WHO WE ARE

OFFICE OF EQUITABLE TRANSIT & MOBILITY (OETM)

CREATED IN SEPTEMBER 2020

ORGANIZED UNDER DPW
GETTING HERE

MARCH - JUNE
- Scoping
- Outreach Guide
- Kick-Off Steering Committee

JULY-AUGUST
- Survey & Engagement

SEPTEMBER
- Advisory Committee
- Survey Analysis

OCTOBER - NOW
- Equity Factor Review
- Guiding Principle Review
- Plan Drafting
- Advertisement for Public Review
STEERING COMMITTEE
March, April, August, September as part of Advisory Committee

ADVISORY COMMITTEE
September hybrid meeting

EMAIL & DOCUMENT REVIEW
Review of Equity Factors, Guiding Principles, draft plan content
PUBLIC SURVEY

Injustices & Barriers
General Comments

TACOS FOR TRANSPORTATION & EVENTS
Community based events

BUS STOPS & LIBRARIES
Intercept survey design

SOCIAL MEDIA
Largest generator of traffic

Summer 2021
SURVEY STATS

1,904
SURVEY RESPONSES

6 IN PERSON
2 ONLINE
EVENTS
WHAT WE HEARD

TOP INJUSTICES

1. NEIGHBORHOOD DISSECTION
2. REDLINING
3. SUBURBANIZATION OF POVERTY
4. URBAN RENEWAL
5. TRANSPORTATION PLANNING
WHAT WE HEARD

TOP INJUSTICES

1. NEIGHBORHOOD DISSECTION
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5. TRANSPORTATION PLANNING
WHAT WE HEARD

BARRIERS TO ACCESS - HOTSPOTS & TRENDS

Trends in barriers included:

- Pedestrian: missing sidewalks, high traffic speeds, and a lack of pedestrian consideration during construction
- Bicycle: absent bicycle lanes and erratic drivers
- Transit: low frequency, circuitous routes, and lack of service to certain areas or at certain times
- Automobile: lack of parking, congestion, and poor road condition
- Access to Services: Grocery stores and entertainment are the services participant listed the most as lacking
DOCUMENT OVERVIEW

Intro and Purpose
What is equity
How we got here

Where we are now

How we envision the future – Equity Factors, Guiding Principles, Richmond 300 Policy, RVAgreen2050 Policy

How we shaped this plan
What others have done
The Richmond Equity Agenda

In June 2021, Richmond City Council adopted a road map to a more inclusive and thriving city: The Richmond Equity Agenda. This document establishes ten guiding principles for achieving equity and defines equity in the City of Richmond as:

“The empowerment of communities that have experienced past injustices by removing barriers to access and opportunity.”

The Richmond Equity Agenda has ten Guiding Principles to improve equity over the next ten years. These ten principles are:

- Addressing and preventing health disparities
- Housing as a vaccine for poverty
- Ensuring equitable transit and mobility for residents
- Building community wealth to combat economic inequity
RICHMOND’S TRANSPORTATION AND LAND USE INJUSTICES

History of Racial and Socioeconomic Transportation and Land Use Injustices in Richmond

Much of Richmond’s injustices can be traced to transportation and land use decisions in the past 100 years. These injustices, detailed in the following pages, were often encouraged by the federal government through funding programs. While much of the policy discussed in this section is rooted in the more recent past, Richmond’s complex history includes many atrocities we must also acknowledge as part of the foundation upon which these more recent injustices sits. We must acknowledge the unjust displacement and forced assimilation of Indigenous communities including...
The State of Transportation Planning

The Path to Equity plan will serve as the basis of Richmond Connects — the City’s multimodal transportation plan. Path to Equity and Richmond Connects will operate within the framework of existing plans and planning processes. This section will outline the local, regional, state, and federal contexts that will guide the development of these transportation plans. Some existing plans and practices are helpful for implementing an equitable transportation framework, but some may allow or even hinder progress on equitable transportation as explained in the injustices of Transportation Planning and Transportation Funding.

Local Context

RICHMOND 300

CCE’s current master plan is titled Richmond 300. A Guide for Growth. City Council adopted the plan on December 14, 2020. The plan is guided by a citywide vision that states:

*In 2037 Richmond is a welcoming, inclusive, diverse,
5 PUBLIC OUTREACH AND BEST PRACTICES

Best Practices in Equitable Outreach

Equitable outreach requires a more intensive approach than meeting legally-required participation minimums. An equitable outreach program will meet people where they are and engage groups continuously through the planning process. Best practices that COR can employ for equitable outreach include:

• Forging relationships through open discussion and informal interactions
• Attending community events and meetings
• Partnering with community leaders
• Tailoring information when delivered to specific communities

To help reach immigrants, Black, and low-income residents—planners succeeded in helping to elevate voices that had gone unheard for decades. The unanimously adopted master plan begins to right the planning wrongs of the past while establishing a strong foundation of good planning for years to come.

Developing a network of community partners is essential and can only be successful if COR builds trust within communities. These networks could help COR reach disenfranchised community members that are not present in the spaces where the government traditionally reaches. Community partners can benefit the City by being on-the-ground ambassadors within their own communities. These ambassadors should always be compensated for their time.
DEVELOPING EQUITABLE MOBILITY

Richmond 300 Vision, Goals, and Objectives

Path to Equity is built on the City’s master plan, Richmond 300. By following the vision, goals, and objectives set out in Richmond 300, P of Richmond 300 of goals and obj connects will full

WALK THE WALK, NOT JUST TALK THE TALK
Ensure the implementation and enforcement of any policy, program, or regulation does not disproportionately impact or burden, or displace, low-income communities and communities of color, and lifts up everyone.

PUT YOUR MONEY WHERE YOUR MOUTH IS
Ensure taxpayer money spent on transportation projects in city procurements, and for employee labor are weighted towards reducing income disparities and addressing the growing wealth gap in low-income communities and communities of color/

LISTEN MORE THAN YOU TALK
Ensure outreach is equitable, community-based, accessible to all, begins early in the process, and that communities are given decision-making power.
EQUITY PLANNING RESEARCH

Equity Outreach Research
The Path to Equity Team examined several transportation outreach programs across the country to improve its own outreach process and plan for future processes related to Richmond Connects. The following are relevant transportation equity outreach programs.

TARGETED UNIVERSALISM IN KING COUNTY, WASHINGTON
King County, a jurisdiction containing Seattle and over two million residents, adopted major updates to its County Strategic Plan in 2015 that incorporated targeted universalism. This concept, in their words, seeks to “provide equitable opportunities for all individuals to realize their full potential.” The framework led to the creation of a six-year Equity and Social Justice (ESJ) Strategic Plan to promote equity within the government and in King County communities. Notes on this process:

RICE UNIVERSITY’S KINDER INSTITUTE FOR URBAN RESEARCH TRANSIT EQUITY
The Kinder Institute for Urban Research is a multidisciplinary think-and-do tank housed at Rice University in central Houston, focusing on urban issues in Houston, the American Sun Belt and around the world. Through informed research, data and policy analysis, the Kinder Institute hopes to engage civic and political leaders to implement solutions to critical urban issues, including education, governance, housing, mobility and transportation, resilience, and demographics. Notes on their findings:

- Racism has shaped public transit, and it is riddled with inequities.
- From funding, planning, and infrastructure, to design and policing, many transit agencies essentially built two systems with different standards for “choice” and “dependent” riders.
- There are rail lines that are designed for “transit-dependent” riders, and there are bus routes designed for “choice” riders. This is about intent, not technology.
REVIEW PERIOD

RVA.GOV/PATH2EQUITY

January 6 - 31st
Embedded Document Review Portal
Review the full Path to Equity: Policy Guide for Richmond Connects below.

Please let OETM know your thoughts, suggestions, and comments for this draft document.

This will remain open January 6th until January 31st, 2022.
Short on time? Review new policy statements from the Policy Guide here

Equity Factors

Below is a new set of policy statements called Equity Factors, which are designed to hone in on resolving targeted inequities in transportation. These statements will be used in addition to the Vision, Goals and Objectives from the Richmond 30% A Guide for Growth master plan. These were crafted using survey data from Richmond residents, research on history and status of inequity in transportation today, and in consultation with an advisory committee and steering committee. These statements are designed to bring clarity to what Richmond sees as the path to equity in transportation. They articulate what future transportation investments will look like if these equity factors are upheld when making funding decisions. Transportation will move the needle to a more equitable future for all Richmonders. Please review the crafting of these factors and let us know what you think. Do these align with the master plan objectives, capture the desired outcomes related to equitable transportation? Do they need tweaks or adjustments? Several comments or ideas?
Guiding Principles:

After an analysis of the survey results and a continued investigation into best practices in equity planning, it has become necessary to include additional language laying out principles for how to achieve the equity factors and Richmond 300 objectives. While the policy guide clearly states the desired equity outcomes through the equity factors and Richmond 300 objectives, guidance on implementation is needed to capture the full scope of actions necessary for achieving equity in transportation.

These Guiding Principles are intended to ensure that outreach, implementation and enforcement, and spending – the process of how to get to the stated outcomes – are equity focused as well. The Guiding Principles for achieving transportation equity in the City of Richmond are below for your review and comment.

CITY OF RICHMOND, DPW

PATH TO EQUITY

Policy Guide for Richmond Connects

GUIDING PRINCIPLES
PUBLIC REVIEW → FINALIZE PDF → CONVERT TO WEBPAGE
Next Steps

**JANUARY**
- Public Review Period
- Kick-off Webinar
- Mayor Press Release
- Facebook Live
- LUHT Committee Briefing
- Internal RC Scoping Review

**FEB/MAR**
- Finalize Path to Equity Document
- Present to LUHT committee
- Start Richmond Connects

**APRIL-JUNE**
- First Round Richmond Connects Outreach
- Richmond Connects Metric Development
CONTACT US

PHONE:
1 804 646-4731

EMAIL:
kelli.rowan@rva.gov

ADDRESS:
1500 E. Franklin Street

SOCIAL MEDIA:
City of Richmond Facebook
THANK YOU