

The logo for Richmond Connects features a dark blue line that starts at the top left, goes down to an orange circle containing a white icon of a person walking with a child, then goes down to a green circle containing a white icon of a bicycle, then goes down to a blue circle containing a white icon of a bus, and finally goes up to the right. The text "RICHMOND" is in large, dark blue, sans-serif capital letters, and "CONNECTS" is in the same font and color, positioned below "RICHMOND".

RICHMOND CONNECTS

Steering Committee Meeting

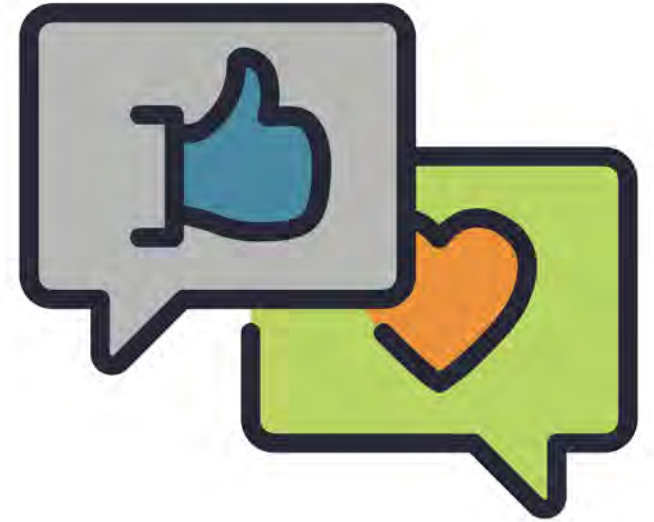
May 24, 2022

Meeting Agenda

- | | |
|---------------|--|
| 10:00 – 10:10 | Introductions and Project Schedule |
| 10:10 – 10:30 | Needs Analysis Framework Overview |
| 10:30 – 10:50 | Community Engagement Plan & Schedule |
| 10:50 – 11:20 | Public Engagement Round 1 |
| 11:20 – 11:50 | June 6 th Advisory Committee Meeting Agenda |
| 11:50 – 12:00 | Overall Q&A |

Asks – What we need from you today

- Your Ideas:
 - Community events to participate in for public engagement, especially in July and August
- Feedback and Concurrence on:
 - General Approach for Needs Analysis Framework
 - Draft Community Engagement Plan (*general approach today and send specific comments by Friday 5/27 COB*)
 - Engagement Phase 1 Key Messages
 - Agenda for June 6th Advisory Committee Meeting
- Other thoughts and suggestions!



RICHMOND'S STRATEGIC MULTIMODAL PLAN

Spring
2021



Policy Guide
for Richmond
Connects

Spring
2022



**RICHMOND
CONNECTS**

Winter
2023

POLICY GUIDE



EQUITABLE
MOBILITY &
ACCESSIBILITY
ACTION PLAN



SCENARIO
PLAN



We are here

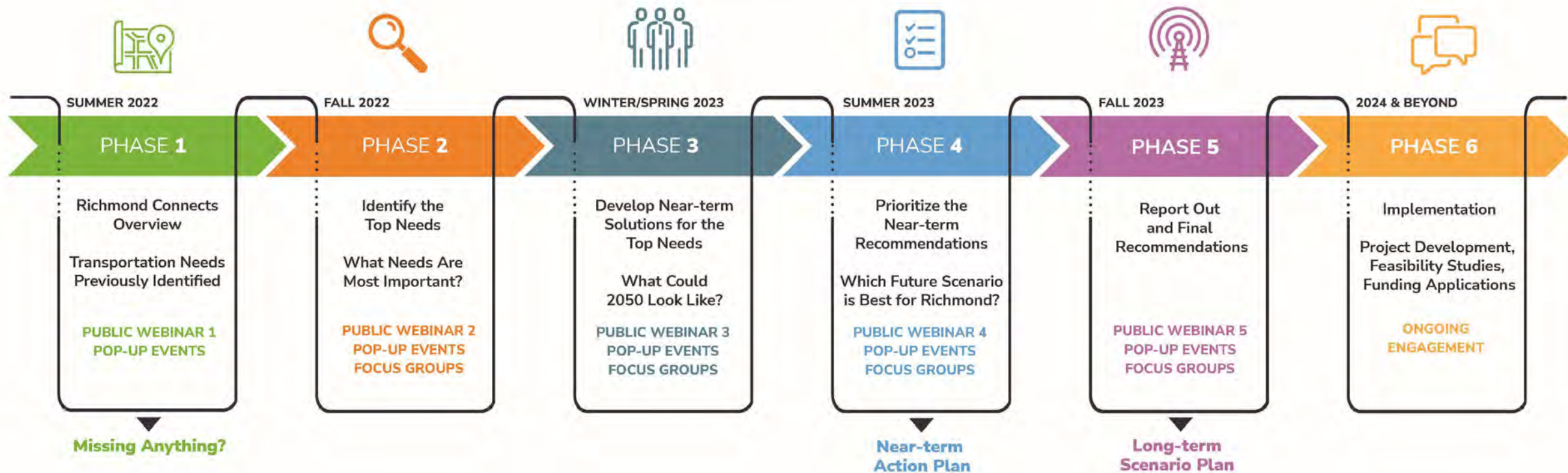




RICHMOND CONNECTS

COMMUNITY ENGAGEMENT TIMELINE

Powered by Path to Equity: Policy Guide



Community-based insights guided by the Richmond Connects Advisory Committee, Steering Committee and Technical Subcommittee.

Basic Concepts: Vision

"Equity" defined

The City's definition of "equity" is to "empower people and communities that have experienced past injustices by removing barriers to access and opportunity." – from The City of Richmond's Equity Agenda (adopted June 14, 2021)

Vision for Equitable Transportation

"Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network." – from Richmond 300

Basic Concepts – Applying the Vision

Richmond Connects

“The vision for Richmond Connects, coming from our citizens and our leadership, will be to apply an equity lens as the foremost factor for understanding our multimodal transportation needs.”

How are we applying equity to transportation planning in Richmond?

- Equity is the fairness with which benefits and costs are distributed¹
- Transportation Equity is a combination of two aspects:
 - Transportation System Needs – *What needs to be improved?*
 - Equity Focus Areas – *Who needs improvements the most?*

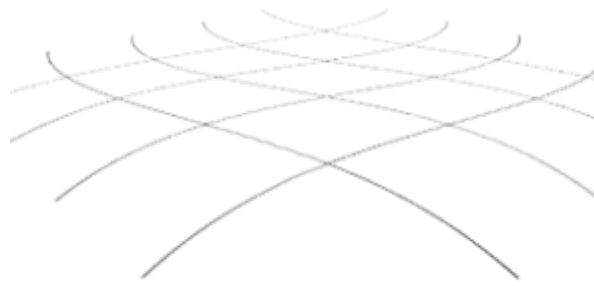


An aerial night view of a city with glowing transit lines overlaid. The lines are orange and yellow, tracing paths through the urban landscape. The city lights are visible in the background.

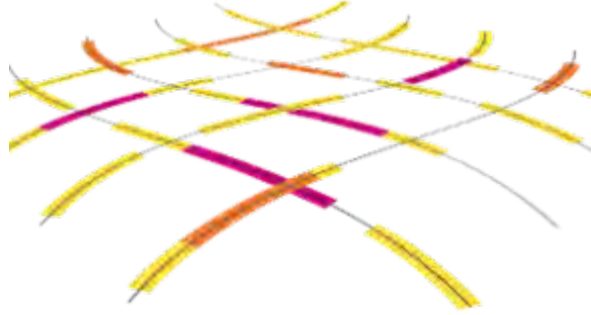
Needs Analysis Framework



How We Measure Equity in Transportation

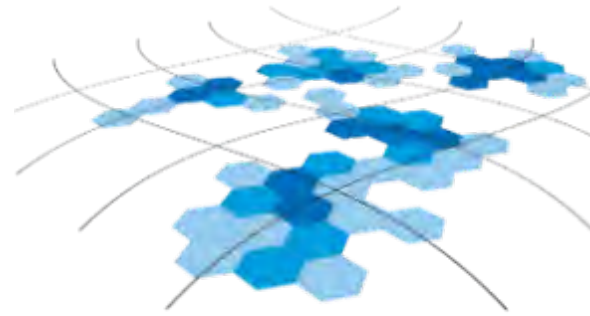


The current transportation network



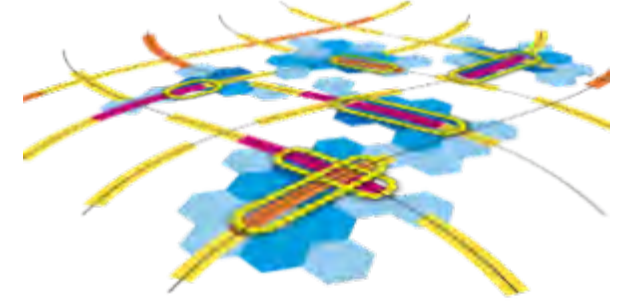
Transportation system needs by mode - gaps or problems in the transportation services and infrastructure
(System Needs)

What needs to be improved?



Demographic inequities by location - the geography of disparities from prior injustices
(Equity Focus Areas)

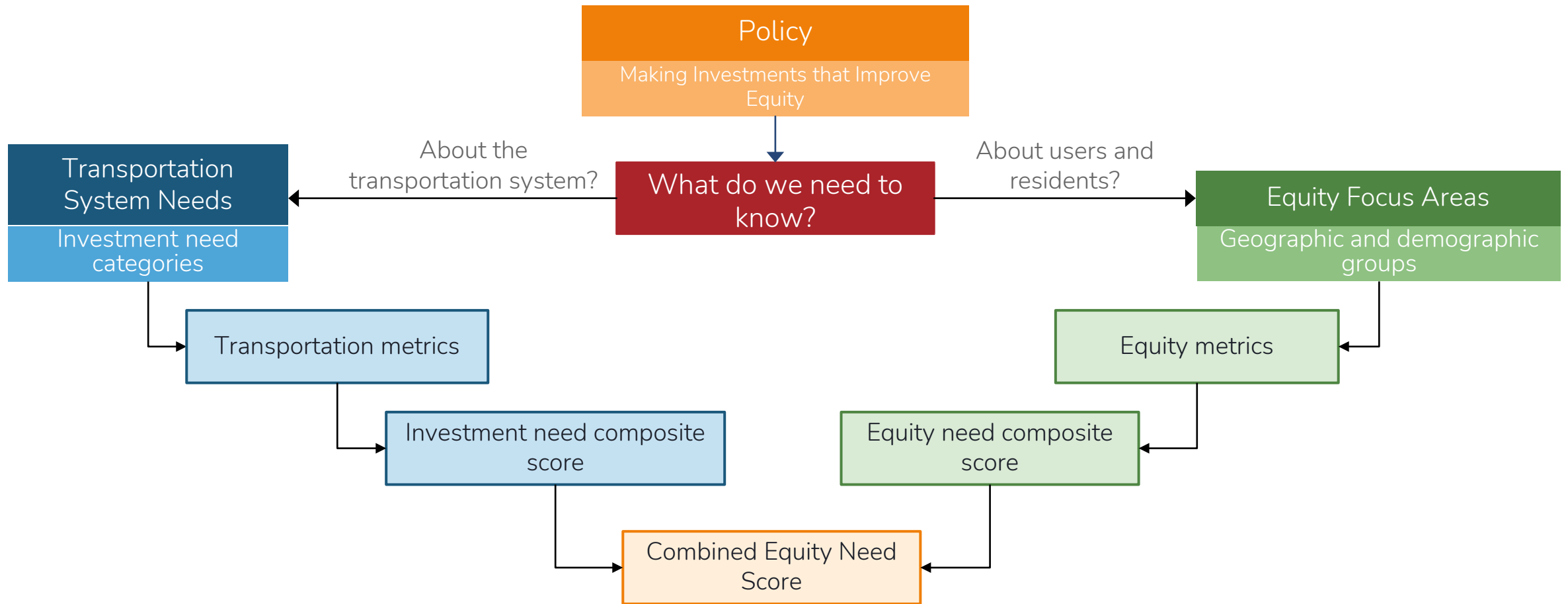
Who needs improvements the most?














The overlap - showing where transportation system needs overlap with equity focus areas that will register high equity needs scores



Analyzing Equity Needs



Examples of Equity Metrics

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

- Define metrics to highlight key issues in each investment need category

- Analyze the “geography of inequity”
 - Past practices and investments
 - Current socioeconomic/demographic characteristics

Equity Focus Areas

Geographic and demographic groups

Redlined neighborhoods

Communities bisected by highways

Communities disrupted by Urban Renewal

Isolated inner ring suburbs

Communities of Concern

- BIPOC population

- Low-income households

- Population over 65

- Disabled residents

- Households with children

- At-risk youth

Equity Factor #1

Improve access to housing, jobs, services, recreation, and education, addressing remaining inequities created by redlining.

	What do we need to know...	
	About the transportation system: Where is access poor?	About users and residents: Where do inequities created by redlining persist?
Simple indicators	<ul style="list-style-type: none">• Access to housing, jobs,... education by mode• Sidewalk gaps, condition, crosswalk gaps• Bike facilities, bike protections, bikeshare proximity• Transit reliability, transit service frequency, stop proximity	<ul style="list-style-type: none">• Redlined neighborhoods• Presence of communities of concern
Composite scores	<ul style="list-style-type: none">• Composite accessibility• Walkability• Bikeability• Transit quality index	<ul style="list-style-type: none">• Areas with remaining inequities created by redlining
Needs analysis	<ul style="list-style-type: none">• Overlay of low accessibility scores and areas with remaining inequities created by redlining• Overlay of facilities contributing to poor walkability/bikeability and areas with remaining inequities created by redlining• Overlay of areas with poor transit service and areas with remaining inequities created by redlining	

From simple metrics to composite scores

- Simple metrics are non-reducible findings that describe performance of one element
- Composite scores combine multiple simple metrics to summarize performance within an investment need category

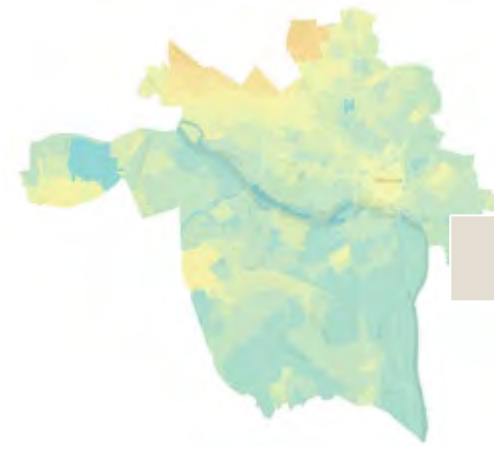
Simple metrics



Sidewalk gaps



Sidewalk condition



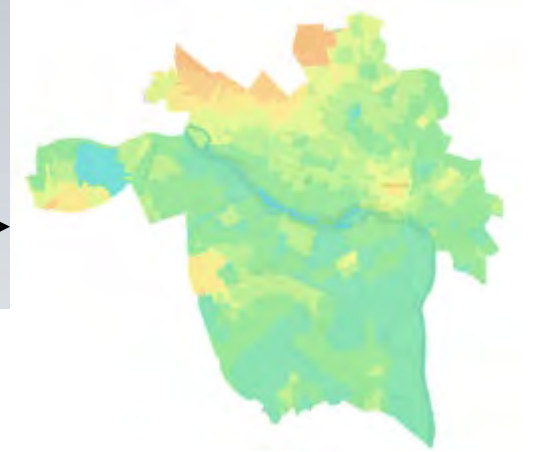
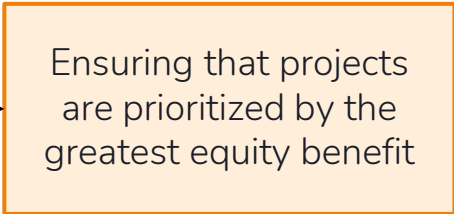
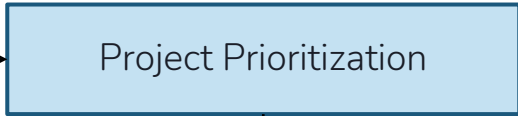
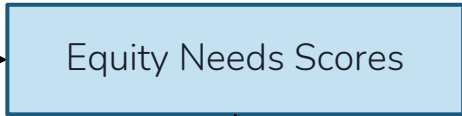
Competitive walk access to jobs

Composite score

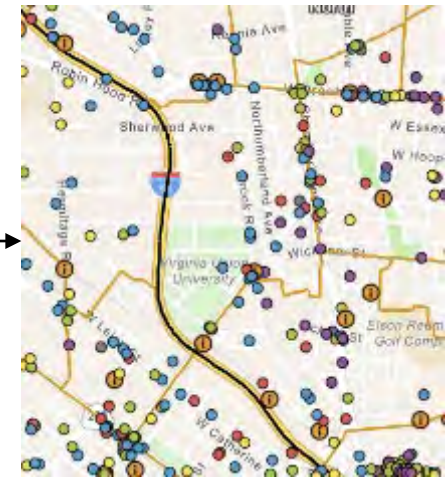


Walkability index

How Do we Use This Data?



What Needs Scoring Could Look Like
(Not an actual Needs Score Map)



What Project Maps Could Look Like
(Not an actual Project Location Map)

Community Engagement Plan & Schedule



Overview

- Support Richmond Connects through all engagement phases.
- Build on *Richmond 300* and *Path to Equity* best practices.
- Implement equity -focused community engagement.
- Engage stakeholders in the communities where they live – targeting BIPOC and historically overlooked neighborhoods.
- Ensure meaningful processes to root Richmond Connects in community decision-making.



Communications Objectives

- Build awareness for Richmond Connects.
- Reach at least 3% of population (approx. 6,863 residents).
- Engage a broad audience, especially those who have been historically excluded.
- Gather input and feedback to help shape decisions and form outcomes.
- Build community support.



Stakeholders & Target Audiences

- Executive Leadership
- Local/Regional Commissions & Committees
- Historically Underrepresented Residents, Communities and Neighborhoods
- Community & Business Organizations
- News Media



Communications Strategies and Tactics

Direct Stakeholder Engagement – Build Awareness and Participation

- Executive Leadership
- Outreach Partners
 - Public
 - Ambassadors
 - Steering Committee
 - Advisory Committee
 - Technical Subcommittee



Communication Platforms & Tools

- Brand and Logo
- Community Engagement Website
- Branded Communications Materials
- Social Media
- Eblasts
- Surveys
- Limited English Proficiency (LEP) Translations (as needed)





TAKE THE SURVEY

How is access to walking, biking, driving and transit in your community? We want your feedback!

[TAKE THE SURVEY](#)

ATTEND A MEETING

Advisory Committee Meetings are Open to the Public

Monday, June 6 | 10 AM to 3 PM
Main Street Station, 1500 E. Main Street

[GET MORE INFO](#)

A process to identify and prioritize equitable multimodal transportation projects and programs in the City of Richmond.

Richmond Connects is a two-year process that will engage City residents, especially those in historically excluded and low-income neighborhoods. Community input and feedback will be used to make assessments, recommendations and decisions for transit, walking, biking, driving and other transportation modes.

Richmond Connects will result in two related plans to equitably maximize multimodal transportation infrastructure and programmatic investments for all City residents:

EQUITABLE MOBILITY & ACCESSIBILITY ACTION PLAN

A near-term Action Plan that will strategically identify and prioritize transportation projects and programs for City implementation in the next five to 10 years.



Community Engagement

- **Webinars** to kick-off each engagement phase
- **Pop-Up events** – informal gatherings, in target communities
- **Focus Group sessions**– deeper conversations with historically overlooked audiences
- **News Media Relations** – periodic updates around engagement phases
- **City Councilor Neighborhood District Meetings**



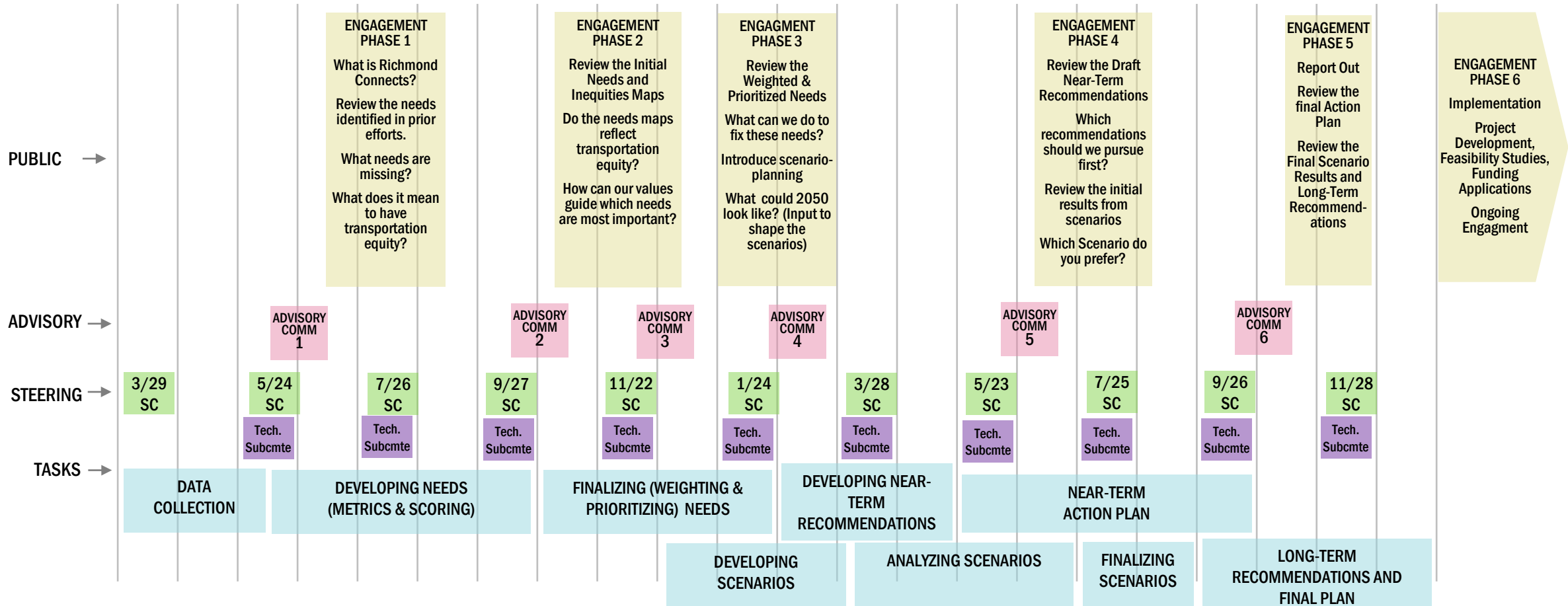
Phases of Community Engagement



2022

2023

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



Each PUBLIC MILESTONE would include:

1. Virtual public meeting or webinar
2. New website content
3. Online Survey – to supplement in person input
4. Pop up events or focus group meetings to solicit additional public/stakeholder input

Each STEERING COMMITTEE MEETING would be structured to:

1. Shape upcoming Advisory Committee Meetings
2. Review public engagement & redirect as needed
3. Update progress to date & direct the next steps

Each ADVISORY COMMITTEE MEETING would be structured to:

1. Guide the next milestone of public engagement
2. Direct which people/groups need to be engaged
3. Update progress to date & advise on the next steps

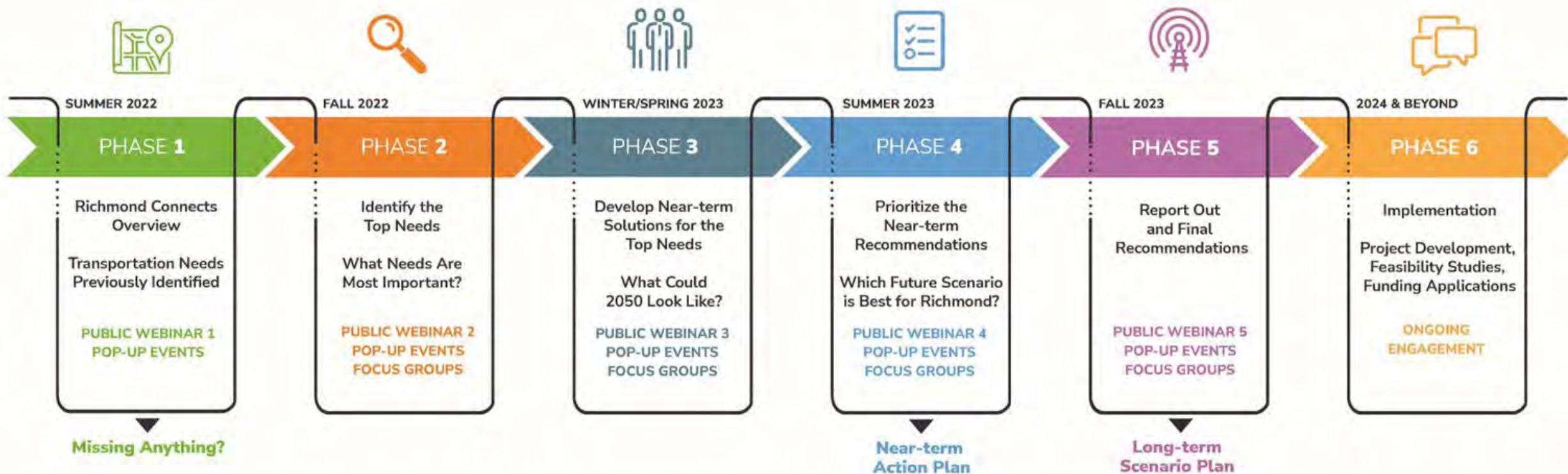




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COMMUNITY ENGAGEMENT TIMELINE

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Public Engagement Round 1





SUMMER 2022

PHASE 1

Richmond Connects Overview

Transportation Needs Previously Identified

PUBLIC WEBINAR 1
POP-UP EVENTS

Missing Anything?



FALL 2022

PHASE 2

Identify the Top Needs

What Needs Are Most Important?

PUBLIC WEBINAR 2
POP-UP EVENTS
FOCUS GROUPS



WINTER/SPRING 2023

PHASE 3

Develop Near-term Solutions for the Top Needs

What Could 2050 Look Like?

PUBLIC WEBINAR 3
POP-UP EVENTS
FOCUS GROUPS

SPRING 2023

What is the next step?

Phase 1 Engagement

What are the Needs?

MESSAGES:

1. **The City is developing Richmond Connects!**
What is Richmond Connects? What is transportation equity?
2. **We heard You!**
Transportation needs identified from the community engagement from Richmond 300 and Path to Equity
3. **What's missing?**
Interactive map with opportunity to add needs that are missing
4. **What's Next?**
Convey how the info will be used



What is Richmond Connects?

- Richmond Connects is a process to develop the City of Richmond's transportation plan – **a plan to make the transportation system work for everyone.**
- Richmond Connects will create **a list of projects** and other recommendations that will make it easier and safer to get around without a car.
- It's **focused on equity.** It acknowledges that past transportation decisions have created injustices that have harmed people of color and low-income communities. These injustices persist today.
- It will work towards **healing past injustices** by elevating the voices of people harmed by past injustices. The process will be designed so that participants have a choice and make decisions that mold the outcomes of the process.



What is Richmond Connects?

- Richmond Connects is about **multimodal transportation** – getting around without owning your own car – by walking, riding a bike, or taking the bus.
- It's about identifying the City's **top needs** and developing recommendations to address those needs in the next 5 to 10 years.
- It will **combine data-driven analysis with equity-centered community engagement** to identify top needs.
- It will include a **long-term scenario planning** process to envision possible futures and identify the future that best aligns with Richmond's values.



What is transportation equity?

The City's definition of "equity" is to "empower people and communities that have experienced past injustices by removing barriers to access and opportunity."

from The City of Richmond's
Equity Agenda

"Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network."

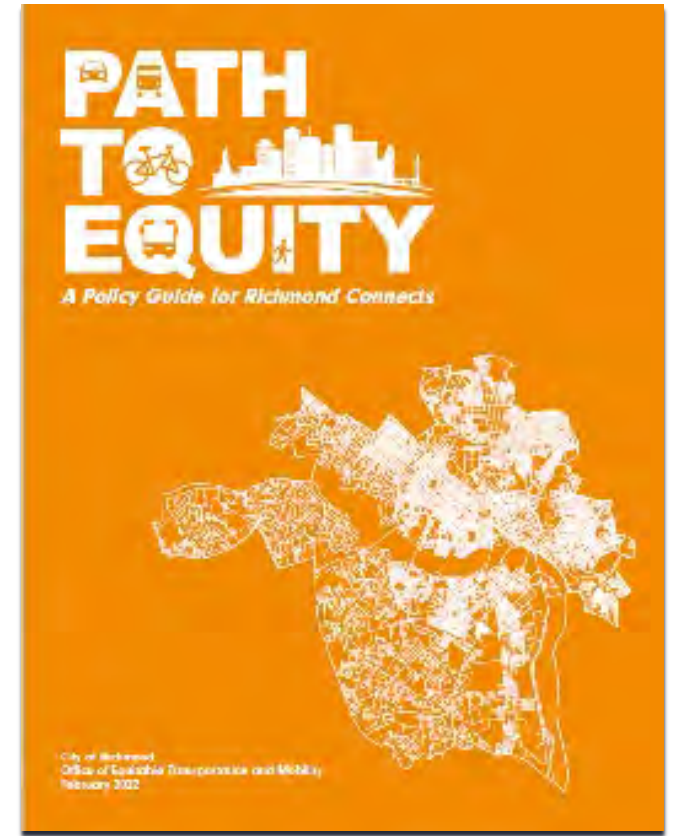
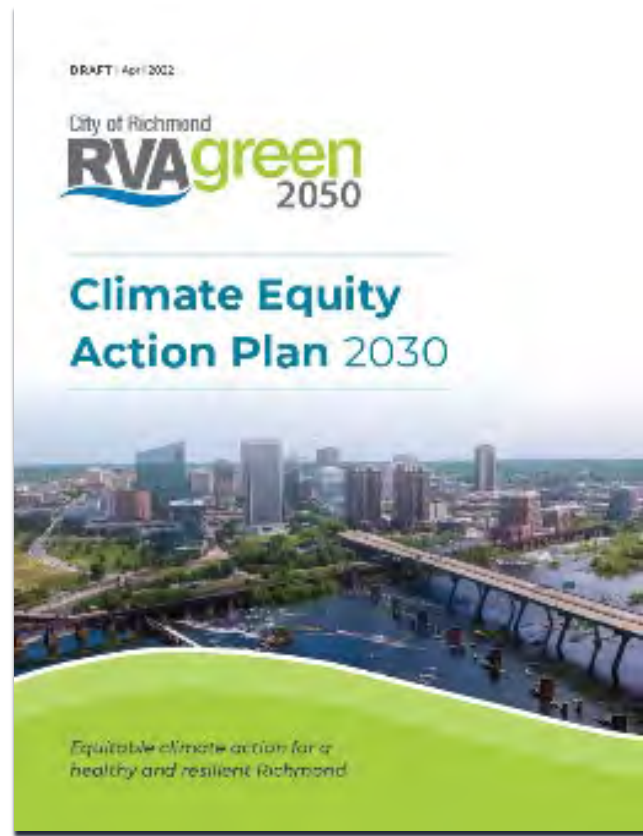
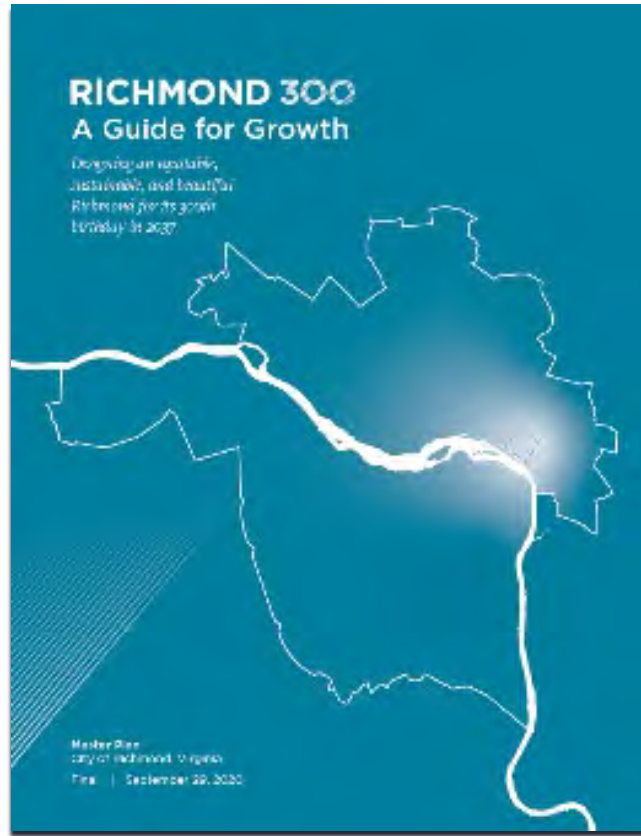
Vision for Equitable Transportation
from the Richmond 300 Master
Plan

"No group of persons bears any more of the burden of transportation costs, bears the benefits of city spending, or faces more barriers to accessing opportunities than any other group."

from Path to Equity: A Policy
Guide



Richmond Connects is building on the City's prior planning efforts.



Guiding Principles

WALK THE WALK, NOT JUST TALK THE TALK

Ensure the implementation and enforcement of any policy, program, or regulation does not disproportionately impact or burden, or displace, low income communities and communities of color, and lifts up everyone.

PUT YOUR MONEY

WHERE YOUR MOUTH IS

Ensure taxpayer money spent on transportation projects, in city procurement, and for employee labor are weighted towards reducing income disparities and addressing the growing wealth gap in low income communities and communities of color/BIPOC.

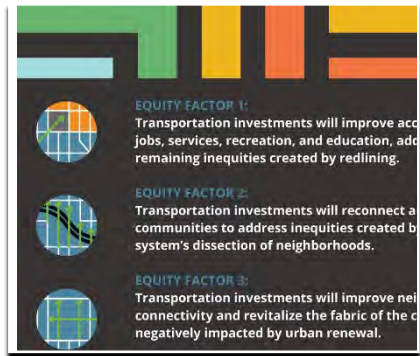
LISTEN MORE

THAN YOU TALK

Ensure outreach is equitable, community-based, accessible to all, begins early in the process, and that communities are given decision-making power.



Prior efforts and outcomes will guide Richmond Connects



10 Equity Factors from Path to Equity

- Bicycle/Pedestrian
- Transit
- Freight
- Land-Use
- Safety
- Connectivity Needs
- Maintenance Needs

10 Investment Need Categories from Path to Equity

Richmond 300 Goal	Richmond 300 Objective
R300 Goal 1 Complete Neighborhoods: Establish a city of complete neighborhoods that have access to Nodes connected by major corridors in a gridded street network."	Objective 1.3 Support the growth of jobs and housing in Nodes by using placemaking, clustering community-serving facilities at Nodes, and prioritizing infrastructure projects that encourage multi-modal accessibility to and from Nodes.
	Objective 1.4 Maintain and improve primarily residential areas by increasing their linkages to Nodes, corridors, parks, and open space.

Richmond 300 Goals & Objectives

RVAGreen 2050 Goal	RVAGreen 2050 Objective
Buildings & Energy Pathway: Accelerate the equitable transition to healthy, resilient, climate neutral buildings and energy sources	Objective 1: Achieve climate neutrality and increase resilience in government buildings, infrastructure, and operations.
	Objective 2: Maximize energy efficiency, performance and resilience in all existing buildings.
	Objective 3: Ensure all Richmonders have equitable access to affordable and renewable

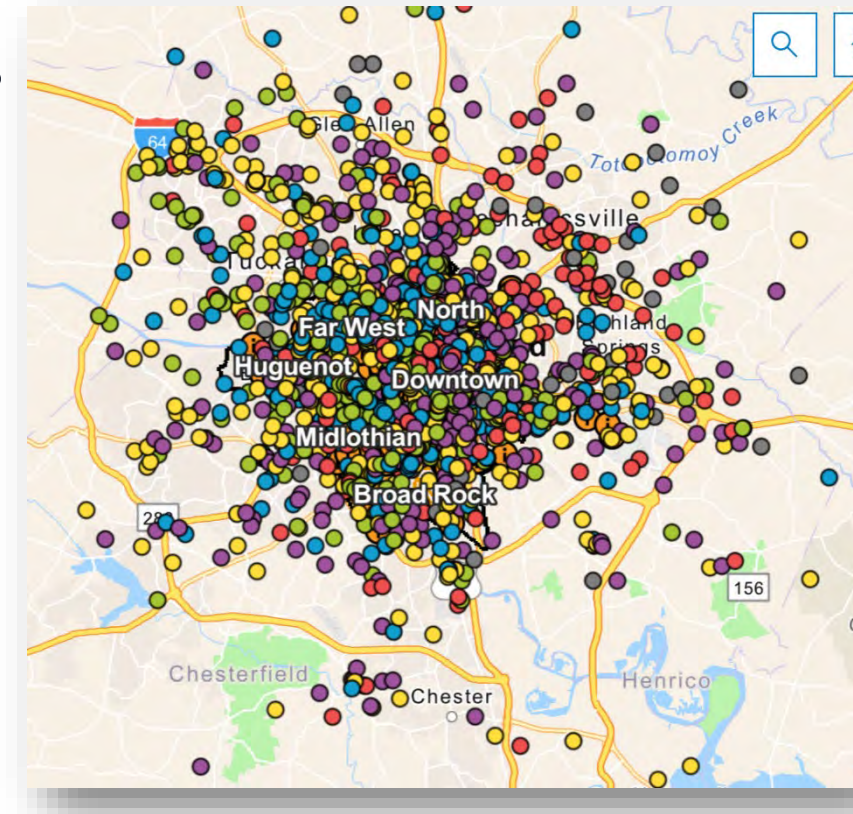
RVAGreen 2050 Goals & Objectives

And many others!



Richmonders have already spoken!

- Through Richmond 300 and Path to Equity, Richmonders provided **over 3,000 map-based comments** on transportation needs and barriers.



<https://experience.arcgis.com/experience/890afab43ca248daa3ba595d6c9036e8>



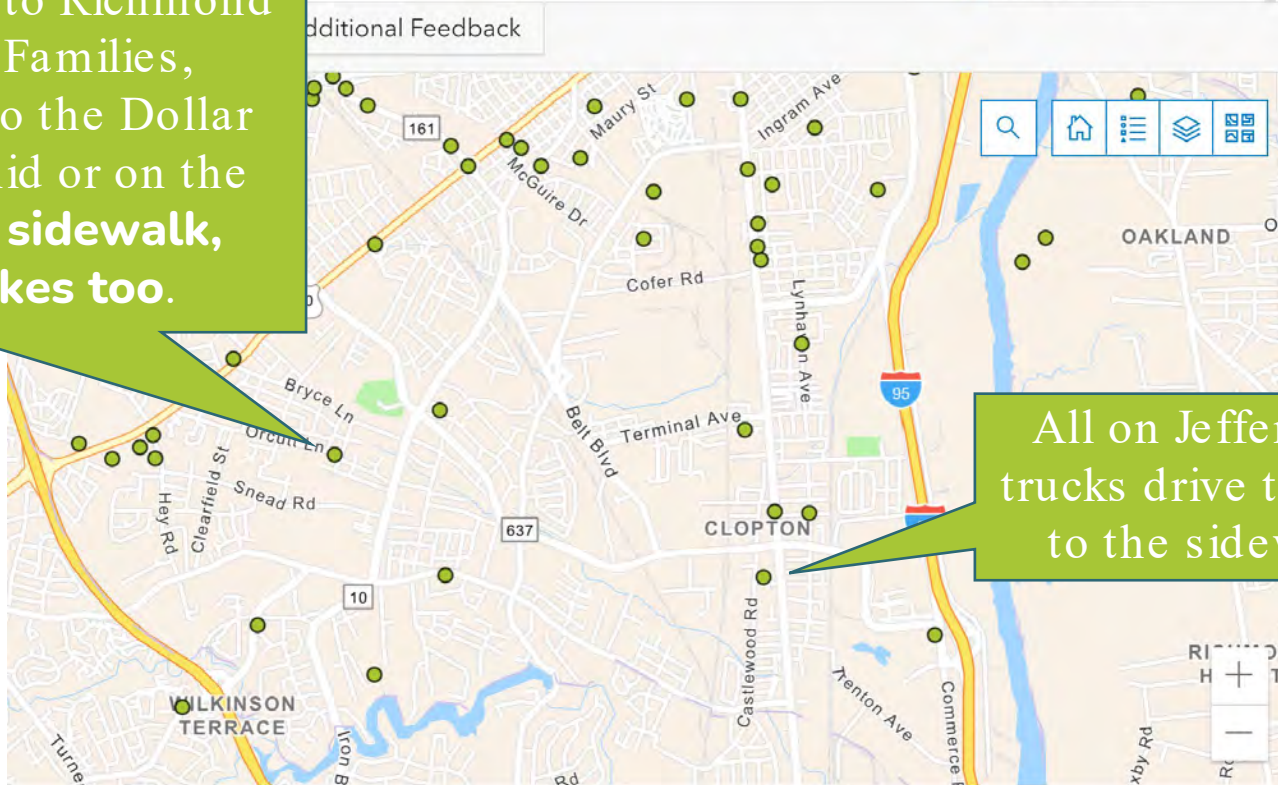
Examples of comments from prior efforts

Prior Responses by Category



- Automobile Barriers 22
- Bicycle Barriers 36
- Future Connections 26
- Other 7
- Pedestrian Barriers 49
- Service Barriers 55
- Transit Barriers 42

There is no sidewalk on the stretch of Walmsley from Hopkins to Richmond Highway. So unsafe! Families, handicapped, etc walk to the Dollar General all day in the mid or on the road. **We need a safe sidewalk, ideally space for bikes too.**



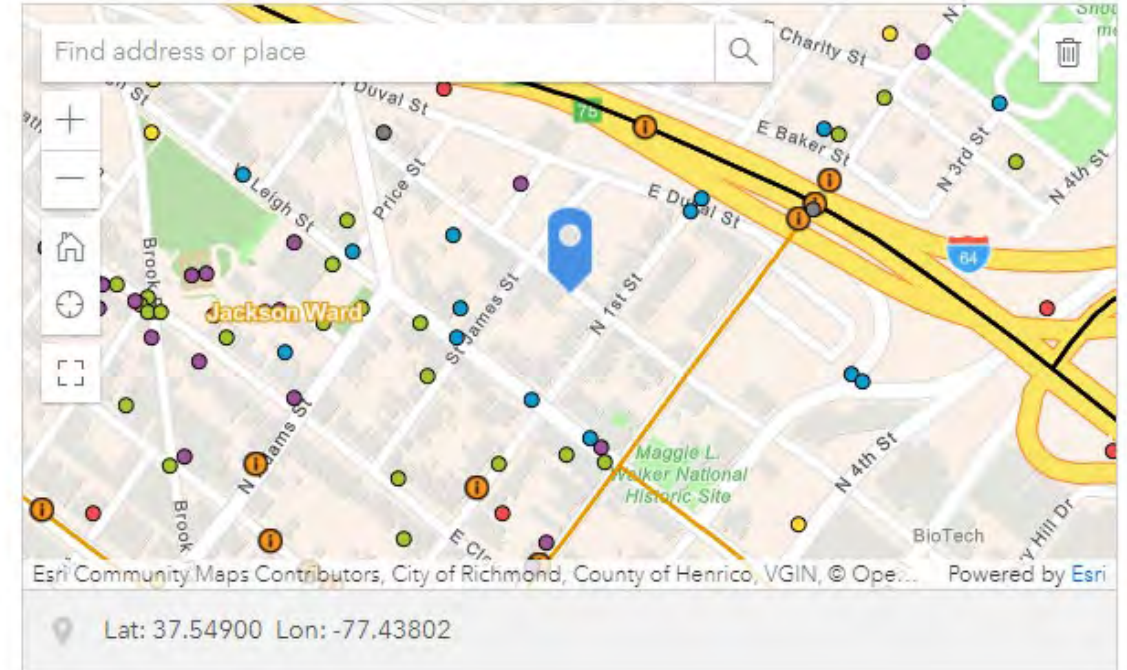
All on Jefferson Davis cars and trucks drive too fast and too close to the sidewalk and bus stop.



What needs to be improved?

- View the 3,000+ comments in the interactive online map.
- Add your comments to the map.
- The comments will be combined with a data-based analysis to identify the top transportation needs.

Response Location*



Comment*

Sidewalks in this area are in terrible conditions with missing/dislodged bricks and stones, excessive amount of weeds growing through the sidewalks, and broken glass and refuse all over the pavement.

1801



What needs can't be mapped?

- Programmatic and City-Wide
- Education & Awareness
- Big 'P' Policy
- Small 'p' Policy
- Others?



What's next?

- Stay informed. Sign up for project updates.
- Your voice matters. Richmond Connects is about giving Richmonders the power to make decisions at critical points throughout the process.
- Interested in talking more about Richmond's transportation needs and how this plan can work towards healing past injustices?
 - Sign up to join a focus group!



Phase 1 Engagement

EVENTS:

1. Kickoff Webinar and Facebook Live

Tuesday June 21st – Noon and 5:30 PM

2. Interactive Map of Needs

Open June 21st through August 31st

3. Pop-Up and Community Events

What are your recommendations?

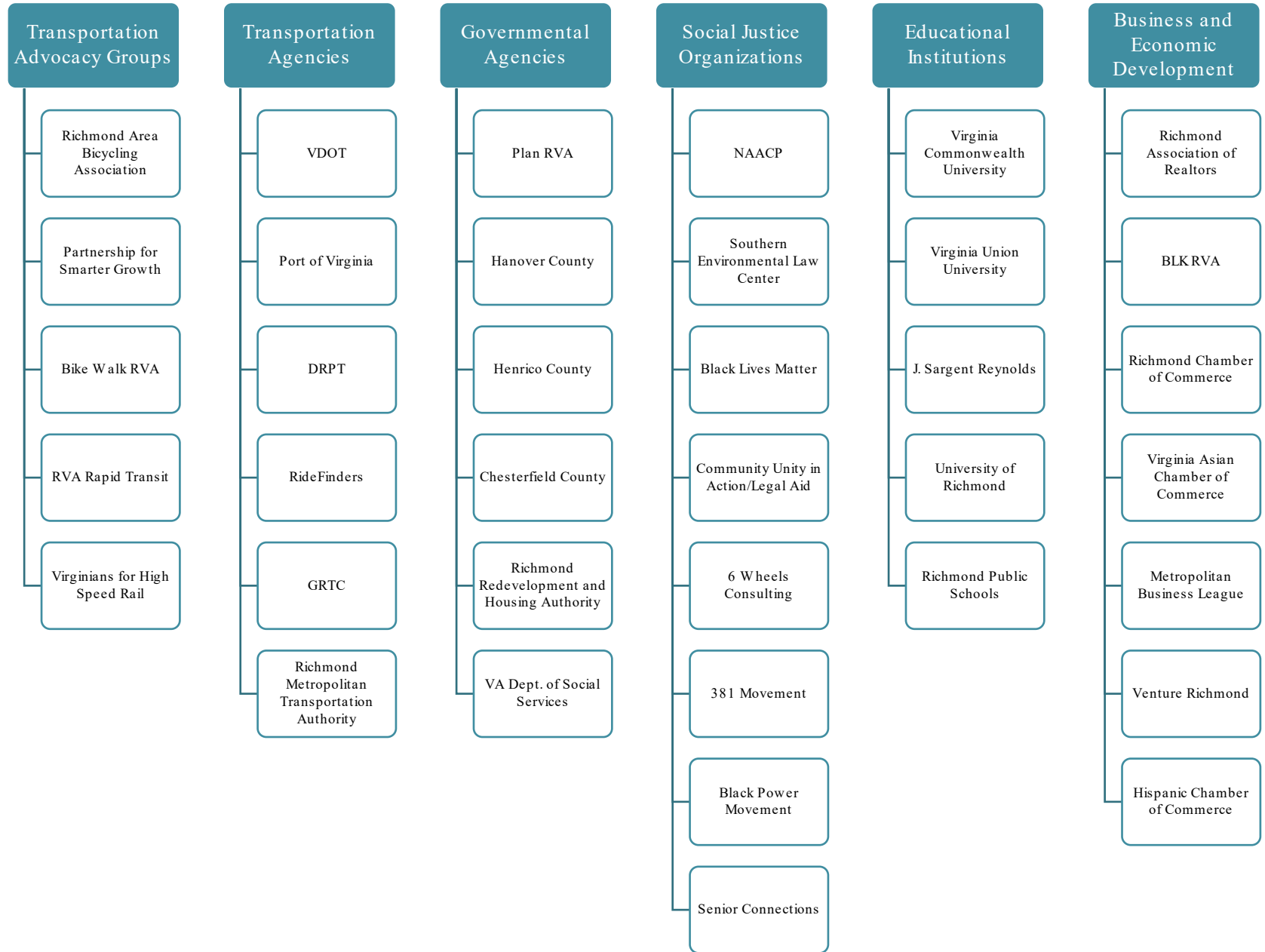


June 6th Advisory Committee Meeting Agenda



Advisory Committee

- Over 100 people invited
- 37 agencies and organizations represented
- 14 Community Ambassadors
- 20+ City staff
- Meetings will be open to the public
- Stipends offered for participation



Advisory Committee

- Represent the full spectrum of community interests and public perspectives
- Give input at critical milestones
- Help engage community members and extend the reach of engagement activities, especially hard-to-reach groups and areas



Upcoming Advisory Committee Meeting

- Monday June 6th, 2022
- 10am to 3pm
- Main Street Station



June 6th Advisory Committee Meeting

Draft Agenda

10:00 – 10:45	Initial Presentation and Context-Framing
10:45 – 11:00	<i>Break</i>
11:00 – 11:30	Input on Survey Design: Individual Survey Demo (beta test)
11:30 – 12:00	Input on the Needs: Small Group Mapping & Discussion
12:00 – 12:30	<i>Lunch Break</i>
12:30 – 2:00	Small Group Discussions: <ol style="list-style-type: none">1. Whose input on the needs are we missing?2. What are the biggest challenges we will face? How can we overcome them?3. Why does this matter?
2:00 – 2:15	Discussion: How can you help us?
2:15 – 2:30	Next Steps
2:30 – 3:00	Optional Last 30-Minutes: Poster Session on Needs Metrics



Question/Answer

