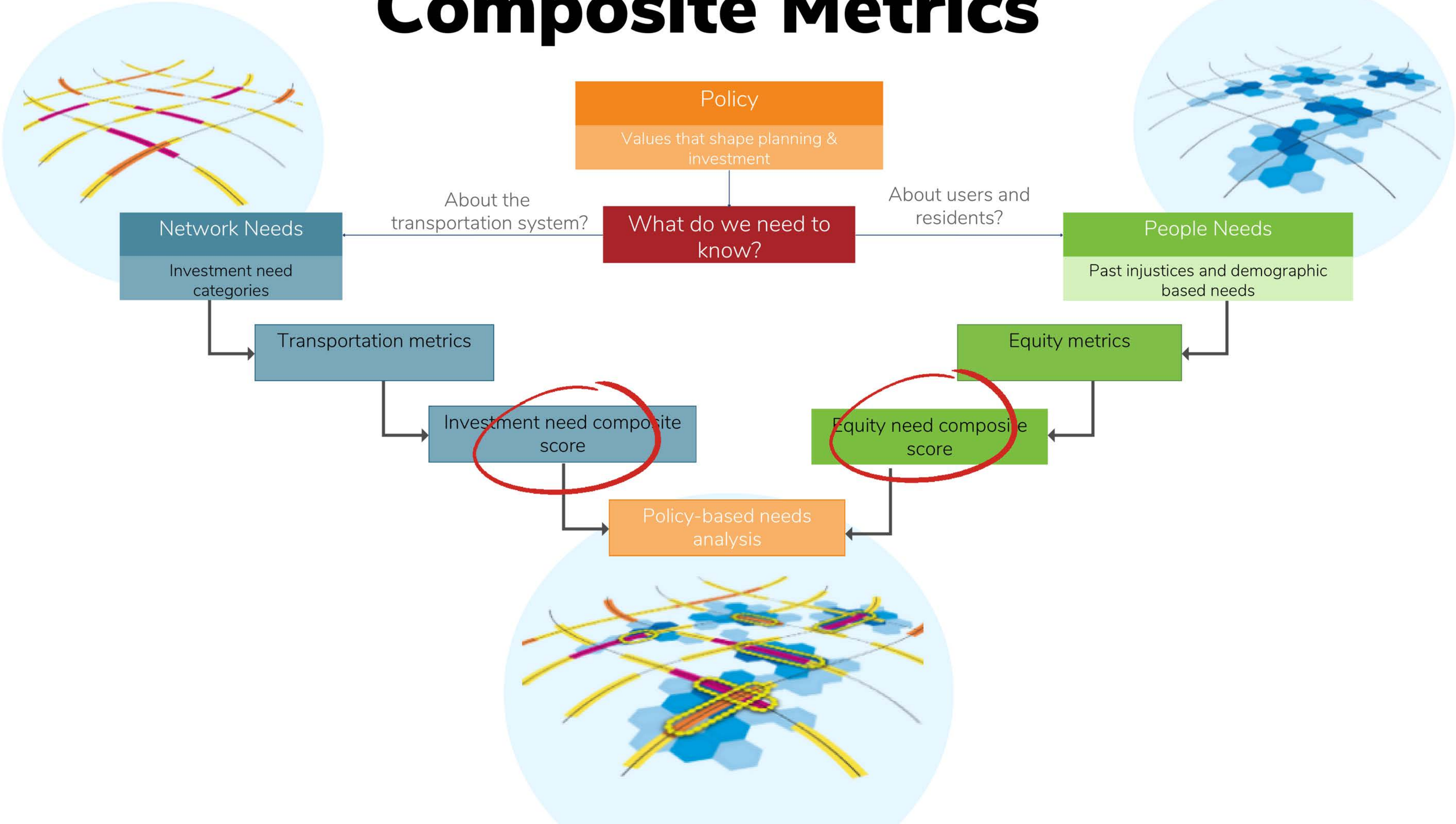


Simple Metrics...



Simple Metrics
Transit access to jobs
Transit access to essential services (education, health care, healthy food, shopping, etc.)
Transit reliability/on-time performance
Transit service frequency
Transit stop accessibility
Transit amenities locations
Transit trip-making

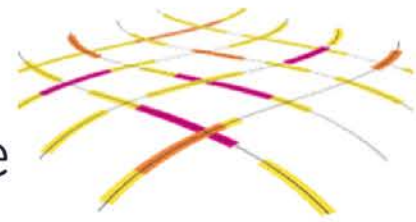
Composite Metrics



Ultimate Outcome

11 Integrated Needs Maps by Investment Need Category

11 Investment
Need Category Composite
Maps



10 Equity Factor
Composite Maps



11 INC * 10 EFs = 11
integrated Maps



Simplify and pull out segments where top needs are located, lose background noise and present as 11 integrated needs maps

Ultimate Outcome

11 Integrated Needs Maps by Investment Need Category enriched with significance from Equity Factor Composite Maps

Investment need categories	
Pedestrian	
Bike	
Transit	
Freight	
Land Use	
Safety	
Connectivity	
Maintenance	
Economic Development	
Technology	
Sustainability	



Ultimate Outcome

11 Integrated Needs Maps by Investment Need Category



These maps will
reveal the needs:

What?

Where?

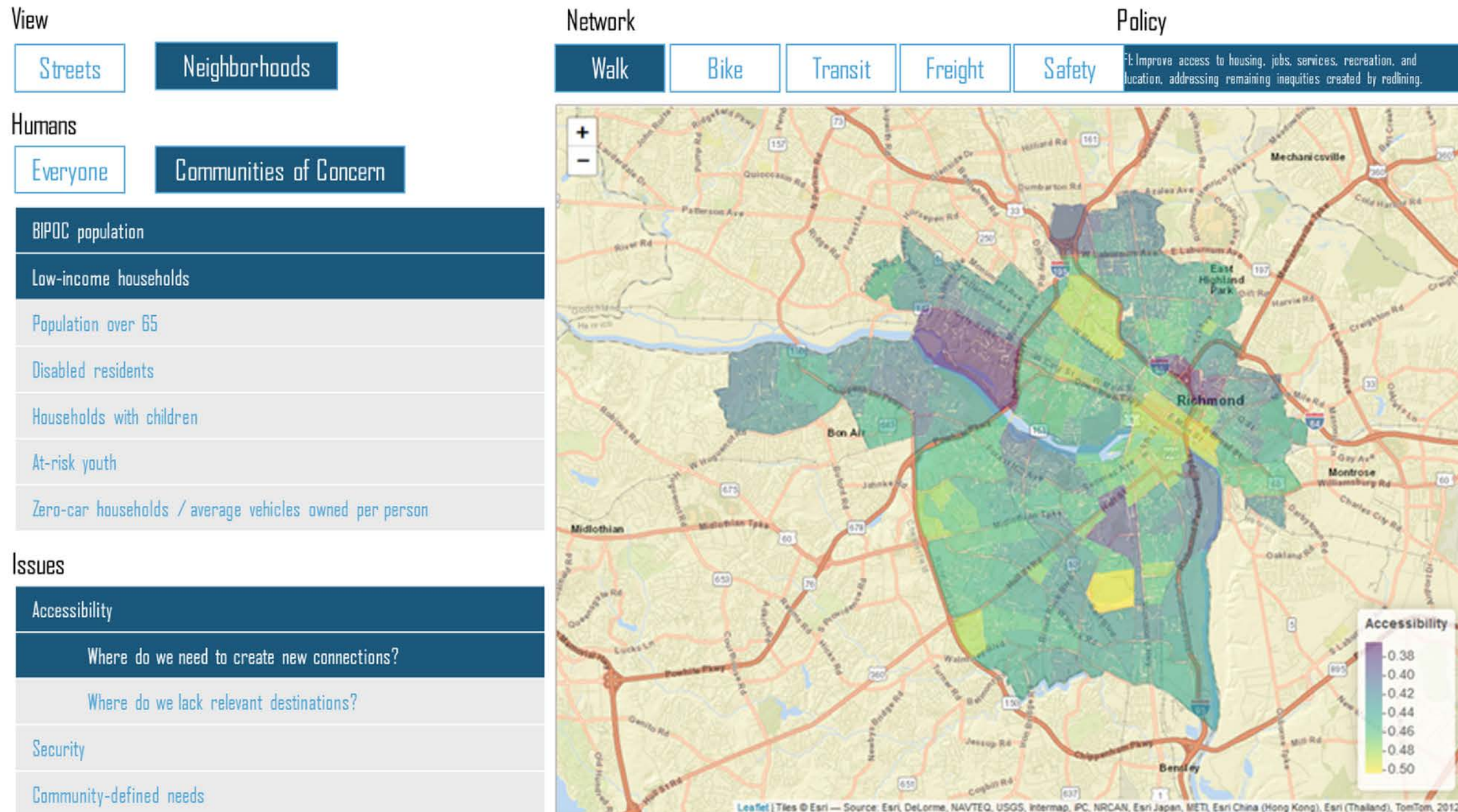
Who is
impacted?

Interactive Map

for further exploration of the analysis results



Draft Interface Mock-Up



The analysis will reveal different facets of the needs:

Why is there a need here?

- low accessibility - you can't get to enough stuff
- low quality facilities
- gaps in connectivity
- irrelevant destinations
- unreliable
- unsafe
- highly utilized
- communities of concern
- public input identified a need
- other policy considerations (Nodes, Great Streets)

Based on:

- Accessibility analysis
- Fatality and injury locations
- Population density
- Population characteristics
- Usage data
- Policies
- Other data and metrics
(see memo)





3

Needs Analysis Update

Illustrative Examples



Investment Needs Categories & Equity Factors Drive Needs Assessment

Investment need categories	
Pedestrian	
Bike	
Transit	
Freight	
Land Use	
Safety	
Connectivity	
Maintenance	
Economic Development	
Technology	
Sustainability	

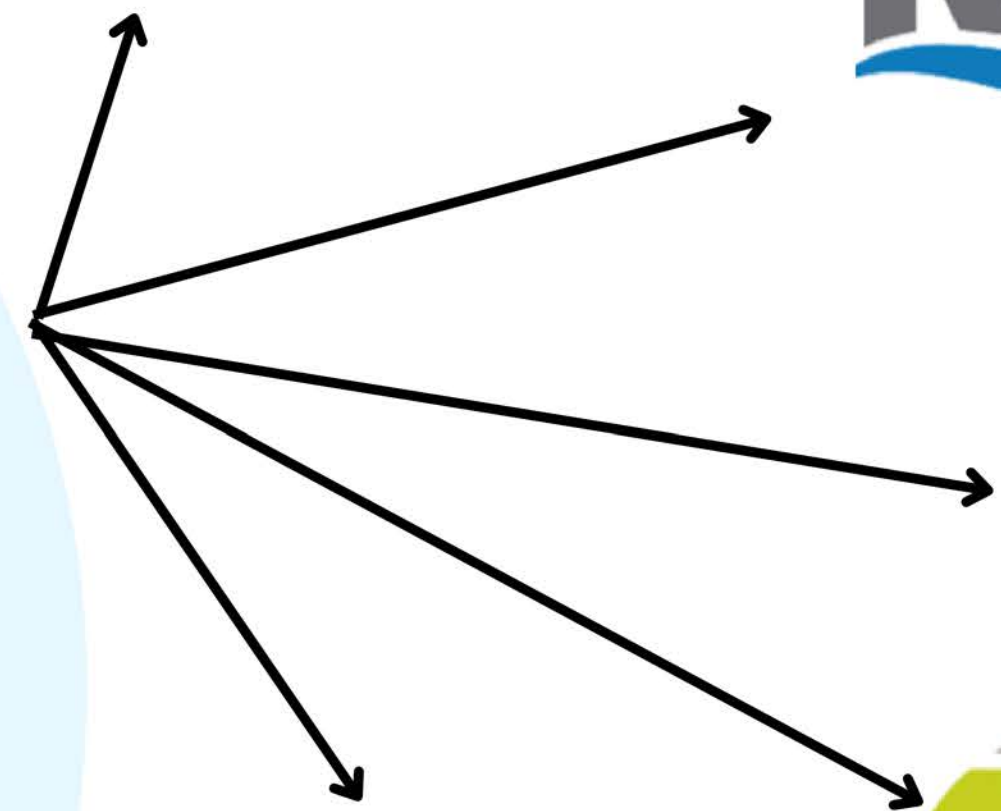
Equity Factors

- 1 Improve access to housing, jobs, services, recreation, and education, addressing remaining inequities created by **redlining**.
- 2 Reconnect and revitalize communities to address inequities created by the **highway system's dissection of neighborhoods**.
- 3 Improve neighborhood connectivity and revitalize the fabric of the communities negatively impacted by **urban renewal**.
- 4 Improve access to housing, jobs, services, and education to address the **isolation of low-income inner ring suburbs** where families are pushed.
- 5 Address gaps in the multimodal network and utilize new planning tools to improve safety and accessibility deficiencies stemming from **traditional car-centric planning**.
- 6 Equitably increase the safety and comfort of **cyclists and pedestrians**, connecting communities of concern to opportunities.
- 7 Improve reliability of **transit and other non-car services** to increase access and remove barriers to opportunities for communities of concern.
- 8 Prioritize the needs of socially vulnerable users and address **climate and environmental equity** as identified in RVA Green 2050.
- 9 Prioritize densely populated areas of **communities of concern** including communities of color, low-income communities, senior and limited mobility populations, families traveling with children, and at-risk youth.
- 10 Focus on improving **climate resiliency** for the most impacted communities.



**Complete
Streets Policy**

- Existing policy helps answer:
1. Where is access/the network underperforming? Where should it perform 'best' and what does that mean?
 2. How important is the place / facility?
 3. What qualitative concerns apply?



Investment Need Category 1b: **Bicycle**

1

A bicycle need is revealed where **access** is significantly degraded by the absence of bicycle facilities or the presence of low-quality facilities, or where **bike-share**

2 **facilities are beyond a short walking distance**, with less tolerance for poor/underperforming accessibility in **R300**

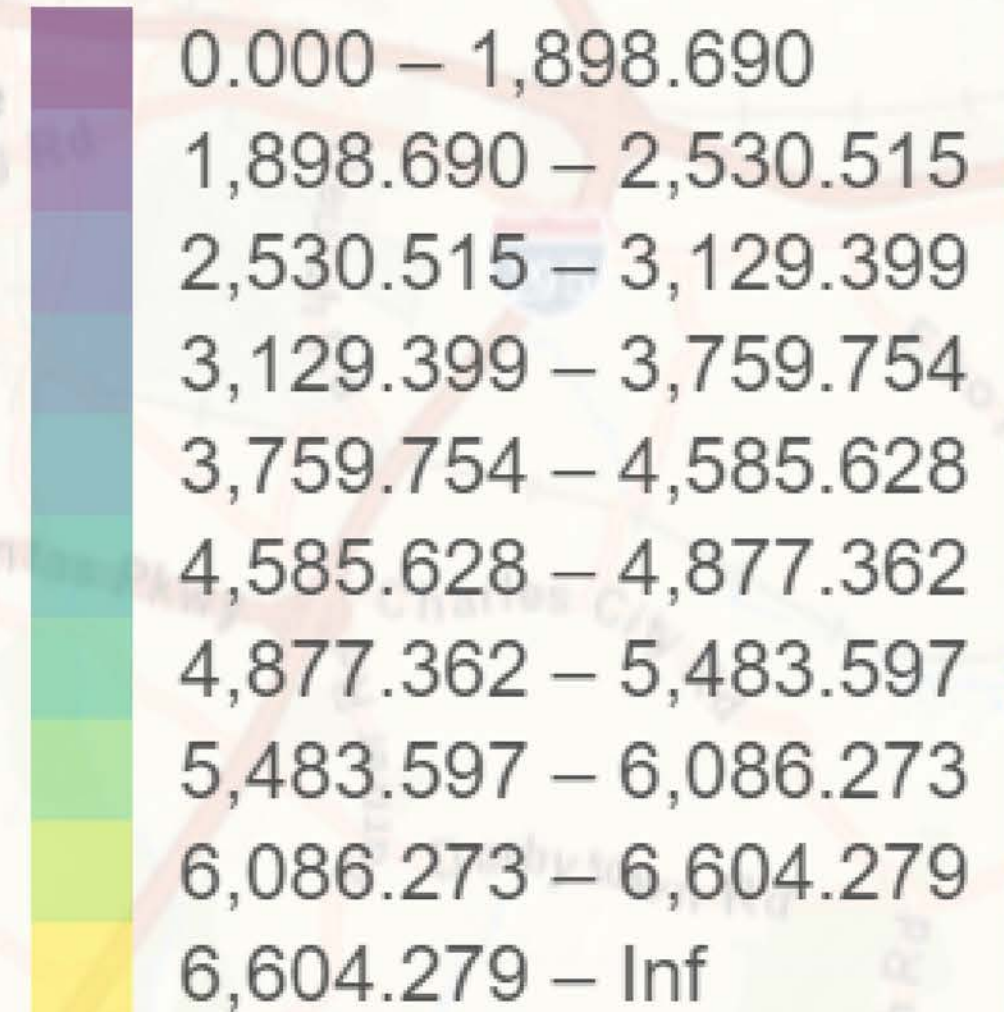
Nodes and along Great Streets.

3

1 Composite bike access to all jobs

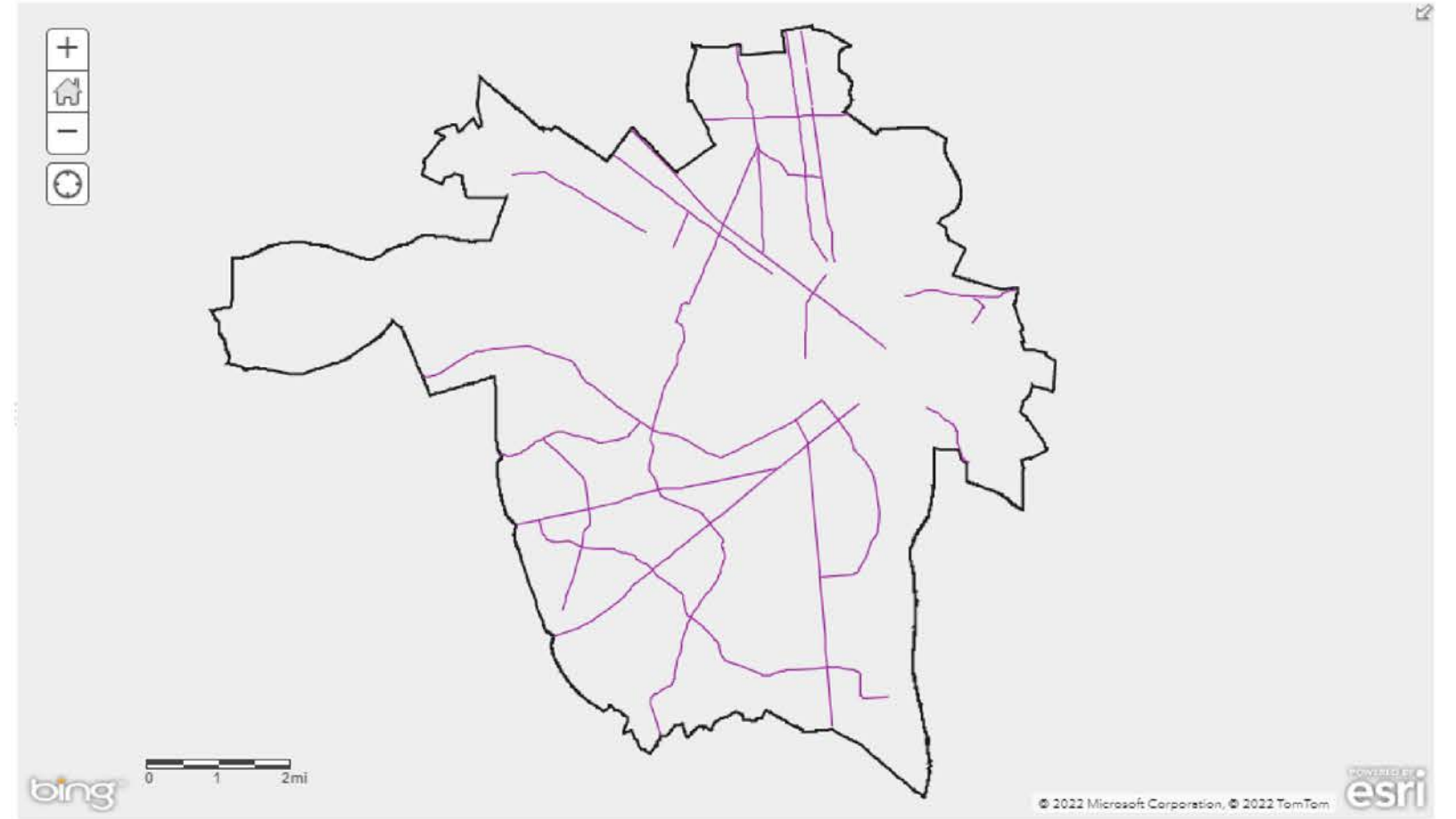
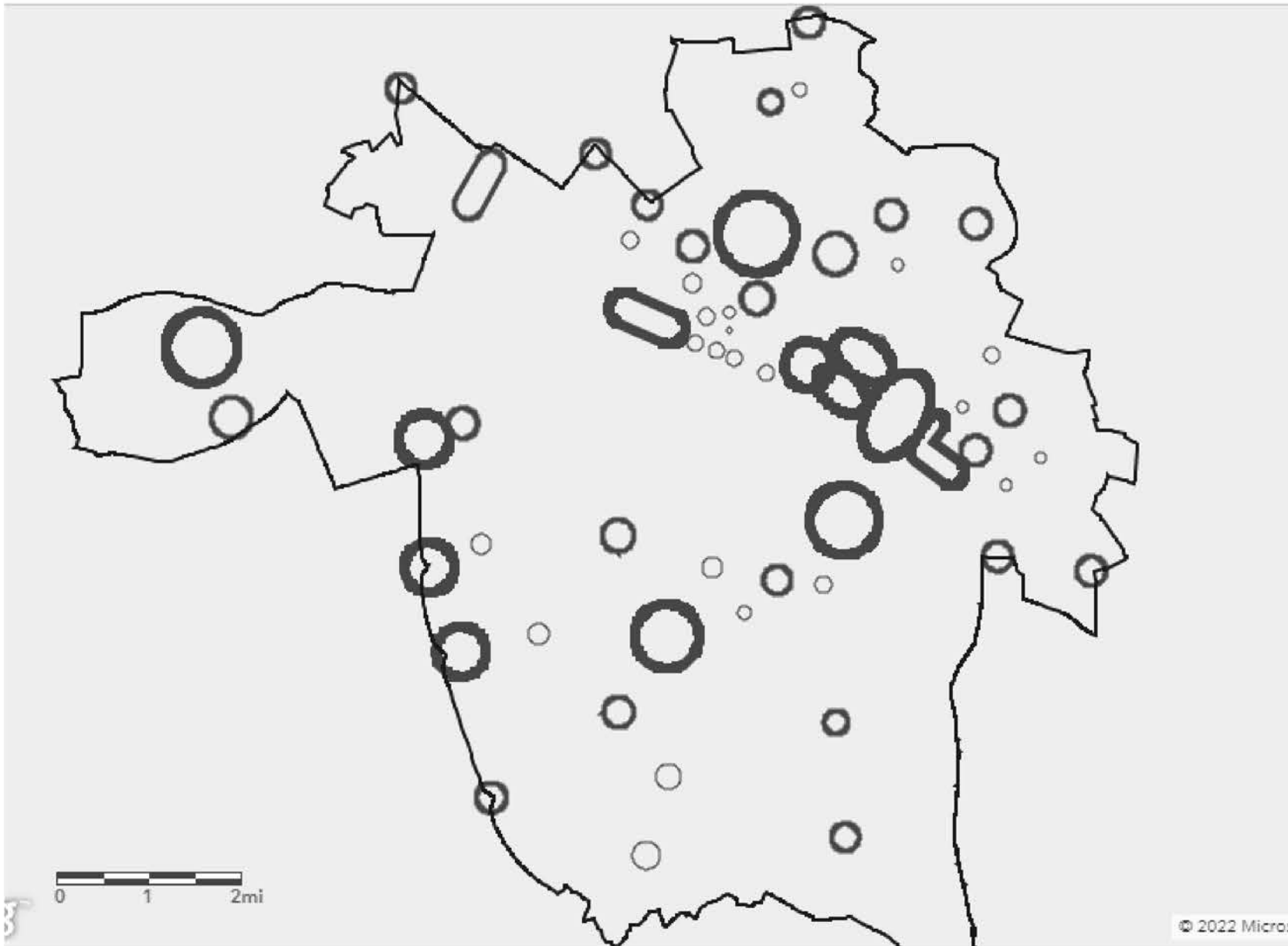
Composite Bike
Accessibility
True Time
Non-Competitive
Jobs Access

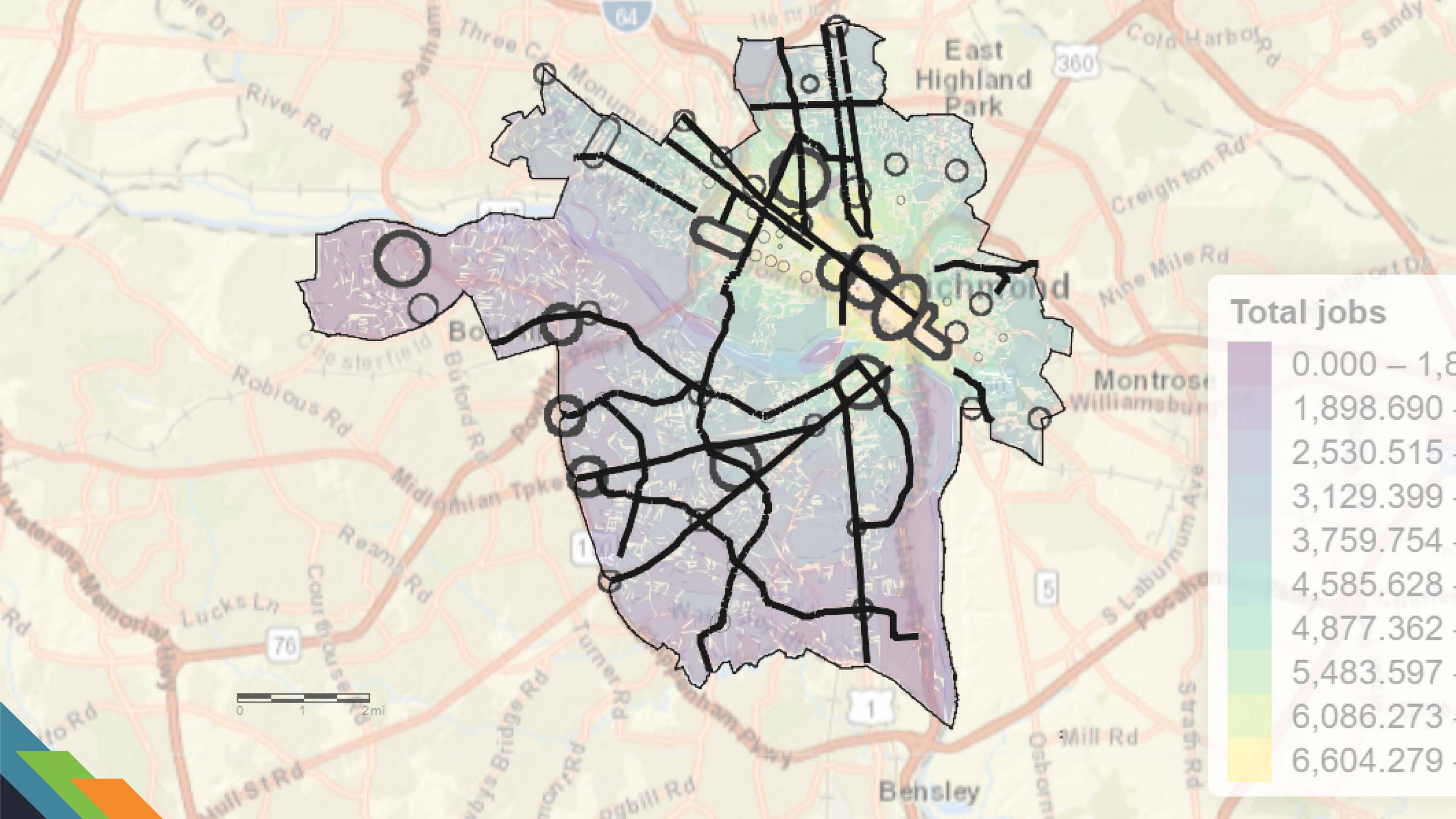
Total jobs

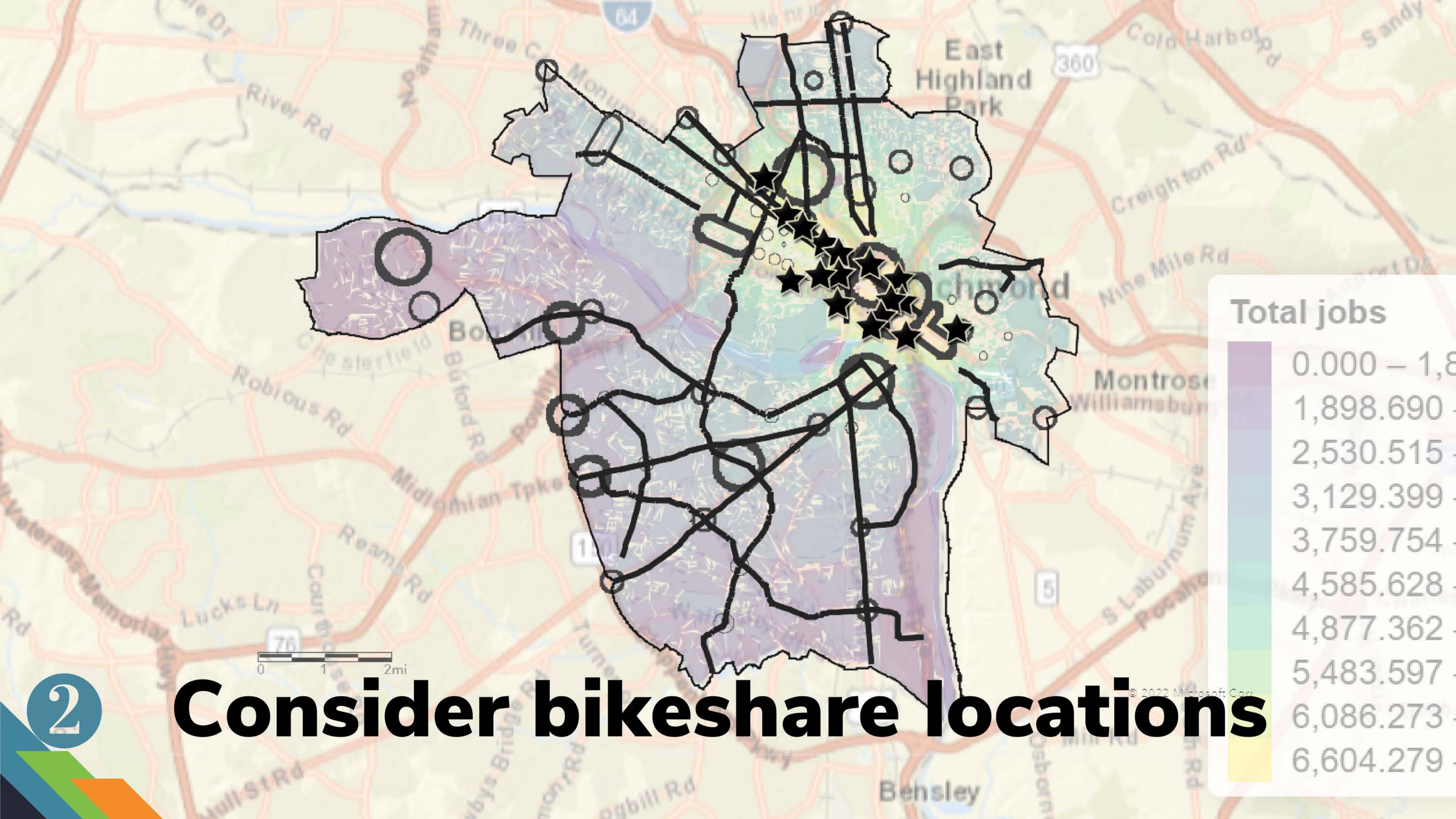


3

Map Nodes & Great Streets



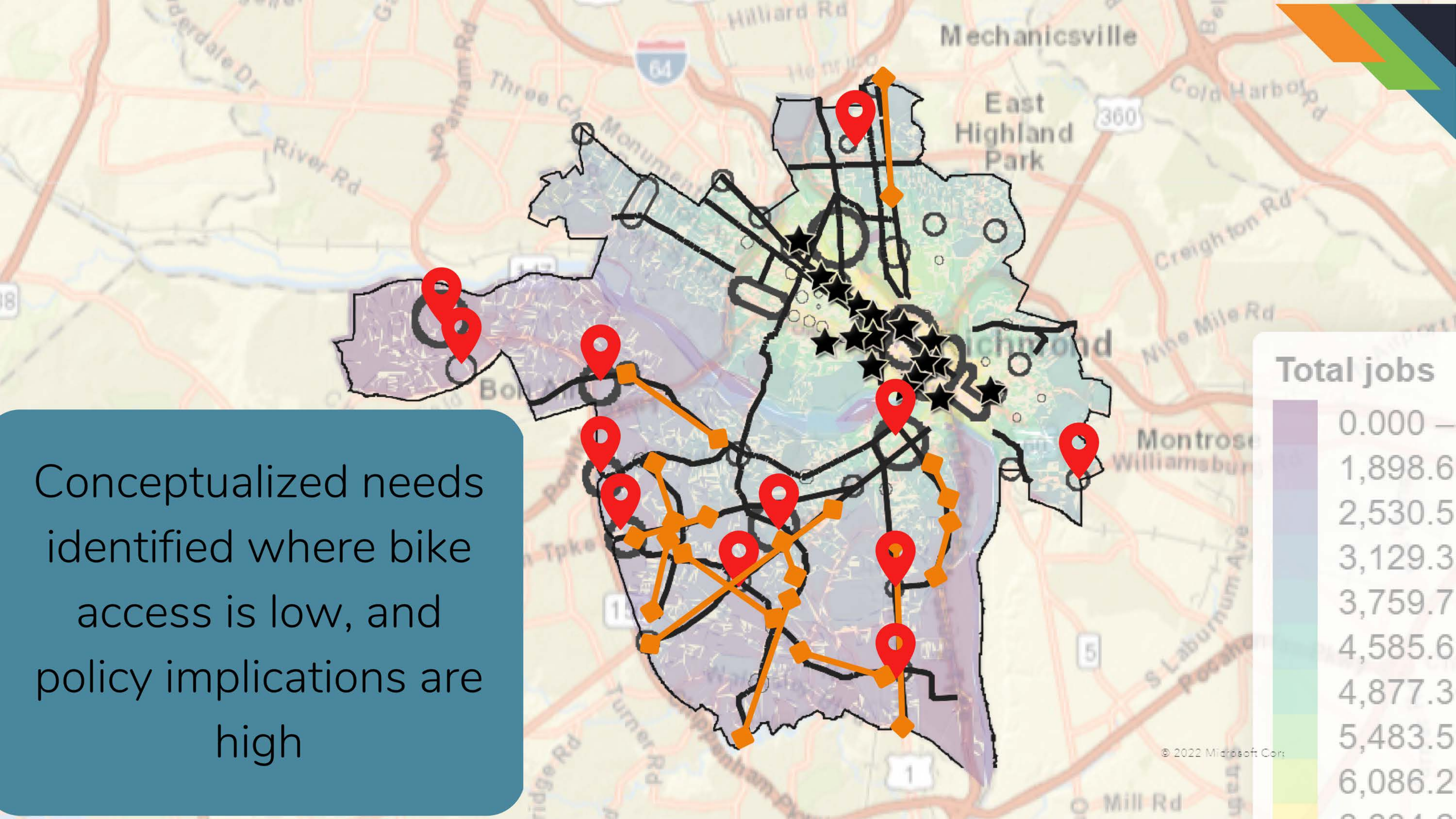


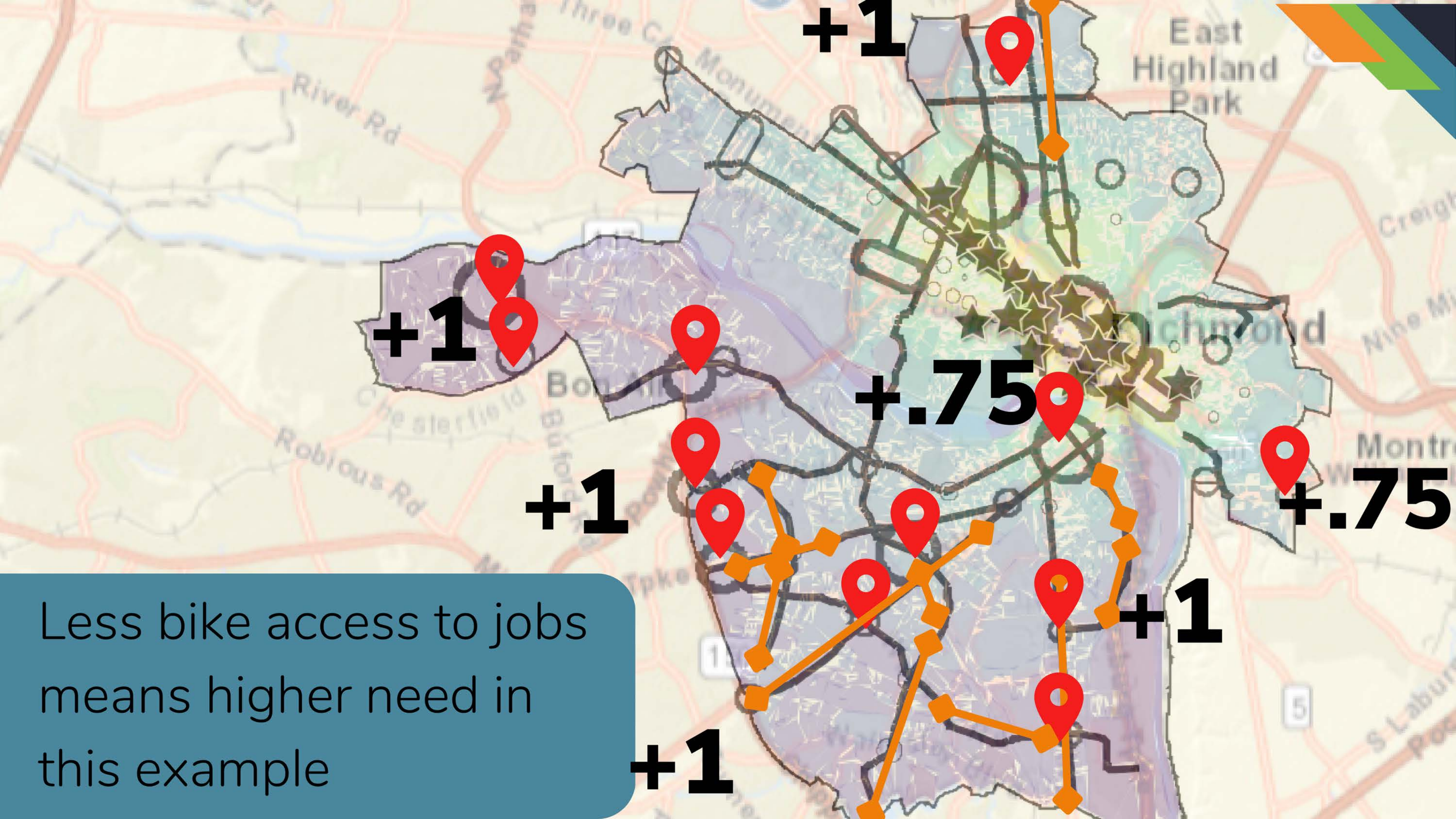


2

Consider bikeshare locations

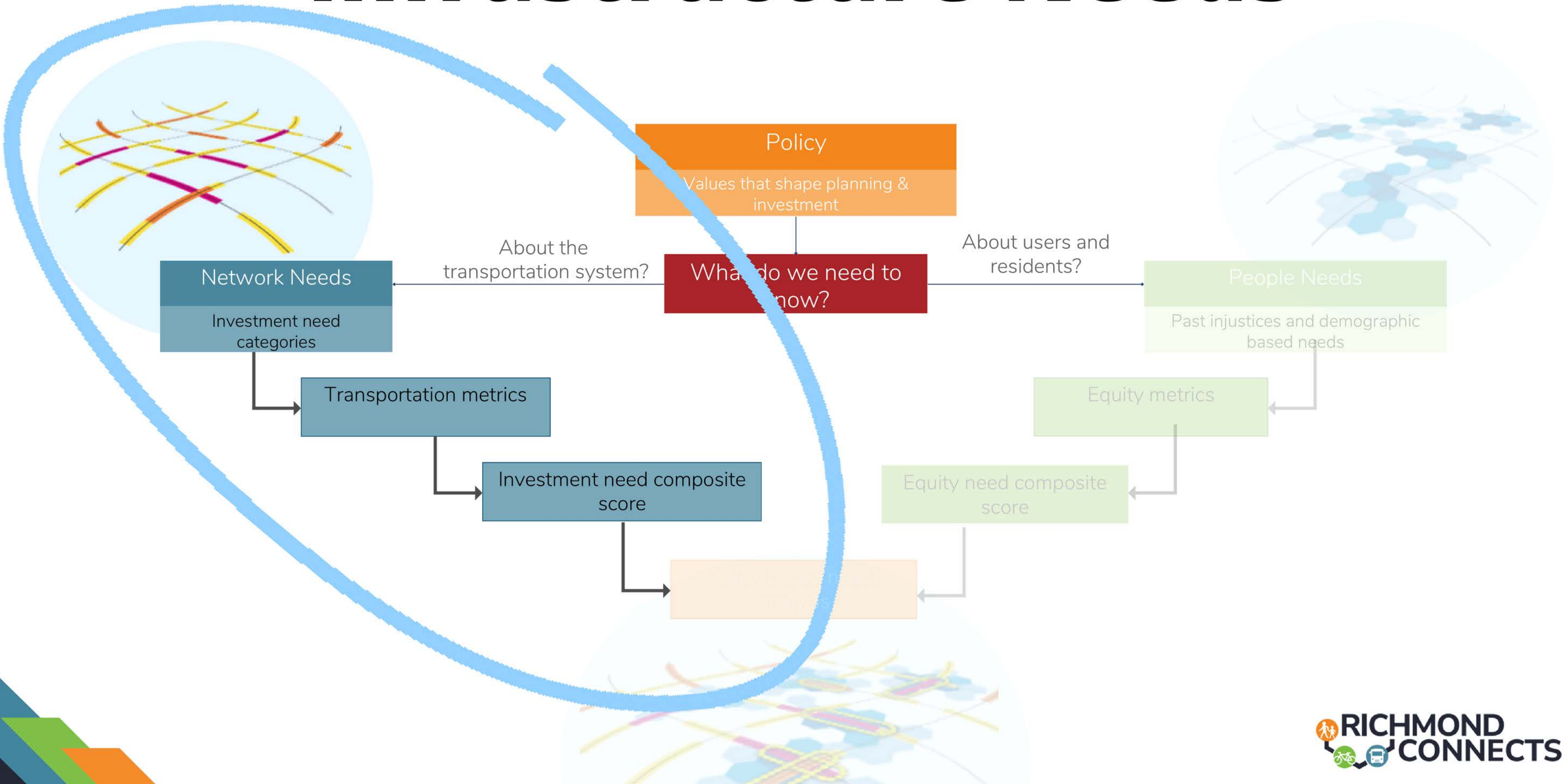
Conceptualized needs identified where bike access is low, and policy implications are high



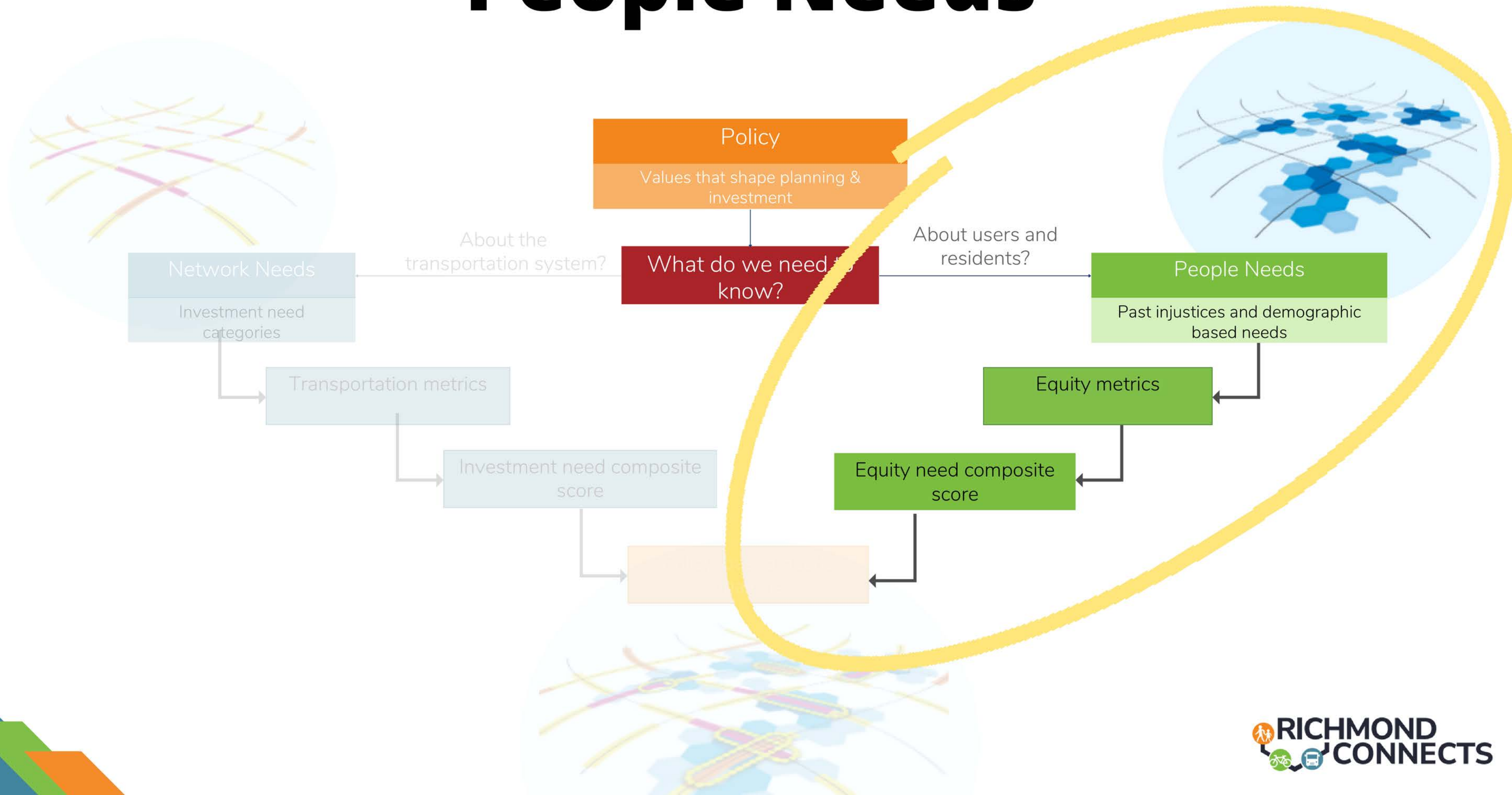


Less bike access to jobs means higher need in this example

Infrastructure Needs



People Needs





Equity Factor 1: **Improve access to housing, jobs, services, recreation, and education, addressing remaining inequities created by redlining.**

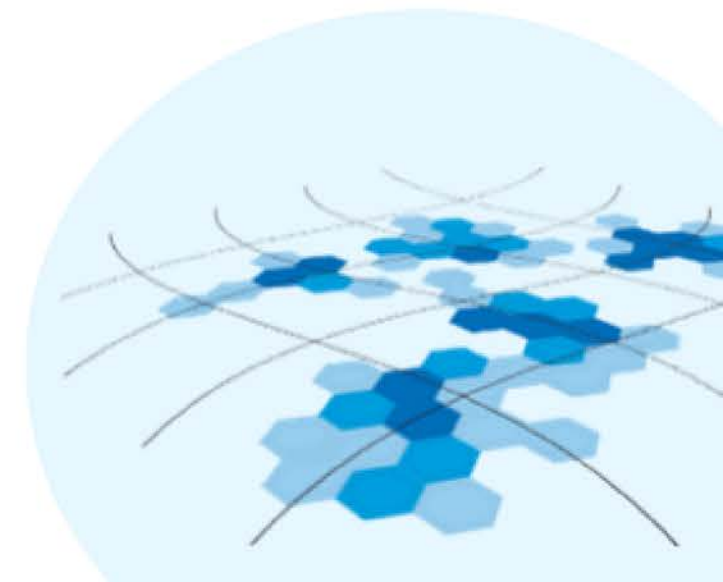
1

Areas highlighted for EF1 are those that were **redlined** and still have **high**

2 **concentrations of low income and BIPOC populations and low rates of BIPOC home ownership** AND where **accessibility to jobs, services, recreation, and education by the walk, bike, or transit modes is underperforming.**

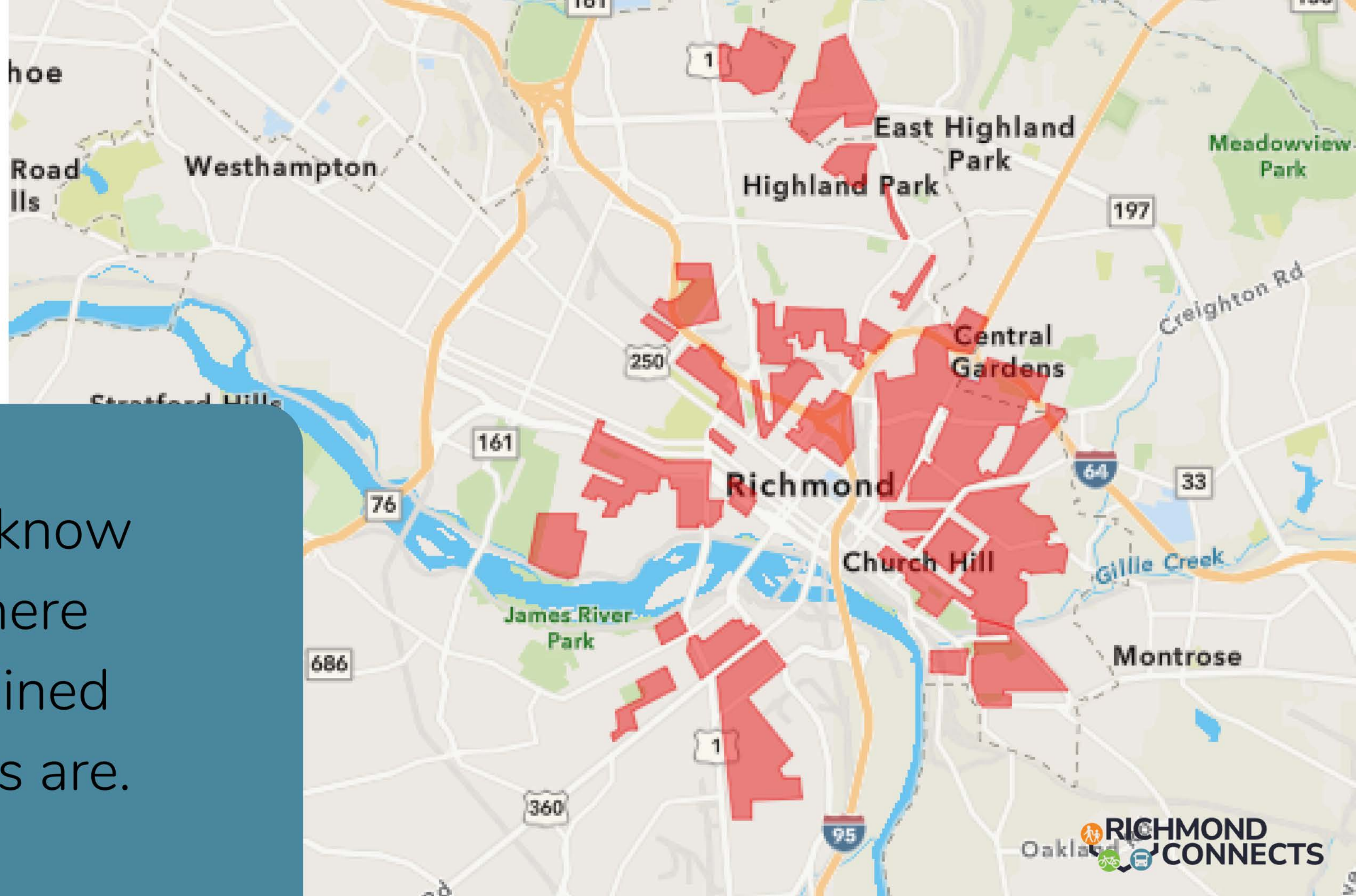
3

Accessibility may underperform due to quality of service, connectivity, destination **relevance/land use factors.**



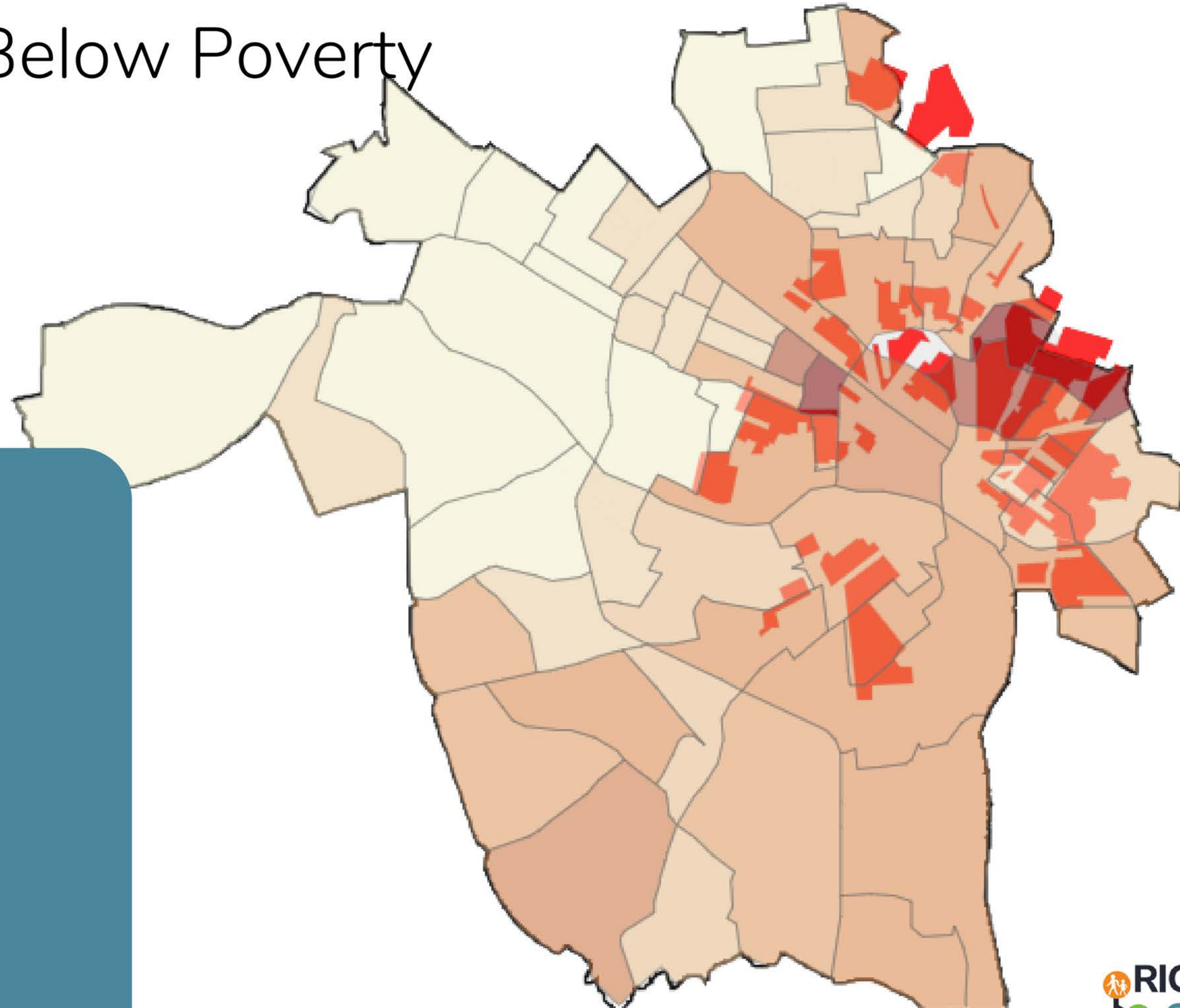
1

We know
where
redlined
areas are.



Redlined and Below Poverty

2

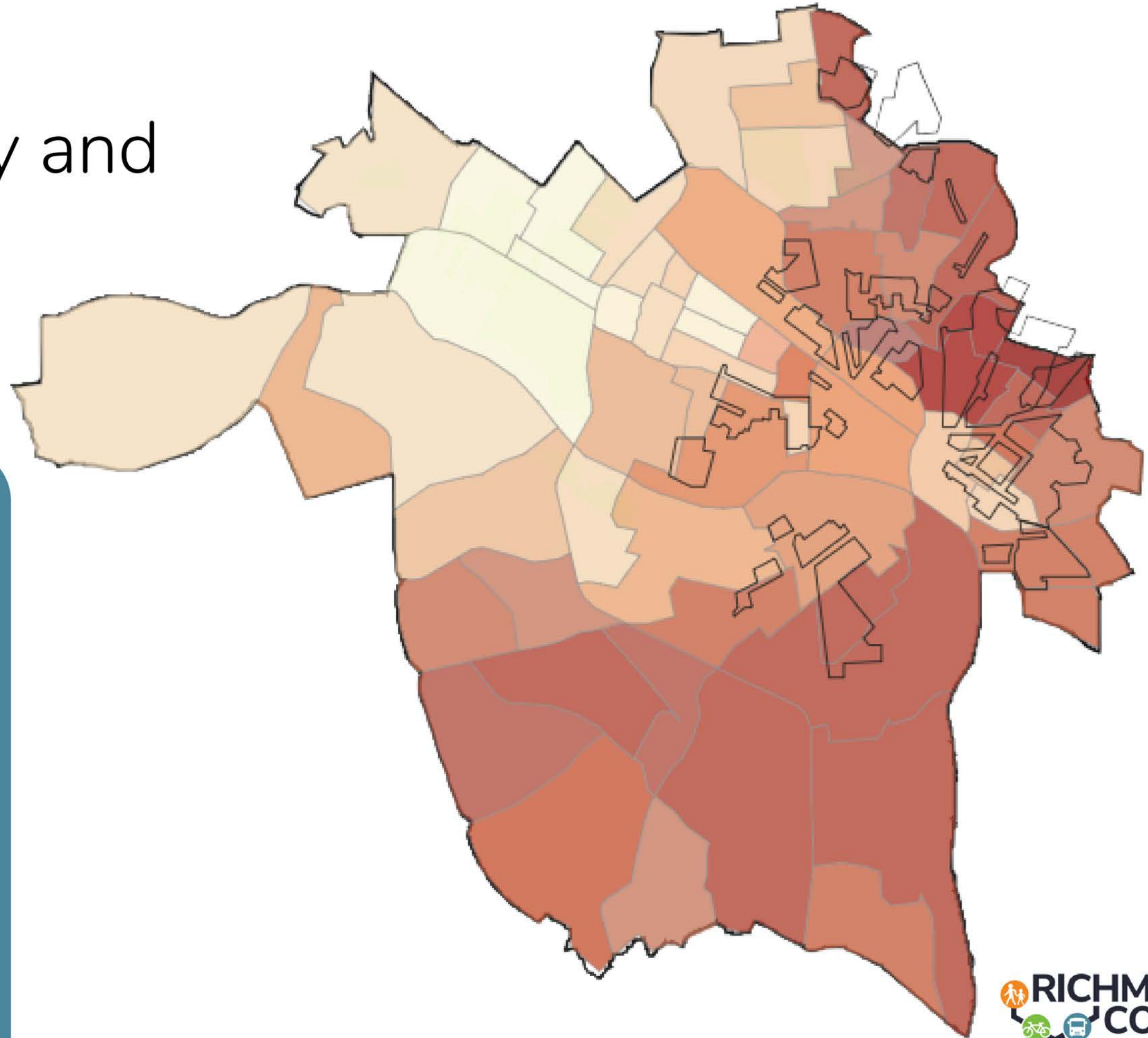


We know
where poverty
is
concentrated.

2

Redlined and Below Poverty and BIPOC

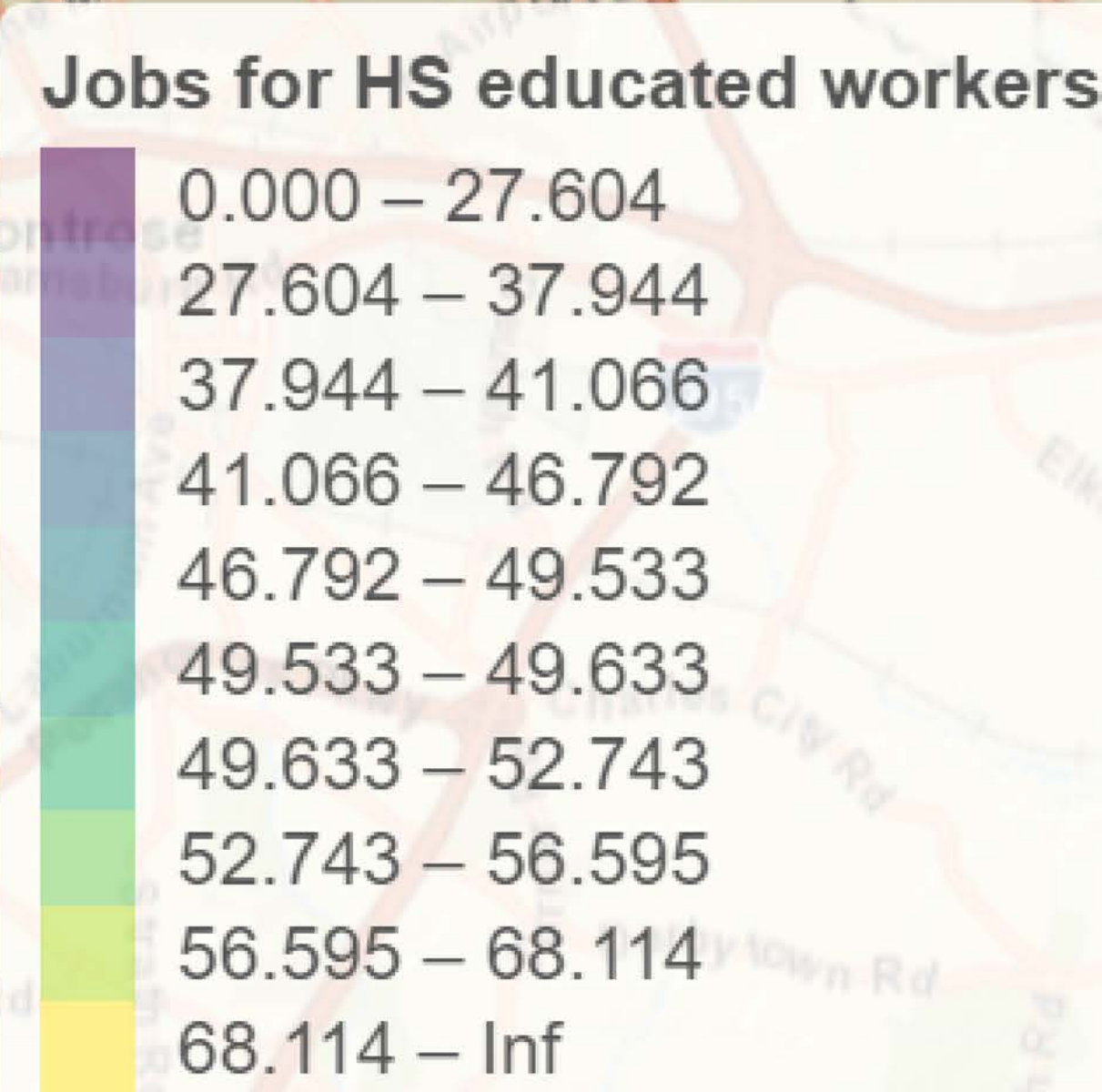
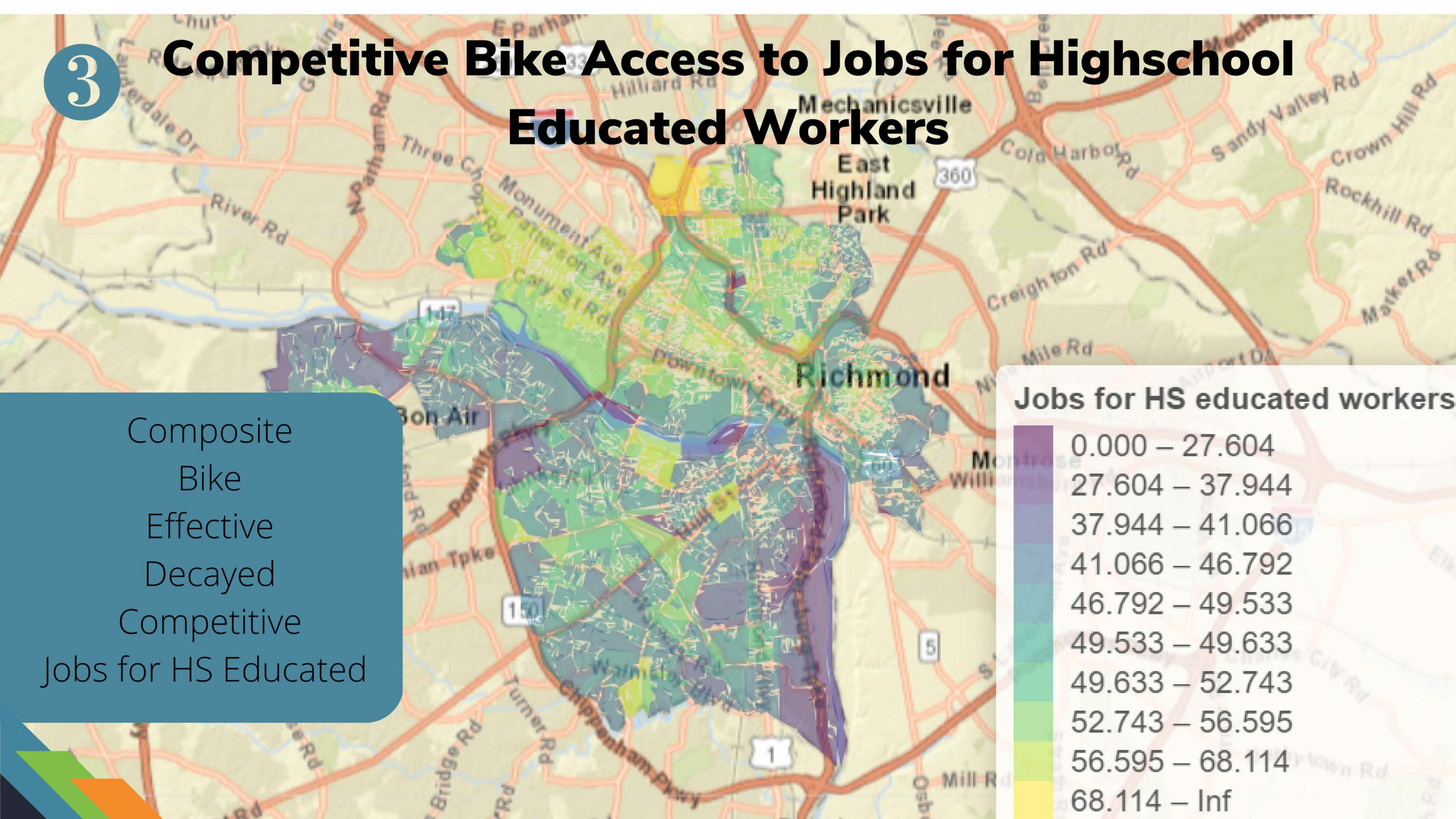
We know
where BIPOC
communities
are located.



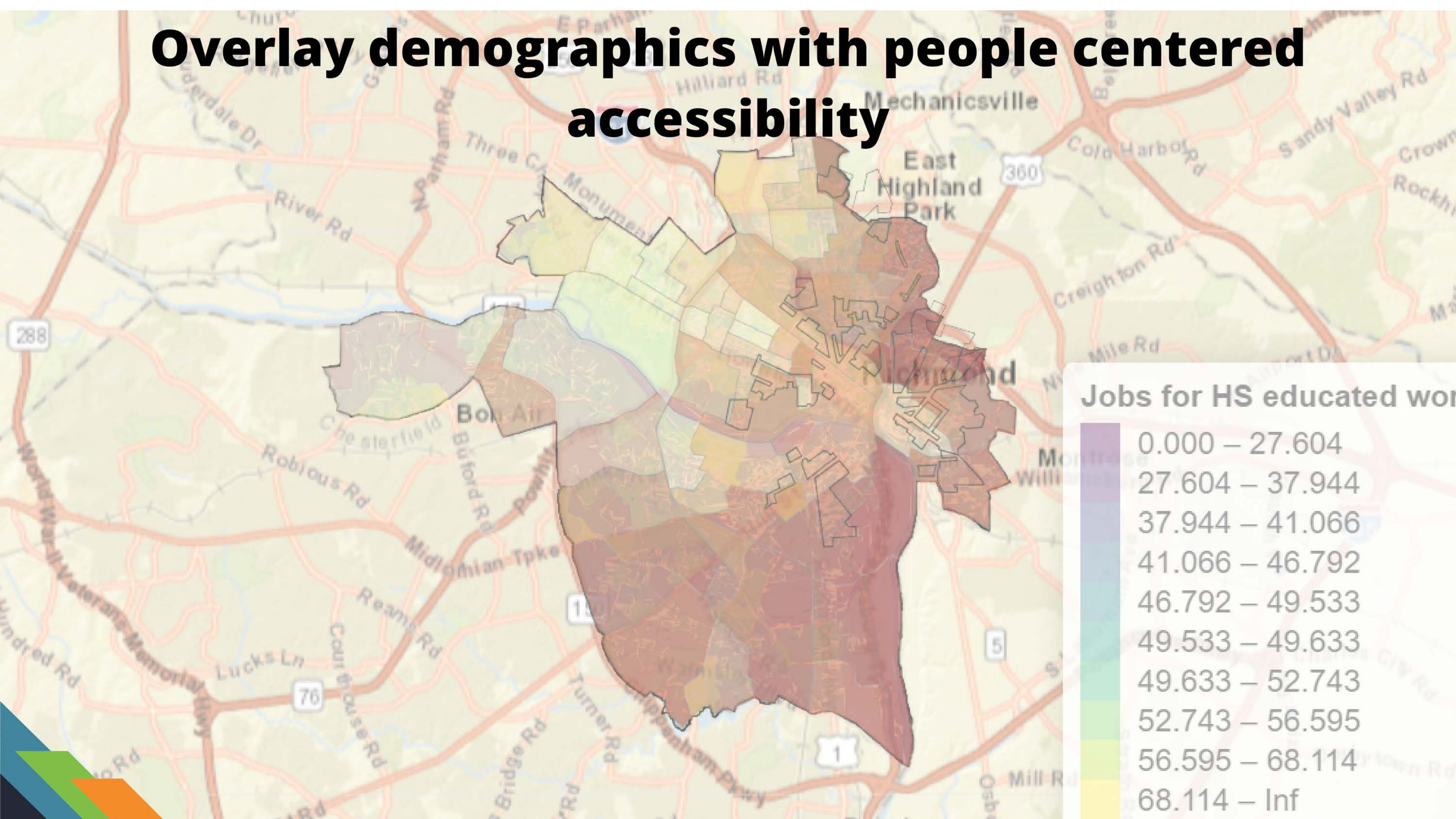
3

Competitive Bike Access to Jobs for Highschool Educated Workers

Composite
Bike
Effective
Decayed
Competitive
Jobs for HS Educated











Overlay demographics with people centered accessibility



Areas that were Redlined and have high numbers of residents below poverty, high BIPOC proportion, and low people-centered accessibility are highest need

+.75 

  **+1**

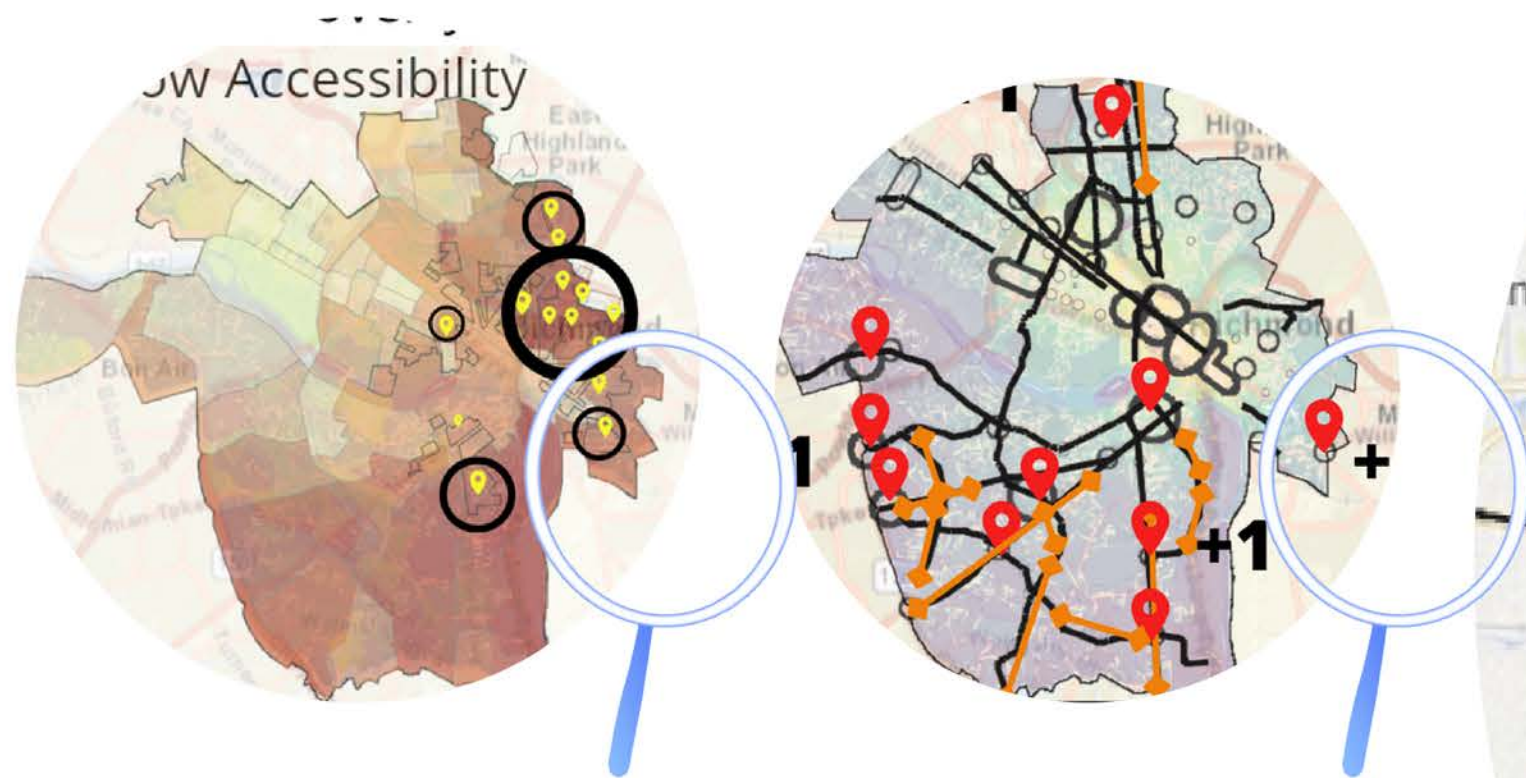
      **+1**

 **+1**

 **+1**



Let's pretend these are the only two measures...



Overlap occurs and thus highest needs narrows down tier one needs to these two locations in our example...



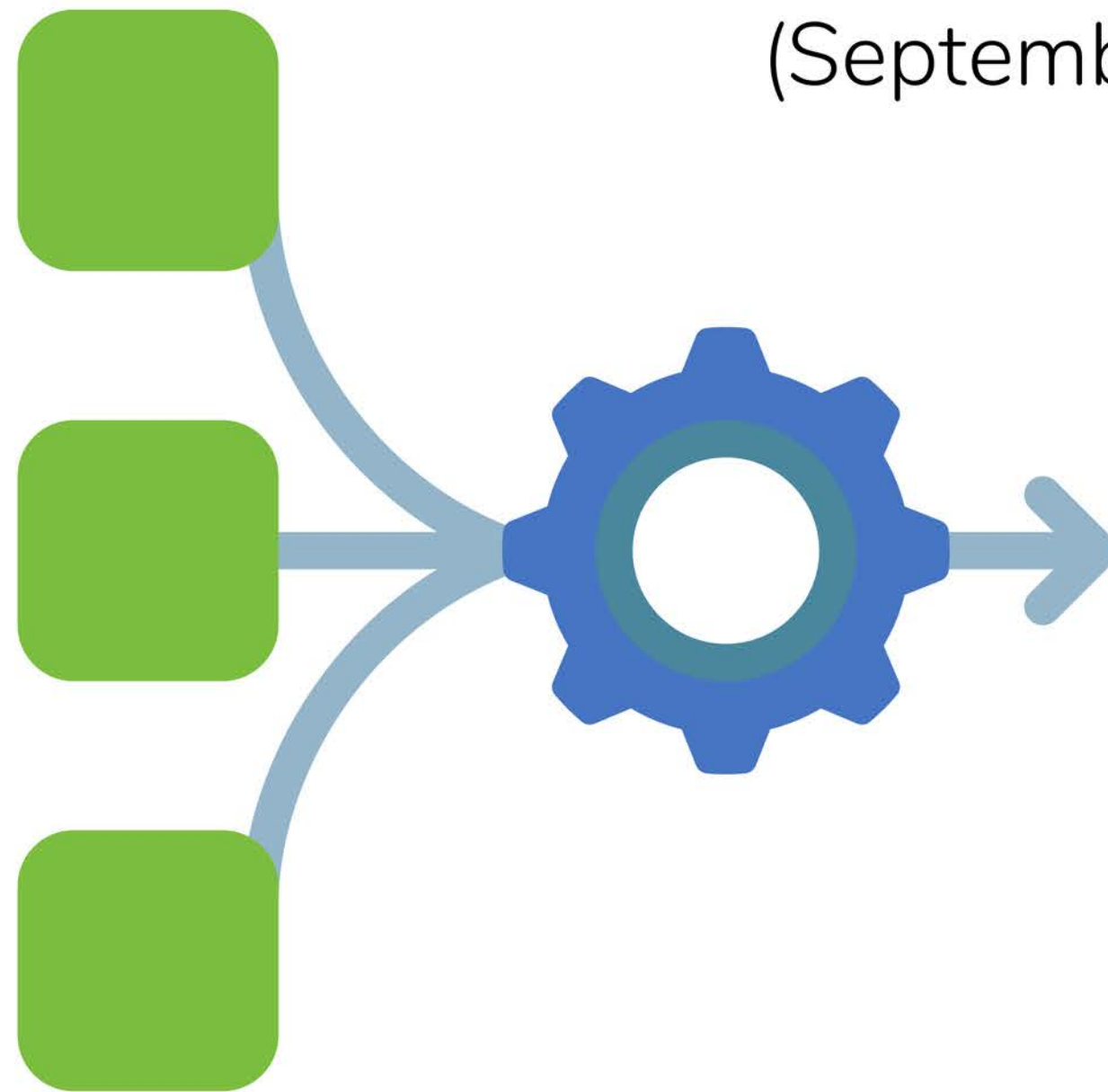
Capturing non-mappable needs

Each Investment Need Category Map accompanied by:

- general narrative about the needs highlighted
- list of policy needs
- list of legislative needs
- list of funding needs
- list of programmatic recommendations
- list of themes from public comments not reflected in maps

Next Process Steps

Turn the crank and
present raw needs
maps (August)



Combine people and
network needs maps
(September)

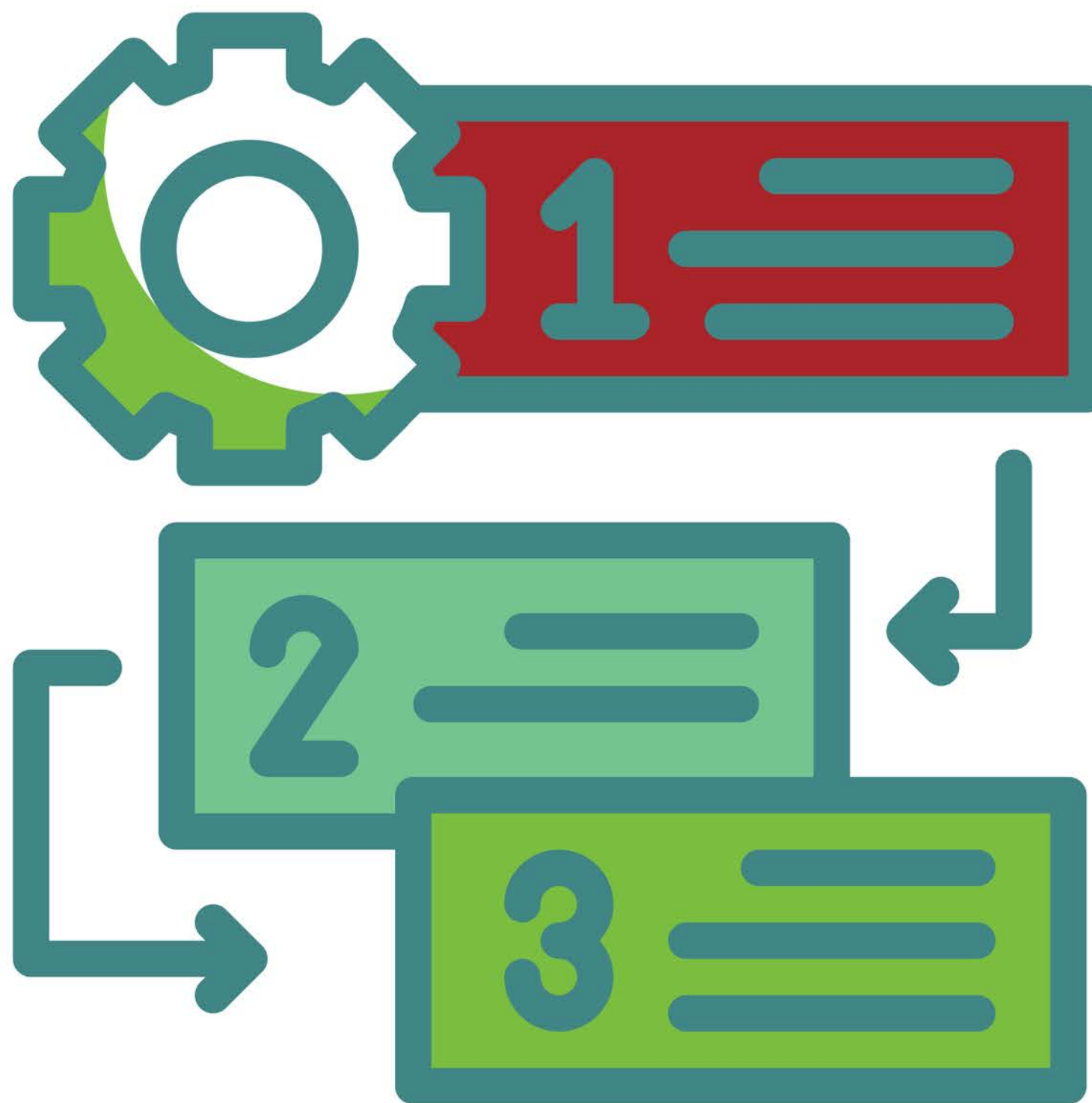
Take draft equity
embedded maps to
public (October)



Next Process Steps



Set thresholds for
to stratify and
prioritize needs

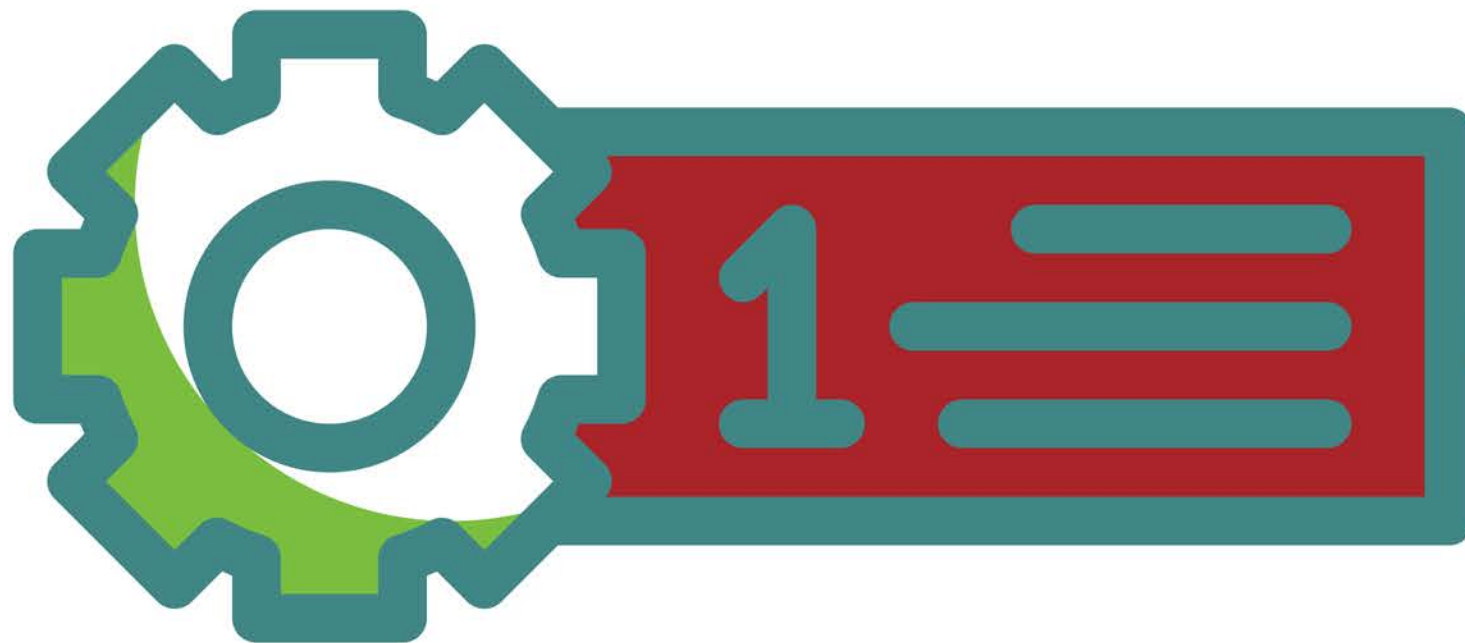


Next Process Steps

Top needs
finalized



Projects identified
to meet top needs



4



Next Steps

Next Steps

- Promote the survey - www.RVAconnects.com
- Tell us where you think we should canvas
- Stay tuned for initial needs maps this fall
- Review needs simple metrics slide deck if you have specific requests of the data analysis

Needs Statements: https://www.canva.com/design/DAFHb-rDkMc/VATFyrwLEhXxtNAZmawa0w/edit?utm_content=DAFHb-rDkMc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton