Agenda

I. **Settling in & ground rules**

II. **Community engagement results**

III. **VCU Equity Assessment**

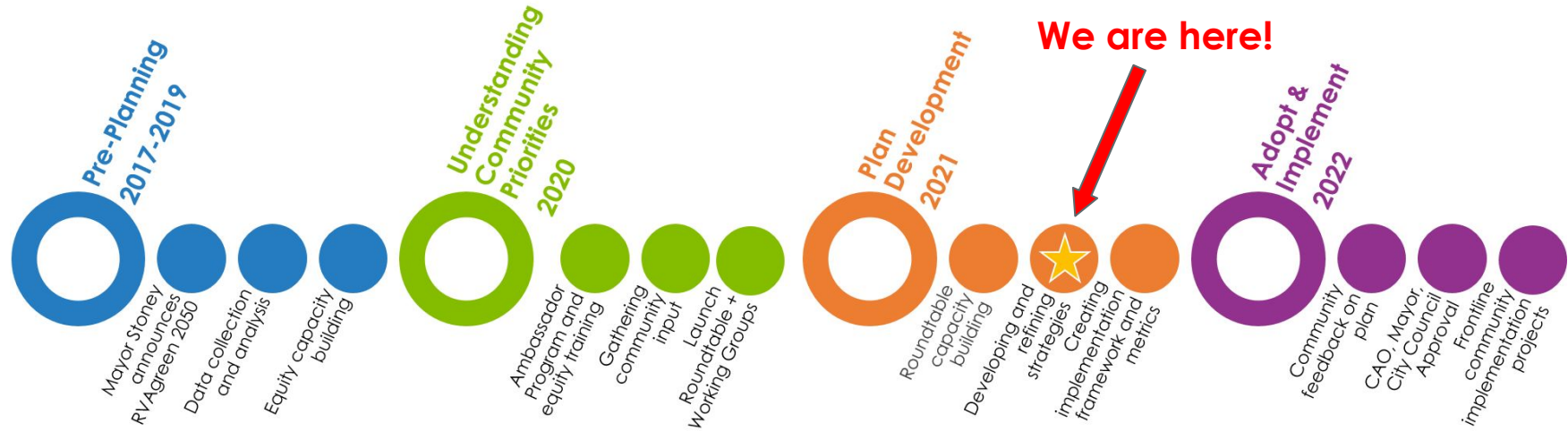IV. **Prioritization - what gets us to our 2030 goal?**

V. **Wrap-up and next steps**

Today's Objectives

- Understand the community's feedback on our draft strategies - *How does this feedback inform next steps?*

- Agree on a prioritization scheme for the strategies to see which ones "rise to the top" - *Which strategies should we elevate as top priorities and how should that be decided?*

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 Refinement Process Summer 2021

Community engagement and feedback	Prioritization	June 17 Indicators and impacts	July 15 & August 5 Implementation and accountability

- 10-, 30-minute surveys
- Direct response to draft vision, objectives, and strategies

- What values do we want reflected in our plan (via selection of objectives & strategies)?
- What strategies will most help us achieve our 2030 goals?

- What is our shared understanding of what is achievable and what success looks like for each strategy?
- What are the indicators that we will use to measure the success of our objectives?

- How will we equitably implement the plan?
- How will we ensure accountability and transparency in implementation?

Community engagement results

Overview of Engagement

Richmond Neighborhoods
Number of Responses
- 1-5
- 6-15
- 16-30
- No response
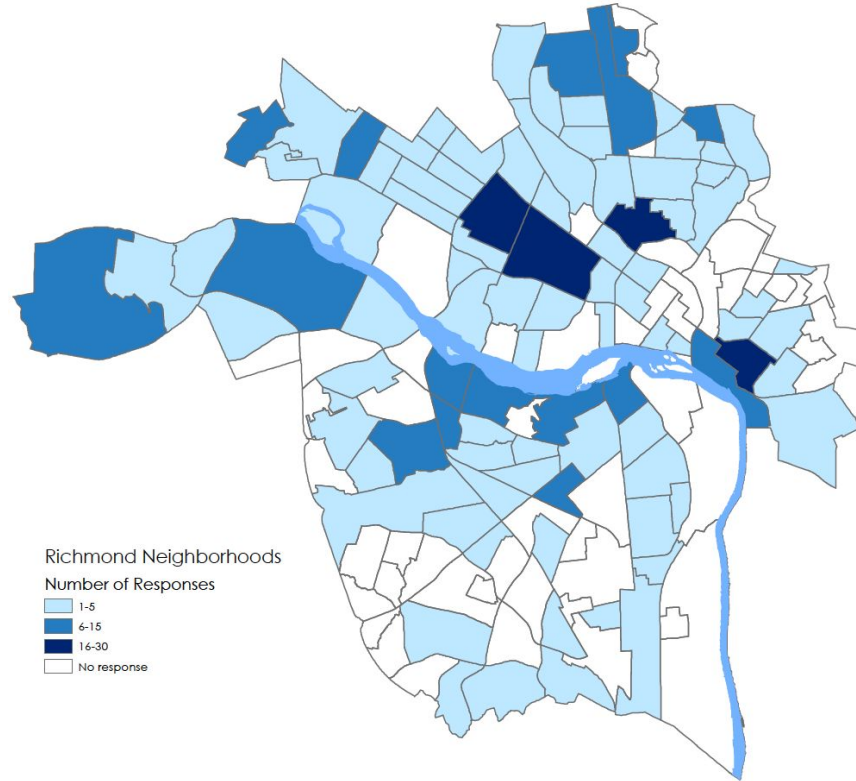
Survey Feedback

🌱 **1. Green Spaces & Trees**: Partner with the community to increase outdoor space and natural resources access, and reduce impacts of extreme heat

🌱 **2. Planning & Operations**: Maintain existing and create new public outdoor space

🌱 **3. Urban Agriculture**: Increase access to healthy foods

🌱 **4. Air Quality**: Identify air pollution sources and opportunities for reduction

➡️ **5. Complete Streets**: Improve and increase pedestrian infrastructure

♻️ **6. Composting**: Create organic waste diversion programs city-wide (i.e. food waste and yard debris)

♻️ **7. Environmental Justice**: Eliminate the impacts of illegal dumping and industrial pollution on neighboring communities

➡️ **8. Connectivity**: Increase pedestrian infrastructure that connects people to jobs, schools, business, etc.

❄️ **9. Resilience Planning**: Prioritize historically disenfranchised communities in planning for climate impacts

🌱 **10. Engagement**: Increase resident engagement and access to outdoor space

➡️ **11. Public Transit**: Expand the bike share program and increase GRTC access, frequency, reliability, and convenience

🏢 **12. Community Solar**: Increase incentives and remove barriers to community solar

🏢 **13. Government Operations**: Integrate climate action and resilience in all city plans and processes

How did the Transportation strategies rank?

Strategy Bucket	Ranking
Complete Streets	85
Connectivity	84
Public Transit	83
Transportation Efficiency	76
Resilient INfrastructure	75
Education & Awareness	72
Electric Vehicle Transition	71

April 2021 30-min Community Engagement Survey

Draft Strategies- Public Engagement

Transportation & Mobility

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

Topic	Strategy	Potential GHG Reduction Impact	Potential Climate Resilience Impact	Potential Community Priorities Impact
Transportation Efficiency	**Smart Infrastructure:** Implement smart infrastructure using IoT (Internet of Things) technologies that prioritize equity, accessibility, and efficiency.			
	Transportation Demand Management: Reduce emissions in city operations through the support of employee commute alternatives such as transit and bicycle storage facilities, optimized vehicle routing, telecommuting, and enforcement of the anti-Idling policy among city employee drivers.			
Electric Vehicle Transition	**Fleet Electrification:** Develop a municipal fleet electrification plan for all new vehicles and equipment purchases.			
	Alternative Fuel Vehicles: Incorporate alternative fuel vehicles in the City fleet to reduce carbon emissions when electric vehicle options are not viable. Support the local economy through local biofuel / negative carbon opportunities, generate workforce development, and identify potential climate resilience and redundancy measures of alternative fuels.			

Strategy Feedback - External Responses

Obj.	Strategy Bucket	Strategy	Comment/Question	Response or Action Step(s)
Objective 1: Achieve climate neutrality in municipal fleet operations and increase resilience and stewardship of transportation infrastructure.	CONNECTIVITY	**Complete Streets -** Promote stewardship of the City's Better Streets policy between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation, including transit, bicycles, and micromobility (e.g. scooters, mopeds, e-bikes, etc..).	We should prioritize fixing all of our sidewalks, especially the brick ones. It is so dangerous for pedestrians to walk in the streets. And prioritize creating sidewalks on streets where there are none.	This concept is addressed in Sidewalk Networks (Transportation and Mobility Obj. #2 under Complete Streets strategy bucket).
	CONNECTIVITY	**Complete Streets -** Promote stewardship of the City's Better Streets policy between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation, including transit, bicycles, and micromobility (e.g. scooters, mopeds, e-bikes, etc..).	I would second the suggestion to prioritize making good bicycle and pedestrian connections between neighborhoods and nodes as designated in Richmond 300.	RVAgreen 2050 is being developed in alignment with the Richmond 300 plan.
	CONNECTIVITY	**Complete Streets -** Promote stewardship of the City's Better Streets policy between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation, including transit, bicycles, and micromobility (e.g. scooters, mopeds, e-bikes, etc..).	There should at least be bike lanes connecting the neighborhood nodes from Richmond300 to each other.	RVAgreen 2050 is being developed in alignment with the Richmond 300 plan.
	ELECTRIC VEHICLE TRANSITION	**Fleet Electrification -** Develop a municipal fleet electrification plan for all new vehicles and equipment purchases.	Before you make the transition to an electric city vehicle fleet, if you're really serious about this initiative, DEMAND a strictly enforced city vehicle idling policy. Without exception EVERY single vehicle I see parked at WaWa or wherever is left running, often for extended periods and even in perfect weather. I contacted my council person (Larsen) with no results. DO THIS NOW! It's just pure ignorance and laziness. Make it policy, communicate to staff, and ENFORCE. Additionally, require signage at every place possible (school car lines for instance) requiring people to turn their cars off if they will be sitting more than 15 seconds. It used to be the case long ago that it used more gas to start a car again. This is no longer true. Most experts say that if you're going to be idling more than 7 seconds you should turn the car off.	Thank you for this feedback! This concept is addressed in Anti-Idling (Transportation and Mobility Obj. #3 under Education and Awareness strategy bucket).
	ELECTRIC VEHICLE TRANSITION	**Fleet Electrification -** Develop a municipal fleet electrification plan for all new vehicles and equipment purchases.	Consider adding electric/battery-powered options for maintenance equipment as well (e.g. lawn lowers, weed wackers, leaf blowers, etc.)	To be considered during further plan development.
	TRANSPORTATION EFFICIENCY	**Transportation Demand Management -** Reduce emissions in city operations through the support of employee commute alternatives such as transit and bicycle storage facilities, optimized vehicle routing, telecommuting, and enforcement of the anti-Idling policy among city employee drivers.	Have there been discussions for select high traffic volume areas of the city to become pedestrian and public transit only? Carytown (W Cary St.) comes to mind as a short stretch where constant traffic causes vehicles to idle for long periods of time.	Interesting concept - thank you! We will consider this during further plan development.
	TRANSPORTATION EFFICIENCY	**Transportation Demand Management -** Reduce emissions in city operations through the support of employee commute alternatives such as transit and bicycle storage facilities, optimized vehicle routing, telecommuting, and enforcement of the anti-Idling policy among city employee drivers.	Perhaps move toward an ordinance against idling for non-city vehicles?	This concept is addressed in Anti-Idling (Transportation and Mobility Obj. #3 under Education and Awareness strategy bucket).

Strategy Feedback - Internal Process

Objective #	Strategy Bucket	Strategy	Feedback Type	Comment		Milestone/Indicator	Financing	Community Support	New Strategy	Existing Strategy	Revise Str. Language	Innovative Concept	Action Items	Response
1	CONNECTIVITY	**Complete Streets -** Promote stewardship of the City's Better Streets policy between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation, including transit, bicycles, and micromobility (e.g. scooters, mopeds, e-bikes, etc..).	Suggestion	We should prioritize fixing all of our sidewalks, especially the brick ones. It is so dangerous for pedestrians to walk in the streets. And prioritize creating sidewalks on streets where there are none.							✓		Add language about repair to existing Sidewalk Networks strategy	See Transportation
1	CONNECTIVITY	**Complete Streets -** Promote stewardship of the City's Better Streets policy between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation, including transit, bicycles, and micromobility (e.g. scooters, mopeds, e-bikes, etc..).	Suggestion	I would second the suggestion to prioritize making good bicycle and pedestrian connections between neighborhoods and nodes as designated in Richmond 300.				✓						
1	CONNECTIVITY	**Complete Streets -** Promote stewardship of the City's Better Streets policy between neighborhoods by connecting areas and green space in order to promote walkability and continuity for all modes of transportation, including transit, bicycles, and micromobility (e.g. scooters, mopeds, e-bikes, etc..).	Suggestion	There should at least be bike lanes connecting the neighborhood nodes from Richmond300 to each other.		✓							Alignment with R300; # of nodes served by "Complete Streets"	
1	EDUCATION & AWARENESS	**Innovation -** Create an equitable research and tracking method to regularly consider emerging technologies that could facilitate further carbon reductions and improve resilience of the Richmond transportation sector.	NONE											
1	ELECTRIC VEHICLE TRANSITION	**Fleet Electrification -** Develop a municipal fleet electrification plan for all new vehicles and equipment purchases.	Suggestion	Before you make the transition to an electric city vehicle fleet, if you're really serious about this initiative, DEMAND a strictly enforced city vehicle idling policy. Without exception EVERY single vehicle I see parked at WaWa or wherever is left running, often for extended periods and even in perfect weather. I contacted my council person (Larsen) with no results. DO THIS NOW! It's just pure ignorance and laziness. Make it policy, communicate to staff, and ENFORCE. Additionally, require signage at every place possible (school car lines for instance) requiring people to turn their cars off if they will be sitting more than 15 seconds. It used to be the case long ago that it used more gas to start a car again. This is no longer true. Most experts say that if you're going to be idling more than 7 seconds you should turn the car off.						✓	✓		Consider language around enforcement of anti-idling policies in other strategies	See Transportation
1	ELECTRIC VEHICLE TRANSITION	**Fleet Electrification -** Develop a municipal fleet electrification plan for all new vehicles and equipment purchases.	Suggestion	Consider adding electric/battery-powered options for maintenance equipment as well (e.g. lawn lowers, weed wackers, leaf blowers, etc.)						✓	✓		Expand purview to address all city-owned, motor-operated equipment	
1	ELECTRIC VEHICLE TRANSITION	**Alternative Fuel Vehicles -** Incorporate alternative fuel vehicles in the City fleet to reduce carbon emissions when electric vehicle options are not viable. Support the local economy through local biofuel / negative carbon opportunities, generate workforce development, and identify potential climate resilience and redundancy measures of alternative fuels.	NONE											

VCU Equity Assessment

An Equity-focused Assessment of
the City of Richmond's RVAgreen 2050
Planning Process

May 2021

Report Prepared By:
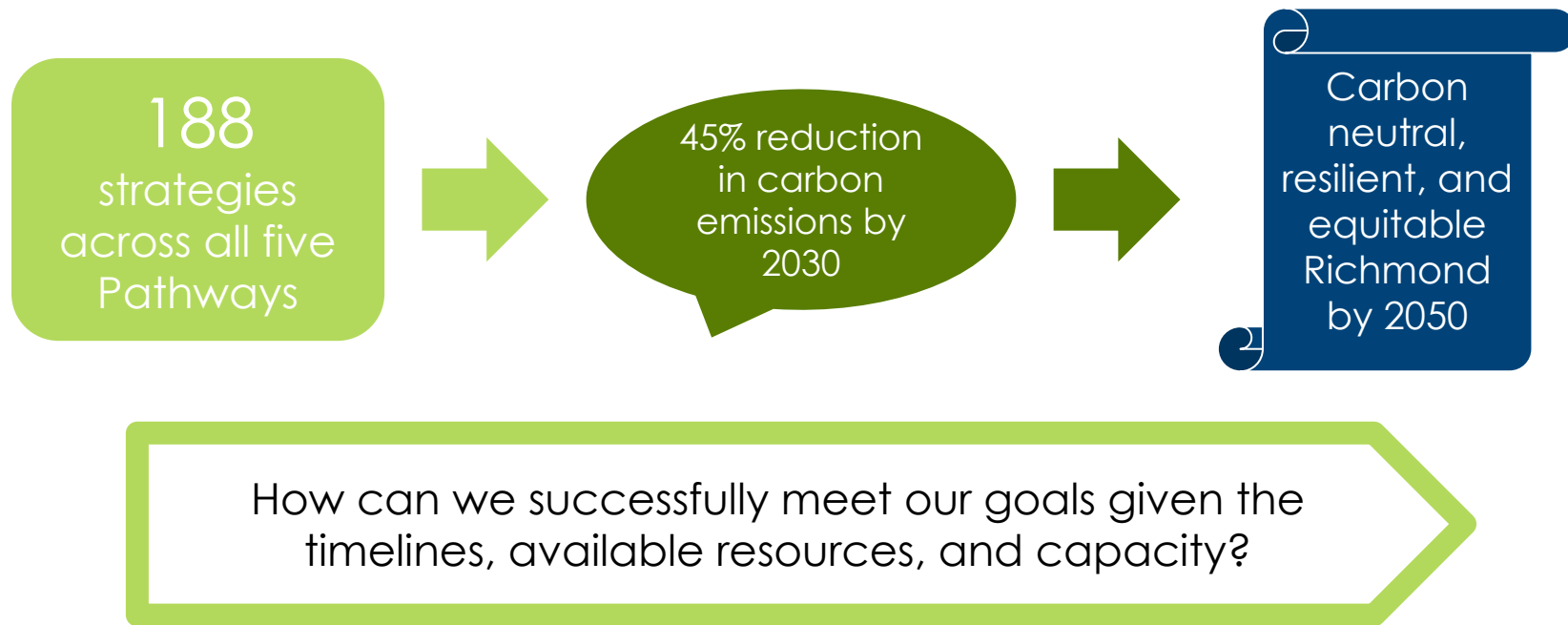URSP 637: Sustainable Community Development
L. Douglas Wilder School of Government and Public Affairs
Virginia Commonwealth University

Example recommendations:

- *Diversify Working Groups*, incorporate youth engagement, and attend existing community meetings to retain newly established frontline community partnerships

- Enhance the Working Groups with their own *dedicated [equity] facilitators and trainers* to expand capacity building beyond the Roundtable members

- Consider *quantifying co-benefits* in order to focus on the strategies that will have the greatest impact

- Define and publish a series of *equity-related indicators* to center the plan's implementation around continued equity

Prioritization

Why do we need to prioritize?

188 strategies across all five Pathways → 45% reduction in carbon emissions by 2030 → Carbon neutral, resilient, and equitable Richmond by 2050

How can we successfully meet our goals given the timelines, available resources, and capacity?

Quantifying Impacts of Strategies

IMPACT

Potential Greenhouse Gas (GHG) Reduction Impact

High
Relatively high GHG reduction potential if fully implemented (estimate)

Medium
Relatively moderate GHG reduction potential if fully implemented (estimate)

Low
Relatively low GHG reduction potential if fully implemented (estimate)

Potential Climate Resilience Impact

Extreme Heat
Potential to reduce impacts from extreme heat and heat waves
- High (direct)
- Medium (indirect)
- Low

Severe Weather
Potential to reduce impacts from storms / heavy precipitation
- High (direct)
- Medium (indirect)
- Low

Flooding
Potential to reduce impacts from river, localized, or sea level rise-related flooding
- High (direct)
- Medium (indirect)
- Low

Community
Potential to increase resilience of the Richmond community
- High (direct)
- Medium (indirect)
- Low

EQUITY

Potential Community Priorities Impact

Racial Equity & Environmental Justice
Potential to promote racial equity and support historically disenfranchised communities
- High (direct)
- Medium (indirect)
- Low

Government Accountability
Potential to promote government accountability and transparency
- High (direct)
- Medium (indirect)
- Low

Community Wealth
Potential to build community wealth and Increase jobs and education access
- High (direct)
- Medium (indirect)
- Low

Housing & Buildings
Potential to expand affordable housing and reduce housing cost burden
- High (direct)
- Medium (indirect)
- Low

Neighborhoods
Potential to support beautiful and safe neighborhoods
- High (direct)
- Medium (indirect)
- Low

Health
Potential to promote physical and mental health and well-being
- High (direct)
- Medium (indirect)
- Low

Engagement & Communications
Potential to support equitable engagement and communication
- High (direct)
- Medium (indirect)
- Low

How are we prioritizing strategies?

IMPACT SCORE		
GHG	The amount of GHG emissions reductions	**x8**
Resilience	Improved resilience to climate change impacts	**x4**
Feasibility	Barriers and amounts of financial and political capital required	**x4**
Cost-Effectiveness	The cost of implementation vs. the rate of return	**x4**
Community Support	Priority rankings from the 30 min survey	**x4**
Economic Development	The number of jobs created and sustained	**x2**
6 Criteria		**26 Total**

EQUITY SCORE	
Racial Equity/Env. Justice	**x6**
Health and Wellbeing	**x5**
Gov. Accountability	**x3**
Community Wealth	**x3**
Housing and Buildings	**x3**
Neighborhoods	**x3**
Engagement and Communications	**x3**
7 Criteria	**26 Total**

Strategy Prioritization Matrix

Pathway	Objective	Strategy Bucket	Greenlink Policy Action Row #	Strategy	Resilience (x4)	GHG (x8)	Feasibility (x4)	Cost Effectiveness (x4)	Economic Development (x2)	Community Support (x4)	WEIGHTED COMBINED IMPACT SCORE	% IMPACT SCORE	Racial Equity/Environmental Justice (X6)	Health & Well-Being (x5)	Govt Accountability (X3)	Community Wealth (X3)	Housing & Buildings (X3)	Neighborhoods (X3)	Engagement & Communications (X3)	WEIGHTED COMBINED EQUITY SCORE	% EQUITY SCORE	WEIGHTED COMBINED IMPACT/EQUITY SCORE	% COMBINED SCORE
Transportation	Objective 2	Public Transit	63	**Bus Service** - Improve public transit frequency, reliability, access, convenience, user experience, and local and regional connectivity. Prioritize underserved communities by connecting high-density housing to shopping and jobs.	1	5	3	4	2	4	92	95%	3	1	1	5	3	3	1	62	94%	154	100%
B&E	Objective 3	Residential Solar	50	**Solar Installations:** Provide financial assistance and education for clean energy upgrades and retrofits to make homes and small businesses healthy, safe, and affordable, focusing on frontline communities reducing disproportionately high energy burden in these neighborhoods.	1.5	5	4	4	2	3	94	97%	3	1	3	1	5	1	1	56	86%	150	99%
Environment	Objective 3	Engagement	3	**Neighborhood Prioritization** - Use community input and data (such as the Climate Equity Index, RVA311, RVAH2O, and other sources) to identify and prioritize neighborhoods for extreme precipitation and flooding resilience projects including assessing existing stormwater infrastructure, green alleyways, stream restoration, and depaving.	3	1	5	3	1	4	70	62%	3	1	5	1	1	3	5	78	100%	148	99%
B&E	Objective 2	Residential Energy Efficiency	7	**Energy Efficiency Assistance:** Aid households that have the highest energy burden with energy efficiency upgrades through community-based programs, advocacy, partnerships, and Residential PACE (Property Assessed Clean Energy)	1.5	5	3	4	3	4	96	99%	3	1	1	1	5	1	1	50	73%	146	97%
Transportation	Objective 2	Public Transit	62	**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.	2	5	3	4	2	4	96	99%	3	1	1	1	1	5	1	50	73%	146	97%
Waste	Objective 4	Environmental Justice		**Site Plan Review** - As part of site plan review, implement measures to identify the potential impacts of new industrial facilities on neighboring communities, identify potential risks of locating hazardous materials in flood-prone areas, and incentivize waste reduction programs and manufacturing processes that minimize greenhouse gas emissions and other environmental impacts.	2	3	5	4	2	5	92	95%	3	3	1	1	1	3	1	54	84%	146	97%
Community	Objective 1	Funding	38	**Climate Impact Grant** - Provide a grant program through the creation of a climate impact fund to help target communities recover from extreme weather events, weatherization of homes, and appliance ownership and provide grant opportunities for local nonprofits to work on climate action and resilience projects in target neighborhoods	2	3	2	4	4	4	80	82%	3	3	3	1	3	3	1	66	96%	146	97%
Environment	Objective 2	Planning & Operations	5	**Urban Heat Islands** - Develop an urban heat island readiness and reduction plan with a focus on vulnerable populations and ecosystems. Include tactics such as mandating benches and shade structures at all bus stops and establishing "rubber-stamped" shade structure designs that businesses can build and install in the public right-of-way.	3	1	4	3	2	5	72	67%	3	3	1	1	3	5	3	72	99%	144	96%
B&E	Objective 3	Community Solar	52	**Ground-Mounted Solar:** Incentivize opportunities for local ground-mounted solar and community solar farms on parking lots, non-buildable, or previously disturbed land, with access to community solar for energy-burdened communities.	2	5	4	3	3	4	98	100%	3	1	1	1	3	1	1	44	58%	142	95%
Environment	Objective 1	Urban Agriculture		**Community Gardening** - Develop - and make visible and accessible - an urban agriculture program that partners with food justice community organizations and includes an apprenticeship training program. Identify changes needed in the community garden ordinances for sales and increased funding for staffing, maintenance, and materials needed. Incentivize owners of multifamily dwellings to remove barriers to individuals growing their own food and allow universal access to community gardening and composting.	1.5	3	4	4	3	5	88	91%	1	1	3	1	3	3	3	54	84%	142	95%

Ranking Methodology

1	Sort by IMPACT score, informed by equity	✕		• Looked like a traditional climate action plan • Resilience is not prioritized • Equity is not centered
2	Sort by EQUITY score, informed by impact	✕		• Looked like a resilience plan • Mitigation is not prioritized
3	Top IMPACT and EQUITY only	✕		• Too limiting; number of strategies would make it difficult to achieve our 2030 goals
4	Sort by combined IMPACT + EQUITY scores		✓	• "Not too hot, not too cold, just right" • Isolate strategies in the top 75th percentile based on combined scores

Top 75th Percentile Strategies by Objective

	Total	Obj 1	Obj 2	Obj 3	Obj 4
B&E	**14**	4	5	4	1
Community	**13**	11	2		
Transportation	**5**	2	3	0	
Environment	**11**	2	4	3	2
Waste	**4**	0	1	1	2

Example Transportation Strategies

Obj. 2   154 (100%)   **Bus Service -** Improve public transit frequency, reliability, access, convenience, user experience, and local and regional connectivity. Prioritize underserved communities by connecting high-density housing to shopping and jobs.

Obj. 2   146 (97%)   **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.

Obj. 2   132 (89%)   **Greenways-** Develop shared-use paths prioritizing the connection of low income neighborhoods to jobs, necessities, amenities, green spaces, natural resources and local and regional greenways to empower residents to safely use and protect their biking and walking infrastructure.

Obj. 3   78 (5%)   **Solar Backup -** Evaluate on-site solar power as resilience measures for electric vehicle charging.

Obj. 3   76 (3%)   **Private Engagement -** Engage state and federal leaders to educate fleet managers in the benefits of electric vehicle policy adoption.

Obj. 3   74 (2%)   **Battery Backup -** Consider opportunities for electric vehicles to serve as battery backup for electric grid resiliency.

Activity

Discuss the strategies based on the IMPACT+EQUITY combined score

Breakout room discussion (15 min. per objective):

1. Do the strategies that "made the cut" seem appropriate to you?

    ○ Keep in mind our first goal is to reduce carbon emissions by 45% by 2030.

    ○ Use stars & x's to show support or recommend the ↑ or ↓ prioritization of a strategy

2. Are we comfortable with the # of strategies to be prioritized?

3. Can we all fully commit to ensuring the success of these strategies?

4. Does it make sense to include this strategy within the timeline of the 2030 goal?

Link to activity

https://docs.google.com/spreadsheets/d/15wlyhf4DWS0YQvnlpec8p0AVQ_72Tu0LPITVyHVzQnY/edit#gid=0

- Breakout Room #1 (Dawn) : Start with Objective 1

- Breakout Room #2 (Wendy) : Start with Objective 2

- Breakout Room #3 (David) : Start with Objective 3

We will rotate every 15 minutes & stay with our groups and facilitator the whole time!

Go into breakout rooms!

Exit breakout rooms!

Wrap-up and next steps

- Next meeting: June 17 @ 1pm, "RVAgreen2050 Indicators & Impacts"

- NOW:

  - General reflections?

  - Fill out feedback survey

  - Share updates, upcoming events, and resources in the chat

THANK YOU!