



Steering Committee Meeting

September 27, 2022

RVAconnects.com

Agenda



- 1 Project and Schedule Update
- 2 Phase I Public Engagement Summary
- 3 Phase II Approach
 - Outcome: Concurrence and feedback on approach
- 4 Needs Analysis Update and Preview
 - Outcome: Optional detailed review offline
- 5 Next Steps

July Steering Committee Meeting

- Reviewed mid-engagement phase I progress and targeted approach
- Reviewed needs metric statements and needs assessment approach

1

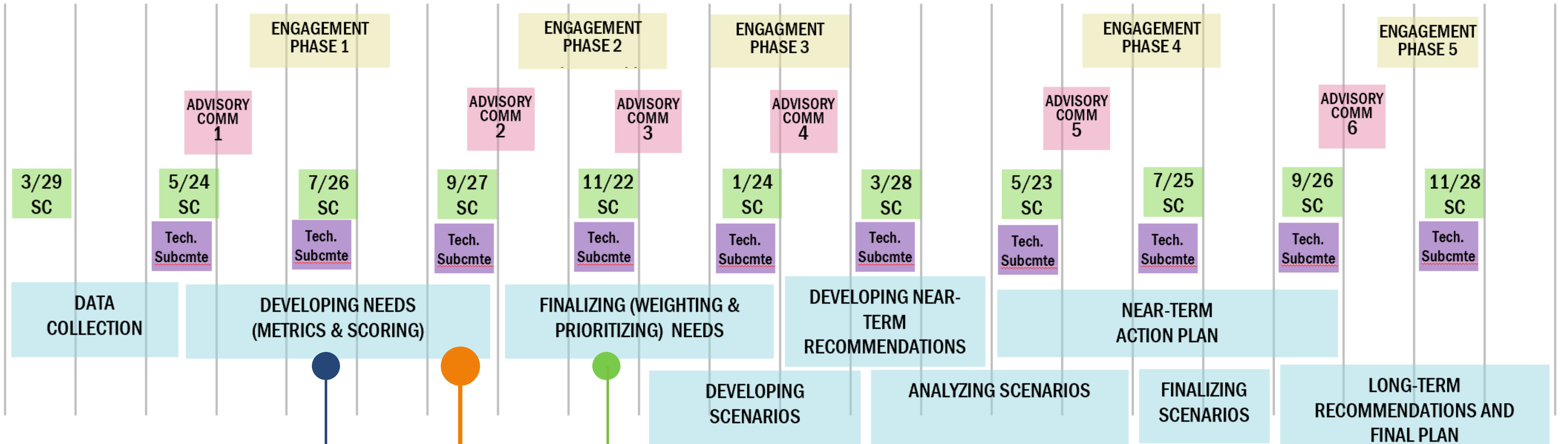
Project and Schedule Update



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: Began computational needs analysis, Phase 1 survey underway

Next Meeting: Review revised needs maps. Update on engagement.

Today, Review:

- Phase 1 survey responses
- October Advisory Committee Approach
- Engagement Phase 2 Approach

Offline: Review draft raw needs maps

2

Phase I Public Engagement Summary



OUTreach!



Que Pasa Festival



Advisory Committee



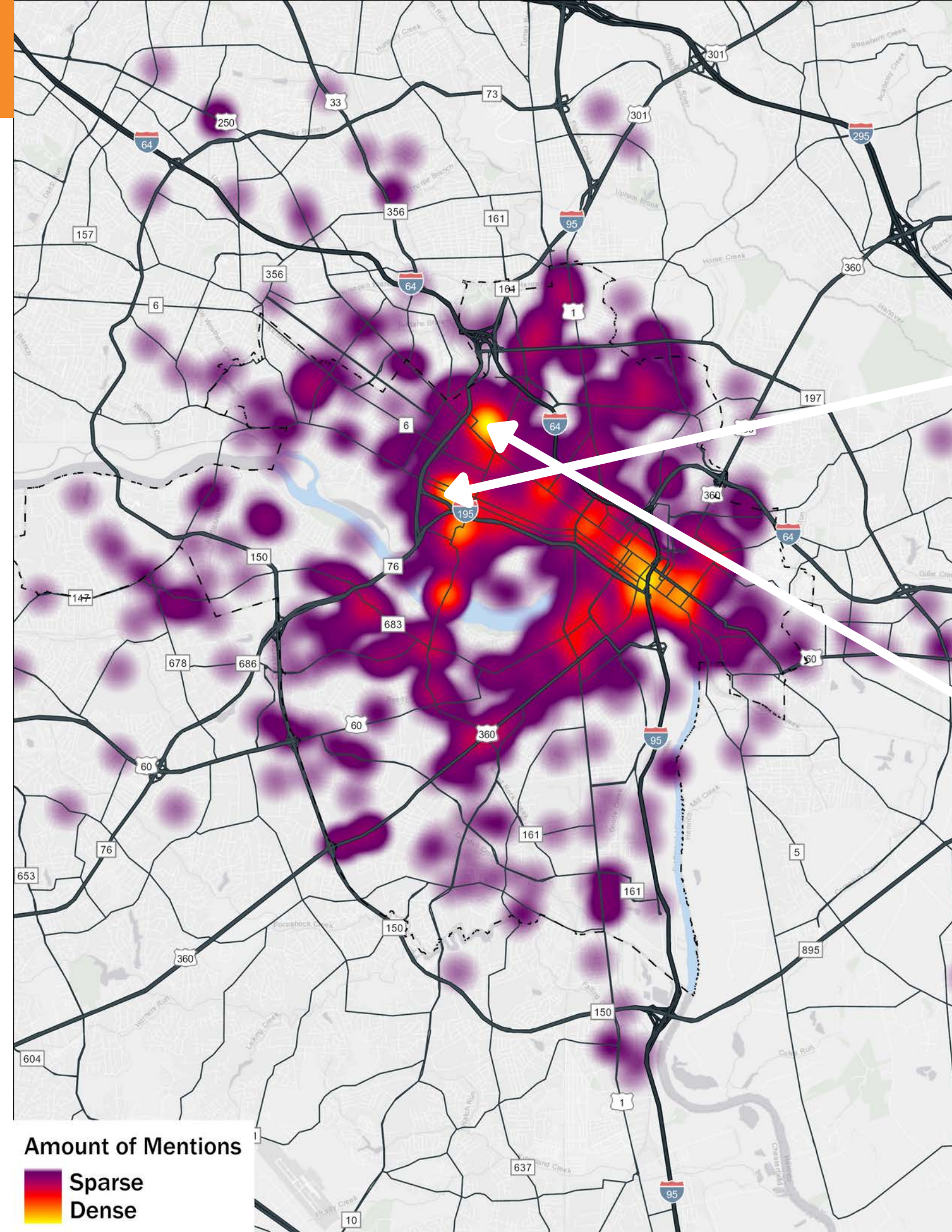
National Night Out and
Jubilation in June,
Canvassing



Pedestrian

Big Ideas:

- Adding sidewalks where there are none
- Improving existing pedestrian crossings
- Improving existing sidewalks
- Adding pedestrian crossings where there are none
- Closing streets to vehicles to make ped-only streets



Recurring Comment: Close Carytown vehicle lanes for a pedestrian plaza on W. Cary



13 mentions

Recurring Comment: Add/improve sidewalks throughout Scott's Addition

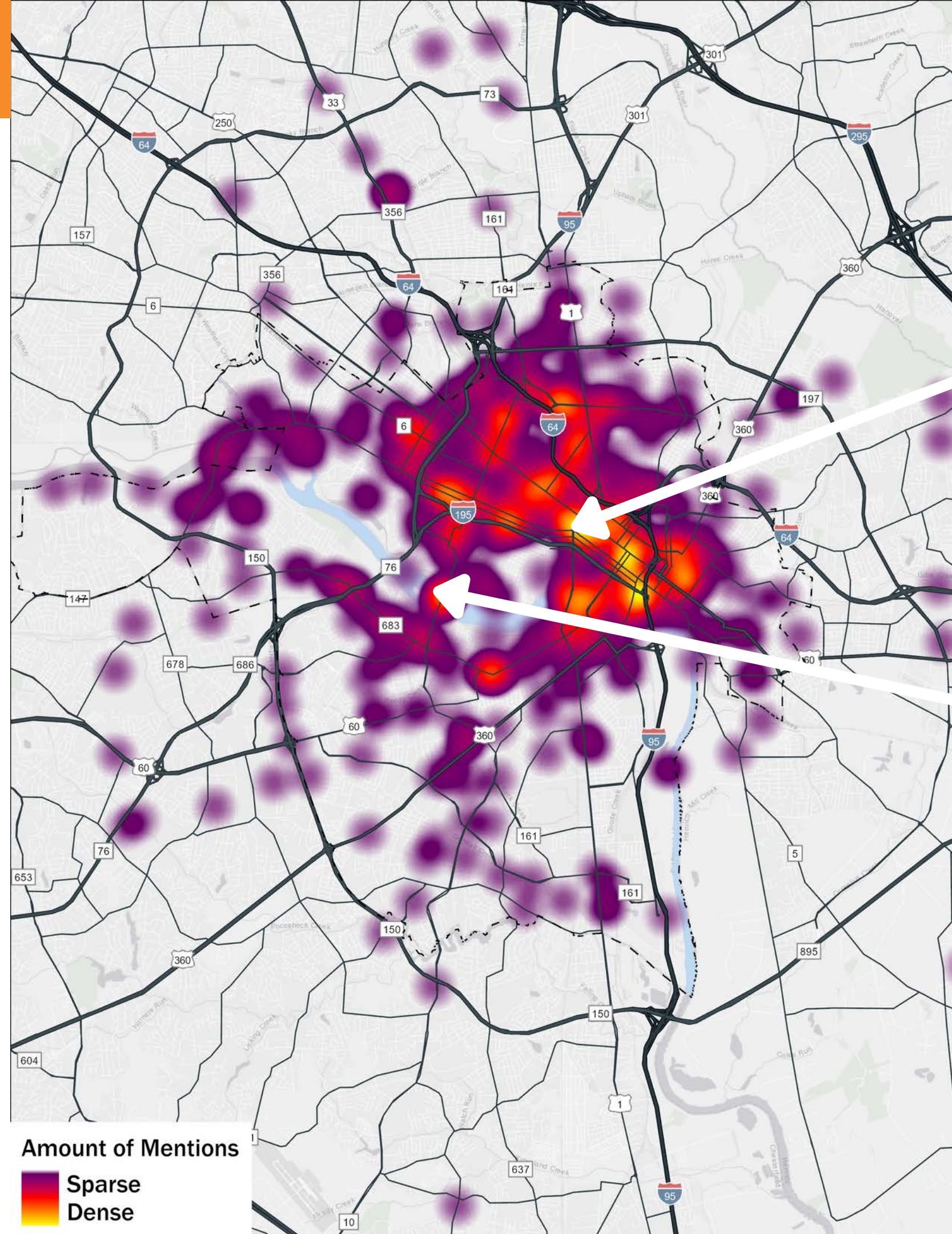


12 mentions

Bicycle

Big Ideas:

- Improve the safety of existing bicycle infrastructure
- Make bicycle infrastructure more connected
- Add bicycle infrastructure where there is none

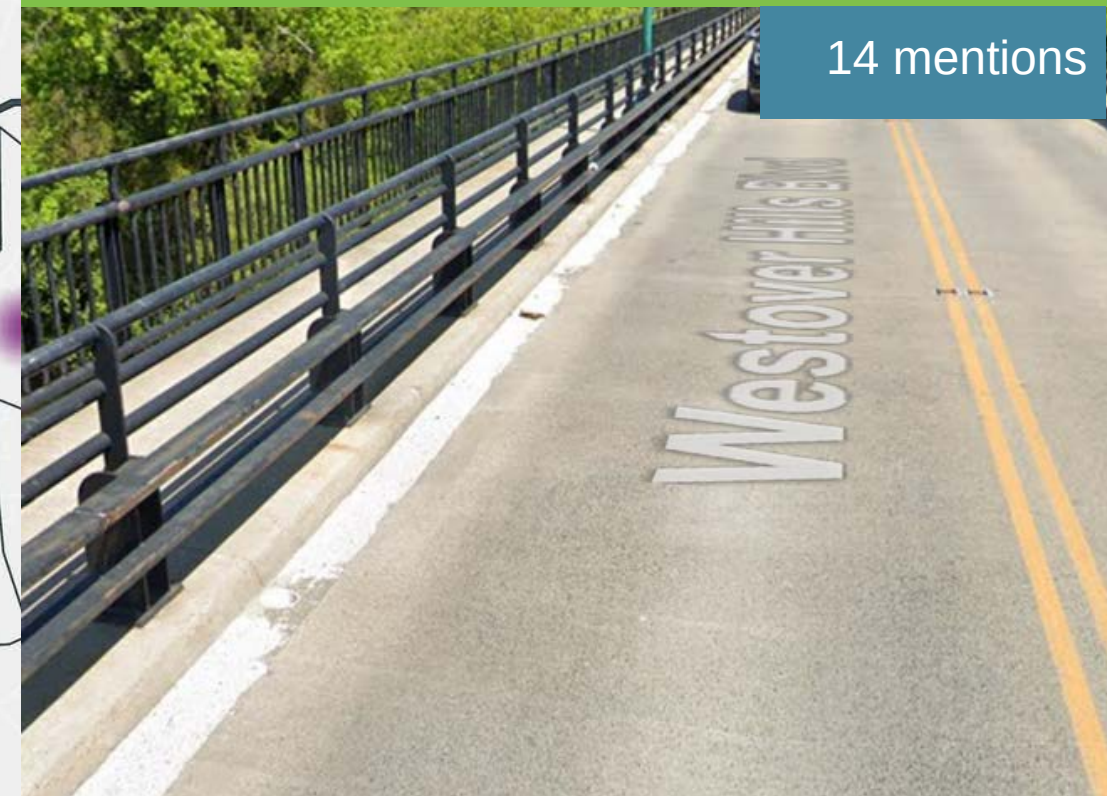


Recurring Comment: Extend Franklin St. bike lane west to Monument Ave.



16 mentions

Recurring Comment: Make a dedicated bike lane on Nickel Bridge

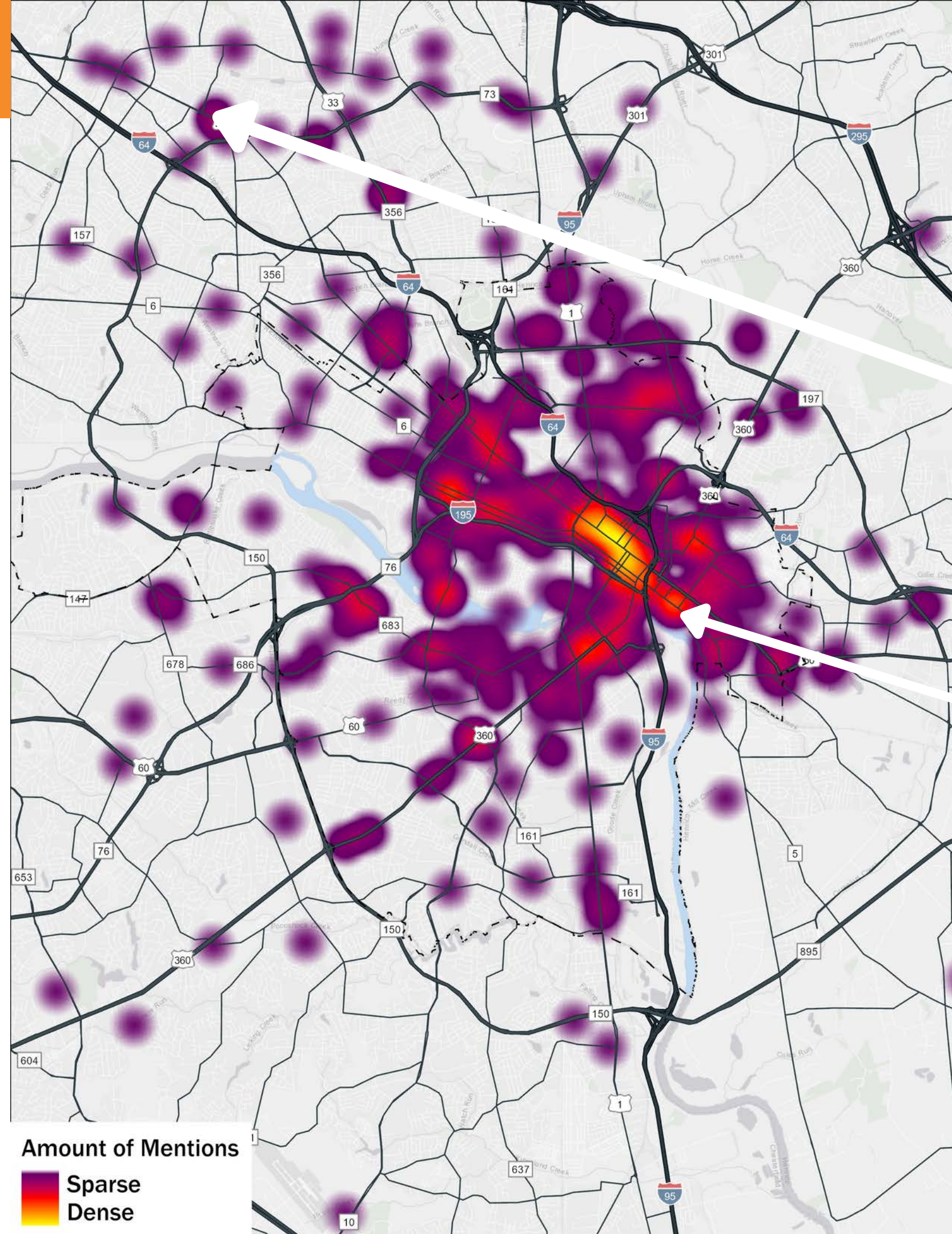


14 mentions

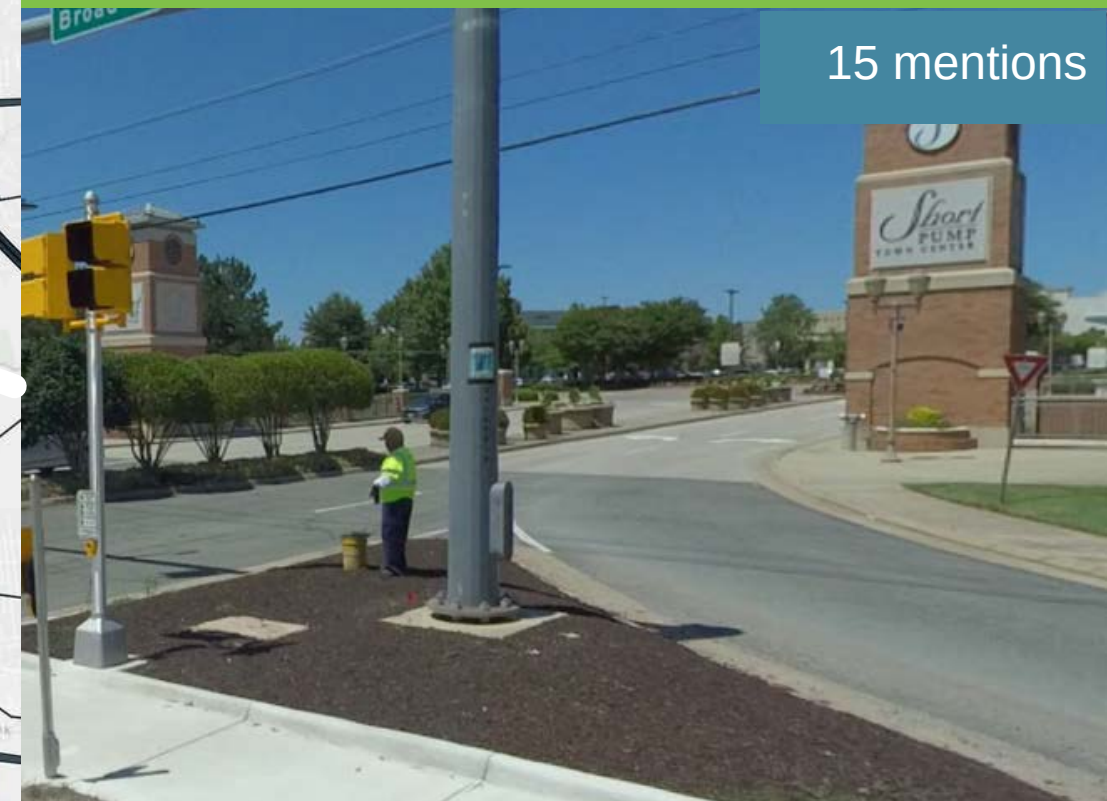
Transit

Big Ideas:

- Add more BRT, including a North/South BRT
- Improve bus stops with better lighting, covering, and seating
- Add transit connections throughout the City and the surrounding Counties
- Add more intense transit like light rail
- Add high-speed rail to DC



Recurring Comment: Make BRT connection to Short Pump Mall via Broad St.



15 mentions

Recurring Comment: Improve transit connections to/from Fulton

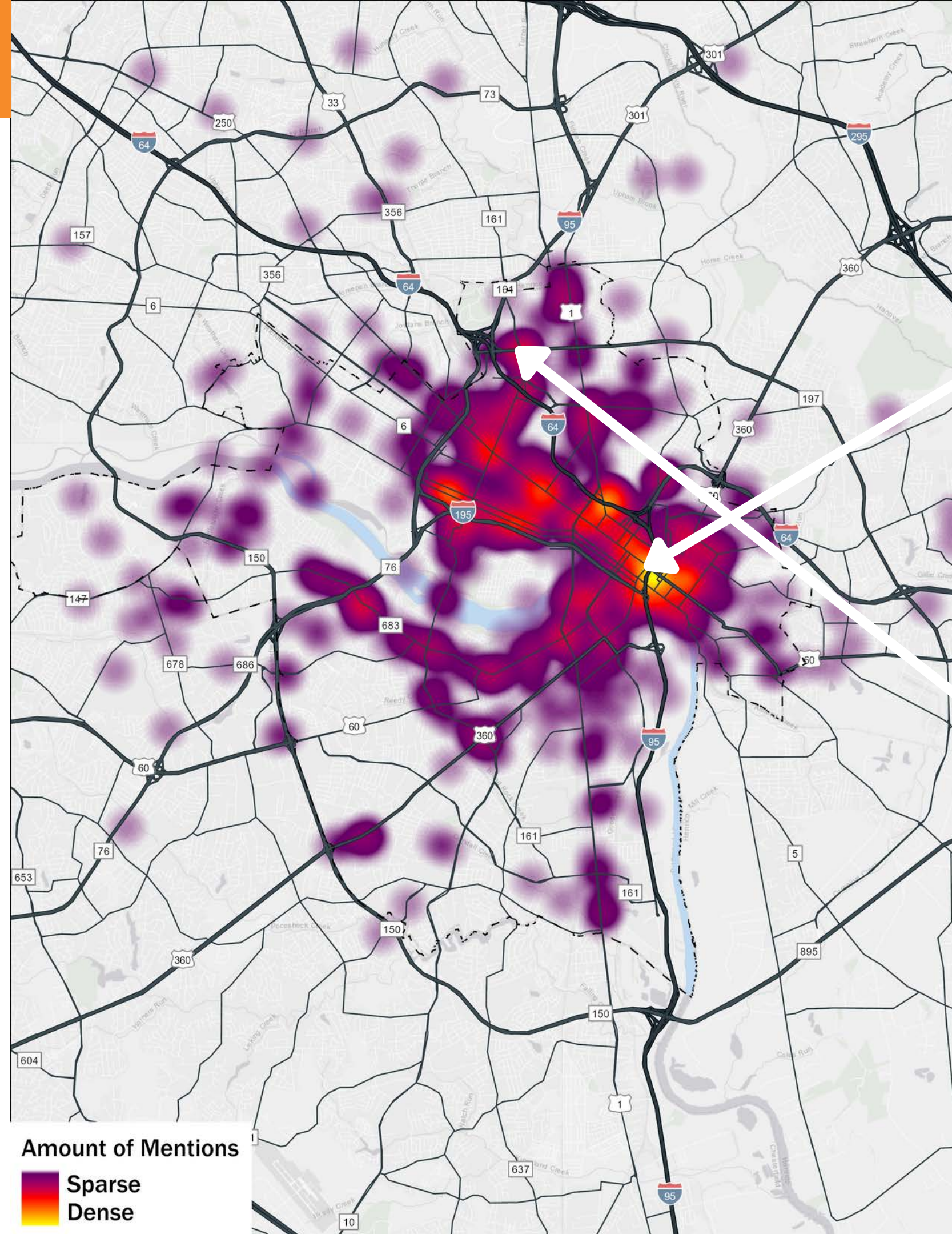


10 mentions

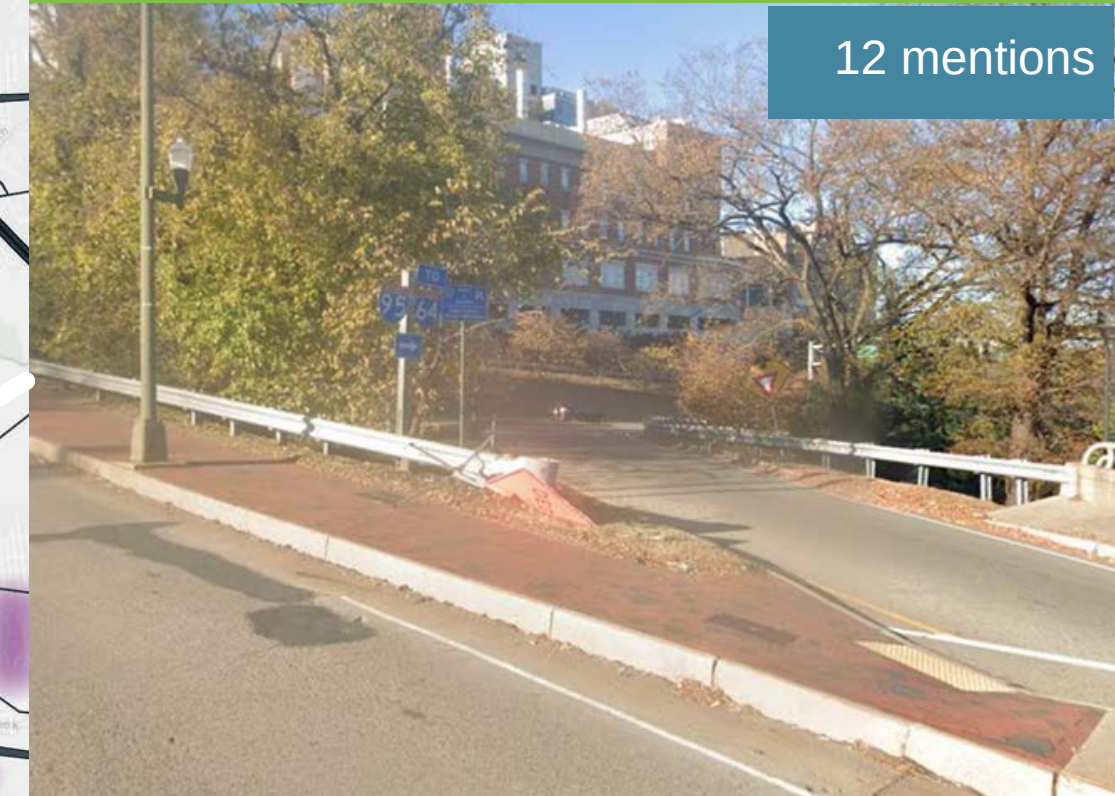
Safety

Big Ideas:

- Make bike infrastructure more protected
- Use traffic calming measures to decrease speeds on certain roads, such as road diets or one-way to two-way conversions
- Improve safety of pedestrian crossings



Recurring Comment: Improve pedestrian crossings on E. Broad St. near I-95



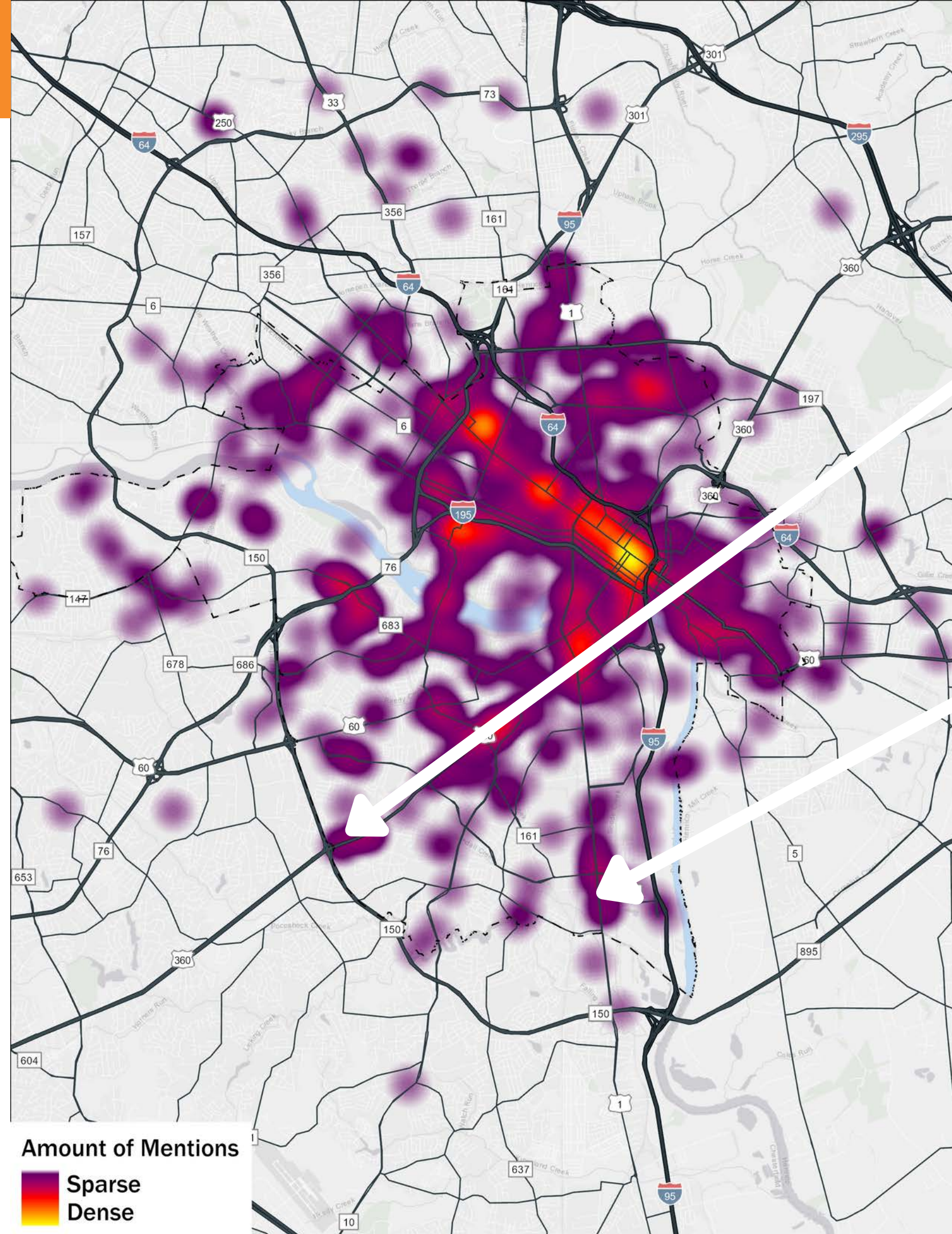
Recurring Comment: Remove AP Hill circle at Laburnum Ave. @ Hermitage Rd



Maintenance

Big Ideas:

- Repair potholes
- Repair or add sidewalks
- Clean debris & trash from bicycle lanes



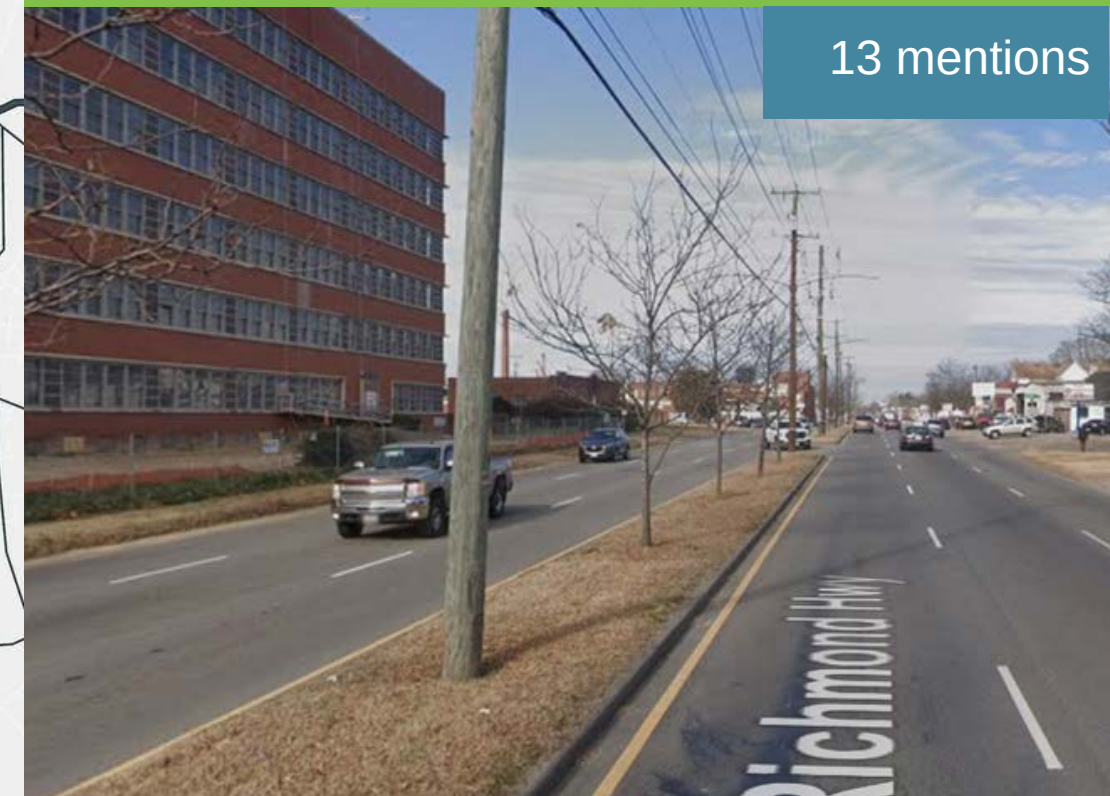
Recurring Comment: Improved sidewalks along Hull Street, especially near schools

18 mentions



Recurring Comment: Fix potholes and flooding on Route 1/Richmond Hwy

13 mentions



Connectivity

Big Ideas:

- Improve transit connections to certain neighborhoods
- Add BRT to high-traffic areas like the Airport & Short Pump
- Add or reconnect crossings between neighborhoods disconnected by highways

Land Use

Big Ideas:

- Add parking in some areas
- Take away parking in some areas
- Eliminate street parking for some streets
- Increase density near transit

Technology

Big Ideas:

- Add more bikeshare stations
- Add more EV charging stations

Freight

Big Ideas:

- Improve alleyways for delivery trucks
- Improve curbside access for delivery trucks

Econ. Dev.

Big Ideas:

- Address food deserts with grocery stores

Sustainability

Big Ideas:

- Address urban heat islands
- Convert GRTC to electric fleet



2

Phase II Public Engagement Approach



Multiple Approaches, Multiple Audiences

1

Vested
stakeholders

2

Communities of
concern

3

General public
and existing
contacts

Who is in each?

1

Vested Stakeholders

- Advisory Committee
- Paid Focus Groups
- Citizen Champions

2

Communities of Concern

- Targeted geographies
- Targeted demographics and interests

3

General public & existing contacts

- Follow up with existing base

Gradient of Complexity

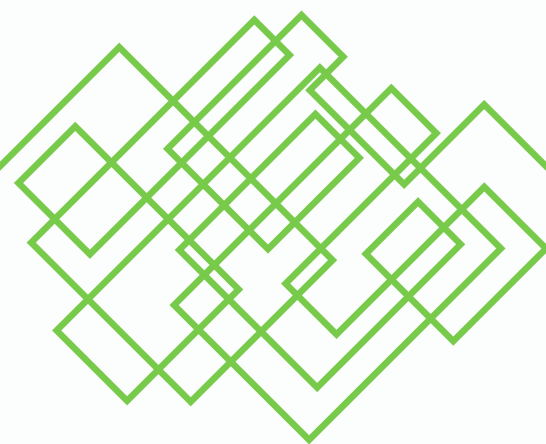
1

Vested
stakeholders



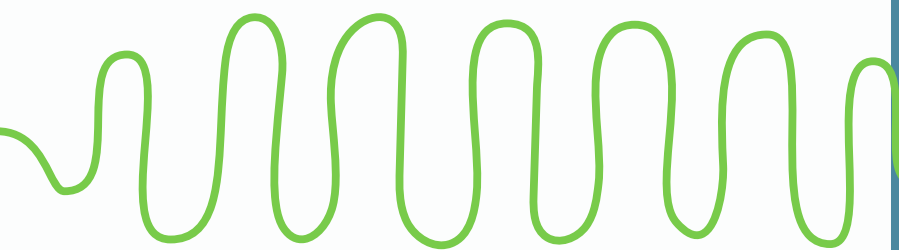
2

Communities of
concern



3

General public
and existing
contacts



1

Vested Stakeholders

Advisory Committee

- BIG ASK at October 18th Meeting:
 - Review Public Engagement Approach
 - Preview video
 - Input on community of concern outreach
- BIG ASK *after* meeting (November/December):
 - Review needs maps in detail via online portal

Focus Groups

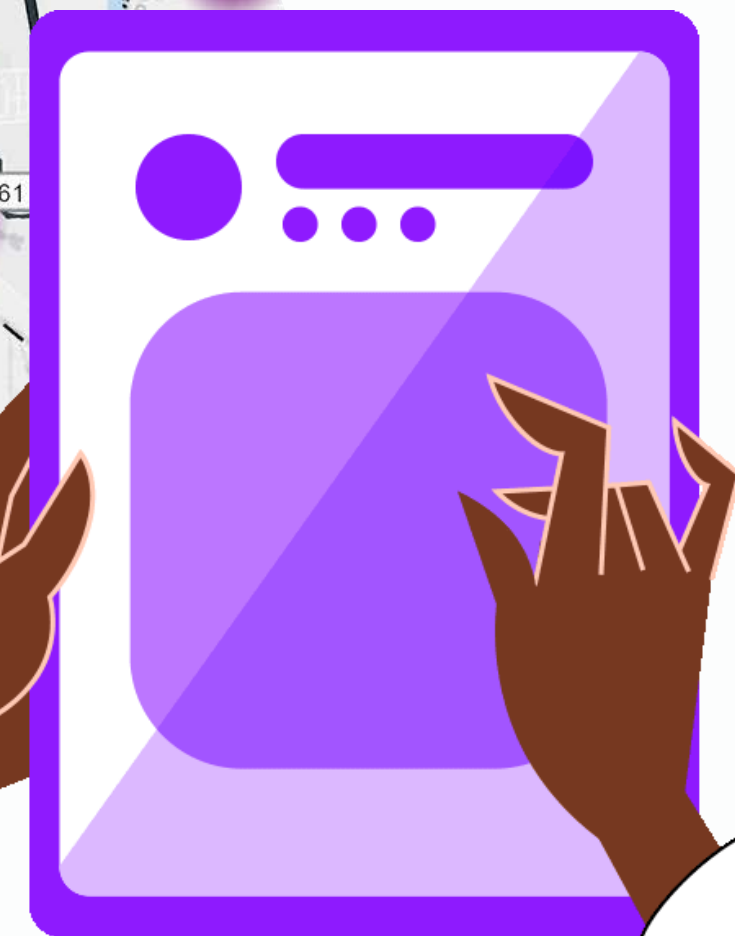
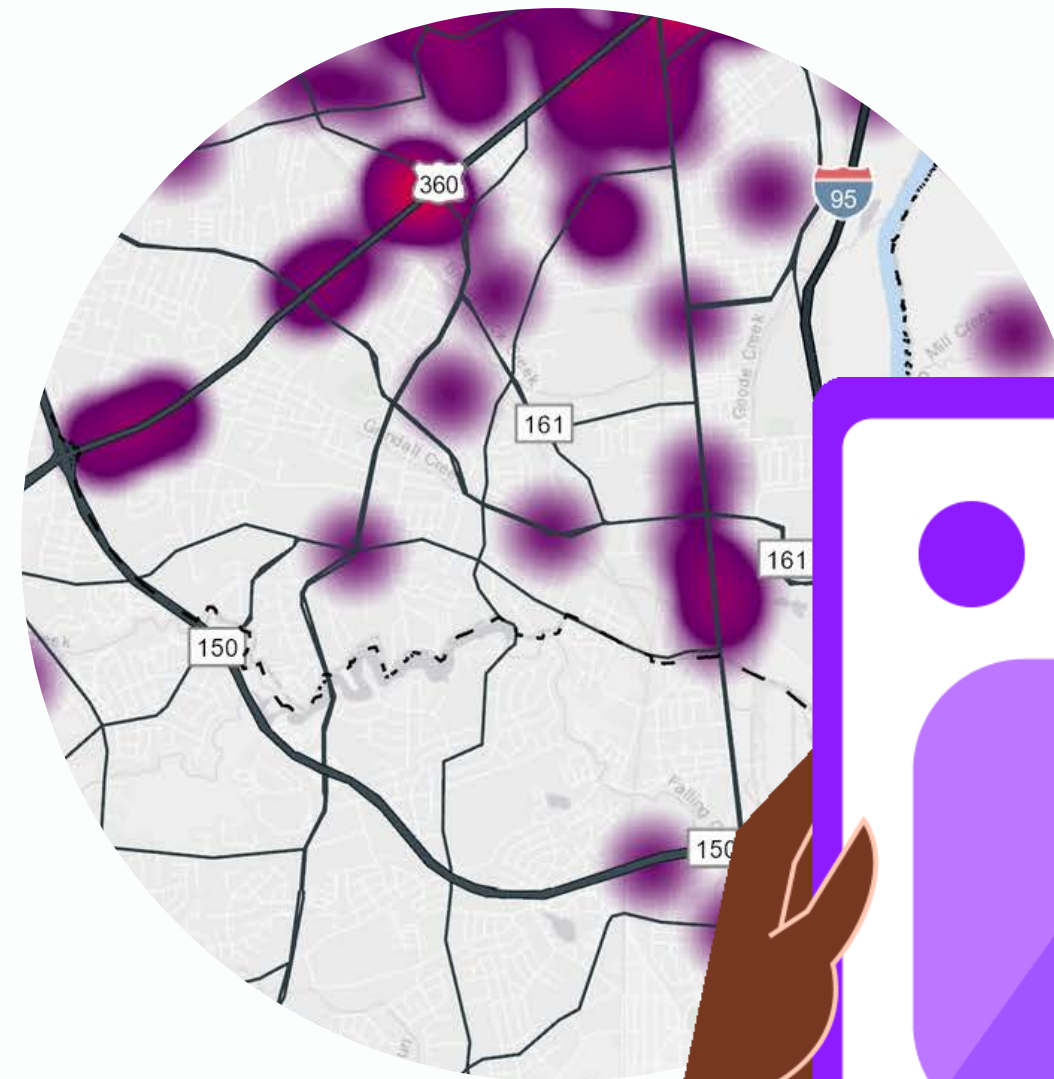
- Community advocates and citizen champions
- Communities of Concern perspectives
- BIG ASK during Phase II:
 - Review needs maps and interpretation of public survey



2

Communities of Concern

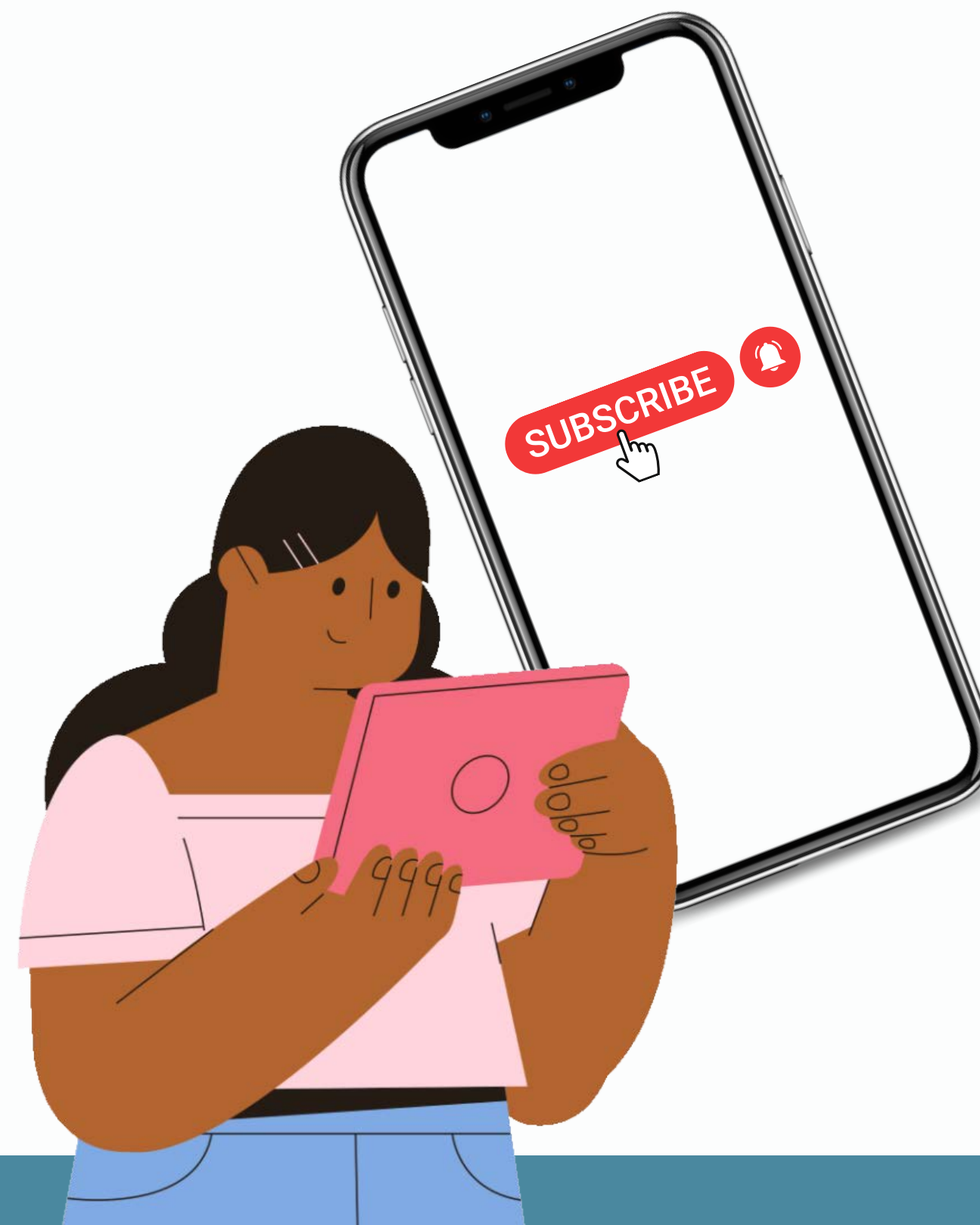
- Smaller, location specific, feedback requests
- Can target via online ads by location
- Supplement with events and canvassing locations
- We can't buy phone numbers, Opt-In texts for next round



3

General Public and Existing Contacts

- 5-minute video with general update on where we are in the process, what we've heard, and where we're going
- Opt-in for future updates and surveys by text
- Option to review needs maps, not main focus



Consensus on Approach and Tools?

1

Vested Stakeholders

- Online needs maps
- Validate needs
- Validate interpretation of public input

2

Communities of Concern

- Geofenced targeted browser ads
- Short survey validating smaller needs maps by area
- Opt-In for future text surveys
- Targeted in-person

3

General public and existing contacts

- Opt-In for future text surveys
- 5 minute video

Key Questions for each audience

1

Vested Stakeholders

- Are these needs maps comprehensive? Are we missing anything?
- Did we interpret the public input correctly?
- If these issues were addressed, what should be addressed first to move closer to equity in transportation?

2

Communities of Concern

- Looking at the maps in your neighborhood, are we missing anything?
- Which of these is most important to you to fix first?

3

General public and existing contacts

- Opt-In for future text surveys
- If you'd like to review needs maps, what is missing?

Questions for Steering Committee

- Do you have suggestions of people or organizations for identifying focus group participants?
- Other suggestions on focus group planning?
- Are there community events happening in the next 3-4 months that Richmond Connects should be present at to give out information to the general public?

2

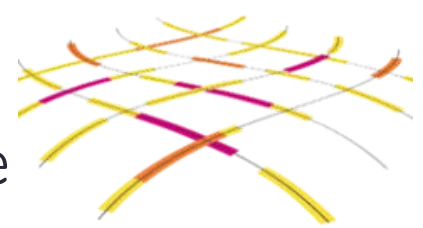
Needs Analysis Update



Ultimate Outcome

11 Integrated Needs Maps by Investment Need Category

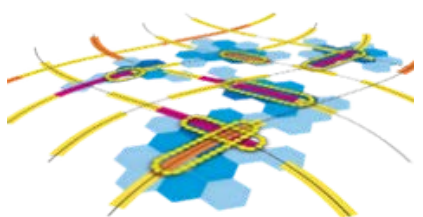
11 Investment
Need Category Composite
Maps



10 Equity Factor
Composite Maps



11 INC * 10 EFs = 11
integrated Maps



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

Ultimate Outcome

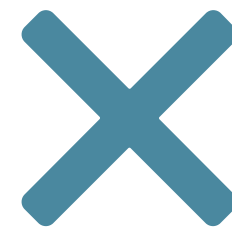
11 Integrated Needs Maps by Investment Need Category enriched with significance from Equity Factor Composite Maps

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?

We have draft maps of...

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.

Investment Need Category 1a: **BICYCLE**

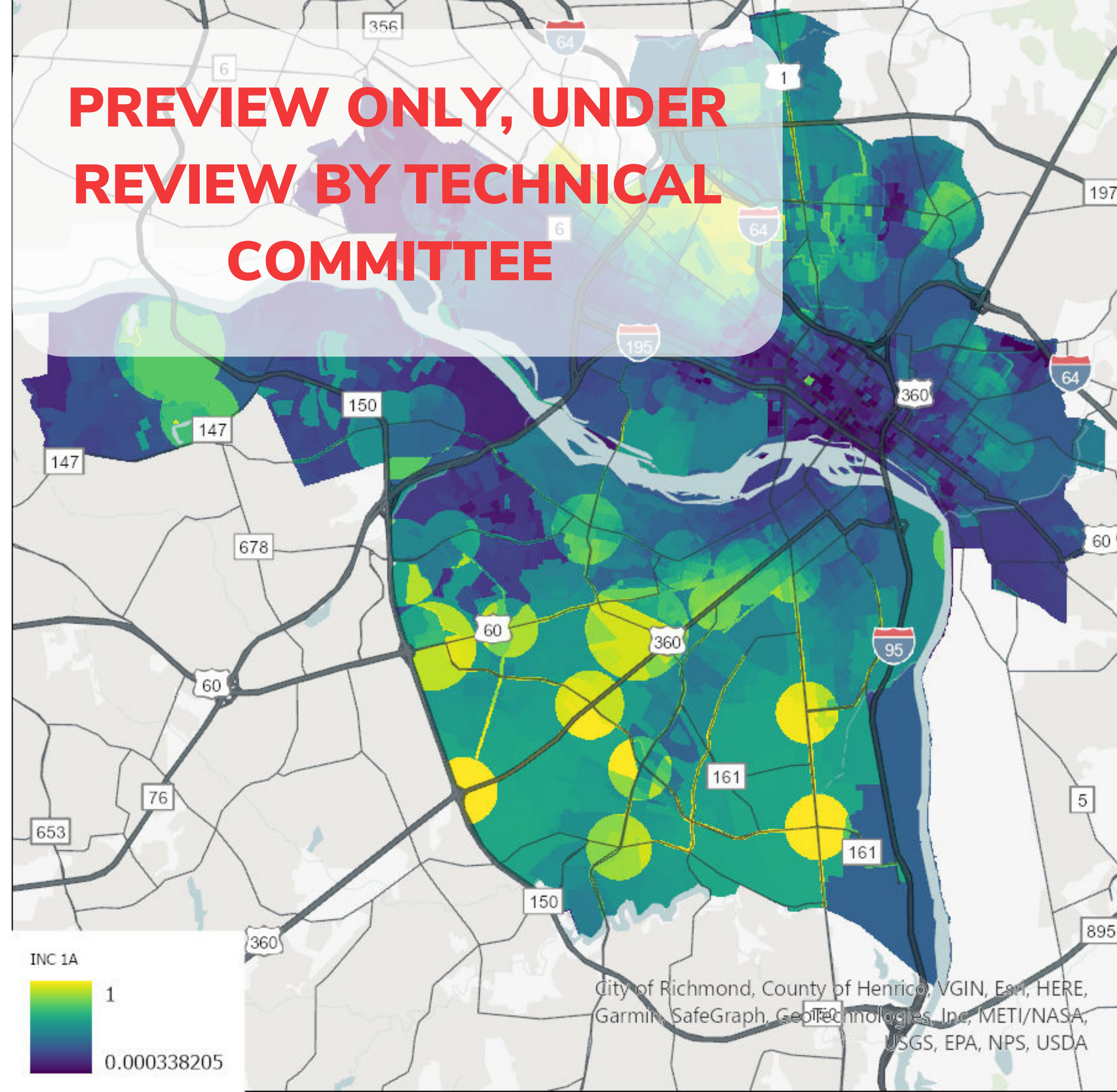
A bicycle need is revealed:

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:

- Richmond 300 Nodes
- along Great Streets
- along the high injury street network



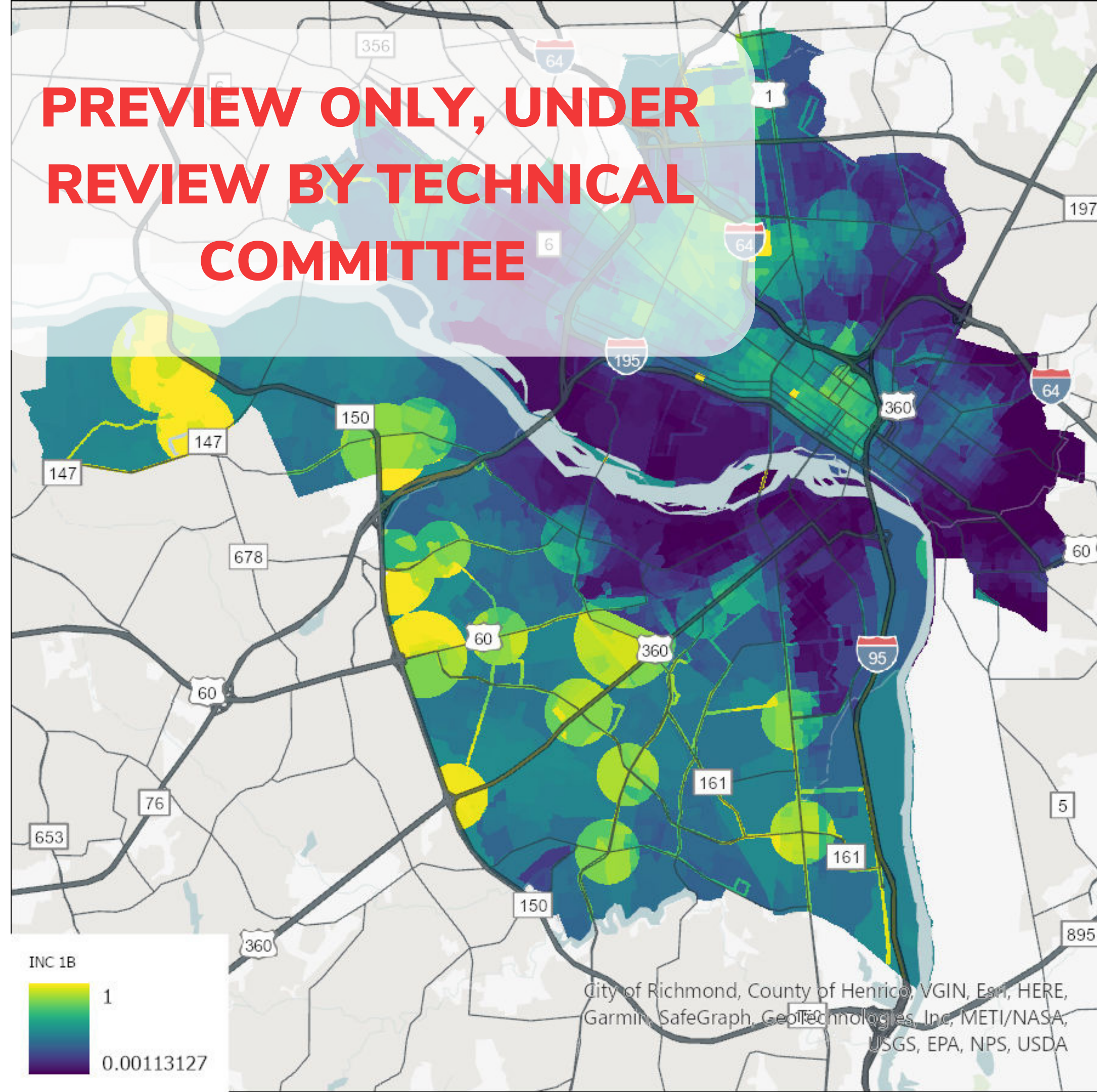
Investment Need Category 1b: **PEDESTRIAN**

A pedestrian need is revealed:

where access is significantly degraded by the absence of pedestrian facilities or the presence of low-quality facilities,

with less tolerance for poor/underperforming accessibility:

- in Richmond 300 Nodes
- along Great Streets
- along streets with existing transit routes
- along the high injury street network



Investment Need Category 2: **TRANSIT**

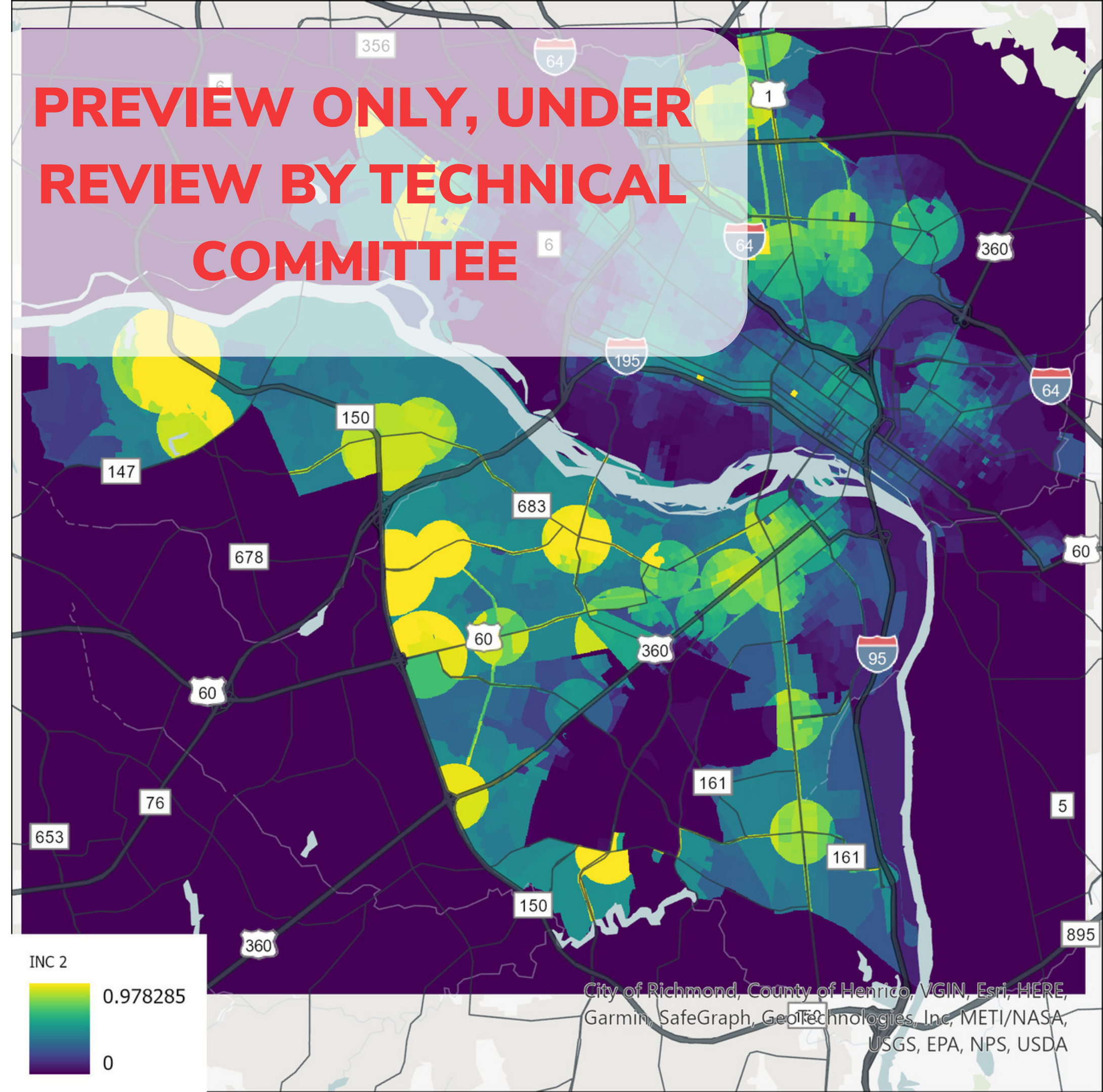
A transit need is revealed:

where access is significantly degraded by:

- the absence of transit,
- inadequate span of frequent service (off-peak service hours)
- unreliable service
- inaccessible/uncomfortable stops

with less tolerance for poor/underperforming accessibility:

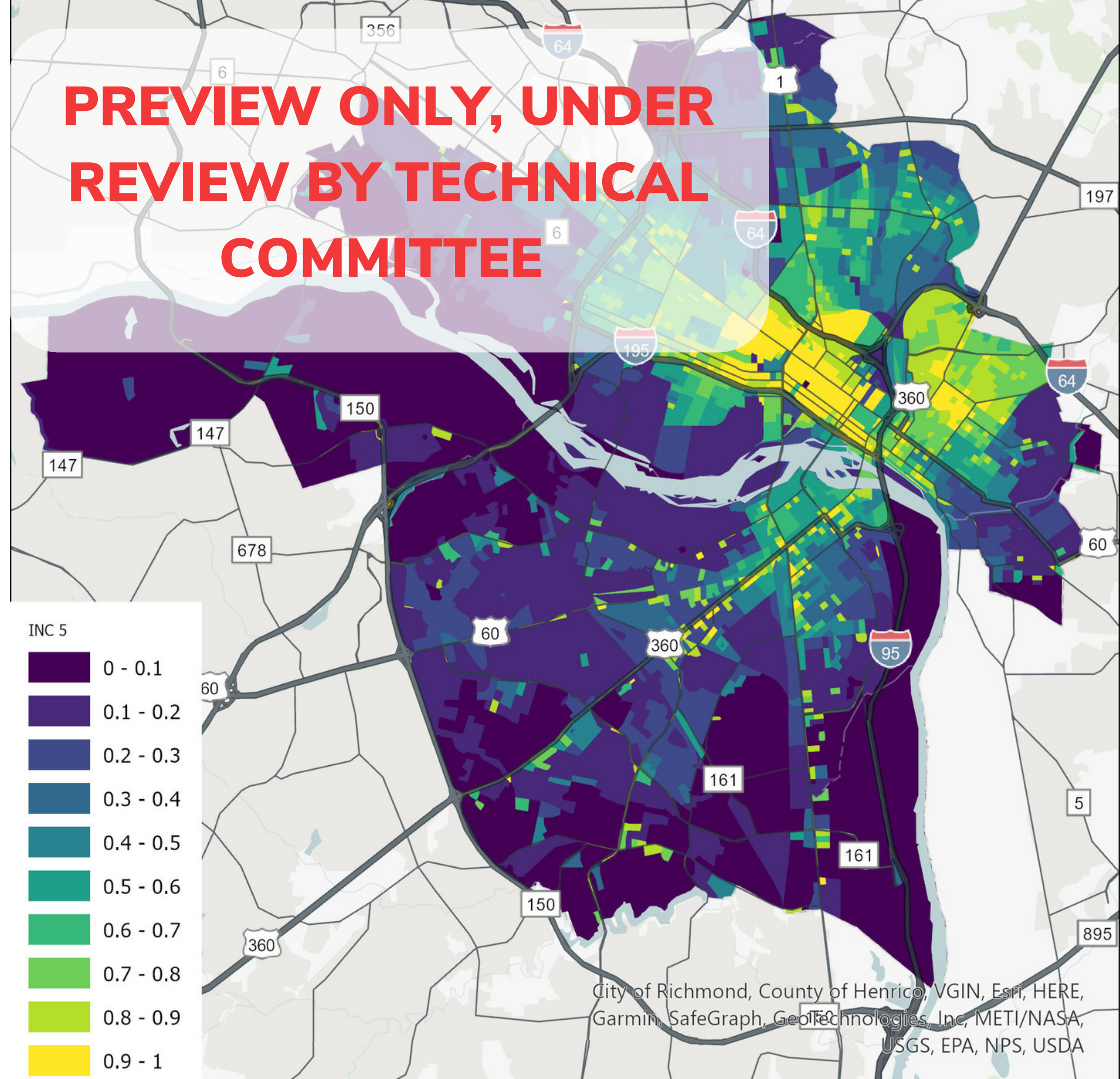
- in Richmond 300 Nodes
- along Great Streets
- along streets with existing transit routes
- along the high injury street network



Investment Need Category 5: **SAFETY/SECURITY**

This map combines:

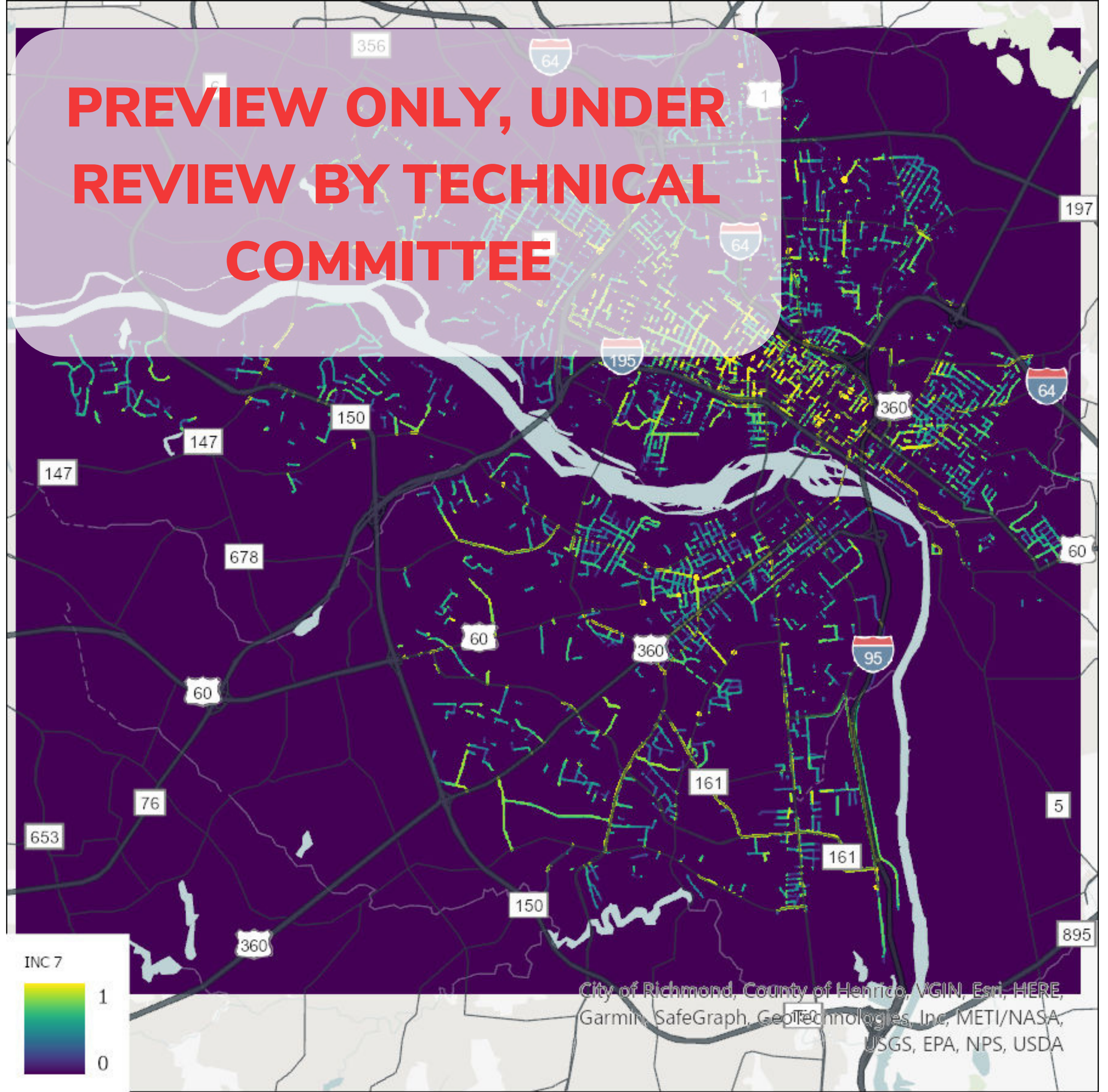
- Highly walkable areas
- Moderate concentrations of violent crime
- High concentrations of property crime
- Non-interstate crashes



Investment Need Category 7: **MAINTENANCE**

Facilities in poor condition are differentiated from each other based on the relevant travel volumes along/near each facility:

- Sidewalks: pedestrian trips
- Pavement: car, bike, transit trips
- Bridges: total person trips
- Signals: no weighting by volume



Equity Factor 9: Communities of Concern

Eight Components:

- BIPOC
- Low-income
- Old age
- Renters
- Non-English primary language
- At-risk youth
- BIPOC renter
- Limited mobility

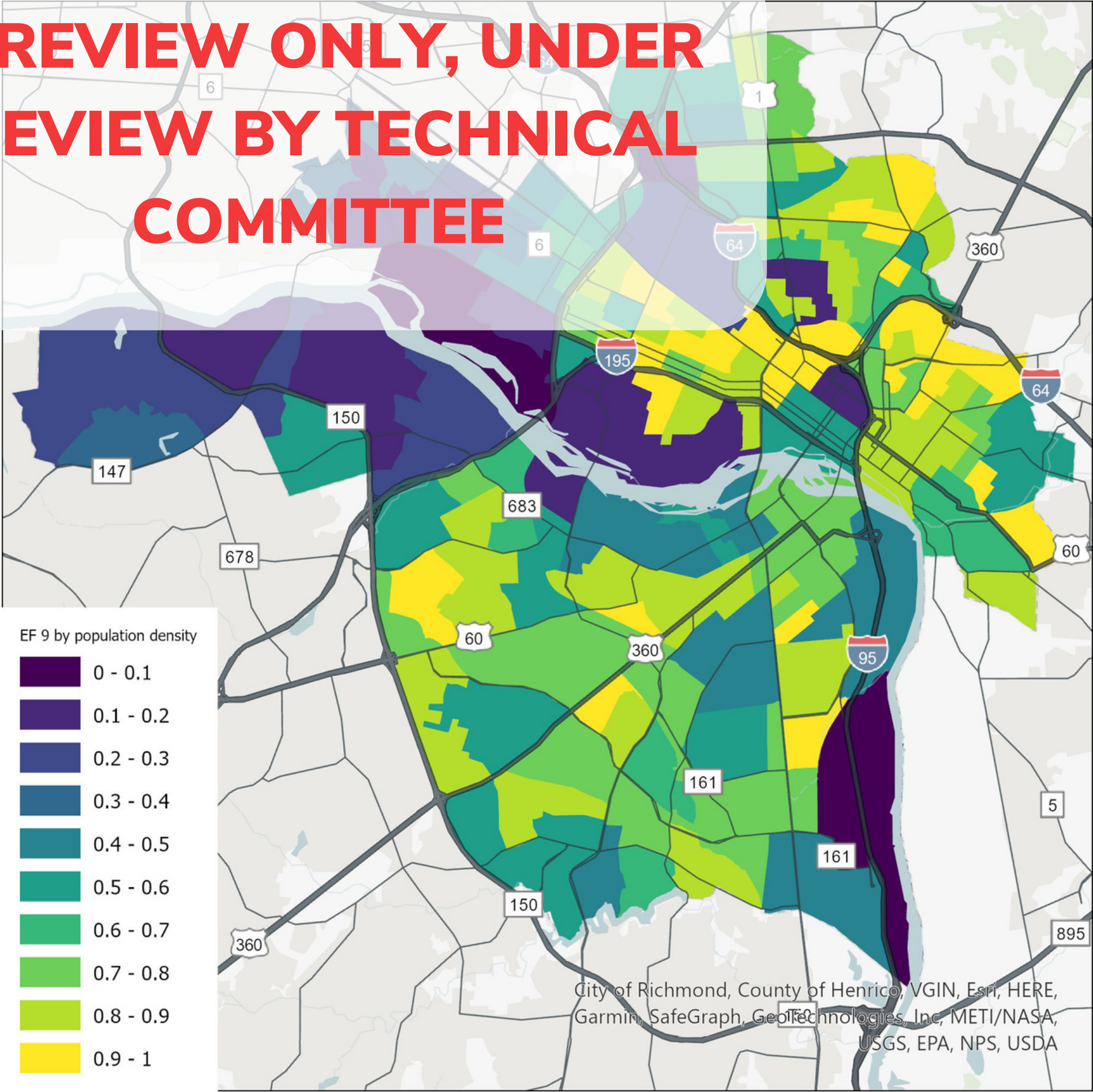
Original Analysis

- Based on the **percentage** of residents in each Census block that met the criteria.

Alternate Analysis

- Based on **population density** to better reflect where there are more people who meet the criteria

**PREVIEW ONLY, UNDER
REVIEW BY TECHNICAL
COMMITTEE**



Equity Factor 6: Cyclists and Pedestrians

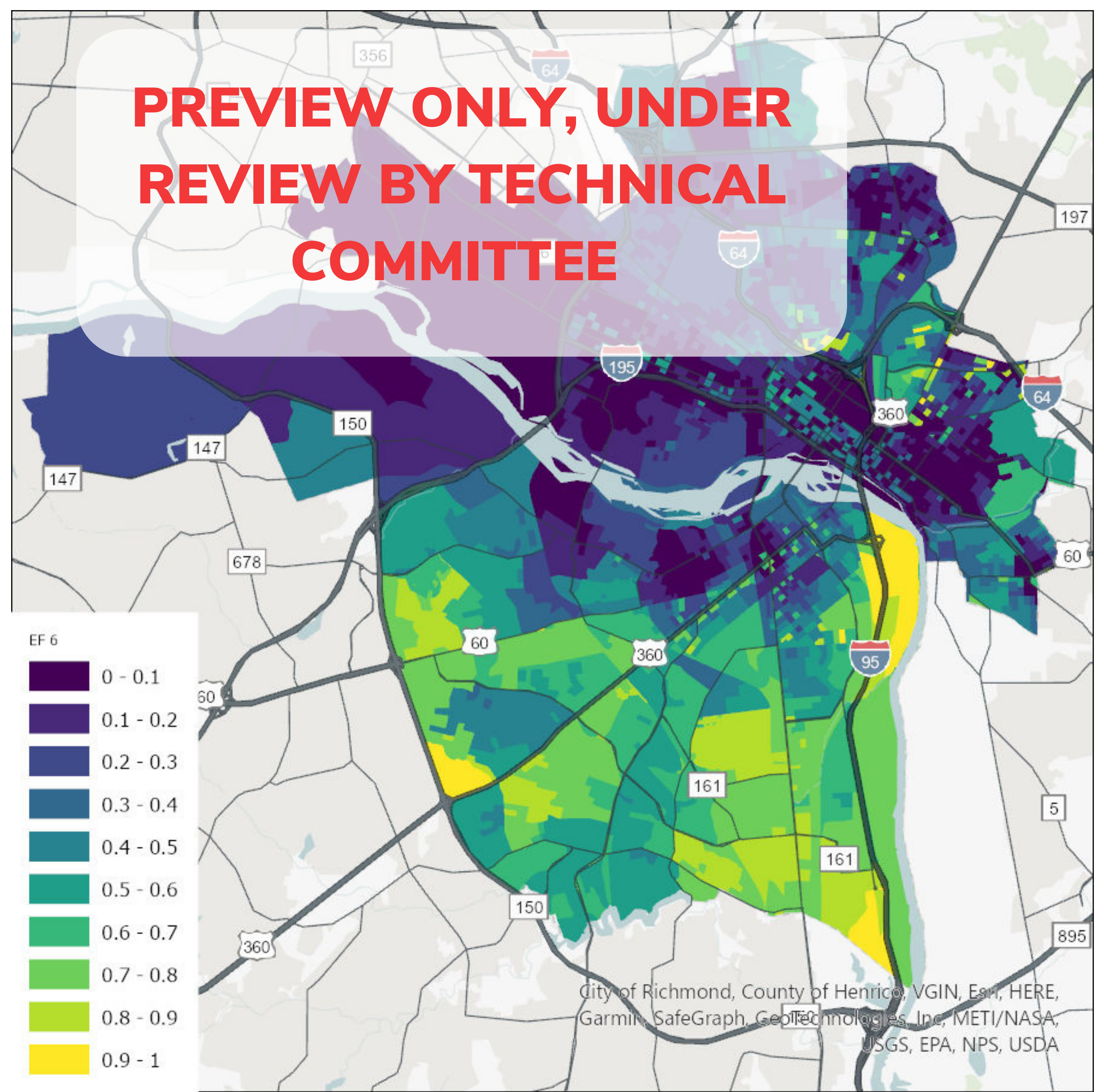
Equitably increase the safety and comfort of cyclists and pedestrians, connecting communities of concern to opportunities.

Areas highlighted for EF6 are those where:

- safety/security issues for bike/ped users are concentrated OR
- walk/bike accessibility is underperforming due to poor network quality or poor connectivity

AND

- where there is a high density of residents in communities of concern



Equity Factor 7: Transit

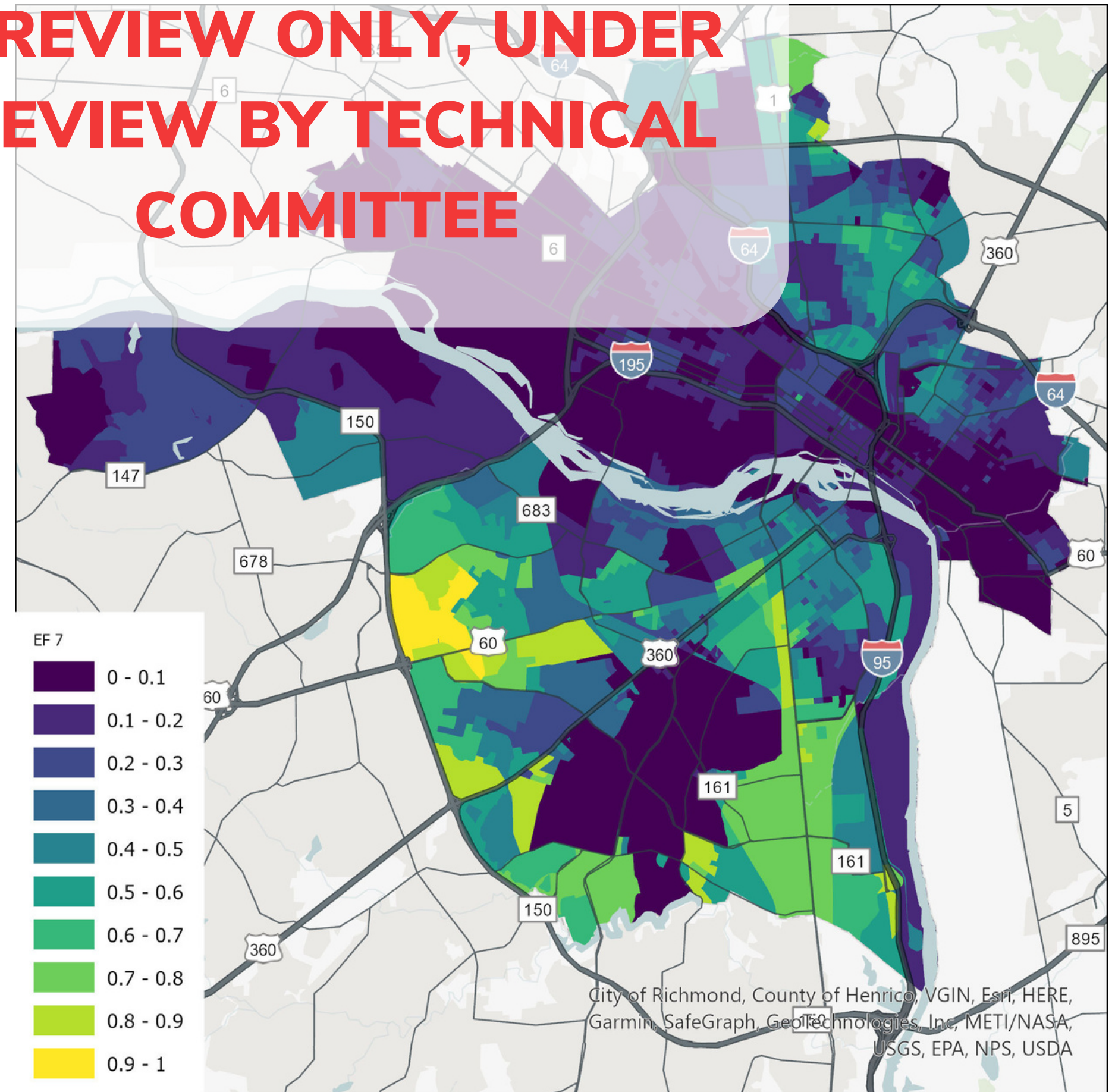
Combined Map

Areas highlighted for EF7 are those where:

- transit service frequency or reliability issues degrade access for destinations relevant to communities of concern, or
- walk access to transit stops degrades access where there is a high density of residents in communities of concern

High EF 7 scores indicate areas where transit service for communities of concern is unreliable, infrequent, or hard to get to.

**PREVIEW ONLY, UNDER
REVIEW BY TECHNICAL
COMMITTEE**



5

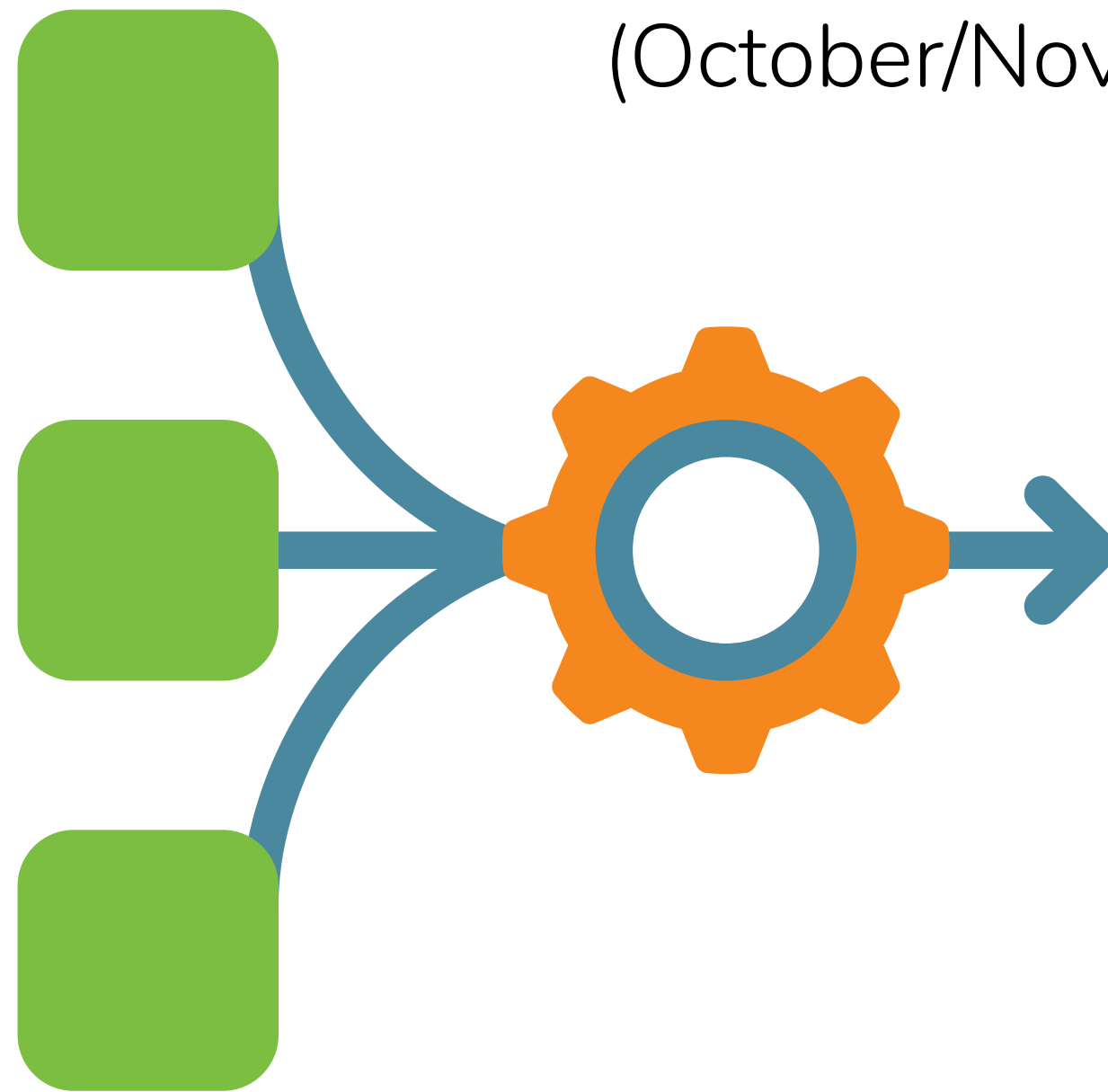


Next Steps



Process Steps

Turn the crank and present raw needs maps (NOW)



Combine people and network needs maps (October/November)

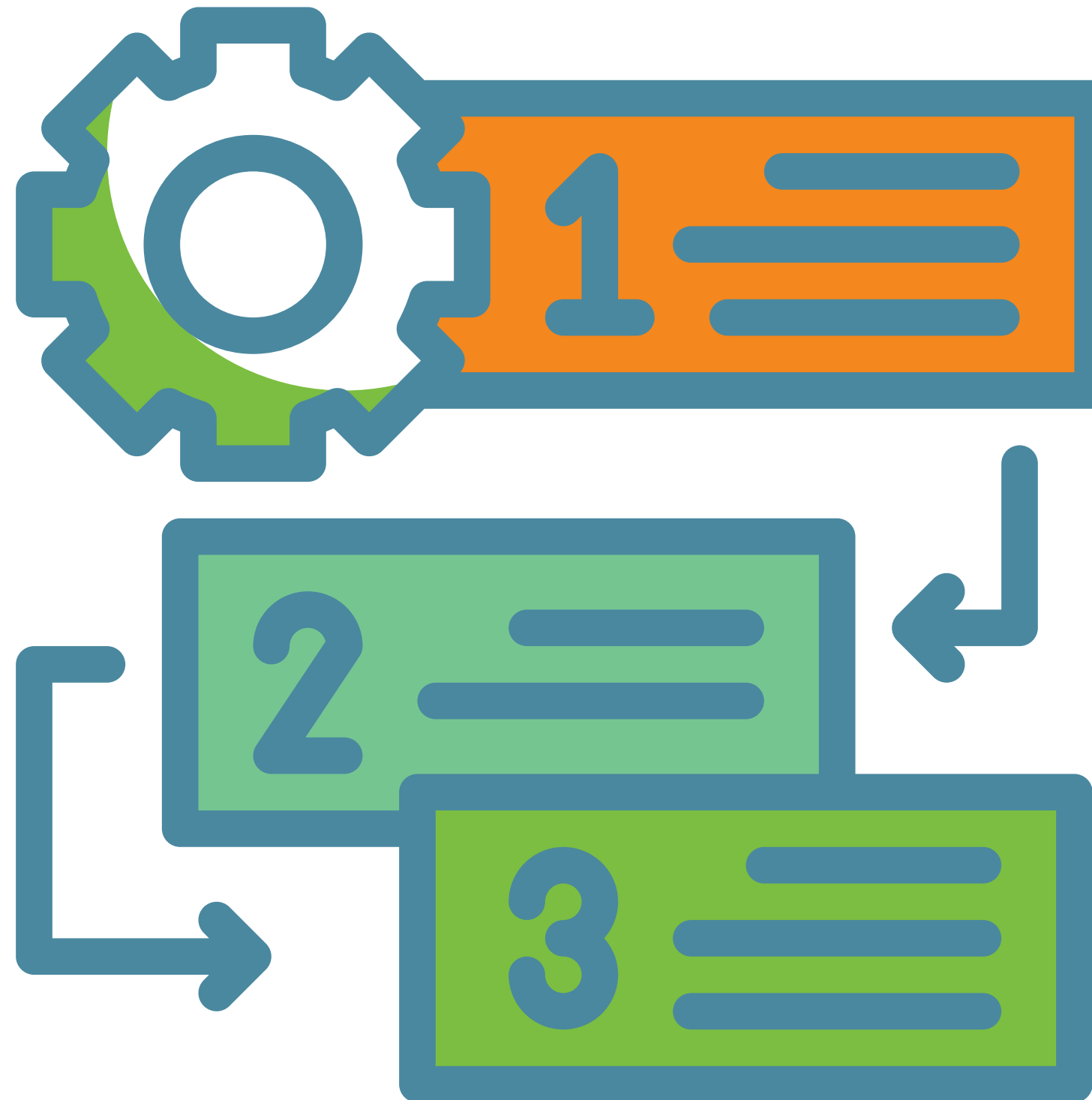
Take draft equity embedded maps to vested stakeholders and public (November/December)



Process Steps



Set thresholds to stratify and prioritize needs

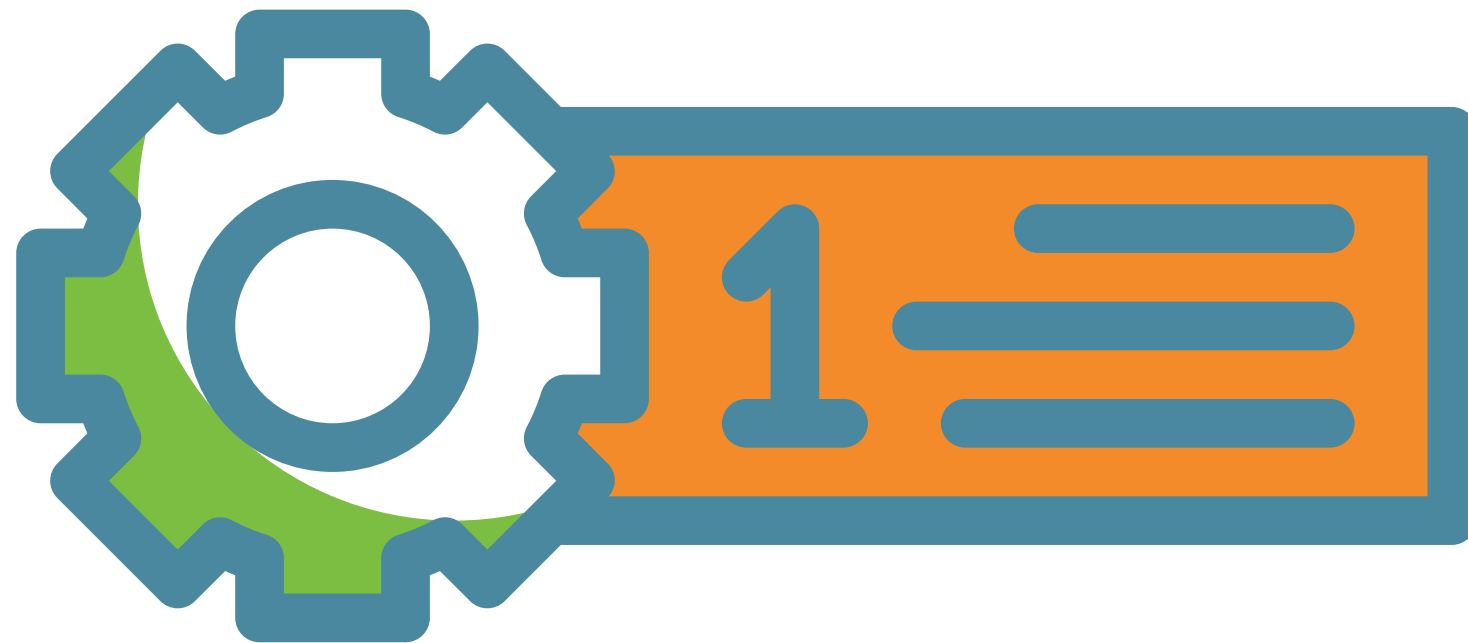


Process Steps

Top needs
finalized



Projects identified
to meet top needs



Wrap Up



- Send request to be added to interim needs map review team
- Send ideas for outreach events and strategies for reaching Communities of Concern (communities of opportunity!) in November
- Send ideas for focus group participants or resources on focus group design and format
- As always, send any ideas, thoughts, concerns or questions to Kelli and Jessica kelli.rowan@rva.gov and j.dimnick@epr-pc.com
- See you at Adviosry Committee on October 18th!