RVAgreen 2050 Community Working Group
May 28, 2021

*Community Engagement Results &
Strategy Prioritization*

City of Richmond
RVAgreen 2050

Equitable climate action for a healthy and resilient Richmond

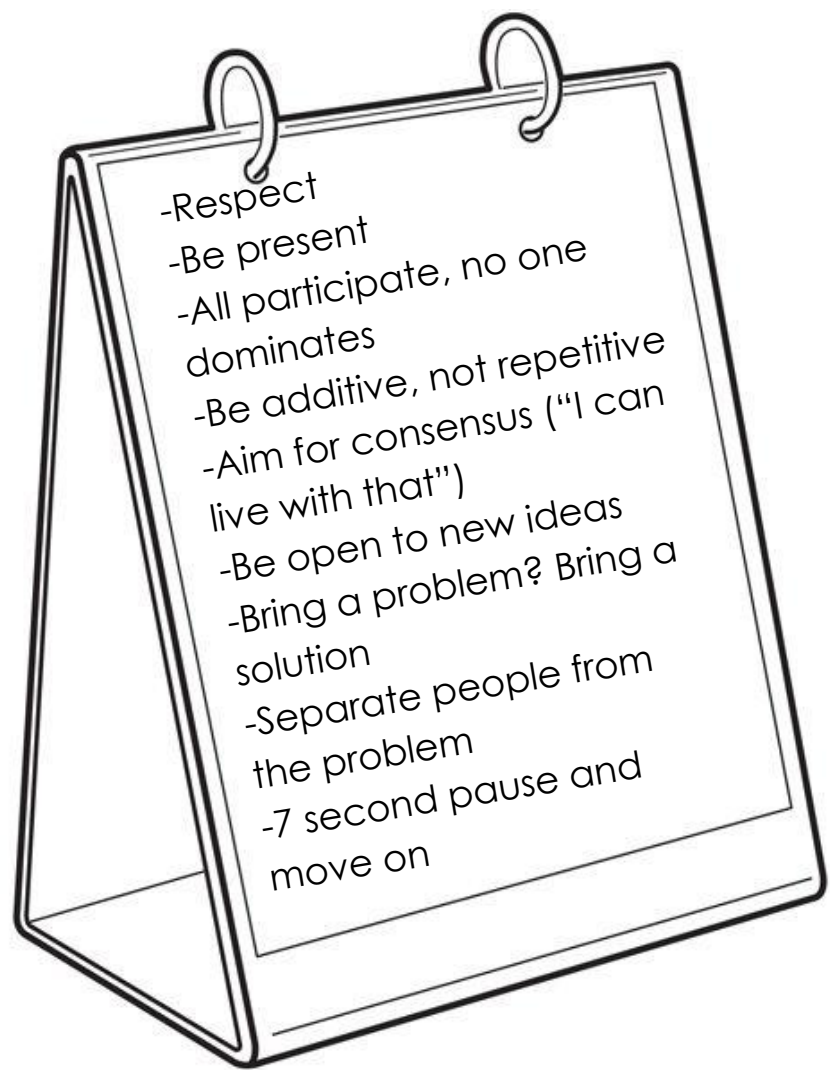# Agenda

I. Settling in & ground rules

II. Community engagement results

III. VCU Equity Assessment

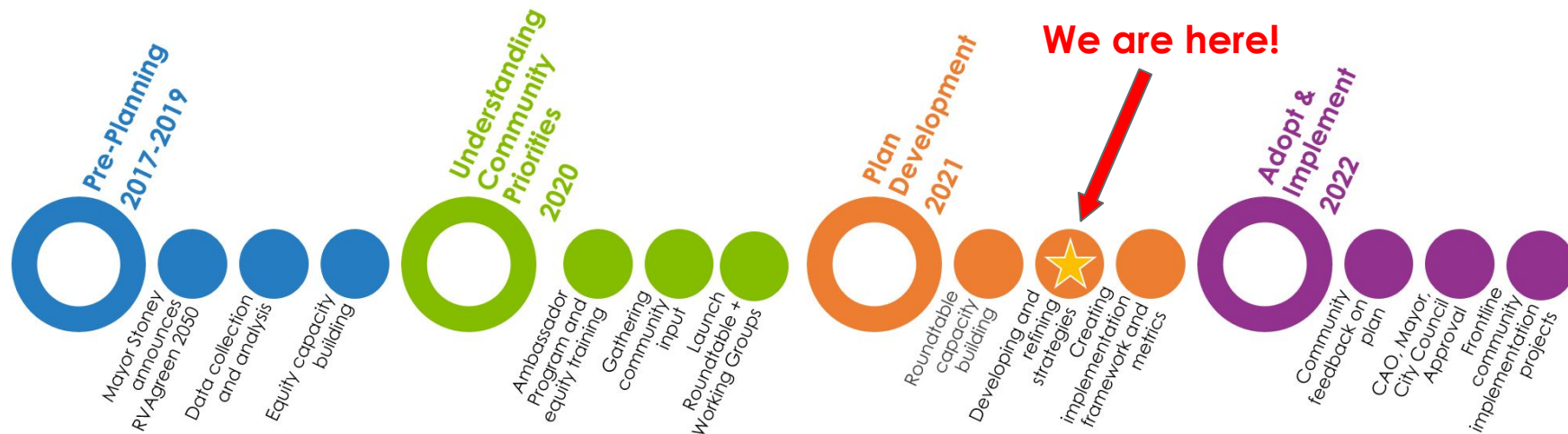IV. Prioritization - what gets us to our 2030 goal?

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?*
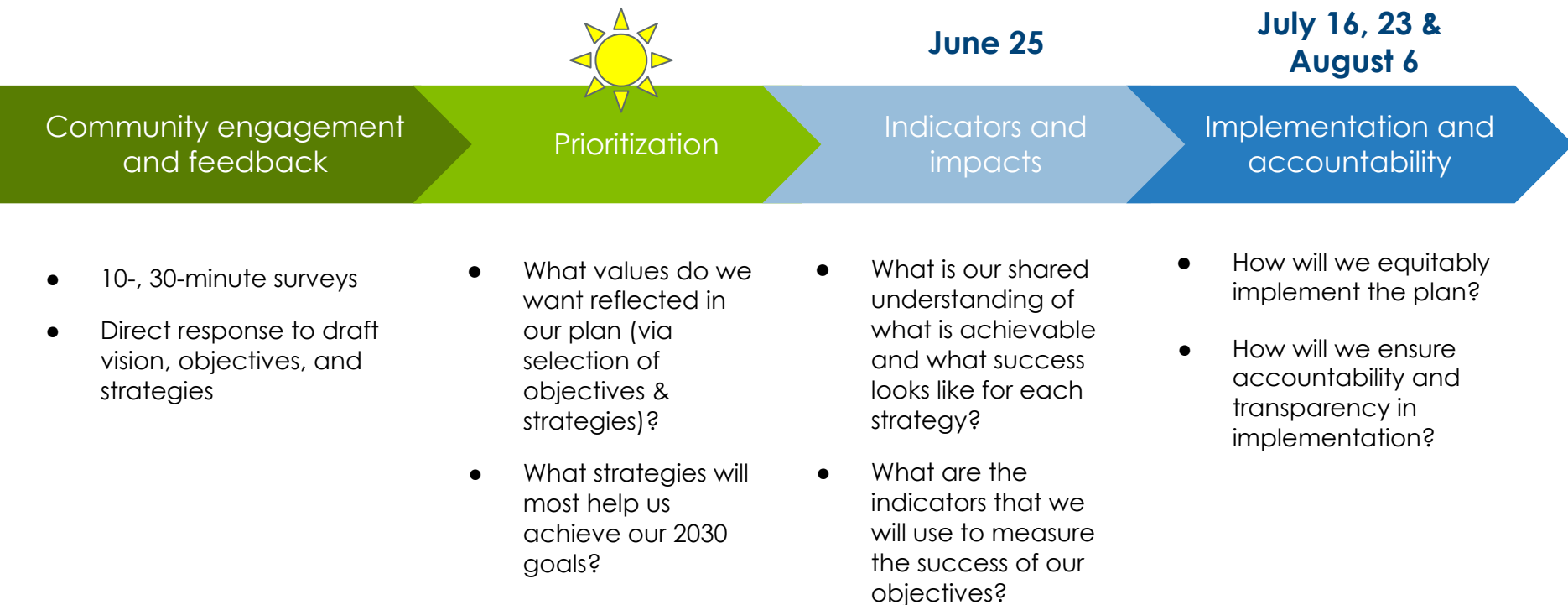
Ground Rules / Group Expectations

-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
-7 second pause and move on

Process Overview

Pre-Planning 2017-2019
- Mayor Stoney announces RVAgreen 2050
- Data collection and analysis
- Equity capacity building

Understanding Community Priorities 2020
- Ambassador Program and equity training
- Gathering community input
- Launch Roundtable + Working Groups

Plan Development 2021
- Roundtable capacity building
- Developing and refining strategies
- Creating implementation framework and metrics

We are here!

Adopt & Implement 2022
- Community feedback on plan
- CAO, Mayor, City Council Approval
- Frontline community implementation projects

RVAgreen 2050 DRAFT Structure

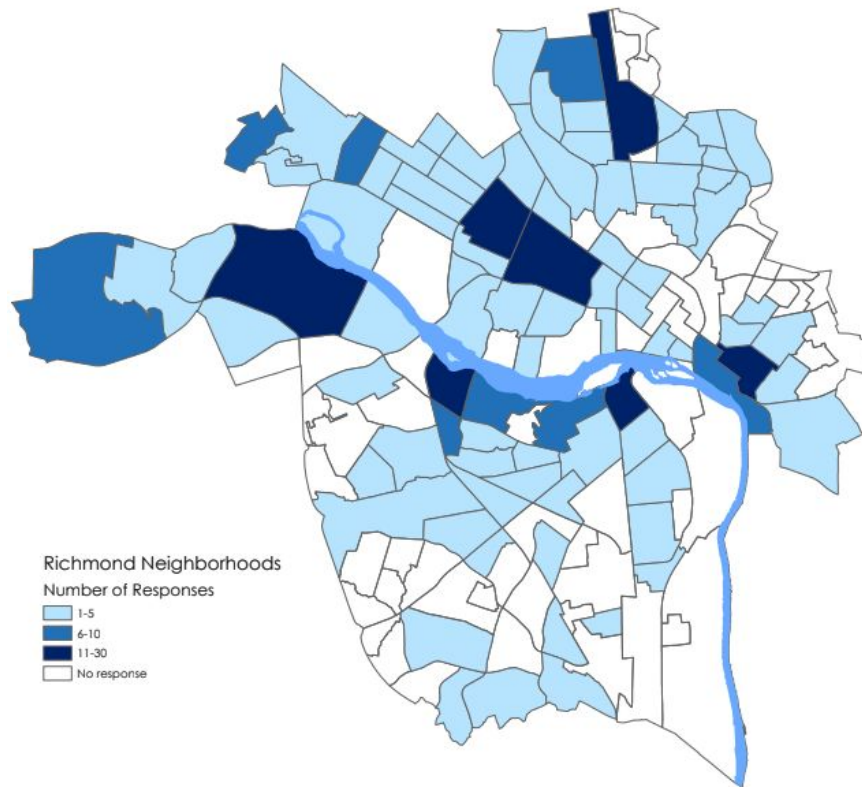|	
Goals	**What is the purpose of RVAgreen 2050?**
Vision	**What does the ideal future look like when RVAgreen 2050 is implemented?**
Community Priorities	**What cross-cutting public values do we want to center in our plan?**
Pathways	**What leverage points will lead us towards realizing and operationalizing 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 25 Indicators and impacts	July 16, 23 & August 6 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
- 6-10
- 11-30
- 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 Community strategies rank?

✳ Strategy Bucket	Ranking
Resilience Planning	83
Funding	81
Accountability	73
Communications	78
Planning & Partnerships	78
Education & Awareness	77
Resilience Infrastructure	74

April 2021 30-min Community Engagement Survey

Draft Strategies- Public Engagement

Community

Community Objective 1: Ensure that historically disinvested communities that are most affected by local climate impacts are centered and involved in the processes of developing, implementing, and evaluating solutions as a result of equitable communication and engagement strategies.

Topic	Strategy	Potential GHG Reduction Impact	Potential Climate Resilience Impact	Potential Community Priorities Impact
Commun-ications	**Targeted Methods -** 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.			
	Quarterly Events - Host quarterly events about RVAgreen 2050 to ensure Richmond's existing and new residents are aware of the visions, goals, objectives, and strategies outlined in the plan.			
	Internet Access - Improve communications infrastructure by expanding broadband internet access, focusing on low-income areas (Goal 11).			
	Translations - Engage residents with culturally relevant material available in multiple languages including braille.			
	Media - Implement engagement strategies that focus on information sharing media (virtual and physical) where target communities already engage. In partnership with TV services			

Strategy Feedback - External Responses

Strategy Bucket	Strategy	Comment/Question	Response or Action Step(s)
Accountability	**Community Benefit Agreements** - Develop community benefit agreements with target community members, which could include items such as creating jobs, utilizing local workforce development agencies to assist with hiring local, creating public open space, creating climate resilient low-income housing, and more	Incorporate environmental health, sustainability, resilience, and justice measures into Community Benefit Agreements	Bring idea to Working Groups.
Accountability	**Scorecard** - Develop public scorecard to evaluate projects with SMARTIE strategies and mandate XX equity goals, including items such as ensuring residents within a community are first hired/considered for development projects and the inclusion of a funded maintenance plan	What is SMARTIE? I've never heard of it and can't find info on it.	Thanks for the question. SMARTIE is a planning framework that asks if strategies are specific, measurable, attainable, relevant, and time-based. The RVAgreen 2050 process will also make them inclusive and equitable.
Accountability	**Scorecard** - Develop public scorecard to evaluate projects with SMARTIE strategies and mandate XX equity goals, including items such as ensuring residents within a community are first hired/considered for development projects and the inclusion of a funded maintenance plan	Define SMARTIE	See above!
Communications	**Targeted Methods** - 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.	What about continuous assessments of different priorities for these under-represented groups? How do the priorities and concerns change for these communities throughout the different stages of this process?	To be considered during implementation.
Communications	**Internet Access** - Improve communications infrastructure by expanding broadband internet access, focusing on low-income areas (Goal 11).	Agree!	Thank you!!
Communications	**Internet Access** - Improve communications infrastructure by expanding broadband internet access, focusing on low-income areas (Goal 11).	Provide free Wi-Fi by distributing hotspots throughout the City. This is done in Downtown Bethesda Maryland. The city of Miami also provides free wifi on its public transportation.	Thanks for the reference to Maryland. We will bring this idea to the next Working Group meetings.
Communications	**Translations** - Engage residents with culturally relevant material available in multiple languages including braille.	braille is not a language	We will update this accordingly.
Communications	**Translations** - Engage residents with culturally relevant material available in multiple languages including braille.	I recommend that communications also do more to center activities/programming in multiple languages. (Not just translation of materials.) This will help with building trust and increasing participation from different communities.	To be considered during implementation.

Strategy Feedback - Internal Process

Strategy Bucket	Strategy	Feedback Type	Comment			Milestone/Indicator	Financing	Community Support	New Strategy	Existing Strategy	Revise Str. Language	Innovative Concept	Action Items
Accountability	**Community Benefit Agreements** - Develop community benefit agreements with target community members, which could include items such as creating jobs, utilizing local workforce development agencies to assist with hiring local, creating public open space, creating climate resilient low-income housing, and more	Suggestion	Incorporate environmental health, sustainability, resilience, and justice measures into Community Benefit Agreements								✓		Add language to the strategy, or create two separate CBA-related strategies
Accountability	**Scorecard** - Develop public scorecard to evaluate projects with SMARTIE strategies and mandate XX equity goals, including items such as ensuring residents within a community are first hired/considered for development projects and the inclusion of a funded maintenance plan	Question	What is SMARTIE? I've never heard of it and can't find info on it.								✓		Need to define SMARTIE somewhere
Accountability	**Scorecard** - Develop public scorecard to evaluate projects with SMARTIE strategies and mandate XX equity goals, including items such as ensuring residents within a community are first hired/considered for development projects and the inclusion of a funded maintenance plan	Suggestion	Define SMARTIE								✓		Need to define SMARTIE somewhere
Accountability	**Funding Priorities** - Ensure that funding priorities are based on priorities established by neighborhood participation and allocated by a commission/board/entity with community representation	NONE	NONE										
Accountability	**Carbon Offsets** - In the event that carbon offsets are needed to meet the 2030 greenhouse gas emissions reduction goal, work with the community to develop criteria for types of offset credits to purchase.	*NOT INCLUDED*	*NOT INCLUDED*										

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?

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**

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

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	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 Community Strategies

Top 3

Obj. 1	146 (97%)	**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
Obj. 1	138 (94%)	**Community Benefits Agreement -** Develop community benefit agreements with target community members, which could include items such as creating jobs, utilizing local workforce development agencies to assist with hiring local, creating public open space, creating climate resilient low-income housing, and more
Obj. 1	134 (90%)	**Community Engagement** - Establish budget guidelines for engagement and education funding to keep residents informed on RVAgreen 2050 strategies and establish payments for residents to work with RVAgreen 2050

Bottom 3

Obj. 1	92 (18%)	**Carbon Offsets** - In the event that carbon offsets are needed to meet the 2030 greenhouse gas emissions reduction goal, work with the community to develop criteria for types of offset credits to purchase.
Obj. 2	90 (15%)	**Community Response** - Encourage citizens to check on family, friends, and neighbors during extreme heat events and natural disasters (look at expanding existing the existing Community Emergency Response Teams program).
Obj. 2	90 (15%)	**Emergency Preparedness** - Evaluate existing City operations plans for and build staff capacity for responding to issues related to climate resilience and emergency preparedness. This should include adding a Heat Emergency Action Plan to the existing emergency operations plan.

Activity

Discuss the strategies based on the IMPACT+EQUITY combined score

Breakout room discussion (40 min.):

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

Activity Spreadsheet

- Breakout Room #1 (Kendra) : Start with Objective 1
- Breakout Room #2 (Khilia) : Start with Objective 2

We will switch objectives within the 40 minutes & stay with our groups and facilitator the whole time!
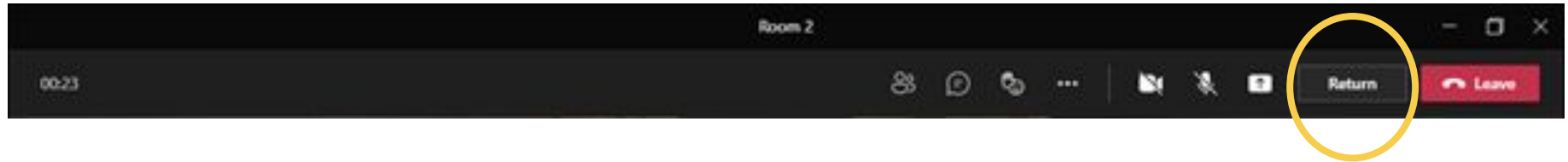
Go into breakout rooms!

Wrap-up and next steps

- Next meeting: June 25 @1pm, "RVAgreen2050 Indicators & Impacts"

- NOW:

  - General reflections?

  - Fill out feedback survey

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

THANK YOU!