

**RVAgreen 2050 Transportation & Mobility
Working Group**
3/25/2021

*Finalizing draft strategies for community
engagement*

City of Richmond
RVAgreen
2050

Equitable climate action for a healthy and resilient Richmond

Agenda

- Settling in and ground rules
- Where we are now
- Review “final” draft strategies
- April community engagement activities
- Wrap-up and next steps

Today's Objectives

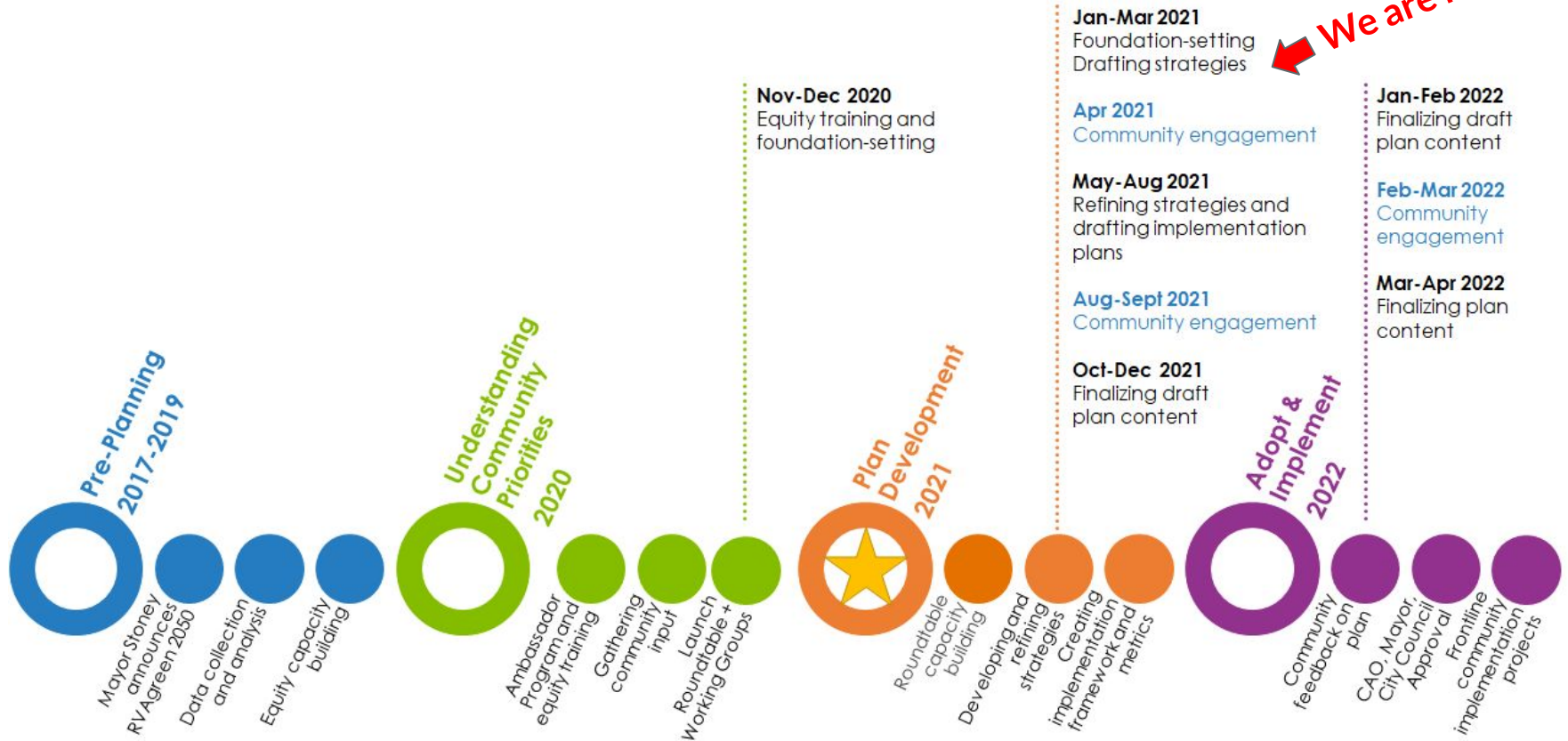
- Achieve consensus (“I can live with this”) on draft content for RVAgreen 2050 outreach in April
- Brainstorm ideas for helping with community-wide engagement

Ground Rules / Group Expectations



- RESPECT
- Be present
- All participate, no one dominates
- Be additive, not repetitive
- Aim for consensus ("I can live with that")
- Be open to new ideas
- Bring a problem? Bring a solution
- Separate people from the problem
- Speak for yourself, from your own experience
- Thumb rule -> Zoom reactions
- ELMO: Enough, Let's Move On
- Make space
- **New ones?**

Process Overview



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?



Strategy Drafting Process

Strategy
inputs and
starting
point
+
preliminary
checklist

Draft ideas
->
staff review

Refining
+
Equity
Screening
Tool

Reviewing
and
incorporating
city staff and
Roundtable
feedback

TODAY

Looking ahead



Working Group activities May - August will include:

- Reviewing community input
- Refining strategies
 - Prioritization
 - Timelines
 - Metrics
 - Implementation
 - Accountability

Objective 1: Achieve climate neutrality in municipal fleet operations and increase resilience and stewardship of transportation infrastructure.

TRANSPORTATION EFFICIENCY

Transit Efficiency - Implement a smart cities infrastructure through technologies prioritizing multimodal accessibility and efficiency and pedestrian safety.

Transportation Demand Management - Reduce emissions in city operations through the support of employee commute alternatives, optimized routing, encouragement of remote work, and enforcement of the anti-idling policy among staff drivers.

ELECTRIC VEHICLE TRANSITION

Fleet Electrification - Develop a phased municipal fleet electrification plan for all vehicles and equipment (including electric cargo bikes and fleet destination charging) that incorporates the social cost of carbon in budget forecasting.

Alternative Fuel Vehicles - Incorporate alternative fuel vehicles supporting bridges to phased electrification. Include negative carbon opportunities, support local biofuel opportunities, generate workforce development, and identify potential climate resilience measures.

Purchasing - Implement recommendations of Clean and Green Fleet Report and require all new vehicle purchases to evaluate electric options.

Charging Infrastructure - Implement recommendations of Clean and Green Fleet Report and install vehicle charging stations in all city -owned parking lots incorporating climate resilience measures.

CONNECTIVITY

Complete Streets - Promote stewardship of complete streets infrastructure between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation.

RESILIENT INFRASTRUCTURE

Resilience Maintenance Plan - Develop a Climate Resiliency Maintenance Plan as a reference for transportation infrastructure projects using the Climate Equity Index to prioritize budget requests for resilient upgrades to all bridges, roads, sidewalks, and alleyways.

Objective 2: Create vibrant neighborhoods where all residents can easily ride transit, walk, or bike to meet daily needs in alignment with Richmond Connects.

TRANSPORTATION EFFICIENCY

Transportation Demand Management - Expand and promote Transportation Demand Management (TDM) programs community-wide and partnerships with Transit Network Companies (TNCs) for last-mile connectivity.

Transit Efficiency - Implement congestion pricing/Go Zones to reduce travel demand and boost ridership per vehicle (public and private).

PUBLIC TRANSIT

Bus Service - Improve public transit frequency, reliability, access, convenience and user experience. Prioritize underserved communities by connecting high-density housing to shopping and jobs.

Bus Stops - Improve and maintain priority transit stops in low-income and low car ownership areas with amenities for enhanced safety, accessibility, convenience, and resilience.

Bike Share - Expand the bike share program citywide and make it accessible and affordable for all residents.

COMPLETE STREETS

Sidewalk Networks - Require pedestrian-friendly networks through beautification and placemaking efforts with ADA compliant sidewalks, street tree, and pedestrian-level solar LED lighting in underserved communities and those with low car-ownership.

Curbside Management - Develop and enhance curbside management programs that expand shared mobility options.

CONNECTIVITY

Greenways - Develop multi-use paths connecting low income neighborhoods to jobs, necessities, amenities, green spaces, natural resources and existing corridors, and empower residents to safely use and protect their biking and walking infrastructure.

Bicycle Master Plan- Through the city's budgeting process, ensure priority is given to expanding and improving pedestrian and bicycle friendly infrastructure to all areas of Richmond.

RESILIENT INFRASTRUCTURE

Resilience Measures - Strategically integrate street trees with public transit, biking and walking infrastructure to improve shade and stormwater absorption while minimizing the potential impacts of flooding and heat.

Objective 3: Transition the community rapidly and equitably to clean-fuel vehicles and transit.

ELECTRIC VEHICLE TRANSITION

Private - Facilitate transitions to affordable and convenient electric vehicles.

Public - Electrify buses, shared vehicles, and vehicles for hire. Examine alternate fuel sources as bridge from diesel to electric.

Charging Infrastructure - Support the equitable build out of electric vehicle supply equipment (EVSE) throughout the City.

RESILIENT INFRASTRUCTURE

Battery Backup - Allow for electric vehicles to serve as battery backup for electric grid resiliency.

Solar Backup - Evaluate on-site solar capabilities as resilience measures for electric vehicle charging.

EDUCATION & AWARENESS

Public Engagement - Identify strategic engagement opportunities to educate the public alongside partner organizations and city volunteer commissions.

Anti-Idling - Provide education to prevent exhaust emissions due to idling.

Private Engagement - Engage state leaders to educate and organize fleet managers surrounding the benefits of electric vehicle adoption.

Next up! Community-wide engagement

- April 7-30: seeking input on **draft vision, objectives, and strategies** from the entire community
- Things that will happen:
 - April 7 Mayor's announcement during weekly press briefing
 - Online PDF document for public comment
 - Online and paper survey
 - Weekly newsletters
 - Engagement Toolkit to be shared with partners (social media graphics, content, materials, etc.)
 - Weekly RVAgreen Gab events - Thursdays 5-6:30 p.m.
- Stay up to date on events and opportunities via email, newsletter, social media, and website



Examples of Roundtable engagement plans

- Hosting a community yard sale to bring people together to learn about RVAgreen 2050 (possibly using proceeds for a raffle prize)
- Canvassing neighborhoods with door hangers and flyers
- Engaging business owners and leaving materials in shops, offices, etc.
- Direct outreach to business customers
- Church conversations
- Pop-up picnics and meet-ups in parks
- Social media engagement - Facebook rooms, direct questions, etc.



Activity

Our ask: Share opportunities to provide feedback with frontline and your communities

Breakout room discussion (15-20 minutes):

- What are your ideas for engaging frontline communities?
-> Record on the sticky notes
- What are your ideas for engaging your communities (professional and personal)?
-> Record on the sticky notes
- How can the Office of Sustainability support you? (materials, content, etc.)
-> Add to slide notes
- Do you (or someone you know) have specific skills/knowledge/contacts that can help us with community engagement (now or later)?
-> Add to slide notes

*Go into breakout
rooms!*

Drag stars to ideas you can use in your community:



Breakout Room 1

What are your ideas for engaging frontline communities?

Fleet customers
(after PMs) for
internal staff

Grocery stores
(**market at 25th** &
Kroger)

RRHA community
leaders / ambassadors
(James Davis- works
with Office of
Community Wealth
Building)

Set up a table at the
busiest bus stops and
engage the riders (give
something away to
incentivize); wear logo
identifying who we are

Digital targeted
geo-bas

Create engaging
activities that incite
conversation/
dialogue

<https://www.rrha.com/residents/councils/>

PSAs on buses
(audio
announcements)
have to be prepared
months in advance

Drag stars to ideas you can use in your community:



Breakout Room 1

What are your ideas for engaging your communities?



Drag stars to ideas you can use in your community:



Breakout Room 2

What are your ideas for engaging frontline communities?

Go where people are already communing/gathering. Soccer league at parks e.g.

Volunteers from UR/VCU outdoor clubs, other organizations, canvass leaders

WRIR community show; RVA Dirt; NPR - need to reach different demographics

COR public outreach, press engagement (Citizen Service and Response)

Nonprofits like YMCA/YWCA, community centers,

Go to places with services people use like Feedmore

Can we coordinate with the Flying Squirrels and Richmond Kickers for outreach?

Door to door/boots on the ground NEED to correlate to the UHI, racial disparity maps.

Drag stars to ideas you can use in your community:



Breakout Room 2

What are your ideas for engaging your communities?

Give roundtable the tools needed to do this - video cameras, etc.

Really really free market page (buy nothing group) - host community swap/exchange

As many channels and messages as possible

Community influencers help

Exit breakout rooms!

Group discussion: share your ideas!



Looking ahead



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Wrap-up and next steps

- Homework: Continue to provide any feedback on strategies by **Monday, March 29, 9 a.m.**
- Next meeting: Mid-May
- Logistical notes:
 - We'll be switching from Zoom to Microsoft Teams (will provide training/resources)
 - Does this meeting day and time generally work for you moving forward (thinking about summer schedules)?
- NOW:
 - Fill out feedback survey
 - Share updates, upcoming events, and resources in the chat

5-minute break