



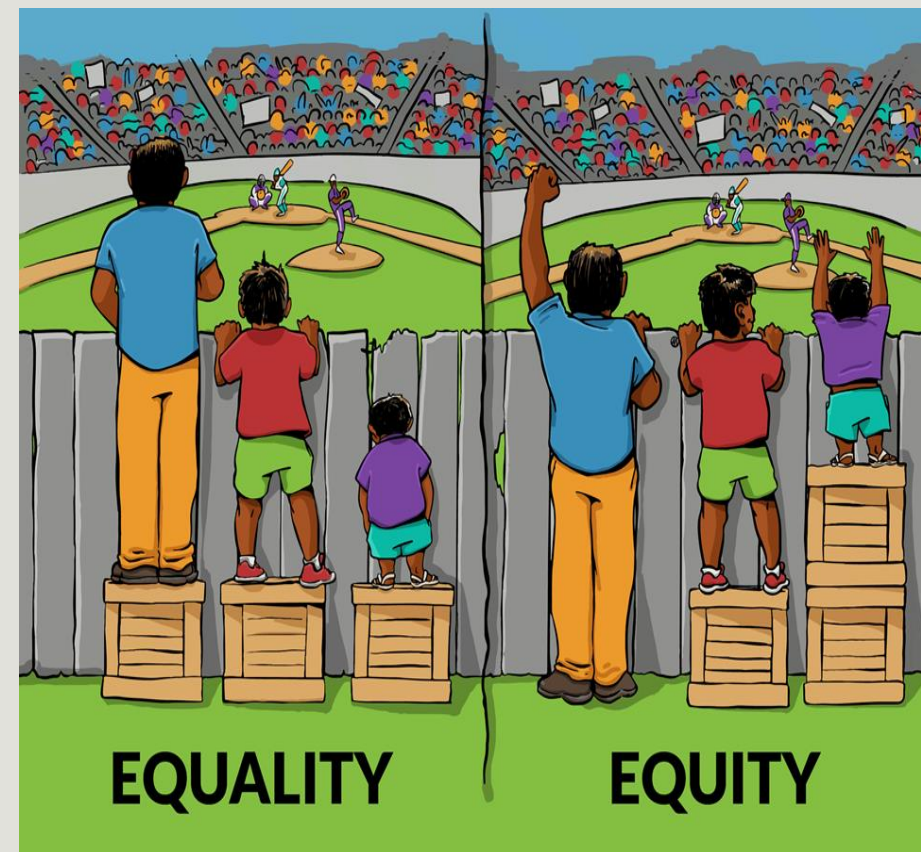
Revised City of Richmond Equity Agenda

MAY 24, 2021



Equity Agenda Purpose

1. Create a formal definition of equity: ***the empowerment of people and communities that have experienced past injustices by removing barriers to access and opportunity;***
2. Apologize for past harms; and,
3. Establish a roadmap to a more inclusive and equitable city through the description of 10 policy principles and action items;





Communications Summary

- The Equity Agenda was available for feedback from February 23- April 18 on RVA.gov. We asked residents to **fill in the gaps**.
- To communicate the engagement opportunity to residents, the following methods were used:
 - Presentation during City Council's informal meeting
 - Promotion during Mayor Stoney's weekly press conferences
 - Earned media solicitation
 - Social media and paid digital advertising (**35,200** impressions)
 - Informational flyers with QR code (**10,000** distributed in RRHA communities)

The Richmond Equity Agenda

- 1 Addressing and Preventing Health Disparities
- 2 Housing as a Vaccine for Poverty
- 3 Equitable Transit and Mobility
- 4 Community Wealth to Combat Economic Inequity
- 5 Supporting and Caring for our Children and Families
- 6 Creating Equitable Climate Action and Resilience
- 7 Reimagining Public Safety
- 8 Telling the Real History of Richmond
- 9 Community Engagement and Trust
- 10 Economic Development

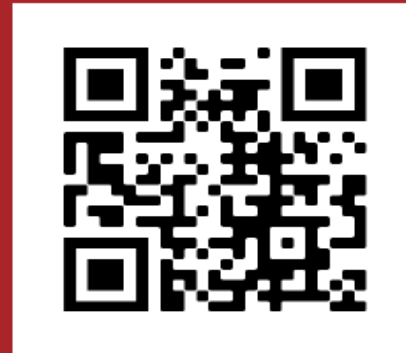
Our roadmap to a more inclusive and thriving city is the Equity Agenda, which will be formally introduced to Richmond City Council as a resolution. But before it's introduced, we want to be sure it reflects the city's vision - **that includes yours.**

SCAN HERE:

**Do you see
any gaps?**

**ADD YOUR INPUT
BEFORE APRIL 18.**

RVA.GOV/RVAEQUITY





Engagement Summary *(5,232 comments)*

Engagement Type	Channel	Feedback
Online	Konveio	431 unique comments; 1,421 reactions (thumbs up/agreement; thumbs down/disagreement to comments); 14 tag categories
In-person	Canvassing and community conversations with RRHA residents (OCWB ambassadors)	3,000 points of contact
	Print surveys with Latino residents (Office of Multicultural Affairs + Community Partners)	380 unique comments; 16 tag categories
Virtual Meetings	Microsoft Teams	Meetings: Councilmember districts; non-profits; community leaders; Emails: city council; advisory bodies; civic associations



Top Issues

SOURCE	Top Three Issues
Konveio	(1) Housing/homelessness; (2) Economic justice (3) Public safety reform
In-person (RRHA communities)	(1) Public safety/gun violence prevention (2) Opioid crisis (3) Joblessness/economic justice
In-person (Latino outreach)	(1) Improved city engagement (2) Health/wellness (3) Jobs/Economic justice



Examples of Agenda Revisions

- Language changes, such as “joining” conversations and acknowledging “physical barriers” to access (e.g. roads)
- Clarification on public safety reforms via the Task Force on Reimagining Public Safety’s report
- Support for zoning changes to support a diversity of housing stock
- Addition of support for zero fare beyond the Covid-19 pandemic
- Establishment of a Culture Advisory Council, within the Office of Multicultural Affairs, to advise on issues related to Richmond’s growing diversity of cultures

Thank you & Questions

