



# **RICHMOND CONNECTS**

**Briefing on Richmond Connects**

**Advisory Committee**

**10.27.23**



DEPARTMENT OF  
**PUBLIC  
WORKS**

# AGENDA

## Advisory Committee

### 10.27.23



1

### Recap & Survey Results

How we got here and results from phase 4 engagement

2

### Action Plan Projects

Process for narrowing 150 projects down to 75 projects using survey data

3

### Non-Mappable Exercise

What are your priorities compared to the focus groups of communities of opportunity?

4

### Next Steps

How this keeps moving and how to do your part

5

### Poster Review Session

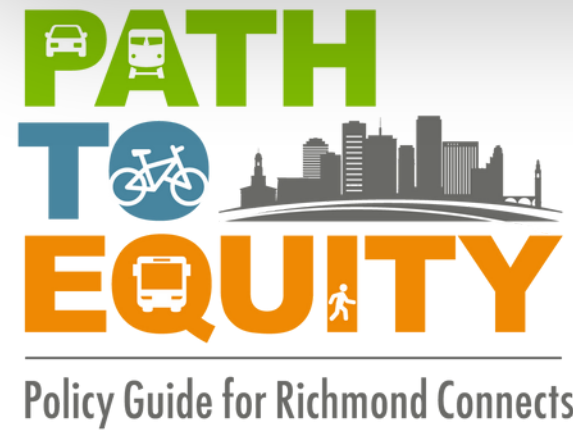
Advisory final review of action plan mapped projects before public review in November



DEPARTMENT OF  
**PUBLIC  
WORKS**

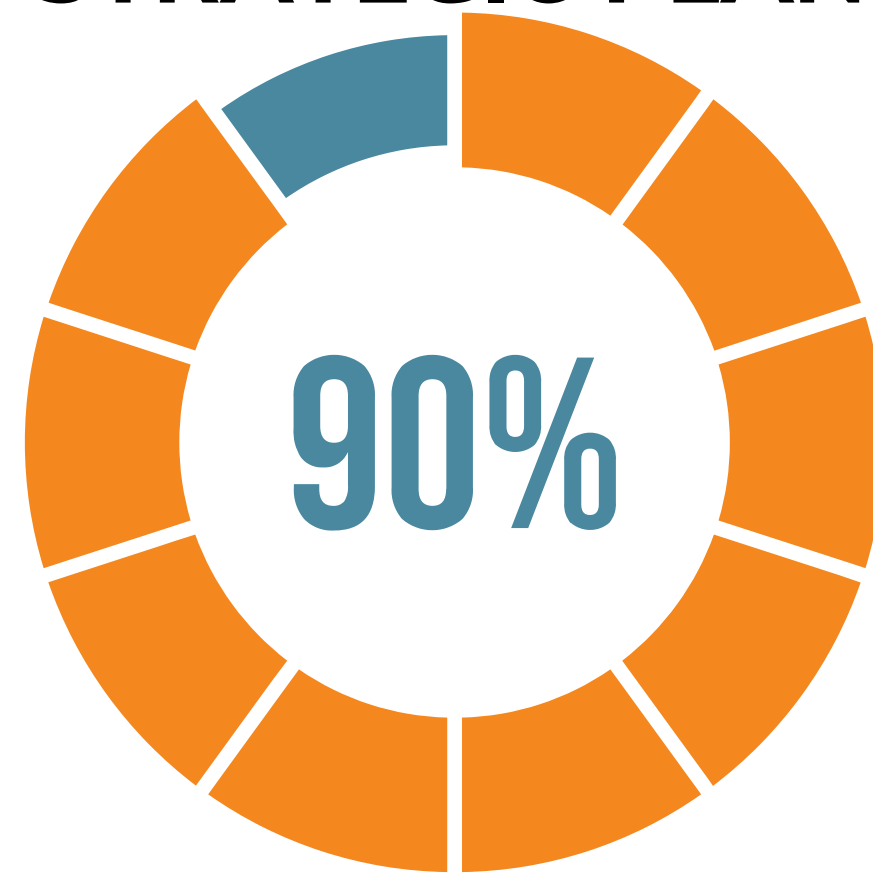
# Complete

Adopted by Council May 2022



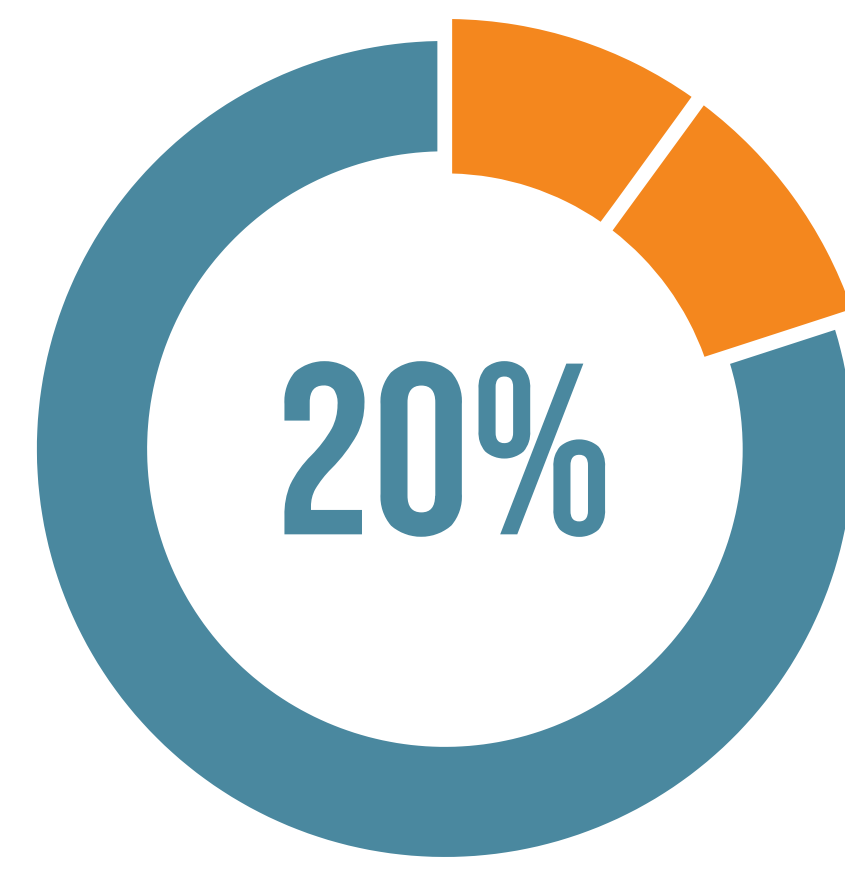
# In Process

March 2022 - January 2024



# Early Stages

February 2023 - Spring 2024



## Multimodal Strategic Transportation Plan

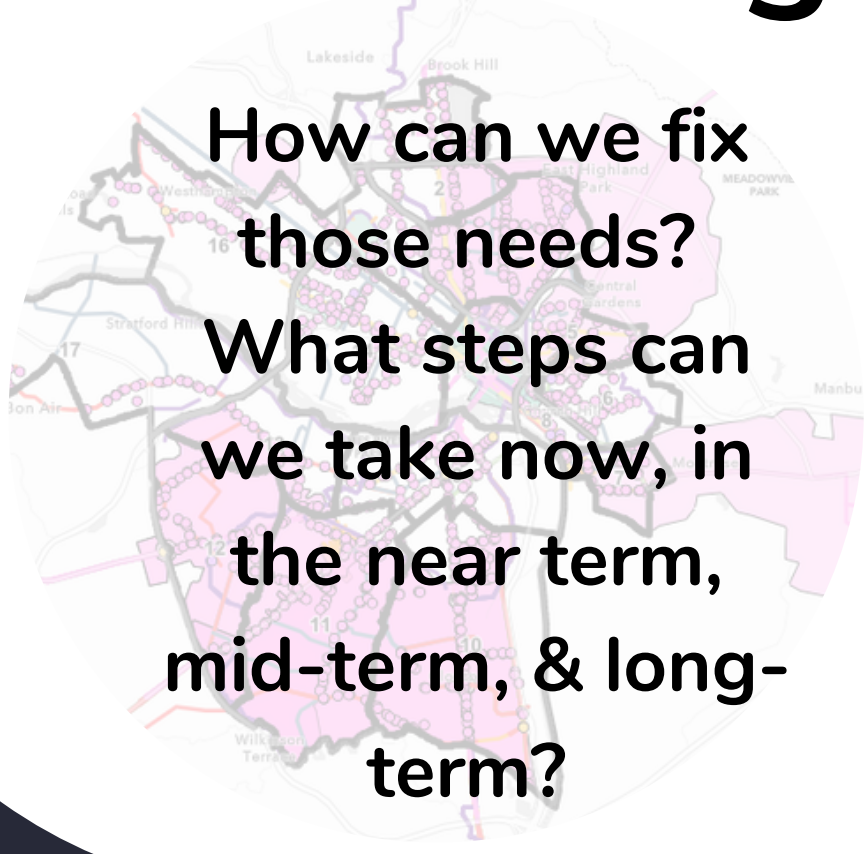


# Action Plan Process: How did we get here?

What do we want transportation to do?



**Needs**



**Implementation**

How can we pay for these improvements and who will be responsible?

**Policy**



**Recommendations**



# Steady Outreach

## Implementation

- Advisory Committee Recommendations Workshop
- July-August outreach to 'vote' on top recommendations
- Telephone town halls, pop up events, focus groups

Future:

- Project level outreach
- Program development outreach
- Lighter, Quicker, Cheaper design workshops
- City Council and CIP outreach

## Recommendations

**YOU ARE  
HERE**

## Needs

- Advisory Committee
- Neighborhood pop-ups & canvassing
- Focus groups
- Que Pasa, National Night Out, Jubilation in June
- Telephone Town Hall
- Online video & survey

- Tacos for Transportation
- Back to School Night
- Intercept Surveys
- Paid Community Liaisons
- Advisory Committee

## Policy



# Phase 4 Outreach Goals

- 6,794 responses = 3% percent of Richmonders
  - 1% of population to respond to **each** survey
    - Fulton (Area 7): Pop = 4,762.
      - Goal: **48** survey responses
    - Broad Rock/Walmsley (Area 11): Pop = 24,834.
      - Goal: **248** responses



- Get as many survey responses from Communities of Concern as possible through in-person outreach!



# Phase 4 Engagement



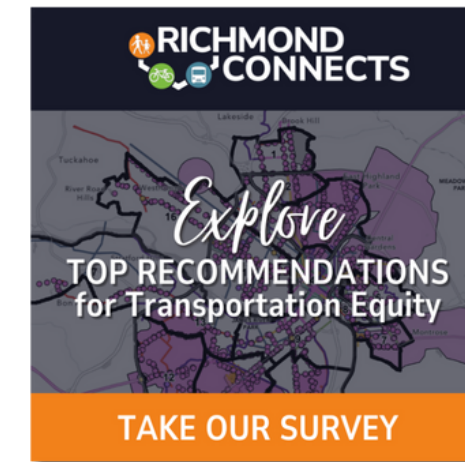
**17 of 17**  
**Areas Met 1%**  
**Population Target**  
**or More!!**



**OVER 20**  
**Community events**  
**and pop-ups in**  
**targeted locations**

**ALL IN**  
**Multimedia,**  
**multi-prong**  
**approach for**  
**promotion**

FaceBook Posts



Flyer



Utility Bill Insert



# Survey Stats - Overall

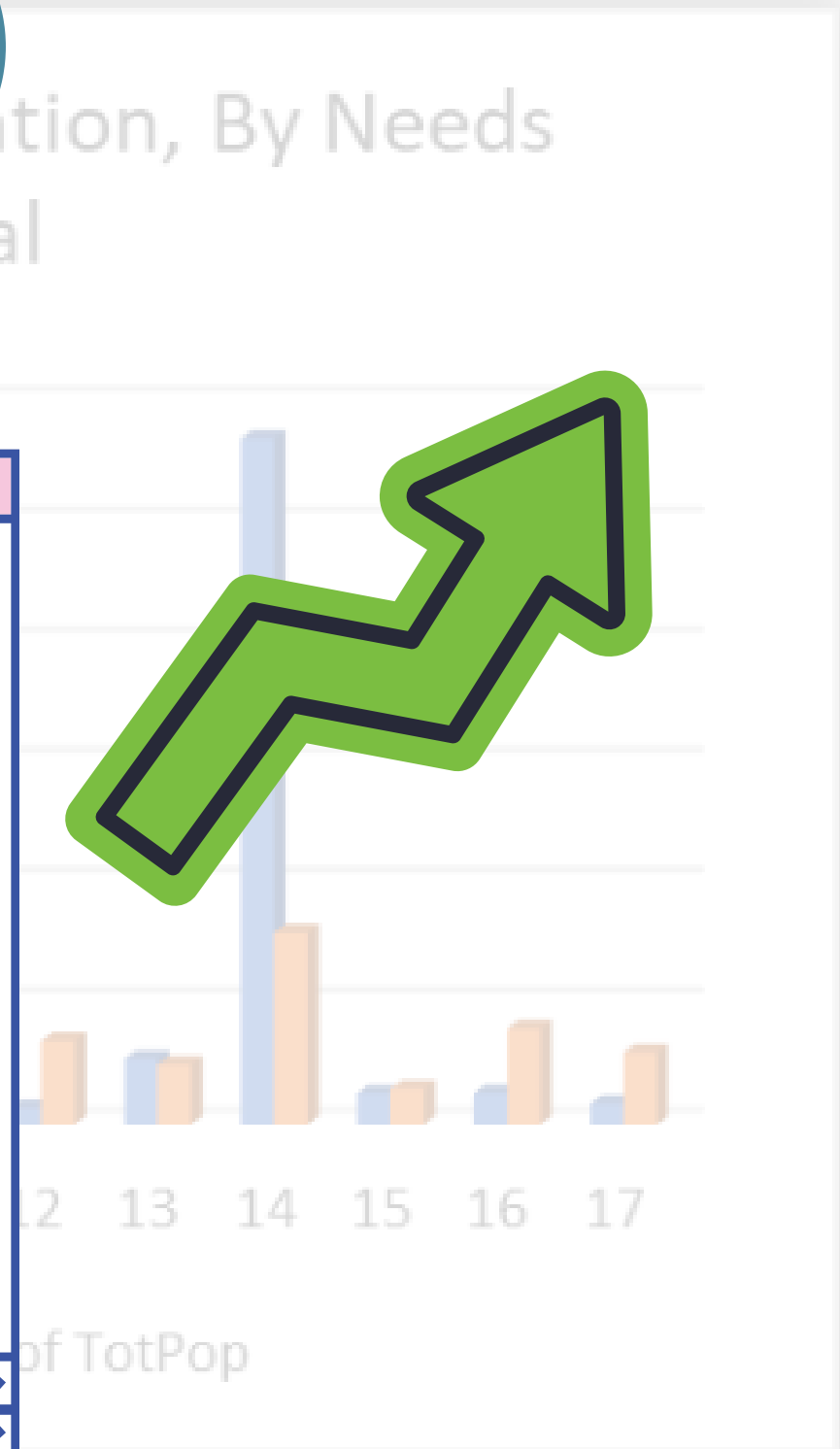
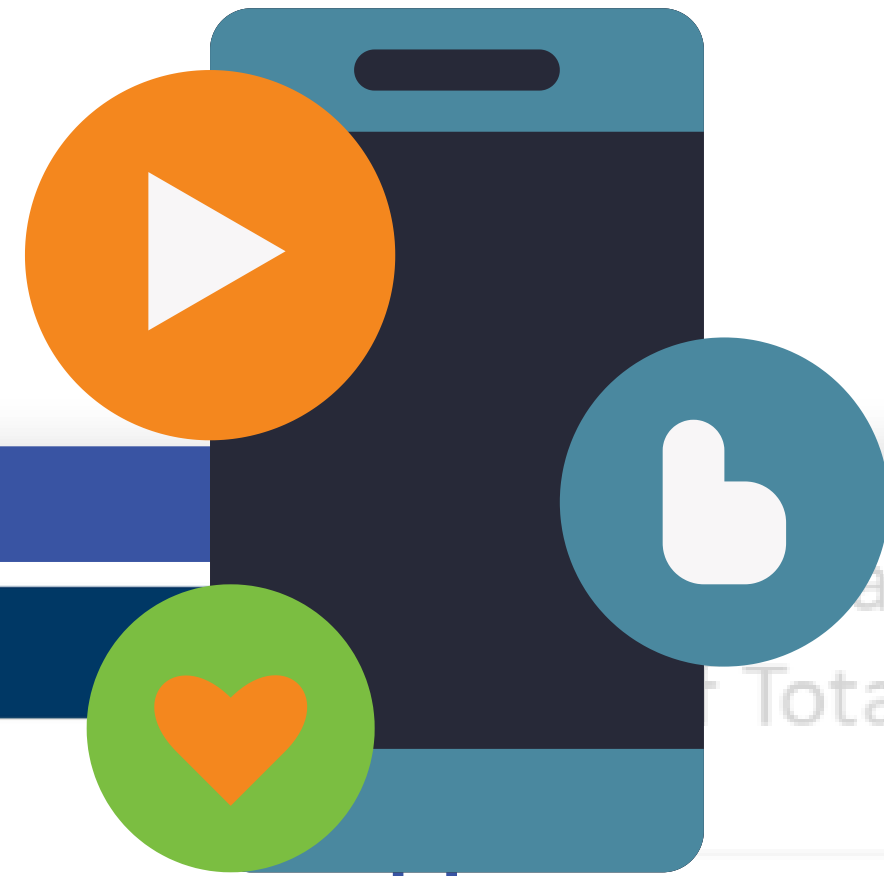
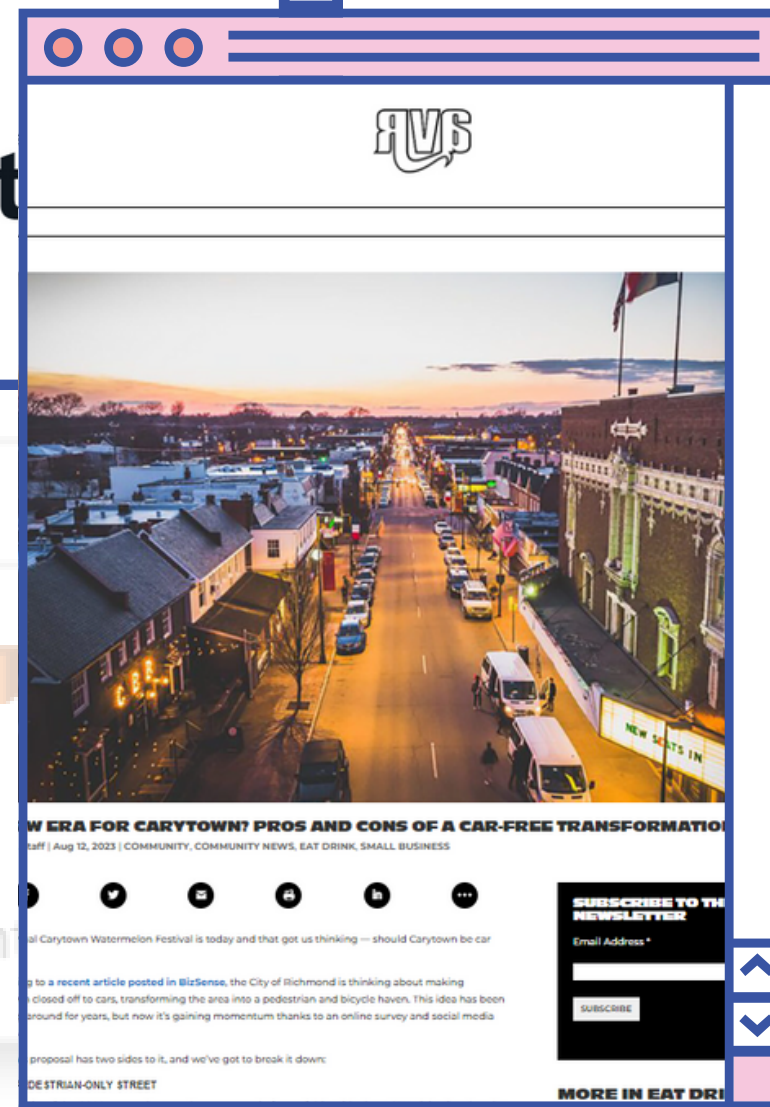
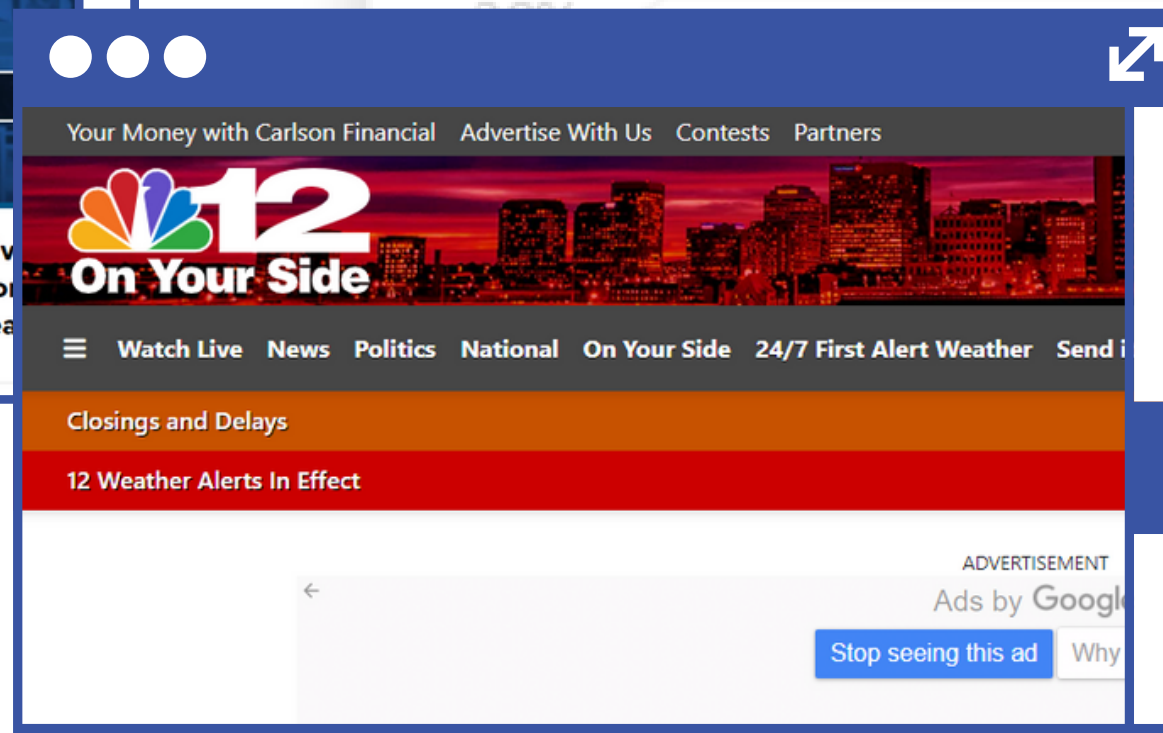
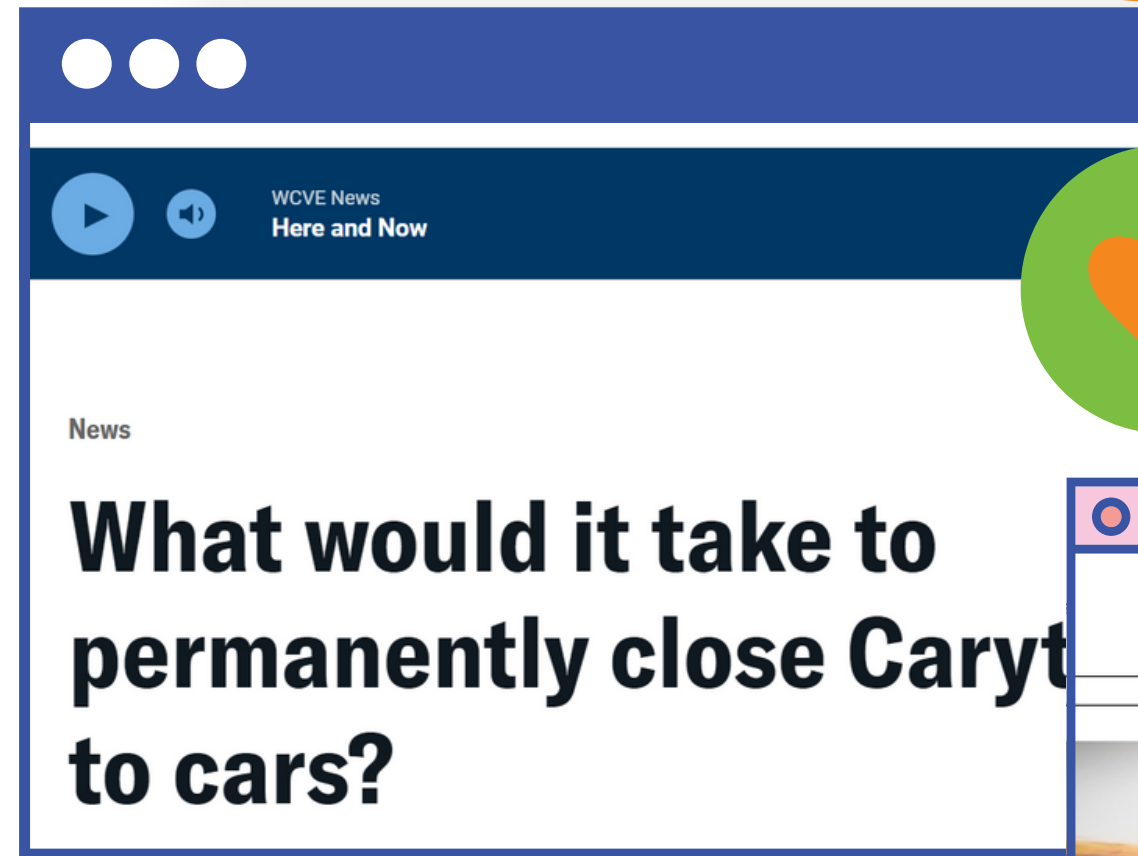
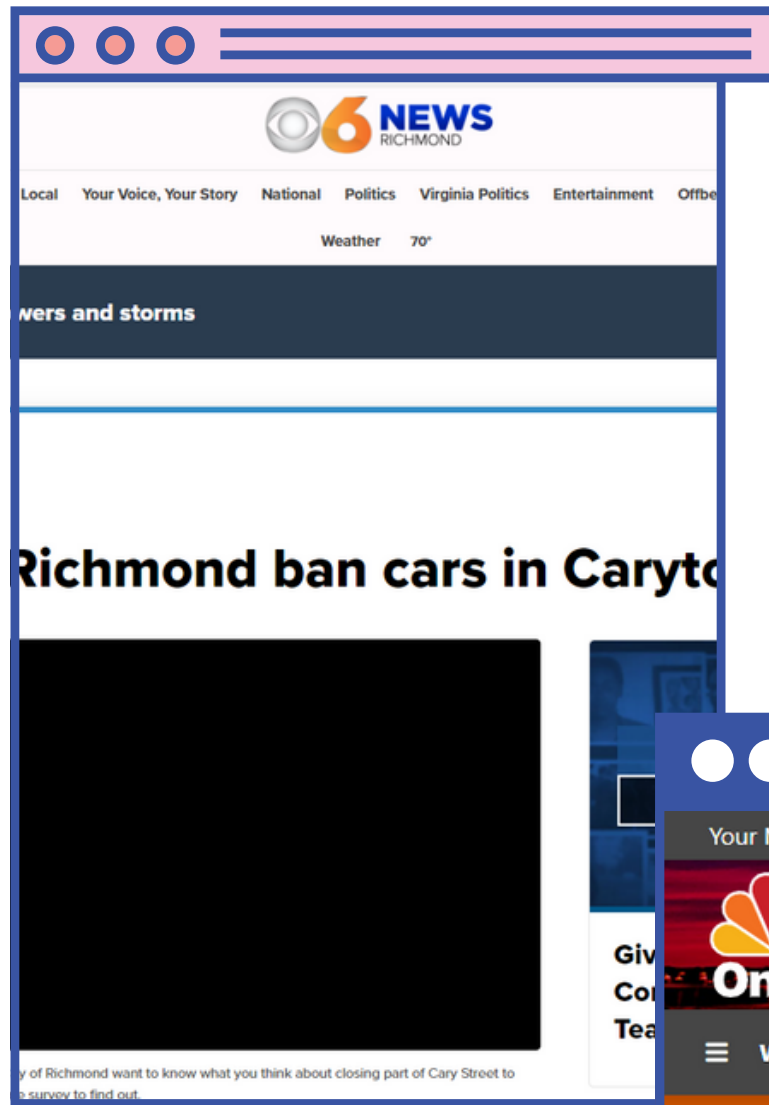
8,591  
Surveys

626 paper surveys





Carytown  
Recommendation  
went 'viral' pushing  
that area survey way  
beyond its goal

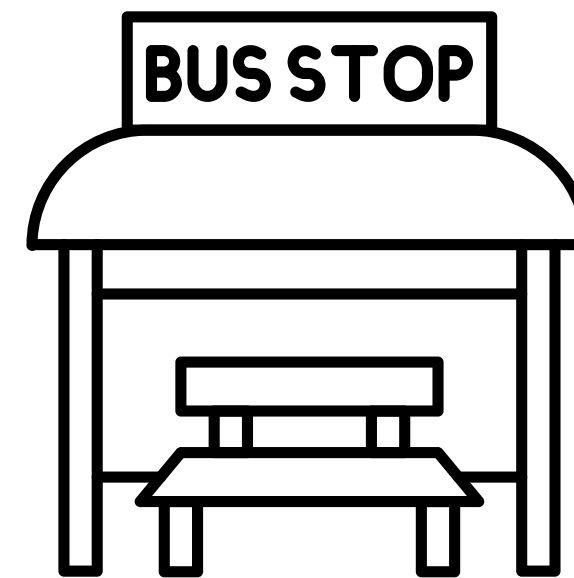


**This ‘viral’ trend gave extra skew to the results. However, the sample size was large enough that we could report results for “all Richmonders” weighted to be representative of the overall city population demographics.**



# High-Level Survey Results

- **Adding seating, shelter, and amenities at bus stops** was a highly-ranked recommendation in almost every area.
  - It was the #1 ranked recommendation in Downtown (including Gilpin) and Broad Rock/Walmsley
- **Improving sidewalks and filling sidewalk gaps** was a highly-ranked recommendation in all 9 areas where it was on the survey.



## Other top recommendations in Community of Concern areas:

- North-South BRT
- Pedestrian safety improvements on Chamberlayne Ave, Brooke Rd, Laburnum Ave, North Ave, and Azalea Ave
- Safety improvements on Semmes Ave and US Route 1
- Pedestrian improvements on Bells Rd, Walmsley Blvd, and Terminal Ave

**2**

## **PROCESS**

**Selecting recommendations to  
be included in the Action Plan**

# Selecting recommendations to be included in the Action Plan



1

## PRIORITIZE WHAT THE PEOPLE NEED

Identify first next steps for the recommendations that have the highest support from Communities of Concern and the general public.

2

## FINISH WHAT WE STARTED

Complete projects that have already been fully or partially funded.

3

## MOVE FORWARD WITH WHAT WE CAN

Identify projects that are ready and/or low-cost, and have at least a moderate level of public support.

A large orange circle containing the white number "3".

**3**

**PROCESS & EXERCISE TODAY**  
**Non-mappable strategies**  
**prioritization**



# Citywide & Programmatic Strategies Non-Mappable



**Prioritized via:**  
**-Focus groups**  
**-YOU, TODAY!**

1

**PRIORITIZE WHAT  
THE PEOPLE NEED**

Combine priority from Communities of Concern and advisory committee to select 5-7 strategies for each investment category

2

**'STAFF PICKS'**

Select key internal policies, programs, and priorities that need to be accelerated to implement prioritized strategies and projects

3

**HOW DO WE GET THERE**

Identify lead entity, first next step, and possible funding sources for each strategy

# RECAP: Strategies for Non-Mappable Needs

## 11 Investment Need Categories

### 60+ Non-Mappable Needs

### 200+ Potential Strategies

Need 1A.1 :Drivers don't share the road, aren't friendly with bicyclists, and park in bike lanes.



**BIKE LANE BARRIERS**  
Install temporary barriers between bike lanes and car lanes for a brief test period.

**PUBLIC SAFETY CAMPAIGN**  
Conduct a campaign to remind bicyclists and drivers of their rights and responsibilities and how to safely share the road.

Need 1A.4: Some people can't afford to own a bike or have a physical disability and can't ride a bike.



**BIKE UPCYCLING**  
Recycle and fix up old bicycles, and give them to low-income residents for free.

**BIKE SHARE DISTRIBUTION**  
Add more bikeshare stations near bus stops and low-income communities.

**MULTIMODAL BIKE LANES**  
Allow people who ride scooters or electric bikes, or use wheelchairs, and other smaller, lighter, single-person or two-wheeled devices to use bike lanes.





# Focus Groups

Friday September 15, 2023

9:30 AM to 4:00 PM

- Had each cubicle/office set up as a station for each Investment Need Category
- Moved strategies from needs posters to either high, medium, or low, or top 5 on priority poster, for each INC
- Wrote in new ideas; Combined existing strategies
- All - day in-person event
- Paid participation, targeting Communities of Opportunity
- 21 Participants, worked in two groups



# Focus Groups - Outcomes

- Prioritized Non-Mappable Projects, Programs, and Strategies for all 11 Investment Need Categories
- Wealth of understanding on the pros and cons of each from the perspective of community members

## Strategies to Address Non-Mappable Transit Needs Investment Need Category 2: Transit

### Top Five Strategies

Choose 5 strategies you think are most important, and put them at the top of the box. Then think about these questions, and re-write the strategy if you think it should be changed.

- Where is this strategy needed?
- Who benefits?
- How can this strategy be changed to benefit low-income black/brown persons?

<p><b>1</b></p> <p><b>BUS ARRIVAL TIME DISPLAYS</b> Add real-time displays showing bus arrival times to bus stops, especially in low-income areas. 2.1.c</p>	<p><b>2</b></p> <p><b>SIGNAL PRIORITY FOR BUSES</b> Upgrade the traffic signal technology so the signals can automatically detect buses and hold the green light so the buses run faster and more reliably. (especially the pulse) 2.1.d</p>	<p><b>3</b></p> <p><b>FREE RIDES FOR LATE BUSES</b> Develop a program for bus riders users to get rides on a free Uber/Lyft if their bus is 15 minutes later than scheduled. 2.1.b</p>	<p><b>4</b></p> <p><b>FARE-FREE GRTC</b> Prioritize keeping the bus free. 2.3.a</p>	<p><b>5</b></p> <p><b>TRAIL</b> Combine... 2.4.a</p>
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### High Importance

<p><b>PRIORITIZE BUS RELIABILITY</b> Prioritize spending more on bus drivers, buy more reliable technology to improve the bus system more reliable, stations with the areas and bus routes are late or off-schedule most frequently, pay the bus drivers live... 2.1.a</p>	<p><b>AFTER-HOURS RIDES</b> Invest money in an Uber-like service where bus riders can take a shared van instead of a bus stop to their destination, and take this van free if they are low-income. add security 2.5.c</p>	<p><b>AFTER-HOURS RIDES</b> Invest money in an Uber-like service where bus riders can take a shared van instead of a bus stop to their destination during hours that the bus doesn't run, and take this van for free if they are low-income. 2.2.a</p>			
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### Medium Importance

<p><b>Your Ideas</b> add security on buses for increased safety</p>					
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### Low Importance

<p><b>LIGHT RAIL TRANSIT</b> Study light rail as a future means to connect quickly with the more areas in and at the edges of the city. 2.5.b</p>	<p><b>CAR-SHARING</b> Bring more car-sharing programs into the city, cover car-sharing costs for low income Richmonders. 2.5.a</p>				
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## Strategies to Address Non-Mappable Safety Needs Investment Need Category 5: Safety/Security

### Top Five Strategies

Choose 5 strategies you think are most important, and put them at the top of the box. Then think about these questions, and re-write the strategy if you think it should be changed.

- Where is this strategy needed?
- Who benefits?
- How can this strategy be changed to benefit low-income and black/brown persons?

<p><b>1</b></p> <p><b>PUBLIC INPUT IN POLICING</b> Facilitate grassroots efforts for community policing, and lead a public outreach process so Richmonders can define and communicate how they want police to enforce traffic and safety laws. 5.3.c</p>	<p><b>2</b></p> <p><b>Your Ideas</b> Hire more police officers and make sure they come in from, not off the street, and make sure they are ready to respond to the needs of the community. 2.4.a</p>	<p><b>3</b></p> <p><b>ENFORCE SAFETY LAWS</b> Step up enforcement of transportation safety laws, including wearing seat belts, yielding to pedestrians, distracted driving, and speeding. Add more staff to make sure that enforcement is consistent. 5.2.a activity</p>	<p><b>4</b></p> <p><b>PUBLIC TOILETS</b> Build free-standing public restrooms along routes where lots of people walk, or provide financial incentives to businesses for allowing public use of restrooms. 5.6.b</p>	<p><b>5</b></p> <p><b>CROSSWALK VISIBILITY</b> Improve intersections to make sure drivers can see people crossing the street and people waiting to cross. Light up the street to see people. (like Christmas) 5.4.c</p>
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### High Importance

<p><b>PUBLIC SAFETY CAMPAIGN</b> Conduct a safety campaign for drivers, bicyclists, and pedestrians, and educate them on their rights and responsibilities, and how to safely share the road. 5.1.a</p>	<p><b>ENCOURAGE AWARENESS</b> Conduct a public awareness campaign to discourage driving and distracted driving. 5.1.b</p>	<p><b>SAFE ROUTES TO SCHOOL</b> Continue to seek more money for Safe Routes to School projects like more school crossing guards and better school zone speed enforcement. 5.5.a Hire more bus monitors to ride on the buses</p>	<p><b>PRIORITIZE DANGEROUS ROADWAYS</b> Identify which streets have high crashes and lots of speeding, and make changes to slow down cars on these streets first. 5.4.b</p>		
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### Medium Importance

<p><b>CRASH REPORTING</b> Work with local news report on crashes without blaming. 5.1.c</p>	<p><b>ENFORCEMENT REPORTING</b> Create a system for residents to report issues with enforcement, lack of enforcement. 5.3.b</p>	<p><b>NEW SPEED TECHNOLOGY</b> Look into other potential tools and strategies for reducing speeding. Maybe one related to 'smart roads' or other technology that can communicate with cars and smart phones when someone is in an intersection. app in your phone, public in your car. 5.2.d</p>	<p><b>PUBLIC SEATING</b> Install more benches throughout the city along routes where lots of people walk. 5.6.a</p>		
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### Low Importance

<p><b>REVENUE FOR SAFETY PROJECTS</b> Use the money from writing tickets to fund projects that improve pedestrian and bicycle safety. 5.3.d</p>	<p><b>SPOKESPEOPLE FOR SAFETY</b> Get the Mayor and City leaders to talk about why safety is important and tell people the City will be stepping up enforcement (issuing warnings and writing tickets) in a way that does not negatively impact minority or low-income people more than others. 5.3.e</p>	<p><b>POLICE TRAINING</b> Train police officers on transportation safety priorities, how to communicate with communities of opportunity, and enforce laws without escalation. 5.3.a</p>	<p><b>SPEED CAMERAS</b> Use cameras for automated enforcement to issue warning tickets for speeding. 5.2.c</p>	<p><b>RED LIGHT CAMERAS</b> Use cameras for automated enforcement to issue warning tickets for running red lights. 5.2.b</p>	<p><b>DESIGN FOR SLOW SPEED</b> Change the streets so it's easier to drive fast. 5.4.a</p>	<p><b>NO RIGHT ON RED</b> Make all intersections No Right Turn On Red. 5.4.d</p>
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# Focus Groups - Outcomes

- Each group did their own prioritization.
- Second group could see and reflect on previous group's work.
- Last hour spent reconciling major differences as a whole group (Safety and Sustainability were worked through together)
- Notes were taken on rationale



# Focus Groups - Outcomes

## Top 5 - 8 Non-Mappable Recommendation for each INC

**Strategies to Address Non-Mappable Safety Needs**  
Investment Need Category 5: Safety/Security

**Top Five Strategies**  
Choose 5 strategies you think are most important, and put them at the top of the box. Then think about these questions, and re-write the strategy if you think it should be changed.

- Where is this strategy needed?
- Who benefits?
- How can this strategy be implemented?

**1 ENCOURAGE AWARENESS**  
Conduct a public awareness campaign to discourage distracted driving and distracted walking.  
5.1.b

**2 SAFE ROUTES TO SCHOOL**  
Continue to seek more money for projects like school crossing guards and before-school zone speed enforcement.  
5.5.a

**3 CROSSWALK VISIBILITY**  
Improve intersections to make sure drivers can see people crossing the street and people waiting to cross.  
*Light up the street to see people (like Christmas)*  
5.4.c

**PUBLIC TOILETS**  
Build free-standing public restrooms along routes where lots of people walk, or provide financial incentives to businesses for allowing public use of restrooms.  
5.6.b

**PUBLIC SEATING**  
Install more benches throughout the city along routes where lots of people walk.

**PUBLIC TOILETS**  
Build free-standing public restrooms along routes where lots of people walk, or provide financial incentives to businesses for allowing public use of restrooms.  
5.6.b

**PUBLIC INPUT IN POLICING**  
Facilitate grassroots efforts for community policing, and lead a public outreach process so Richmonders can define and communicate how they want police to enforce traffic and safety laws.  
5.3.c  
*+ consider increases in enforcement + consider 5.3.b*

**ENFORCEMENT REPORTING**  
Create a system for residents to report issues with enforcement or lack of enforcement.  
5.3.b  
*this helps w/ 5.3.c*

**Strategies to Address Non-Mappable Sustainability Needs**  
Investment Need Category 10: Sustainability

**Strategies**  
Think about these questions, and re-write the strategy if you think it should be changed.

- Where is this strategy needed?
- Who benefits?
- How can this strategy be implemented?

**1 REQUIRE FRIENDLY BUILDING**  
Change the requirements for new buildings so builders have to put in sidewalks and street trees, and use materials that reduce flooding, keep pollution out of rivers and streams, and don't make the air hotter.  
10.5.e

**2 USE COOLER MATERIALS**  
Use light color asphalt, light color roofs, and roofs with plants (green roofs) to cool the air and reduce heat.  
10.5.c

**3 COOLING CENTERS**  
Provide shade and cooling areas like cooling centers at community centers and libraries, and shelters and solar-powered fans at bus stops. Figure out where temperatures are the hottest and which communities are most at risk for heat-related illness and provide shade and cooling centers in these areas first.  
10.5.d

**4 CITY INVESTMENTS**  
When the City hires businesses to do work, like repave roadways and install street lights, make sure they give preference to minority-owned and energy-efficient contractors and that use green-energy and green-vehicles.  
10.1.a

**5 ENVIRONMENTAL EDUCATION CAMPAIGNS**  
*Your Ideas: Bring the food + education to...*

**6 LANDSCAPING IN NEIGHBORHOODS**  
Plant more trees, plants, landscaping, and other green infrastructure along streets throughout the City to create more shade, absorb rainwater, and improve water quality.  
10.5.a

**7 MORE PLANTS**  
Plant more trees, plants, landscaping, and other green infrastructure along streets throughout the City to create more shade, absorb rainwater, and improve water quality.  
10.5.a

**Selecting recommendations to  
be included in the Action Plan**



**Today:**

**Using professional and community  
knowledge, re-prioritize non-  
mappable recommendations**

**(10:30 -11:15)**

**Selecting recommendations to  
be included in the Action Plan**



**Report Out:  
One strategy you moved  
and why?  
(11:15-11:30)**

## 4

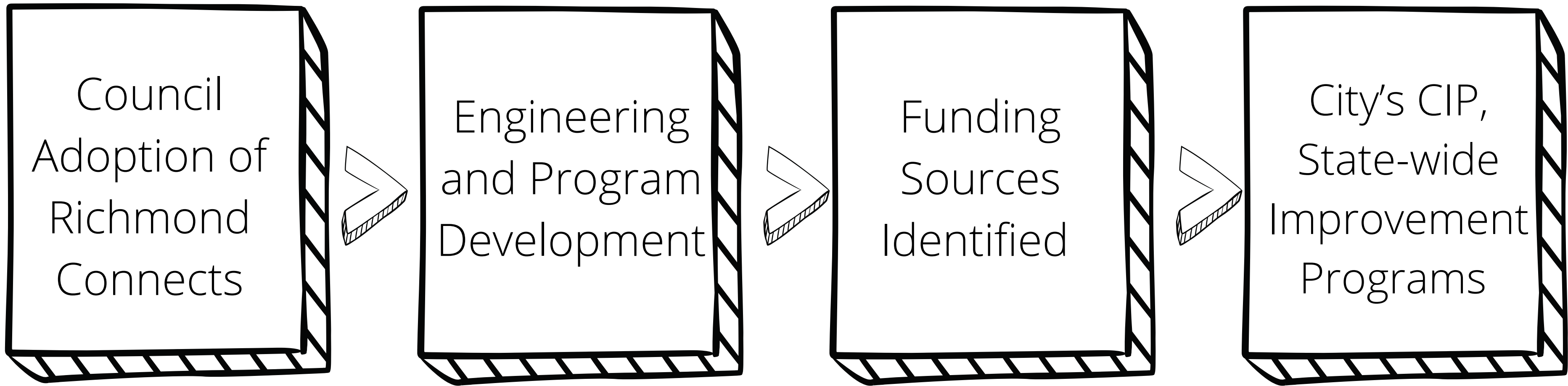
# Next Steps (immediate):

- Advisory committee prioritization of Non-mappable strategies combined with CofC, feed directly into action plan
- Finalize draft action plan next two weeks
- Public Review in November (aiming for 11/21 - 12/4) - *We have heard so much already, one more chance to make sure we got it right!*
- Adoption in January

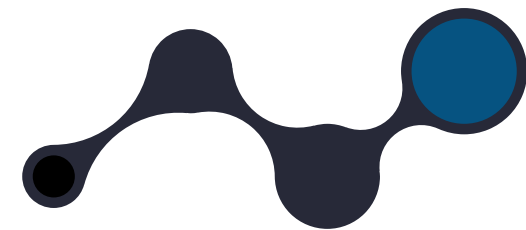




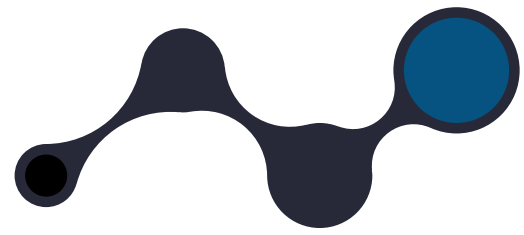
# 4 Next Steps (longer term):



2024 +



**Phase: Implementation**



# Future: Implementation

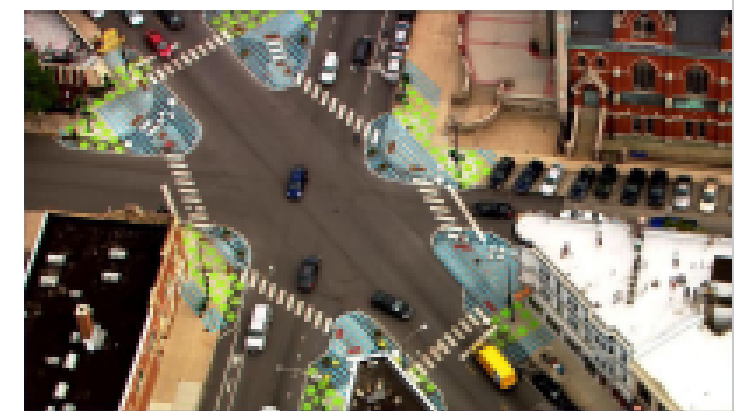
## Spring 2024 +

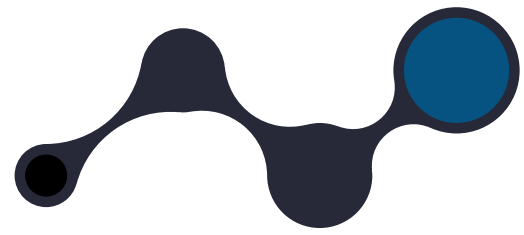
### Temporary Traffic and Routing Solutions

### Bus stops, Parking Lots, and Street Amenities

### Public Art and Safety Culture Art

Lighter  
Quicker  
Cheaper





# Implementation



Federal Planning and Programming – FHWA, FTA, other modal agencies and programs, Infrastructure Investment and Jobs Act (IIJA)

Statewide Planning & Programming – VDOT, DRPT, OIPI, other agencies - Six Year Improvement Program, Additional Competitive Grants

Regional PlanRVA Administered Funds - CMAQ Distributions, RSTBG, Competitive Grants  
Regional CVTA funds

Local Capital Improvement Program, Local CVTA funds



State of Good Repair Maintenance Funds



# 5 Poster Review Session

Advisory Committee review of mapped  
recommendations

***Last 15 minutes today + next few days***

- Is the project language in need of edits?
- Are there details that need to be added to a project?
- Write on post it note, or email later to Kelli



# Thank you!

**Kelli Nash Rowan, AICP**

**Office of Equitable Transit and Mobility**

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