



Engagement Phase 4 Summary

In Phase 4, the Richmond Connects team began developing recommendations to address the top needs. This work included cataloging thousands of past plan recommendations and analyzing thousands of prior survey results. Based on this data and input, the Richmond Connects team identified 7 to 16 recommendations to meet the top equity-based transportation needs in each of the 17 Needs Areas. **The fourth phase of engagement presented these draft recommendations to the public.**

The fourth phase of engagement for Richmond Connects occurred between June and October 2023.

The primary instrument for gathering public feedback was a survey for each of the Needs Areas that asked respondents to:

1. Determine whether each project is a priority for them, and
2. Choose the 5 projects that they would consider the most important.

To see more details about the survey, please refer to the Phase 4 Survey Results report.

The vast majority of activities conducted in this Phase 4 of Engagement related to getting responses to the survey. Some engagement efforts directed Richmonders to the online survey via QR codes. However, in order to counter the fact that online surveys usually skew whiter and wealthier, much of the effort in this phase was given to reaching Communities of Concern, especially with paper surveys. The Richmond Connects Outreach Team went to dozens of locations throughout the city to amplify voices of Black, Hispanic, low-income, 65+, and other Communities of Concern.

Beyond looking at mappable recommendations via the survey, Richmond Connects also conducted a Focus Group with 21 individuals representing various Community of Concern perspectives to understand the priorities of these communities for strategies to address the non-mappable programmatic needs. To see more details about the Focus Group, please refer to the Phase 4 Focus Group Summary.

Engagement activities in Phase 4 included:

1. Collection of online survey responses
2. Posting flyers at bus stops
3. Social media posts
4. Utility mailers
5. Website updates
6. E-blasts and Text Messages
7. In-Person Pop-Up Engagement Events in Communities of Concern
8. Dot-Voting Engagement at Gilpin and Southwood Community Days
9. National Night Out
10. Telephone Town Hall Meetings
11. Focus group



Collection of Online Survey Responses

The Richmond Connects team used Survey123 on ArcGIS Online to collect the vast majority of survey responses. On the Richmond Connects website, a map dashboard showed all 140+ recommendations and the boundaries of the 17 Needs Areas. People could click on points, lines, and polygons of the recommendations to learn more about what the recommendation was in a pop-up. If one clicked on a pop-up of the Needs Area boundary, it linked them to that Area's survey. Respondents could take all 17 surveys if they wanted. On the left side of the dashboard, viewers could see the results of each survey to date.

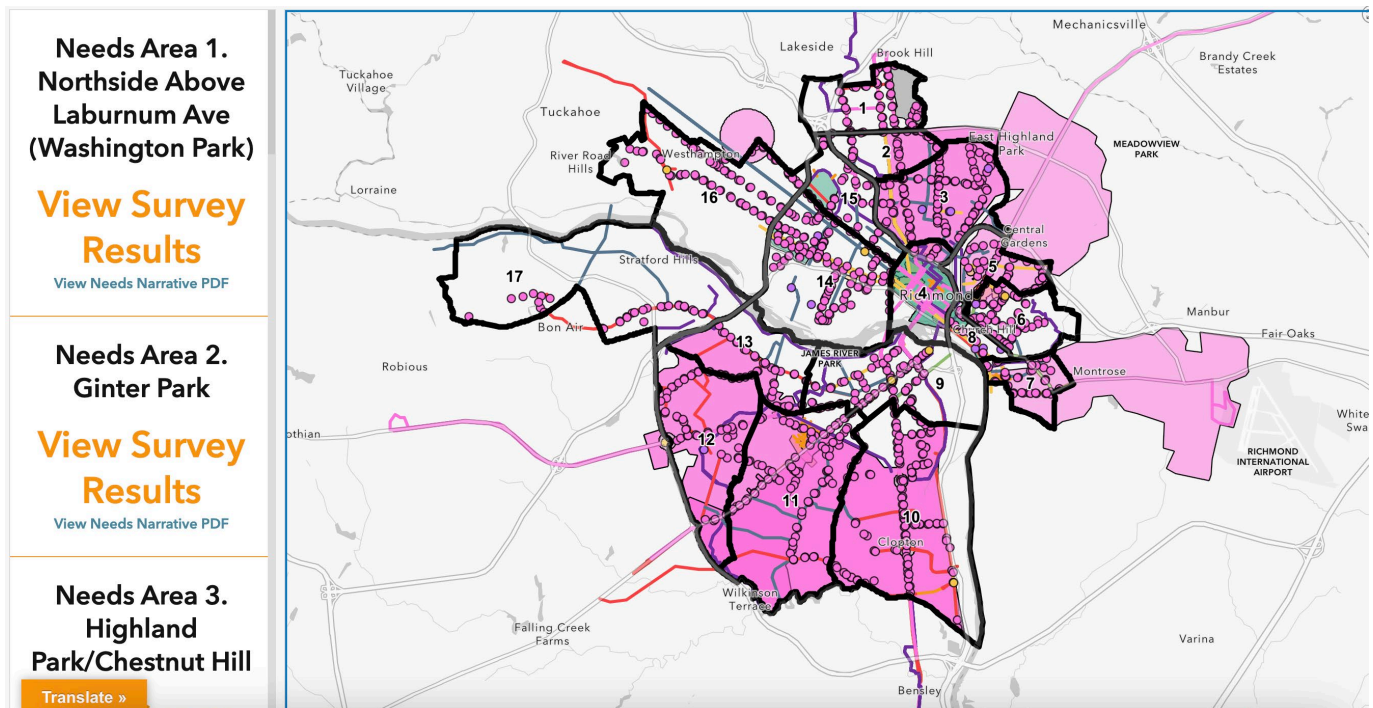


Figure 1. Survey dashboard showing 140+ projects and Needs Area boundaries

The survey was live from July 15 to September 15, 2023 and received 8,591 responses. The majority of responses were for Needs Area 14 (Near West End); this was due to the media coverage about recommendation 14C – Close Cary Street to Cars – which was a very popular recommendation.

The following sections describe the engagement efforts that were used to drive people to the online survey and collect paper versions of the same survey.

Posting Flyers at Bus Stops

To reach more Richmonders, especially those in Communities of Concern, the team posted fliers at various GRTC stops around the city. The fliers showed a preview of the recommendations in the area:

Route 1 Corridor:

- #1297-Hull and Route 1
- #1402-R.S. Express Route 1 and Courtland
- #1414-Hopkins and Route 1
- #1396-Buford and Route 1
- #1390-Route 1 and Bellemeade

Broad Rock/Walmsley

- #36-James's food Store -Broad Rock and Kinsley
- #339-Broad Rock-Rock Creek Apartments
- #309-Second Baptist Church
- #327-Broad Rock-Family Dollar
- #311-Walmsley and Broad Rock

Midlothian/Germacn School Rd.

- #1757-Midlothian and Erich Rd.
- #1765-Roses Midlothian Tnpk
- #3819-German School and Midlothian
- #1776-Midlothian Tnpk
- #2307-Midlothian Tnpk

Chestnut/Highland Park

- #147-4th Ave and Rowland St
- #137-4th and Chestnut
- #544-Famiy Dollar on 4th Ave and Meadow bridge Rd.
- #1718-Meadowbridge Rd.-Boaz and Ruth

Fairfield

- #3591-22nd St. and Fairfield way
- #79-W and 22nd ST
- #1725 Mechanicsville and Fairmount Ave.
- #769-Coalter and Redd St.



LET YOUR VOICE BE HEARD!
Richmond Connects is the City of Richmond's transportation plan. It's a plan to make getting around Richmond safe for everyone. It's focused on improving transportation equity so everyone can get where they need to go.

Use the QR code below to complete a quick survey. Your feedback will help us determine transportation needs in your neighborhood and which projects the city should do first.

**Highland Park/
Chestnut Hill**

THE TOP TRANSPORTATION RECOMMENDATIONS ARE:

A Pedestrian safety improvements on Chamberlayne, Brook Rd, and North Ave	H Bikeway on Overbrook Road
B Pedestrian safety improvements on Dove Street	I Bikeway on Fendall Avenue and N 1st Street
C Improve sidewalk conditions	J Bikeway on Magnolia Street
D Fall Line Trail	K Bikeway on Brookland Park Boulevard
E North-South Bus Rapid Transit	L Separated bike lane on N 5th Street/Rowan Avenue
F Northside Microtransit	M Extend Lombardy Street bike lanes
G Add seating, shelter, and amenities at bus stops	N Bikeshare stations

To take the survey, open the camera on your cell phone and point it at the QR code, then tap the link that appears.

RICHMOND CONNECTS
FLYER PLACEMENT APPROVED BY GRTC

TAKE THE SURVEY FOR A CHANCE TO WIN A \$100 GIFT CARD!
SURVEY ENDS SEPT. 15, 2023

Figure 2. Flier posted at stop 544, with a zoomed in version of what was posted.

Social Media Posts

The Richmond Connects team sent weekly e-blasts and social media posts to keep the general public abreast of progress during Engagement Phase 4. All were posted in order to get Richmonders to take the survey.

Example Social Media Post - Week of July 24



Richmond Connects has identified projects and recommendations for improving transportation equity in all areas of #RVA! This has been a year-long process to analyze data and gather public input. Check out where you live, work or visit! Take our survey and tell us if you agree with these recommendations! By doing so, you can enter to win a \$100 gift card! #RichmondConnects #community #survey #yourvoicematters #transportation <https://rvaconnects.com/survey4/>

Utility Mailers

The Richmond Connects team designed English/Spanish buckslips to go inside of Richmonders' utility bills for July-August 2023.



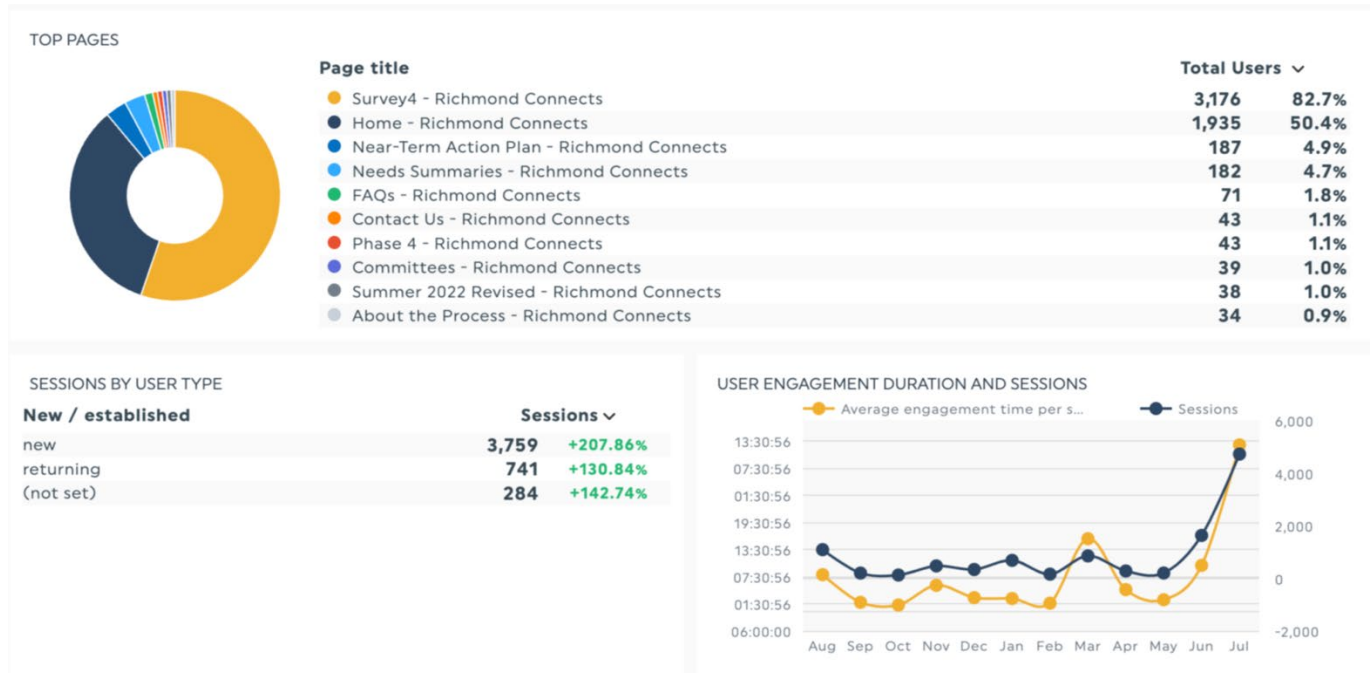
Figure 3. Double-sided utility mailer buckslips in English and Spanish

Website Updates

On July 7, 2023 the top needs for the 17 areas of Richmond were added to a survey page along with direct links to each area’s survey and needs narrative. Meeting summaries and presentations were added for the Steering Committee and Advisory Board pages in July, September and October.

Website Stats Snapshot:

Analytics show significant traffic and engagement on the survey page.



E-Blasts and Text Messages

The Richmond Connects team sent an e-blast to the Richmond Connects email distribution list on Friday July 14th, 2023 to 932 recipients.

A text message was sent to the 63 mobile phone numbers in the opt-in database on July 14, 2023 at 10:00 am with a 44% Click Rate:

Check out these projects and recommendations for improving transportation in RVA! Do you agree? Take our survey! [Slkt.io/YaP0](https://slkt.io/YaP0)

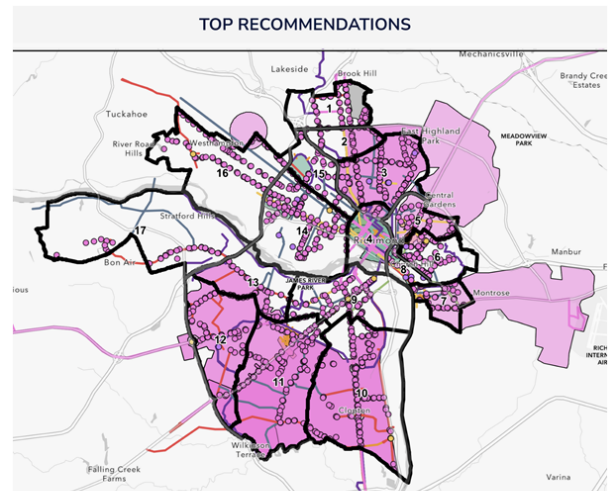


Top Recommendations

TELL US WHAT YOU THINK!

THIS IS YOUR CHANCE TO INFLUENCE WHICH TRANSPORTATION PROJECTS GET BUILT AND WHAT PROGRAMS GET FUNDED!

After a year of analyzing data and gathering public input on what could be done to improve transportation equity in Richmond, we are pleased to share the top projects and recommendations for different areas of the City that will make walking, bicycling, and riding the bus safer and easier, especially for those who need it most.



We want to hear what you think! [Take our survey](#) – for your neighborhood, and for as many other parts of the city as you wish. We want to know:

- Do you agree that these are the top recommendations to address transportation equity in Richmond?
- Which projects do you think are most important where you live?

Your input will help determine which recommendations move forward into the [Near-Term Action Plan](#).

[TAKE THE SURVEY](#)

STAY INFORMED!

[Sign up for text messages](#) to get updates on upcoming events, surveys, and other ways to get involved. We will be at the Gilpin and Southwood resource days this weekend, and at National Night Out events in August. See you soon!

Figure 4. E-Blast sent to 932 recipients on July 14, 2023

In-Person Pop-Up Engagement Events in Communities of Concern

Beyond getting people to take the survey online, the Richmond Connects team recognized that surveys tend to skew toward communities that already have more political capital. In order to reach those traditionally-underrepresented groups, the Engagement Team met people in Communities of Concern where they already were, and brought paper versions of surveys for them to fill out. More than 600 surveys were obtained through this method.

The list below shows the various locations where the Richmond Connects team conducted in-person outreach. **These locations were purposefully selected to reach residents in communities of concern, including BIPOC, persons in low-income households, seniors, youth and young adults, and persons whose primary language is not English.**

Area 1 – Northside Above Laburnum/Washington Park

- John Marshall High School-4225 Old Brook Rd. (1)
- CVS-1205 Bellevue Ave. (1)
- Mary Scott Elementary-4011 Moss Side. (1)
- Ruby Red Beauty Supply-Laburnham Ave. (1)

Area 2 – Ginter Park

- 711 Laburnham and Pilots Lane (2)
- Family Dollar- 2917 North Ave. (2)
- Manchu Chicken- 2914 North Ave. (2)
- Hotchkiss Recreation Center-Brookland Park Blvd. (2)

Area 3 – Highland Park/Chestnut Hill

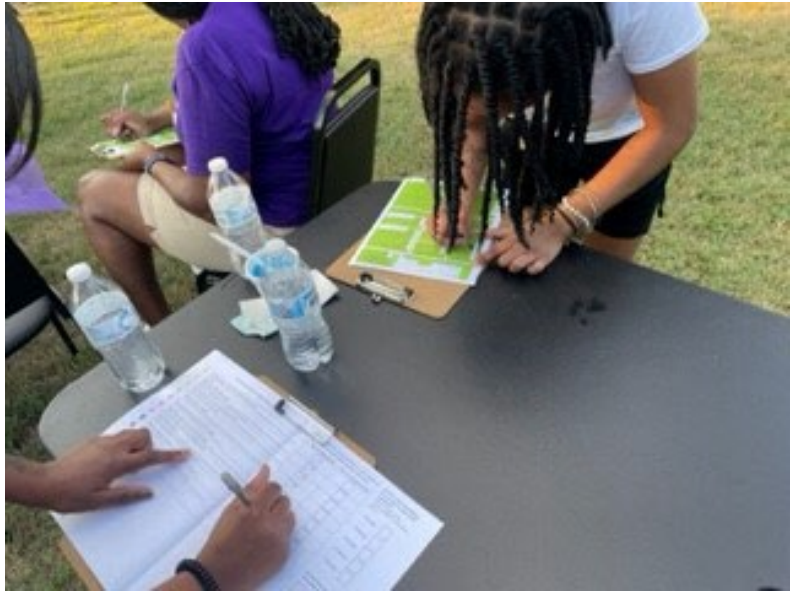
- John Marshall High School-4225 Old Brook Rd.
- Stop and GO-3701 Meadowbridge Rd. 23222
- Family Dollar-1404 E. Brookland Park Blvd.
- Chicken Box-3000 3rd Ave-23222
- Sunoco Gas Station-1401 E. Brookland Park Blvd.
- New York Fried Chicken-3000 Meadowbridge Rd.-23222
- Battery Park-598 Overbrook Rd.-23222
- Brooklyn Park Blvd-Blocks 200-9W.

Area 4- Downtown/Gilpin

- Kroger and Lombardy
- Beautiful Beauty Supply-1801 Chamberlayne Ave-23222
- Monroe Park
- Tiger Mart-200 W. Hill St.-23220
- Jamaica House-416 W. Broad St.-23220
- Nurturing Minds Café-420 W. Broad St.-23220
- Herms Kitchen-315 N.2nd St.-23219
- Tenant Council Gilpin Court-1000 St. John St.
- Advance on Chamberlayne-2405 Chamberlayne Ave.-23222
- 711-Chamberlayne-2308 Chamberlayne Ave.-23222
- Main Library-101 E. Franklin St.-23219
- 2nd and Broad St.
- EDI (office of community wealth building)-900 E. Marshall St.

Area 5 – Fairfield

- **Peter Paul Block Party-1708 N.22nd st-23223 (photo to the right)**
- Lucks Field-1403 Nth 20th St.-23223
- Mosby Garden Wednesday's -1530 Coalter St.-23223
- Mosby Community Day-1536 Coalter St-23223
- Armstrong Highschool- 2300 Cool Lane-23223
- Mosby Tenant Council-1543 Coalter St.-23223
- 804 Market-1601 Mechanicsville Tnpk.-23223
- Fairfield Elementary School-2510 Phaup St.-23223



Area 6 – Church Hill/Nine Mile

- Market on 25th St-1330 N 25th St,-23223
- Library 25th St-1200 N. 25th-23223
- Mo's Nine Mile-2905 Nine Mile Rd.-23223
- EDI (Office of Community Wealth Building) 701 N 25th St.

Area 7- Fulton

- Artisan Hill Apartments-1021 Carlisle Ave.-23231
- NRC-1519 Williamsburg Rd.-232321
- Krispes-1625 Williamsburg rd-23231
- Ms. Girles-4809 Parker St.-23231
- Blue Atlas Restaurant & Market-23231
- Triple Crossing Beer Fulton-5203 Hatcher St.-23231
- Ellis Auto Service-1722 Williamsburg Rd.-23231
- Rise Academy-2010 Carlisle Ave.-23231
- Ashley Oaks and Woodcraft Apartments-Jennie Scher Rd.-23231 (low-income housing)

Area 8- Shockoe

- Metropolitan Business league-1717 E. Cary St
- Blacker the Berry Juice Bar-10 Nth 18th St.
- McDonalds -17th and Broad St.
- Exxon Gas-17th and Broad St.
- Lulu's-21 N. 17th St.
- Farm Fresh-2320 E. Main St.
- CVS-2400 E. Main St.
- Virginia ABC-2525 E. Main St.
- Hall of Fades Barber Shop-2304 E. Main St.

Area 9- Manchester/Swansboro

- George Wythe High School-4314 Crutchfield St.-23235
- S.S Community Center Department Social Services-4100 Hull St.
- Goodwill of Central and VA Outlet-6301 Midlothian Tnpk

- Pep Boys-6300 Midlothian Tnpk
- Hull St Citgo-2605 Hull St.
- Big Apple Super Market-2916 Richmond Hwy,
- Rite Aid-1801 Hull St.
- Dollar General-2128 Hull St.
- G-leaf Manchester-2804 Decatur St.
- 301 express-2012 Maury St.
- Caritias furniture-222- Stockton St.
- Burger king-430 East Belt Blvd.

Area 10 – Southside Route 1 Area

- S.S Community Center Department Social Services-4100 Hull St.
- Hillside Community Day Backpack-1501 Harwood St.
- Sam’s Crab House-4100 Jefferson Davis
- Satellite National Night Out-4000 Jeff Davis Highway
- 7-11 Hopkins and Jeff Davis-9113 Jeff Davis Highway
- Mr. Submarine-3205 Jeff Davis Hwy.
- Big Apple Supermarket-2916 Jeff Davis Highway

Area 11- Broad Rock/Walmsley

- Broad Rock Library-4820 Old Warwick Rd
- Family Dollar-2845 Broad Rock Blvd.
- 711-2525 Broad Rock Blvd,
- CVS-4715 Walmsley Blvd.
- Hopkins Store-1437 Hopkins Rd.
- Village South apartments-801 Holly Springs Ave.
- James Food Store-1808 Broad Rock Blvd.
- Laundry Land – 3818 Hull Street Rd.
- Super Suds – 5130 Hull Street North
- Wash House – 66332 Midlothian Tpke

Area 12- Midlothian/German School Road

- Richmond High School of the Arts (formerly George Wythe)-4314 Midlothian Tnpk.
- Bell Atlantic Apartments-4000 Midlothian Tnpk
- Marcos Pizza-5917 Midlothian/Germain School
- Sub Shop-5599 Midlothian Tnpk
- Pep Boys-6300 Midlothian Tnpk
- **Richmond Outlet of Goodwill of Central and Coastal Virginia (photo to the right)**

Area 17- Huguenot

- Huguenot High School Football team
- WAWA Shelia Lane.



Dot-Voting Engagement at Gilpin and Southwood Community Days

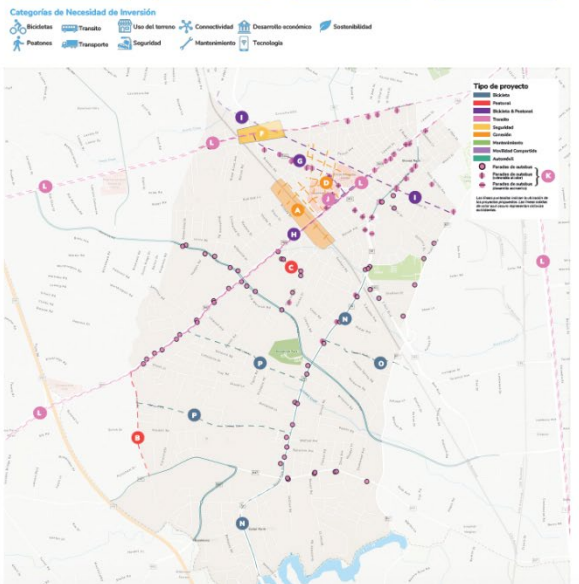
Before releasing the survey, the team went to Gilpin and Southwood Community Days on July 14 and 15, 2023 with large posters showing each of the recommendations for Needs Area 4 and Needs Area 11 respectively. For Southwood Community Day, the projects were also presented in Spanish. The respondents used dots to 'vote' for their priorities and most important recommendations.

Recomendaciones para Equidad en Transportación

Aquí están las prioridades más importantes para poder moverse en el área de Broad Rock/Walmsley sin carro en una manera más fácil y más segura. Estas prioridades reflejan las necesidades ponderadas por equidad, y fueron desarrolladas basadas en un análisis de los datos y aportación pública.

Aprende más en www.k12va.gov/transportation

- Cruce Peatonal a través de las vías de CSX**
Proporcionar varios cruces a desnivel para peatones y ciclistas a lo largo de las vías de CSX para conectar los vecindarios de los dos lados de Hull St a Southside Plaza.
- Aceras en Hey Road**
Construir aceras, bordillos y zanjas, y un sistema de drenaje cerrado en Hey Rd de Hull St a Walmsley Rd.
- Aceras en Southwood Parkway**
Construir aceras en Southwood Parkway de Hull St a Clarkson Rd.
- Crear una red de calle en Southside Plaza**
Revisar los cruces de las calles de 10 pies de ancho en el lado norte de Hull Street y crear una red de calles de 10 pies de ancho en el lado sur, con un ancho dividido de 6 pies y mejoras de iluminación de las veredas de la ciudad y el Camino de James River Branch de Hull Blvd.
- Mejorar Las Aceras**
A lo largo del Sur de la Ciudad de Richmond (Southside), reparar aceras rotas y agregar rampas en los bordillos, y añadir árboles en las calles.
- Seguridad Peatonal cerca de Wythe High School**
Mejorar los pasos de peatones y aceras en Hwy 60 cerca de Richmond HS of the Arts (antes Wythe HS), que podría incluir la desactivación del tráfico en Hwy 60 y redefiniendo el cruce de peatones en Bell Blvd.
- Mejoras en East Belt Boulevard**
Proporcionar un camino de uso compartido de 10 pies de ancho y un ancho dividido de 6 pies de ancho en el lado sur de la carretera y una acera al lado norte de la carretera, instalar cerchas de giro dedicadas y mejorar en pasos de peatones.
- Hull Street Camino Lateral**
Construir un camino de uso compartido de 10 pies de ancho en el lado norte de Hull Street y una acera de 5 pies de ancho en el lado sur, con un ancho dividido de 6 pies y mejoras de iluminación de las veredas de la ciudad y el Camino de James River Branch de Hull Blvd.
- Camino de James River Branch**
Crear un camino de uso compartido a lo largo del derecho de paso ferroviario que no es utilizado de Westover Hills Blvd a Hogans Rd.
- Centro de Transferencia en Southside Plaza**
Mejorar el centro de transferencia de autobuses en Southside Plaza con bandejas de autobús, señales adicionales y información de llegada de los autobuses en tiempo real y WiFi.
- Mejorando las paradas de los autobuses en áreas de alta vulnerabilidad al calor**
Añadir cobertores de sombra, señales de sombra, información de llegada de los autobuses en tiempo real y WiFi a las paradas de autobús en áreas de alta vulnerabilidad al calor.
- Norte-Sur Autobuses de Tránsito Rápido**
Añadir una línea de autobús de tránsito rápido que conecte a las áreas del Norte y del Sur de la Ciudad de Richmond con más frecuencia y servicio más confiable (información no más extensiva: Hull St, Hull St Bridge 1 y Midwayman) (ya están siendo estudiados).
- Microtransito**
Crear un programa de micro tránsito donde pasajeros en ciertos áreas del Sur de la ciudad de Richmond pueden pedir plazas compartidas a través de una parada existente de autobuses, CRTC, o de centros centros de actividades a un precio subvencionado o asenajable.
- Ciclovia protegida en el Puente de Broad Rock/Iron Bridge**
Añadir más protección entre el carril de bicicletas y el carril de las veredas en Broad Rock/Iron Bridge Rd. Extender las ciclovias protegidas en la parte sur de Iron Bridge Rd hasta llegar a los límites de la ciudad.
- Ciclovia protegida en Terminal Avenue**
Reconstruir Terminal Avenue de Broad Rock a Bell Blvd para añadir una ciclovia protegida.
- Ciclovia en Bryce Lane y Sneed Road**
Crear una ciclovia nueva en y a lo largo de Bryce Lane de Hey Rd a Broad Rock Blvd y a lo largo de Sneed Rd de Hey Rd a Broad Rock Blvd.



Recomendaciones principales para Broad Rock/Walmsley: ¿Cuáles son las más importantes?

Recomendaciones Principales	Coloque un punto azul en los proyectos que crees que deberían ser los 5 más importantes.
A Cruce Peatonal a través de las vías de CSX Proporcionar varios cruces a desnivel para peatones y ciclistas a lo largo de las vías de CSX para conectar los vecindarios de los dos lados de Hull St a Southside Plaza.	
B Aceras en Hey Road Construir aceras, bordillos y zanjas, y un sistema de drenaje cerrado en Hey Rd de Hull St a Walmsley Rd.	
C Aceras en Southwood Parkway Construir aceras en Southwood Parkway de Hull St a Clarkson Rd.	
D Aceras en Southwood Parkway Construir aceras en Southwood Parkway de Hull St a Clarkson Rd.	
E Mejorar Las Aceras A lo largo del Sur de la Ciudad de Richmond (Southside), reparar aceras rotas y agregar rampas en los bordillos, y añadir árboles en las calles.	
F Seguridad Peatonal cerca de Wythe High School Mejorar los pasos de peatones y aceras en Hwy 60 cerca de Richmond HS of the Arts (antes Wythe HS), que podría incluir la desactivación del tráfico en Hwy 60 y redefiniendo el cruce de peatones en Bell Blvd.	
G Mejoras en East Belt Boulevard Proporcionar un camino de uso compartido y un ancho dividido de 6 pies de ancho en el lado sur de la carretera y una acera al lado norte de la carretera, instalar cerchas de giro dedicadas y mejorar en pasos de peatones.	
H Hull Street Camino Lateral Construir un camino de uso compartido de 10 pies de ancho en el lado norte de Hull Street y una acera de 5 pies de ancho en el lado sur, con un ancho dividido de 6 pies y mejoras de iluminación de las veredas de la ciudad y el Camino de James River Branch de Hull Blvd.	
I Camino de James River Branch Crear un camino de uso compartido a lo largo del derecho de paso ferroviario que no es utilizado de Westover Hills Blvd a Hogans Rd.	
J Centro de Transferencia en Southside Plaza Mejorar el centro de transferencia de autobuses en Southside Plaza con bandejas de autobús, señales adicionales y información de llegada de los autobuses en tiempo real y WiFi.	
K Mejorando las paradas de los autobuses en áreas de alta vulnerabilidad al calor Añadir cobertores de sombra, señales de sombra, información de llegada de los autobuses en tiempo real y WiFi a las paradas de autobús en áreas de alta vulnerabilidad al calor.	
L Norte-Sur Autobuses de Tránsito Rápido Añadir una línea de autobús de tránsito rápido que conecte a las áreas del Norte y del Sur de la Ciudad de Richmond con más frecuencia y servicio más confiable (información no más extensiva: Hull St, Hull St Bridge 1 y Midwayman) (ya están siendo estudiados).	
M Microtransito Crear un programa de micro tránsito donde pasajeros en ciertas áreas del Sur de la ciudad de Richmond pueden pedir plazas compartidas a través de una parada existente de autobuses, CRTC, o de centros centros de actividades a un precio subvencionado o asenajable.	
N Ciclovia protegida en el Puente de Broad Rock/Iron Bridge Añadir más protección entre el carril de bicicletas y el carril de las veredas en Broad Rock/Iron Bridge Rd. Extender las ciclovias protegidas en la parte sur de Iron Bridge Rd hasta llegar a los límites de la ciudad.	
O Ciclovia protegida en Terminal Avenue Reconstruir Terminal Avenue de Broad Rock a Bell Blvd para añadir una ciclovia protegida.	
P Ciclovia en Bryce Lane y Sneed Road Crear una ciclovia nueva en y a lo largo de Bryce Lane de Hey Rd a Broad Rock Blvd y a lo largo de Sneed Rd de Hey Rd a Broad Rock Blvd.	

Figure 5. Spanish version of Needs Area 11 recommendations poster and dot voting poster asking which recommendations are in a respondents' top 5 most important projects

National Night Out

America's Night Out Against Crime is a national event where neighborhoods throughout the city host events like block parties, cookouts, parades, and more, with police and first responders. The Richmond Connects team attended the National Night Out events in both Northside and Southside on August 1, 2023, to get people to fill out paper surveys.

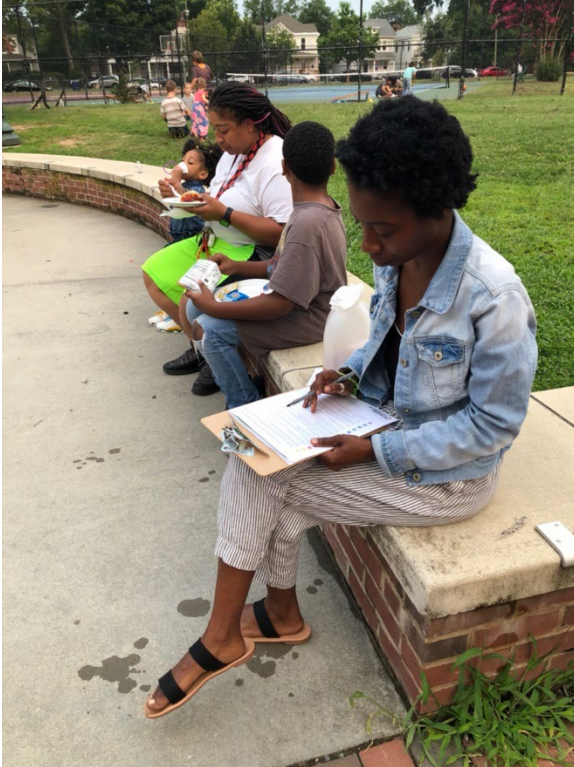


Figure 6. People taking surveys at the National Night Out in Northside (left) and Southside (right)

Telephone Town Hall Meetings

The Richmond Connects team held two Telephone Town Hall Meetings in August 2023:

- Monday, August 7, 2022, 6:00 PM to 7:00 PM
- Tuesday, August 8, 2022, 12:00 PM to 1:00 PM

The Telephone Town Hall Meetings dialed out to the entire City of Richmond. Residents received phone calls inviting them to join the Telephone Town Hall Meeting. No internet connection was required. Participants participated directly from their phone. The meetings were available in English and Spanish.

On the Monday August 7th evening meeting, over 43,000 phone numbers of Richmonders were dialed out to, and over 10,000 people joined the meeting. At peak participation, there were almost 2,800 people in the meeting at one time.

On the Tuesday August 8th midday meeting, over 8,600 people joined the meeting. At peak participation, there were over 1,800 people in the meeting at one time.

Focus Group

The Focus Group was conducted on September 15, 2023, with 21 Richmond residents that represented different Communities of Concern like under 25, over 65, Black, and low-income, among others. They were divided into two groups. Each group looked at non-mappable strategies to address needs within each of the 11 Investment Need Categories. They could categorize strategies as high, medium, or low priority, or could put a strategy in their top 5 most important. They could change the language of existing strategies or add their own ideas.

The full documentation of the focus group meeting, including results, is available in the Focus Group Summary report.



Figure 7. Focus group participants looking at strategies for INC 4: Land Use

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?

1	2	3	4	5
<p>PUBLIC INPUT IN POLICING Facilitate grassroots efforts for community policing, and lead a public opinion process so policymakers can define and communicate how they want police to enforce traffic and safety laws.</p> <p>S.2.c</p>	<p><i>Your Ideas</i> How many police officers and make sure they are not off duty. Review the police and the sheriff's office at school.</p>	<p>ENFORCE SAFETY LAWS Step up enforcement of transportation safety laws, including wearing seat belts, paying no attention, distracted driving, and driving while impaired.</p> <p>S.2.a</p>	<p>PUBLIC TOILETS Build free-standing public restrooms along routes where lots of people walk. Or provide financial incentives for existing public use of restrooms.</p> <p>S.8.c</p>	<p>CROSSWALK VISIBILITY Improve information to make sure drivers can see people crossing the street and receive signals to stop.</p> <p>S.6.c</p>

High Importance

<p>PUBLIC SAFETY CAMPAIGN Conduct a safety campaign targeting drivers, bicyclists, and pedestrians to encourage safe driving and sharing the road.</p> <p>S.2.a</p>	<p>ENCOURAGE AWARENESS Conduct a public awareness campaign to discourage driving and distracted driving.</p> <p>S.1.b</p>	<p>SAFE ROUTES TO SCHOOL Continue to seek more funding for safe routes to school projects like better school crossing guards and better school bus routes.</p> <p>S.1.c</p>	<p>PRIORITIZE DANGEROUS ROADWAYS Identify which streets have high rates of crashes and prioritize them for safety improvements.</p> <p>S.8.b</p>
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Medium Importance

<p>CRASH REPORTING Work with local news to report on crashes without blaming.</p> <p>S.1.c</p>	<p>ENFORCEMENT REPORT Create a system for reporting issues with enforcement.</p> <p>S.3.b</p>	<p>NEW SPEED TECHNOLOGY Look into other camera technologies for ensuring speeding, such as radar or other technology that can communicate with cars and smart infrastructure.</p> <p>S.2.f</p>	<p>PUBLIC SEATING Install more public seating throughout the city along routes where lots of people walk.</p> <p>S.8.a</p>
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Low Importance

<p>REVENUE FOR SAFETY PROJECTS Use the money from various sources to fund projects that improve pedestrian and bicyclist safety.</p> <p>S.8.d</p>	<p>SPONSORSHIP FOR SAFETY PROJECTS Get the Mayor and City leaders to talk about why safety is important and encourage the City to be stepping up enforcement and awareness and working together in ways that does not negatively impact low-income people or other groups.</p> <p>S.2.a</p>	<p>POLICE TRAINING Train police officers on transportation safety projects to communicate with communities of opportunity and enforcement where needed.</p> <p>S.3.a</p>	<p>SPEED CAMERAS Use cameras for automatic enforcement to issue citations for speeding.</p> <p>S.1.f</p>	<p>RED LIGHT CAMERAS Use cameras for automatic enforcement to issue citations for running red lights.</p> <p>S.2.g</p>	<p>DESIGN FOR PEDESTRIAN SAFETY Change the design of streets to make them safer for pedestrians.</p> <p>S.6.a</p>
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Figure 8. "After" poster with prioritized strategies about INC 5: Safety/Security