

Richmond Connects Engagement Phase 4

FOCUS GROUP SUMMARY

September 15, 2023 | 9:30am to 3:30pm | OETM Office

Participants

1. Lakeshia Newby, Gilpin/Downtown
2. Sunshine Konzen, Fairfield
3. Aquanetta Scott, Fairfield/Church Hill
4. Dreame Boyd, Gilpin/Downtown
5. Peggy Hagadorn, Washington Park/Ginter Park
6. Zorantae Ball, Fairfield
7. Denay Hill, Washington Park/Ginter Park
8. Barbara Goode, Route 1
9. Rodney Gaines, Walmsley/Broad Rock
10. Samara Bennette, Fairfield
11. Leon Bennette, Fairfield
12. Johnell Ferrell, Fulton
13. Cecilia Kidd-Route 1
14. William Davis, Swansboro/Route 1
15. Tickquasha Johnson, Church Hill
16. Corey Harris, Fulton
17. Hydiah Rahim, Midlothian/German School
18. Sadiqa Rahim, Chestnut Hill
19. Raquib Rahim, Chestnut Hill
20. John Everette, IV, Midlothian/German School
21. Yelania Heskil, Huguenot

Facilitation Team

Chenice Brown, OETM

Jessica Dimmick, EPR

Kelli Rowan, OETM

Emily Routman, EPR

Alex Ablack, OETM Intern

Lux Aghomo, City of Richmond Intern

FOCUS GROUP PURPOSE AND BACKGROUND

The purpose of this focus group session was to prioritize the strategies for addressing citywide and programmatic needs from the perspective of Richmond's Communities of Concern.

Prior phases of Richmond Connects identified citywide and programmatic (i.e. non-mappable) needs for each of the 11 Investment Need Categories (INCs). 145 non-mappable needs among the 11 INCs were identified based on public comments, discussions with stakeholders, and through conversations throughout the needs identification process. The 145 non-mappable needs were refined into a list of approximately 60 non-mappable needs to be addressed by recommendations.

The Richmond Connects team drafted one or more recommendations to address each non-mappable need. Some of these recommendations came from adopted plans like the Richmond 300 Master Plan, Vision Zero Action Plan, and RVAGreen2050 Climate Equity Action Plan. Other recommendations were developed by the Richmond Connects team and the Richmond Connects Steering Committee.

These recommendations to address the non-mappable needs complement the other mappable recommendations that were presented to the public for feedback in the Richmond Connects Phase 4 survey.

The Phase 4 focus group reviewed over 200 recommendations in the form of strategies to address the non-mappable needs for all 11 INCs. The outcome of the focus group was to produce a top 5 list of strategies for each INC that represent the priorities from the perspective of Richmond's Communities of Concern.



Facilitation Method

Participants were split into two groups of 10-11 participants per group with two facilitators and 1 note-taker per group.

Stations were set up for each INC, and the groups worked on the strategies for one INC at a time. Each INC station had two posters.

- First poster listed the needs for that INC, and the strategies under each need. Each strategy was printed on a card that was attached to the poster by a Velcro dot.
- The second poster contained four sections:
 1. Top 5 Most Important Strategies
 2. High Importance Strategies
 3. Medium Importance Strategies
 4. Low Importance Strategies


One by one, the facilitators read and explained each strategy, and asked the focus group participants to move the strategy card to one of the four sections on the second poster. Facilitators asked the participants if any parts of the strategy wording should change, including deleting or adding new parts to the strategy.

There were also a handful of "Your Idea" blank strategy cards that the participants had the opportunity to add different strategies for certain needs if they felt a strategy was missing.

After each group had gone through all 11 INC stations, both groups debriefed together and tried to reconcile the differences between their Top 5 choices for the Sustainability (INC 10) and Safety/Security (INC 5) strategies.

Focus Groups - Starting Materials

Strategies to Address Non-Mappable **Bicycle** Needs
Investment Need Category 1A: Bicycle



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

Need 1A.2: Bike lanes have trash, debris, and weeds.

Need 1A.3: There aren't bike racks or other places to park a bike.

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

Need 1A.5: Bikeshare is too expensive.

Other Needs: Write in

Strategies to Address Non-Mappable **Bicycle** Needs
Investment Need Category 1A: Bicycle

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 people?

1 2 3 4 5

High Importance

Medium Importance

Low Importance

Results

In the following pages, each group’s prioritization results are listed by Investment Need Category. For INCs 5 (Safety/Security) and 10 (Sustainability), the post-group reconciliation prioritization results are listed. For the “Top 5 Most Important Strategies” row, the strategies are listed in no particular order and their numbering does not reflect any prioritization among the top 5.

Blue text denotes an addition to the strategy.

A strikethrough denotes a deletion to part of the strategy.

Red text denotes a new strategy idea from the focus group.

The focus group participants suggested combining two or three strategies together. These strategies are noted with “**COMBINED WITH**” in orange text.

Prioritized Strategies for Non-Mappable **Bicycle** Needs (INC 1a)

	Group 1	Group 2
Top 5 Most Important Strategies	<ol style="list-style-type: none"> Public Safety Campaign: Conduct a campaign to remind bicyclists and drivers of their rights and responsibilities and how to safely share the road. (1A.1.b) Bike Upcycling: Recycle and fix up old bicycles and give them to low-income residents for free. (1A.4.a) Clean Bike Lanes: Clean the bike lanes more frequently. (1A.2.a) More Bike Racks: Install more bike racks. (1A.3.a) 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. E-bikes and scooters are too fast. (1A.4.c) 	<ol style="list-style-type: none"> Cheaper Bikeshare: Reduce the price of the bikeshare system for all residents, with a sliding scale for income + free for RRHA (1A.5.b) Bike Lane Barriers: Install temporary barriers between bike lanes and car lanes for a brief test period. (1A.1.a) 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. (1A.4.c) More Bike Racks: Install more bike racks + free locks or locks on racks (1A.3.a) Public Safety Campaign: Conduct a campaign to remind bicyclists and drivers of their rights and responsibilities and how to safely share the road. (1A.1.b)
High Importance Strategies	<ul style="list-style-type: none"> Free Bikeshare for RRHA: Make bikeshare free to all RRHA residents. (1A.5.a) Cheaper Bikeshare: Reduce the price of the bikeshare system for all residents, with a sliding scale for income (1A.5.b) 	<ul style="list-style-type: none"> Bikeshare Distribution Add more bikeshare stations near bus stops and low-income communities + improve hours and process for doing registration (1A.4.b) Free Bikeshare for RRHA: Make bikeshare free to all RRHA residents. (1A.5.a)
Medium Importance Strategies	<ul style="list-style-type: none"> Bike Lane Barriers: Install temporary barriers between bike lanes and car lanes for a brief test period. (1A.1.a) Bikeshare Distribution: Add more bikeshare stations near bus stops and low-income communities (1A.4.b) 	<ul style="list-style-type: none"> Bike Upcycling Recycle and fix up old bicycles and give them to low-income residents for free + application process needed (1A.4.a)
Low Importance Strategies		<ul style="list-style-type: none"> Clean Bike Lanes: Clean the bike lanes more frequently. (1A.2.a)

Discussion Notes

In general, the focus group participants did not include avid bicyclists. When reviewing the strategies for non-mappable bicycle needs, the focus group participants generally held the view of a driver interacting with a bicyclist.

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing bicycle needs:

- Barriers on the street to separate bicycles and cars are a good idea as long as it doesn't take up more road space.
- Frequent bicycle events cause traffic within the city, and biking groups shouldn't be able to take up the whole road.
- Recent city road projects have prioritized bikes over cars.
- All bikes should stay in their respective lanes. This includes electric wheelchairs and scooters.
- There is actually a privilege in having a bike. To solve this inequity there should be more electric bike racks around the city and a faster more efficient retrieval program for said bikes. This program should also come with a database to be able to see what bikes are available.
- There should be free bike programs in low income areas, but identifying said areas will be hard.
- Lowering the price of bike fare to those who are low income is a good idea, but participants expressed concerns with identifying who those people are.
- Bike access should be equitable and that will serve as incentive for our communities of color to use the programs. There should also be options for bike carts for hauling goods/groceries as well as younger family members.
- Several focus group participants expressed dislike for bicycle lanes being implemented by taking away a vehicle lane.
- Several older participants acknowledged their bias and agreed younger Richmonders may use bike lanes more *if* they were safe and people knew about free bikeshare.
- Pedestrian improvements overall were preferred over bike lanes and most participants agreed that the priority should be pedestrian safety first.

Participants wrote the following additional ideas, but did not put them on the posters:

- More bike racks, for children also. Bike racks need intentional locations. Bikeshare needs to be free for everyone.
- Take a census of bike lanes that are needed in those car parking when bike lanes are in front by Hotchkiss down Brooklyn Park. Bike lane across MLK Bridge Turn in Block of Mosby
- Bike lanes can make driving unsafe.

	Group 1	Group 2
<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 1. Sustainable Street Lighting: Replace streetlights with LED bulbs and run them off solar power so they still work when the power goes out, use less energy, and cost less to keep on. (1B.2.b) 2. Better Street Lighting: Install more night lighting on streets with lots of crashes so drivers can see people walking better. Develop an equity-based process to figure out which areas have the most crashes, crimes, or beautification needs, and install more lighting in these areas first. (1B.2.a) 3. Development Requirements: When a new building is being constructed, require the builders to provide sidewalks, street trees, benches, and other things that make it feel comfortable for pedestrians, and not just designed for cars. (1B.4.a) 4. Accessible Bus Stops: Focus on making bus stops and getting to the bus stop easier for people who have disabilities. (1B.3.d) 5. Fix Sidewalks Near Disabled Communities: Identify disability hot spots where lots of neighbors have physical disabilities, like near assisted living group homes or senior living, and fix the streets and sidewalks in these areas first. (1B.3.a) 	<ol style="list-style-type: none"> 1. New Technology for Pedestrians with Disabilities: Research and install new technology for traffic signals and crosswalks to make it safer and easier for people who are blind or visually impaired to cross the street. (1B.3.e) 2. Sustainable Street Lighting: Replace streetlights with LED bulbs and run them off solar power so they still work when the power goes out, use less energy, and cost less to keep on. (1B.2.b) COMBINED WITH Better Street Lighting: Install more night lighting on streets with lots of crashes so drivers can see people walking better. Develop an equity-based process to figure out which areas have the most crashes, crimes, or beautification needs, and install more lighting in these areas first. (1B.2.a) 3. Accessible Bus Stops: Focus on making bus stops and getting to the bus stop easier for people who have disabilities. (1B.3.d) COMBINED WITH Fix Sidewalks Near Disabled Communities: Identify disability hot spots where lots of neighbors have physical disabilities, like near assisted living group homes or senior living, and fix the streets and sidewalks in these areas first. (1B.3.a) 4. More Handicapped Parking: Add more handicapped parking around the city, so that limited parking can be reserved for those who need it most. (1B.4.j) 5. Development Requirements: When a new building is being constructed, require the builders to provide sidewalks, street trees, benches, and other things that make it feel comfortable for pedestrians, and not just designed for cars. (1B.4.a)

Group 1

Group 2

<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Crosswalk Timing: Change the timing of the traffic lights to make it easier for pedestrians to cross the street, and to ensure turning traffic does not have a green light when pedestrians are crossing. (1B.1.b) • More Handicapped Parking: Add more handicapped parking around the city, so that limited parking can be reserved for those who need it most. (1B.4.j) • More Bikeshare Modes: Add other vehicles, such as sit-on e-scooters and side-cars/wagons for children to the bike sharing program. (1B.3.f) • Incentivize Sustainable Transportation: Spread awareness of non-car options for getting around and provide incentives to do so. (1B.4.h) • New Technology for Pedestrians with Disabilities: Research & install new technology for traffic signals and crosswalks to make it safer and easier for people who are blind or visually impaired to cross the street. (1B.3.e) • Wheelchair Rides: Get the word out that people who use wheelchairs can get same-day, direct non-stop rides through Round Trip and UZURV, and help low-income people pay for this service. (1B.3.b) • Pedestrian Detection: Upgrade traffic signals with new technology to automatically detect pedestrians, bicyclists, and transit vehicles so these modes get a green light faster. (1B.3.c) 	<ul style="list-style-type: none"> • Crosswalk Timing: Change the timing of the traffic lights to make it easier for pedestrians to cross the street, and to ensure turning traffic does not have a green light when pedestrians are crossing. (1B.1.b) • Slow Down Intersections: Install features at intersections that make cars slow down at crosswalks and make it easier for drivers to see pedestrians trying to cross the street. (1B.1.a) • All-Inclusive Transportation Technologies: Figure out how to make sure everyone, including people who don't have smartphones or a bank account, or who have a physical disability, can still use new transportation technology (Uber/Lyft, electric and driverless vehicles, and car-sharing) + education (1B.3.c) • Incentivize Sustainable Transportation: Spread awareness of non-car options for getting around and provide incentives to do so. (1B.4.h)
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Group 1

Group 2

<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • Slow Down Intersections: Install features at intersections that make cars slow down at crosswalks and make it easier for drivers to see pedestrians trying to cross the street. (1B.1.a) • All-Inclusive Transportation Technologies: Figure out how to make sure everyone, including people who don't have smartphones or a bank account, or who have a physical disability, can still use new transportation technology (Uber/Lyft, electric and driverless vehicles, and car-sharing) (1B.3.c) • Change Car-Centric Legislation: Identify laws and government procedures that discourage walking, biking, and taking the bus, and work to change them. (1B.4.c) • Empower Leaders in Safety: Give power to the Safe and Healthy Streets Commission when selecting and designing transportation projects (make sure the Commission talks to the residents) (1B.4.f) • Educate Our Leaders: Educate City Council and decisionmakers why it is important to move away from depending only on cars and how to change things. (1B.4.g) 	<ul style="list-style-type: none"> • Pedestrian Detection: Upgrade traffic signals with new technology to automatically detect pedestrians, bicyclists, and transit vehicles so these modes get a green light faster. (1B.3.c) • Wheelchair Rides: Get the word out that people who use wheelchairs can get same-day, direct non-stop rides through Round Trip and UZURV, and help low-income people pay for this service. (1B.3.b) • Car-Share: Bring car-share to Richmond so people have the option to use a car for a few hours without needing to own one. (1B.4.b)
<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • Car-Share: Bring car-share to Richmond so people have the option to use a car for a few hours without needing to own one. (1B.4.b) • Rails to Trails: Build more trails along railroads. (1B.4.e) • Wayfinding Pedestrian Signage: Install signs that point to destinations and tell you how long it will take to walk there, making it easier to choose walking over driving. (1B.4.j) • Try Bike-Walk or Slow Streets: Experiment with temporarily closing some streets to car traffic or creating "bike-walk streets" that are designed for people to walk in the street and cars go slow around them. (1B.4.c) 	<ul style="list-style-type: none"> • More Bikeshare Modes: Add other vehicles, such as sit-on e-scooters and side-cars/wagons for children to the bike sharing program. (1B.3.f) • Change Car-Centric Legislation: Identify laws and government procedures that discourage walking, biking, and taking the bus, and work to change them. (1B.4.c) • Try Bike-Walk or Slow Streets: Experiment with temporarily closing some streets to car traffic or creating "bike-walk streets" that are designed for people to walk in the street and cars go slow around them. (1B.4.c) • Rails to Trails: Build more trails along railroads. (1B.4.e) • Empower Leaders in Safety: Give power to the Safe and Healthy Streets Commission when selecting and designing transportation projects. (1B.4.f) • Educate Our Leaders: Educate City Council and decisionmakers why it is important to move away from depending only on cars and how to change things. (1B.4.g) • Wayfinding Pedestrian Signage: Install signs that point to destinations and tell you how long it will take to walk there, making it easier to choose walking over driving. (1B.4.j)

Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing pedestrian needs:

- Pedestrians walking at night should be required to wear more reflective clothing.
- The city as a whole should putting more streetlights along its dark roads. Conditions as they are now are hazardous.
- Have more advertising and canvassing for community rideshare programs in order to get the resource out there with all its benefits.
- Streamline transportation communications as a whole with one application

Prioritized Strategies for Non-Mappable **Transit** Needs (INC 2)

	Group 1	Group 2
<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 1. Bus Arrival Time Displays: Add real-time displays showing bus arrival times to bus stops, especially in low income areas. (2.1.c) 2. Signal Priority for Buses: 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 (<i>especially the Pulse</i>) (2.3.d) 3. Free Rides for Late Buses: Develop a program for bus riders to get rides on a free Uber/Lyft if their bus is 15 minutes later than scheduled. (2.1.b) 4. Fare-Free GRTC: Prioritize keeping the bus free. (2.3.a) 5. Train More Bus Drivers: Combine city agencies' abilities and make a program to bring in and train more bus drivers from low-income areas and high schools. (2.4.a) 	<ol style="list-style-type: none"> 1. Prioritize Bus Reliability: Prioritize spending money to hire more bus drivers, buy more buses, and improve technology to make the bus system more reliable, starting with the areas and bus routes that are late or off-schedule most frequently (2.1.a) 2. Bus Arrival Time Displays: Add real-time displays showing bus arrival times to bus stops, especially in low income areas. (2.1.c) 3. Safety on buses. 4. Focus these programs on areas without bus routes. In areas with existing routes, focus on improving those. 5. Fare-Free GRTC: Prioritize keeping the bus free. (2.3.a)
<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Prioritize Bus Reliability: Prioritize spending money to hire more bus drivers, buy more buses, and improve technology to make the bus system more reliable, starting with the areas and bus routes that are late or off-schedule most frequently (<i>pay the bus drivers livable and higher wages</i>) (2.1.a) • After-Hours Rides: Invest money in an Uber-like service where bus riders can take a shared van instead of the bus from their block (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. (<i>add security</i>) (2.2.a) 	<ul style="list-style-type: none"> • Train More Bus Drivers: Combine city agencies' abilities and make a program to bring in and train more bus drivers from low-income areas and high schools. (2.4.a)

Group 1

Group 2

<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • Add security on buses for increased safety 	<ul style="list-style-type: none"> • Signal Priority for Buses: 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 2.3.d) • After-Hours Rides: Invest money in an Uber-like service where bus riders can take a shared van instead of the bus from their block (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>Low Importance Strategies</p>	<ul style="list-style-type: none"> • Light Rail Transit: Study light rail as a future means to connect quickly with the more rural areas and at the edges of the City. (2.5.b) • Car-Sharing: Bring more car-sharing programs into the city, cover car-sharing costs for low income Richmonders. (2.5.a) 	<ul style="list-style-type: none"> • Light Rail Transit: Study light rail as a future means to connect quickly with the more rural areas and at the edges of the City. (2.5.b) • Car-Sharing: Bring more car-sharing programs into the city, cover car-sharing costs for low income Richmonders. (2.5.a) • Free Rides for Late Buses: Develop a program for bus riders to get rides on a free Uber/Lyft if their bus is 15 minutes later than scheduled. (2.1.b)

Discussion Notes

When discussing the microtransit strategy, participants in Group 1 expressed concern about what to do if the microtransit vehicle showed up and a rider in the vehicle was someone they do not feel safe around. With the current GRTC fixed route bus service, if this happens, the person waiting for the bus can choose to not get on the bus and wait for the next bus. With microtransit, what would happen if they could not get on the vehicle because another rider on that vehicle is someone they do not feel safe around?

Personal safety and security was a topic much discussed for Group 1 participants. Group 1 participants enthusiastically said they wanted more security (e.g. security guards and more nighttime lighting) on the bus and at bus stops.

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing transit needs:

- Better bus timing is needed (more on-time transit)
- More information regarding bus times is needed
- Drivers don't always follow their own driving paths. Some drivers drive in the bus lane on Broad Street.
- Provide better training for city bus drivers and hire more bus drivers.
- A car-share program has too many confusing logistics.
- The group had several concerns of a “zip car” like program (cleanliness, stealing, general safety)
- The group has cost concerns of an equitable Uber program (how will we determine who gets a discount?)

- The city should refocus the rideshare program to places without buses in the city.
- Rideshare is a quicker solution in areas where land use prevents buses.
- Community members have issues with understanding funding for bus programs, want more transparency on how we fund transit programs.

Prioritized Strategies for Non-Mappable Freight Needs (INC 3)

	Group 1	Group 2
Top 5 Most Important Strategies	<ol style="list-style-type: none"> 1. Maximize Port and Railways: Make sure that Richmond’s port and railways are being used to their full capacities to help city growth, ensure goods make it to city stores and job sites, and to create full-time jobs. (3.1.c) 2. Free Grocery Delivery: Provide money to cover grocery delivery service fees for low-income areas and neighborhoods in food deserts. (3.3.a) 3. Help Food Access Groups: Provide funding to community organizations and collectives working on food insecurity and food access. (3.3.b) 4. Incentivize Urban Farming: Prioritize funding and land for local food production, and provide incentives to mobile farm pantries and farmers markets on wheels. (3.2.a) 5. Edible Landscaping in Parks: Plant trees, bushes, and other landscaping that will grow fruits and vegetables in public parks & green spaces. Allow for planting by residents in city-owned greenspaces. (3.2.b) 	<ol style="list-style-type: none"> 1. Loading Zones: Develop methods (signs, phone apps) to help delivery drivers find loading zones off of main streets. (3.1.a) COMBINED WITH Delivery Management: Figure out how to manage delivery trucks, vans, drones, and robots traveling on the roads and sidewalk, and parking next to the curb. (3.1.b) 2. Maximize Port and Railways: Make sure that Richmond’s port and railways are being used to their full capacities to help city growth, ensure goods make it to city stores and job sites, and to create full-time jobs. (3.1.c) 3. Incentivize Urban Farming: Prioritize funding and land for local food production, and provide incentives to mobile farm pantries and farmers markets on wheels. (3.2.a) COMBINED WITH Help Food Access Groups: Provide funding to community organizations and collectives working on food insecurity and food access. (3.3.b) 4. Edible Landscaping in Parks: Plant trees, bushes, and other landscaping that will grow fruits and vegetables in public parks & green spaces. Allow for planting by residents in city-owned greenspaces. (3.2.b) 5. Free Grocery Delivery: Provide money to cover grocery delivery service fees for low-income areas and neighborhoods in food deserts (+ elderly people). (3.3.a)
High Importance Strategies	<ul style="list-style-type: none"> • Loading Zones: Develop methods (signs, phone apps) to help delivery drivers find loading zones off of main streets. (3.1.a) • Delivery Management: Figure out how to manage delivery trucks, vans, drones, and robots traveling on the roads and sidewalk, and parking next to the curb. (3.1.b) • Food Resiliency Planning: Complete a supply chain resiliency plan for low-income Richmond neighborhoods that describes how to get people food access when transportation, health, or climate emergencies happen. (3.2.c) 	<ul style="list-style-type: none"> • Food Resiliency Planning: Complete a supply chain resiliency plan for low-income Richmond neighborhoods that describes how to get people food access when transportation, health, or climate emergencies happen. (3.2.c)

	Group 1	Group 2
Medium Importance Strategies	<i>None</i>	<i>None</i>
Low Importance Strategies	<i>None</i>	<i>None</i>

Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing freight needs:

- Make the most out of the train system we already have. It's not being used as frequently as it should.
- Group expressed concerns of a free grocery delivery program as it pertains to jobs and pay. Elderly and disabled should also have access to free grocery delivery program.

	Group 1	Group 2
<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 1. Parking Map: Create a map of all RVA public parking and restrictions so residents can know when and where they can park. (4.1.a) 2. Parking Pricing App: Develop an app to help RVA residents find public parking and see prices in advance. (4.1.b) 3. Access to Food: Bring more grocery stores and farmers markets to low-income areas (make sure it's regular store price/affordable but good quality) (4.3.c) 4. Housing Vouchers: Make sure landlords honor housing choice vouchers and don't use them as a way to discriminate in housing applications. (4.2.d) 5. Affordable Housing Incentives: Provide strong incentives to bring affordable housing to areas where it is most needed (and keep it affordable). (4.2.c) 	<ol style="list-style-type: none"> 1. Access to Food: Bring more grocery stores and farmers markets to low-income areas. (4.3.c) 2. Housing Near Transit: Encourage affordable housing located near bus stops and easily accessible by bus, bike, and walking and bring transit to where housing already is (4.2.b) COMBINED WITH Education of existing housing choice voucher sites, affordable housing, and providing transportation to these areas 3. New Jobs in Nodes: Bring new businesses and more jobs into the Nodes - these are areas where jobs and people are today and will continue to grow in the future, and make sure they are well-served by bus, bike, and walk access. (4.3.a) COMBINED WITH Build Up the Nodes: Encourage more density and more walkable development in the Richmond 300 Nodes - areas accessible by bus, bike, or walking. Require this of developers. Prioritize these investments made by the city (4.2.a) 4. Can we limit "land monopolies"? Prevent developers from redeveloping too many properties? COMBINED WITH Education on credit, buying houses/redeveloping houses & grants for existing community members to have credit to buy/fix houses instead of out-of-town developers. 5. Parking Map: Create a map of all RVA public parking and restrictions so residents can know when and where they can park. (4.1.a) COMBINED WITH Parking Pricing App: Develop an app to help RVA residents find public parking and see prices in advance. (4.1.b)

Group 1

Group 2

<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Housing Diversity: Loosen the laws so that more types of housing (apartments, townhouses, small homes, etc) for a variety of income levels can be built easily. (4.2.c) 	<ul style="list-style-type: none"> • Access Guides: Create a user-friendly app that can guide you to key destinations (healthcare, parks, shopping, etc) and describe the bus routes, schedules, and transfers to minimize travel time. (4.1.3) (combine with parking into one app) • Access to Parks: Create new parks throughout the city so all Richmond residents live within a 10-minute walk of a park. When deciding where to put a new park, make sure residents can get to the park by riding the bus. (4.3.b) (require developers to add public greenspace) • Housing Vouchers: Make sure landlords honor housing choice vouchers and don't use them as a way to discriminate in housing applications. (4.2.d) • Affordable Housing Incentives: Provide strong incentives to bring affordable housing to areas where it is most needed (4.2.c) • Housing Diversity: Loosen the laws so that more types of housing (apartments, townhouses, small homes, etc) for a variety of income levels can be built easily. (4.2.c)
<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • Carpooling: Help people organize carpools and give them money to make it more attractive. (4.1.c) • Access to Parks: Create new parks throughout the city so all Richmond residents live within a 10-minute walk of a park. When deciding where to put a new park, make sure residents can get to the park by riding the bus. (4.3.b) • Access Guides: Create a user-friendly app that can guide you to key destinations (healthcare, parks, shopping, etc) and describe the bus routes, schedules, and transfers to minimize travel time. (4.1.3) • Build Up the Nodes: Encourage more density and more walkable new development in the Richmond 300 Nodes – areas accessible by bus, bike, or walking. (4.2.a) • Housing Near Transit: Encourage affordable housing located near bus stops and easily accessible by bus, bike, and walking (4.2.b) (make sure it's affordable to the right people) 	
<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • New Jobs in Nodes: Bring new businesses and more jobs into the Nodes - these are areas where jobs and people are today and will continue to grow in the future, and make sure they are well-served by bus, bike, and walk access. (4.3.a) 	<ul style="list-style-type: none"> • Carpooling: Help people organize carpools and give them money to make it more attractive. (4.1.c) • Carpool Park & Ride: Provide parking areas outside of downtown so people can meet up with other members of their carpool and park their cars. (4.1.4)

Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing land use needs:

- Affordable parking should be prioritized within the city; seniors and those with limited mobility need this the most.
- Developers in Richmond should be responsible for also creating greenspace in the areas they build on.
- The City needs to limit land monopolies between contractors, and leave some land and houses for citizens to be able to develop on. This initiative would also come with more education on how to buy a foreclosed property, and how to build with city ordinances. Another incentive would be a grant program for community members to use that surplus to buy and build on said property.
- Richmonders need better access to the distressed property database.
- Having more parks in neighborhoods is desirable, but there are concerns with how the land for said parks will be acquired.
- In our growing Richmond community will new jobs that will inevitably develop be given to those in marginalized communities?
- The City needs a news database of all transportation (updates new info on parking, buses, and new transportation locations) (THE APP)
- The City needs a database of all affordable housing offered to residents categorized by price (THE APP)
- Group members also expressed the word “affordable” is vague and confusing, and often does not describe that actual pricing conditions of the housing.

Prioritized Strategies for Non-Mappable Safety/Security Needs (INC 5)

Group Consensus

<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 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 Safe Routes to School safety projects like more school crossing guards and better school-zone speed enforcement. Hire bus monitors to ride on the buses. (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) 4. Public Seating: Install more benches throughout the city along routes where lots of people walk. (5.6.a) COMBINED WITH 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) 5. 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 the police to enforce traffic and safety laws (and consider increases in enforcement). (5.3.c) COMBINED WITH Enforcement Reporting: Create a system for residents to report issues with enforcement or lack of enforcement. (5.3.b)
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Group Consensus

<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Public Safety Campaign: Conduct a safety campaign to teach drivers, bicyclists, and pedestrians their rights and responsibilities and how to safely share the road. (Rules of the road, distracted drivers, and distracted pedestrians) (5.1.a) • Crash Reporting: Work with local news reporters to report on crashes without victim-blaming. (5.3.c) • Crosswalk Visibility: Improve intersections to make sure drivers can see people crossing the street and people waiting to cross. (5.4.c) • Prioritize Dangerous Roadways: Identify which streets have high crashes and lots of speeding, and make changes to slow down cars on these streets first. (5.4.b) • Hire more police officers and make sure they come in time, not after the shooting incident is over. Reassign the precinct so it fits Southside instead of Church Hill. • Enforce Safety Laws: Step up enforcement of transportation safety laws, including wearing seat belts, yielding to pedestrians, distracted driving, and speeding. Add working cameras and make sure trees aren't blocking the view from dangerous activity. (5.2.a) • Add lighting and armed security at bus stops.
<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • Speed Cameras: Use cameras for automatic enforcement to issue warning tickets for speeding. (5.2.c) • Red Light Cameras: Use cameras for automating enforcement to issue warning tickets for running red lights. (5.2.b) • Revenue for Safety Programs (5.3.d) • Closer spaced speed limit signs.
<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • New Speed Technologies: 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. Distracting; App in your phone + device in your car (5.2.d) • Police Training: Train police officers on transportation safety priorities and how to communicate with communities of opportunity, and enforce laws without escalating. (5.3.a) • Spokespeople for Safety: 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) • No Right on Red: Make all intersections No Right on Red. (5.4.d) • Design for Slow Speeds: Change the streets so it's not so easy to drive fast. (narrow roads and passing bikes present safety concerns) (5.4.a)

Discussion Notes

Participants in Group 1 voiced concerns that they do not feel safe on the bus and desired to have a security guard or police officer present on the bus to ensure the personal security of riders.

Participants in Group 1 wrote a new strategy to **Hire more police officers and make sure they come in time, not after the shooting incident is over. Reassign the precinct so it fits Southside instead of Church Hill.** Group 1 Participants explained that police officers arrive to a shooting incident too late, after the incident is over. They believed this is due to the geography of the police precincts. Some areas in Southside are assigned to the Church Hill precinct, and participants believe police response is slow in this area of Southside because they have to come from Church Hill.

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing safety/security needs:

- Distracted driving is causing the worst problems in the city.
- A campaign and overall more city messaging against distracted driving is needed.
- The group generally rejected new traffic technology connecting to personal devices.
- The group advocated for speed table and tracking technology to remind drivers to be more aware of their driving habits.
- The group was against the increase of ticketing as they feel they get enough parking tickets in the city already and tickets harm low-income folks the most. They also felt that often a reminder of the speed limit and how fast they are going is enough.
- The city should push for safer driver education and awareness instead of punishments.
- The group had concerns of over-policing of drivers within the city. Training the police to be harder on drivers will not result in a safer city.
- Younger men of color in the group were against the idea of community members reporting traffic problems and violations to the police. They were concerned with racial discrimination from community members.
- Although advocating for more conversation on safety the group did not trust leadership to facilitate said conversation.
- The group was very against the idea of “no right turns on red”
- Drivers cannot see some crosswalks in the city causing them often to drive onto the crosswalk.
- There are many narrow unsafe roads in Richmond. These narrow roads give driver anxiety, especially when having to be shared with bicyclists (causing car to speed up to pass bicyclists)
- The group supports public amenities like public restrooms and places to sit and rest.
- Driver awareness and driver safety could be a part of the same city campaign
- Group wants more closely spaced/ more frequent speed limit signs along roads.

	Group 1	Group 2
<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 1. 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. (1A.4.c) 2. Bilingual Transportation Information: Work with Greyhound, Amtrak, GRTC, and other regional travel providers to ensure materials and booking platforms are available in both English and Spanish. (6.1.b) 3. Wheelchair Rides: Get the word out that people who use wheelchairs can get same-day, direct, non-stop rides through Round Trip and UZURV, and help low-income people pay for this service. (1B.3.b) 4. Accessible Bus Stops: Focus on making bus stops and getting to the bus stop easier for people who have disabilities. (1B.3.d) 5. Interconnected Trails: Create an interconnected parks system that is connected by trails and greenways, so people can travel throughout the City without having to get on the road throughout the city with primary sections near key focus areas. (6.2.a) 	<ol style="list-style-type: none"> 1. Bilingual Transportation Information: Work with Greyhound, Amtrak, GRTC, and other regional travel providers to ensure materials and booking platforms are available in both English and Spanish. (6.1.b) COMBINED WITH Bilingual Transportation Resources: Distribute resources both online and in hard copy, and in both Spanish and English, about Richmond’s transportation options and how to use them. (6.1.a) 2. Expand GRTC: Support GRTC bus route expansion and spend city money to advertise the areas around bus stops to builders and businesses as good places to put more affordable housing and good paying jobs. (8.2.b) 3. Bike Share Distribution: Add more bikeshare stations near bus stops and low-income communities. (1A.4.b) 4. Wheelchair Rides: Get the word out that people who use wheelchairs can get same-day, direct, non-stop rides through Round Trip and UZURV, and help low-income people pay for this service. (1B.3.b) 5. Interconnected Trails: Create an interconnected parks system that is connected by trails and greenways, so people can travel throughout the City without having to get on the road throughout the city with primary sections near key focus areas. (6.2.a)
<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Bilingual Transportation Resources: Distribute resources both online and in hard copy, and in both Spanish and English, about Richmond’s transportation options and how to use them. (6.1.a) • More Bike Racks: Install more bike racks. (1A.3.a) 	
<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • Light Rail Transit: Study light rail as a future means to connect quickly the more rural areas and in and at the edges of the City. (2.5.b) 	

Group 1

Group 2

<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • Expand GRTC: Support GRTC bus route expansion and spend city money to advertise the areas around bus stops to builders and businesses as good places to put more affordable housing and good paying jobs. (8.2.b) • Try Bike-Walk or Slow Streets: Experiment with temporarily closing some streets to car traffic or creating “bike-walk streets” that are designed for people to walk in the street and cars go slow around them. (1B.4.c) • Bikeshare Distribution: Add more bikeshare stations near bus stops and low-income communities. (1A.4.b) 	<ul style="list-style-type: none"> • Light Rail Transit: Study light rail as a future means to connect quickly the more rural areas and in and at the edges of the City. (2.5.b) • Try Bike-Walk or Slow Streets: Experiment with temporarily closing some streets to car traffic or creating “bike-walk streets” that are designed for people to walk in the street and cars go slow around them. (1B.4.c) • Rails to Trails: Build more trails along railroads. (1B.4.e) • Accessible Bus Stops: Focus on making bus stops and getting to the bus stop easier for people who have disabilities. (1B.3.d) • 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. (1A.4.c) • More Bike Racks: Install more bike racks. (1A.3.a)
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Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing connectivity needs:

- All city messaging should be translated in major languages.
- Interconnected trails are good because they allow bicyclists to avoid the roadways as much as possible.

Prioritized Strategies for Non-Mappable Maintenance Needs (INC 7)

	Group 1	Group 2
Top 5 Most Important Strategies	<ol style="list-style-type: none"> 1. Maintenance Tracker: Create an online tracker for maintenance projects so residents can see what is being worked on and when it is expected to be completed, as well as what is up next. (7.1.a) 2. Maintenance Information: Educate Richmonders on who to call for road and sidewalk maintenance, how they can help spread the word, and what maintenance they and their neighbors are responsible for. (7.1.b) 3. Fix Sidewalks Near Disabled Communities: Identify disability hot spots where lots of neighbors have physical disabilities, like near assisted living group homes or senior living, and fix the streets and sidewalks in these areas first. (1B.3.a) 4. Maintenance Progress Sharing: Host events every 6 months to share city maintenance progress and work with residents to determine what needs to happen next. (7.1.c) 5. Bike Lane Street-Sweepers: Purchase additional bike lane street-sweepers to keep bike lanes clean. (7.2.a) 	<ol style="list-style-type: none"> 1. Maintenance Information: Educate Richmonders on who to call for road and sidewalk maintenance, how they can help spread the word, and what maintenance they and their neighbors are responsible for. (7.1.b) 2. Maintenance Tracker: Create an online tracker for maintenance projects so residents can see what is being worked on and when it is expected to be completed, as well as what is up next. (7.1.a) 3. Maintenance Progress Sharing: Host events every 6 months to share city maintenance progress and work with residents to determine what needs to happen next. (7.1.c) 4. Fix Sidewalks Near Disabled Communities: Identify disability hot spots where lots of neighbors have physical disabilities, like near assisted living group homes or senior living, and fix the streets and sidewalks in these areas first. (1B.3.a) 5. More road cleaning, including bike lanes.
High Importance Strategies	<ul style="list-style-type: none"> • Clean Bike Lanes: Clean bike lanes more frequently. (1A.2.a) 	<ul style="list-style-type: none"> • Clean Bike Lanes: Clean bike lanes more frequently. (1A.2.a)
Medium Importance Strategies	None	None
Low Importance Strategies	None	<ul style="list-style-type: none"> • Bike Lane Street Sweepers: Purchase additional bike lane street-sweepers to keep bike lanes clean. (7.2.a)

Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing maintenance needs:

- Weekly or daily street cleaning on all roads is needed, not just for bike lanes.
- Make the 311 app to be more accessible of a link on several city resources (THE APP)
- The group did not see a need for a maintenance progress meeting.

Prioritized Strategies for Non-Mappable Economic Development Needs (INC 8)

	Group 1	Group 2
<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 1. Assess Gentrification Risk: Before a new building is built, evaluate the risks and benefits to equity and displacement, and figure out how to make sure existing residents don't get pushed out. (8.4.a) 2. Node Identity: Create an attractive easy-to-recognize identity for areas where more jobs and housing are desired, like in the Southside Nodes, to attract builders and businesses and bring more shopping, affordable housing, and jobs to these areas. (8.2.a) 3. Community Vision: Work with community residents to create a vision for what the community should look and feel like in the future in these low-density areas where more housing and jobs are needed, like Southside Nodes. Set City policies to make sure new roads, paths, and buildings are built in line with that vision. (8.2.c) 4. Free Grocery Trips: Provide free Lyft/Uber rides to and from the grocery store for low-income residents. (8.1.a) 5. Free Rides to Work: Expand the free-rides-to-work program, which includes childcare drop offs, and encourage employers to pay for this (consider safety) (8.3.b.) 	<ol style="list-style-type: none"> 1. Free Grocery Trips: Provide free Lyft/Uber rides to and from the grocery store for low-income residents. (8.1.a) 2. Expand GRTC: Support GRTC bus route expansion and spend city money to advertise the areas around bus stops to builders and businesses as good places to put more affordable housing and good paying jobs. (8.2.b) 3. Free Rides to Work: Expand the free-rides-to-work program, which includes childcare drop offs, and encourage employers to pay for this (consider safety) (8.3.b.) 4. Free Wi-Fi at Bus Stops: Add free wifi at bus stops in areas with limited technology access. (8.6.a) 5. Wealth-Building Resources: Create a central place where low-income and minority residents could go to get information on homeownership and household financial planning, including info and help applying for home and maintenance loans and grants, financial literacy classes, and help with investing. (8.5.a)

Group 1

Group 2

<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Developer/Resident Communication: Work with residents to create neighborhood specific guidelines for departments of public works, other city offices, as well as builders and developers on how best to get in touch with them and how best to talk to them about future projects. (8.4.b) • Incentivize Transportation Investment: Work out deals with builders and developers to include new transportation amenities if they include affordable housing in their buildings. (8.4.c) • Childcare Access: Create more legalized, in-home daycares and identify transportation barriers to childcare. (affordable daycare) (8.7.a) • Wealth-Building Resources: Create a central place where low-income and minority residents could go to get information on homeownership and household financial planning, including info and help applying for home and maintenance loans and grants, financial literacy classes, and help with investing. (8.5.a) 	<ul style="list-style-type: none"> • Node Identity: Create an attractive easy-to-recognize identity for areas where more jobs and housing are desired, like in the Southside Nodes, to attract builders and businesses and bring more shopping, affordable housing, and jobs to these areas. (8.2.a) • Community Vision: Work with community residents to create a vision for what the community should look and feel like in the future in these low-density areas where more housing and jobs are needed, like Southside Nodes. Set City policies to make sure new roads, paths, and buildings are built in line with that vision. (8.2.c) • Assess Gentrification Risk: Before a new building is built, evaluate the risks and benefits to equity and displacement, and figure out how to make sure existing residents don't get pushed out. (8.4.a) • Incentivize Transportation Investment: Work out deals with builders and developers to include new transportation amenities if they include affordable housing in their buildings. (8.4.c)
<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • Expand GRTC: Support GRTC bus route expansion and spend city money to advertise the areas around bus stops to builders and businesses as good places to put more affordable housing and good paying jobs. (8.2.b) • Encourage Fewer Cars to Work: Incentivize employers in the City to encourage less use of cars, including allowing work-from-home days, help with carpooling, helping to understand reliability issues of employees taking the bus, and helping their employees to bike/walk by providing showers and changing rooms. (8.3.a) 	<ul style="list-style-type: none"> • Encourage Fewer Cars to Work: Incentivize employers in the City to encourage less use of cars, including allowing work-from-home days, help with carpooling, helping to understand reliability issues of employees taking the bus, and helping their employees to bike/walk by providing showers and changing rooms. (8.3.a) • Childcare Access: Create more legalized, in-home daycares and identify transportation barriers to childcare. (8.7.a)
<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • Free Wi-Fi at Bus Stops: Add free wifi at bus stops in areas with limited technology access. (8.6.a) 	<ul style="list-style-type: none"> • Developer/Resident Communication: Work with residents to create neighborhood specific guidelines for departments of public works, other city offices, as well as builders and developers on how best to get in touch with them and how best to talk to them about future projects. (8.4.b)

Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing economic development needs:

- Instead of free grocery trips, provide a bus route that goes to major grocery stores in food desert neighborhoods.
- Node identity would be inequitable for communities of color, and marginalized communities will be left out.
- The group wants a community vision to be heard but does not trust city leadership to listen to their opinions on what need to be fixed.
- A better more efficient bus system will automatically encourage people to take public transportation to work.
- The group worries about gentrification in Richmond. Contractors should be required to build equitable housing along with original properties.
- Specific neighborhoods should be protected by the city from gentrification.
- More city led programs are needed that teach about economic development, and overall more wealth building programs.
- The group did not support the idea of more childcare in homes as they see the idea as unsafe, but more access to credentialed child-care is needed and programs are needed to make it more affordable

	Group 1	Group 2
<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none"> 1. Delivery Management: Figure out how to manage delivery trucks, vans, drones, and robots traveling on the roads and sidewalks, and parking next to the curb. (3.1.b) 2. Parking Pricing App: Develop an app to help RVA residents find public parking and see prices in advance. (4.1.2) 3. Wheelchair Rides: Get the word out that people who use wheelchairs can get same-day, direct, non-stop rides through Round Trip and UZURV, and help low-income people pay for this service. (1B.3.b) 4. All-Inclusive Transportation Technologies: Figure out how to make sure everyone, including people who don't have smart phones or a bank account, or who have a physical disability, can still use new transportation technology (Uber/Lyft, electric and driverless vehicles, and car-sharing). (1B.3.c) 5. After Hours Rides: Invest money in an Uber-like service where bus riders can take a shared van instead of the bus from their block (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) 	<ol style="list-style-type: none"> 1. Accessible Tech: Ensure that new transportation technologies have options for disabled users, non-English speakers, as well as users without smartphones and/or without bank accounts and credit cards. (9.2.a) COMBINED WITH All-Inclusive Transportation Technologies: Figure out how to make sure everyone, including people who don't have smart phones or a bank account, or who have a physical disability, can still use new transportation technology (Uber/Lyft, electric and driverless vehicles, and car-sharing). (1B.3.a) COMBINED WITH Wheelchair Rides: Get the word out that people who use wheelchairs can get same-day, direct, non-stop rides through Round Trip and UZURV, and help low-income people pay for this service. (1B.3.b) 2. Loading Zones: Develop methods (signs, phone apps) to help delivery drivers find loading zones off of main streets. (3.1.a) COMBINED WITH Delivery Management: Figure out how to manage delivery trucks, vans, drones, and robots traveling on the roads and sidewalks, and parking next to the curb. (3.1.b). 3. Prioritize Bus Reliability: Prioritize spending money to hire more bus drivers, buy more buses, and improve technology to make the bus system more reliable, starting with the areas and bus routes that are late or off-schedule most frequently. (2.1.a) 4. Parking Pricing App: Develop an app to help RVA residents find public parking and see prices in advance. (4.1.2) 5. Bus Arrival Time Displays: Add real-time displays showing bus arrival times to bus stops, especially in low-income areas. (2.1.c)

Group 1

Group 2

<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Scooter Distribution: Make sure e-scooters are distributed throughout the city, and low-income areas are included. (9.1.a) • Accessible Technologies: Ensure that new transportation technologies have options for disabled users, non-English speakers, as well as users without smartphones and/or without bank accounts and credit cards. (9.2.a) • Speed Cameras: Use cameras for automatic enforcement to issue warning tickets for speeding. (5.2.c) • Red Light Cameras: Use cameras for automating enforcement to issue warning tickets for running red lights. (5.2.b) • Bus Arrival Time Displays: Add real-time displays showing bus arrival times to bus stops, especially in low income areas. (2.1.c) • Prioritize Bus Reliability: Prioritize spending money to hire more bus drivers, buy more buses, and improve technology to make the bus system more reliable, starting with the areas and bus routes that are late or off-schedule most frequently (2.1.a) • Loading Zones: Develop methods (signs, phone apps) to help delivery drivers find loading zones off of main streets. (3.1.a) 	<ul style="list-style-type: none"> • After-Hours Rides: Invest money in an Uber-like service where bus riders can take a shared van instead of the bus from their block (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 (keep safety in mind) (2.2.a)
<p>Medium Importance Strategies</p>		<ul style="list-style-type: none"> • Scooter Distribution: Make sure e-scooters are distributed throughout the city, and low-income areas are included. (9.1.a)
<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • Car-Sharing: Bring car-share to Richmond so people have the option to use a car for a few hours without needing to own one. (1B.4.b) • Signal Priority for Buses: 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 (2.3.d) • New Speed Technology: 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. (5.2.d) 	<ul style="list-style-type: none"> • Signal Priority for Buses: 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 (2.3.d) • Speed Cameras: Use cameras for automatic enforcement to issue warning tickets for speeding. (5.2.c) • Red Light Cameras: Use cameras for automating enforcement to issue warning tickets for running red lights. (5.2.b) • New Speed Technology: 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. (5.2.d) • Car-Sharing: Bring car-share to Richmond so people have the option to use a car for a few hours without needing to own one. (1B.4.b)

Discussion Notes

The group support creating community-used technologies in order to reach those who don't have access to smartphones and computers.

Prioritized Strategies for Non-Mappable Sustainability Needs (INC 10)

Group Consensus

<p>Top 5 Most Important Strategies</p>	<ol style="list-style-type: none">1. 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)2. 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 irks for heat-related illnesses, and provide shade and cooling in these areas first. (10.5.d)3. 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) COMBINED WITH 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 that use green-energy and green-vehicles. (10.1.a)4. Bringing vending to the communities (partnerships like Farm 2 Family bus on Mechanicsville Tpke) COMBINED WITH Bring the food and education to the community. COMBINED WITH Environmental education campaigns5. Edible Landscaping in Neighborhoods: Plant fruit and vegetable producing landscaping along sidewalks and in green spaces. Encourage neighbors to help with these plants, and to do the same on their property. (10.4.e) COMBINED WITH 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.
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Group Consensus

<p>High Importance Strategies</p>	<ul style="list-style-type: none"> • Clean Air Advocate: Hire someone to work with transportation-related pollution and install air quality sensors, especially in low-income neighborhoods. (10.2.a) • Community Gardens: Find areas that could be used as small community gardens and develop plans for use of those spaces. (10.6.b) • Equitable Locations for EV Charging: Make sure electric vehicle charging stations are located equitably. (10.4.a) • Free EV Charging: Make city-owned, solar-powered EV charging free to the public. (10.4.b) • Food Vending in Parks: Allow for small farm vendors to sell local fruits and vegetables in parks and parklets free of charge. (10.6.c) • Improve Neighborhoods with EV Charging: Allow the money that is made from EV charging to go towards improvements in low-income neighborhoods where folks don't own many cars. (10.4.d) • E-Bike Vouchers: Give out vouchers to reduce the price of electric bikes for people with low incomes (+ EV) (10.3.c) • Depaving: Take on depaving projects to replace pavement with greenspace. (10.5.d) • Electric City Vehicles: Purchase electric vehicles for all new City government vehicles. (10.1.c) • EV Maintenance Job Training: Create electric vehicle maintenance job training programs for low-income residents. (10.4.c) • Measure Air Pollution: Track how much air pollution the City creates, identify opportunities for reducing air pollution, and share the findings with the public. (10.1.b)
<p>Medium Importance Strategies</p>	<ul style="list-style-type: none"> • 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) • Electrify Transportation: Transition GRTC's buses to electric buses. Increase the number of Uber/Lyft and other vehicles for hire and car-share vehicles that are electric vehicles. (10.3.a)
<p>Low Importance Strategies</p>	<ul style="list-style-type: none"> • Electric Car-Share: Create an electric vehicle car-share program where folks can rent an EV by the hour, and make it low-cost for people with low incomes. (10.3.b) • City Composting: Provide free mulch and compost to residents for gardening; Collect landscaping scraps and provide a place to deposit food scraps for compost from residents and city properties to make the mulch and compost. (10.6.d)

Discussion Notes

The following opinions and thoughts were expressed in the focus group discussions regarding strategies for addressing sustainability needs:

- The group believed most energy-efficient practices are a low priority.
- The Department of Health should measure the air quality in the city, not the transportation departments.
- Electric vehicle are very expensive and there are not many locations to charge them in the city.
- An electric car fleet will be very costly for the city. "Is it a good use of our money?"
- The group was distrustful of the city when it comes to dispersing funds.
- More awareness on where to charge cars is needed.
- Should VDOT prioritize electric carbon campaign?
- Hold city contractors more accountable.
- Physical green infrastructure is valued over green space.
- The city is becoming more polluted.

- Fastest solutions are needed when it comes to fighting pollution.
- Permits to sell food should be easier and cost effective.
- The group did not agree on whether free permits to sell fruits and vegetables was a good idea. Would conflicts arise between vendors who don't sell fruit?
- Are there other cost effective ways to regulate vendors?
- More environmental campaigns in the city, and more education on how to cook fresh food is needed.
- Investments in bringing fresh food to marginalized communities, especially food deserts, are needed.

Overall Discussion and Input

The focus group participants generally represented a diversity of ages and neighborhoods of Communities of Concern across the City.

Overall, the focus groups showed how the loudest voices in political participation don't represent the needs of underrepresented communities. Whereas online surveys largely indicate support for bike and pedestrian transportation infrastructure, the focus group participants largely preferred to improve experiences for GRTC riders and car users. For instance, one group felt that people biking in the street caused unsafe conditions for drivers and thought that bikes should have their own lanes only so that they don't have to travel in the same lanes as cars. Participants wanted GRTC to improve their reliability. When presented with ideas of non-bus transit, such as car-share or van-share programs, respondents said they would rather see more investment towards existing GRTC services where they already exist, and that these extra programs should be targeted only in areas where bus service is not feasible.

As it relates to safety, focus group participants pushed more for driver awareness instead of punitive actions; for example, they advocated for more signs that show people the speed they're going to deter them from speeding rather than the installation of speed cameras. When presented with the idea of narrowing wide streets or outlawing right on red to increase driver awareness, focus group participants disagreed, claiming that narrow roads make drivers anxious and were very against no right on red.

Economic development was an important topic for the focus groups, especially as it related to housing. They felt that the word 'affordable' is too vague and that not enough real affordable housing is available in Richmond. Many felt that there are issues with monopolistic developers that seem to flip houses throughout entire neighborhoods, threatening the displacement of original residents. Participants advocated for more education on wealth-building strategies as well as more education on where affordable housing really is located in the City.

Throughout the stations, one group continually developed a concept for a City-led, centralized smartphone app that could help solve many issues for Richmonders. It would be a resource that includes all communication from the city and to the city (from residents) in one place. It could include and communicate the following: a parking map including prices of parking; notifications about entertainment or events going on and other important City communications/news; notice of road closures or other DPW/DPU work; potentially a mapping tool to help people find destinations and different modes of transportation and route options to get there; information on how to access all the micro-mobility options; links to available affordable housing and transportation accessibility to each; real time safety data; a place to report maintenance needs; a place to report safety needs; and a place to report and give feedback on police enforcement - both under-enforcement and over-enforcement - of traffic laws.