1. What data stood out the most and/or surprised you?

Rodney: 1) Nearly 50% of Richmonders live in streetcar neighborhoods and post-war suburbs, 2) In 2015, 60% of living units were renter-occupied and 3) the homeless population in Richmond decreased from 2010-2018.

Max: 1) The number of households with children is decreasing, as is the black population 2) Millennials are driving growth – how do we keep people here once they have kids? 3) Richmond is less dense than it was in 1950 – that means there is room to grow 3) How school zone boundaries affect the Market Value Analysis in Richmond – it's not shown on the map, but some of the lines are clear 4) Bus ridership is decreasing – would like to see how Pulse and the RTNP affect this trend a year from now 5) JRPS is the number one tourist destination in the region and the majority of visitors are not Richmond residents – how do we share the burden of maintenance with the surrounding localities?

Cyane: 1) Richmond is growing 2) Fewer children 3) Housing stats: 18,000 more housing units needed, housing prices limit mobility/perpetuate neighborhood issues 4) Disparities in jobs, neighborhoods

Gray: The data that, at once, surprised me and didn't surprise me was the heat island and tree cover data. I have always thought of Richmond as a very green city, but also knew there is a large swath of concrete and asphalt in the southwest part of the city. The map showed basically that, but I was surprised by how much of the city is still bare. Bare, hot, impermeable, and miserable to live in. Funny enough, the worst heat islands are also the places where poverty is the highest.

Bernard: The data surrounding employment and income is very interesting. The fact that 7 of Richmond's top 10 employers are government entities demonstrates to me a need to diversify the types of employment opportunities that are available for the city's residents. The growing small business and entrepreneurship community here provides a great opportunity to educate a new local workforce to take advantage of jobs in other industries.

Ashley: The disparities that exist to this day between Richmond and RVA as a result of racism, segregation, and discriminatory policies. That families earning $72,000 can't afford to live in Richmond. That we have the second-highest eviction rate in the nation. That there are areas of our city in which 50% of residents do not have a college degree.

Elyana: 1) The percentage of renters that are evicted annually. 2) The heat-related illness data/graph (page 51) and its correlation/overlay with the Land Cover map (page 45, figure 35) and the Richmond Region Market Value Analysis (page 27, figure 16). The fact that there are many vacant buildings and surface lots, which could be repurposed to reduce urban heat island effect, provide more housing opportunities, and bring life to these areas is something that should be talked about. 3) The uncanny difference between African-American and White

unemployment rates. 4) "Richmond is a top City to be an independent moviemaker" that's awesome!

Joyce: 1) Housing 2) Employment and Income

Louise: I think what stands out the most is the overlapping of race, poverty, employment, housing, education, and crime.

Monica: First, that Richmond is less dense than it was in 1950. White flight? Second, the high eviction rate. Third, households making 72k cannot afford to live in Richmond. Fourth, bus ridership is declining. Fifth, the number of days over 95 degrees is supposed to increase by 30. Eeeek.

Kendra: The education information: I was surprised at the number of residents without a high school diploma.

LaToya: Page 16, the statistic about over one half of Richmonders in the Southside not having a high school diploma. I grew up in the Southside of Richmond and reminded of the challenges I faced when attending school. Despite knowing these challenges, I am disturbed by this statistic and wonder what is causing this and why specifically parts of the Southside?

Page 22, the statistics about renters v. single families. It looks like there is an uptick in the percentage of renters in Richmond. I wonder how that speaks to stability within a region. My understanding is that more rental properties means less stability for long term planning, but I could be wrong. Maybe there is less of an interest in home ownership?

Page 25, RRHA has $150M+ in capital needs. Some of this language is new to me, so what does this mean? Does RRHA have this amount on hand or is it in need of this amount? I read an article last week about RRHA contributing funding for a new project downtown in which only a percentage of the units built would be designated for current tenants of RRHA properties. If this is an agency that needs funding for its current portfolio, I do not understand how it has capital for new projects. I think that it would be a good idea to have a representative from RRHA to speak to the Council. Another Advisory Councilmember recommended this and it would be helpful to know what RRHA's needs are and its current vision.

Ted: 1) Always thought Richmond was geographically small (62.5) compared to other cities. I was surprised that we were larger than D.C., Minneapolis, Pittsburgh and even Norfolk. 2) Surprised that people earning above the region's median income cannot afford to live in most areas in the region. 3) Did not realize the James River Park System was our number one tourist attraction and that the majority of visitors are not city residents.

Meredith: That transit ridership has decreased (page 28). Not just a little bit from 2000-2016 either - it was nearly 40% for workers 16 years and older.

Olivya: What data stood out the most and/or surprised you? The following has stood out and/or surprised me: data on declining high school graduation rates in parts of the Southside between 2000 and 2016, data on housing cost burden, the need for 18,000+ housing units in the Richmond Region, data on affordable housing needs, eviction rates comparable to the national

average, data on the increase in housing cost vs decrease in median income rates, data on poverty and homelessness, public health data - Health Opportunity Index, and public safety data – violent crime rates in Southside neighborhoods in 2016.

Jer'Mykeal: The additional data on low income housing and renter/homeowners is great (pg.22-25)! Addressing the lack of infrastructure investment is important. The need for 18K+ housing units in the region is another equity topic to consider. How much housing will be affordable verses market rate. Demand in housing will raise rents, assessments, and property taxes. We should insert housing solutions other cities have implemented to accommodate the increased population.

Preston: Richmond is less dense than it was in 1950, and is comparatively much less dense than Norfolk, Minneapolis, Pittsburgh and Washington D.C. The Richmond region needs 18,000+ multifamily housing units. Over 60% of the City's land use is unlikely to change in the next 20 years.

Jennifer: The growth driven by millennials and how that will connect with the major employers and the ability to retain those residents. The eviction rate also stands out.

2. **What are the implications of the *Insights Report* for your neighborhood/business? What does this mean to you as a resident? As a new resident or as a long-term resident?**

Rodney: I am a long time resident (70 years in the City) and now a resident of a streetcar neighborhood. The Insight Report clearly indicates that more of the growth and expansion of the City is occurring in other parts of the City and that my neighborhood is not going to involve much change over the next 20   years. The Master Planning process for me as a resident is about helping to plan for the change that needs to happen in the City to help bring more affordable housing and more equity for all of our citizens.

Max: Transportation is a major issue in Richmond. 1 in 5 households don't own a car, which means they are walking, busing, and biking to destinations. How do we best provide opportunities for them? Traffic-related fatalities are a huge, yet preventable problem. Richmond is doing things to address these issues, but the work of City staff and City Council policies are not consistently applied. We can't plan to add more cars to this city – we need to plan for alternative modes that are safe for everybody.

Cyane: 1) As a resident - I have seen housing prices increase significantly, crash, and then increase exponentially. Flippers are demolishing existing structures to build larger homes on the small lots. Long term residents, many of whom are seniors, have had their assessments and tax bills increase beyond their imagination. At the same time, aging infrastructure creates challenges (the streets are constantly being dug up for water/sewer repairs). The neighborhood's larger trees have mostly fallen over the past two decades due to storms/drought and homeowners have not replaced them with similar shade trees (there is no place to plant street trees). This makes the neighborhood less walkable and inviting - and hotter as the asphalt soaks up the summer sun. 2) As a business – My office is in an older neighborhood geared towards an auto-centric culture with a number of surface parking lots. The surface parking lots detract from the walkability of the neighborhood. No matter what policies are put in place, the

owners of most of these lots will not develop these lots unless and until market forces make it worth their while. We will need to have the policies in place (such as form based guidelines) so that when development occurs it has a positive impact on the neighborhood.

Gray: The insights report shows how much my neighborhood is changing, and has changed since the data was gathered. Historical information shows that my neighborhood (Fairmount) was one of the last added to the city, and it's right in the middle of one of the older black communities in Richmond. So, I'm a gentrifier, because even though I grew up here I lived in the suburbs. I love my neighborhood and I'm proud that my house is neat and tidy and beautiful in a place where a lot of houses are abandoned and falling down. I think rehabbing our city and fixing the broken things is a net good, but I also understand that has a lot of effects on the people that lived in my neighborhood before I did. And that it upsets people when they see me in "their" neighborhood. It's conflicting, and I think we need to work very hard to make sure that no one in Richmond sleeps outside because they can't afford a home or is stuck in the trap of forever renting because we've made this place too expensive for our people. A decent place to live is a right, and one that we can help protect with a carefully considered Master Plan.

Bernard: I would hope the implications of the Insights Report would be a more engaged, knowledgeable local community. A more informed neighborhood ensures that everyone is informed and working from the same data. Too often, people reference various data(that may not be correct), which can have significant impacts on how people understand their neighborhood and how it develops. As a relatively new resident, there was information in the report that I did not know that definitely impacts how I think about the masterplan. The Insights Report reaffirms the significant undertaking and responsibility of the Masterplan to make sure that the process and outcome is inclusive.

Ashley: Our family rents in Byrd Park currently, an area which will not see much change over the next 29 years. I work in Scott's Addition, an area of rapid change which is a key component of our "RVA" identity. Our business is positioned well in Scott's Addition, having moved in before the real estate wave and corresponding price increase. We plan to live here long-term, and will be looking to public schools as a defining factor of where we eventually purchase or long-term rent a home.

Elyana: I am primarily curious as to how the master plan will intergrade the Pulse Corridor Plan to address the issues the Jackson Ward/Monroe Ward neighborhood is currently facing. This is particularly interesting to me in terms of some of the data regarding heat-related illnesses, number of vacant/abandoned buildings facing Broad Street, and homeless population that is around the area.

Joyce: I don't see any implications, but the data did give me quite an eye-opener on the growth and decline of the City since 1950.

Louise: As a resident - that where I live is a huge determining factor in my health outcomes, in the education, transportation, employment, recreation opportunities I have access to, and the crime and heat level I'm exposed to. I'm concerned that improvements, though desperately needed, when done often bring with it a cost burden to residents, and without proactive planning for job training and affordable housing, will lead to gentrification and displacement. I'm worried if we rely too heavily on private business for improvements, we may not garner the equitable improvements necessary.

Monica: I'm already seeing property values increase in my neighborhood. I'm also seeing new businesses open up. I think it's both good and bad, it's a mixed bag. On one hand, my house value has gone up and there are great new restaurants and businesses moving to my neighborhood. On the other hand, this area is becoming unaffordable to many. Houses are sold before even hitting the market. This used to be an affordable community where working class people could afford to buy a home, in just a few years time, that's not longer the case.

Kendra: Recognizing parts of the city less frequented by those outside of residents of particular areas are the parts that are struggling the most in a variety of ways, this information can help determined which parts of the city need what resources so that all neighborhoods can reach an equitable status. As a new resident it would be hard to understand some of the historical implications in this and potentially even as an old resident if you haven't been somewhere where the information has been shared.

LaToya: On one hand, I am loving the progress, change and growth in some areas. On the other hand, I recently experienced one of the consequences of that growth—an increase in my rent! It seems that there is the intent of not displacing current residents as we focus on growth, but I have read articles about cities experiencing revivals in which long term residents are being marginalized and displaced (Detroit, Philadelphia, San Francisco and D.C. come to mind). If we are not careful, that will happen here in Richmond. I have not heard of any practical steps that can be taken during Richmond's Master Plan process to address this, and this is not my bailiwick. If we can continue to have this as a part of our conversation, that would be helpful.

Ted: As a long-term resident, the report validates my long held assumptions regarding Richmond.

Meredith: As it pertains to VCU, the Insights report highlights ways in which we benefit the City (education, healthcare, employment, research that benefits the community, a magnet for talent), and areas where we may hinder the City (stormwater runoff, tax exemption).

Olivya: What I glean from the data presented in the *Insights Report* as a Southside resident is that there are several implications. Change in the following areas need occur: housing, employment/income, education, public safety and public health just to name a few. We need more businesses such as grocery stores to open in the Southside. There is a lack of grocery stores and healthy food options in this area, specifically the Blackwell/ Oakgrove/Bellemeade neighborhoods. Residents in my area are part of the 13% of Richmonders that live more than one mile from healthy food options. However, because these neighborhoods are considered to be low-income, violent and high crime areas, businesses chose not to invest in the area due to fear of not gaining any profits. Yet, according to the *Insights Report* my neighborhood and surrounding Southside neighborhoods have low Health Opportunity Index (HOI), from my understanding this means that many of the residents do not have access to the factors required to live a long and healthy life. If Richmond was to gain more people over the next 20 years, Southside could be the area people can live and flourish in. However, Southside will continue to be a less attractive place to live in the city Richmond if change in the above areas doesn't occur to address the current issues.

Jer'Mykeal: My neighborhood (Swansboro West) is a border area of gentrification and poverty. The Reinvestment Fund's analysis (pg.27) data is already out-of-date. A redeveloped home

around the corner from me just sold for a quarter-million dollars. This means that property assessments are raising faster than some of my neighbors may be able to adjust. Many are elderly and the high property taxes could cause a financial hurdle if they are on a fixed-income. The higher value creates a financial entry point for first time homeowners as well.

Preston: The use/density of my neighborhood (the Fan) is unlikely to change over the next 20 years, because the primary composition of the neighborhood as single-family residential is likely to continue. As demand for homes in a walkable, traditional neighborhood setting with abundant "third place" options continues to rise without a corresponding increase in supply, home prices/values will increase. This is likely to mean first-time homebuyers and young families may be priced out of the neighborhood, pushing gentrification to other less established neighborhoods. This could lead to displacement of long-term residents, although increased property values will also drive greater revenue to the City for infrastructure and other spending priorities.

Jennifer: Growth is a big opportunity in my neighborhood and around my business. Growth brings change and that should be embraced in land uses and prioritizing the pedestrian over the vehicle. As a resident, this means my neighborhood and work environment will continue to evolve, which can increase competition and bring new opportunities for services and retail.

3. **How much of the information in the *Insights Report* are people in Richmond aware of? What are the best vehicles to share this report with people?**

Rodney: I believe there is much in this Insight Report that most citizens are unaware of. We need to be proactive with all types of media in distributing this Report as widely as possible. Presentations to Neighborhood Associations are underway but we need to assure ourselves that this Report is widely distributed BEFORE and at the meetings in September.

Max: 1) You could make a series of social media images of some of the most compelling facts/statistics and link those images to the report 2) Make hard-copy postcards of some of those same facts/stats and distribute them at Council district meetings.

Cyane: Social media, RTD/Richmond Mag/Style/BizSense/TV in depth articles, consider a Kym Grinnage channel 12 opinion segment, ChamberRVA session for business leaders, Maritza/Mark report to City Council at formal meeting (with slides),

Gray: I think Richmonders are aware of most of the information in the Report. It's not hard to know that you won't find rich people living on Jeff Davis Highway or Section 8 housing in Windsor Farms. It's also pretty obvious to see where there's a lot of new construction happening and where it isn't. The important thing about the Report is that it quantifies things people already know, and people can say see? I've been telling the city this for years! It backs up what people living in our city have been trying to communicate for a long time with hard data. Maps are also helpful to see the full picture. It's one thing to know what's going on in your neighborhood but interesting to see how your neighborhood compares to others.

Bernard: The information in the report is very helpful in understanding the current state of the city. My concern is that this report will not be read by the residents that need to understand this data. There needs to be a better way for those in the city to engage with the comprehensive

data that was assembled. There is a creative community in Richmond that I assume would be very interested in creating various types of digital interpretations of this data that allows people to engage with the information in a more meaningful way.

Ashley: I think Richmond is aware of the Richmond data and RVA is aware of the RVA data but the two do not overlap. Calling attention to the injustices and inequalities that exist in our city should call interested community members to action. I hope there cannot help but be a degree of guilt as a member of RVA when confronted with the realities of Richmond. A clear, data (qualitative included, featuring stories of Richmonders) campaign that is showcased in public transport/print/billboards with cohesive messaging following visioning and strategy.

Elyana: I think many citizens of the City know about the information, but maybe not to this extent. One of the ways is to possibly share the report with Councilmen and Councilwomen of the City and ask them to present it to their districts. Having attended a few meetings around the City, many residents often show up to these meetings and are curious and want to know more and get involved. If the individuals that they have chosen bring information to share, they are willing to listen. I think another very important thing is to teach the young generation and get them involved. When children and teenagers are curious about an issue, it will come up with their parents as well, which in itself is a sharing of information.

Joyce: Probably not much; less than 7%. Media resources (RTD, Style Magazine, Richmond Free Press, Facebook, Instagram, Ambassadors. In these media resources it can be indicated that the Insight Report can be viewed by way of the City of Richmond website.

Louise: While I don't think the majority are aware of the exact numbers, I think most folks have a general sense of this information - Richmond is segregated and your opportunities largely rest with where in the City you live.

I think slick visual infographics for each section would be an easier way to share this information via print or digital media. People will not read this full report unless they're significantly involved in this process for work, but people will more easily digest an infographic on one topic at a time. Posting an infographic one at a time on the Richmond 300 website and social media accounts would go well and allow for Advisory Council and Ambassadors to easily share it (and generate feedback). Producing laminated infographics for each section (so 15 for Data & Analysis; 19 if you include Setting the Stage) could be used by Ambassadors - they can decide which ones to focus on for a particular group they're engaging and pass them around as they talk and discuss them.

Monica: I'm always routinely surprised about how much information people actually know about this city. At least the people I've met recently. They tend to have lived here a while and know quite a bit about Richmond's history and it's changing landscape. This may be a biased sample, but when I have conversations with people, they generally aren't surprised by the information that I present. Reddit, Facebook, and Instagram are great options. Press releases? A news event? A kiosk at the upcoming folk festival?

Kendra: I don't think people are aware of most of the information from the Insights Report. At most, people are familiar with their own neighborhoods and not the city as a whole. I think the only way to reach the maximum amount of people is to inform those who are interested and allow them to share that information with their circle of people. That's way it is so important to

make sure that information is shared in a way that people are able to correctly walk away from the report and share accurate information.

LaToya: I don't know. I am a long-time resident of Richmond and some of this info surprised me! I bet there is a lot of info that Richmonders are not aware of. As far as a vehicle, initially I thought that social media was a good platform. I have been using Facebook to solicit people's reactions and responses to some of the information that's surprised me. Recently I sought advice from someone who's been plugged in to grassroots movements and their advice is to "take it to the streets." In other words, visiting people on their turf and sharing this info. I think that the townhalls we are planning for the Fall will be instrumental for this. I wonder if copies of the Insights report can be placed in libraries and other public spaces which experience a great amount of traffic?

Ted: 1) I believe most Richmonders are somewhat aware of this information in a very general sense.   However, I believe that most (if not nearly all) know the details of this report. 2) Social Media Marketing Blitz.

Meredith: Very little. 10% tops for the average citizen. And unfortunately few people will read this document, even as well-compiled as it is. Share high-level information in presentations and in social media posts and hope that inspires people to pick up the full document.

Olivya: I think people in Richmond are probably aware (to some degree) of 35% of the information in the Insights Report.

Jer'Mykeal: I think a majority of Richmond is oblivious to most of this data. Civic knowledge and engagement in the city has a long way to go. We need social media video content to help education the population. We also need create and purchase TV and radio PSAs for the community in English and Spanish.

Preston: The data in the insights report offers a stark contrast to many of the N.I.M.B.Y. perspectives shared in connection with development proposals, especially showing the population growth and demand for new housing in various product types. The typical citizen is unlikely to be heavily engaged on these issues until neighborhood change confronts them first-hand. Using this data as a tool in helping to educate neighborhoods as they confront forces of change and evolution will be beneficial in creating greater understanding of the context of Richmond's growth and development.

Jennifer: Much of the material in the report is familiar, however the breadth of the statistics is impressive and organization in the report will provide a new lens to any material that is familiar. Social media, local organizations and job centers are the best places to share the report with the most people.

4. Based on the data presented in the *Insights Report*, what top issues do you think the Master Plan needs to address?

Rodney: Affordable Housing, Transportation, Density and Infrastructure.

Max: Housing - density, affordable housing; Transportation - "alternative modes", the future of autonomous vehicles

Cyane: 1) Access & Connections – to housing (including affordable housing), to jobs (well-paying jobs), to transportation, to education 2) Amenities – to make Richmond the Quality Place where we want to live, work and play 3) Innovation – to creatively solve community problems 4) For decades I have been told that this is never going to happen, so I hesitate to raise this here, but I think we need to discuss merging Richmond, Henrico and Chesterfield into a Regional Super City.

Gray: I think we need to focus on access equality, and the impacts that privatization of public assets have on economic disparities, housing, and demographics. Right now, a lot of our city's benefits, attractions, and the reasons people want to come to Richmond...are barred to our own people. Most of the river is blocked off from public access because of private housing or massive industrial installations or highways, and we zoned that way on purpose fifty or a hundred years ago- but we also keep granting building permits for new private towers on the riverfront and gated-access apartment complexes. The city has very few athletic facilities that aren't gated, locked, or you have to pay to be allowed on to the field through a sports league. Our stadiums, concert halls, theaters, and museums charge entrance fees or you need a ticket to get in- even though those facilities eat millions of dollars of our tax dollars every year via incentive programs. With some notable exceptions, many of the things that make our city wonderful are only available to those that can pay for access, and I think that's wrong.

Bernard: The master plan needs to facilitate the larger discussion around the interconnected nature of housing, health, and jobs. I've found people in the City tend to talk about these issues separately without really getting into how these three interconnected factors really impact the trajectory of the city's residents.

Ashley: 1) Our need for housing. Particularly, affordable housing and housing that serves low income communities. 2) Addressing disparities in opportunity for black versus white citizens. 3) Opportunities in increasing residential density, resulting in increased public transit and retail

Elyana: Housing inequality, public health/even access to public spaces, and sustainable approaches.

Joyce: 1) Housing 2) Employment and Income 3) Economic Development 4) Historic Preservation

Louise: Housing, transportation, employment, education, green space access/inclusion

Monica: Sustainability, transportation, poverty, housing, jobs.

Kendra: One of the biggest issues is housing. Zoning for more affordable housing and mix-income neighborhoods.

LaToya: 1) Areas of concentrated poverty 2) Curbing/regulating development in a way that caps the amount of power that developers have in this city. Currently, longtime residents in Blackwell (a neighborhood that has been historically discriminated against), are pushing back on proposed development in their neighborhood. I think that we need to be mindful of these tensions and concerns going forward. 3) I noticed that there were only two pages dedicated to Public Safety. I was expecting more since this section was "under construction" when we reviewed the last draft. As someone who has lost loved ones and childhood friends to violence within this city, I am very aware of the fact of how concentrated violent crime is in Richmond. The fact that the issue of violent crime is addressed in just two paragraphs within a report that is supposed to be reflective of the entire Richmond community is concerning. I don't know what policies are needed. I need time to think about that. It appears that Richmond has adopted a "Vision Zero" approach to reducing the number of traffic deaths and injuries by the year 2030. It would be helpful to see that same amount of energy and resources (if not more) channeled and dedicated to eradicating violent crime in areas that are marginalized and have been overlooked for decades.

Ted: 1) Create a greener city - Build more parks/recreational opportunities. Reduce impervious surfaces. Plant more trees. Incentivize green development. Create more bike/walk options. 2) Protect our historic, significant and older buildings. Richmond must maintain it's authenticity. 3) Target and rezone areas to increase density - Allow taller development, reduce parking requirements. Encourage development on vacant land as well as infill. 4) De-concentrate poverty. Create more affordable housing, improve mass transit, and incentivize innovation and job creation 5) We have a preeminent art school in VCU. More public art is needed.

Meredith: 1) I think there needs to be more information in the report about Richmond Public Schools and the impact they play in the City's ability to retain families. And then the plan should contemplate measure to address this. 2) There has been so much progress in the downtown and historic neighborhoods recently, but the poor areas of the City (specifically in the south, along JD Highway) need focused attention. 3) In my opinion the City should be looking to maintain industrial areas and attract new industries (for jobs but also to diversify the City's economy and allow it to better weather recession). As it turns out the southside is well-suited for this type of activity. 4) Dispersion of currently concentrated poverty.

Olivya: Based on the data presented in the *Insights Report* I think the Master Plan needs to address the issues of housing, poverty, employment/income, economic development, sustainability & resiliency, and public health as top priorities.

Jer'Mykeal: We need areas in the city for large-scale housing and transportation investment. The increasing demand in housing will drive up the housing of living in the Richmond area. We need equitable development to keep up with the city's growth.

Preston: 1) Housing 2) Infrastructure investment 3) Reduce barriers to investment in neighborhoods.

Jennifer: Density along transit lines, transit and infrastructure needs for the areas with higher poverty rates, pedestrian connections.

5. What policies do you think are needed to address those issues?

Rodney: Increased Tax Credits for affordable housing, Extension of Public Transit akin to the Pulse along the major corridors of the City, Planning and creation of Zoning classifications that increase height and density and Federal and State funding for revamping and future creation of infrastructure.

Max: 1) We need to identify areas of future growth 2) We need to define what "affordable housing" is in Richmond 3) We need to set mode share goals. How do we want people traveling through the city? How are we going to make walking, biking, transit more accessible? 4) How much parking are we actually going to need in 20 years? What else can we do with that valuable land?

Cyane:
- Access to Housing – We need a range of housing opportunities, with a focus on affordability, across all neighborhoods: 1) "Homestead" tax abatement for long term residential owners (not commercial) 2) Inclusionary zoning/policies to encourage percentage of affordable units in new multifamily/mixed use projects 3) Zoning changes to allow garage apartments (which will allow creation of generational wealth by allowing homeowners to generate income from extra space) 4) Continue tax abatement for homeowner investments 5) Encourage mixed income neighborhoods and residential home ownership through land trust
- Access to Jobs – 1) Make it easier to locate/operate small businesses here: Reconsider BPOL rates to make them competitive with neighboring counties – right now there is a disincentive to locate well paying professional jobs in the city 2) Identify shovel ready/turnkey commercial opportunities for job providers for a range of job types: a) Recognize that as traditionally commercial properties and districts are converted to residential that the larger-scale commercial activity is relocating further afield, generally to industrial park type locations in other localities b) What types of manufacturing operations do we want here? Where will they be located? 3) Promote historic districts - Historic districts with age diverse and smaller structures provide opportunities for small and entrepreneurial businesses, including minority and women owned businesses 4) Educate our children to be the workforce we want in the future
- Access to Transportation: 1) Encourage multi-modal transportation options – more bike racks, bike sharing, convenient bus routes 2) Recognize that free parking is a public subsidy for car owners. 3) Need to look at transportation on a region-wide basis rather than a neighborhood by neighborhood or city-wide basis
- Access to Education: 1) Ensure school facilities are wired to focus on science, technology, computer science, and creative/critical thinking 2) Early childhood development centers need to be located within/near neighborhoods and job centers for easy access by parents 3) Focus on school facilities
- Amenities:
  - Focus on children – The number of children is falling – is that a region-wide/national phenomena? We should be considering the availability of quality childcare options to allow mothers to work and keep families in the city.
  - Focus on unique attributes of Richmond as a competitive advantage – 1) Riverfront as a public resource 2) Historic neighborhoods as a unique resource
  - Focus on parks, playgrounds and green space as a health factor and childhood learning opportunity

- o Encourage homeowners to plant trees
- o Focus on infrastructure improvements to support residential and commercial development – 1) Sidewalks for walkability 2) Street lighting/furniture 3) Utilities/water/sewer/road are aging and need to be updated
- o Focus on the arts to inspire creativity and innovation – 1) Encourage architecture that uplifts and promotes other goals such as walkability and creative thinking 2) Encourage street art, art in schools/libraries/public spaces in all neighborhoods

Gray: I think a lot of the Master Plan needs to focus on what makes our city attractive, what our native public assets are, and capitalizing on them to make this city a wonderful place to live in and visit for people of all economic abilities. No one cares if Richmond has a nice stadium or a cool concert hall. Hundreds of cities all over the country have those, and they are all pretty much the same- and they cost money to enter. What we have right now are beautiful historic buildings that don't exist anywhere else, adorable historic streetcar suburbs and networks of old villages that make our city uniquely local yet urban, beautiful scenery, and the only urban whitewater east of the Mississippi. We are close to mountains and oceans, rivers and open spaces. Those things are enjoyable to neighbors and visitors just by walking down the street. Why does anyone want to come to Richmond? Not to visit any one attraction, but because the whole city itself is attractive.

Richmond could be Charleston meets Boulder if it wanted to be, but only if we are careful stewards of the things that make us great. Our master plan should focus on preservation of our historic fabric, stewardship of our environmental resources, and access equality so all Richmonders and visitors can enjoy the benefits of our city for low or no cost.

Bernard: I'm not sure of specific policies at this time, but I do think that the policy solutions should be comprehensive and not silo'd to just housing, health, or jobs. I know there are groups in the city that are working on the interconnected nature of these issues.

Ashley: 1) Policies addressing the housing cost and burden 2) Policies addressing employment and employment opportunity for citizens of color 3) Assistance for low income citizens for housing (minimizing homelessness and eviction) 4) Deconcentrating poverty in meaningful, long-term ways 5) Economic development!!!! 6) Public Education!!!

Elyana: Housing, public health and sustainability. I think they are all interrelated and in direct correlation as well. Sustainability – for the most part- requires us to think about how the City can physically be sustainable for the next decades to come, whereas it also contributes to public health. Zoning may need to be reviewed as well to see the correlation between how these current issues may be caused by that or could be solved through the zoning ordinance.

Joyce: No additional policies are needed, just refine those that are now in place

Louise: Affordable housing policies, policies for equitable improvement of public transportation, revenue generation that does not severely impact our most vulnerable, requirements for developers

Monica: Job training pipeline initiatives. Innovative solutions to housing and economic issues. Green infrastructure initiatives. I certainly don't have the answers, but solving these problems requires dedication and commitment.

Kendra: Better housing rules for residents of all socio-economic groups

LaToya: Still thinking about this.

Ted: 1) Enforce existing laws regarding delinquent property owners. 2) Encourage and continue to incentivize historic preservation. To this end, create more City Old and Historic Districts. Also, make it more difficult for developers to raze buildings. If a building does get razed make sure it is replaced by something better. 3) Continue to incentivize affordable housing development. Expand the enterprise programs. Consider the success of state and historic tax credits coupled with tax abatement programs. 4) Create zoning that makes sense. Special use permits should be the exception, not the norm. 5) Encourage and incentivize green building and energy conservation. For example, there are a lot of flat roofs in the Fan. Imagine if they all had solar panels.

Meredith: 1) May not take new policies to address the issues in 4a-c (above), just concentrated focus on behalf of the City and non-profits. Rezoning, incentive areas, etc. 2) For 4d, the City Zoning Ordinance has an affordable dwelling unit density bonus that to my knowledge has never been used due to the restrictive nature of it's writing. The City should be encouraging the dispersion of affordable units throughout the City as an alternative to demolishing the old RRHA "courts" and rebuilding more units in the same places.

Olivya: Policies relating to affordable housing, land use policies, rezoning policies, insurance and credit policies, taxes/property taxes policies, minimum wage policies, welfare policies, etc. Any policy that has contributed to the concentrated poverty that exist in certain areas of the city and thus having created a barrier or have made it more difficult for particular groups of people in Richmond to access and sustain affordable and safe housing and obtain employment with well-paying/livable wages.

Jer'Mykeal: Equitable worker training and public contracting programs for local citizens and businesses. We need to make sure more Richmonders share in the city's prosperity as we grow. This includes training programs in RPS to offer job ready certificates upon graduation. We need more community job training programs to get re-skill workers from declining industries. Nationwide we have a shortage of skilled workers. We also need to make sure that public procurement includes more black and minority contractors.

Preston: 1) Increasing quality housing supply at a range of incomes (incl. affordable housing) and de-concentration/repositioning of subsidized housing 2) Prioritize investments in infrastructure to support density (transit, multimodal transportation, enhanced public facilities) 3) Economic development programs (e.g. tax abatements, TIFs, CDAs, neighborhood improvement districts, etc.) to catalyze new development and net increased revenues to support investments in infrastructure and education.

Jennifer: Policies encouraging higher density development along particular corridors, alternative transportation routes in the parks and streets master plans and incentives to increase affordable units within market rate developments.

6. What would your top 5 talking points be if you were to share key points from the *Insights Report* to a friend?

Rodney: Talking Points: 1) You need to read the Insights Report for a base of information, 2) You need to better understand and embrace the change that will occur in Richmond in the next 20 years, 3) Affordable housing in more parts of the City will encourage growth and equity, 4) Transportation is essential for all citizens and 5) You can help plan and change the City by participating in the Master Plan process.

Max: 1) Richmond is less dense than it was in 1950. We are growing and we have room to grow. We need to figure out *where* to grow. 2) A lot of our public land in Richmond is used for the storage of private vehicles. What would be a better use of that land? 3) Traffic-related deaths are a preventable problem in Richmond. Richmond 300 can help us address how to solve this problem.

Gray: 1) Look at the history! Wonder why that street curves the way it does? Check out this map from 1900. Wonder why that neighborhood isn't so nice? Redlining really hurt that neighborhood back in the mid-20th century. The history explains so much about today, and will inform our choices. 2) Look at the river! We have so much river to work with and people love to engage with the river. What could we do to make more of it beautiful and accessible? 3) Maps and data show that our city's neighborhoods don't communicate with each other very well, and isolated neighborhoods correspond with economic and racial barriers. It's hard to get from one place to another. Why is that? Can we fix it? 4) Our city is hot, and there's a lot of concrete. Most of that is road surface. Big roads also aren't pedestrian friendly, but theoretically we need them to go from place to place. What can we do to address that? 5) Schools and public buildings. Where are they? Who do they serve? Are they accessible or isolated? Can we locate public buildings in such a way that they help achieve policy goals of diversity, economic development, and inclusivity?

Bernard: Growth in the Southside of Richmond, lack of educational attainment on the Southside, Richmond needs more density, jobs and employment access, affordable housing shortage

Ashley: We are growing, exciting, future-focused and unequal. We have a lot of work to do to reconcile Richmond and RVA. In doing so, every citizen of Richmond will benefit in major ways. We need better, more affordable housing, education and access to employment. We have to work together across boundaries to make this possible.

Elyana: My talking points would end with questions, most likely, since I would like for them to think about the data further than just receiving the data. Issues that I would like to discuss with another individual are:

> a. Millennial the driving growth in the City, do you experience that in your work/living areas?

b. The top three employers in the City are healthcare and education related, do see that changing? Do you think it needs to diversify?

c. There is a lot of existing industrial land by the waterfront, do you think it should be developed? Left alone? Why/why not?

d. Richmond is less dense than 1950, why do you think that is?

e. A lot has been changing around the City in terms of transportation, providing individuals with multimodal systems to get to their destinations; do you use public transit often? Why/why not?

Joyce: 1) Demographic (population) 2) Urban patterns (types of neighborhoods, density) 3) Housing (affordable; renting vs buying; low-income) 4) Employment and income (redlining) 5) Economic development (jobs and tax revenue) 6) Transportation (multimodal, Vision Zero)

Louise: 1) Housing shifts 2) Demographic shifts 3) Unemployment and Poverty 4) Transportation 5) Health

Monica: Richmond is growing, Richmond is experiencing climate change: hot days are increasing and so is rainfall. Poverty is concentrated. 43% of Richmonders spend more than 30% of their income on housing. Millennials are driving growth.

Kendra: 1) How close people are to parks on average 2) High school graduation rate 3) Urban heat island 4) Racial segregation 5) Affordable housing

LaToya: Disclaimer. I am not necessarily an expert in Marketing. I look forward to seeing the other responses for help! 1) This is an exciting time for Richmond, within the past ten years, there has been a lot of growth and development in housing, restaurants and the arts scene. There's so much potential that has yet to be tapped. 2) While there has been a lot of growth, there is still work to do. 3) 26% of Richmonders live in poverty, there is not enough affordable housing to meet our current needs, violent crime is concentrated in certain areas of this city. 4) Despite that, there is a momentum to change and improve those circumstances. 5) To do this, we need your help. All of us can be a part of the solution and being a part of the Master Plan process is a great way to become involved.

Ted: 1) Richmond is growing rapidly and this growth will continue for the foreseeable future. Richmond is also growing faster than the counties. Millenials and empty nesters make up most of that growth. 2) Richmond is a segregated city in regards to race, wealth, health, education and opportunity. This inequity has been decades in the making. 3) Affordable housing is an issue in the city as well as the counties. We are number two in the country's eviction rate. 4) Richmond is not very dense, compared to other cities and to our 5) Over 60% of Richmond's land use will not change anytime soon. This is due to single family residences, transportation surfaces, public open space, etc.

Meredith: 1) Richmond is less dense than it was in 1950 2) The # of households with children is decreasing (I'd like to hear how this compares to Henrico & Chesterfield). 3) That transit ridership has decreased (though there is optimism with the Pulse and newly aligned routes). 4) That the City needs additional bike infrastructure (new and protected lanes) 5) Even with an increase in the City's population over the past 15 years the # of students enrolled in RPS has decreased slightly

Olivya: The *Insights Report* provides a very brief history of Richmond for those who don't have a frame of reference. It provides a reflection of the pattern of change/growth that has occurred over the past 15 years or so in Richmond. It mentions plans for continued growth that is being carried out from the previous master plan. However, it also shows that there is a lot more work to be done to strengthen and grow neighborhoods, especially areas that have received less attention over the last several years, such as the Southside. The snapshot data provided in this report can serve as a guide for Richmonders to help determine where the city should direct its focus in the development of the Richmond 300 Master Plan.

Jer'Mykeal: 1) Projected population growth 2) Increasing cost of living 3) Stagnant wages 4) Housing segregation 5) New housing infrastructure

Preston: 1) Richmond is growing. 2) Richmond's growth will accelerate over next 20 years. 3) Growth must be planned for; saying "no" / favoring status quo is not adequate. 4) Richmond's growth has not benefitted all demographics of the City. 5) Prioritizing investments in infrastructure, facilities and transportation networks that support greater density will help neighborhoods adjust to inevitable growing pains wrought by new population growth.

Jennifer: 1) Richmond needs to increase density 2) Richmond has a high eviction rate and a significant need for quality affordable housing 3) Transportation modes are shifting away from single occupant cars to ride sharing, biking and walking 4) Poverty rate remains high 5) Historic properties play a key role in neighborhood identity and economic development