

# Community Consultation #1

## Draft Report – 11/9/18

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Community Consultation #1 was the first round of public engagement focused on obtaining community input on the vision for the future of Richmond and the big ideas to achieve this vision which will be used to develop the vision and goals for *Richmond 300*. This effort was focused on engaging the community at open houses held throughout the city and through an online survey.

### Promotion

The open houses and survey were promoted at in-person events, online, and through the media.

- From August through October, Planning and Development Review (PDR) staff attended over 40 community meetings and events to promote the open houses and the online survey. This round of outreach kicked off with staff attending multiple National Night Out events throughout the city in early August to talk about *Richmond 300* and to share a flyer announcing the open house dates.
- The Office of the Press Secretary for the Mayor announced the open house dates through a [press release](#) on 9/5/18. The media release was shared in the local press including the *Richmond Times Dispatch* and the *Free Press*. The Office of the Press Secretary coordinated with PDR staff throughout Community Consultation #1 period by sharing the online visioning survey and encouraging City of Richmond employees to participate.
- The *Richmond 300* email list has over 2,300 subscribers as of October 31, 2018. Beginning in August and continuing through October, emails were sent to the email list announcing the open house dates and the release of the online survey and encouraging participation.
- *Richmond 300* has a robust social media presence through [Instagram](#) and [Facebook](#). The *Richmond 300* open houses and online survey have been promoted on both platforms through Facebook events and Instagram posts as well as the *Richmond 300* website. Additionally, members of the *Richmond 300* Advisory Council (AC) have promoted the open houses and survey through their social media and by email.
- City Councilmembers have been active in promoting *Richmond 300* events at their district meetings and through social media, email, and newsletters. PDR staff presented at the Council's Organization Development Standing Committee on September 4, 2018, to share information about the open houses and survey with the Council. PDR staff has coordinated with the Councilmembers and their liaisons to ensure they are informed of the process and engagement opportunities. This included a Councilmember co-hosting a *Richmond 300* open house.
- PDR staff and *Richmond 300* AC members staffed informational tables at festivals and other public events. The purpose of this outreach was to introduce *Richmond 300* to diverse populations who may not typically participate in a planning process and encourage participation in the online survey. Staff attended the following events:
  - [2<sup>nd</sup> Street Festival](#), held on October 6-7, 2018, celebrates the culture of the historic Jackson Ward neighborhood which was "the heart and soul of Richmond's African American Community".
  - [Richmond Folk Festival](#), held on October 12-14, 2018, includes multiple music stages, artisans, and food vendors. The Festival engages "the entire community, bringing together diverse groups and drawing visitors from across the country."

- o The Imagine Festival was hosted by the [City of Richmond's Office of Multicultural Affairs \(OMA\)](#) on October 20, 2018. The purpose of this multicultural festival is to celebrate a cultural exchange of the many diverse groups that make up the city and showcase community resources and services.
- o 3<sup>rd</sup> District Community Resource Fair was held on October 25, 2018. Councilman Hilbert held this fair to share information about City and community services with the 3<sup>rd</sup> District residents.

## Open House Summary

PDR staff hosted visioning open houses at 7 locations throughout the city. The open house format allowed participants to arrive at any time and to stay as long as they chose in order to provide input. All open houses had the same content so participants were encouraged to go to the one that worked best for their schedules even if it was not located in their neighborhood. The meetings were scheduled primarily on weeknights and Saturday mornings with one weekday meeting at City Hall. City staff, Richmond 300 Advisory Council (AC) members, and Richmond 300 Ambassadors, who are volunteers helping with this process, staffed the open houses.

### Richmond 300 Open House Attendance

Location	Date	City Staff	Advisory Council & Ambassadors	Public Officials & Staff	Public*	Total
MLK Middle School 1000 Mosby St.	Thursday 9/20/18 6-8:30pm	12	7	2	28	49
City Hall Lobby 900 E. Broad St.	Friday 9/21/18 11am -1:30pm	12	8	1	55	76
South Side Community Service Center 4100 Hull St. Rd.	Saturday 9/22/18 9:30am-12pm	13	8	2	19	42
Bellemeade Community Center 1800 Lynhaven Ave.	Tuesday 9/25/18 6-8:30pm	9	6	1	10	26
Hotchkiss Community Center 701 E. Brookland Park Blvd.	Wednesday 9/26/18 6-8:30pm	9	7	1	45	62
Huguenot HS Community Center 7945 Forest Hill Ave.	Thursday 9/27/18 6-8:30pm	9	1	2	55	67
Thomas Jefferson HS 4100 W. Grace St.	Saturday 9/29/18 9:30am-12pm	11	6	2	46	65

\*Approximately 20 additional people participate in the open houses and provided input but chose not to register.

## Open House Content and Prompts

Each open house had 6 stations in addition to having a kids' corner.

- **Registration:** PDR staff asked participants to provide demographic information to give a sense of the diversity of opinions that are being collected in the Master Plan update process. Providing this information was optional. Staff provided participants with a guide to show the format of the open house and directed to spend as much time as needed at the various stations.
- **Background Information:** This station included information describing the *Richmond 300* process, the existing Master Plan and other City plans, and a timeline which provided an abbreviated history of Richmond. Participants viewed information on how the population has grown since the last time the Master Plan was updated and were asked: "Richmond has added 30,000 people in the last 18 years, in what ways has that affected your life?"
- **Big Ideas:** As the Master Plan includes policy recommendations related to a variety of topic areas, PDR staff invited participants to engage with boards that included facts, data, and maps taken from the *Insights Report* about the following topic areas: Urban Design & Land Use, Housing, Transportation, Employment & Income, Economic Development, Historic Preservation, Parks & Recreation, Natural Resources, Utilities, Sustainability & Resiliency, Public Health, Public Facilities, Public Safety, and Culture & Tourism. At each board participants provided their big ideas to include in the Master Plan related to the topic.
- **Big Map:** Participants drew on a map of the City of Richmond where they thought 30,000 new residents could live in 2037. In 2017 the City's population was approximately 227,000. By 2037 will the population hit 260,000 (0.76% growth rate), 300,000 (1.57% growth rate) or 340,000 (2.5% growth rate)? Between 2010 and 2015, Richmond's annual growth rate was 1.5%. No one truly knows how much the city's population will grow in the next 20 years, but this exercise allowed participants to join the conversation on how the city will grow to help plan for the orderly harmonious growth of the city.
- **Vision:** In 2037, Richmond will be celebrating its 300<sup>th</sup> birthday as a platted city. Participants were asked to think about when the city turns 300 years old, how they want it to look and feel. PDR staff asked participants to provide a vision statement for *Richmond 300* by completing the sentence "In 2037, I want Richmond to be..." Staff shared examples of vision statements from other cities and the existing Master Plan.
- **Evaluation:** PDR staff asked participants to evaluate the meetings and to provide general comments.

## Online Survey Summary

In addition to the open houses, the community had an opportunity to participate in the visioning process by completing an online survey which was open from September 17, 2018, until October 31, 2018. The interactive survey was a virtual version of the content presented at the open houses and was used to collect input and ideas from people who are unable to attend the open houses. 752 people completed the survey.

## Respondent Profile

1,030 respondents provided responses to the survey questions in Community Consultation #1 (751 via an online survey and 279 via in person open houses). The survey included demographic information which is summarized below:

### What do you do in Richmond?\*

	#	%
Live	792	77%
Work	715	69%
Play	710	69%
Own property	508	49%
Own a business	150	15%
Skipped	3	0.3%

\*respondents were allowed to choose multiple categories

### Age

	#	%
Under 18	3	0.3%
18-24	49	5%
25-29	109	11%
30-39	224	22%
40-49	175	17%
50-59	208	20%
60-69	176	17%
70-79	69	7%
80+	11	1%
Skipped	12	1%

### Race/Ethnicity\*

	#	%
American Indian/Alaska Native	14	1.4%
Asian	19	2%
Black/African American	207	20%
Hawaiian or Pacific Islander	2	0%
Latino	47	5%
White	744	72%
Some Other Race	42	4%
Skipped	22	2%

\*respondents were allowed to choose multiple categories

### First time participating in a planning process?

	#	%
Yes	639	62%
No	377	37%
Skipped	14	1%

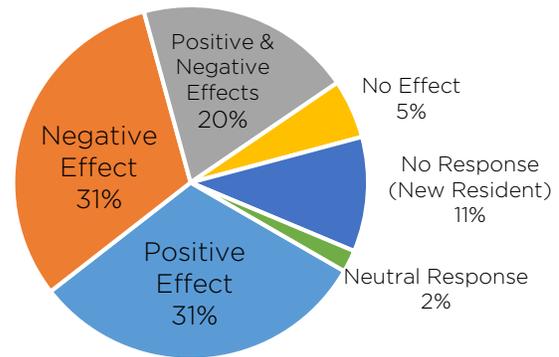
## Summary of Open House and Survey Responses

Below is a brief summary of the responses PDR received during Community Consultation #1. A full appendix with all the responses received will be available by the end of November 2018.

### ***Richmond has added 30,000 people in the last 18 years, in what ways has that affected your life?***

PDR staff received 746 responses to this question which required participants to think about how the growth over the last 18 years has affected their lives. Staff reviewed the comments and categorized them based on whether participants thought the growth had a positive effect, negative effect, both positive and negative effects, or no effect or no response was provided at the participants are new residents. Participants noted both positive and negative effects.

Impact of Growth from 2000 to 2018



Participants noted the positive effects of the growth were:

- The revitalization of neighborhoods and vacant buildings
- The city is more vibrant with more things to do including new restaurants, retail, businesses, and events
- The population is diverse, younger, and creative and includes families.
- The expansion of public transit
- The city is safer

Participants noted the negative effects of the growth were:

- Increased traffic and stress on roadways
- Limited parking
- Decrease in housing affordability
- Gentrification and displacement

### **Examples:**

“I’m very glad to have all the new people - it has revitalized areas that were derelict when I moved here 20 years ago. Richmond’s infrastructure was designed to support much more population than we have now.”

“Traffic more congested, parking in fast-growing areas is more and more difficult.”

“This has brought in more businesses, more restaurants, and more activities. It has also raised housing prices and one worries about the impact that this may have. Bringing people in is good but is there also a process of displacement?”

“It has attracted more young people who have helped to fuel the redevelopment of Shockoe Bottom, Church Hill and Scotts Addition. This has brought new restaurants and development and fueled the need to address public rapid transit through the PULSE.”

“Less affordable housing, greater traffic, social/economic inequity more visible.”

“Both positively and negatively. On the positive side, the increase in population has led to the increase in Richmond venues such as restaurants and microbreweries, bike lanes, and activities

such as festivals, runs, and shows. On the negative side, traffic has increased, parking within areas of the city has gotten much worse, and trash and pollution has increased. All matters the city doesn't seem to want to address."

***What are your big ideas related to 14 topic areas to include in the Master Plan?***

PDR staff received 6,273 big ideas to be included in *Richmond 300*. Participants provided the most ideas in the Urban Design & Land Use, Housing, Transportation, and Parks & Recreation topic areas. PDR staff is reviewing these big ideas with other City staff to develop a list of draft goals to discuss at the Advisory Council meeting on December 12, 2018.

<b>Topic Area</b>	<b>Number of Big Ideas</b>
Transportation	685
Housing	594
Parks and Recreation	578
Urban Design and Land Use	523
Economic Development	430
Culture and Tourism	430
Historic Preservation	417
Sustainability and Resiliency	411
Public Safety	393
Employment and Income	386
Utilities	370
Public Health	368
Natural Resources	345
Public Facilities	343
<b>Total</b>	<b>6,273</b>

***In 2037, I want Richmond to be...***

PDR staff received 730 vision statements for respondents and is developing a composite vision statement for discussion at the Advisory Council meeting on December 12, 2018.

***If Richmond were to add 30,000 new residents by 2037, where within the city would they live?***

PDR staff received 636 written responses to this question via the online survey. At the Open houses respondents provided their ideas by drawing on a large city map. PDR staff is developing a composite map to synthesize the comments received.