RVAgreen 2050 Community Working Group
2/26/2021

Drafting Strategies

City of Richmond
RVAgreen 2050

Equitable climate action for a healthy and resilient Richmond

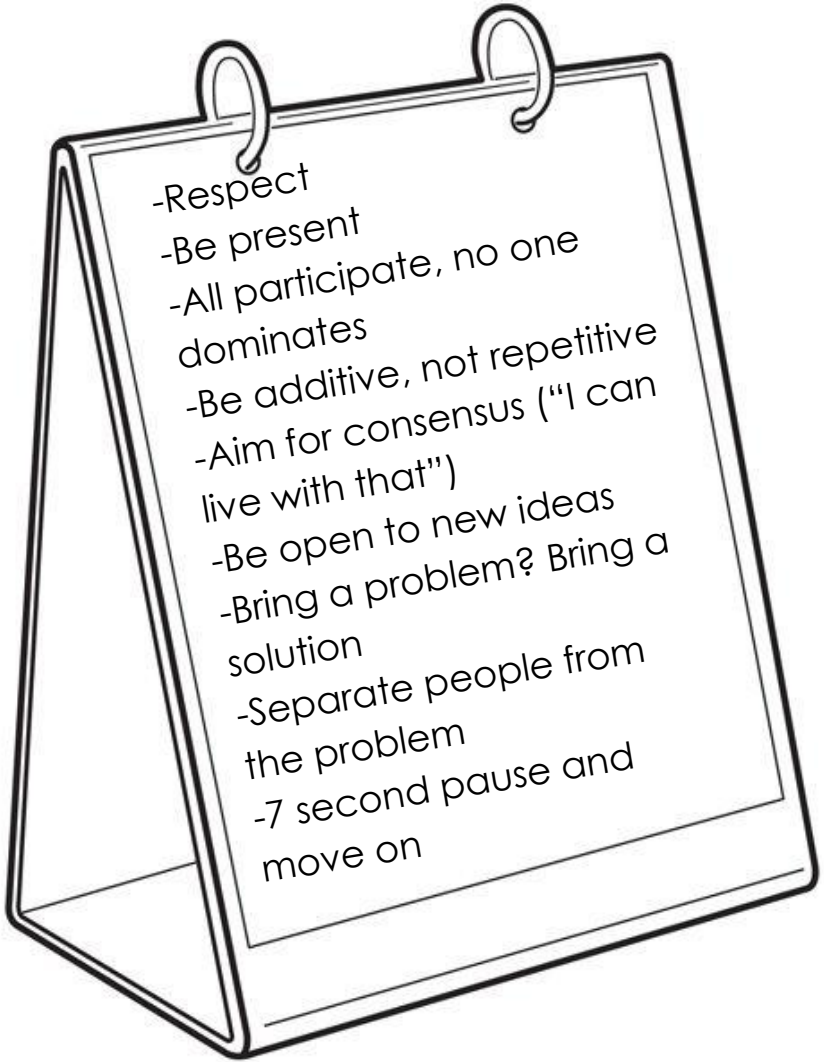
Agenda

- Settling in and ground rules
- Review: RVAgreen 2050 structure
- Community strategy inputs
- **Activity:** Drafting strategies
- Wrap-up and next steps

Today's Objectives

- Understand the various inputs (tools, technical resources, existing plans, etc.) for RVAgreen 2050
- Draft equitable climate action and resilience strategies!

Ground Rules / Group Expectations



RVAgreen 2050 DRAFT Structure

Goals	What is the purpose of RVAgreen 2050?
Vision	What does the ideal future look like when RVAgreen 2050 is implemented?
Community Priorities	What cross-cutting public values do we want to center in our plan?
Pathways	What leverage points will lead us towards realizing and operationalizing the goals and community priorities?
Objectives	What are the long-term aims we want to accomplish, organized into the different pathways?
Strategies	What are the SMARTIE actions that will lead us toward our objectives?
Implementation Plans	How are we going to implement, measure progress, and ensure accountability in this plan?

Goals

Climate Action

Achieve a 45% reduction in greenhouse gas emissions by 2030 from the 2008 baseline

Achieve net zero greenhouse gas emissions by 2050

Climate Resilience

Prepare for, adapt, and improve the City of Richmond's resilience to the local impacts of climate change

Vision

All Richmonders, regardless of their identity or neighborhood, thrive in a climate-resilient and climate-neutral community.

Supporting Principles:

- Community and personal **well-being, local ecosystems, and economic vitality** are balanced in a truly sustainable Richmond.
- Everyone has **equitable access across the entire city to resources that are clean, sustainable, and affordable**, including air, water, food, energy, housing, transportation, economic opportunities, and natural resources.
- **Everyone has the ability and resources to take ownership** of equitable climate action and community resilience planning and implementation.
- "Identity" includes but is not limited to: race, ethnicity, age, ability, gender, sexual orientation, and religion. **We lead with race** in our work to transform systems impacting all historically disenfranchised communities.

Community Priorities

Goals

Vision

Community Priorities

Pathways

Objectives

Strategies

Implementation Plans

Revised Pathways

Buildings & Energy	Accelerate the equitable transition to healthy, resilient, climate neutral buildings and energy sources
Waste Reduction & Recovery	Fostering sustainable methods of waste reduction - wasting less, reusing more toward a zero waste community
Transportation & Mobility	Accelerate the transition for all to clean and equitable mobility systems
Environment	Invest in resilient, healthy, and equitably distributed natural resources throughout the community to support biodiversity and human well-being
Community	Create an equitable and resilient Richmond that honors community priorities

Revised Objectives

1: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluation solutions

2: Increase the Richmond community's social resilience to climate change

Where we are today…

Goals	What is the purpose of RVAgreen 2050?
Vision	What does the ideal future look like when RVAgreen 2050 is implemented?
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Refining

Drafting

RVAgreen 2050 Inputs Overview

City of Richmond RVAgreen 2050

Equity

- Climate Equity Index
- Training and capacity building
- Community priorities
- Equity Screening Tool

Climate Action

- Greenhouse gas inventories
- Richmond 300 actions
- Best practices and examples
- Greenlink GHG emissions modeling

Climate Resilience

- Climate change impacts data
- Richmond 300 actions
- Best practices and examples
- Climate Vulnerability & Risk Assessment

Goals

Vision

Community Priorities

Pathways

Objectives

Strategies

Implementation Plans

Drafting Process - *Strategies*

Buildings & Energy Inputs

Technical Information

Climate and Energy Modeling

Climate Vulnerability & Risk Assessment

Policy Inputs

RVAgreen 2050 Community Priorities

Greenlink Policy Toolkit

Examples from other cities

Today's activity

Starting Point for Strategies

Richmond 300 Master Plan

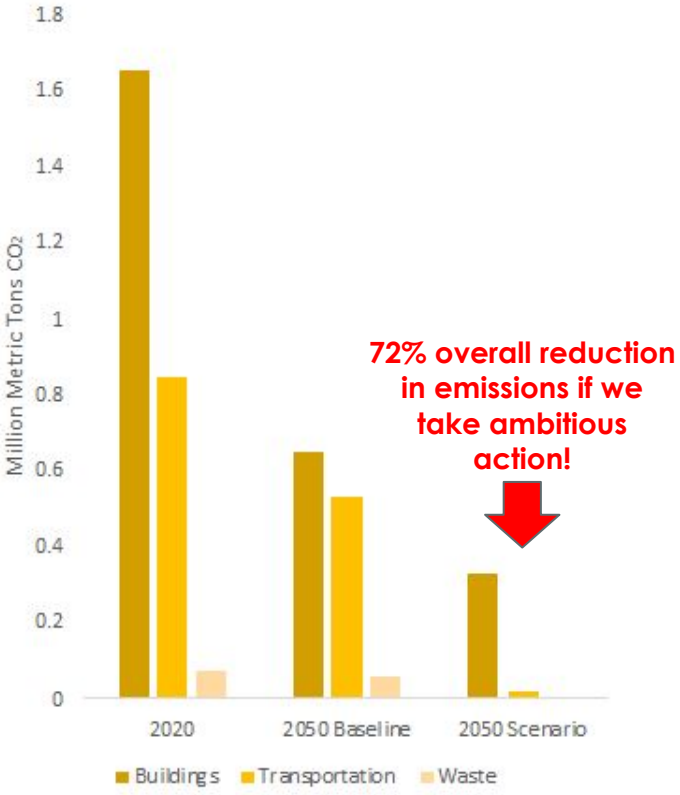
Your ideas from last time

Your task today: drafting strategies

Preliminary checklist for strategies:

- *Is it equitable? (we will dive deeper into the equity tool at the next meeting)*

Environment Input:
Climate & Energy Modeling



Areas modeled:

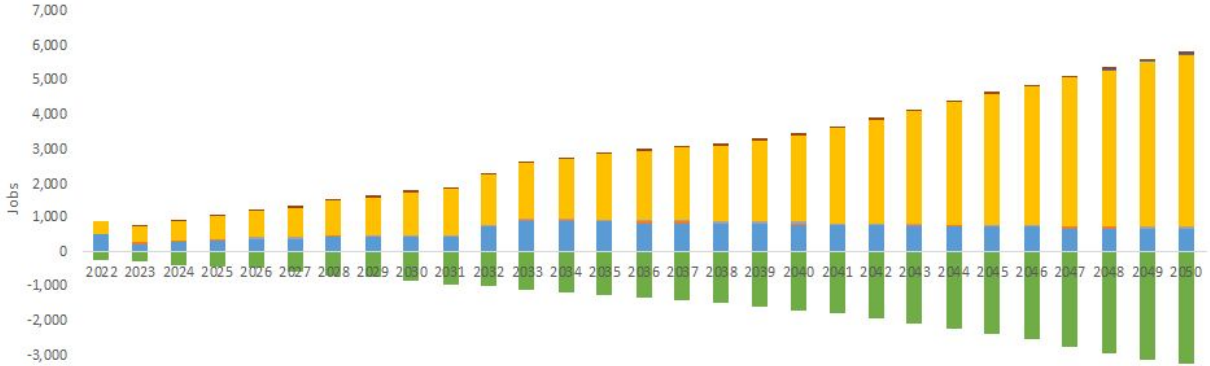
- Buildings
  - Energy efficiency
  - Renewable energy
  - Energy storage
- Transportation
  - Private vehicle travel reduction
  - Electric vehicles
  - Transit and active transportation
- Waste
  - Recycling
  - Organics collection
  - Source reduction
  - Biogas capture and use

Environment Input:
Climate & Energy Modeling

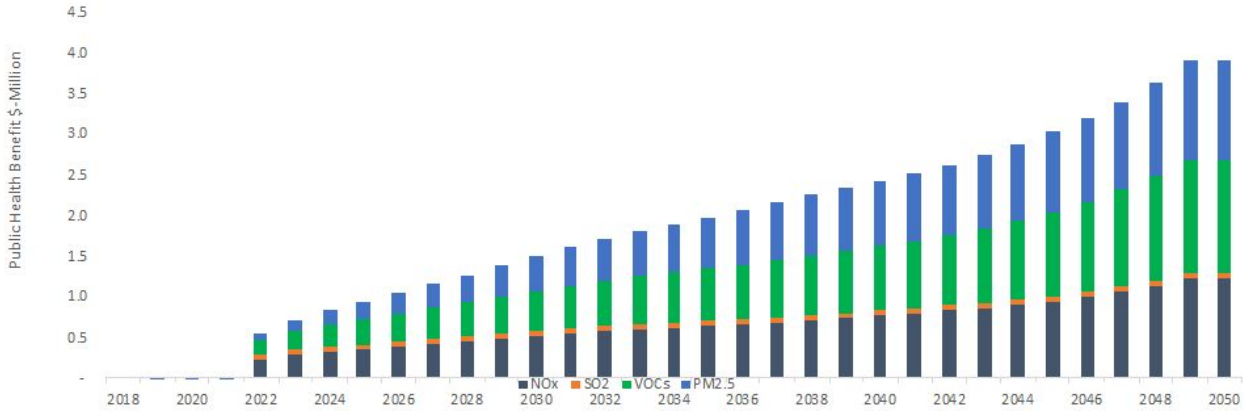
greenlink

Co-benefits of taking ambitious action

Thousands of new jobs



Millions in healthcare cost savings



Community Input:
Climate Vulnerability & Risk Assessment

Sensitivity
How much would assets/systems be affected?

Adaptive Capacity
Can the assets/systems "bounce back" on their own?

Consequence
- *People, esp. those most vulnerable*
- *Literal costs*
- *Public safety services*
- *Economic activities*
- *Public health*
- *Natural environment*

Your input from the meeting

Probability
What assets/systems are actually in harm's way?

Detailed analysis of climate data

Relative vulnerability of assets/systems:

Social, Health, and Safety
- Hospitals (incl. VA)
- American Red Cross Facilities
- Dialysis Clinics (private locations)
- EMS Stations
- Urgent Care Facilities
- HUD - Multifamily Properties Assisted
- RRHA Housing
- Social Services
- Facilities serving people experiencing homelessness
- Nursing Facilities
- Food Pantries and Banks
- Public Refrigerated Warehouses
- SNAP Businesses
- Police, Sheriff, and Fire Stations
- Correctional Facilities
- Emergency Operations Centers
- National Shelter System Facilities

Culture and Community
- Community Centers
- Libraries
- Voting Stations
- Museums
- Senior Centers
- Child Care Centers
- Religious Centers
- K-12 Public Schools
- Colleges, universities, and supplemental colleges
- Community Gardens
- Parks and Playgrounds
- Art District Incentive Zone
- CARE Zones
- Community Unit Plans
- Enterprise Zones

Community Input:
Climate Vulnerability & Risk Assessment

Social, Health, and Safety Assets/Infrastructure

Category	Asset/System	Heat Threats Priority	Water Threats Priority
Housing	RRHA Housing	3	1
Housing	HUD Properties Assisted	4	6
Housing	Social Services	7	12
Housing	Nursing Facilities	9	13
Housing	Homeless Facilities	11	10
Public Safety	National Shelter System	13	16
Public Safety	Emergency Operations	14	8
Health	Hospitals	16	18
Public Safety	Police & Sheriff Facilities	17	17
Public Safety	Correctional Facilities	18	4
Health	VHA Medical Facilities	19	24
Public Safety	Fire Stations	24	19
Health	Dialysis Clinics	25	25
Health	EMS Stations	27	23
Food	Public Refrigerated Warehouses	29	33
Health	Urgent Care Facilities	30	26
Food	Food Pantries	31	31
Food	SNAP businesses	32	32
Health	American Red Cross	33	27

Specific feedback:

- **Health:** Heat is a threat to health in heat islands. Health assets in floodplain. Flooding is a larger threat. Both cause inequitable community impact.
- **Housing & Buildings:** Heat is a threat to service operation with inequitable community impact. Severe weather and flooding are threats to infrastructure with inequitable impact.
- **Food:** Heat and water not direct threats to assets. However, food access could be limited by heat and water, causing community and economic impact.
- **Public Safety:** Generally well protected from heat and water.

Community Input:
Climate Vulnerability & Risk Assessment

Culture and Community Assets/Infrastructure

Category	Asset/System	Heat Threats Priority	Water Threats Priority
Community Buildings (Private)	Senior Centers	1	2
Green/Community Spaces	Parks and Playgrounds	2	3
Green/Community Spaces	Community Gardens	5	7
Community Buildings (Public)	Voting Stations	6	9
Education	K-12 Public Schools	8	15
Government and Planning	CARE Zones	10	11
Government and Planning	Enterprise Zones	12	5
Government and Planning	Design Overlay District	15	20
Community Buildings (Public)	Libraries & Community Centers	20	28
Government and Planning	Plans of Development	21	21
Community Buildings (Private)	Childcare Centers	22	29
Government and Planning	Community Unit Plans	23	14
Community Buildings (Private)	Religious Centers	26	30
Government and Planning	Art District Incentive Zones	28	22
Community Buildings (Private)	Museums	34	34
Education	Colleges and Universities	35	35
Education	Private Schools	36	36

Specific feedback:

- **Community Buildings (Public):** Inequitable impact of heat on communities; strain on limited resources. Water is a threat to infrastructure, safety, and service operations. Community dependence on these resources for resilience.
- **Community Buildings (Private):** Heat and flooding could damage assets, particular impact on children and elderly who depend on services/facilities.
- **Public Schools:** Heat and flooding could impact building operation and force closures. Current challenges and constrained resources indicate high vulnerability.
- **Other Educational Institutions:** Lower vulnerability and higher adaptive capacity due to access to funding. Impacts on large institutions can create larger economic impacts.
- **Green and Outdoor Space:** Heat impacts assets, biodiversity, and environment. Heat impacts community use/health. Flooding impacts assets, biodiversity, and community.
- **Government and Planning:** Moderately vulnerable to heat and water. Older buildings in heat islands and floodplain.

Community Priorities

Greenlink Policy Toolkit

- Periodic forward-looking efforts to develop strategies and policies to achieve an energy efficient and equitable goal and to continue receiving citizen input.
- Ongoing outreach to keep the general public aware of progress towards sustainability goals while continuing to receive citizen input.
- Provide city with a streamlined way to update an existing or new inventory for tracking greenhouse gas emissions.

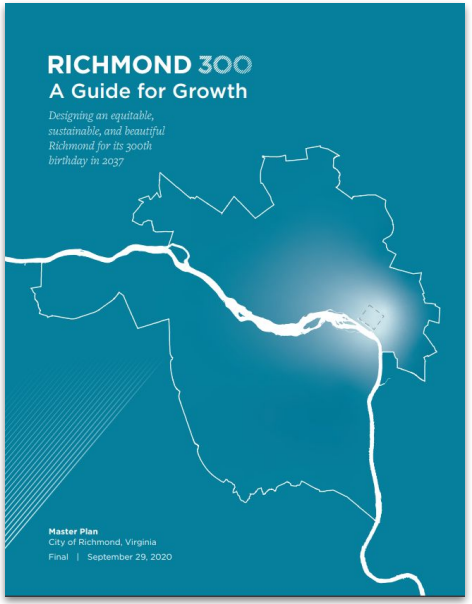
Examples from other cities

Plans from other cities

- Energy efficiency and partnerships
- Resilience and racial equity tools
- Equitable development
- Communication barriers
- Health equity
- Economic mobility
- Green jobs

Richmond 300 Master Plan

- **Complete Neighborhoods**: small area plans, job access, connectivity
  Jobs and Businesses: equitable economic development, job access, small businesses
- **Housing**: affordable housing, homelessness, mixed income communities
- **Clean Air and Water**: energy-retrofits,, green stormwater infrastructure
- **Resilient and Healthy Communities**: land banks, green spaces, trees, food access,
- **Historic Preservation**: coordinate with affordable housing and economic development
- **Urban Design:** public art
- **Planning and Engagement**: civic associations, planning education,
- **Vision Zero**: sidewalls, cycling-pedestrian-transit infrastructure, GRTC



Your ideas from last time!

Combine Government Accountability and Engagement & Communications into one objective

Drafting Process - *Strategies*

Buildings & Energy Inputs

Technical Information

Climate and Energy Modeling

Climate Vulnerability & Risk Assessment

Policy Inputs

RVAgreen 2050 Community Priorities

Greenlink Policy Toolkit

Examples from other cities

Today's activity

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Preliminary checklist for strategies:

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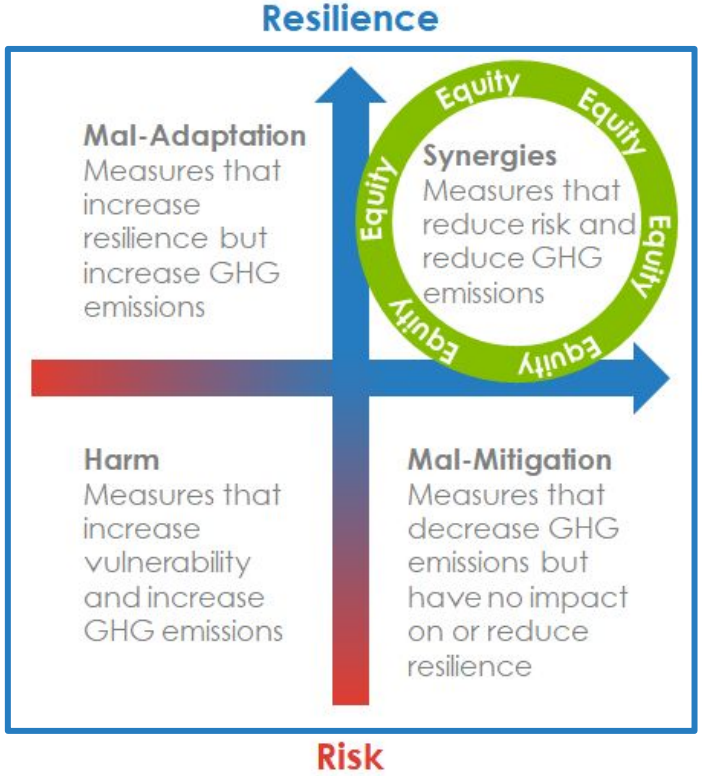
RVAgreen 2050 Nexus

Mal-Adaptation example:
Increasing fossil-fuel based air conditioning to cool homes



Synergy examples:

- *Distributing energy supply across multiple renewable sources*
- *Improving efficiency of water distribution*
- ***Others?***

Mal-Mitigation example:
Increasing density (and paved surfaces) without providing for trees, green space, etc.

Activity

- Divide into 2 breakout rooms
- Facilitators will switch between rooms to guide discussion on strategies within one of the draft objectives
  - Objective 1: Increase the Richmond community's social resilience to climate change
  - Objective 2 : Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluation solutions
- Take 20 minutes per objective (~3-5 mins. per strategy bucket) to:
  - Refine draft objectives
  - Draft strategies

Strategy rules for today:

- MUST reduce GHGs and/or increase resilience
- MUST be equitable

If it doesn't follow the rules, don't write it down!

Objective: Increase the Richmond community's social resilience to climate change

Strategy rules:
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Create a minimum of 250 new emergency shelter units to provide additional housing for persons experiencing homelessness by 2021

Create siting criteria and program requirements for City-wide emergency housing facilities to include a maximum number of units permitted, the maximum travel distance permitted to public transit, on-site management, food services, social services, housing services, and facility security for both the residents and community

Identify community facilities to serve as resilience hubs and update systems to be more resilient.

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plicitly address uman health impa of oding/extreme cipitation - like after ding floodwaters, rain -> mold, etc.

Start w/ review of existing plans and adding climate resilience - emergency operations? Others? - and making them better

Sending out mailers/postcards to community and HOAs with tips and remi to consider i preparation reme precipitation (nal: snow + ice in w high rains in spri

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Encourage citizens to check on family, friends, and neighbors during extreme heat events and natural disasters

Build city staff capacity to prepare for and respond to the impacts of climate change

EXAMPLE

5-minute break

Go into breakout rooms!

Objective

Through equitable communication strategies and engagement, ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluating solutions

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluating solutions

Strategy bucket: Communication/Engagement

Strategy rules:
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= Richmond 300

= ideas from our last meeting

= your new ideas!

Tv stations / Radio stations
Make sure we place ads in media that hits our target populations.

Multi-language communication, including ASL

Paid bilingual community liaisons

Culturally relevant communications

Social media and mobile optimized media

Record all meetings for asynchronous viewing

Create neighborhood- or community-based climate corps to build expertise and share info

Host annual events about Richmond 300 to ensure Richmond's existing and new residents are aware of the visions, goals, objectives, and strategies outlined in the plan.

Develop a set of unique and targeting engagement methods, beyond conventional surveys and town halls, to engage traditionally under-represented groups in the planning process

Coordinate and promote existing Green and Healthy Homes programs to address and promote the basic healthy homes principles of dry, clean, ventilated, free from pests and contaminants, well-maintained, and safe

Improve communications infrastructure by expanding broadband internet access, focusing on low-income areas (Goal 11).

Engage residents (particularly traditionally underrepresented communities), developers, government, technical experts, and other stakeholders in defining and encouraging excellence in design of public open and green space

Pay community from historically disinvested communities that will be most impacted by climate change for their expertise and time in the process of developing, implementing and evaluating solutions

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluating solutions

Strategy bucket: Communication/Engagement

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Create a local radio show and/or podcast devoted to local climate issues

Partner strategically with TV and radio stations to reach vulnerable/target populations

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluating solutions

Strategy bucket: Partnerships

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City of Richmond (departments and offices)

Richmond Public Schools

Community based organizations and community centers

Businesses

Libraries: partner to develop free programming, book/media recommendations, and comms around local climate topics

Partner with community colleges and other institutes of Higher Education to develop local climate programs (horticulture, health, urban design), liaison with communities, and engage in action-learning climate projects within communities

Encourage higher education institutions to create neighborhood partnerships for the improvement of K–12 schools, public safety, neighborhood amenities, housing, and mentorship/apprentice programs

Expand partnerships serving the homeless to provide small year-round emergency housing facilities for all homeless populations that include supportive services and food

Expand the community garden program by developing standards and guidelines for community gardens on public lands to ensure transparency, continuity of use, community benefit, and access to a water source

Develop a comprehensive 'green business' program, similar to that of Montgomery County, Maryland or the Loudoun County, Virginia Green Business Challenge

Develop landscape management and infrastructure guidelines for all city departments to maximize reduction in urban heat islands and stormwater mitigation and provide resources and funds to increase horticulture positions w/in those departments.

Work with non-profits that operate in the city to develop programs that align with the goals and objectives of the RVA Green 2050 plan

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluating solutions

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Seek GA/state/local funding to replicate the Climate Change-Professional (CC-P) program developed by ACCO to certify cadre of climate professionals (more of a statewide program) https://www.mdclimateacademy.org/

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluation solutions

Strategy bucket: Public Evaluation

Strategy rules:
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Perhaps having a if-then scenario i.e. if the gov't does not uphold their end of the bargain then….

Add benchmarks/measurable objectives to hold government accountable to (could have public scorecards that assess progress)

Develop infographics that show disparities between parts of RVA narrowing over the next 30 years [the red/blue/green climate equity index maps]

For projects using economic development incentives, develop community benefit agreements, which could include items such as creating jobs, utilizing local workforce development agencies to assist with hiring local, creating public open space, supporting local businesses, meeting minority business hiring goals, creating low-income housing, and more

Create a database to monitor LIHTC projects to track expiring affordable housing and determine ways to preserve the affordability (possibly including programs to allow tenants to purchase units and programs allowing the City to purchase expiring projects), focusing on LIHTC projects within a half mile of high-frequency transit stops

Develop equity scorecard to evaluate public private development projects, including items such as ensuring residents within a community are first hired/considered for development projects.

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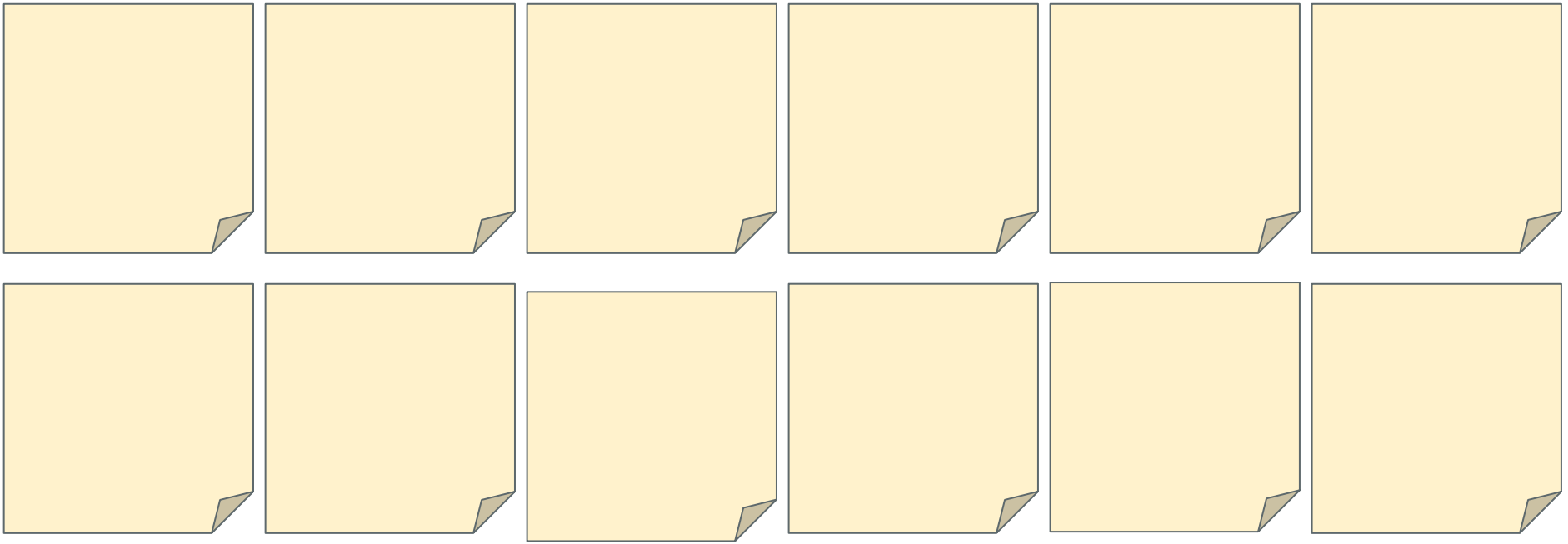

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluation solutions

Strategy bucket: Education

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Develop infographics that show disparities between parts of RVA narrowing over the next 30 years [the red/blue/green climate equity index maps]

Richmond Public Schools, engaging all levels of the school system from the supervisors, principals, teachers, and students

Visual communications (infographics, videos, etc), created by neighbors (from the community) that have the skills

Volunteer opportunities with people that live in the neighborhoods

Will it be necessary to explain to some communities why they might be deprioritized vis a vis those currently underprivileged?'

Weatherizing programs that teach the owner of the home about small methods that can reduce electric and heating bill and teaches youth about energy, community engagement, and climate change.

Increase education and outreach efforts regarding the preservation of neighborhood character and available incentive programs for historic preservation, adaptive reuse, and place based economic development.

See next slide

Create a Richmond planning knowledge program administered by PDR for everyday Richmonders to learn about the planning process and understand how their voices can be incorporated into the planning decision-making processes, such as special use permits, rezonings, City Old & Historic Districts, and other planning regulations

Create a business guide to help new and small businesses navigate City incentive programs and permitting, building code, zoning, and licensing processes.

Develop and fund a housing policy educational program for newly elected officials and City staff involved in planning, housing, and community development activities.

Increase education/promotion of existing programs and expand programs to aid homeowners in implementing energy efficiency and stormwater upgrades, including establishing a Residential PACE (Property Assessed Clean Energy) Program (see Goal 15).

Create a document required by buyers at time of placing a bid that a] raises awareness and b] if possible, provides tax incentives

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Encourage architectural review boards, esp in Historic districts, to allow some leniency for proposals that will be climate-friendly and/or to respond with alternatives that are

Lower the % investment required to qualify for tax abatements related to property renovations when the modifications are climate-friendly/ energy-efficient

Promote this heavily to multi-unit property owners who otherwise won't undertake the upgrades

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluation solutions

Strategy bucket: Funding

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Climate impacts can impact community members' financial stability. What if there was hazard pay, or a pool of funds, for communities that are bearing an inequitable share of climate impacts?

Leverage local businesses

Engagement/education funding

Community partners to receive private funding to support community members

Climate action fund that developers pay in to

Grant opportunities

Identify partnerships and funding sources for the identification, protection, preservation, and if needed acquisition of abandoned and neglected cemeteries, especially Black cemeteries

Increase funding for the Spot Blight acquisition program and explore additional programs to reduce blight.

Pursue public and private partnerships to fund the preservation of significant sites.

Create a tax fund to help qualifying low income residents remain in their homes as their assessments increase by involving the philanthropic community

Tax businesses larger than X employees if they don't facilitate telework on full-time or rotational basis to reduce both cars on the road and use of utilities by office buildings

Green banks that leverage public funds to attract private investment in local projects

Objective: Through equitable communication strategies and engagement ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes for developing, implementing, and evaluation solutions

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Explore the role of CDFIs in funding

Mandate banks provide funding to local climate resilience projects at low interest rates (with government support)

Create more streamline funding opportunities (through partnerships) with corporate companies where they can see an ROI in the lower income communities.

Explore environmental bonds (green bonds) for funding energy efficiency and projects to improve resilience in communities

Explore more partnerships with corporate companies that can offer living wage employment.

Ensure that funding priorities are based on community participation.

Create a non-profit in the inner city that is funded by multiple companies that will specifically fund initiatives in the inner city that is climate change related.

Create an entity with community representation on the board and staff that decides fund allocation

Objective

Increase the Richmond community's social resilience to climate change

Objective: Increase the Richmond community's social resilience to climate change

Strategy rules:
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= Richmond 300

= ideas from other WGs

= ideas from other cities

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Create a minimum of 250 new emergency shelter units to provide additional housing for persons experiencing homelessness by 2021

Create siting criteria and program requirements for City-wide emergency housing facilities to include a maximum number of units permitted, the maximum travel distance permitted to public transit, on-site management, food services, social services, housing services, and facility security for both the residents and community

Identify community facilities to serve as resilience hubs and update systems to be more resilient.

Explicitly address vulnerable populations - like people experiencing homelessness - needs will get more acute as climate change progresses (and don't just put bandaids on bullet wounds)

Explicitly address human health impacts of flooding/extreme precipitation - like after receding floodwaters, rain -> mold, etc.

Start w/ review of existing plans and adding climate resilience - emergency operations? Others? - and making them better

Sending out mailers/postcards to community and HOAs with tips and reminders to consider in preparation for extreme precipitation (seasonal: snow + ice in winter and high rains in spring)

Develop a comprehensive heat response plan that includes forecasting and monitoring, education and awareness, and heat wave response

Identify locations to serve as permanent community cooling centers particular in areas with low-income, elderly, and young populations

Encourage citizens to check on family, friends, and neighbors during extreme heat events and natural disasters (look @ expanding existing CERT program)

Build city staff capacity to prepare for and respond to the impacts of climate change

Utilize apps/alerts that will be sent to phones when extreme climate change disasters are expected (expand Code Red)

Objective: Increase the Richmond community's social resilience to climate change

Strategy rules:
- MUST reduce GHGs and/or increase resilience
- MUST be equitable (we'll discuss in more detail next time)

If it doesn't follow the rules, don't write it down!

= Richmond 300

= ideas from our last meeting

= your new ideas!

Leverage existing community connections (such as community health workers) to provide and receive information about resources and threats and build trust

Sponsor events to help disinvested communities build and learn to use free emergency climate kits

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Build capacity among health care professionals to respond to climate related health care events

Utilize resources of corporations that are frequently visited to share information of impending events i.e. handing out flyers at dollar tree, walmart, etc.

Provide information to communities about how to recognize climate-related health concerns (asthma, heat stroke, mold exposure, etc). Perhaps an educational campaign?

Create a standing fund assist community members financially in mitigating the impacts of climate change (home repairs, healthcare costs, etc.)

City can put out street signs with reminders or warning of upcoming weather alerts.

Use VDOT highway signs and Amber Alert type blasts to communicate climate emergencies/ resources...how can CoRVA incorporate VDOT-type signs in city?

Send tips and reminders to community and HOAs to consider in preparation for extreme heat (plant trees; use mulch, not asphalt/concrete; build pergolas/gazebos)

Create a " climate corps" of volunteers who can go into various communities to check on any early signs of impacted people

Encourage decentralized power sources and energy storage.

Electronic Billboard sign announcing AQ or weather related problems and how to mitigate the problem.

Provide education to school aged students by either updating the current curriculum requirements or having presenters frequent schools

Build a robust transit and active transportation network to minimize reliance on private vehicles

Strategies that may not fit in these objectives

Strategies that may not fit within the current draft objectives

Strategy rules:
- MUST reduce GHGs and/or increase resilience
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Exit breakout rooms

Wrap-up and next steps

- Homework: Continue adding ideas to these slides until Feb. 22
  - Sign up for Working Group Pathway Focus
- Next meeting:
  -
- NOW:
  - Fill out feedback survey
  - Share updates, upcoming events, and resources in the chat