

JANUARY 18, 2022 LUHT



Policy Guide for Richmond Connects

OFFICE OF EQUITABLE
TRANSIT & MOBILITY



WHO WE ARE

**OFFICE OF EQUITABLE
TRANSIT & MOBILITY
(OETM)**



**CREATED IN
SEPTEMBER 2020**



**ORGANIZED UNDER
DPW**



WHAT IS PATH TO EQUITY?

Policy Guide V. Richmond Connects



Section 6

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Spring 2021

Path to Equity

POLICY GUIDE



Policy Guide
for Richmond
Connects



Spring 2022

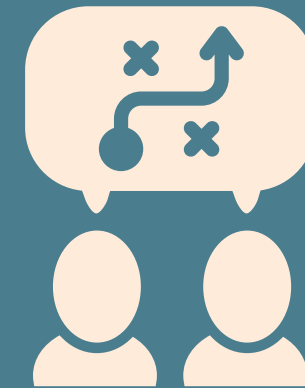
Richmond Connects

RC EQUITABLE MOBILITY & ACCESSIBILITY ACTION PLAN



Winter 2023

RC SCENARIO PLAN



POLICY GUIDE

Combines existing transportation policy with newly created Equity Factors & Guiding Principles. Sets foundation for needs metrics for next phase.



Policy Guide
for Richmond
Connects



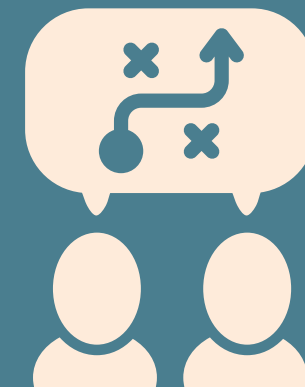
RC EQUITABLE MOBILITY & ACCESSIBILITY ACTION PLAN

Existing conditions, multimodal needs, & priority recommendations for top needs. Projects, strategies, programs and policies at the 5 to 10 year planning horizon.



RC 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?'



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

Stakeholder



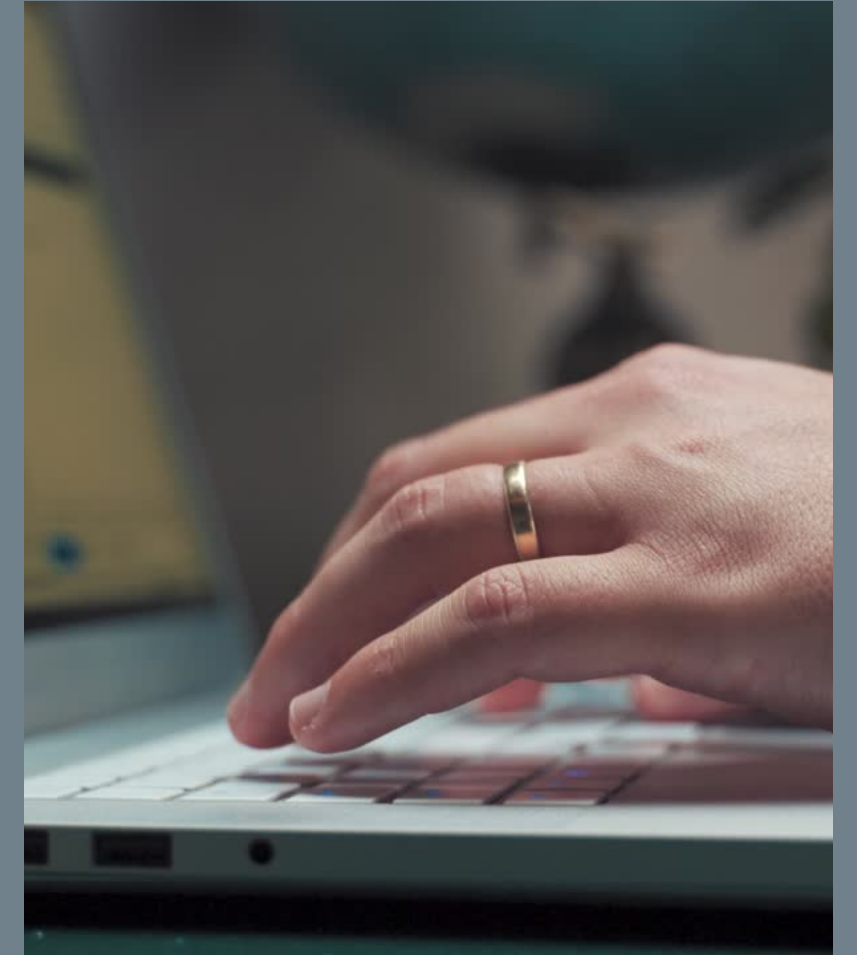
STEERING COMMITTEE

March, April, August,
September as part of
Advisory Committee



ADVISORY COMMITTEE

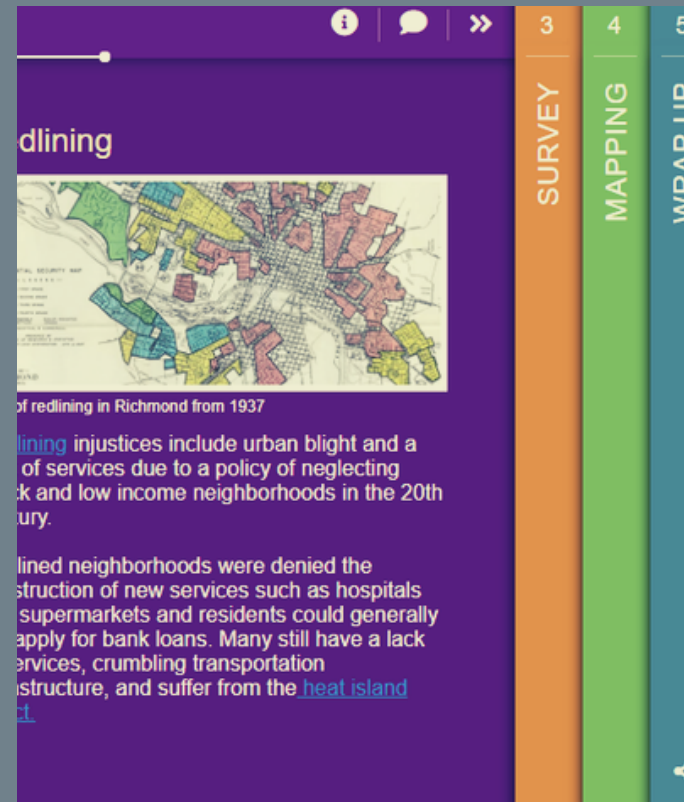
September hybrid meeting



EMAIL & DOCUMENT REVIEW

Review of Equity Factors,
Guiding Principles, draft
plan content

Public



PUBLIC SURVEY

Injustices & Barriers
General Comments



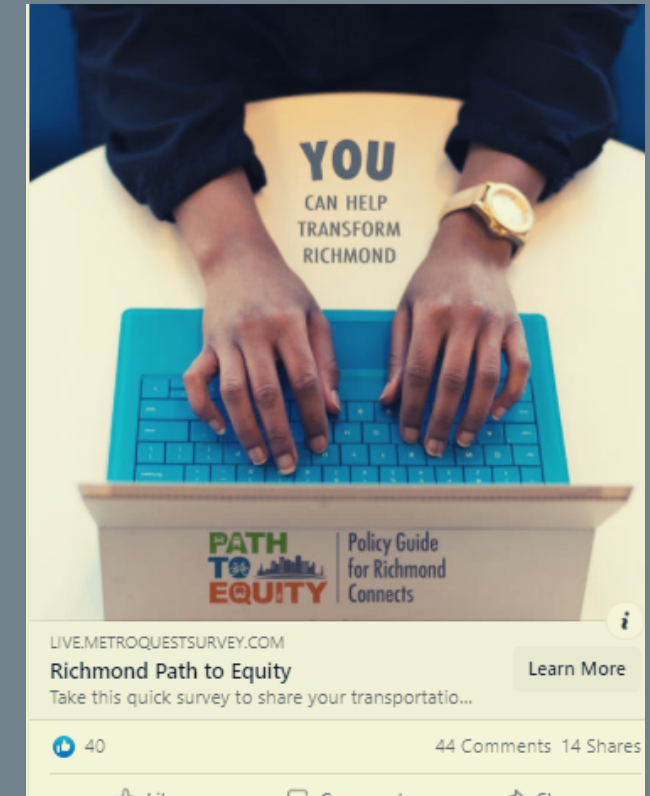
TACOS FOR TRANSPORTATION & EVENTS

Community based events



BUS STOPS & LIBRARIES

Intercept survey design



SOCIAL MEDIA

Largest generator of traffic

Summer 2021





Media



COMMUNITY CONVERSATIONS

Two Clovia Interviews



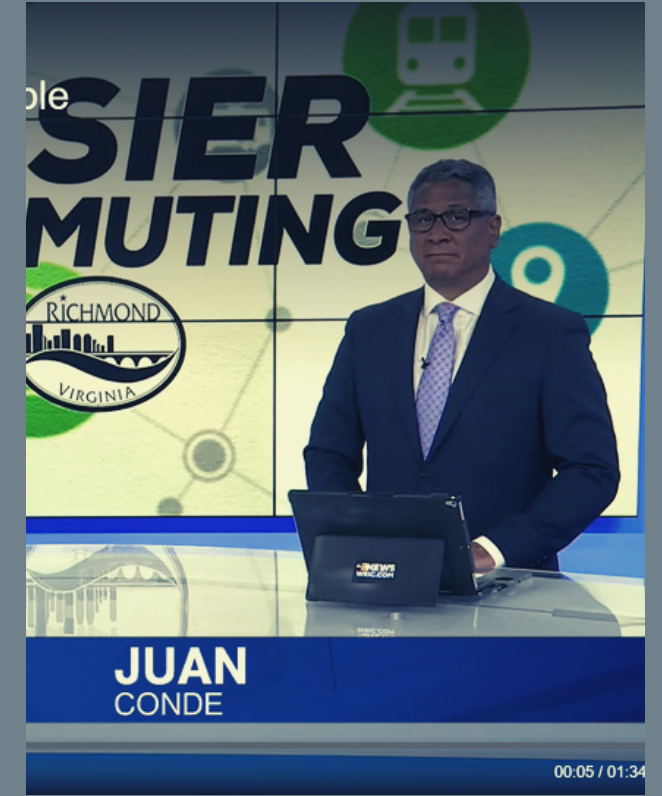
PRESS RELEASE

Process Kick-Off



NEWS

VPN News



NEWS

WRIC News

SURVEY STATS



1,904

SURVEY RESPONSES

6 IN PERSON
2 ONLINE

EVENTS

WHAT WE HEARD

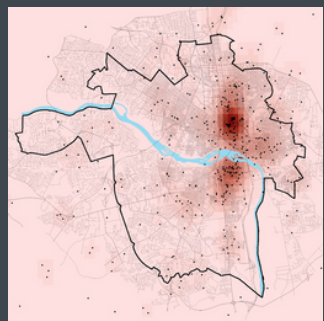
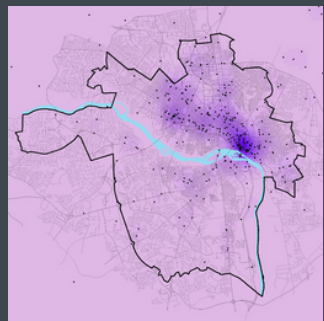
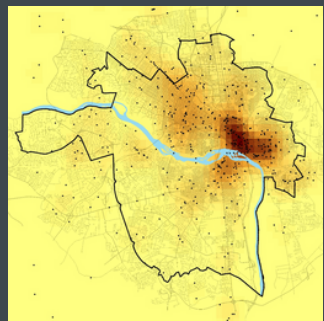
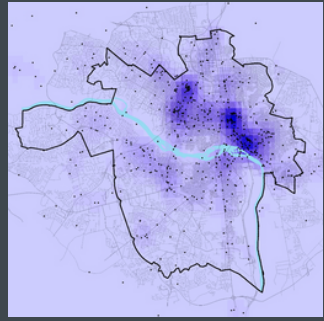
TOP INJUSTICES

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



WHAT WE HEARD

BARRIERS TO ACCESS



- Trends & hotspots for barriers faced by pedestrians, bicyclists, motorists, transit riders.
- Collected data on what services or destinations could not be accessed.

DOCUMENT OVERVIEW



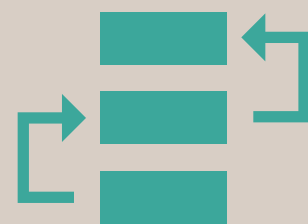
Intro and Purpose
What is equity
How we got here



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



DEFINING EQUITY

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.”

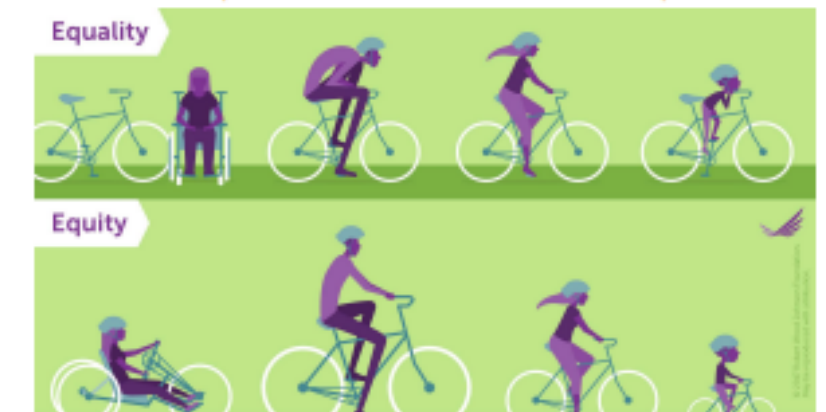
The Richmond Equity Agenda has ten Guiding Principles to improve equity over the next ten years. Those ten principles are:

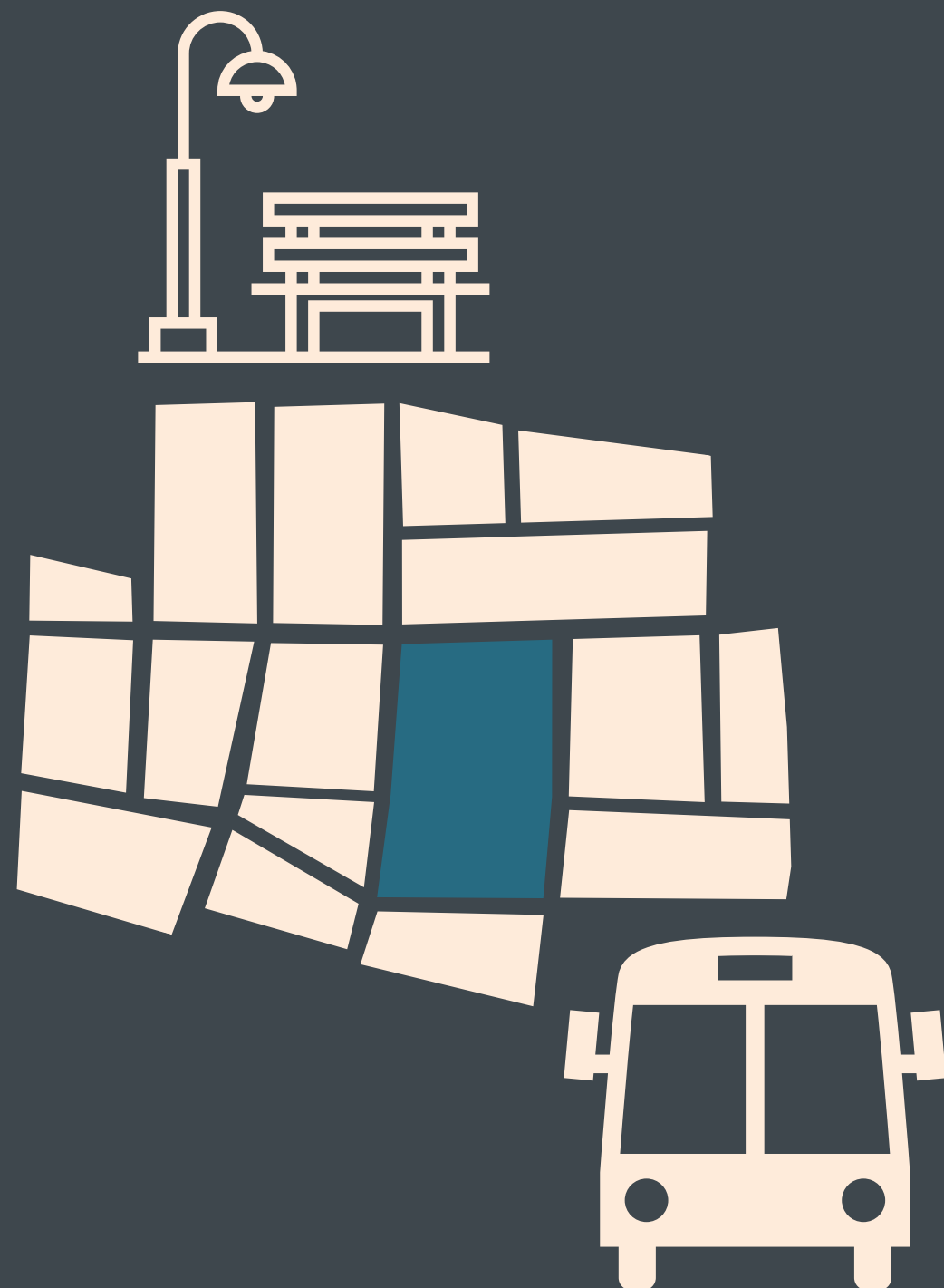
- Addressing and preventing health disparities
- Housing as a vaccine for poverty
- Ensuring equitable transit and mobility for residents
- Building community wealth to combat economic inequity

Equity Over Equality

To illustrate equity, people often compare it to equality, illustrated in Figure 2 below. If pursuing a state of equality, every person – no matter what their individual needs are – receives a bicycle. When pursuing equity, every person is given a bicycle that fits their specific needs.

Figure 2. Equality vs Equity (from the Robert Wood Johnson Foundation). This graphic depicts how providing different levels of aid based on a person’s needs will result in a more equal outcome.





PATH
TO
EQUITY

3

RICHMOND'S TRANSPORTATION AND LAND USE INJUSTICES

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

Much of Richmond's inequities 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 lie. We must acknowledge the unjust displacement and forced assimilation of indigenous communities including

Timeline of Transportation and Land Use Injustices (Not In Chronological Order)

1934
Congress passes the National Housing Act to make mortgages more affordable and to reduce the largely denied assistance to BIPOC Americans.

1935
The Home Owners' Loan Corporation (HOLC) in 1933, begins mapping cities based on mortgage risk. This process today is known as "redlining" neighborhoods and most of its low-income neighborhoods were marked as "red" on HOLC's 1937 risk assessment map.

1937
Congress passes the National Housing Act of 1937 to enable cities to create housing authorities to improve conditions for the urban poor. This act established funding for cities to acquire private homes, demolish them, and rebuild public housing. This resulted in the massive demolition of BIPOC and low-income communities as part of a process today known as "urban renewal." Through this act, Richmond demolished Blackwood



NEIGHBORHOOD PROFILE: JACKSON WARD

Jackson Ward was once referred to as the "Harlem of the South." The neighborhood has been subjected to several large-scale, destructive government practices that have split the neighborhood into two pieces. Apostle Town was a subarea of Jackson Ward and was targeted for demolition when the City secured federal funding to build public housing. This public housing development would be called Gilpin Court. In the 1950s, the City began demolishing through the center of the neighborhood to construct what would become I-95/64, leaving it irreparably separated. The northern portion of Jackson Ward is today referred to as Gilpin.



Several blocks of Jackson Ward were demolished for the construction of I-95. The northern portion of the divided neighborhood is today known as Gilpin and is one of the poorest neighborhoods in the city.



4

EXISTING PLANS AND PLANNING PRACTICES

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 slow or even hinder progress on equitable transportation as explained in the injustices of Transportation Planning and Transportation Funding.

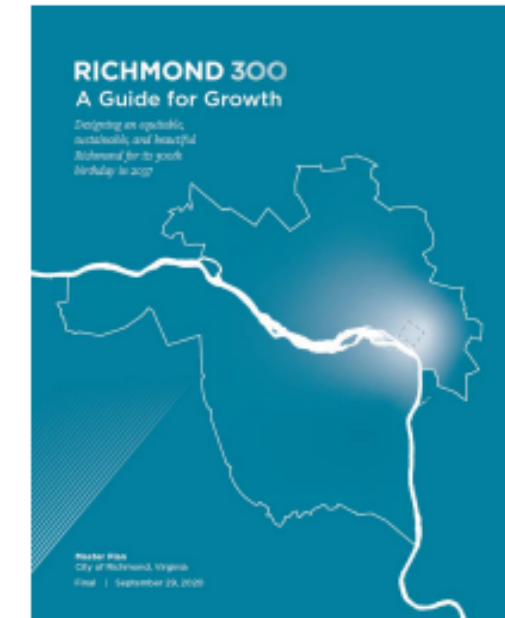
Local Context

RICHMOND 300

COR’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 city-wide vision that states:

“In 2037, Richmond is a welcoming, inclusive, diverse,

Figure 16. Richmond Connects will continue the work of Richmond 300 and RVAgreen 2050 through its transportation recommendations.





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 the time

6

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, Path to Equity will fulfill the transportation-oriented elements most relevant to transportation. [A full list of Richmond 300 goals and objectives](#) connects will fulfill the transportation-oriented elements most relevant to transportation. [A full list of Richmond 300 that Path to Equity](#)

Table 4. Investment Needs Categories with Richmond 300 Goals and Objectives

RICHMOND 300 A GUIDE FOR GROWTH		Bicycle/Pedestrian	Transit	Freight	Land Use	Safety	Connectivity/Networks	Maintenance Needs	Economic Development	Technology	Sustainability
Richmond 300 Goal	Richmond 300 Objective										
R300 Goal 1 Complete Neighborhoods: Establish a city of complete neighborhoods that have access to Nodes connected by major corridors in a gridded street network.*	Objective 1.3 Support the growth of jobs and housing in Nodes by using placemaking, clustering community-serving facilities at Nodes, and prioritizing infrastructure projects that encourage multi-modal accessibility to and from Nodes. Objective 1.4 Maintain and improve primarily residential areas by increasing their linkages to Nodes, corridors, parks, and open space, and maintaining high-quality design standards.	*	*	*	*	*					
R300 Goal 4 Urban Design: Establish a distinctive city comprising architecturally significant buildings connected by a network of walkable urban streets and open spaces to support an engaging built environment.*	Objective 4.4 Increase Rich and's walkability along all streets.	*			*	*					
R300 Goal 6 Land Use & Transportation: Align future land use and transportation planning to support a sustainable and resilient city.	Objective 6.1 Increase the number of residents and jobs at Nodes and along enhanced transit corridors in a land development pattern that prioritizes multi-modal transportation options.	*	*		*						
R300 Goal 7 Vision Zero: Systemically change the built environment to shift our safety culture and ensure that individuals are not killed or seriously injured on city streets.	Objective 7.1 Reduce all traffic-related deaths and serious injuries to zero by implementing the Vision Zero Action Plan.					*					

City of Richmond RVAGreen 2050		Bicycle/Pedestrian	Transit	Freight
RVAGreen 2050 Goal	RVAGreen 2050 Objective			
Buildings & Energy Pathway: Accelerate the equitable transition to healthy, resilient, climate neutral buildings and energy sources	Objective 1: Achieve climate neutrality and increase resilience in government buildings, infrastructure, and operations.	*	*	*
	Objective 2: Maximize energy efficiency, performance and resilience in all existing buildings.			
	Objective 3: Ensure all Richmonders have equitable access to affordable and renewable clean energy.			
	Objective 4: Achieve climate neutrality and maximize resilience in all new buildings.			
Transportation & Mobility Pathway: Accelerate the transition for all to clean and equitable mobility systems	Objective 1: Achieve climate neutrality in municipal fleet operations and increase resilience and stewardship of transportation infrastructure.		*	*
	Objective 2: Create vibrant neighborhoods where all residents can easily ride transit, walk, or bike to meet daily needs in alignment with Richmond Connects.	*	*	
	Objective 3: Transition the community rapidly and equitably to clean-fuel vehicles and transit.		*	*



EQUITY FACTOR 1: Transportation investments that create inequities.



EQUITY FACTOR 2: Transportation investments that negatively impact highway systems.



EQUITY FACTOR 3: Transportation investments that negatively impact.



EQUITY FACTOR 4: Transportation investments will improve access to housing, jobs, services, and education to address the isolation of low-income inner ring suburbs where families are pushed.



EQUITY FACTOR 5: Transportation investments will address gaps in the multimodal network and will utilize new planning tools to improve safety and accessibility deficiencies stemming from traditional car-centric planning.



EQUITY FACTOR 6: Transportation investments will equitably increase the safety and comfort of cyclists and pedestrians, connecting communities of concern to opportunities.



EQUITY FACTOR 7: Transportation investments will improve reliability of transit and other non-car services to increase access and remove barriers to opportunities for communities of concern.



EQUITY FACTOR 8: Transportation investments will prioritize the needs of socially vulnerable users and address climate equity (heat island effect, air-quality, water-quality) as identified in RVAGreen 2050.



EQUITY FACTOR 9: Transportation investments will prioritize densely populated areas of communities of concern including communities of color, low-income communities, senior and limited mobility populations, families traveling with children, and at-risk youth.



EQUITY FACTOR 10: Transportation improvements will focus on improving climate resiliency for the most impacted communities.

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 tax-payer 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/BIPOC.

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

Equitable outreach in transportation is a growing field. 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.” This framework led to the creation of a six-year Equity and Social Justice (SJ) 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

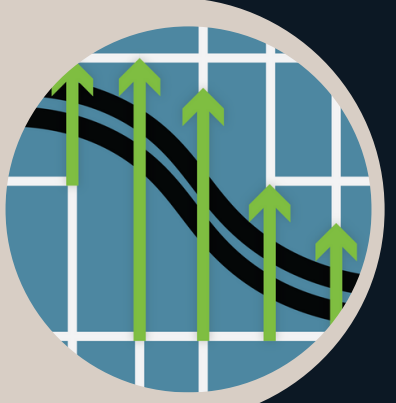
The Kinder Institute for Urban Research is a multidisciplinary think-and-do tank housed at Rice University in central Houston, focusing on urban issues in Houston, the American Sun Belt and around the world. Through informed research, data and policy analysis, the Kinder Institute hopes to engage civic 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 have 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.

EQUITY FACTORS



EQUITY FACTOR 1: Transportation investments will improve access to housing, jobs, services, and education, addressing remaining inequities created by redlining.



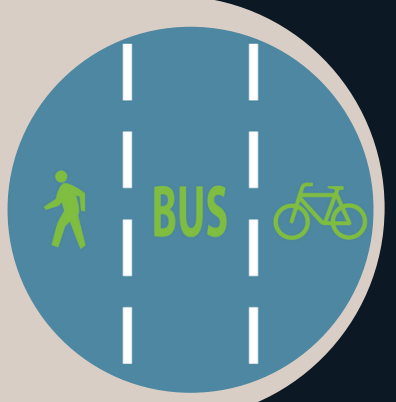
EQUITY FACTOR 2: Transportation investments will reconnect and revitalize communities to address inequities created by the highway system's dissection of neighborhoods.



EQUITY FACTOR 3: Transportation investments will improve neighborhood connectivity and revitalize the fabric of the communities negatively impacted by urban renewal.



EQUITY FACTOR 4: Transportation investments will improve access to housing, jobs, services, and education to address the isolation of low-income inner ring suburbs where families are pushed.



EQUITY FACTOR 5: Transportation investments will address gaps in the multimodal network and will utilize new planning tools to improve safety and accessibility deficiencies stemming from traditional car-centric planning.

EQUITY FACTORS



.EQUITY FACTOR 6: Transportation investments will equitably increase the safety and comfort of cyclists and pedestrians, connecting communities of concern to opportunities.



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EQUITY FACTOR 10: Transportation improvements will focus on improving climate resiliency for the most impacted communities.

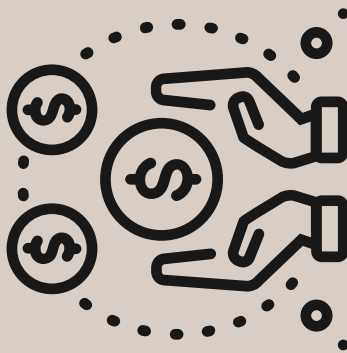
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2. Put your money where your mouth is:

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3. Listen more than you talk:

Ensure outreach is equitable, community based, accessible to all, and that communities are given decision making power.



REVIEW PERIOD

RVA.GOV/PATH2EQUITY



January 6 - 31st

Embedded Document Review Portal



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

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THANK YOU

