Outreach and Engagement Highlights

Kelli Rowan | Transit, Planning and Mobility Program Manager
Office of Equitable Transit and Mobility, DPW City of Richmond
RICHMOND REGIONAL TRANSPORTATION PLANNING ORGANIZATION
COMMUNITY TRANSPORTATION ADVISORY COMMITTEE
July 15, 2021
Path to Equity Policy Guide VS. Richmond Connects

Spring & Summer 2021
Policy for Richmond Connects

Combines existing transportation policy with emphasis on equity

Fall 2021 to Winter 2022
Future Richmond Connects Plan Elements

RICHMOND CONNECTS EQUITABLE MOBILITY & ACCESSIBILITY ACTION PLAN (RC E-MAAP)

Identifies existing conditions, multimodal needs, and priority recommendations for top needs - projects, strategies, programs and policies - at the 5 to 10 year planning horizon

RICHMOND CONNECTS SCENARIO PLAN

Answers 'what would equity look like in Richmond if we invested in x, y, or z types of transportation over the next 25 years?'
Pull existing Vision, Goals, and Objectives from Richmond300 Master Plan and other existing city-wide transportation policy.

Organize existing policy language into categories of transportation needs and investment, providing opportunities for future links to needs metrics.

Develop Equity Factors for future Equity Weighting Framework to clearly state desired equity outcomes related to transportation.
Vision, Goals, and Objectives from Richmond 300 Master Plan

Transportation Investment Needs Categories

Equity Factors

Focus of Survey and Outreach
Outreach Timeline

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- Pop-Up ‘Live’ Events
- “On the Ground” Flyering, Kiosks, Street Team
- Webinar and Web blasts
- Web Based Survey
## Outreach Timeline

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**Advisory Committee**

Includes mix of planning and transportation related professionals, various advocacy groups committed to equity and environmental justice, and representation of the various neighborhoods and growth nodes via paid city ambassadors.

**Policy Guide Development**

FY 22 Apr May Jun Jul Aug

- Draft Policy Guide
- "On the Ground" Flyering, Kiosks, Street Team
- Web Based Survey
- Pop-Up ‘Live” Events
- Webinar and Web blasts
- Path to Equity Survey Drop Boxes

- Includes mix of planning and transportation related professionals, various advocacy groups committed to equity and environmental justice, and representation of the various neighborhoods and growth nodes via paid city ambassadors.
Pop-Up Events | Purpose

- Educate and awareness for OETM generally while also kicking off Path to Equity: Policy Guide for Richmond Connects
- Build trust with communities
  - Come to them, not them to us
  - Value of time = incentives
- Survey Responses for PTE
  - past injustices and barriers to access
- General public engagement outcomes
  - a public meeting with a ‘twist’
- Interest/buy-in from traditionally underserved communities
- Create ‘fun’ environment around transportation planning to engage meaningfully
Advertising and Community Awareness Efforts

City of Richmond, VA Government

Transportation Planning in the City - We Need Your Input!
Help build a more connected city by taking this online survey at metroquestsurvey.com/ly25w and you will be entered into a drawing to possibly win a $100 gift card.

Bring your completed survey and join us for a FREE taco at Byrd Park this Saturday, July 17 from 11 am - 3 pm at the Taqueria Panchito food truck (near Fountain Lake)

TACOS FOR TRANSPORTATION
Complete a survey for FREE tacos!
July 17, 11am-3pm Byrd Park (near Fountain Lake)
METROQUESTSURVEY.COM/LY25W

TACOS POR EL TRANSPORTE
¡Complete la encuesta y reciba tacos gratis!
17 de Julio, Parque Byrd (en el lago on la Fuente) 11am-3pm
METROQUESTSURVEY.COM/LY25W

Community Clovia
June 26th Event was a Success!
On-going Survey Assessment and Outreach

- Track participation
- Targeted advertising and outreach to ensure representation
  - Street team
  - Paper survey drop boxes
- Aiming for representation of City residents - ages, family sizes, income, races, ethnicities, locations
Please Come and SHARE Links for events and Survey!!

• English: metroquestsurvey.com/ly25w
• Spanish: http://metroquestsurvey.com/dq0a0h

RVA.GOV/connects

TACOS FOR TRANSPORTATION!

July 17th
Byrd Park
(By Fountain Lake)

July 31st
Blackwell Pool

All events from 11am-3pm
Questions?
Welcome!

Learn a bit about this initiative before you begin.

Path to Equity Survey
To prepare for the City's transportation planning process - Richmond Connects - the Office of Equitable Transit and Mobility (OETM) has developed this survey to gather input on your perception of existing transportation inequities in the City of Richmond. Simply put, we are ensuring that those who previously haven't had a voice are a priority when it comes to transportation planning.

Path to Equity: Policy Guide for Richmond Connects is part of the City's transportation plan and will help pick walking, biking, transit, and traffic improvements for the City of Richmond.
Transportation Injustices

Inequity in transportation today can be tied to long-standing policies and trends of the past.

Please review the injustices listed here and rank the top five that you feel have had the biggest impact on the city.

PLEASE USE THE SPEECH BUBBLE ICON TO EXPLAIN HOW THESE INJUSTICES AFFECT YOU AND YOUR NEIGHBORS TODAY.
Transportation Planning

As vehicle speed increases, pedestrian and cyclist deaths occur more frequently.

Transportation planning injustices include the use of techniques and tools that have resulted in a prioritization of high-speed traffic over bicycle, pedestrian, and transit projects.

Largely because of automobile speed priority in planning, racial minorities and low income people are more frequently killed by motorists and have less access to jobs and destinations without a car.
Transportation Barriers

Please drag and drop a marker where you experience a barrier. Drop as many markers as you need.

Barriers are physical and psychological limits that prevent a person's movement. Please tell us where you experience transportation barriers in the city.

PLEASE DRAG THE MARKERS ONTO THE MAP TO SHOW US WHERE AND IN WHAT WAY YOU EXPERIENCE A BARRIER. DROP AS MANY MARKERS AS YOU WANT.
Richmond Path to Equity

Transportation Barriers

Please drag and drop a marker where you experience a barrier. Drop as many markers as you need.

Transit

Transit Barriers

Select...

Select...
The bus ride takes too long
Buses do not go here often enough
Too many transfers to get here
Area needs off-peak service
This bus stop is unsafe
Too exposed to sun/weather
Poor lighting at night
Other (specify below)

Map

Satellite

Privacy - About MetroQuest
Thank You!
We appreciate your time!

Final Questions

› How satisfied were you with this survey?
  Select...

› Provide your email for updates (optional)
  Type...

› Any other ideas moving forward?
  Type...

0/500

Thank You!
Thank you for participating in our survey!
Your input is crucial in creating an equitable future.

PATH TO EQUITY
Policy Guide for Richmond Connects

Project Site

Please share this with others and help us get everyone involved!

Answer the questions you want to, then click Finish.

Finish