



# **RICHMOND CONNECTS**

## **Steering Committee Meeting**

June 1, 2023  
3:00 PM to 4:30 PM

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



# Agenda

- 1 Project and Schedule Update
- 2 Needs Narratives
- 3 Near Term Action Plan
- 4 Long-Term Scenario Planning
- 5 Phase 4 Engagement
- 6 Next Steps

# Recent Stakeholder Meetings

- January - Steering Committee Meeting:
  - Prioritizing Short Term Needs
  - Introducing Long Term Scenario Planning
- March - met with DPW staff:
  - Affirmed conceptual process for developing short term recommendations
- April - met with Advisory Committee to review process for developing recommendations

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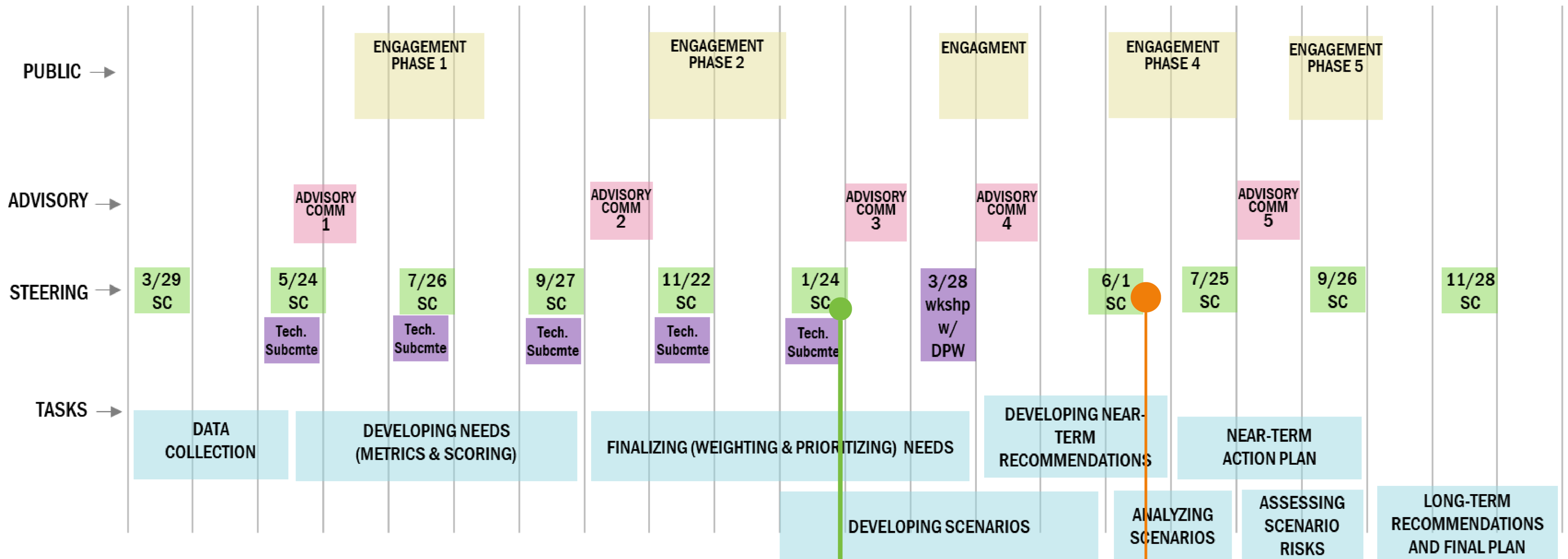
# Project and Schedule Update



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:

- Short-Term Needs Prioritization Approach
- Compiling Recommendations from prior efforts
- Introduce Long-Term Scenario Planning

Today:

- Needs Narratives
- Draft Short Term Action Plan
- Long Term Scenarios
- Phase 4 Engagement

# Steering Committee Big Asks

1. Any concerns/suggestions on the Needs Narratives
2. General consensus on the Short Term Action Plan Approach
  - a. *Additional feedback on recommendations for 'non-modal' INCs*
3. General consensus on the Long Term Scenario Planning Approach
4. Ideas for enhancing Phase 4 engagement you may have

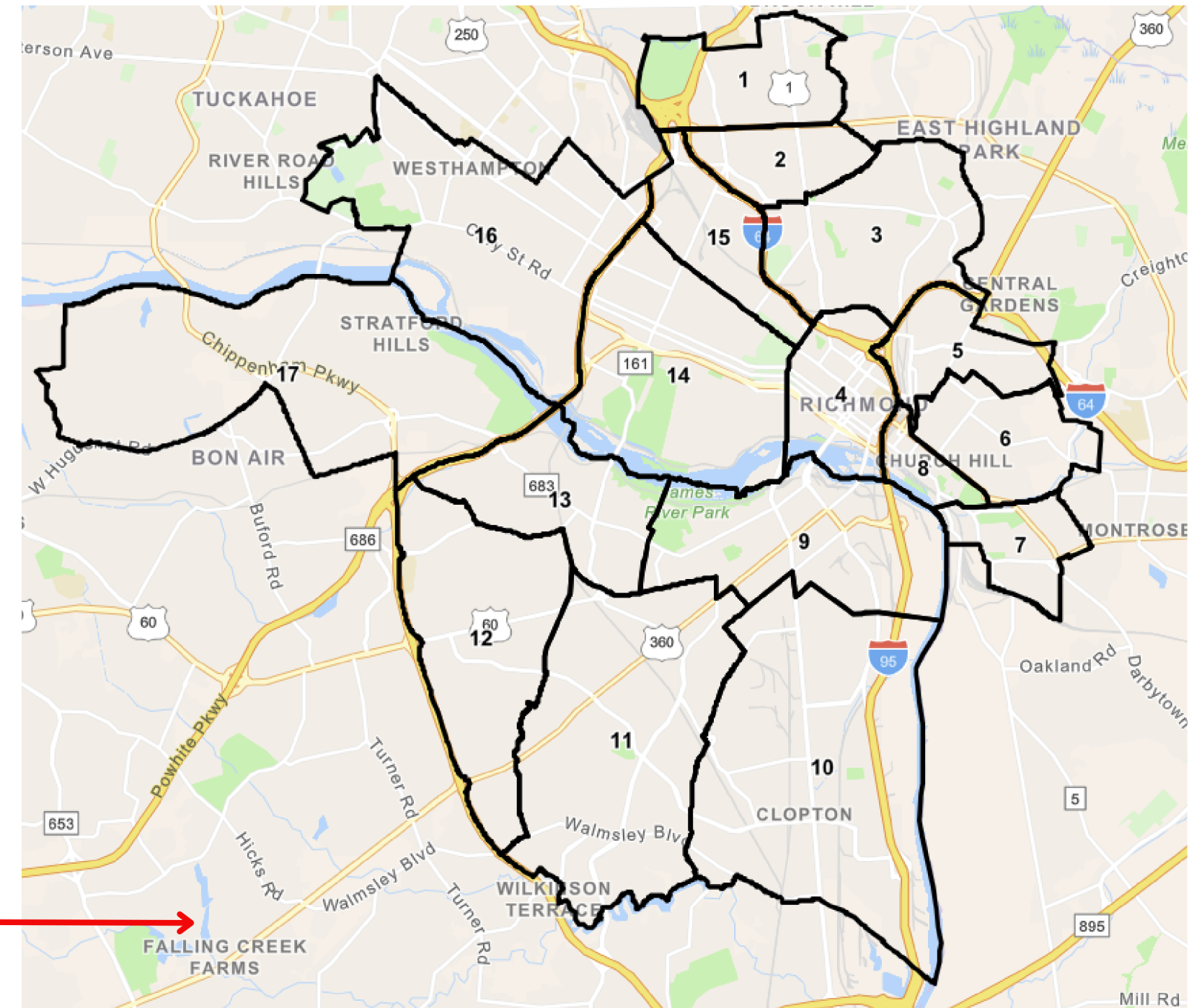
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# Needs Narratives



# What are Needs Narratives?

- We have a **wealth** of Needs data:
  - 10 Equity Factors
  - 11 Investment Need Areas
  - Public Input
- All this data has been summarized into Needs Narratives - Summaries of the top issues/needs in each area of the City in a **user friendly narrative storyline.**
- 17 Needs Narratives total - one for each Need Area in the City





# Sample Needs Narrative

## Broad Rock / Walmsley Area

### Equity Context

#### EQUITY CONTEXT BROAD ROCK/WALMSLEY AREA NEED AREA 11

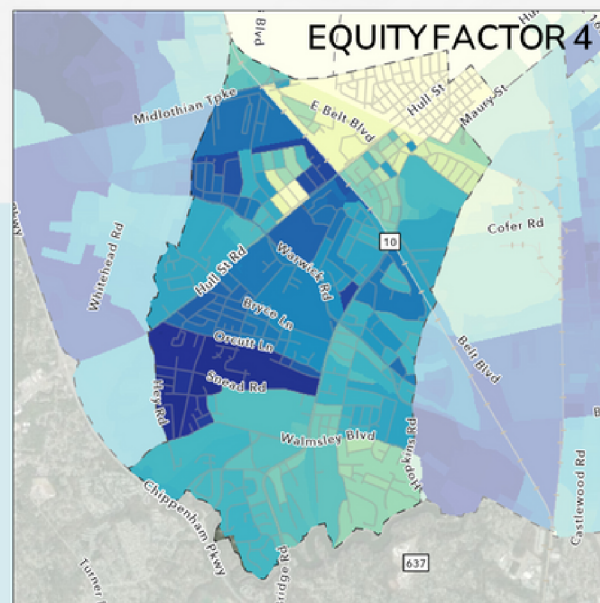


Transportation investments will improve access to housing, jobs, services, and education to address the isolation of low-income inner ring suburbs where families are pushed.  
- Path to Equity Policy Guide, Equity Factor 4

Equity needs in the neighborhoods around the Broad Rock and Walmsley areas include several compounding factors.

Portions of these neighborhoods have high concentrations of Communities of Concern, including at-risk youth, low-income households, residents of older age, and BIPOC renters.

It's hard to get around by walking or biking in this area because there aren't direct paths to get where you need to go, or it doesn't feel safe.



Areas shown in darker blue are inner-ring suburbs with a high concentration of COCs and have poor accessibility - where it's difficult to places by biking, walking, or transit.

#### Inner-Ring Suburbs

Portions of this area are considered to be inner-ring suburbs – they have poor accessibility and are largely low-income.

There is a high density of **Communities of Concern**, and areas are more prone to **flooding** during intense precipitation events, have **high heat vulnerability**, and experience **urban heat island** effect.

### Bike & Ped Needs

#### TOP TRANSPORTATION NEEDS BROAD ROCK/WALMSLEY AREA NEED AREA 11



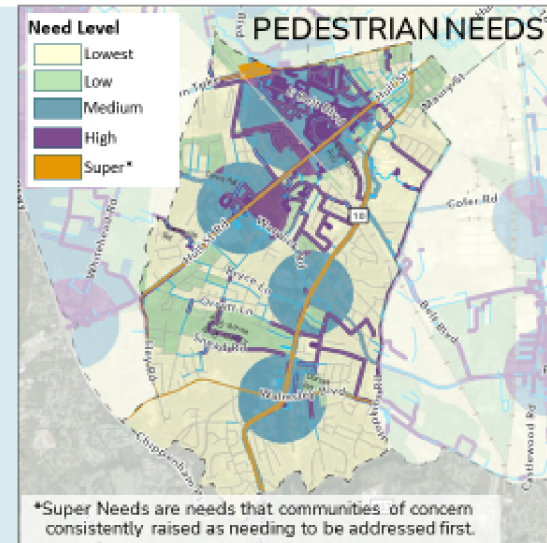
#### TOP PEDESTRIAN NEEDS

Pedestrian needs are highest:

- In and around Southside Plaza
- Connecting routes between major roads; on Snead Rd; on Brinkwood Dr/White Oak Dr; on Swanson Rd; and on Dorset Rd

"Super" Needs from public input:

- Speeding and/or missing sidewalks:
  - Hull Street Rd
  - Broad Rock Blvd
  - Walmsley Blvd
  - Southside Plaza
- Pedestrian crossings feel unsafe at
  - Broad Rock Blvd & Walmsley Blvd
  - Broad Rock Blvd & Snead Rd
  - Hull Street Rd & Hey Rd



\*Super Needs are needs that communities of concern consistently raised as needing to be addressed first.

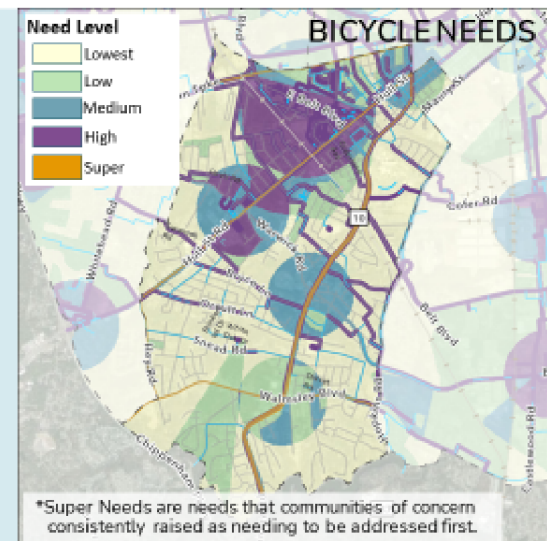
#### TOP BICYCLE NEEDS

Bike trips from Communities of Concern use these streets the most:

- Streets in and around Southside Plaza
- Broad Rock Blvd
- Jarvis Rd
- Bryce Lane
- Greystone Ave

"Super" Needs from public input:

- Vehicles drive too fast
- Lack of bicycle facilities on Hull Street Rd
- Lack of bikeshare in Southside



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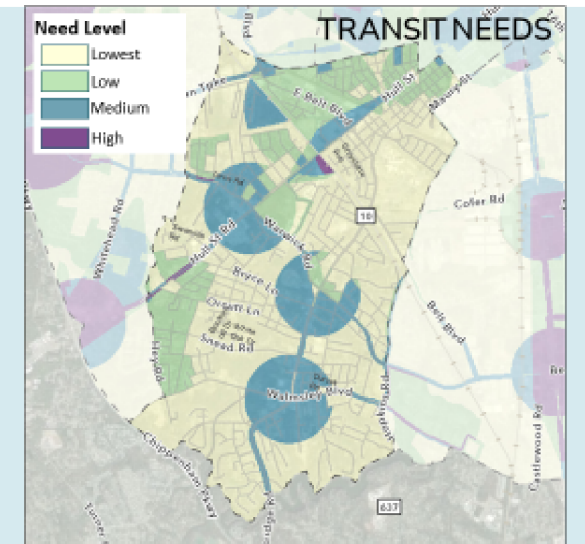
### Transit & Connectivity Needs

#### TOP TRANSPORTATION NEEDS BROAD ROCK/WALMSLEY AREA NEED AREA 11



#### TOP TRANSIT NEEDS

- Some areas are relatively well-served by transit, especially Southside Plaza.
- Other areas, though, have infrequent or unreliable bus service.
- Many areas here need additional shopping and work destinations to be built nearby before transit makes sense.
- Even if bus service were provided, Trips would take a long time because few stores and other places are nearby.
- Bus stops throughout this area often lack shelters and benches.

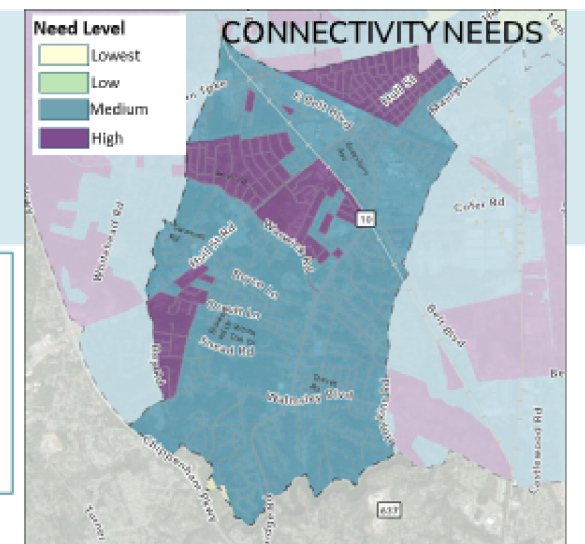


#### CONNECTIVITY NEEDS

- These areas are car-centric, and it takes longer to get to and from these neighborhoods from other parts of the City.

Other high needs include:

- Land Use – There is an abundance of surface parking lots, and areas may be far from greenspace.
- Economic Development – Low market value in some areas
- Safety/Security – There are multiple serious pedestrian crashes on streets like Warwick Rd., Broad Rock Rd., and Hull St.



# Sample Needs Narrative

## Broad Rock / Walmsley Area

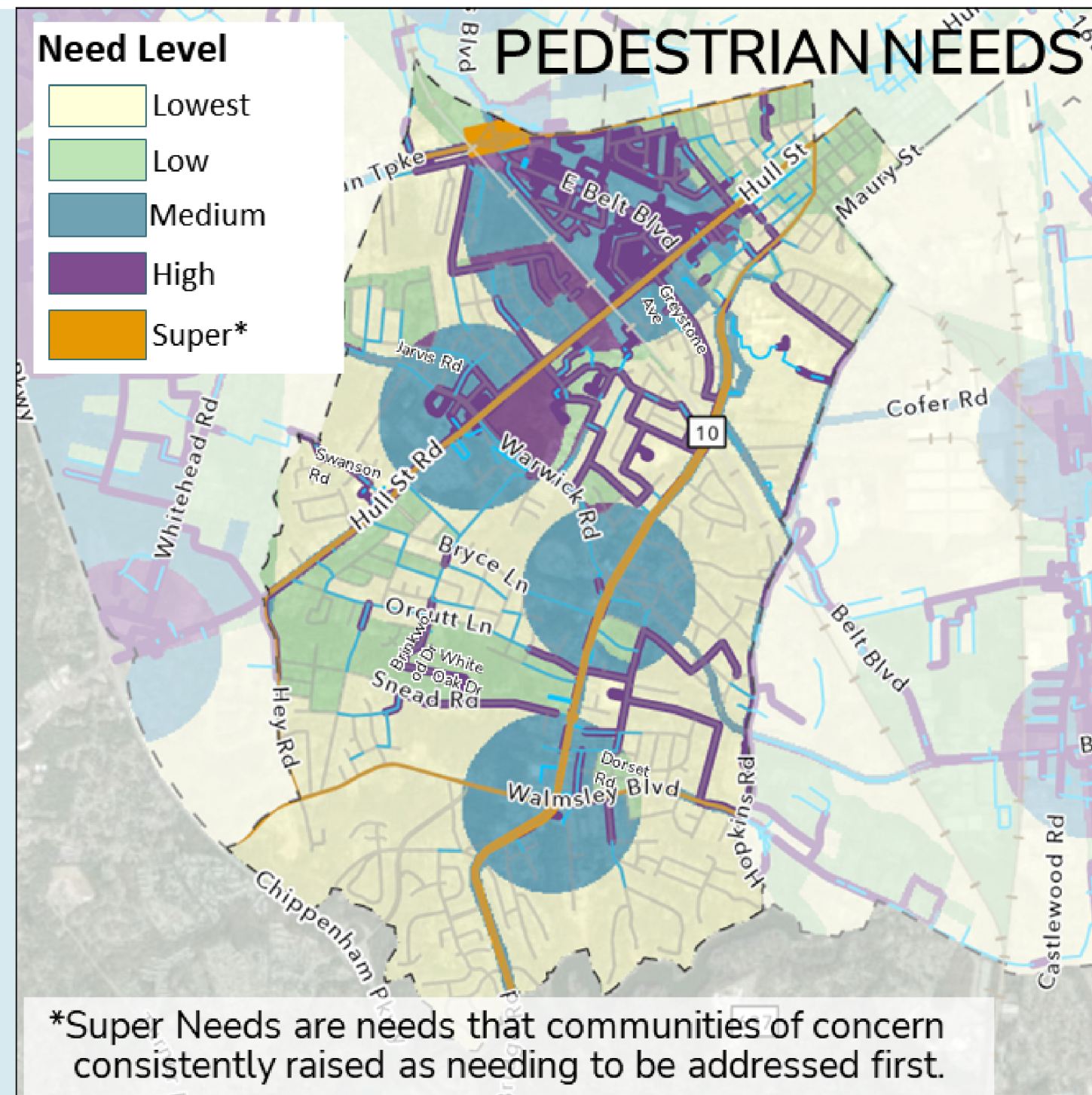
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  - *Hull Street Rd & Hey Rd*

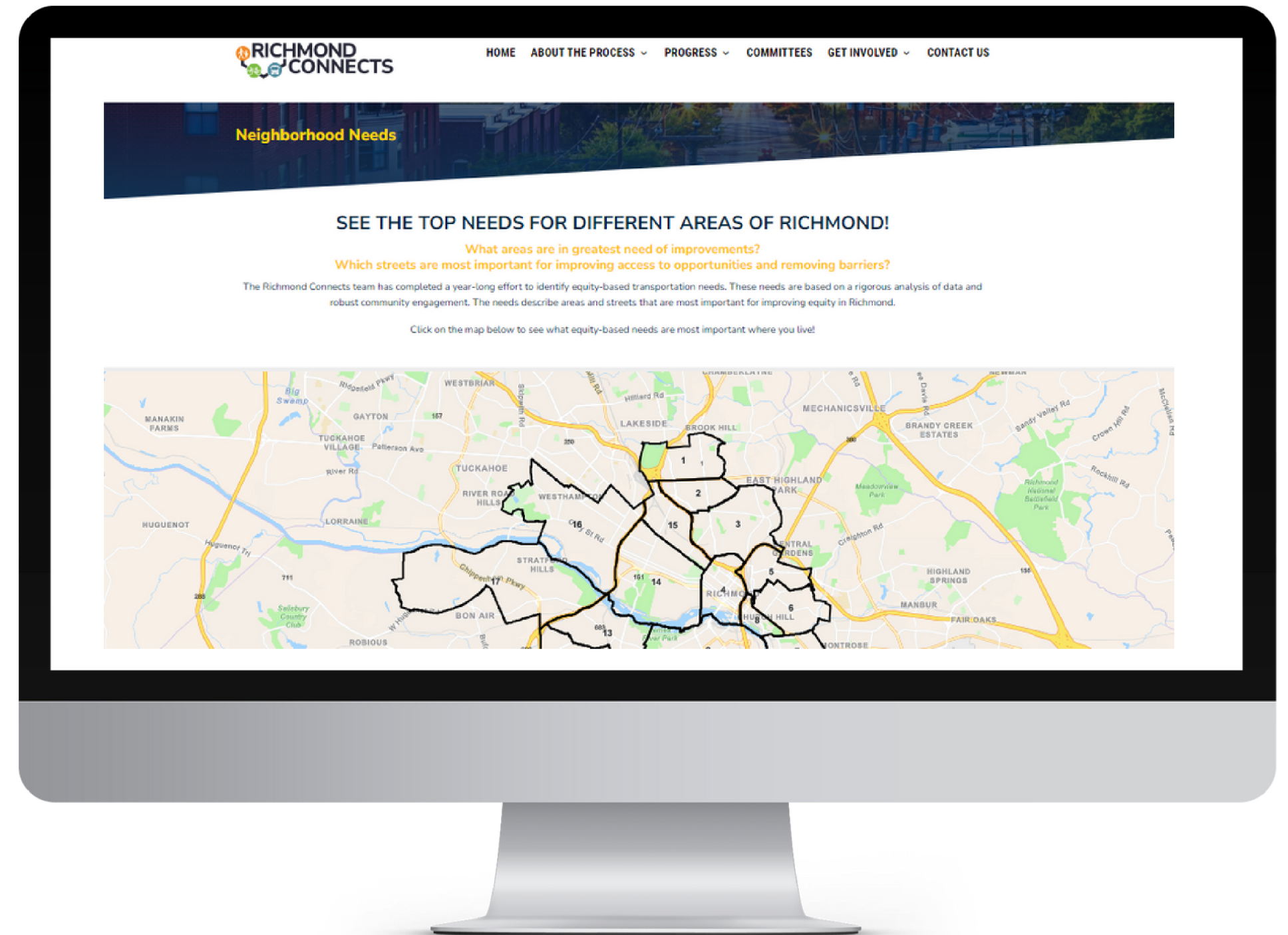


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# Needs Narratives

- Posting online
- Sending e-blast



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# Near Term Action Plan



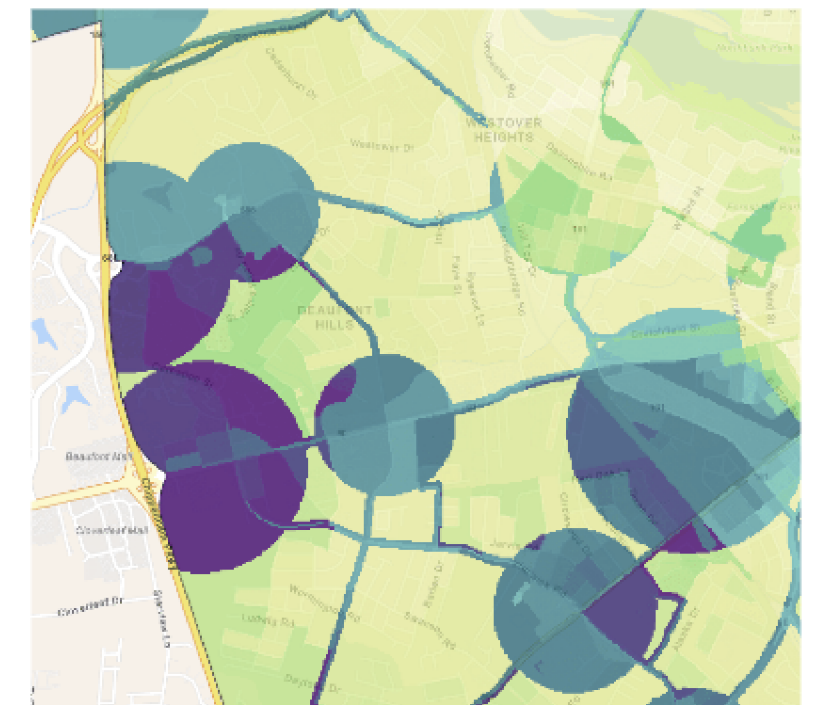
# What is the Near Term Action Plan?

- A list of project recommendations derived from:
  - Previously identified city projects
  - Ideas from public input
  - Recommendations based on a Gap Analysis

ID	Project Name/Description	Need Level <sup>(1)</sup>	Project Readiness <sup>(2)</sup>	Project Type	Cost Category <sup>(4)</sup>	Primary Potential Funding Source <sup>(3)</sup>
246	Install additional safety features at Boush St and Brooke Ave mid-block crossing. Widen the pedestrian refuge island.	High	Ready	Pedestrian signals and crosswalk projects	Low	CIP (ARPA?)
248.1	School Zone Flashing Beacon at Crossroads Elementary School on Tidewater Drive.	High	Ready	Pedestrian signals and crosswalk projects	Medium	ARPA
250	Complete missing sidewalks on Shoop Ave from Chesapeake Blvd to St Mihiel Ave	High	Ready	Sidewalk projects	Low	CIP
251	Pedestrian Signals on Granby St at Adm Taussig Blvd.	Moderate	Ready	Pedestrian signals and crosswalk projects	Medium	CIP/ARPA

- A list of Action Items
  - Recommendations for areas with high need but no specific project ideas

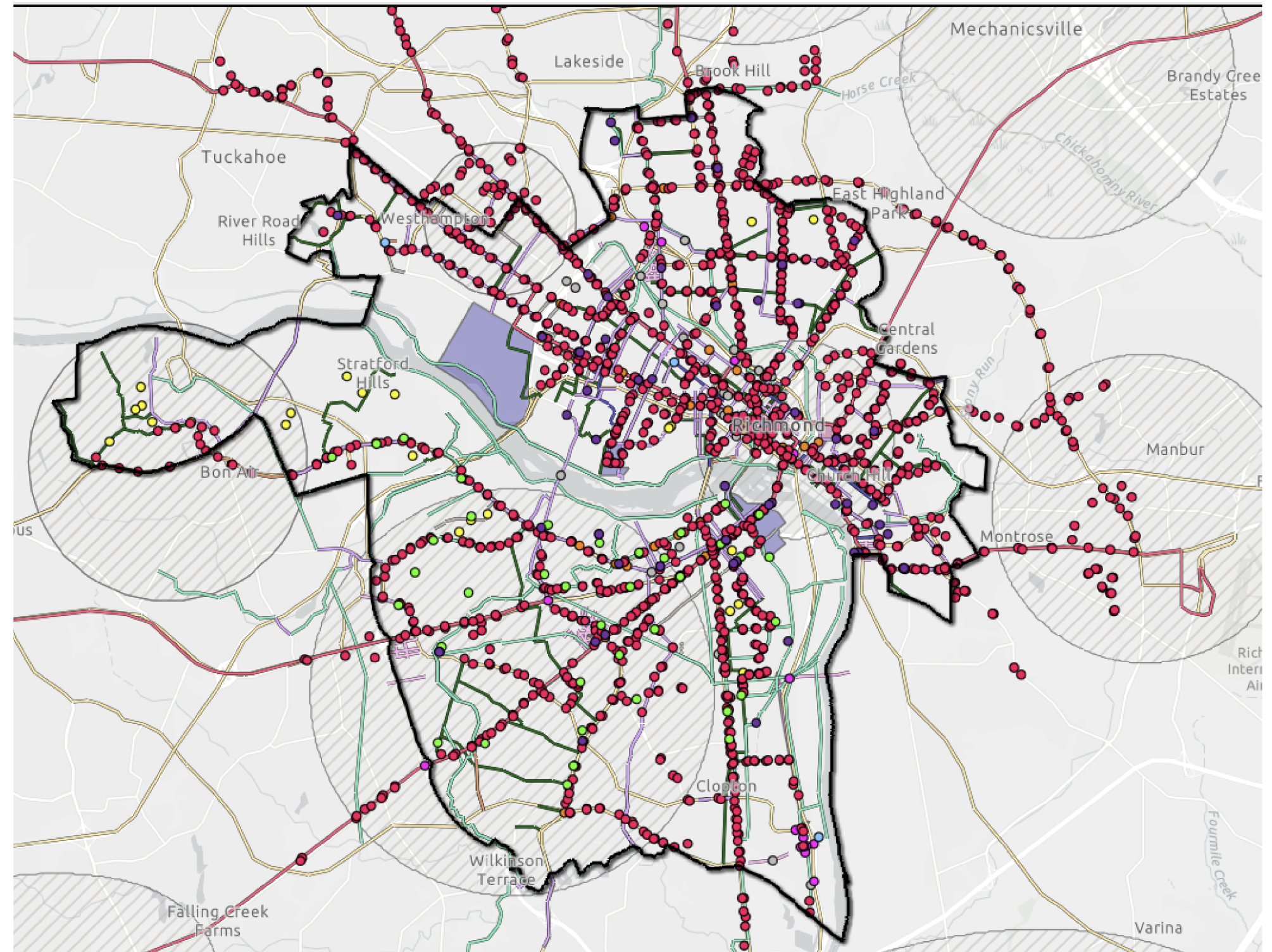
Example Action Item:  
*Develop a small area plan for these nodes in western Southside along Midlothian Turnpike and Chippenham Pkwy.*



# What do the Recommendations look like?

- We have eliminated redundancies & culled the list from 8,000 originally down to 2,200
- Edited symbology
- Divided into funded (existing/committed) vs. unfunded (planned)

**Need final QA/QC from your departments, table and corresponding search-able map, esp. funding status.**



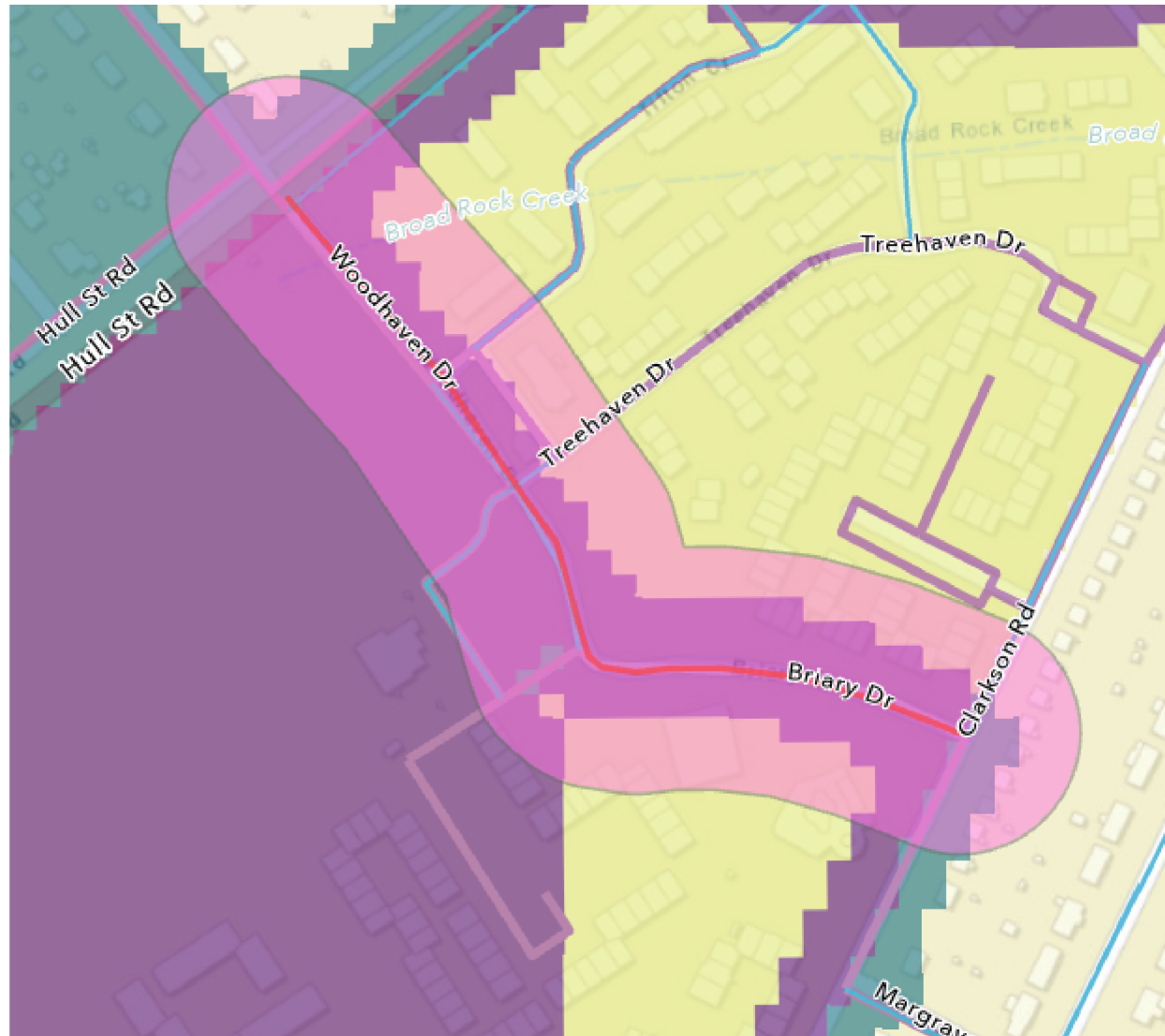
<https://timmons-group.maps.arcgis.com/apps/mapviewer/index.html?webmap=47072cf5d99d45f4902f576d69524033>

# We are correlating the Recommendations to the Tier 1 Needs

- Existing Project Recommendations overlaid onto the Needs Map
- Tier 1 Needs are areas or segments colored purple



# We are comparing the Recommendations to the Tier 1 Needs



Sidewalk installation on Southwood Parkway from Hull St. to Clarkson Road.

Within 200 ft area of influence- 53% of area is in a Tier 1 need area

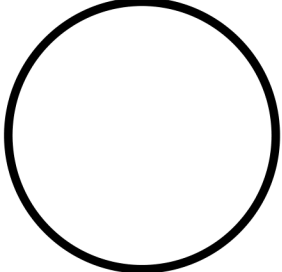
Recommendation Type	Area of Influence
Transit line	1/4 mile
Shared-use path	1/4 mile
<b>New sidewalk, sidewalk repair, or streetscape enhancement</b>	<b>200 feet</b>
Bike infrastructure (non-sharrow)	1/4 mile
Bike infrastructure (sharrow)	500 feet (1/10 mile)
Intersection enhancement	500 feet (1/10 mile)
Bus stop enhancements	500 feet (1/10 mile)
Bikeshare station	1/4 mile
E-scooter node	1/4 mile
Bridge improvement	50 feet (1/100 mile)
Add roundabout, stop sign, stop light	50 feet (1/100 mile)
Road widening, interchange improvements, adding turn lanes	50 feet (1/100 mile)
Speed table	500 feet (1/10 mile)
Introduce street grid/roadway connection, add bridge, road extension	500 feet (1/10 mile)



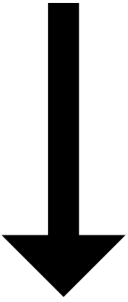
# We are currently developing new recommendations for the highest needs where there are no existing recommendations



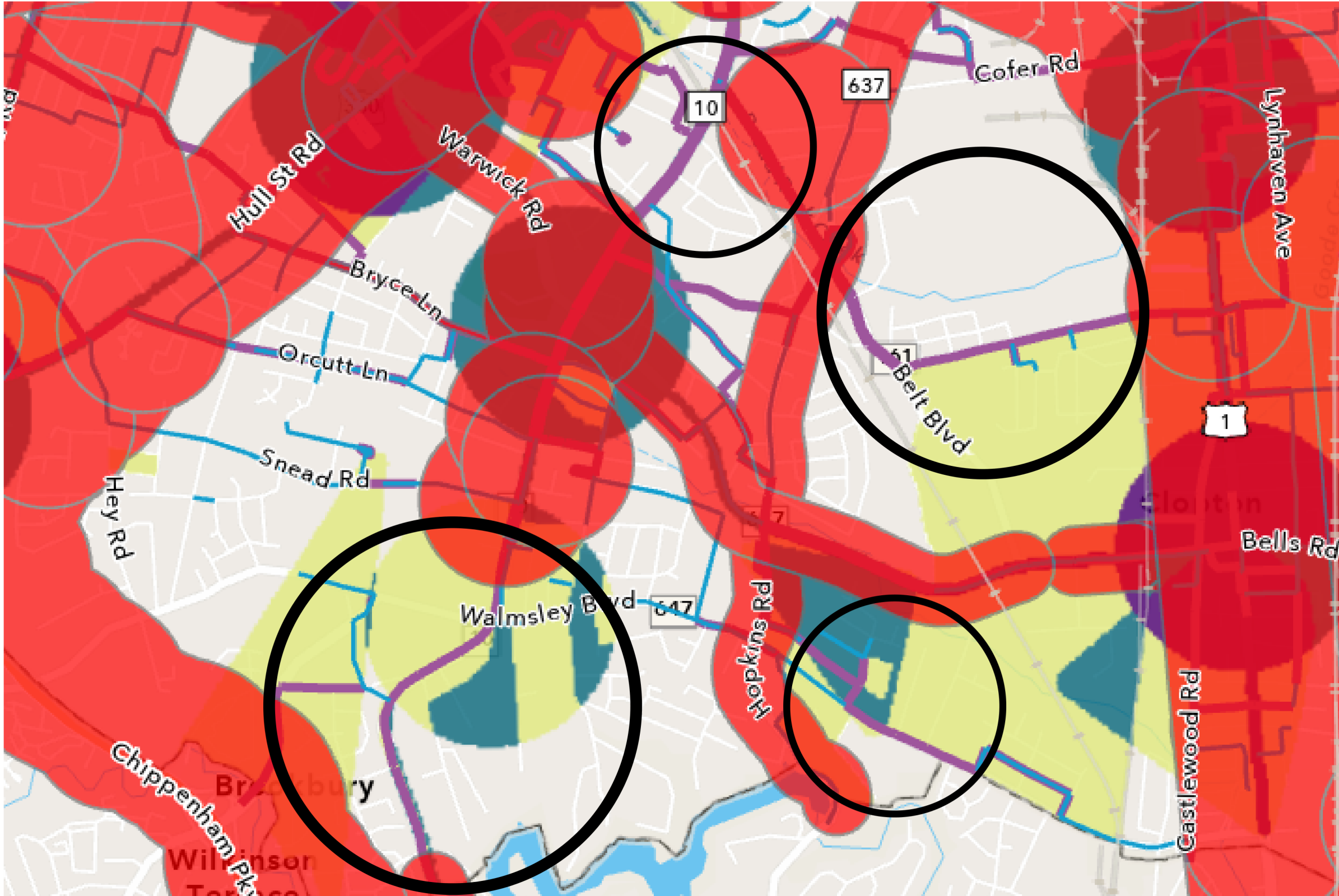
Bike-related project buffers



High-need areas with no existing bike projects



- New bike infrastructure on Terminal Ave
- Enhance bike infrastructure on Broad Rock/Iron Bridge



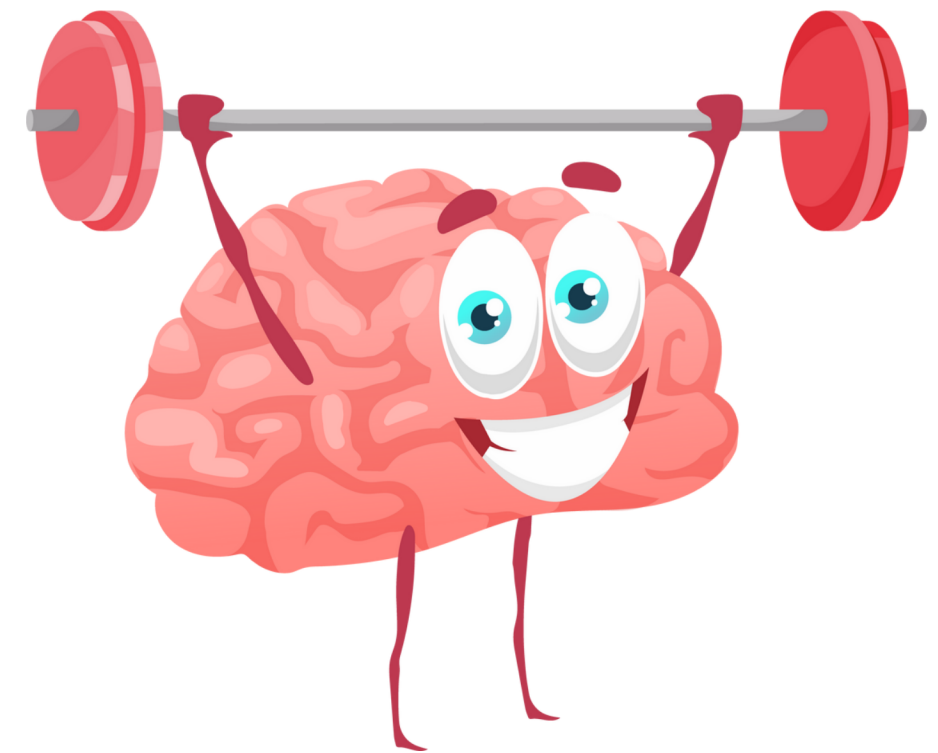
# Non-Modal Needs Categories

We are tagging relevant existing projects that address the following, but think we need **more creative solutions** for:

- **Freight**
- **Sustainability**
- **Technology**
- **Economic Development**
- **Land-Use**
- **Connectivity**



Held work session this week to brainstorm additional recommendations for these.  
We need your brain power!!



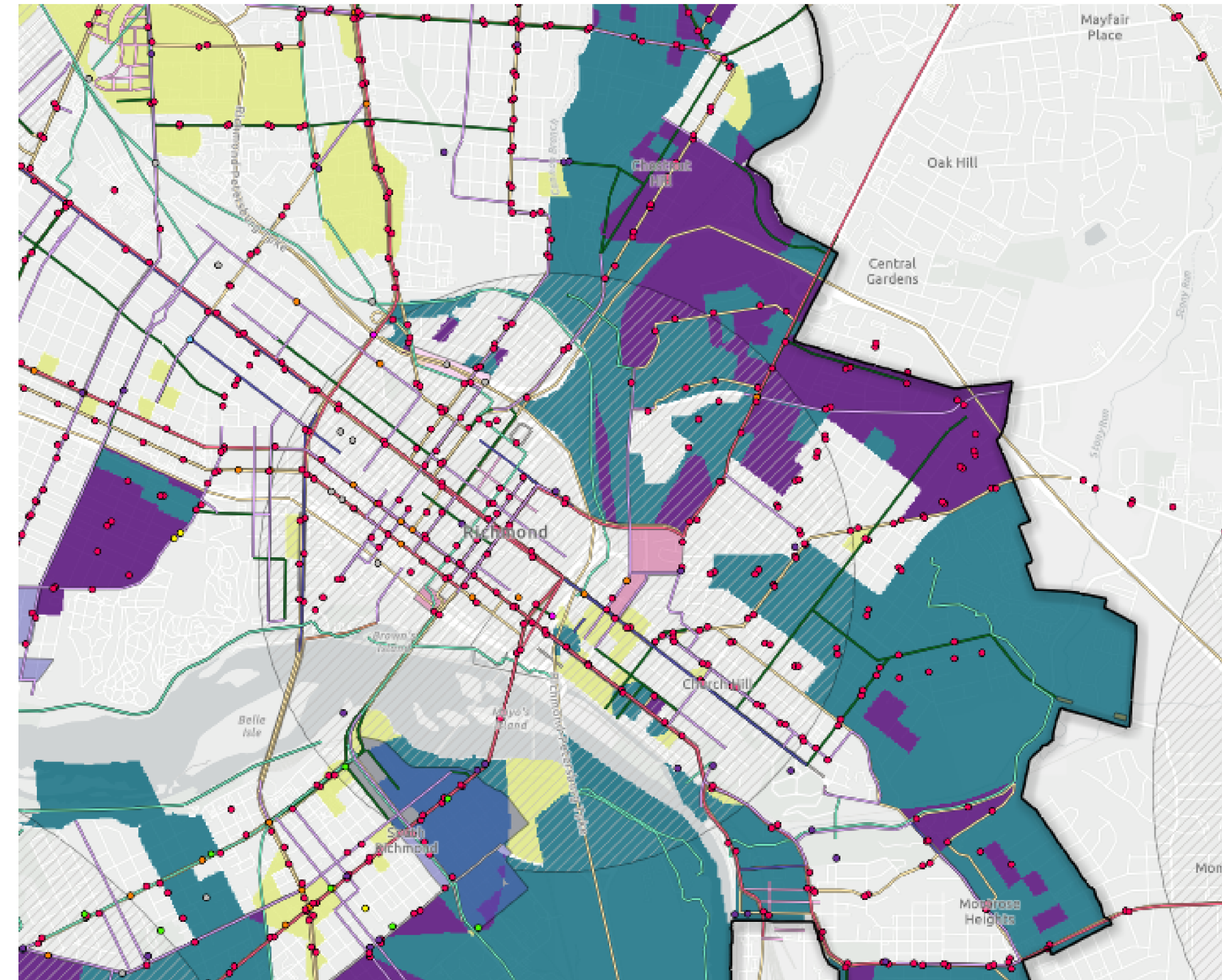
# Non-Modal Needs - INC 8: Economic Development

An economic development need is revealed where:

- *Access to relevant jobs*
- *Access to relevant retail destinations*
- *Low Market Value Analysis*

Projects to Address Economic Development Needs:

- BRT or high-frequency Transit, connecting high ED needs to jobs/retail, including across city border in Fulton and Fairfield
- Subsidized EV transit alternatives (*ie.* EV Micro-transit, EV TNC, or EV Car Share) in high INC 8 need areas

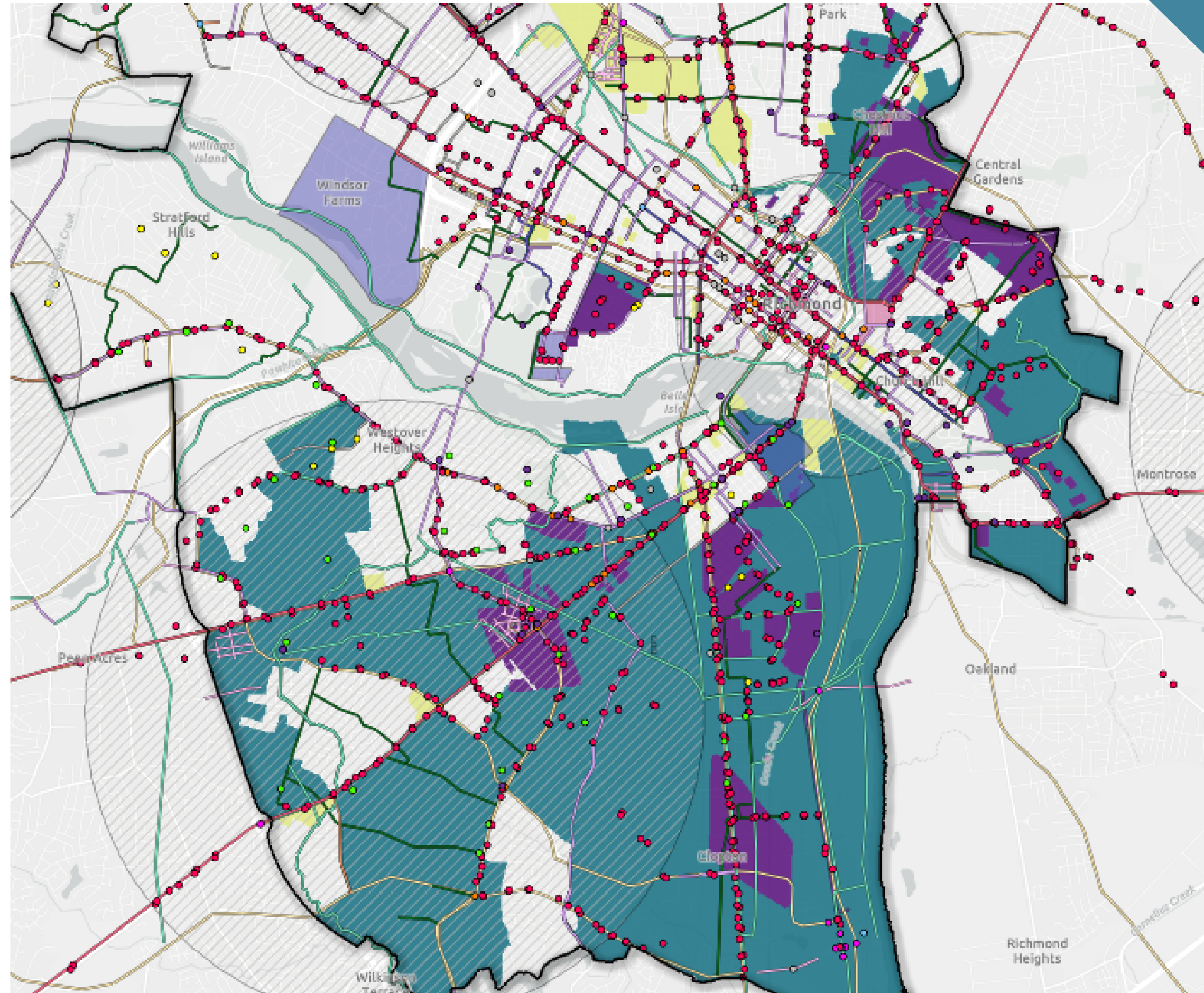


# Non-Modal Needs - INC 8: Economic Development

Other types of transportation projects to address economic development needs?

Other project types to improve:

- *access to relevant jobs?*
- *access to relevant retail?*
- *low Market Value?*



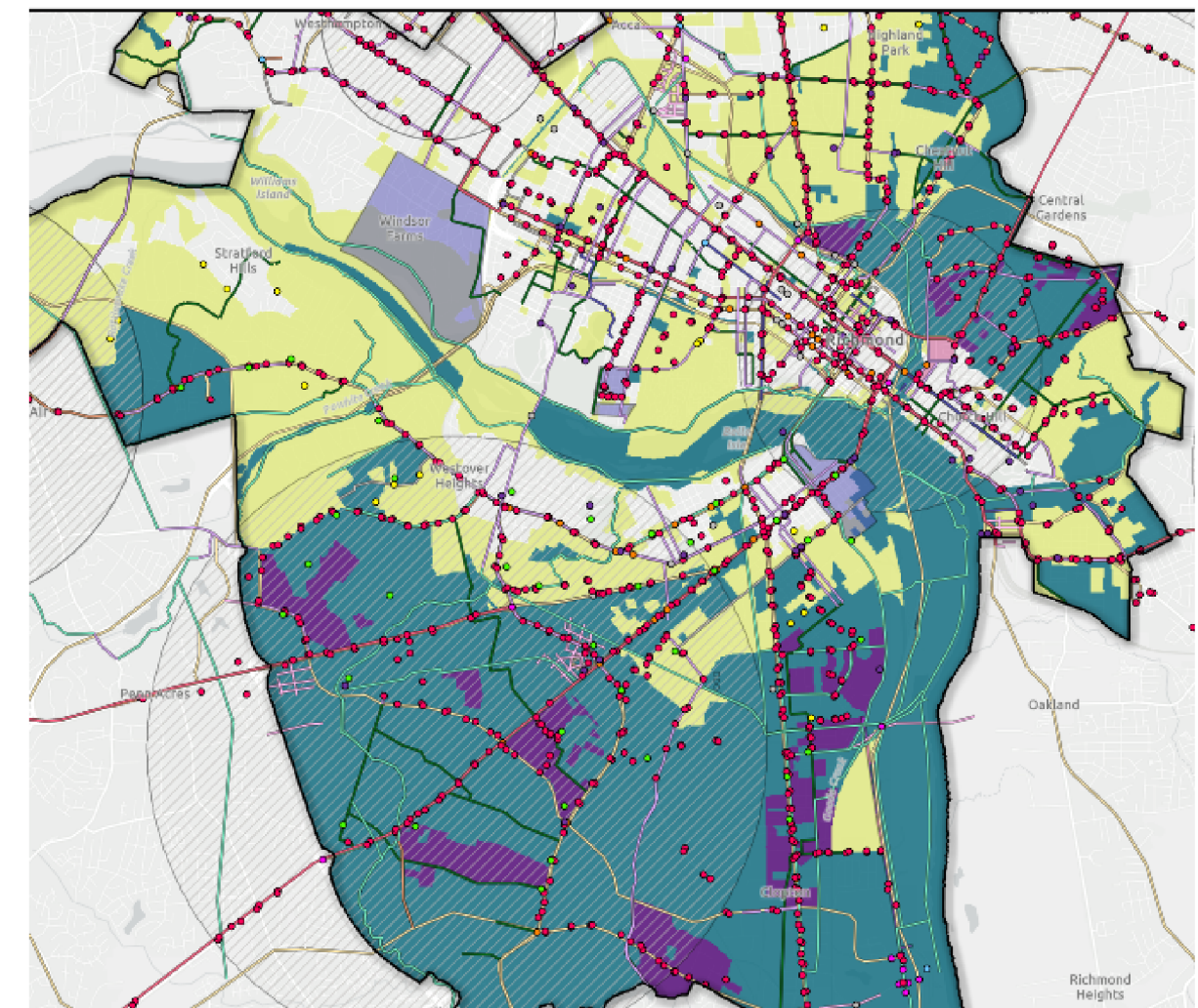
# Non-Modal Needs - INC 10: Sustainability

## Projects to Address Sustainability Needs:

- Anywhere there's a project in a high heat area 'upgrade' existing projects and draw new ones to include:
  - light colored pavement
  - Street trees
  - Solar-powered fans at bus stops
  - Solar-powered cooling stations
  - When installing sidewalks, create shade with either street trees or solar (or green-roof) -covered walkways
- Anywhere there's a project in a high flood area, 'upgrade' existing projects and draw new ones to include:
  - Permeable pavement/pavers
  - Bioretention/green street elements
  - Street trees
- EV car share
- Subsidies for e-bike share, fare-free bike-share expansion to these zones
- Subsidies for purchasing e-bikes for residents in these zones

## A sustainability need is revealed where:

- *High urban heat vulnerability index*
- *High relative risk of flooding*
- *Low access to public EV charging stations, low access to electric transit fleet, or low EV ownership rates*

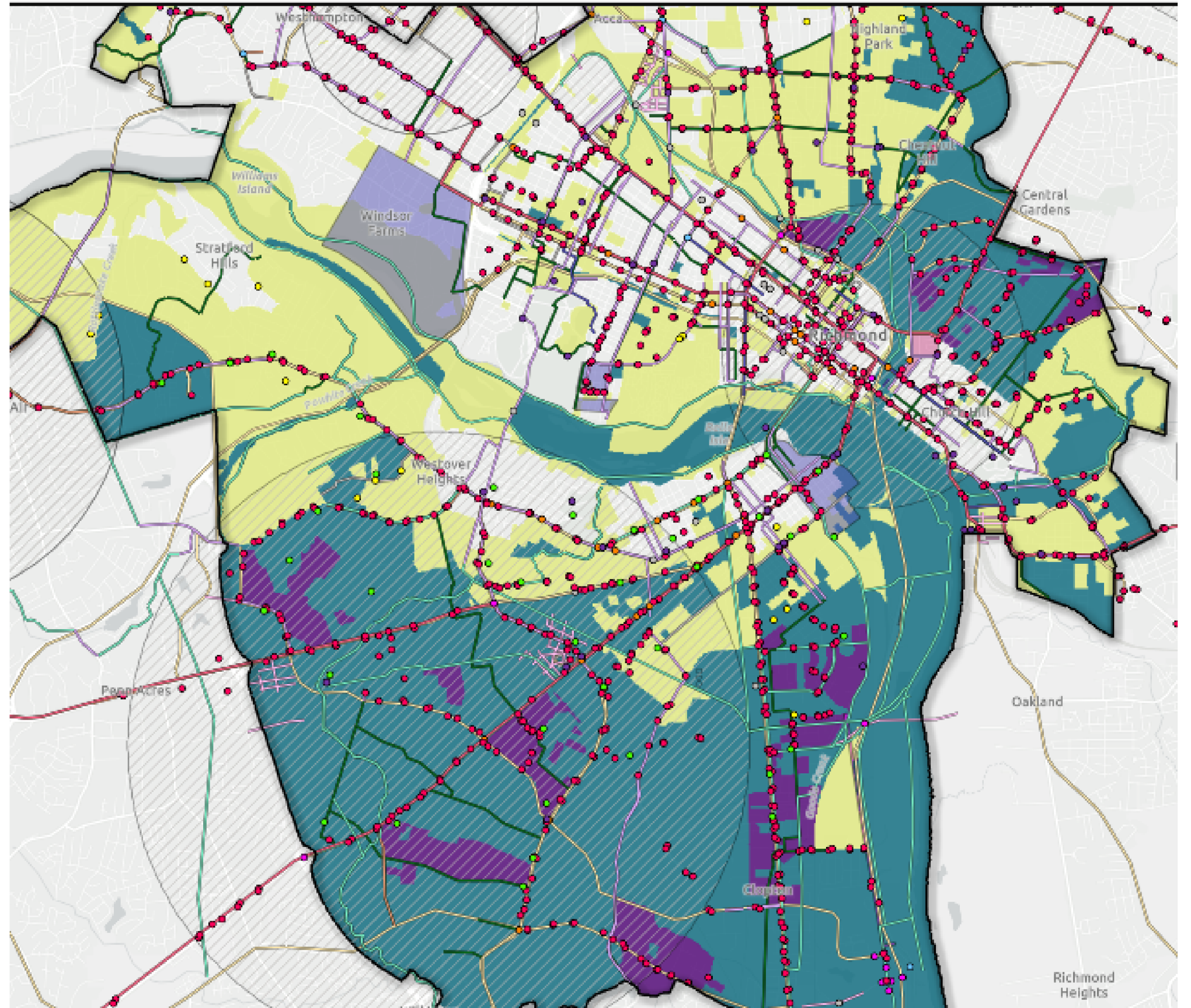


# Non-modal Needs - INC 10: Sustainability

Other types of transportation projects to address sustainability needs?

Other project types to improve

- High urban heat vulnerability?
- High relative risk of flooding?
- Low access to public EV charging stations, low access to electric transit fleet, or low EV ownership rates?



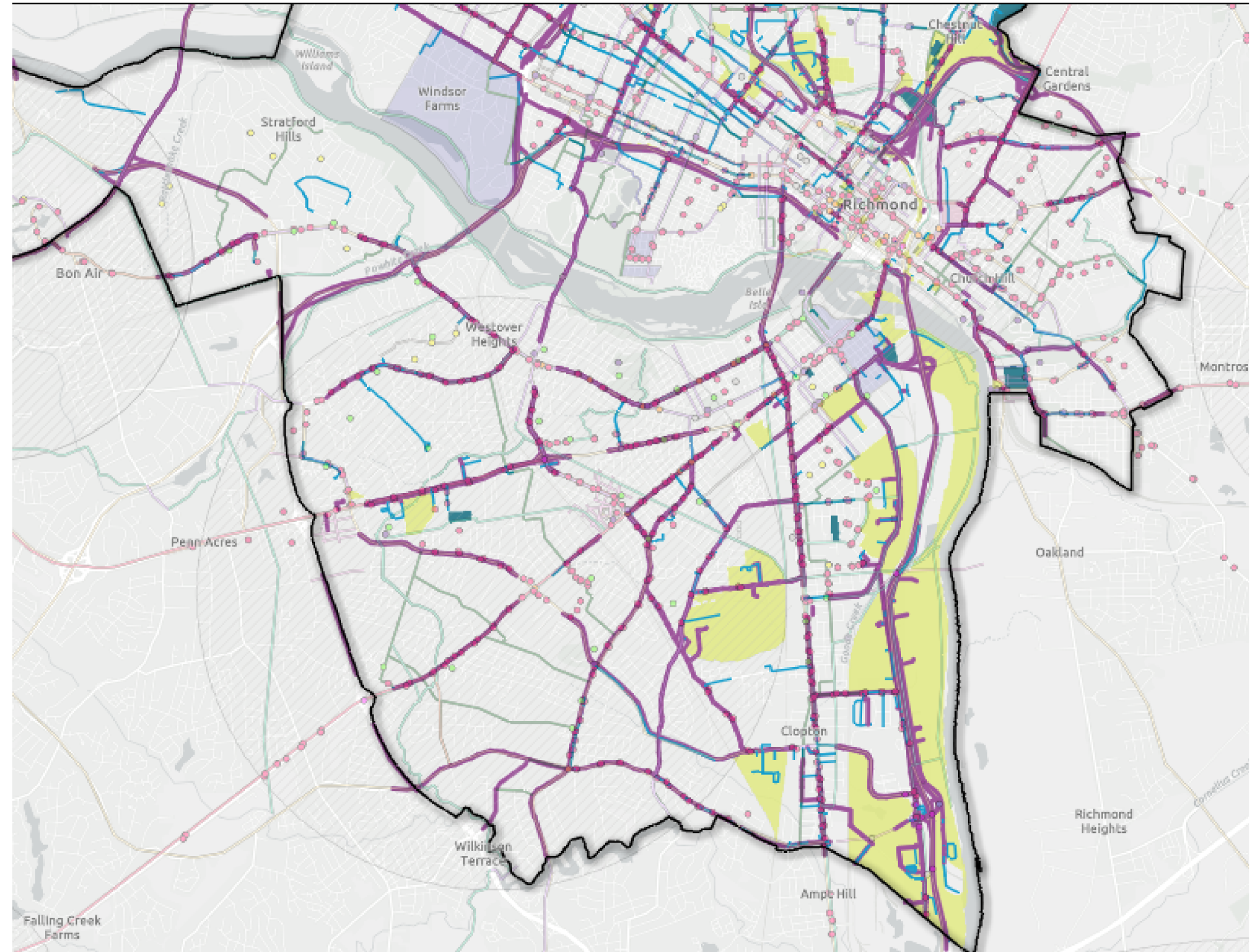
# Non- Modal Needs - INC 3: Freight

## A freight need is revealed where:

- *Access from freight generators to interregional facilities is degraded by bottlenecks, delay, or lack of redundancy,*
- *high amount of commercial VMT on Narrow last-mile connectors or there are notable modal conflicts in heavy industrial areas*
- *zones with high rates of commercial vehicle trip generation and limited curb space or adequate alley/rear loading zone space*
- *There is no intermodal (rail, port) facility within 5 miles of zoned industrial areas*

## Projects to Address Freight Needs:

- "Upgrade" existing or draw new projects that emphasize protected bike and walk infrastructure on freight corridors
- Designate limited freight corridors to assist in federal funding opportunities

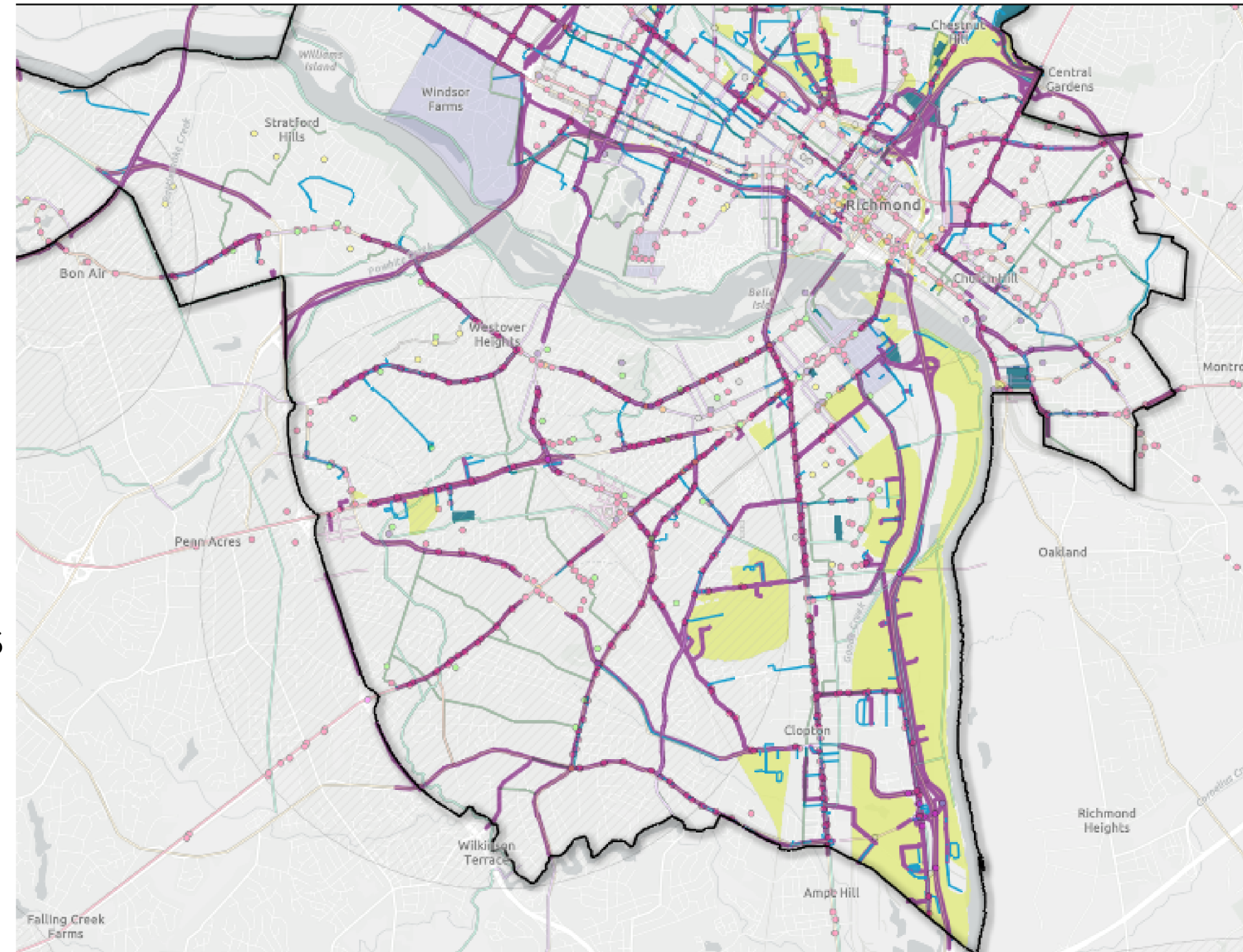


# Non- Modal Needs - INC 3: Freight

Other types of transportation projects to address freight needs?

Other project types to improve the following, without impeding safety and multimodal access and safety...

- Access from freight generators to interregional facilities?
- Bottlenecks, delay, or lack of redundancy?
- Narrow last-mile connectors or notable modal conflicts in heavy industrial areas?
- High rates of commercial vehicle trip generation and limited curb space or adequate alley/rear loading zone space?
- Lack of intermodal (rail, port) facility within 5 miles of zoned industrial areas?





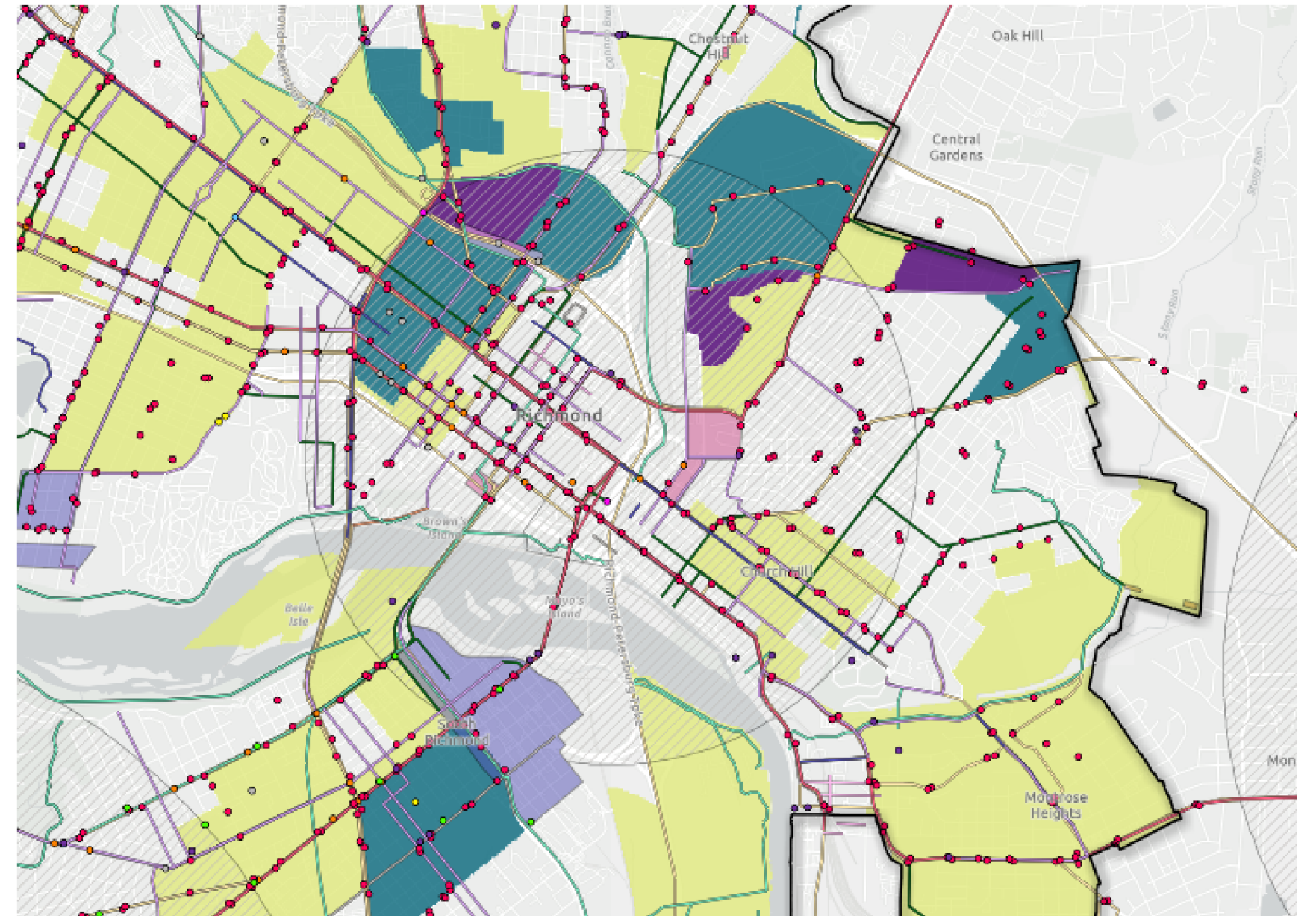
# Non- Modal Needs - INC 9: Technology

## A technology need is revealed in areas where:

- High portions of the population are unbanked
- Access to mobility substitutes (high speed home internet access and reliable cellular service) is limited
- No access to shared mobility (bike share)

## Projects to Address Technology Needs:

- Kiosks with real-time bus information and a bus map at low-technology zones
- Expanded fare free bike share zones
- Wi-fi at bus stops (could be solar-powered)

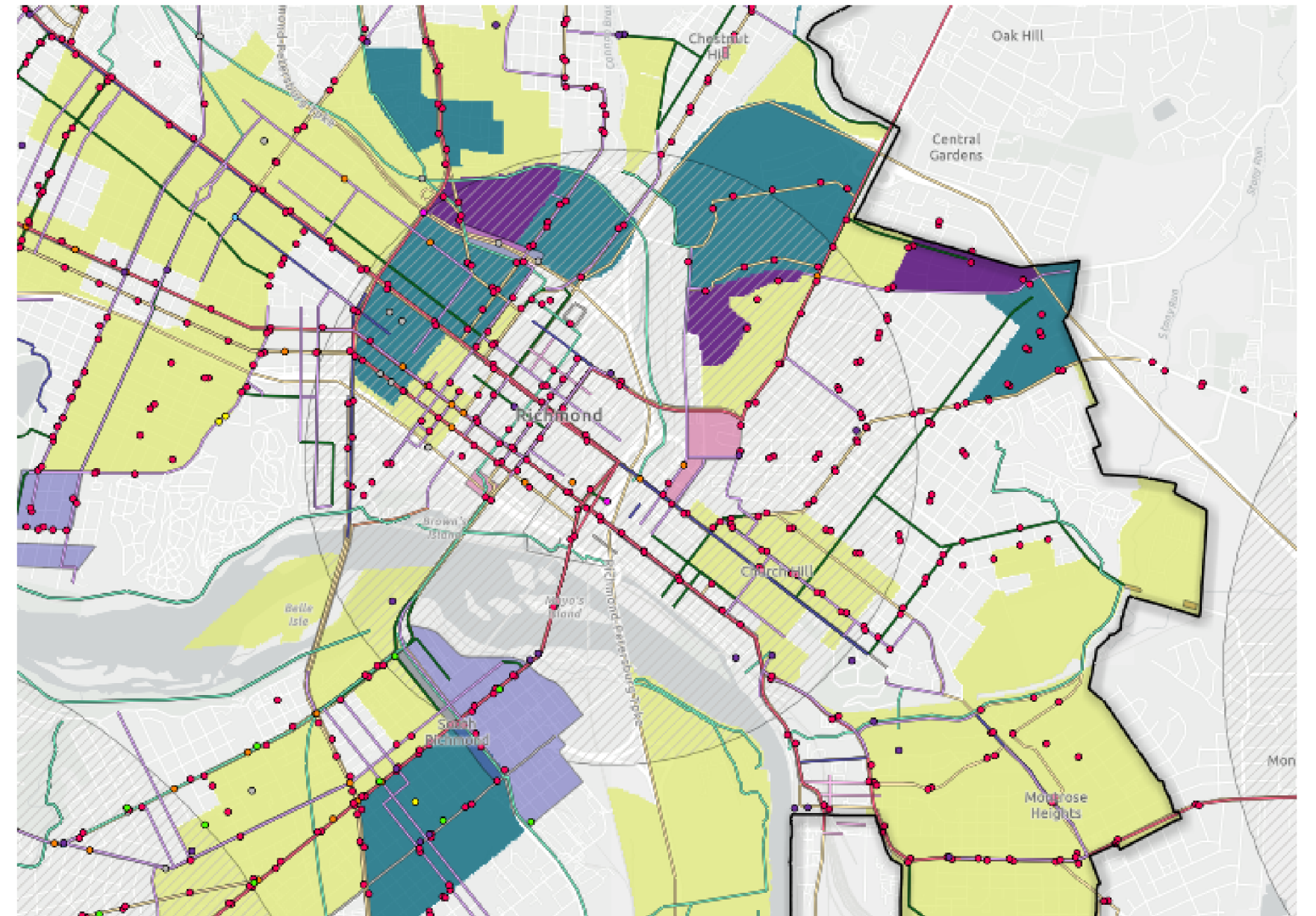


# Non- Modal Needs - INC 9: Technology

Other project types to address barriers to transportation technologies?

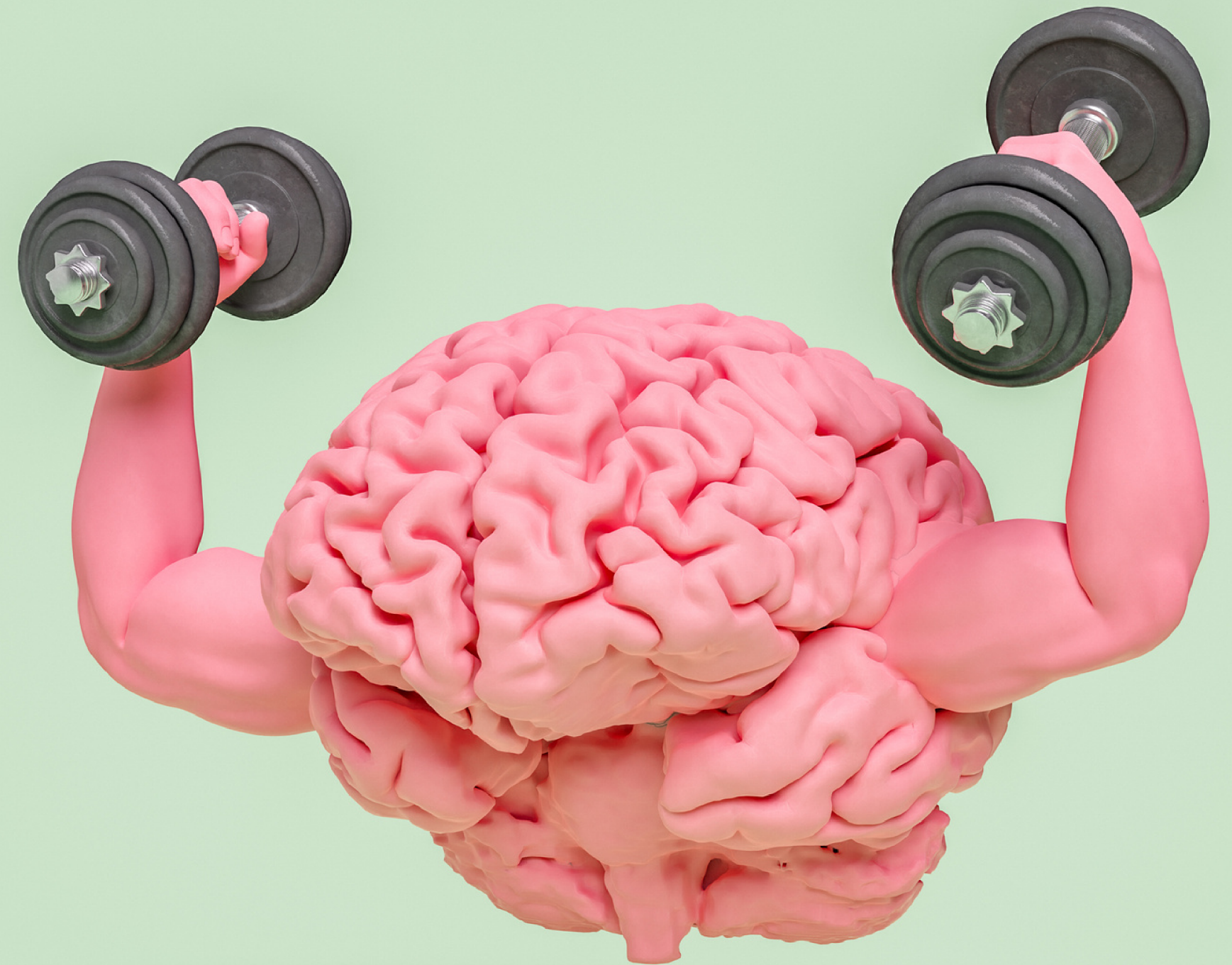
Other project types to address:

- High portions of the population being unbanked?
- Limited access to mobility substitutes (high speed home internet access and reliable cellular service)?
- No access to shared mobility ?



Giving more brain  
power next week to  
new  
recommendations for  
**land-use needs** and  
**connectivity needs.**

**Do you have  
additional creative  
projects and project  
types for these or  
other non-modal  
needs?**



# What about unmappable Needs?

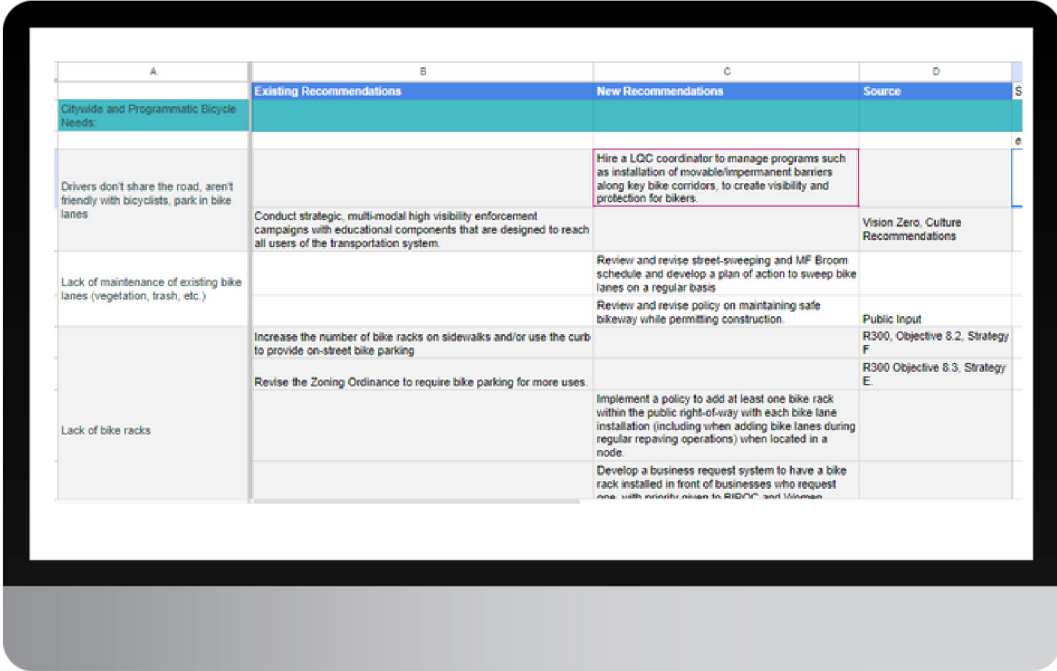
- Reduced programmatic needs to 67 non-mappable needs
- Pulled existing strategies from Richmond 300, RVAgreen2050, Vision Zero Action Plan, and developed new ones.
- 167 new and existing programmatic and strategic recommendations
  - need to reduce significantly to bring to the public for prioritization.



# What about unmappable Needs?

## BIG ASK:

- Please review the spreadsheet of 167 new and existing programmatic and strategic recommendations
  - fill in Column E with **status update** for those applicable to your department
  - Optional: add ideas for how to strengthen or edit in Column F
- Once we remove those that are significantly underway, we plan to ask you and the advisory committee to make the first round of prioritization.
- Purpose: have manageable list to ask public



A	B	C	D	E
	Existing Recommendations	New Recommendations	Source	
Citywide and Programmatic Bicycle Needs				
Drivers don't share the road, aren't friendly with bicyclists, park in bike lanes		Hire a LOC coordinator to manage programs such as installation of movable/impervement barriers along key bike corridors, to create visibility and protection for bikers.		
Lack of maintenance of existing bike lanes (vegetation, trash, etc.)	Conduct strategic, multi-modal high visibility enforcement campaigns with educational components that are designed to reach all users of the transportation system.	Review and revise street-sweeping and MF Broom schedule and develop a plan of action to sweep bike lanes on a regular basis. Review and revise policy on maintaining safe bikeway while permitting construction.	Vision Zero, Culture Recommendations	
Lack of bike racks	Increase the number of bike racks on sidewalks and/or use the curb to provide on-street bike parking. Revise the Zoning Ordinance to require bike parking for more uses.	Implement a policy to add at least one bike rack within the public right-of-way with each bike lane installation (including when adding bike lanes during regular repaving operations) when located in a node. Develop a business request system to have a bike rack installed in front of businesses who request one, with priority given to BIDNY and Women	Public Input R300, Objective 8.2, Strategy F R300 Objective 8.3, Strategy E	

# Discussion

- (1) Other methods you have used to prioritize multiple strategies for one need? How have you handled this in your planning processes? Other ideas on how to best reduce this list?
- (2) Is it better to re-write to combine multiple similar strategies, or, to pick one and keep the wording from existing policy exact?



4

# Long Term Scenario Planning



# Scenario Planning Recap

## Goal:

Improve equity through transportation investments.

"Improved equity" defined as "Improved access to opportunities and reduced barriers" (based on equity agenda). i.e. which elements have what impacts to accessibility, and for whom.

## Desired Outcomes:

Actionable recommendations for policy-makers to realize R300 vision, PTE and RVAGreen policy.

Information policy-makers and decision-makers can use on the tradeoffs of different investment directions.



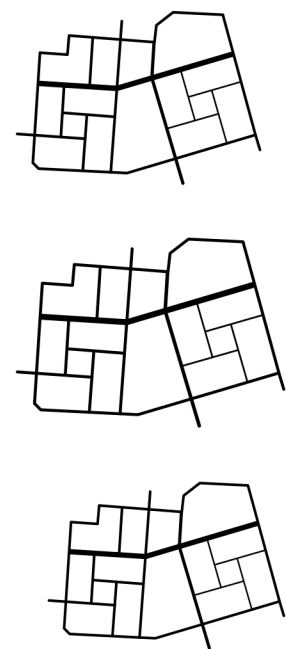


# Scenario Planning

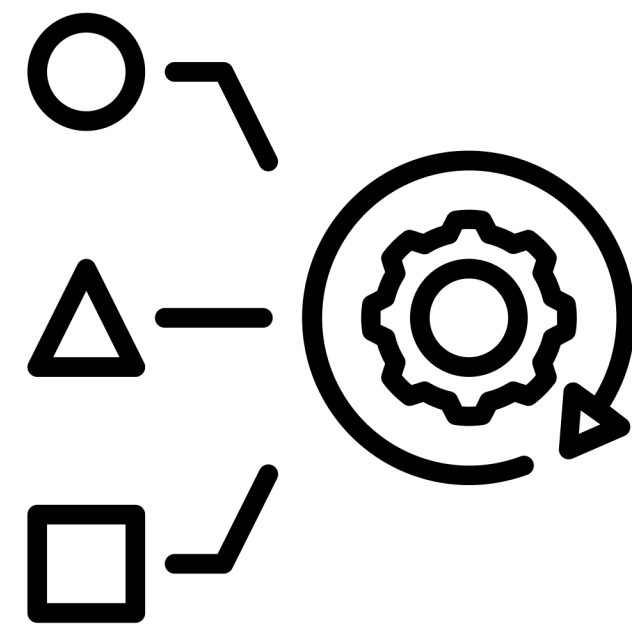


## Measures

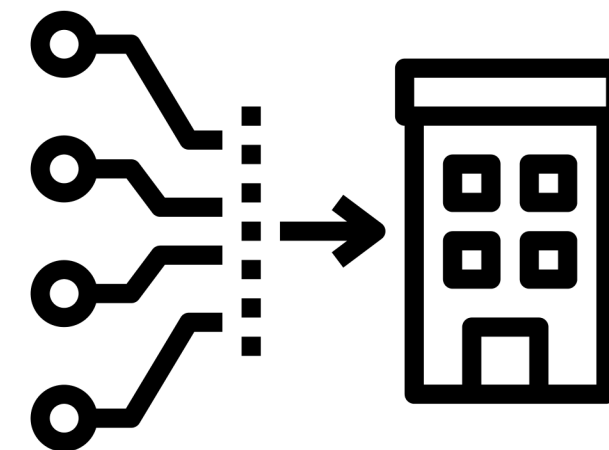
3 Scenario Networks



Run in Accessibility Model

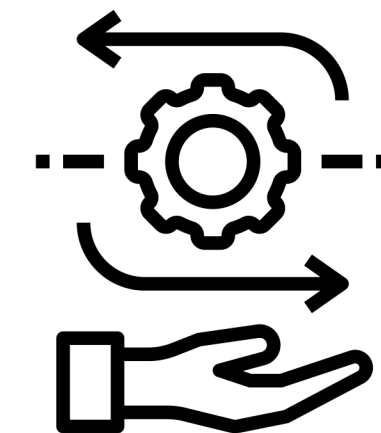


Outputs as Accessibility Scores



See how different packages of investments improve access for Communities of Concern to jobs, green space, etc.

Post Processing Qualitative Measures

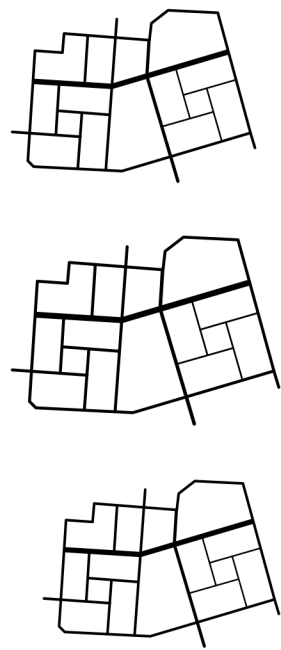


Assess the risks of the different scenarios on climate vulnerability, housing affordability, gentrification, etc.



# What will be held constant for all scenarios:

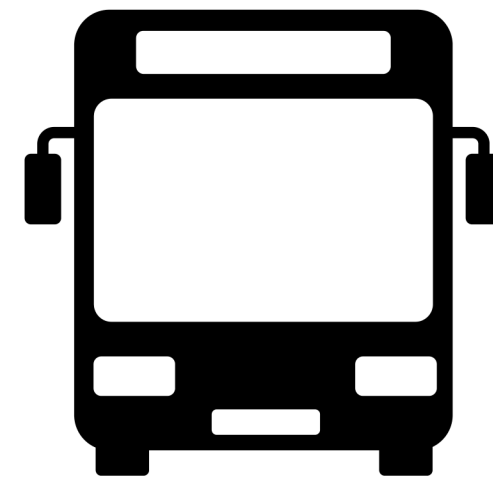
Existing  
Networks



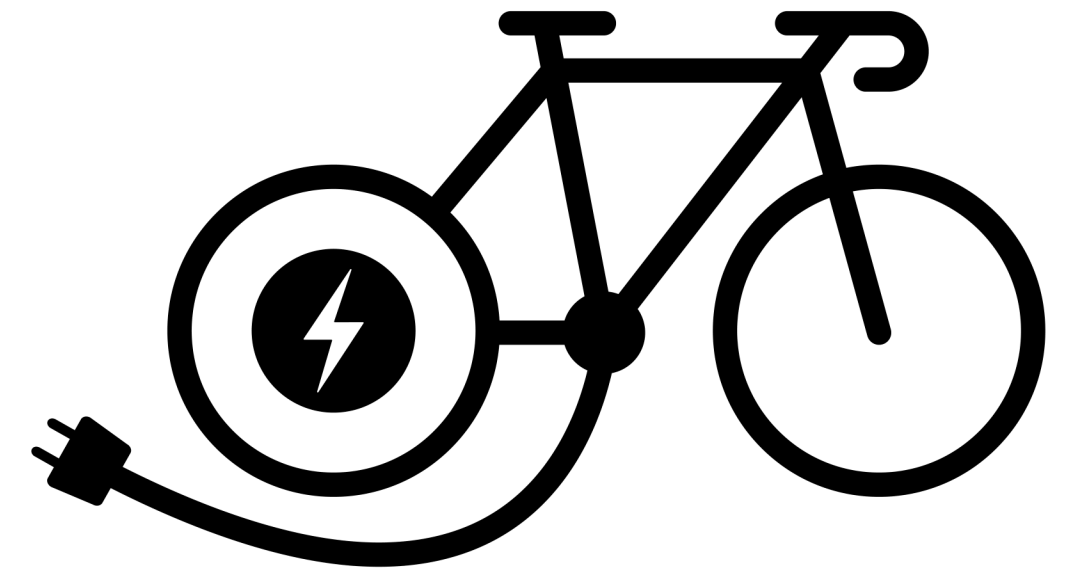
Growth/Land Use  
Assumptions



Committed  
Transportation  
Projects



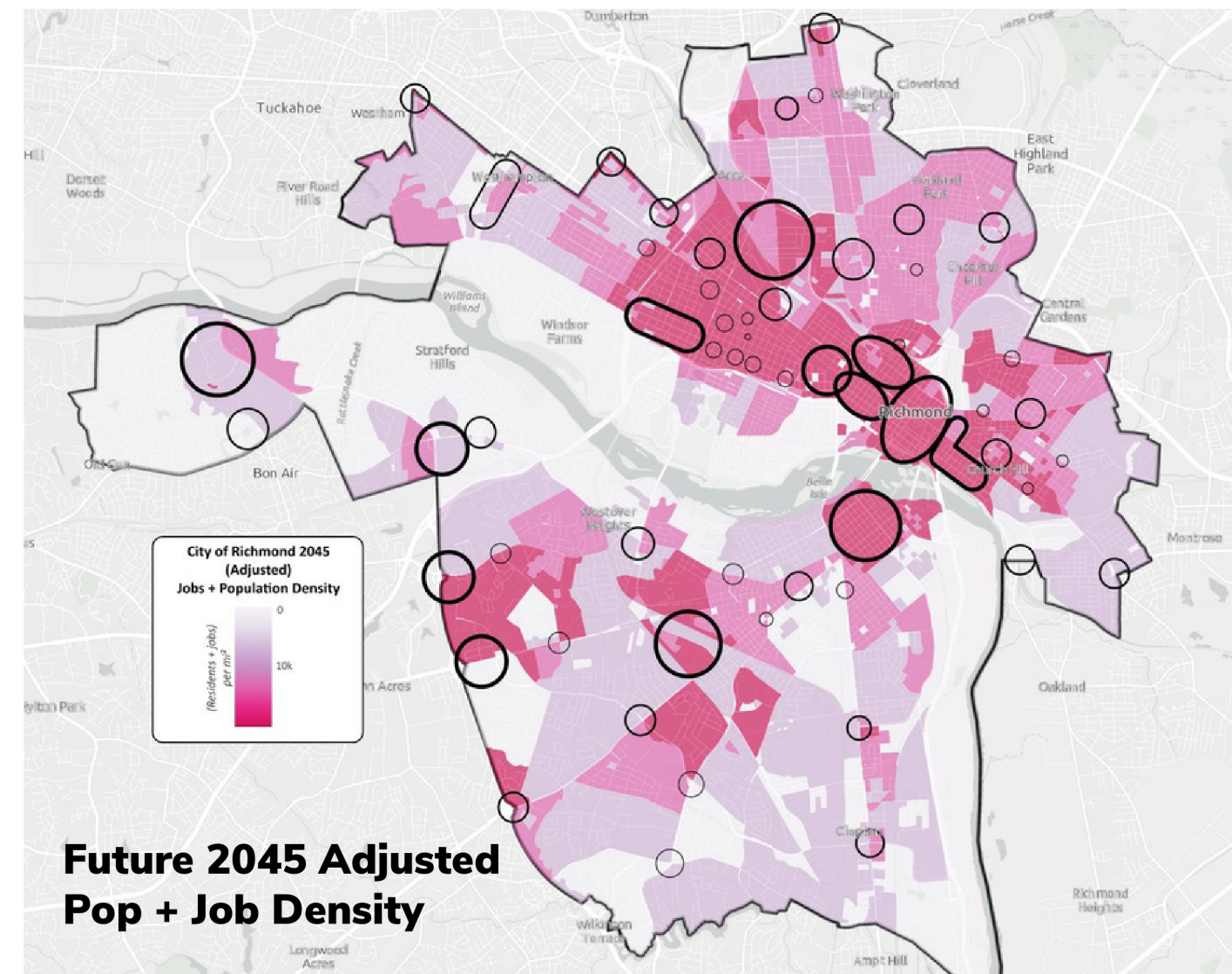
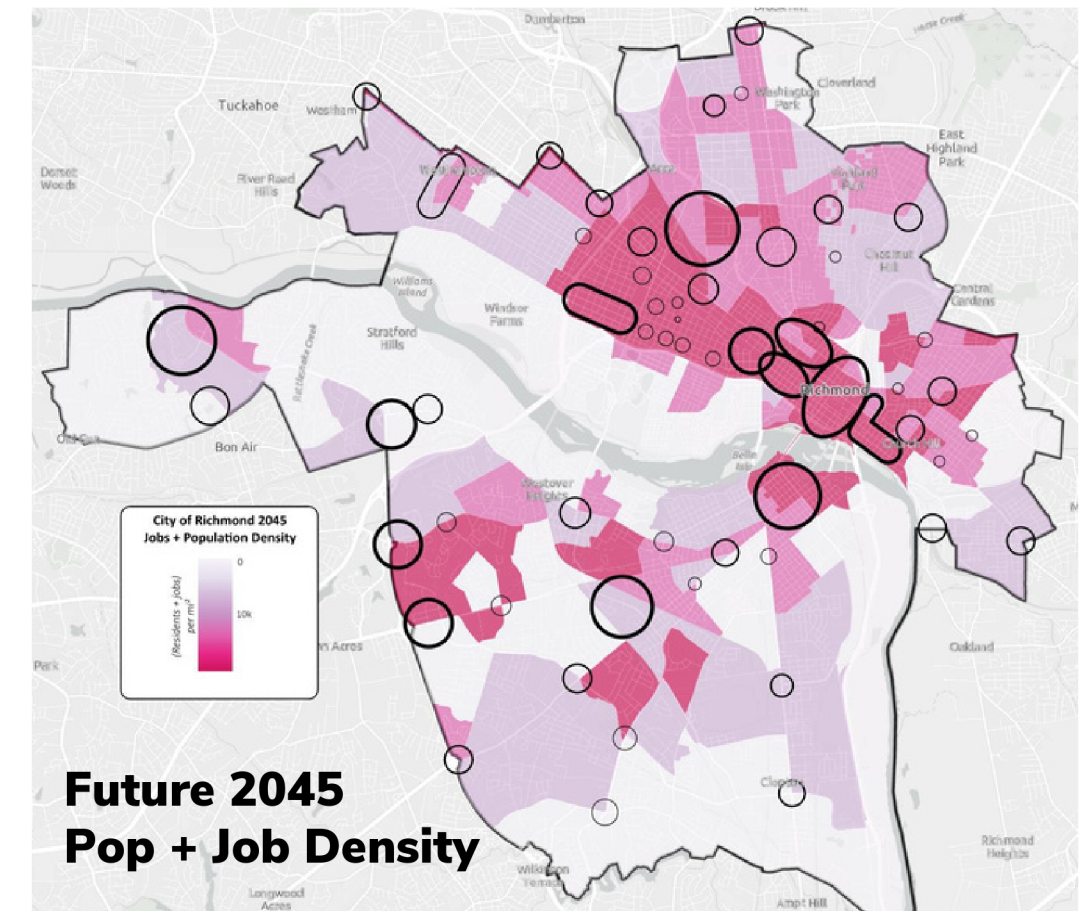
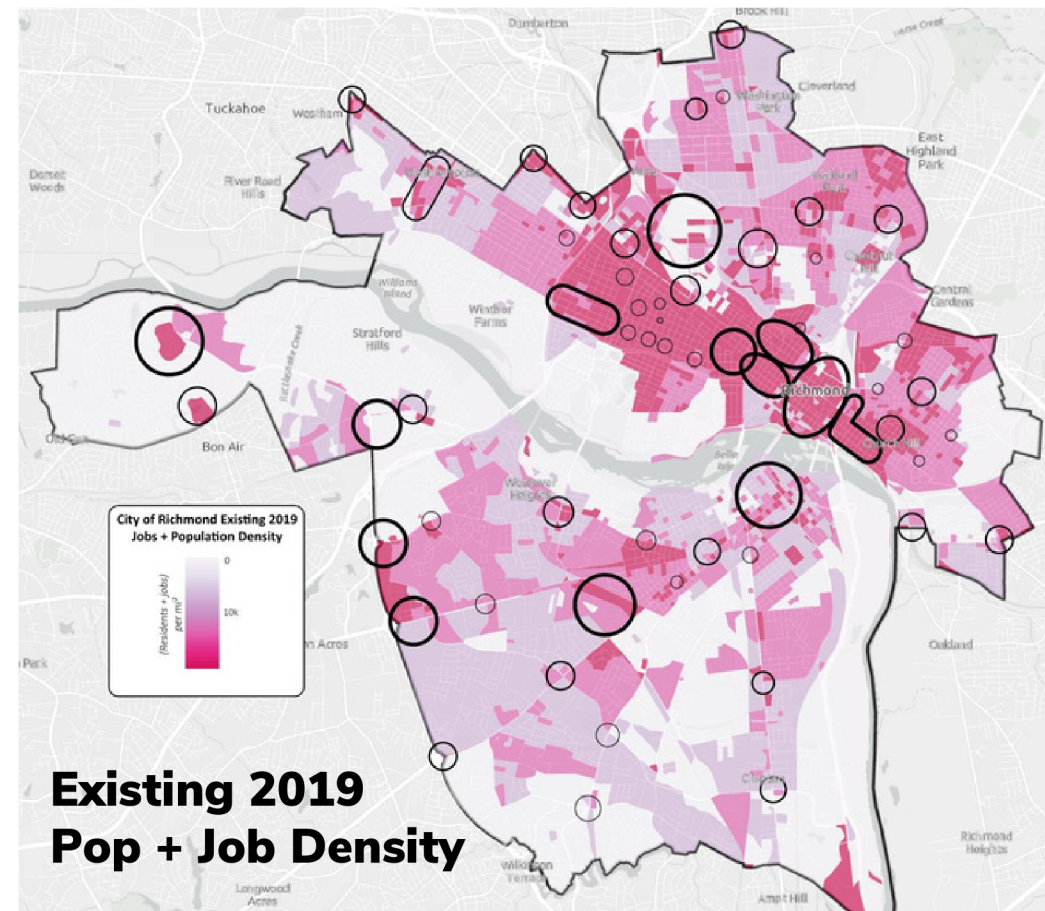
Technology  
Advances



# Growth and Land Uses

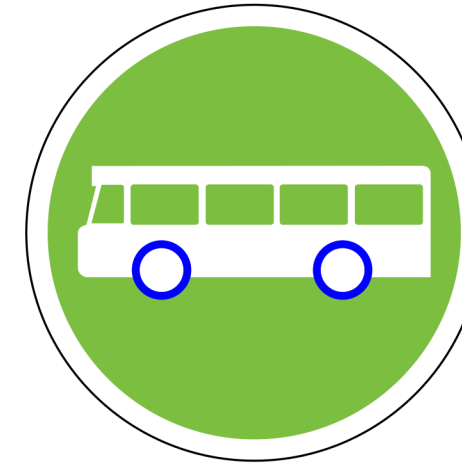
## will be held constant for all scenarios

- Population and Job Growth from regional travel demand model, then re-allocated to follow revisions from tabletop analysis
- Assumptions:
  - Population and job growth gravitates to R300 priority growth nodes as much as possible
  - Breakdown of jobs by educational attainment follows trend of last decade
  - Destinations grow in proportion to population
  - Destination demand is a function of existing destinations and future population

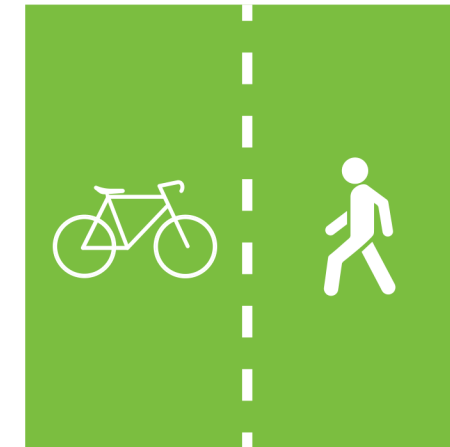


# Long Term Scenarios

**Scenario A: Equitable Transit**



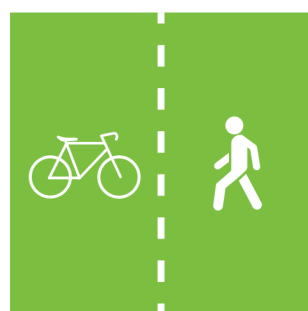
**Scenario B: Active (Walkable & Bikeable) Nodes**



**Scenario C: Emerging  
Technology**



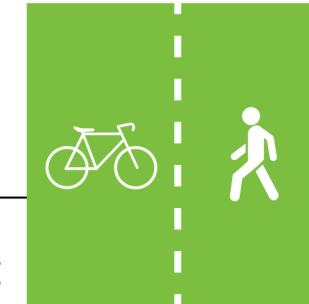
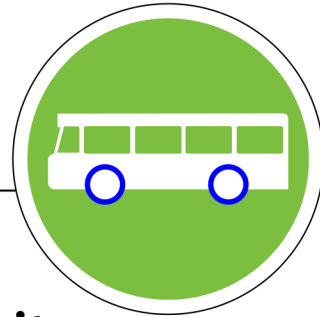
# Defining Scenarios



	<b>Modal Emphasis</b>	<b>Spatial Lever</b>	<b>Scale of Investment Lever</b>
<b>Scenario A: Equitable Transit</b>	Majority of investments go to better transit service. Bike/ped improvements are focused on access to high-frequency transit stops.	City-based: improve transit service from COC areas to good-paying jobs	Fewer projects funded. Projects that are funded are high cost, higher capacity transit
<b>Scenario B: Active (Walkable &amp; Bikeable) Nodes</b>	Majority of investments go to bike & ped infrastructure and micro-mobility	Neighborhood-based; focused on Nodes	Lots of small (lower cost) projects.
<b>Scenario C: Emerging Technology</b>	Invest in preparing for electric vehicles, e-bikes, and shared economy	Regional-based: Investments focused on reaching long distance destinations outside the city	A mix of small localized infrastructure investment with large programmatic investments.

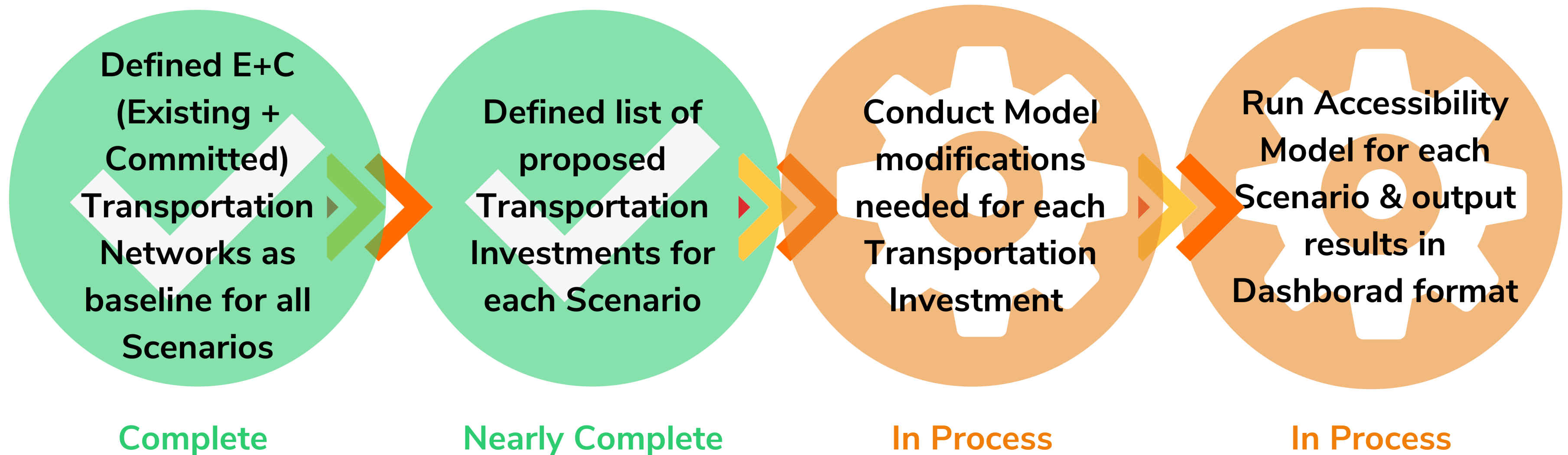
# Transportation Improvements

## for each Scenario



	<b>Scenario A: Equitable Transit</b>	<b>Scenario B: Active Nodes</b>	<b>Scenario C: Emerging Technology</b>
Transit Service	Full implementation of Scenario A transit network routes and frequencies, including 3 micro-transit zones	E+C transit network routes and frequencies: Existing + funded per FY 2024 Regional Public Transit Plan + N-S BRT + Richmond projects	E+C transit network routes and frequencies, transit priority (TSP, queue jumps) are introduced on select corridors to improve on-time performance, shorter assumed wait times (but not shorter frequencies)
Bicycle & Pedestrian Facilities	E+C bicycle and pedestrian networks, with select additional enhancements at high-frequency bus stops	All shared use path and bike lane projects that connect within or between Nodes identified in prior plans and studies are implemented. New street grids within select Nodes are constructed.	E+C bicycle and pedestrian networks
Micro-mobility	E+C micro-mobility improvements - all "near-term" have been installed	All potential bikeshare and e-scooter share locations identified (including long-term) by OETM have been installed	All potential bikeshare and e-scooter share locations identified (including long-term) by OETM have been installed, and higher bike speeds due to e-bike adoption
Electric Vehicle Charging Stations	The market provides all needed EV charging stations by 2045 in areas with high concentrations of destinations and strong population growth	The market provides all needed EV charging stations by 2045 in areas with high concentrations of destinations and strong population growth	The market provides all needed EV charging stations by 2045; City policy/subsidy ensures these are equitably available to Communities of Concern

# Work in Progress on Scenarios:



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# Phase IV Engagement





# Targeted Outreach

## Communities of Opportunity:

- In Person Events
  - Southwood Community Day
  - Gilpin Field Day
  - Juneteenth Celebrations
- Incentivizing with small gift cards
- Paper survey to accompany pop-up map poster
- Collect minimum demographics, simplest version possible
- Telephone Town Halls
- Considering cost/benefit of utility mailers vs. purchasing phone numbers for text messaging

## General Public

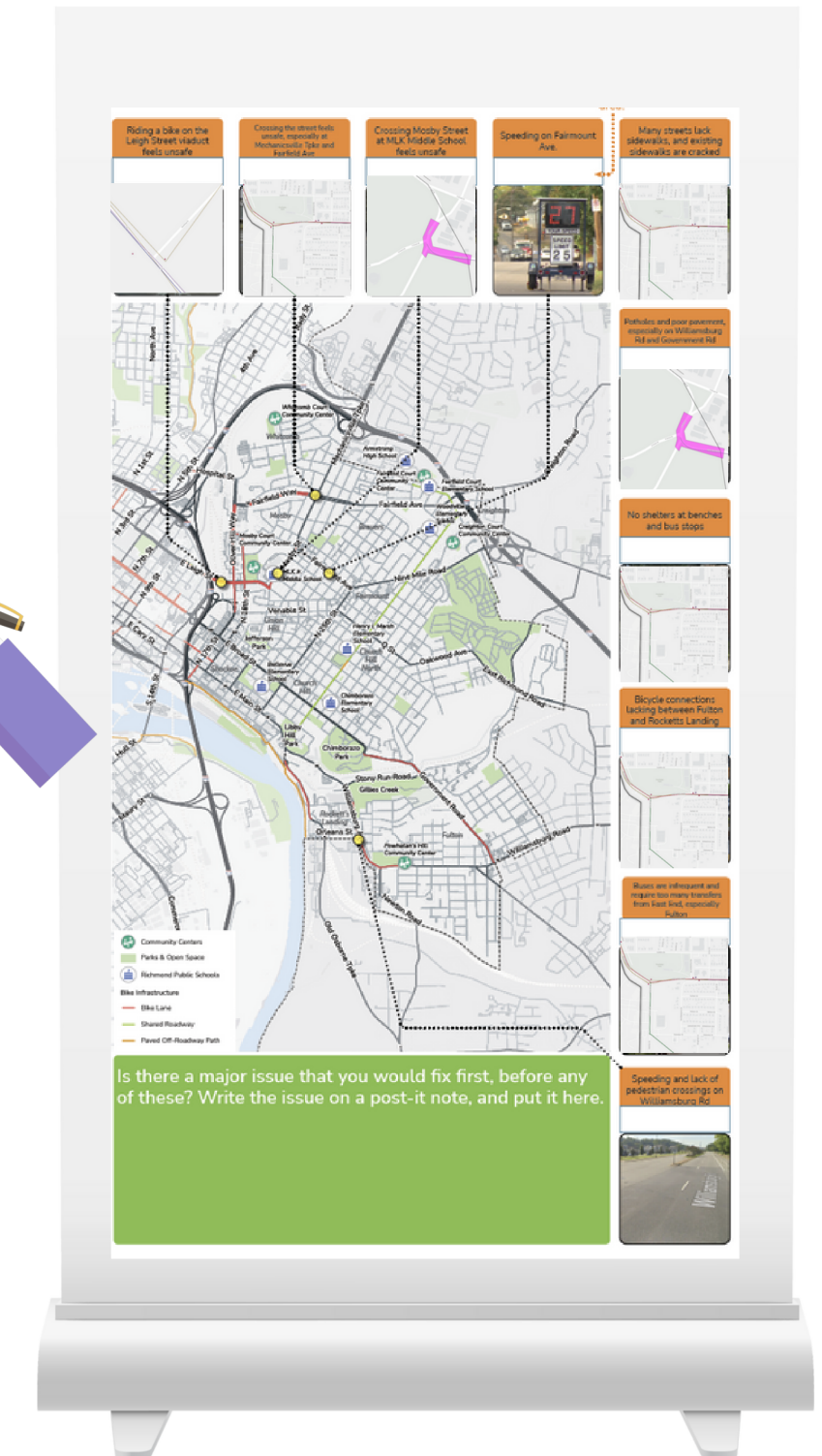
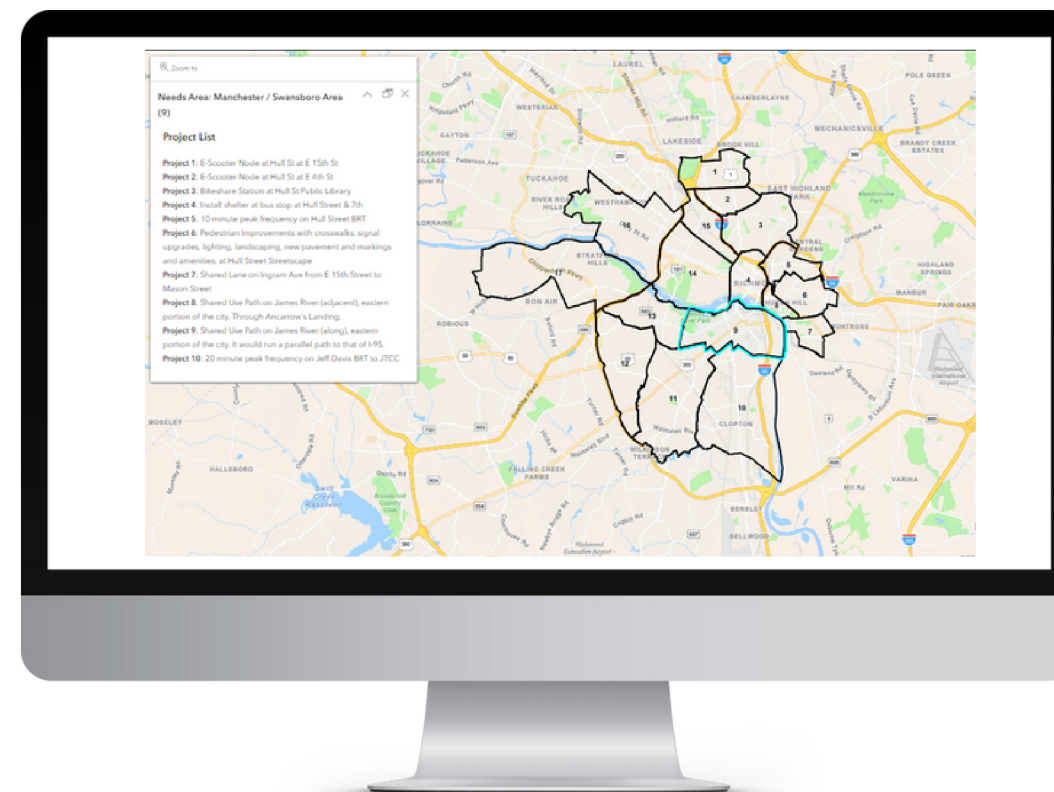
- Online engagement
  - Social media, e blasts, traditional news coverage
- Incentivize with two large gift-card give aways
- Canvassing on foot at large city summer events

# Survey Method

Survey to assess public priority

- Area specific surveys
- Can complete one, many, or all
- 17 total sub areas, simplify to top 10-20 projects per area.
  - Pop up banners for in person outreach
- 1 for programmatic recommendations
- 1 for electric mobility specific questions
- Will have needs narrative summaries available to accompany each area

If you had \$100 dollars, how would you spend it amongst these projects?



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# Next Steps






# Your Next Steps...

## **By Next Monday 6/5/23:**

- Review non-mappable needs, indicate current status

## **By Next Wednesday 6/7/23:**

- Review table of recommendations for accuracy (especially funding status) and completeness
- 

# Near Term Action Plan

Continue applying 'screening' methodology to all investment need categories, developing new recommendations to fill gaps, one on ones with Council members



Take final list of top projects for each area, and top programmatic recommendations, to the public to assess Richmonders' priorities



Assess candidate projects for feasibility, readiness, funding-eligibility, and public support



Present final list of top projects and program in Action Plan, other projects and programs documented for mid and long term horizons.

Now to Late June

Late-June, July, Early August

July, Aug, Sept

Draft in Sept.

# Scenario Plan Next Steps

- Draft networks for technical committee review by end of month
- Drafting Key Outreach
  - Focus Groups on Scenarios
  - Additional feedback sought on how outcomes may impact Richmonders

# Upcoming Meetings

- June 20th, Update to LUHT
- Throughout June - one on one council briefings
- Steering committee will meet one more time before next advisory committee



The image features a white background with decorative geometric shapes in the corners. In the top-right and bottom-left corners, there are overlapping triangles in shades of orange, green, and blue. The word "Thanks!" is centered in a large, bold, black font.

**Thanks!**