



Office of Public Information and Engagement

# American Rescue Plan

**Second** Round of Community Engagement

What did we ask,  
who answered, &  
what did we learn?

# Today's Agenda

- 1** What was the purpose?
- 2** How did the city engage?
- 3** What did we learn?

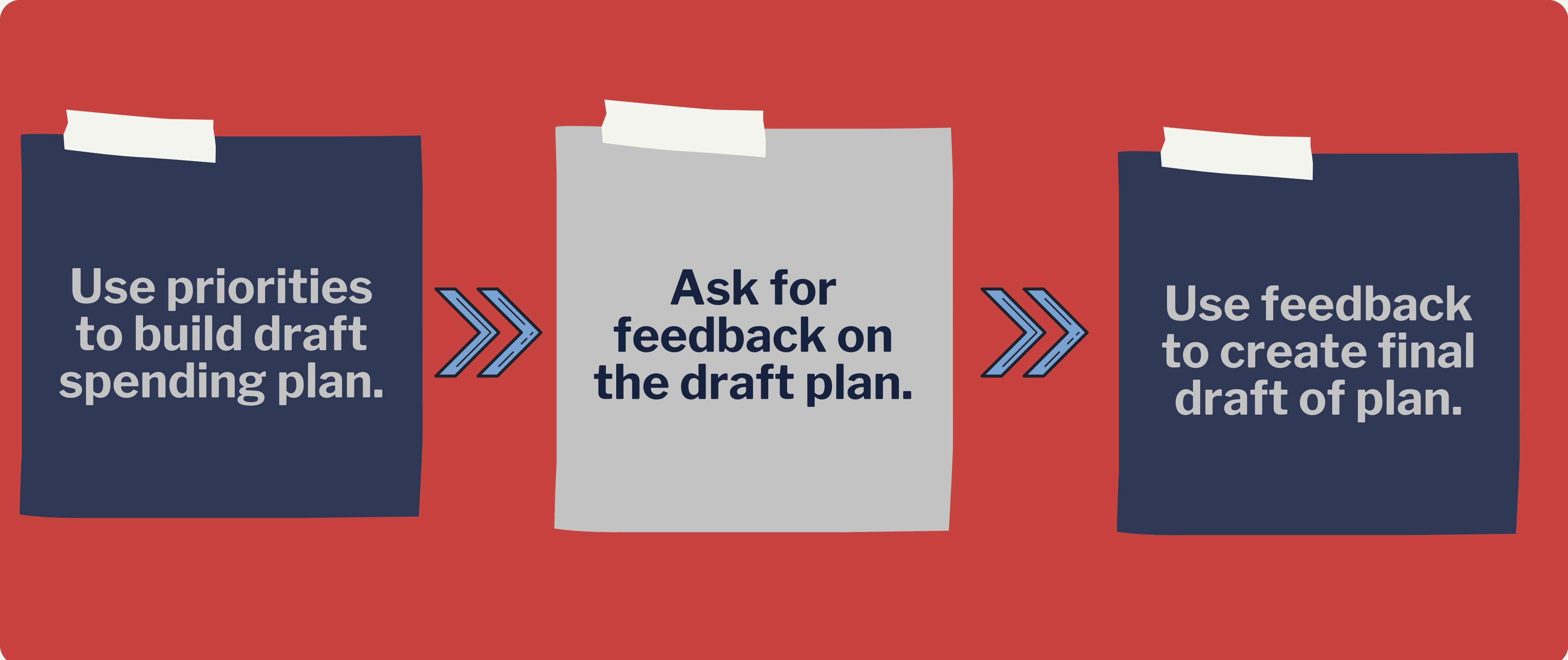
Why did we ask?

# Purpose



# Purpose

Why did the city ask for public input?



**Use priorities  
to build draft  
spending plan.**

**Ask for  
feedback on  
the draft plan.**

**Use feedback  
to create final  
draft of plan.**

How did we engage?

# Procedures



# Procedures

How did the city engage, and why?

September  to

October 

# Procedures

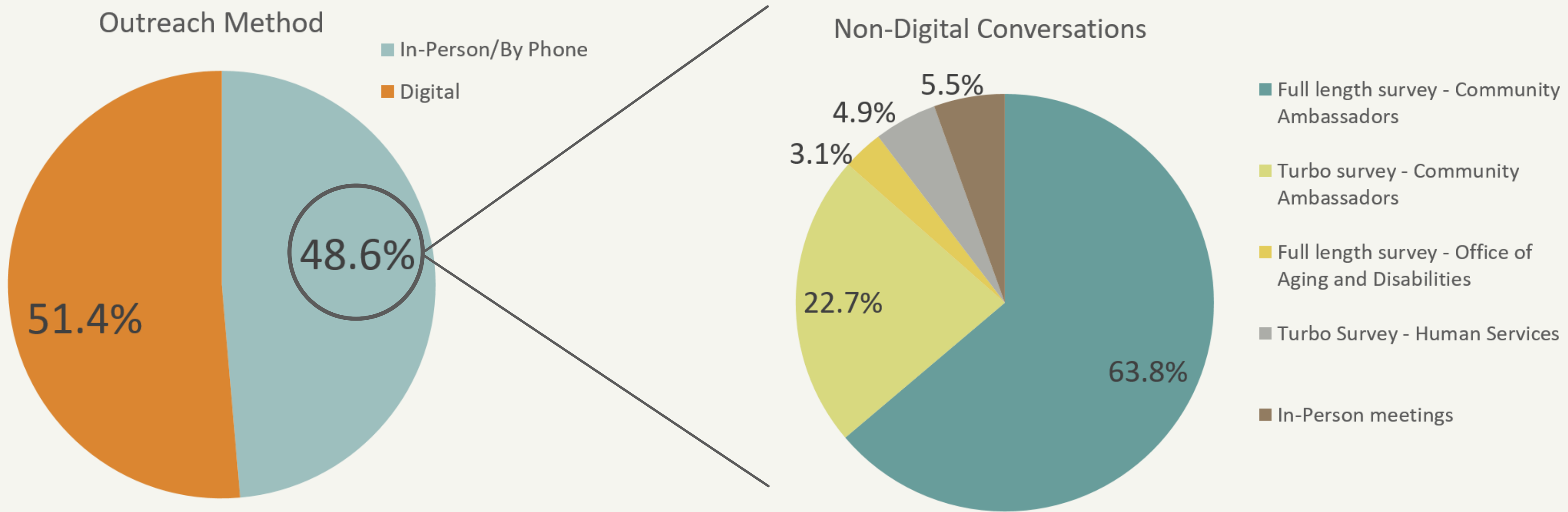
## How did the city engage, and why?

- Digital survey, which asked respondents how they rate each themed bucket of the plan, what they might add to the plan, if anything, and what they would deprioritize in order to fund their addition.
- Three in-person engagement meetings, which included an informational presentation, Q&A and interactive feedback stations.
- Community Ambassadors and Human Services Portfolio conducted in person surveys, and the Office of Aging and Disabilities conducted in person or phone surveys.

*Opportunities were promoted through social media, earned media, direct emailing, canvassing and civic association contacts.*

# 1,300 individuals reached

Near even split between online and non-online engagement





What did we learn?

# Findings

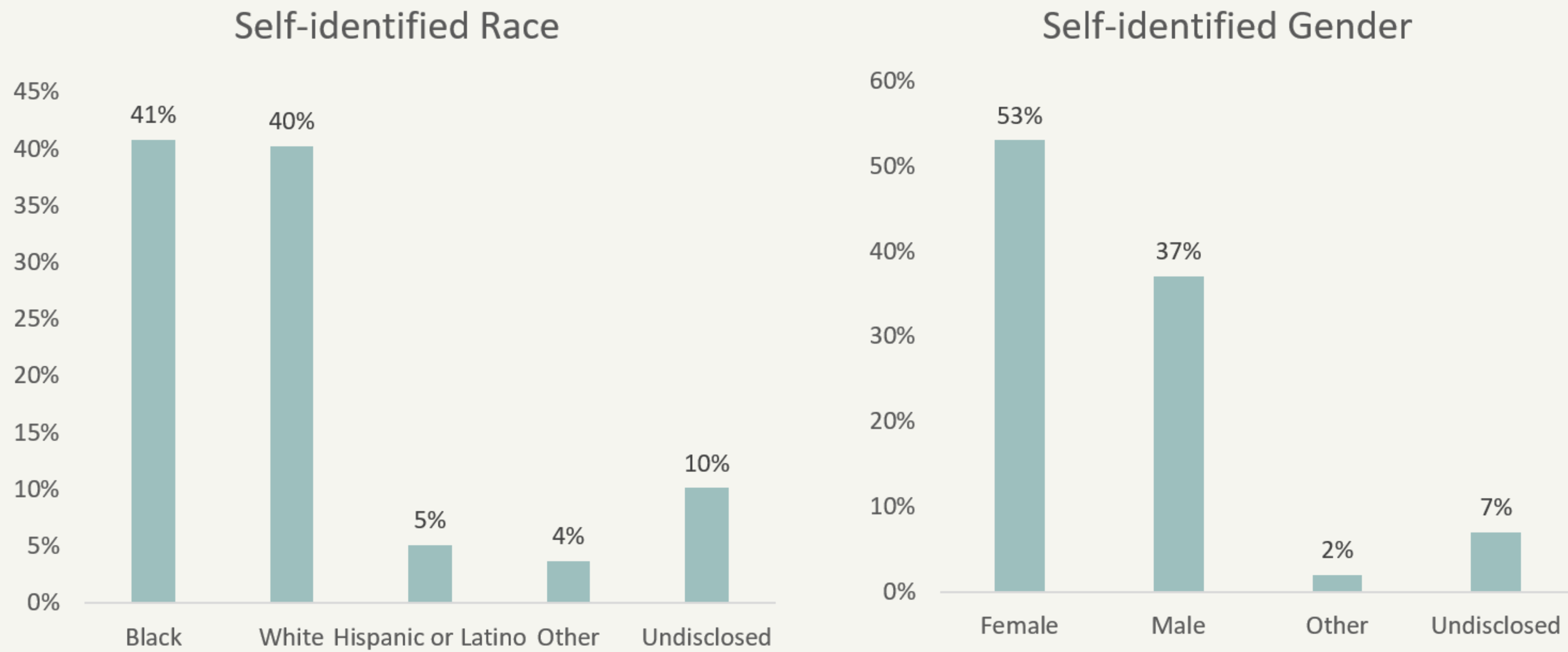


# Findings

Who participated?

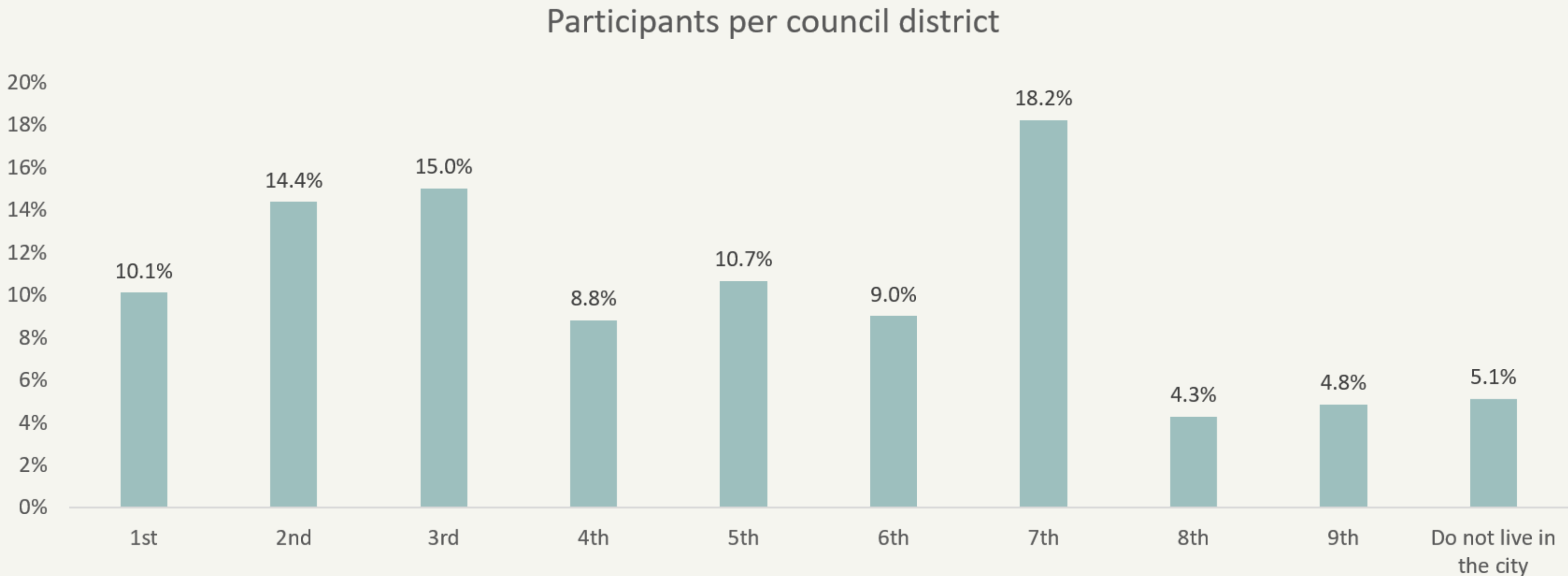
**Respondents represent our diverse and growing city.**

# Respondent demographics align with the city's.



# Residents from across the city participated.

Representation was strongest in the 7th, 3rd and 2nd Districts.



# Findings

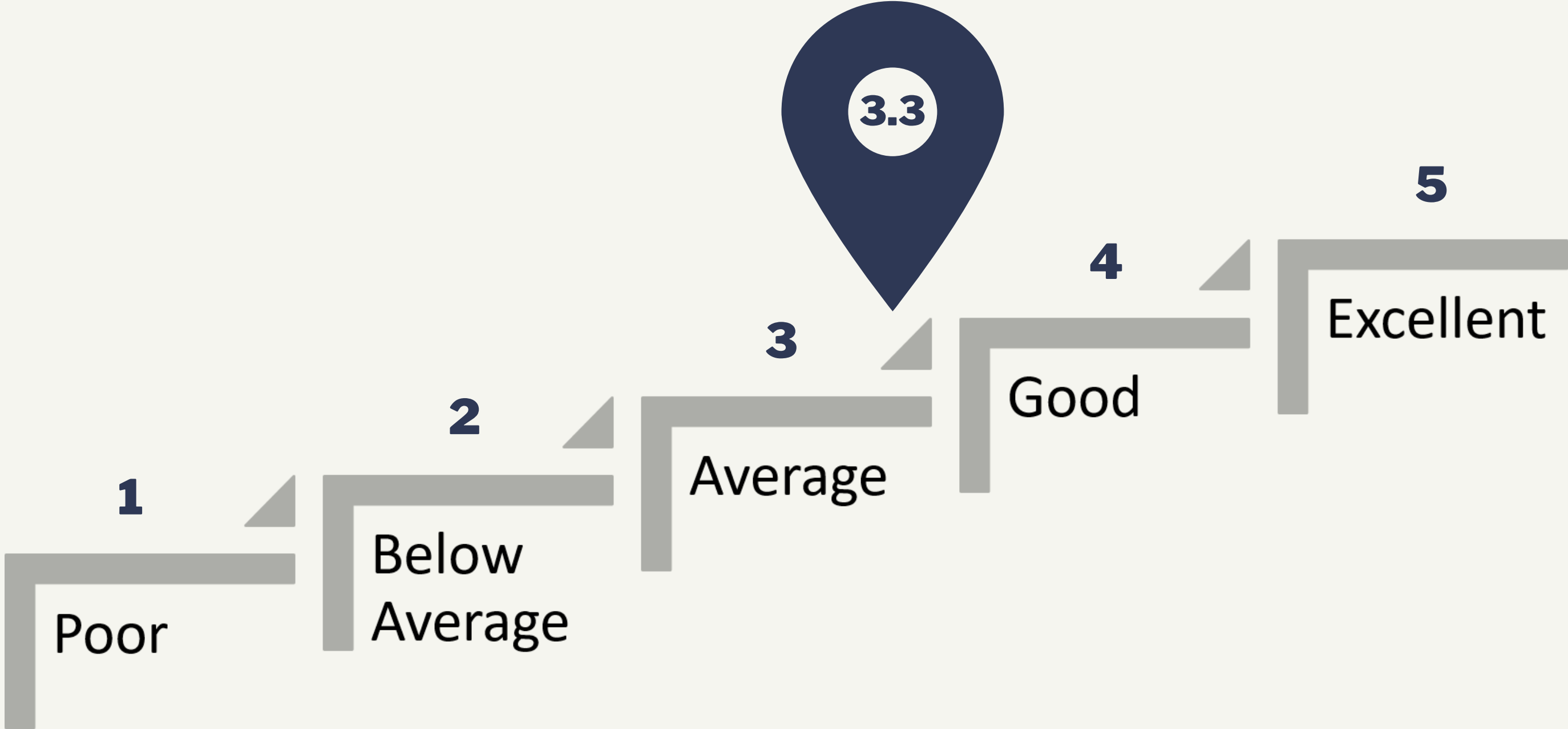
How did respondents rank the plan?

**The shorter survey asked participants to rate the plan overall.**

**The longer survey and in-person meetings asked participants to rate each themed bucket.**

# Respondents rated the plan a 3.3.

This average rating includes overall plan ratings and per-category ratings.



\* Respondents were not told what they should base their rating on, whether amount of money, quality of line items, dispersal of funds among items, or another approach.

# Some respondents were asked to rank themes.

Participants who took the full survey or attended an in-person meeting had this opportunity.

	Overall	Black	Hispanic	White	Other
Highest	Kids and Families	Kids and Families	Kids and Families	Health	Health
2	Health	Health	Housing and Homes	Kids and Families	Jobs and Economic Recovery
3	Environment and Weather	Environment and Weather	Health	Environment and Weather	Public Safety
4	Housing and Homes	Housing and Homes	Jobs and Economic Recovery	Housing and Homes	Kids and Families
5	Jobs and Economic Recovery	Jobs and Economic Recovery	Environment and Weather	Jobs and Economic Recovery	Environment and Weather
Lowest	Public Safety	Public Safety	Public Safety	Public Safety	Housing and Homes

\* Respondents were not told what they should base their rating on, whether amount of money, quality of line items, dispersal of funds among items, or another approach.

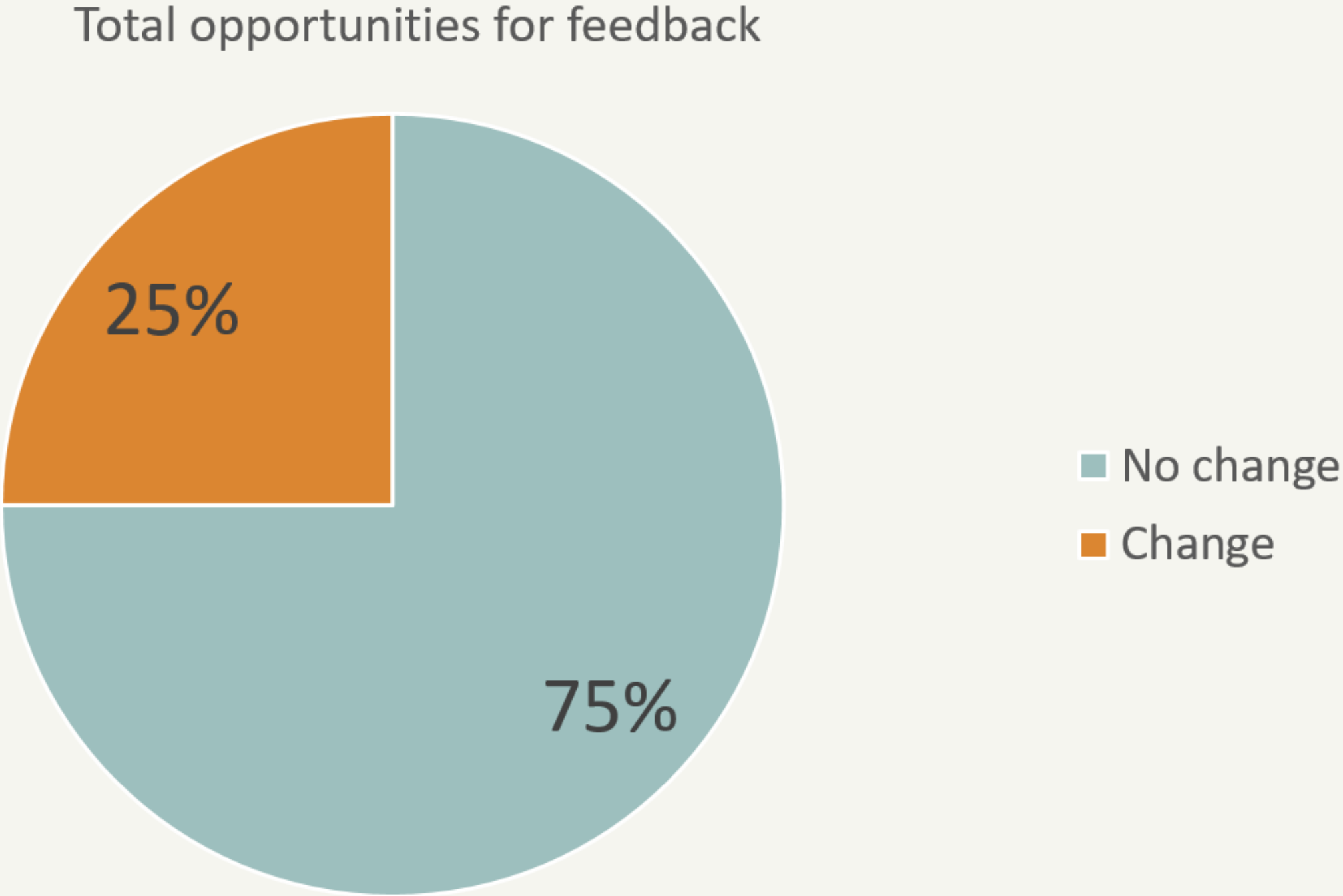
# Findings

What did respondents choose to add to or deprioritize from the draft plan?

**Respondents had the opportunity to add ideas and make funding choices, choosing what to subtract to pay for their new idea.**

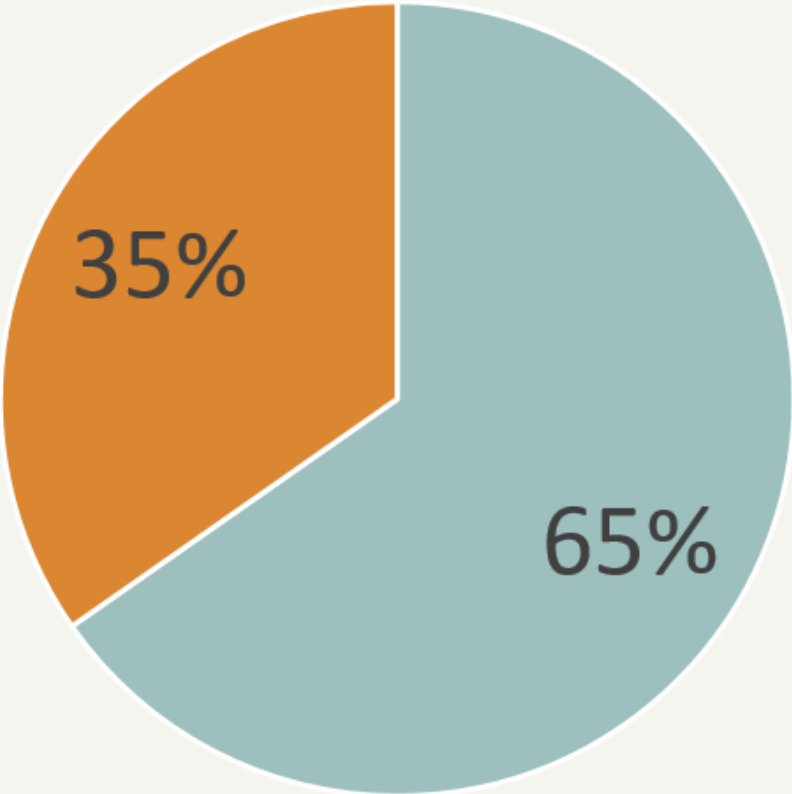


# 75% of interactions with the draft plan resulted in no suggested changes.



# In the Kids and Families bucket, respondents emphasized the importance of childcare and programs for children.

Would you change this category as proposed?



■ No change ■ Change

## Line Item Analysis

### More funding for:

Childcare (4.5%), health (1.4%) and existing parks (2%).

### Most frequent specific funding suggestions:

Programming for kids (3.8%), improvement of existing parks (3%), schools (2.1%), bike and pedestrian infrastructure (1.8%), and libraries (1.8%).

### Willing to deprioritize:

New parks (9.9%), new community centers (7%) and trails (6.9%).

## Theme Analysis

**Increases or Additions:** More funding to childcare or similar parental supports, along with funding for recurring needs and improvement of existing facilities

**Deprioritization:** New parks and recreation capital projects

# In the Housing and Homes bucket, respondents supported an array of affordable housing programs

## Line Item Analysis

### More funding for:

Affordable housing (7.8%), beautification (2%), and housing in general (2.4%).

### Most frequent specific funding suggestions:

Homeless services (2.3%), wealth building programs (1.5%), all public housing communities (1.5%), and implementing inclusive zoning (1.4%).

### Willing to deprioritize:

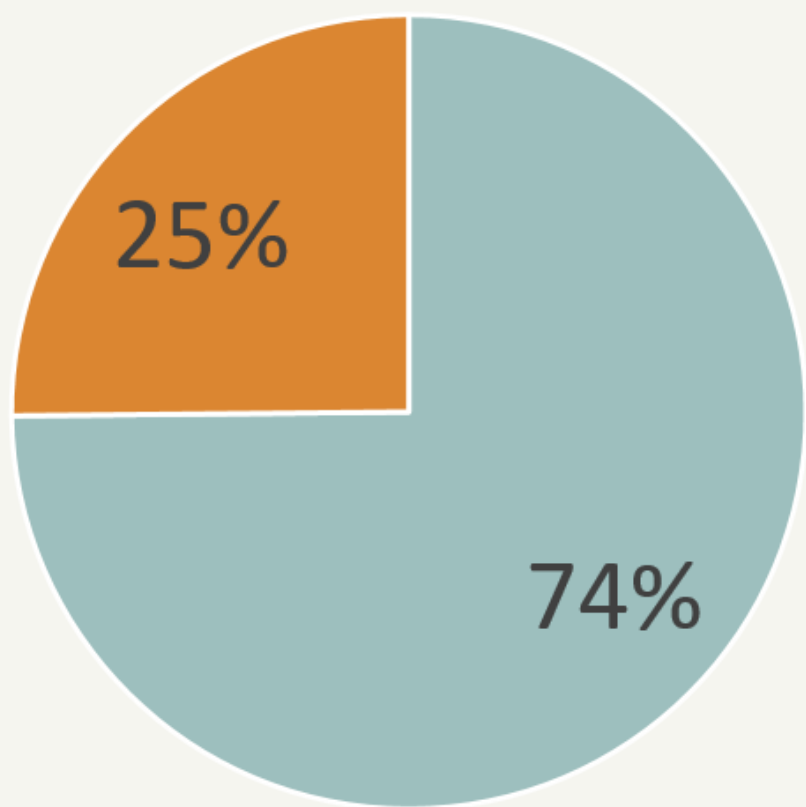
Highland Grove redevelopment (6.1%), Creighton redevelopment (2.8%) and some affordable housing (2.3%).

## Theme Analysis

**Increases or Additions:** More funding to the Affordable Housing Trust Fund, with a emphasis on homeownership, homeless services and diverse communities

**Deprioritization:** Redevelopment projects, with some respondents comfortable pulling funds from affordable housing

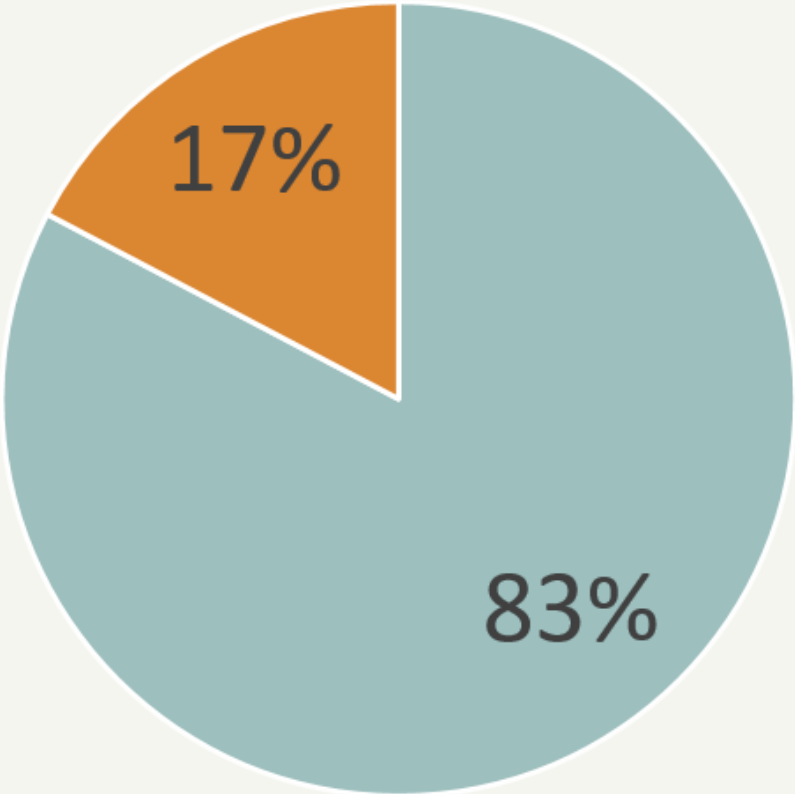
Would you change this category as proposed?



■ No change ■ Change

# In the Health category, respondents prioritized various healthcare services, with an emphasis on mental health

Would you change this category as proposed?



■ No change ■ Change

## Line Item Analysis

### More funding for:

Basic healthcare (4%), mental health support (3.9%), the COVID-19 response (0.9%), housing and homes (0.4%), childcare (0.3%) and health overall (3.3%).

### Most frequent specific funding suggestions:

Services for seniors (0.7%).

### Willing to deprioritize:

COVID-19 response (5.5%), basic healthcare (1.1%), community centers (0.6%) and public safety spending (0.6%).

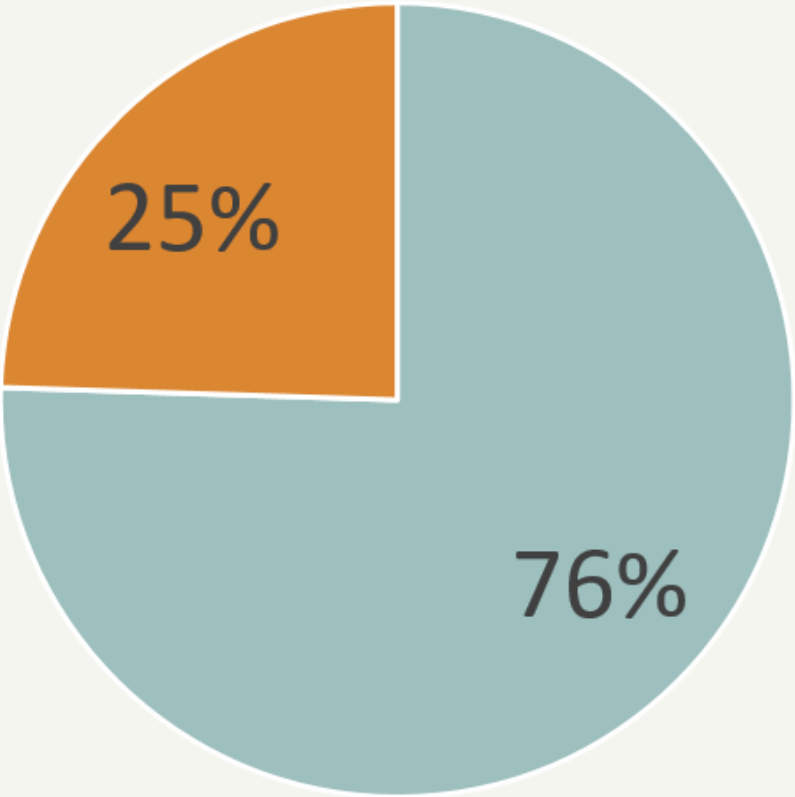
## Theme Analysis

**Increases or Additions:** More funding for basic healthcare programs addressing food access, mental health

**Deprioritization:** Lower priority on direct response to COVID-19

# In Jobs and Economic Recovery, respondents advocated for workforce development

Would you change this category as proposed?



No change Change

## Line Item Analysis

### More funding for:

Workforce development (7.3%), grant application assistance for small businesses (2.7%) beautification (1.7%), urban forestry (1.4%) and economic recovery overall (1.7%).

### Most frequent specific funding suggestions:

Transportation (0.8%).

### Willing to deprioritize:

Beautification (8.1%) and grant application assistance for small businesses (4.4%).

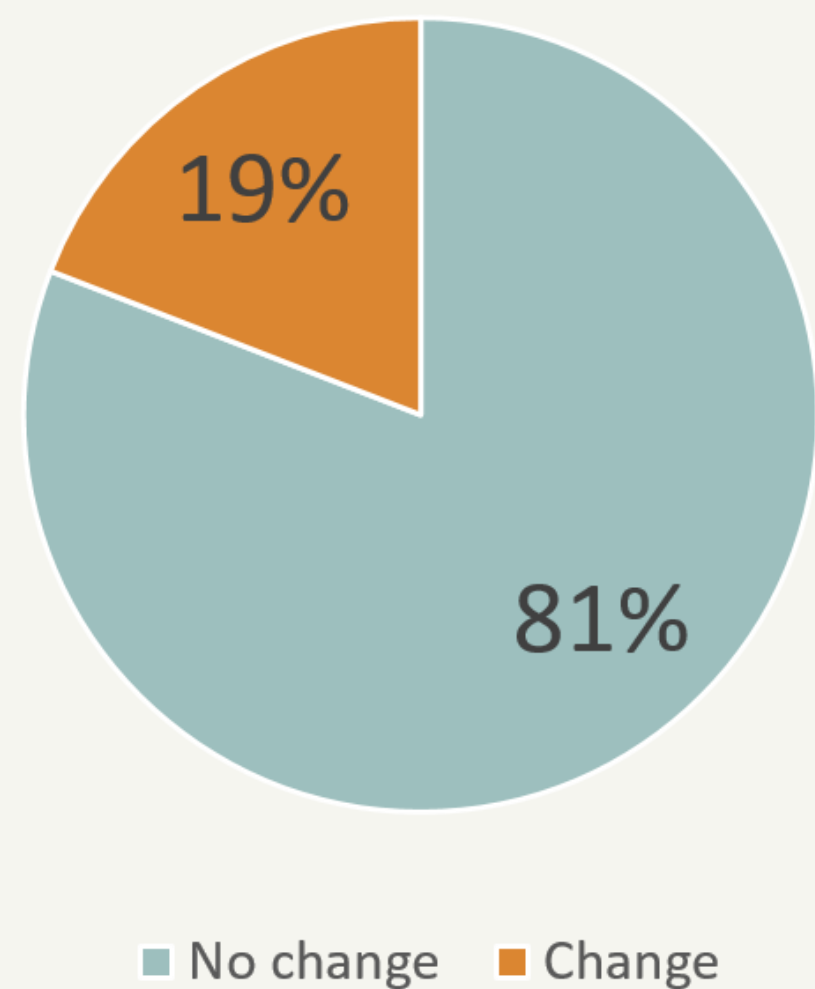
## Theme Analysis

**Increases or Additions:** More funding for workforce development

**Deprioritization:** Beautification and grant assistance for small businesses

# Respondents emphasized the need for investment in our stormwater system & other green infrastructure in the Environment bucket

Would you change this category as proposed?



## Line Item Analysis

### More funding for:

Stormwater (6.9%) and improving Richmond’s climate resilience overall (2.5%)

### Most frequent specific funding suggestions:

Green infrastructure, such as permeable surfaces and solar energy (2.6%)

### Willing to deprioritize:

Renovations for weatherization of 50+ homes (8.4%), stormwater (1.3%), community centers (1.2%)

## Theme Analysis

**Increases or Additions:** More funding to stormwater, lead abatement, and urban forestry, as well as new ideas

**Deprioritization:** Weatherization of private homes



# Respondents had new ideas for violence prevention & intervention programs in the Safety bucket

## Line Item Analysis

### More funding for:

Gun violence prevention (4.6%), lighting and cameras (1.1%), and public safety in general (1.3%).

### Most frequent specific funding suggestions:

Alternative safety programs emphasizing conflict prevention and early intervention (4.5%) and better pay and training for first responders (2.2%).

### Willing to deprioritize:

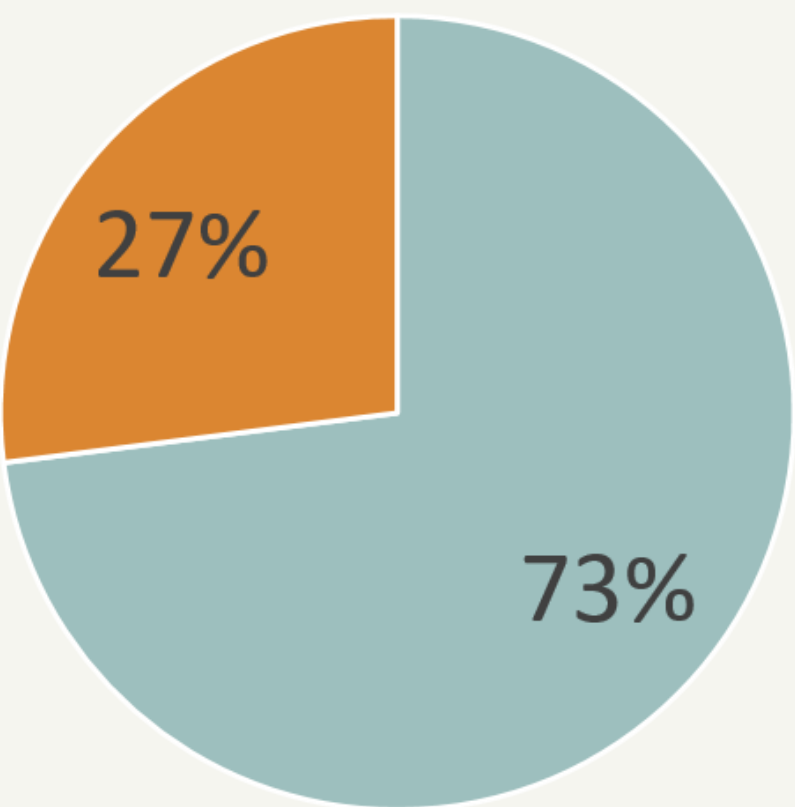
Bonuses for first responders (9.0%), lighting and cameras (8.1%) and gun violence prevention (2.2%).

## Theme Analysis

**Increases or Additions:** More support for early intervention violence prevention, and training and increased pay for first responders, rather than bonuses

**Deprioritization:** Respondents took from the safety bucket to pay for their safety ideas, targeting bonuses and cameras

Would you change this category as proposed?



■ No change ■ Change



Office of Public Information and Engagement

# Thank you!

[www.rva.gov/arp](http://www.rva.gov/arp)