



# Policy Guide for Richmond Connects

## Outreach and Engagement Highlights

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COMMUNITY TRANSPORTATION ADVISORY COMMITTEE

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# Path to Equity Policy Guide VS. Richmond Connects

Spring & Summer 2021

Policy for Richmond  
Connects

Fall 2021 to Winter 2022

Future Richmond Connects Plan Elements



Policy Guide for Richmond Connects

Combines existing  
transportation policy with  
emphasis on equity

## 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?'

# PATH TO EQUITY



Policy Guide for Richmond Connects

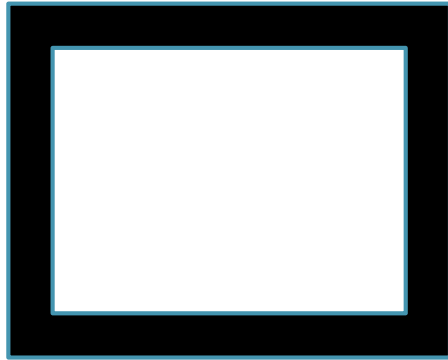
Pull existing Vision, Goals, and Objectives from Richmond300 Master Plan and other existing city-wide transportation policy

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

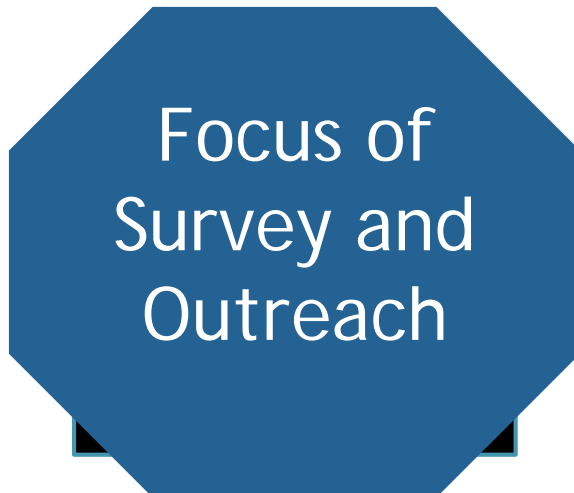
Develop Equity Factors for future Equity Weighting Framework to clearly state desired equity outcomes related to transportation



Vision, Goals, and  
Objectives from  
Richmond 300 Master  
Plan



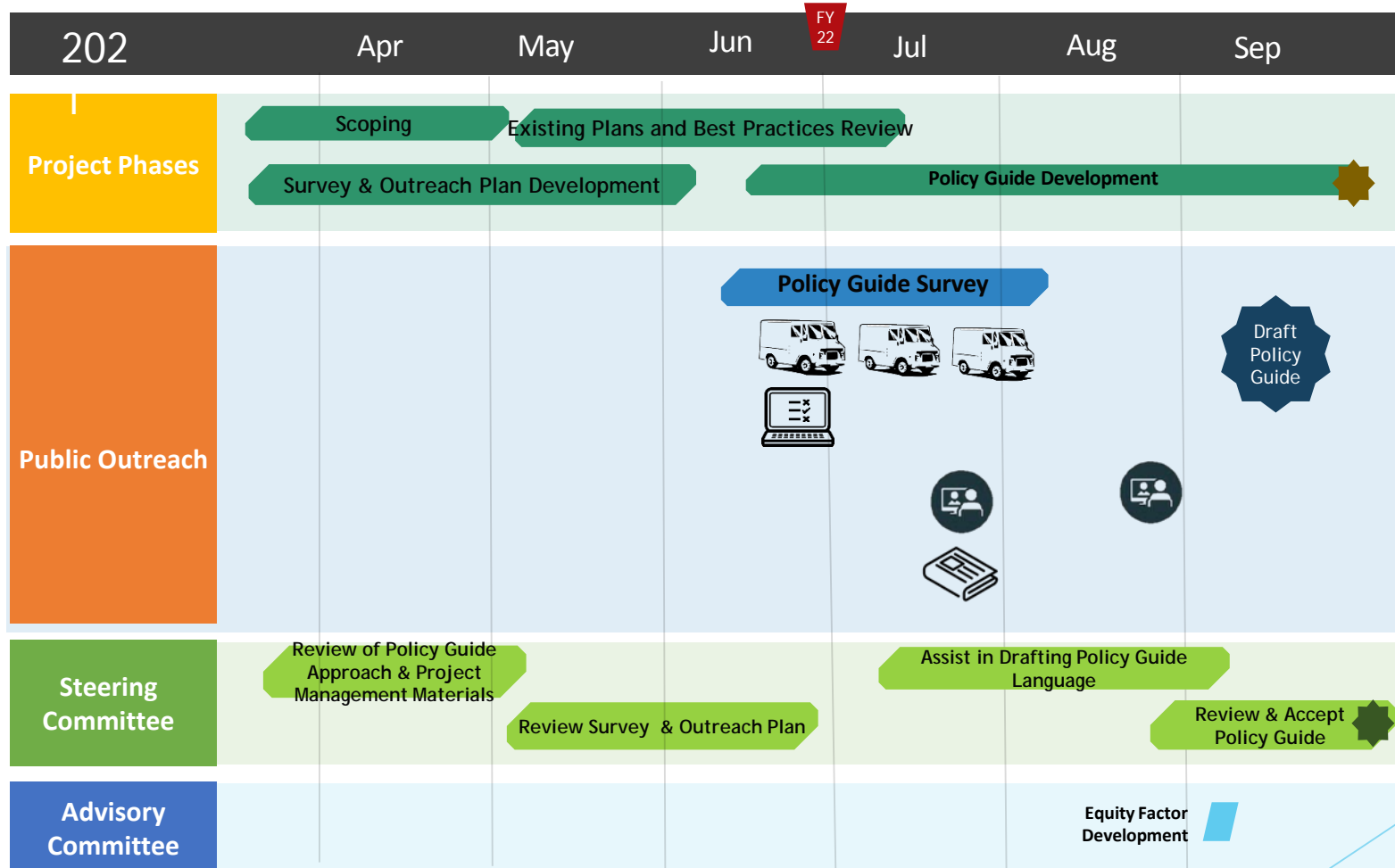
Transportation  
Investment  
Needs Categories



Equity  
Factors



# Outreach Timeline



Pop-Up 'Live' Events



"On the Ground" Flyering, Kiosks, Street Team

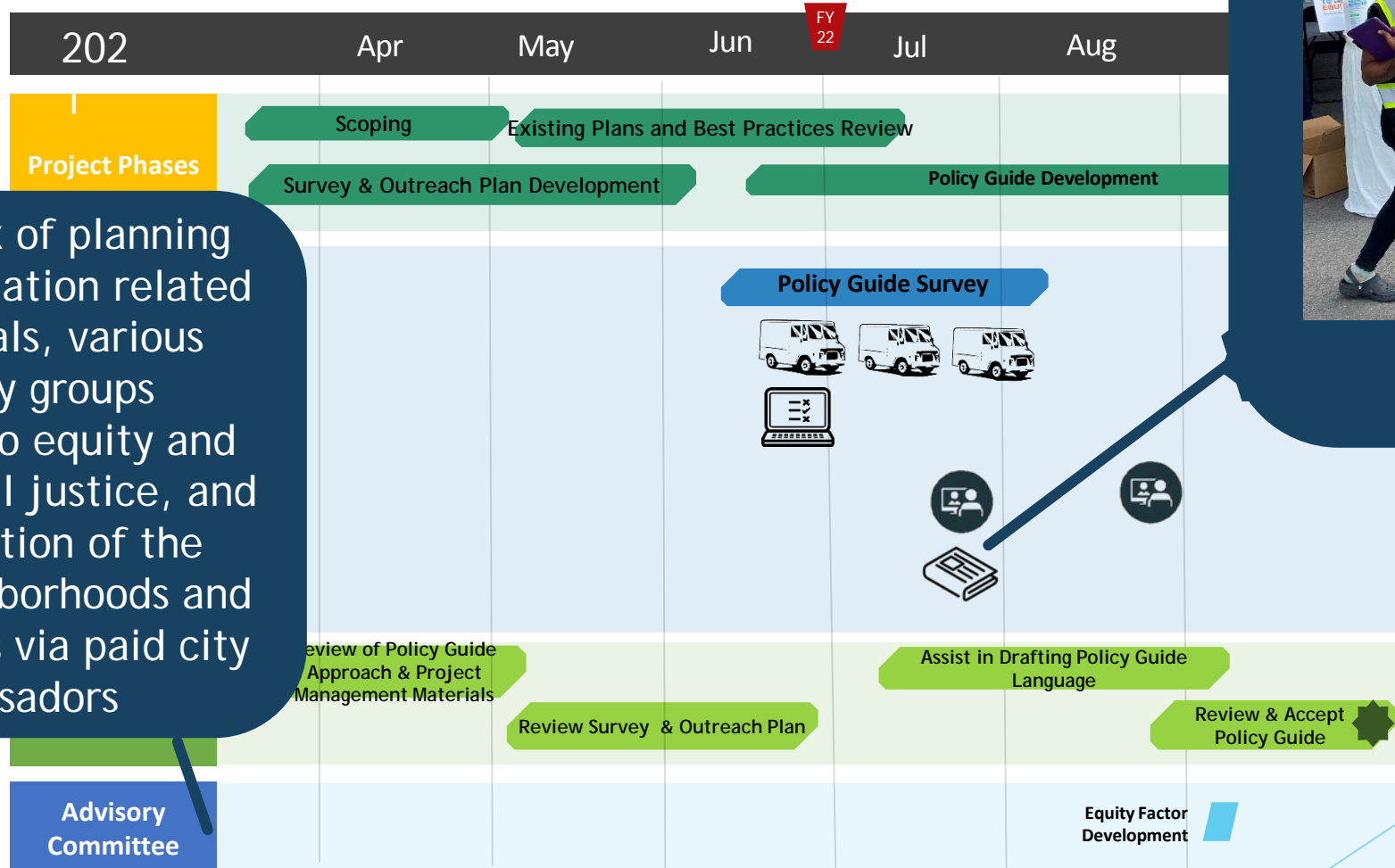


Webinar and Web blasts

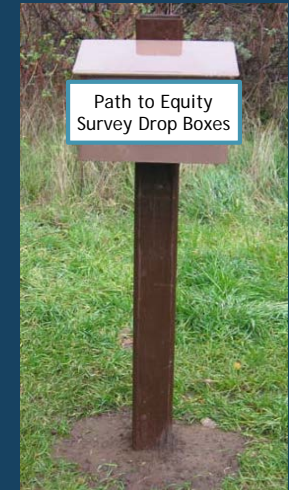


Web Based Survey

# Outreach Timeline



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 'Live' Events



"On the Ground" Flyering, Kiosks, Street Team



Webinar and Web blasts



Web Based Survey



# 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



Community Clovia



City of Richmond, VA Government

2h · 🌐

Transportation Planning in the City - We Need Your Input!

Help build a more connected city by taking this online survey at [metroquestsurvey.com/ly25w](https://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](https://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](https://metroquestsurvey.com/ly25w)



# June 26<sup>th</sup> 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!!

# TACOS FOR TRANSPORTATION!

- English:

[metroquestsurvey.com/ly25w](https://metroquestsurvey.com/ly25w)

- Spanish:

<http://metroquestsurvey.com/dq0a0h>

RVA.GOV/connects



July 17<sup>th</sup>

Byrd Park

(By Fountain Lake)

July 31<sup>st</sup>

Blackwell Pool

All events from 11am-3pm

Questions?



[metroquestsurvey.com/ly25w](https://metroquestsurvey.com/ly25w)

1

# Welcome!

Learn a bit about this initiative before you begin.

START

## 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 in

[Español](#)

### Welcome!



*Please take a moment to tell us what you think and help us better understand the issues that are important to you.*

[→ Next](#)

**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.



RANKING

SURVEY

MAPPING

WRAP UP



START

RANKING

2

## Transportation Injustices

Please rank 5 of the 9 items above the line in your preferred order.

»

3

SURVEY

4

MAPPING

5

WRAP UP

↑ Order your top 5 items above this ↑  
line

Streetcar Network Ren

Neighborhood Dissec

Transportation Plann

Suburbanization of Po

Environmental Haza

Urban Renewal

Redlining

Transportation Cost Bu

Transportation Fund

### Transportation Injustices



BUBBLE ICON  
INJUSTICES  
NEIGHBORS

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.



START

RANKING

2

## Transportation Injustices

Please rank 5 of the 9 items above the line in your preferred order.



3

4

5

SURVEY

MAPPING

WRAP UP

↑ Order your top 5 items above this ↑  
line

Streetcar Network Removal

Neighborhood Dissection

Transportation Planning

Suburbanization of Poverty

Environmental Hazards

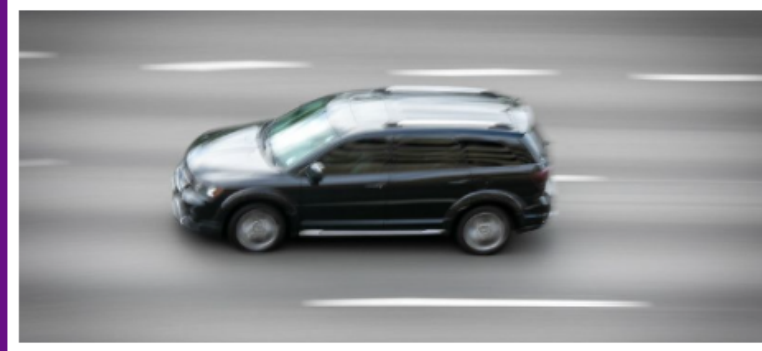
Urban Renewal

Redlining

Transportation Cost Burden

Transportation Funding

### 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.





1

START

2

RANKING

3

SURVEY

4

MAPPING

5

WRAP UP

Survey

Please complete this survey before moving forward

Demographics

Household Information

Employment and Income

Location

Transportation

Past Participation

Demographics

What is your age?  
Select...

Please select one of the following race categories  
Select...

Is there any other racial, ethnicity or origin category you would use describe yourself that you'd like to include (eg. Taiwanese, Chickahominy, etc.)?  
Type... 0/50

How do you describe your gender?  
Select...

Is there more specific language you use to describe your gender?  
Type... 0/50

↓

1

2

3

4

5

START

RANKING


SURVEY


MAPPING


WRAP UP


## Transportation Barriers


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


Pedestrian

Bicycle

Transit

Lack of Services

Automobile


Other

MapSatellite

Transportation Barriers

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.***



Keyboard shortcuts

Map data ©2021

Terms of Use

Report a map error

The screenshot displays the 'Transportation Barriers' survey application. The main map shows Richmond, Virginia, with a bus stop icon selected. A dropdown menu titled 'Transit Barriers' is open, showing a list of reasons for barriers. The interface includes a sidebar with navigation options: 'START', 'RANKING', 'SURVEY', and 'MAPPING'. The 'SURVEY' section is currently active. The map also shows various transportation routes and landmarks.

START

2 RANKING

3 SURVEY

✓ MAPPING

5 WRAP UP

## Thank You!

We appreciate your time!

### Final Questions

› How satisfied were you with this survey?

Select...

› Provide your email for updates (optional)

Type...

0/50

› Any other ideas moving forward?

Type...

0/500

Answer the questions you want to, then click Finish:

Finish

### 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!