

RVA RISING

GROW.
THRIVE.
HERE.

A journey of progress for Greater Richmond.

Making our home a place where everyone can thrive.



What is **RVA Rising**?

RVA Rising is a long-term, collaborative effort to ensure everyone in the Richmond region can thrive here. Driven by data and community input, RVA Rising brings people and institutions together to pursue strategies that will create systems change and increase economic mobility for all.

2024 Highlights

- Dedicated staff resources and strategy alignment among convening organizations
- Adopted well-researched economic mobility framework that will be customized to our region
- Ongoing learning with peer cities and national research institutions
- Identified housing and demographic metrics for RVA as a launching point
- Socialized initiative through board-level presentations and 75+ focus groups engaging over 1,000 individuals
- Developed brand identity and high-level narrative
- Currently developing website to launch in January 2025



Let's take a look at the **drivers of mobility.**



Opportunity-rich & Inclusive Neighborhoods

- Housing stability
- Economic inclusion
- Racial diversity
- Social capital
- Transportation access



High-Quality Education

- Access to preschool
- Effective public education
- School economic diversity
- Preparation for college
- Digital access



Rewarding Work

- Employment opportunities
- Jobs paying living wages
- Opportunities for income
- Financial security
- Wealth-building opportunities



Healthy Environment and Access to Good Health Care

- Access to health services
- Neonatal health
- Environmental quality
- Safety from trauma



Responsive and Just Governance

- Political participation
- Descriptive representation
- Safety from crime
- Just policing

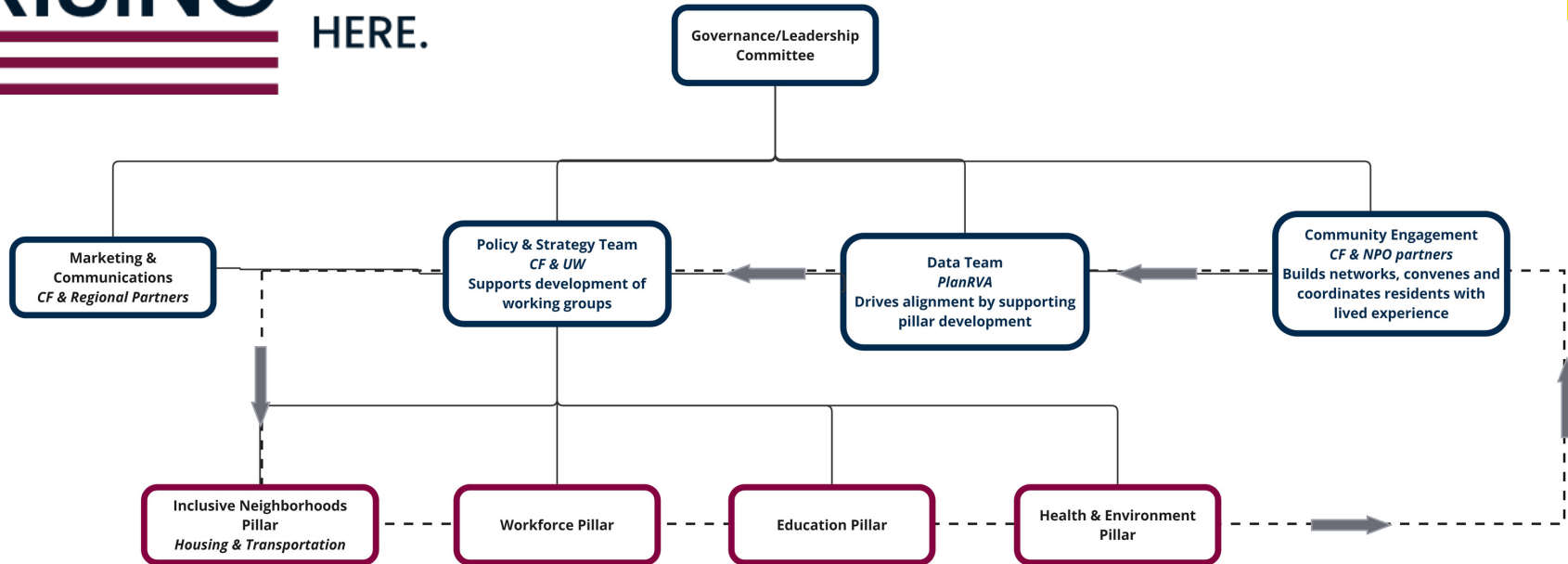
2025 Priorities

- Solidify a leadership and governance structure.
- Secure financial resources to support the work.
- Continue to build out of pillar leadership, goals, metrics and priority initiatives
- Expand outreach and invite more people to learn about and align with the work.
- Launch communications plan and system and share real time updates and success stories.



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Our Purpose:

Opportunity should not be defined by one's zip code, race, ethnicity, or background.

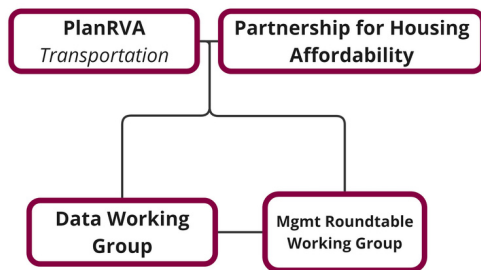
Our Mission:

Serve as a catalyst to align and accelerate transformative action and strengthen our region's progress toward inclusive, multi-generational economic mobility.

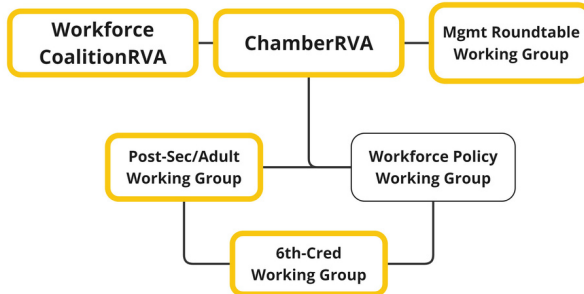
Our Vision:

A thriving, resilient RVA where everyone can achieve their fullest potential.

OPPORTUNITY-RICH AND INCLUSIVE NEIGHBORHOODS



REWARDING WORK



HIGH QUALITY EDUCATION



HEALTHY ENVIRONMENT & ACCESS TO HEALTHCARE

