



# **RICHMOND CONNECTS**

## **Steering Committee Meeting**

November 22, 2022  
10AM to 12PM  
Zoom

[RVAconnects.com](http://RVAconnects.com)



# Agenda

- 1 Project and Schedule Update
- 2 Phase 2 Public Engagement Update
- 3 Needs Analysis Update
- 4 Un-Mappable Needs (Breakout Groups)
- 5 Next Steps



# September Steering Committee Meeting

- Reviewed Phase 1 Survey Responses
- Prepared for October Advisory Committee
- Reviewed Phase 2 Engagement Approach



1

# Project and Schedule Update

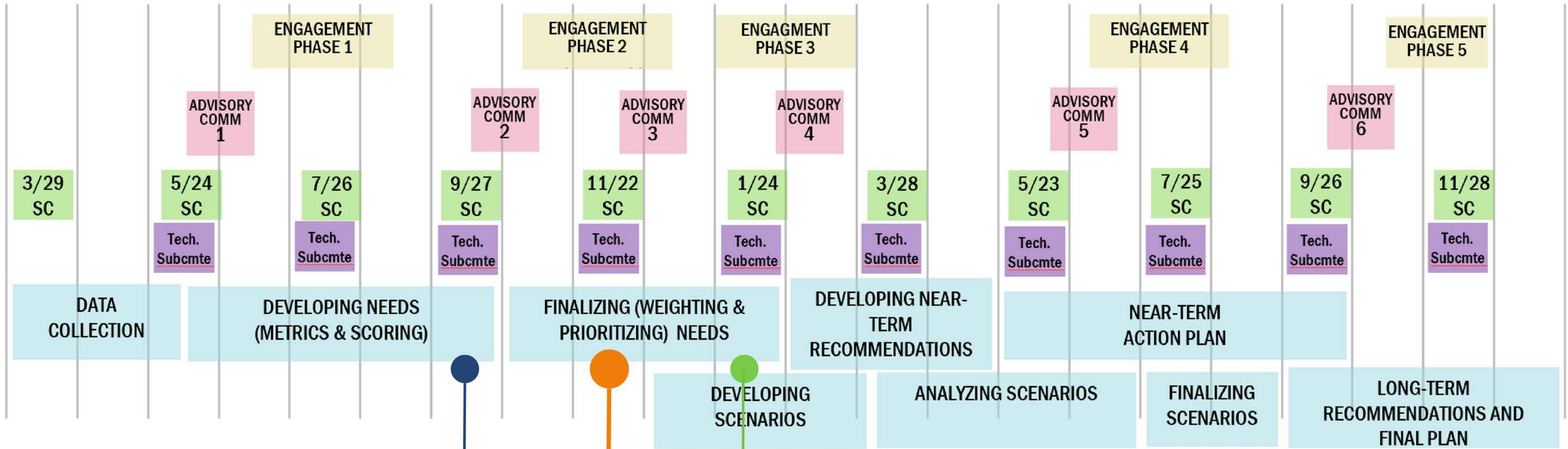




# 2022

# 2023

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



Last Meeting:

Reviewed Phase 1 survey results

Prepared for Engagement Phase 2

Draft needs maps coming

Next Meeting: Results from Engagement Phase 2. Start developing long-term scenarios

**Today:**

- Engagement Phase 2 Update
- Needs Analysis Update
- Un-mappable Needs discussion

**Offline: Review draft raw needs maps**

# **Steering Committee Big Asks**

1. General consensus on the needs maps - Please review within the next 2 weeks
2. Add to the un-mappable (programmatic) needs



2

# **Phase 2 Public Engagement Update**





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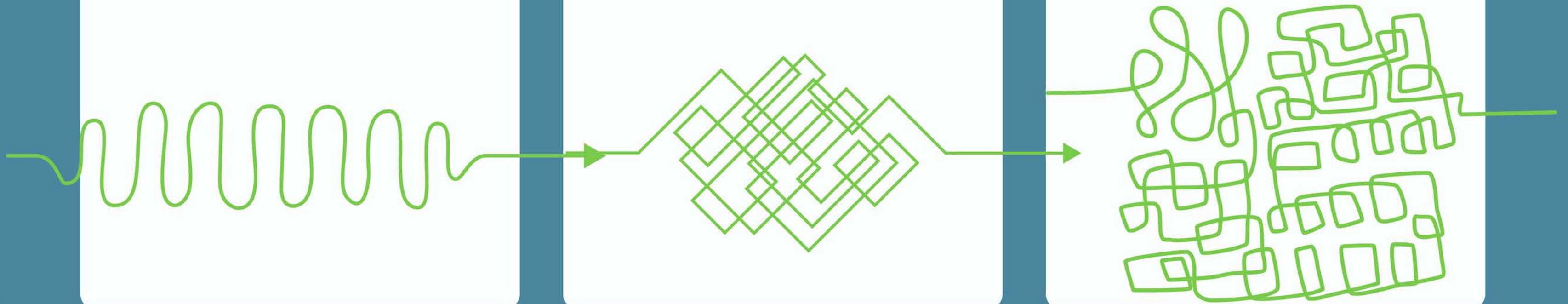
General public  
& existing  
contacts

2

Communities of  
Concern

3

Vested  
Stakeholders





1

## General Public and Existing Contacts

- Short, 2-minute video is live on website
- "Survey" tab changed to "Get Involved" with archive page for each phase of engagement

[HOME](#)

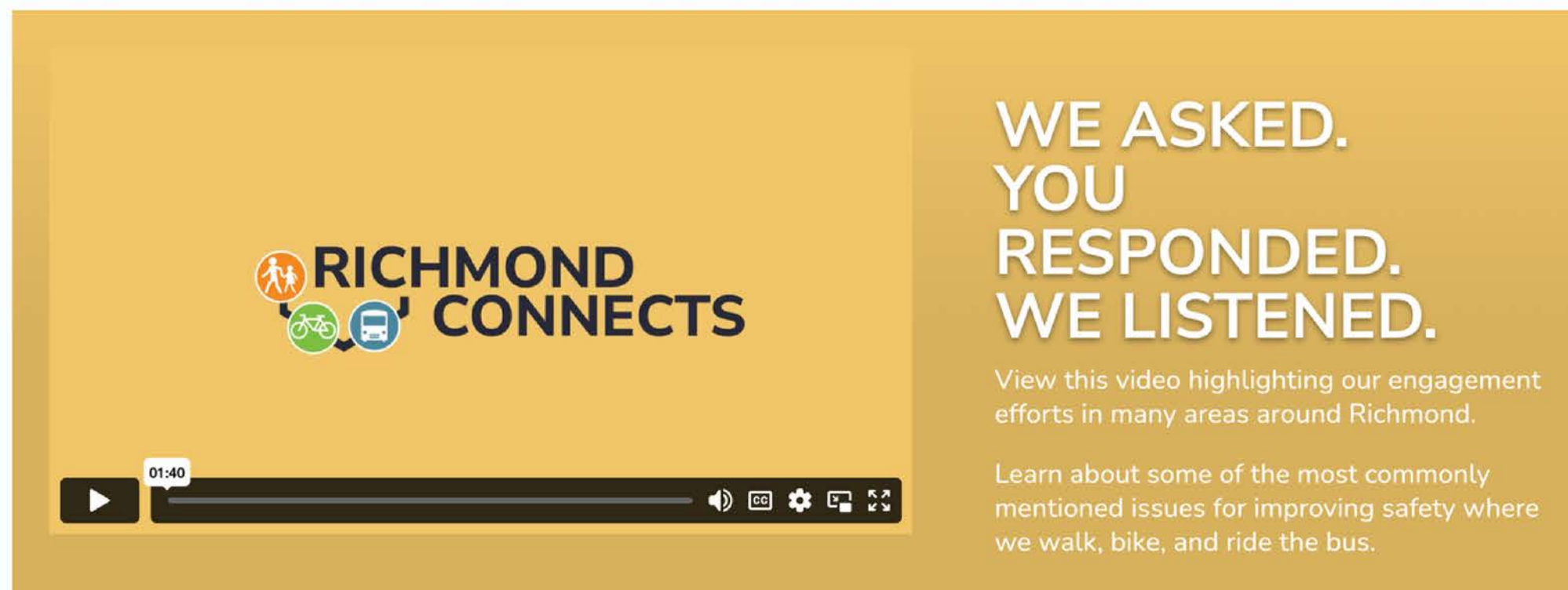
[ABOUT THE PROCESS](#)

[COMMITTEES](#)

[NEWS & EVENTS](#)

[GET INVOLVED](#) ▾

[CONTACT US](#)



**RICHMOND CONNECTS**

**WE ASKED.  
YOU RESPONDED.  
WE LISTENED.**

View this video highlighting our engagement efforts in many areas around Richmond.

Learn about some of the most commonly mentioned issues for improving safety where we walk, bike, and ride the bus.



1


## General Public and Existing Contacts

- Opt-in for text messages
  - Banner on website went live earlier this month
  - 8 social media blasts scheduled between Nov 18th and Jan 3rd
  - Looking into options for active geo-fence capture in targeted areas

### **STAY INFORMED WITH TEXT MESSAGES**

Get project updates, event information and take project surveys right from your mobile device.

**SIGN UP TODAY**

- Telephone Town Halls
    - No internet connection needed!
    - Targeted advertisements to Communities of Concern areas, open city-wide
    - Scheduled for December 6th & 7th at 12:00 pm
- 



# 2

## Communities of Concern

- Posters for all 5 Communities of Concern - do the top public comment themes reflect your needs?
- Posters can be viewed in "Get Involved" on website

**GET INVOLVED** ▾



### What would you fix first?

These are the top issues in the East End focus area that Richmonders identified in prior surveys. Choose up to 3 issues you think should be fixed first, and put a dot in the white box above the photo.

Place your dots in this area!

Is there a major issue that you would fix first, before any of these? Write the issue on a post-it note, and put it here.

### What would you fix first?

These are the top issues in the Northside focus area that Richmonders identified in prior surveys. Choose up to 3 issues you think should be fixed first, and put a dot in the white box above the photo.

Place your dots in this area!

Is there a major issue that you would fix first, before any of these? Write the issue on a post-it note, and put it here.

### What would you fix first?

These are the top issues in the Southside/Swanboro focus areas that Richmonders identified in prior surveys. Choose up to 3 issues you think should be fixed first, and put a dot in the white box above the photo.

Place your dots in this area!

Is there a major issue that you would fix first, before any of these? Write the issue on a post-it note, and put it here.



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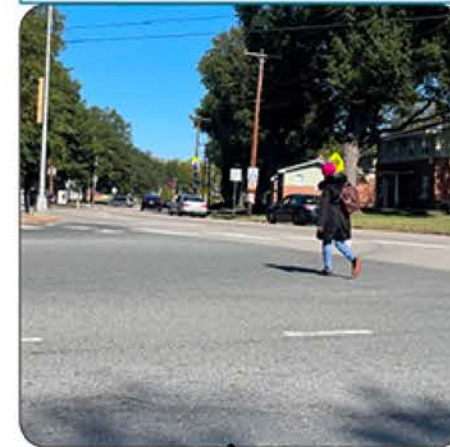
Riding a bike on the Leigh Street viaduct feels unsafe



Crossing the street feels unsafe, especially at Mechanicsville Tpke and Fairfield Ave



Crossing Mosby Street at MLK Middle School feels unsafe



Speeding on Fairmount Ave.



Many streets lack sidewalks, and existing sidewalks are cracked



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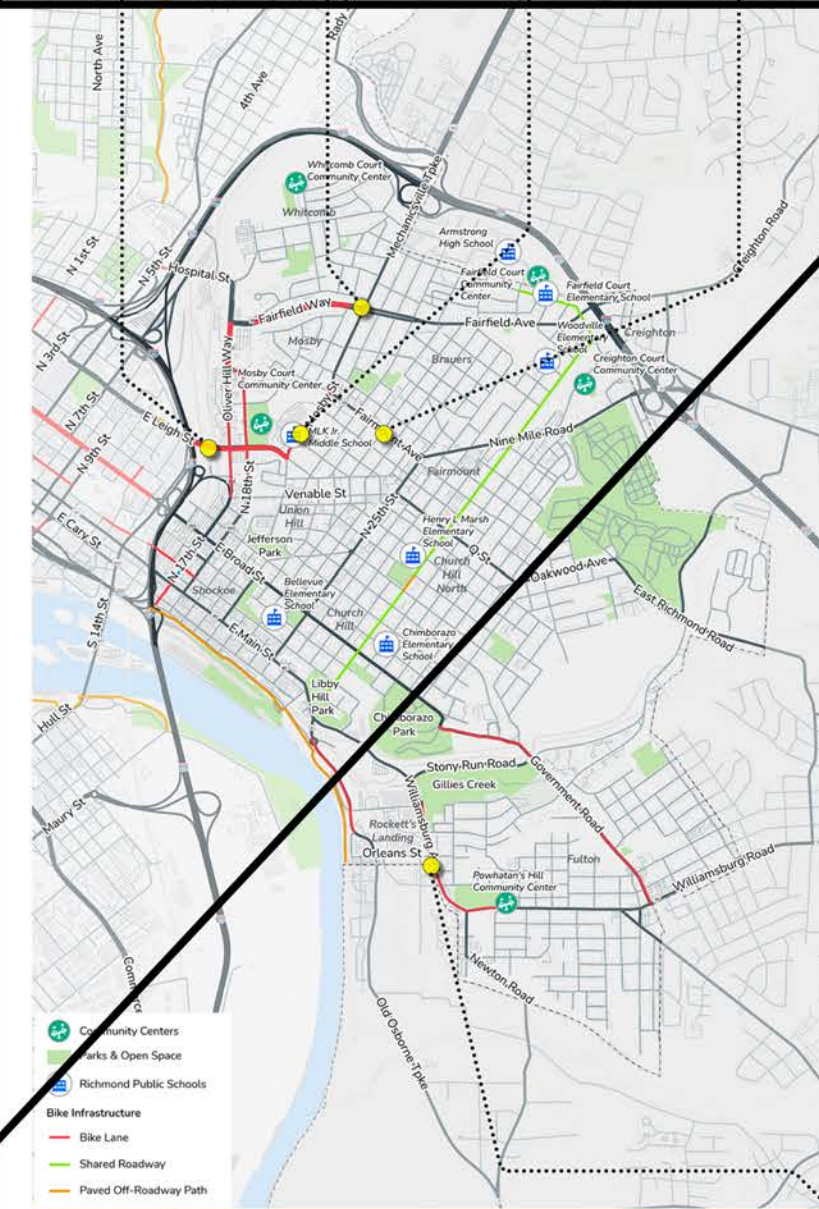
Crossing Mosby Street at MLK Middle School feels unsafe



Speeding on Fairmount Ave.



Many streets lack sidewalks, and existing sidewalks are cracked



Potholes and poor pavement, especially on Williamsburg Rd and Government Rd



No shelters at benches and bus stops



Bicycle connections lacking between Fulton and Rocketts Landing



Speeding and lack of pedestrian crossings on Williamsburg Rd



Is there a major issue that you would fix first, before any of these? Write the issue on a post-it note, and put it here.

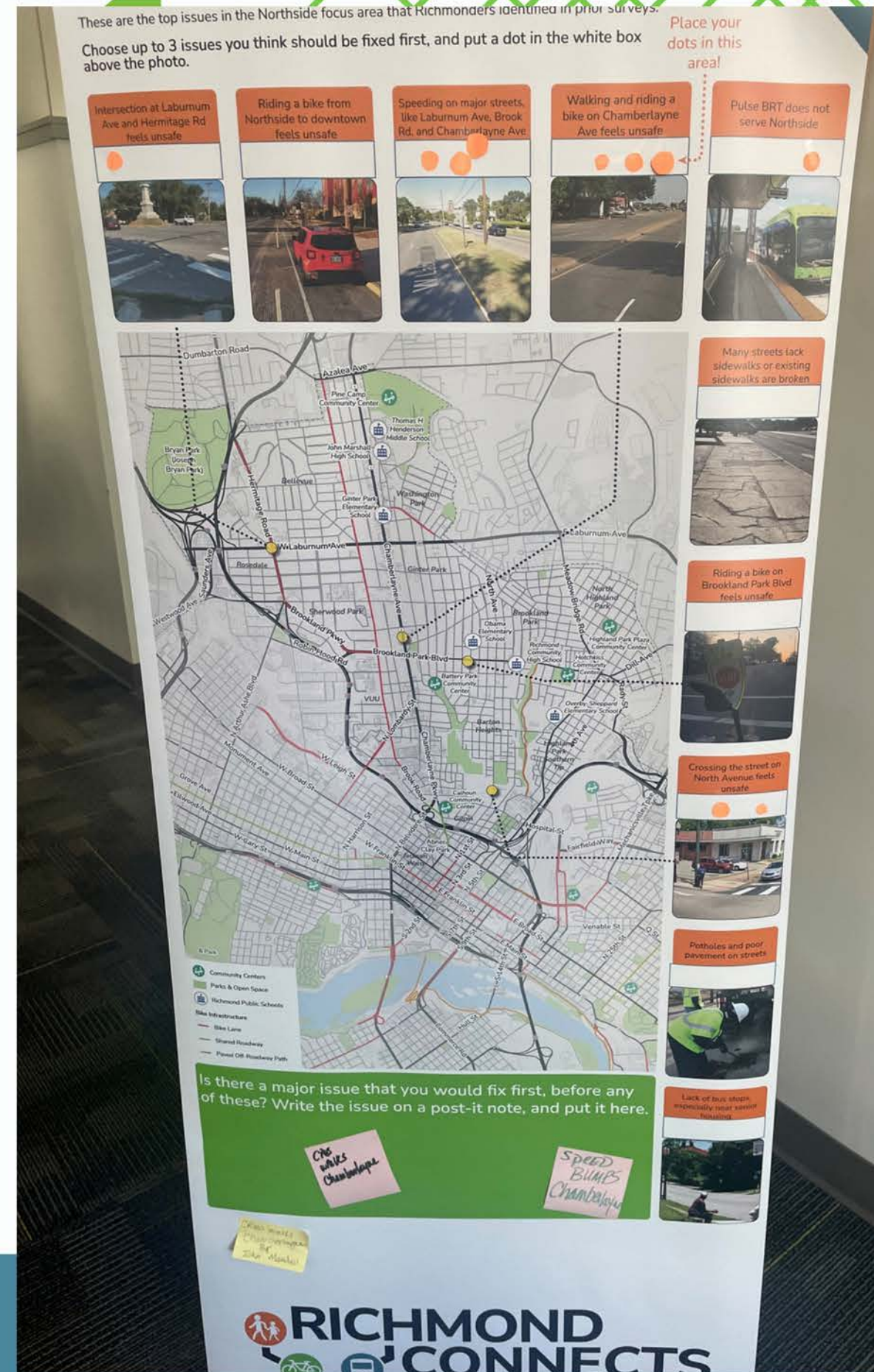




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## Communities of Concern

- Intercept activities to date:
  - November 15th - **John Marshall High School family engagement night**







## 2

# Communities of Concern

- Future planned intercept activities:
  - November 22 - waiting for approval for **Market at 25th St.**
  - November 28 - **Neighborhood Resource Center East End**
  - December 2nd - **RVA Illuminates at Kanawha Plaza**
  - December 17th - **Moon Market**
  - December 3 - (Walmsley) **Big Apple Supermarket**
  - December 10 - **Christmas on MacArthur**
  - December 10 - **Highland Park Christmas Store**
- Identifying additional places for engaging primarily Spanish-speaking/Latinx communities



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# Vested Stakeholders

Review the data-driven needs analysis maps:

11 Investment  
Need Category Composite  
Maps



10 Equity Factor  
Composite Maps

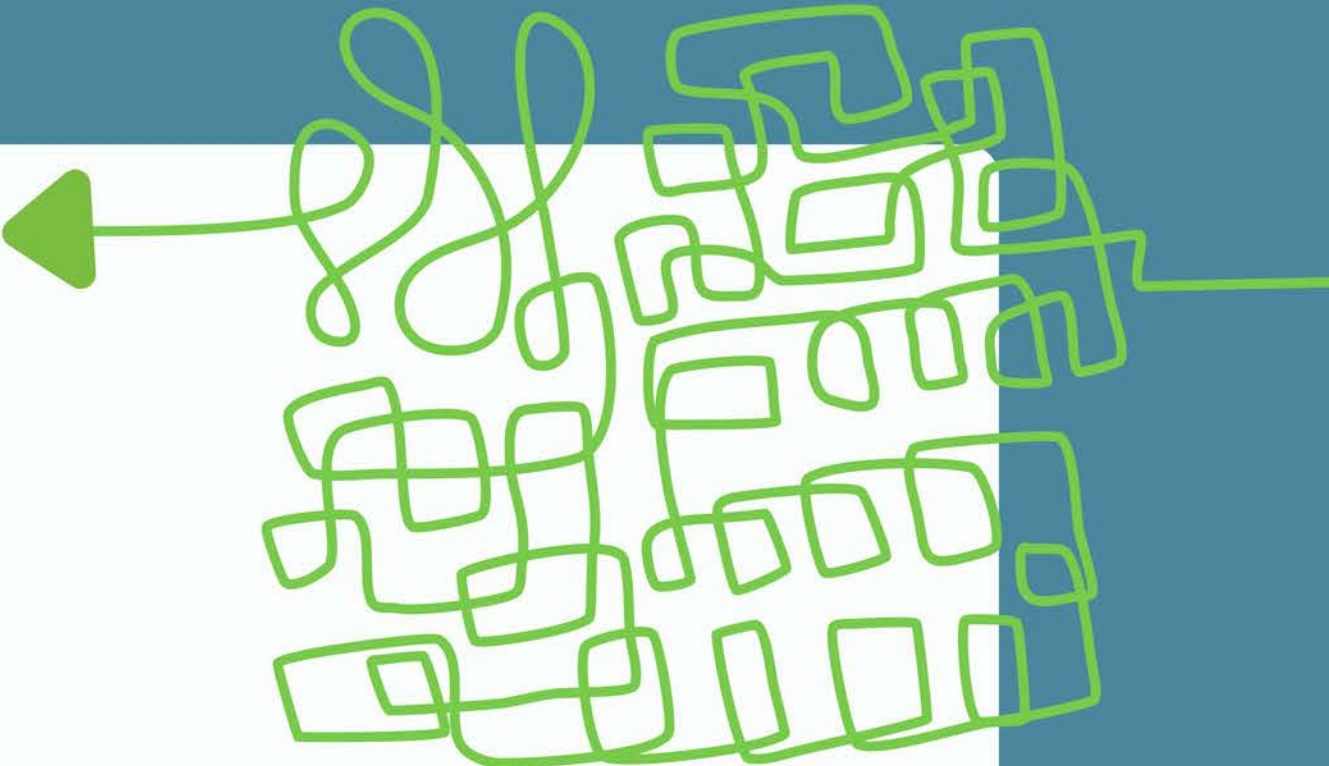


11 INC \* 10 EFs = 11  
integrated Maps



Steering Committee Review  
(now)

Advisory Committee  
and Focus Group  
Review (January)





3

# Needs Analysis Update

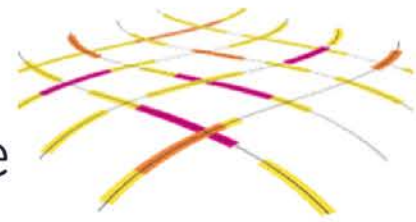




# Ultimate Outcome

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



# 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	





# Component maps are complete for each Equity Factor and each unintegrated/unweighted Investment Need Category!



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.



# Your Homework: Review the maps

## <http://bit.ly/3XfzfJi>

- Do the needs maps generally make sense?
- Do they align with your gut sense of where the needs are?
- Do you see any areas that are questionable?

11 Investment  
Need Category Composite  
Maps



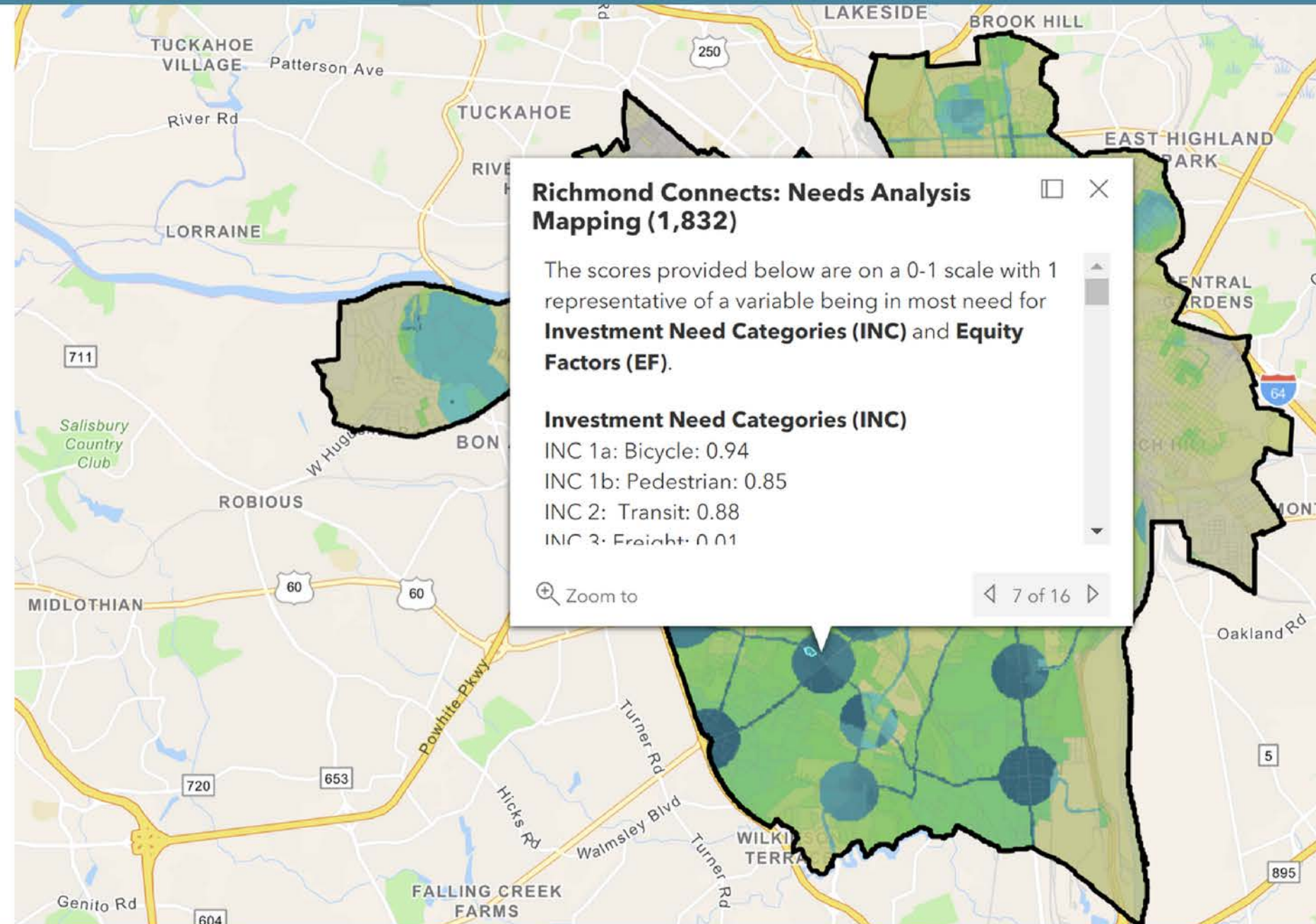
10 Equity Factor  
Composite Maps



### INC 1a: Bicycle

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 facilities are beyond a short walking distance, with less tolerance for poor/underperforming accessibility in R300 Nodes and along Great Streets and the high injury street network.

Provide comments to Kelli Rowan by December 6th



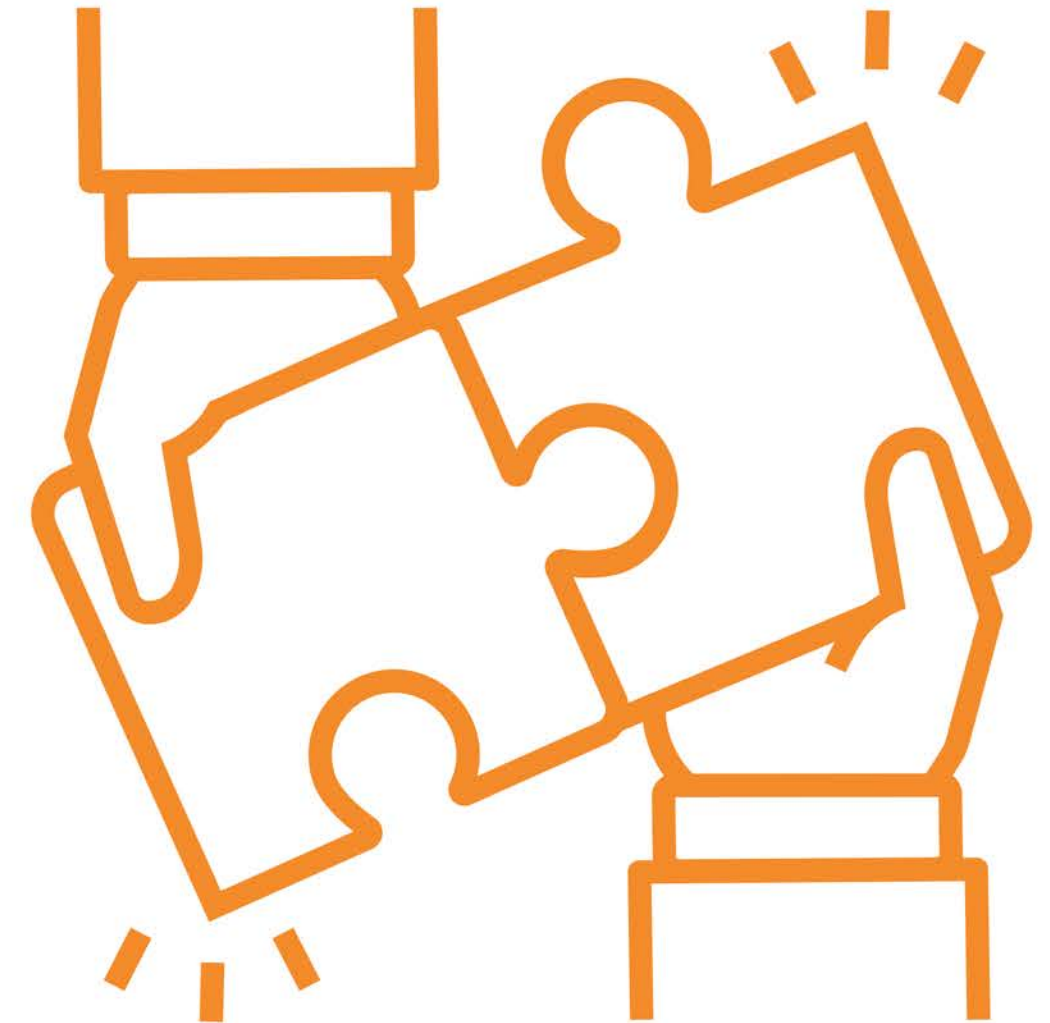


# Component maps are complete for each Equity Factor and each unintegrated/unweighted Investment Need Category!



## Next Steps:

- The RC team is currently working on integrating the relevant Equity Factor scores into the Investment Need Category need maps





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# Un- Mappable Needs





# Programmatic & City-Wide Needs

Definition of a need:

A problem, something 'wrong' in the system

Not the solution



# Programmatic needs



- Compiled from comments and previous meeting notes
- 3 Breakout groups - Goal is add additional non-mappable needs you have heard in your outreach or planning



# How will this be used?

- Will be vetted and prioritized in next Richmond Connects phase
- Ultimately will be represented as bullets and narrative under the combined INC needs maps

**Will help guide programmatic recommendations, policy recommendations, and city-wide investment strategies.**



1

# Break Out Group One

Vlad



# Programmatic & City-Wide Needs

## Pedestrian



- Sidewalks generally in disrepair everywhere
- General lack of key sidewalk connections/connectivity.
- Lack of pedestrian priority at signalized intersections
- Lack of painted crosswalks, elevated walkways, and/or flashing ped crossings
- Problematic accessibility of sidewalks, too narrow, lack of curb cuts
- Lack of shared-use paths
- Lack of paths along railroad corridors
- Lack of ped-only lanes or closing streets to vehicular traffic
- Need for better lighting
- Lack of access exacerbated if disabled
- Trash, general unkempt feeling of walk facilities.
- General lack of maintenance of existing facilities
- Richmond is too car-centric overall
- Lack of knowledge about how to navigate pedestrian network, knowledge of local attractions
- LACK OF DRIVER AWARENESS OF PEDESTRIANS (SAFETY CULTURE) - HOW DO WE INFLUENCE THE PERCEPTION OF PEDESTRIAN PRIORITY?
- HOW DO WE GET CONTINUITY OF PEDESTRIAN PRIORITY ON ROADS BEYOND CITY BOUNDARIES (PHYSICAL & BEHAVIORAL)?
- ADA ACCESSIBILITY CONTINUITY
- REGIONAL APPROACHES TO ADDRESSING THE CAR-CENTRIC CULTURAL ISSUES



# Programmatic & City-Wide Needs

## Bike



- Lack of dedicated bicycle infrastructure with physical separation, sharrows are ineffective, lack of proper signage
- Bike infrastructure needs to be more connected to create a real network
- Lack of shared-use paths
- Lack of paths along railroad corridors
- Drivers don't share the road, aren't friendly with bicyclists, park in bike lanes
- Lack of maintenance of existing bike lanes (vegetation, trash, etc.)
- Missing bike lanes to connect to important areas
- Missed opportunities for closing streets to vehicular traffic
- Lack of bike racks
- Lack of access to bikes if low income, cost burden.
- COSTS OF BIKESHARE (GRTC IS FARE FREE NOW)
- INTEGRATION OF TRANSIT WITH BIKESHARE SERVICES (INTEGRATED TRANSFERS?)
- INCREASED HOURS AND ALLOWABLE AREAS FOR E-SCOOTERS (EQUITABLE DISTRIBUTION OF SCOOTERS)



# Programmatic & City-Wide Needs

## Transit



- Lack of sheltered waiting areas with seating, trash, lighting, other amenities
- Not enough frequent transit routes
- Limited service areas, including shopping centers, parks, etc.
- Infrequent stops
- Poor reliability of service
- Limited service hours
- Uncertainty in fare-free duration
- Limited dedicated bus lanes
- SIGNAL PRIORITY IN SELECTED AREAS
- Driver shortage
- Lack of on-demand services, limited to high income users
- Lack of micro-transit

- Lack of incentives for TDM; Lack of options for TDM
- Lack of N/S BRT
- Limited park & rides/commuter parking lots
- Lack of permanent GRTC transfer plaza
- Richmond is car-centric overall
- Lack of opportunities for trolleys/light rail
- Lack of opportunities for high-speed rail
- MICROMOBILITY FOR LAST MILE CONNECTIVITY
- LOW DENSITY AREAS AT EDGES OF CITY - EITHER ADDRESS WITH MICROTRANSIT OR WITH BIKE/WALK ACCESS
- MORE REGIONALISM IN ADDRESSING TRANSIT ACCESS TO GOOD PAYING JOBS IN THE REGION - MAY NEED STATE INVOLVEMENT



2

# Break Out Group Two

Jessica



# Programmatic & City-Wide Needs

## Freight



- Lack of truck restrictions on some streets
  - **CDL-Qualified** Driver shortage for trucks - **translates to transit drivers too**
  - Lack of options for clean fleet, flexibility in technologies, funding programs
  - Lack of truck parking (**on-street loading zones**) generally
    - **Broad Street deliveries challenging** - trucks stopping in the middle of the street; alleys
    - **Transit-only lanes spur the question of curbside management**
    - **Is this less of a public right-of-way issue; it is an off-site parking question**
  - Lack of truck parking near distribution facilities
  - Lack of unified programs for trucking waivers during pandemics and other emergency orders (they need to park, eat, shower, so do rail workers)
  - Problematic rail working conditions (this also affects passenger rail, if workers strike)
- Redundancy for workers/labor during pandemics
  - Vulnerability of supply chain for low-income residents
  - Growing inequities in home delivery costs
  - **Automation of freight - driverless commercial vehicle - need to prepare for this;**
  - **Curbside management - reserving loading zones**
  - **Last mile freight delivery**
  - **Global freight movement via Port of Virginia facilities; rail facilities just outside of City**



# Programmatic & City-Wide Needs

## Land Use



- More parking
  - Less space for parking
  - Parking minimums are cumbersome
    - If city takes out the parking minimums, the city needs to be ready with a plan to provide parking (public opinion)
    - If it's privately-provided parking, there needs to be security/safety measures in place
  - More density near transit
  - Not enough shopping nearby in many parts of the city
  - Not enough grocery stores nearby
  - Lack of access to mental health facilities
  - Inability to require (beyond incentives) affordable housing at TOD and Node locations
    - Affordable housing adjacent to transit lines on arterials is important. It can reduce the burden of needed to have multiple vehicles per household.
  - Lack of access to all services
- Parking is not necessarily land use, it's an extension of transportation into land use
  - It matters whether it's paid parking (the public says there is enough paid parking, we want more free parking)
    - There's an education component - parking needs to be paid, explain the importance/reasoning for it
    - Are there opportunities in the upcoming rewrite of the zoning ordinance to identify areas of shared interest across departments to address these topics related to parking?
    - Sunday free parking, it's confusing because people don't know when you're supposed to pay vs. when it's free (after 6 pm?)
  - Tying parking to affordable housing - if you can decouple parking from housing, it becomes more available.
  - Parking is mappable and location specific, not un-mappable



# Programmatic & City-Wide Needs

## Safety



- Safety 'culture' and awareness is lacking
- Safe routes to school under-resourced
- Bike safety awareness is lacking
- Pedestrian safety awareness is lacking
- **Driver safety awareness is lacking**
- Lack of road diet measures, such as bumpouts or speed bumps, to make drivers more cautious
  - **These are mappable needs**
- Drivers do not share the road with bicyclists or people on scooters
- Unsafe speed limits - **these are mappable needs; and it's less about speed limits, more about operating speeds**

- Lack of 4-way stops or roundabouts at certain intersections
- Richmond feels unsafe for people in wheelchairs
- Poor lighting at night
- Lack of public seating around the city, public restrooms
- Create Department of Transportation within City
- Enforcement can have unintended harm to BIPOC communities - **AND lack of enforcement harms BIPOC communities. There needs to be a presence to get the worst behaviors off the road. We've seen increases in pedestrians being hit and killed.**
- Poor enforcement for drivers, including for illegal parking & not stopping for crosswalk

Group 3 wants to stress importance of education. - not just adults, teens/kids also.



# Programmatic & City-Wide Needs

## Connectivity



- Lack of connectivity of bike infrastructure results in disjointed network
  - As the bike infrastructure gets built, it will be less disjointed
  - Site plan review - are there opportunities to strengthen requirements for providing/contributing to bike infrastructure (currently this is the PDR director's call, working on a checklist for site plan review)
- Limited service area for GRTC
- Lack of transit or affordable ride-sharing in less dense areas
  - Is the fact that it's a less dense area make it unaffordable? Would more density make it more affordable and more connected?
  - An area doesn't have to become more dense to be more affordable and more connected. How do we address affordability and connectivity in areas that will stay less dense?
  - The Fan is the densest area of Richmond, it's unaffordable currently, but there is a change to the ADU zoning to attempt to address
- Lack of first mile/last mile solutions
- These first four are mappable
- Cultural/Language barriers to understanding multimodal connectivity
  - What does this mean? Language of signage, graphic? Maps need to be in different language?



3

# Break Out Group Three

Kelli



# Programmatic & City-Wide Needs

## Economic Development



- Problematic food deserts
  - Lack of affordable housing near transit
  - Limited multimodal transit improvements results in missed opportunities for economic benefits
  - Lack of close by relevant job opportunities
  - Issue of gentrification, problem of investments contributing to gentrification
  - Wealth building opportunities (community solar, community utility hub, revenue generating capacity of home solar and EV charging)
  - Broadband access, business level speeds and office functions, - can be implemented with transportation
- Amenities in general, lack of general shopping for daily household needs.
  - Lack of affordable transportation options to jobs, need for more employer responsibility in cost sharing
  - Child-care is lacking, and access to it
  - Parking in some neighborhoods (appropriate for neighborhood needs), or access to substitute when parking isn't available
  - Lack of vendor parking (think food trucks), vendor pop-up space (sidewalks, parks, etc).. not just food trucks, other pop up businesses
  - Lack of neighborhood scale incubator space and access to it
  - Green space as econ development tool, access to event spaces and public gathering/event spaces



# Programmatic needs



## Technology



- Limited bikeshare locations
- Limited e-scooters
- Lack of sufficient E-bike rebate/incentives
- Lack of access to technologies for unbanked and/or low-income
- Lack of understanding of options and how to access them, cultural and language barriers
- Lack of understanding around safety of new technologies, and
- Lack of long-term planning conflicts/safety conflicts of new technologies (comes back to education, no formal form training of how to interface with these technologies...)

## Maintenance



- Overload of truck traffic on some streets
- Perceived lack of road maintenance (potholes noted specifically)
- General need for roads to be repaved
- General need for sidewalk maintenance (cracks, tree roots, overflowing trashcans etc.)
- General need for bike lane maintenance (vegetation, trash, etc.)
- Lack of public trust and understanding of maintenance prioritization
- Lack of process and guaranteed funding for long term/lifetime maintenance costs



# Programmatic needs



## Sustainability



- Making Richmond less car-centric to improve GHG emissions, etc.
- Urban heat island issues for pedestrians - more tree canopy
- Road flooding/drainage issues overall
- Lack of EV uptake.
- Lack of incentives to go electric.
- General education about going solar and electric is lacking.
- Access to EVs is limited by income.
- EV charging can be gentrifying (possibly need to target employer based)
- Access to e-bikes is limited by income.
- Lack of investment in cool pavement, permeable pavement.
- Lack of street planting.
- Lack of clear consistency in certification for COR projects. (ENVISION)
- Lack of truly public EV charging (eg. City has some EV charging that is not public)
- Lack of air quality monitoring to measure transportation related air pollution.
- Lack of understanding (due to rate of change of technology) by policy makers
- Lack of community gardens, access to them, access to fresh food, access to identified community space for food vending/farmers market
- Lack of education regarding storm water
- Lack of storm water repair/new facilities implementation pairing with transportation projects



# Report Out

## 11:30





5



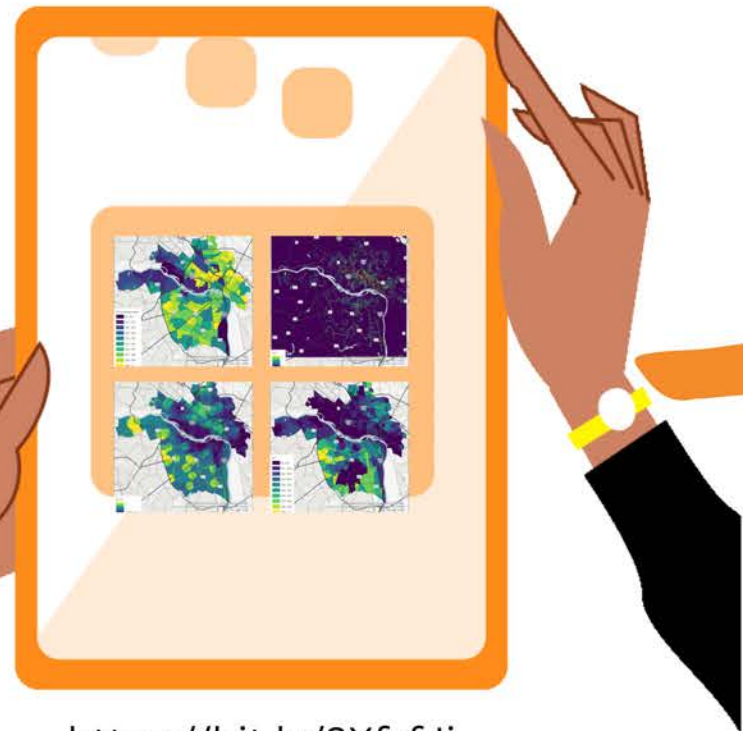
# Next Steps





# Process Steps

Steering Committee to review needs maps (next two weeks!)



<https://bit.ly/3XfzfJi>



Take draft equity embedded maps to vested stakeholders and public (December/January)

Communities of Concern Focus Groups (January)

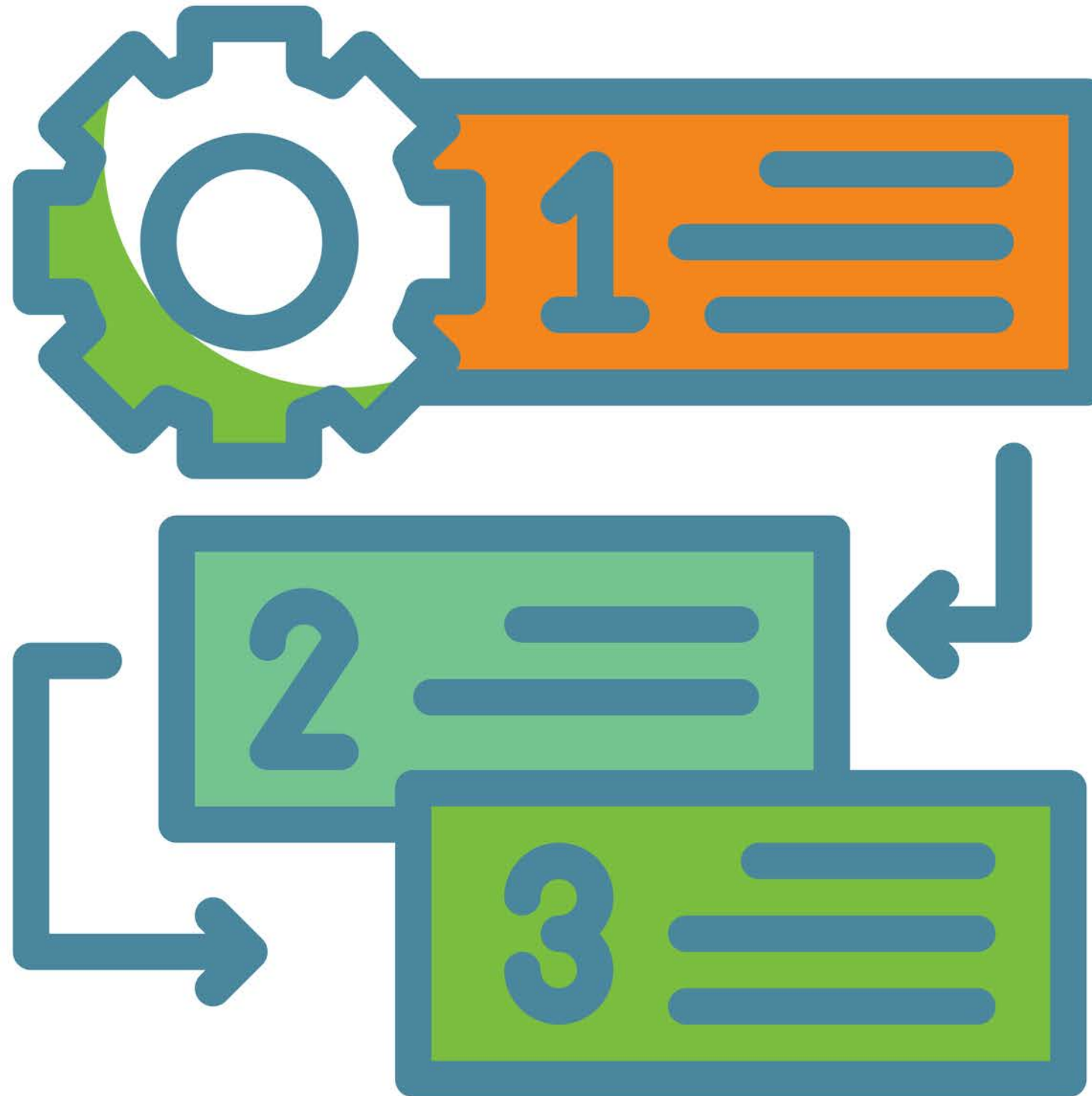




# Process Steps



Set thresholds to stratify and prioritize needs



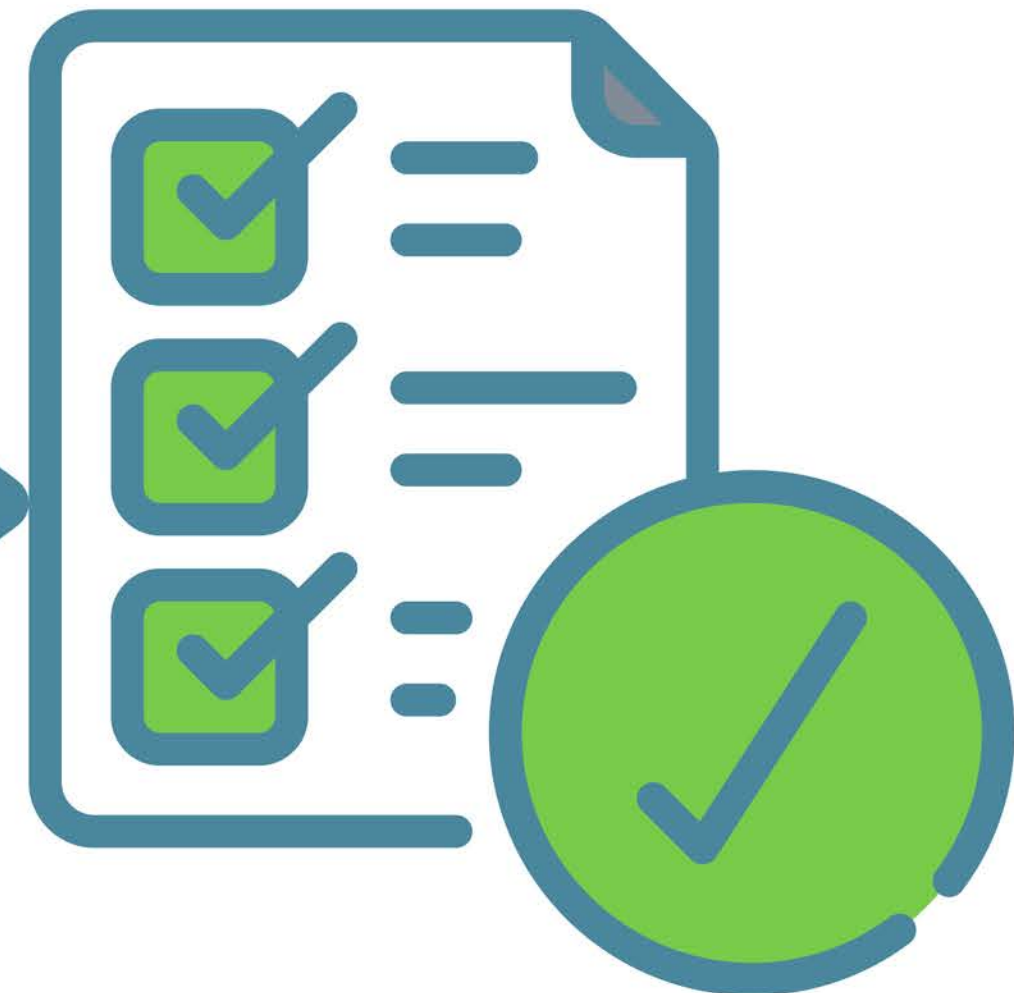
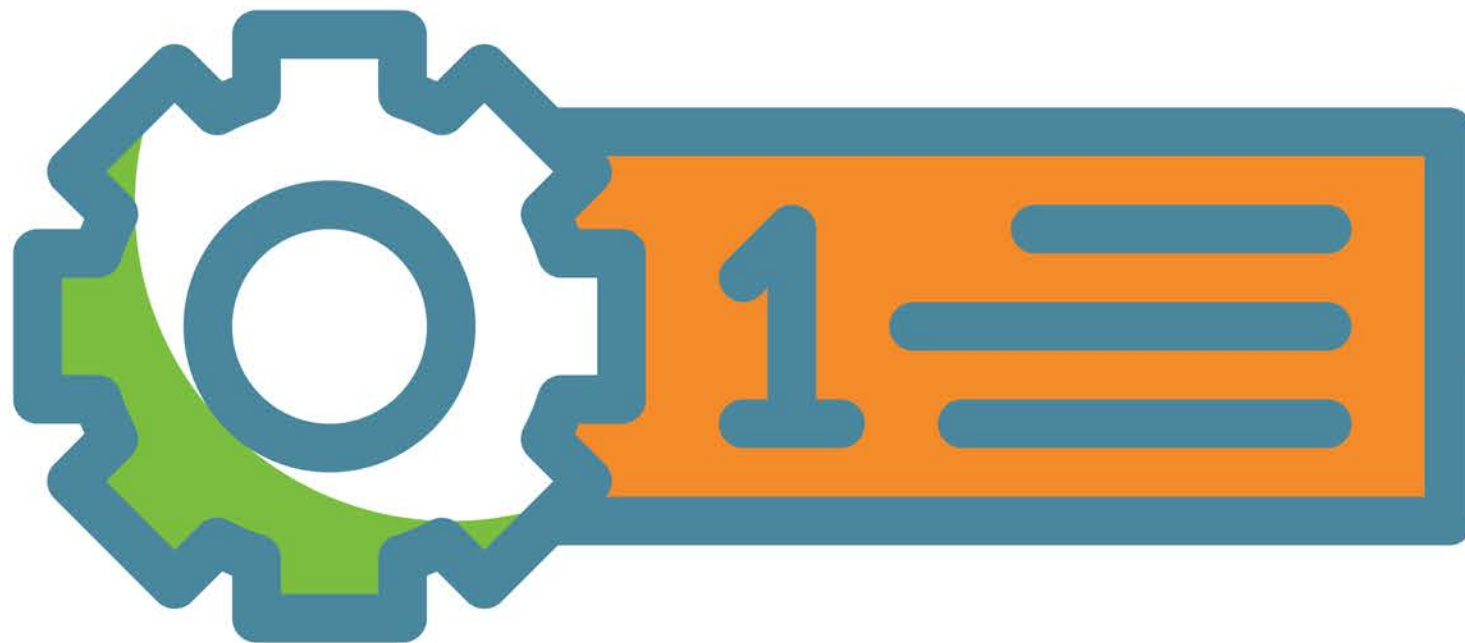


# Process Steps

Top needs  
finalized



Projects identified  
to meet top needs





# Next Meeting (Late January):

- Results from Engagement Phase 2
- Start developing future long-term scenarios
- Prep for Advisory Committee in early February
- Prep for Engagement Phase 3