



2021 Vision Zero Scorecard

JANUARY 2022

PARTICIPATING ORGANIZATIONS

American Heart Association

Bike Walk RVA

Fit4Kids

GRTC Transit System

Partnership for Smarter Growth Plan RVA

Richmond City Health District

Southern Environmental Law Center

Storefront for Community Design

Virginia Board for People with Disabilities

Virginia Department of Health

NOTE ABOUT COMPLETE STREETS RICHMOND

Established in June 2018, Complete Streets Richmond is a coalition of partners with a shared interest in creating an equitable, movement-friendly Richmond. We support policies and initiatives that provide all people access to the city's resources and amenities through a safe, connected, multi-modal transportation network.

RICHMOND VISION ZERO

In 2017, Mayor Stoney signed a pledge to aggressively work toward eliminating all transportation-related deaths and serious injuries by 2030. Richmond is one of a growing number of cities to make this Vision Zero pledge, named for the ultimate goal of bringing all transportation-related deaths and serious injuries to zero¹.

It has been four years since Richmond has taken the Vision Zero pledge. This scorecard, compiled by the Complete Streets Richmond Coalition, is an evaluation of progress made towards goals prioritized for Year IV².

These goals and related actions have been grouped into the five categories listed below and assigned a grade based on the degree to which they have been completed. We also include recommendations for actions that were not included in the Action Plan, but could help Richmond move toward zero in the coming years by making the city a safe and comfortable place to get around, regardless of age, ability, or mode choice.



- B BASELINE**
- A ENGINEERING & INFRASTRUCTURE**
- B EQUITY**
- B EDUCATION & OUTREACH**
- A STAKEHOLDER ENGAGEMENT**
- B ENFORCEMENT**

¹ The Vision Zero Network. <https://visionzeronetwork.org>

² Per a resolution from the Safe & Healthy Streets Commission, Year Three Priorities for FY21 (Oct. 2019 - Sept. 20, 2020) were retained as Year Four Priorities for FY22 (Oct. 1, 2020 - Sept. 30, 2021).

CONTEXT

COVID-19

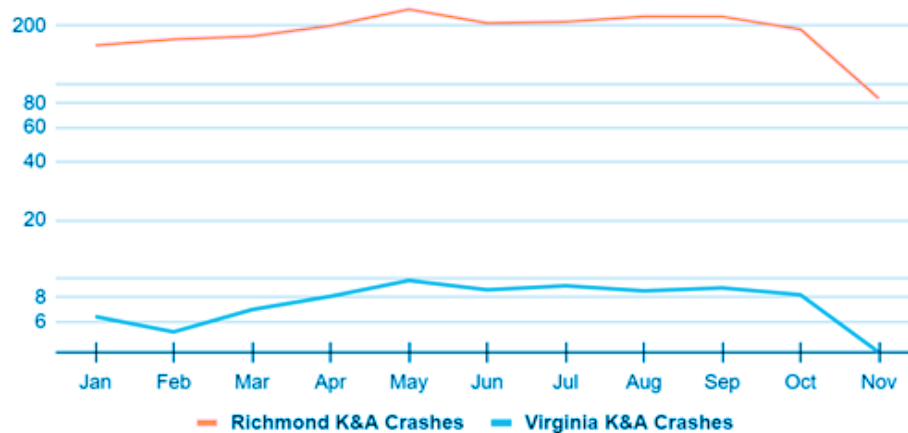
On March 13, 2020 COVID-19 was declared a national emergency by the President. A little over two weeks later, on March 30, the City of Richmond mandated a stay at home order which lasted until May 15, 2020, when Phase One reopening began.

The COVID-19 pandemic continues to impact many aspects of our daily lives, including how we move around the city. Nationally, the reopening of many businesses has increased traffic volume across the country. With the exception of January and February, USDOT data suggests that travel on all roads and streets has increased in 2021³.

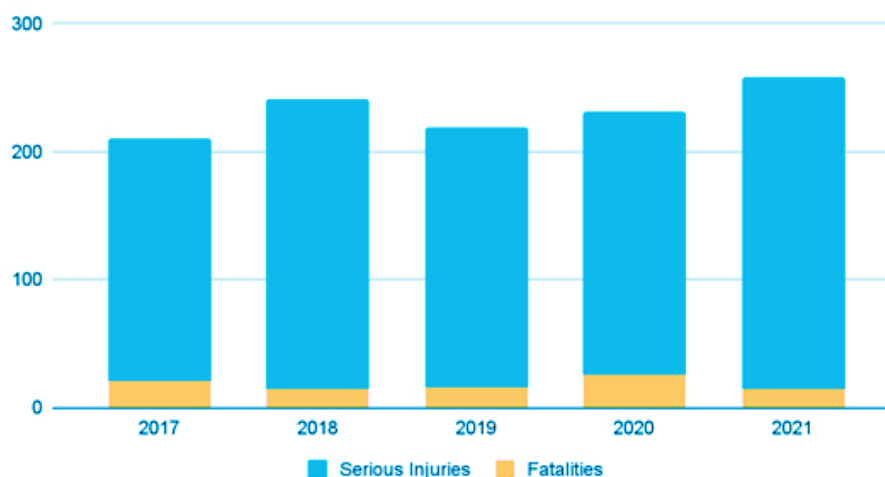
In 2020, we saw more speed-related crashes as a result of the less traffic volume which resulted in an increase of average vehicle speed. This year, traffic volume has increased and we are on track to supersede last year's total number of total crashes. In Richmond, the number of speed-related crashes and pedestrian-involved crashes have increased compared to 2020 (Jan-Oct of each respective year).

³ U.S. Department of Transportation Federal Highway Administration

Richmond City and Virginia K&A Crashes per 100,000 - 2021

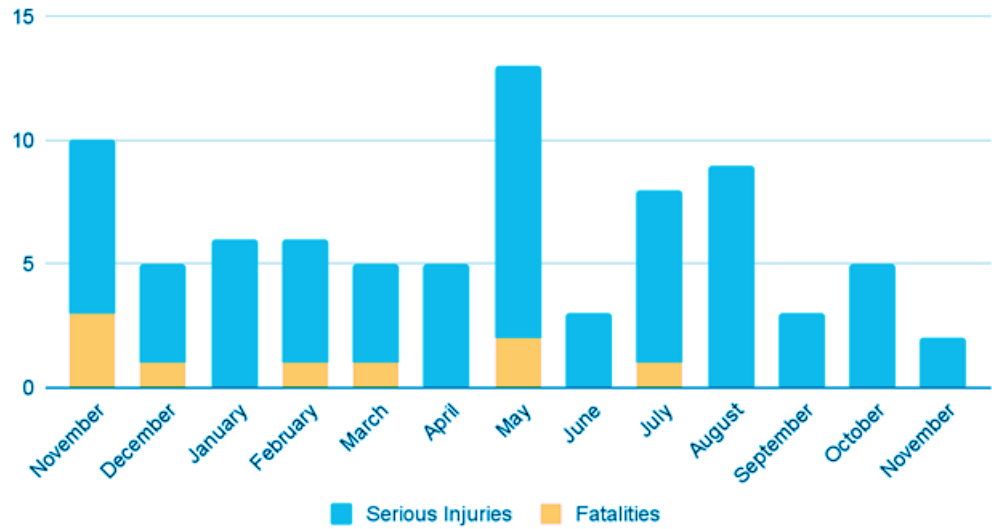


Fatalities and Serious Injuries, 2017-2021

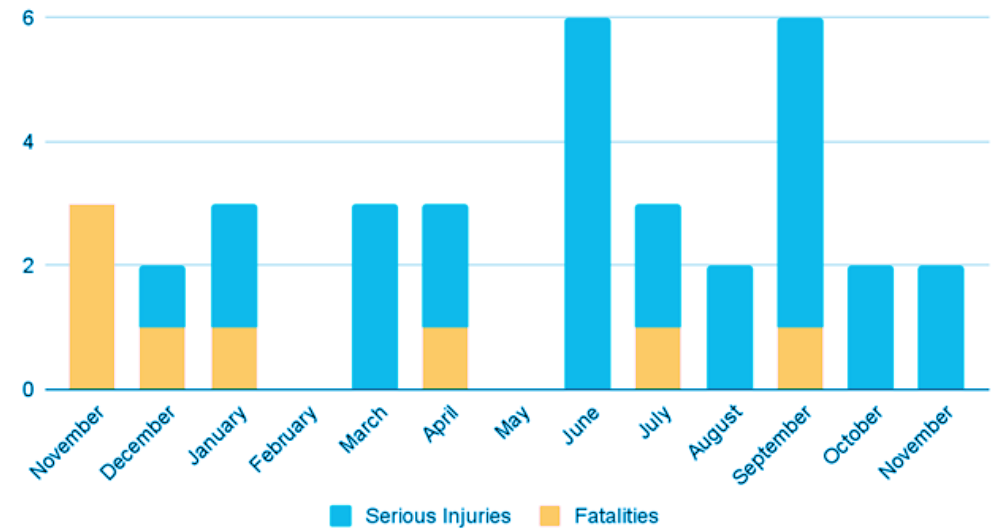


Nationwide, pedestrian fatalities have steadily increased over the last decade, with excessive speed being a major factor in these crashes. Roads designed for higher speeds increases the risk that a person struck while walking will be killed. In Richmond, the Broad Street corridor, the widest non-interstate corridor in the city, has had six pedestrian fatalities within Richmond City limits from 2008-2019. In 2020, there were five pedestrian-involved crashes and three bicycle-involved crashes on the corridor. In 2021, there were nine pedestrian-involved crashes. None of the bicycle or pedestrian-involved crashes in 2020 and 2021 on Broad Street resulted in fatalities. At the time this scorecard was compiled, there were no bicycle-involved crashes on the corridor.

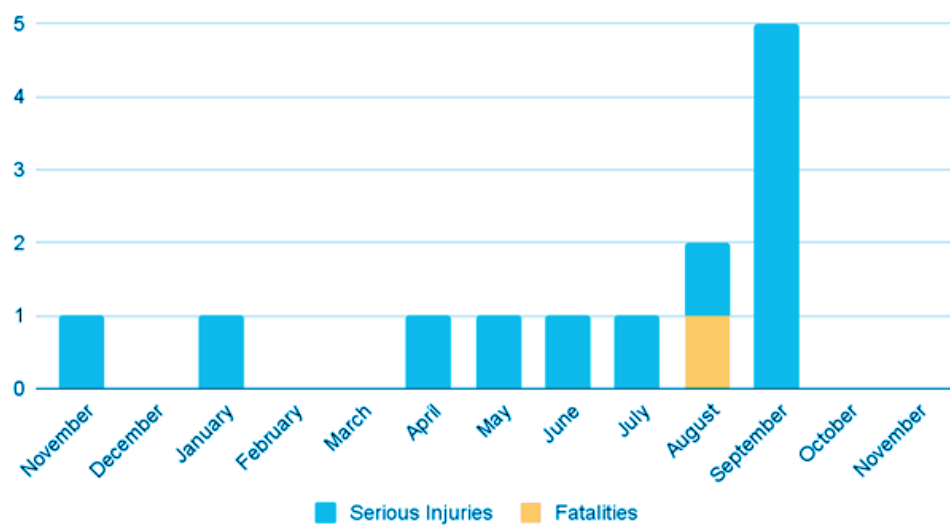
Speed-Related Fatalities and Serious Injuries, 2020-2021



Pedestrian-Involved Crashes, 2020-2021

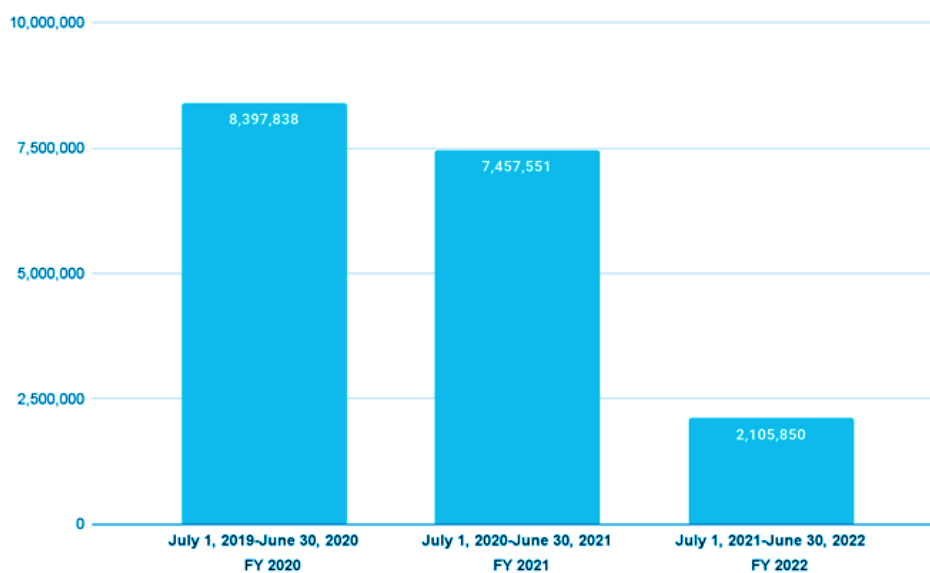


Bicycle-Involved Crashes, 2020-2021



Locally, Richmond saw changes in public transportation usage this year. GRTC ridership in 2021 has increased overall, but has yet to return to pre-pandemic volume seen in 2019 and early 2020.

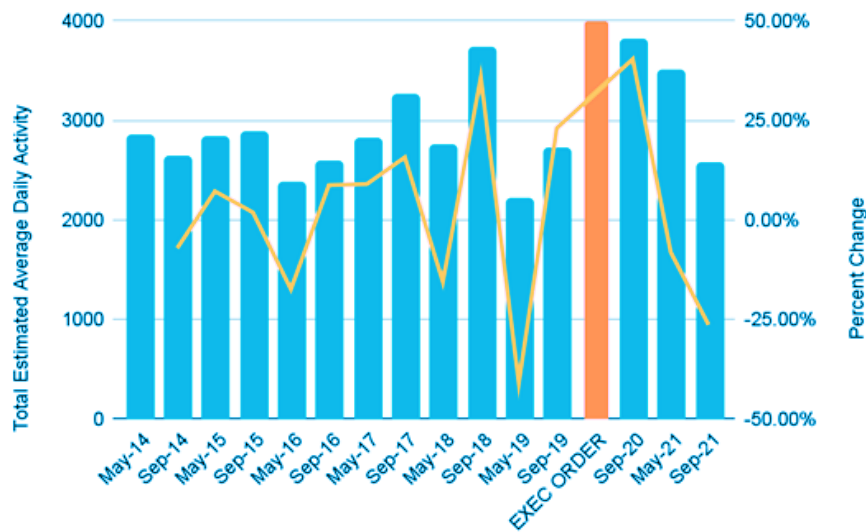
GRTC Ridership - Fiscal Year 2020-2022



In an effort to sustain ridership and provide equitable access to public transportation, GRTC stopped collecting fares on March 19, 2020. At the time this scorecard was compiled, GRTC continues to operate with zero fares and has worked this into the budget for all of FY2022 due to the lingering impacts of COVID and COVID variant surges.

Richmond also saw a decrease in bicycle and pedestrian activity this year compared to 2020. According to the 2021 Bike Ped Counts, a bi-annual citywide documentation project of cyclist and pedestrian activity, overall bicycle and pedestrian activity decreased by roughly 32 percent across all locations this year. However, the breakdown of the observed mode of transportation remained the same with pedestrians representing roughly 74 percent, cyclists 24 percent, and other modes such as skateboards and rollerblades representing 2 percent of those observed. Tracking mode choice and travel behavior help to better understand crash trends and underscores the importance of multimodal infrastructure.

Estimated Average Daily Activity Change



ESTABLISHING A BASELINE

B MAKING PROGRESS

Staff, funding, and data collection and transparency are foundational elements of the Vision Zero initiative. For a sustained effort toward zero deaths and serious injuries, the City should hire personnel dedicated to Vision Zero, establish reliable sources of funding for that work, and develop clear and measurable objectives for monitoring progress. A transparent, data-driven approach is an important aspect of Vision Zero, and collecting and communicating relevant data on crashes, projects, and progress on Vision Zero initiatives is key. Given the interconnectedness of transportation safety, it is important to coordinate across departments, sectors, and to a certain extent, neighboring jurisdictions.

B STAFFING & PLANNING CONNECTIVITY

- Last year the Department of Public Works (DPW) hired two additional Vision Zero engineers who have conducted community outreach and overseen the implementation of road safety projects.
- Over the past year, DPW has also convened an interdisciplinary steering committee to identify priorities and strategies to be included in the city's updated multimodal transportation plan. While not exclusively a Vision Zero initiative, the resulting policy guide, A Path to Equity, prioritizes addressing road safety.
- In line with this year's priorities, the Vision Zero coordinator established a High Risk Impaired Driving subcommittee of the Vision Zero Task Force to develop an action plan that reduces the risk regarding transportation users with co-occurring mental illness and substance use disorders. After delays in procuring the data needed for analysis, the Vision Zero coordinator and contractor hired to lead the project hosted a workshop. An action plan with specific strategies is forthcoming in 2022.
- After years of being folded under DPW, City Council is considering a resolution to create a stand alone department of transportation, which will be taken up in 2022.

B ESTABLISH A FUNDING SOURCE

- With regard to funding, the city prioritized working with the Commonwealth Transportation Board and other jurisdictions to increase funding for street maintenance. While progress towards this goal is slow, the City did request an update to the street maintenance funding formula in their annual requests to the Virginia General Assembly.
- The city still has yet to establish a permanent, dedicated funding source for Vision Zero implementation and coordination, particularly as it pertains to the traffic safety assets on the high injury street network.

B COLLECT AND COMMUNICATE RELEVANT DATA

- This year's Vision Zero priorities include publishing an annual report to document progress towards zero deaths and serious injuries. While the report has not yet been released, the City does maintain a Vision Zero dashboard with relatively current crash data and provides existing stakeholders with routine updates and talking points.



A SHOWING
LEADERSHIP



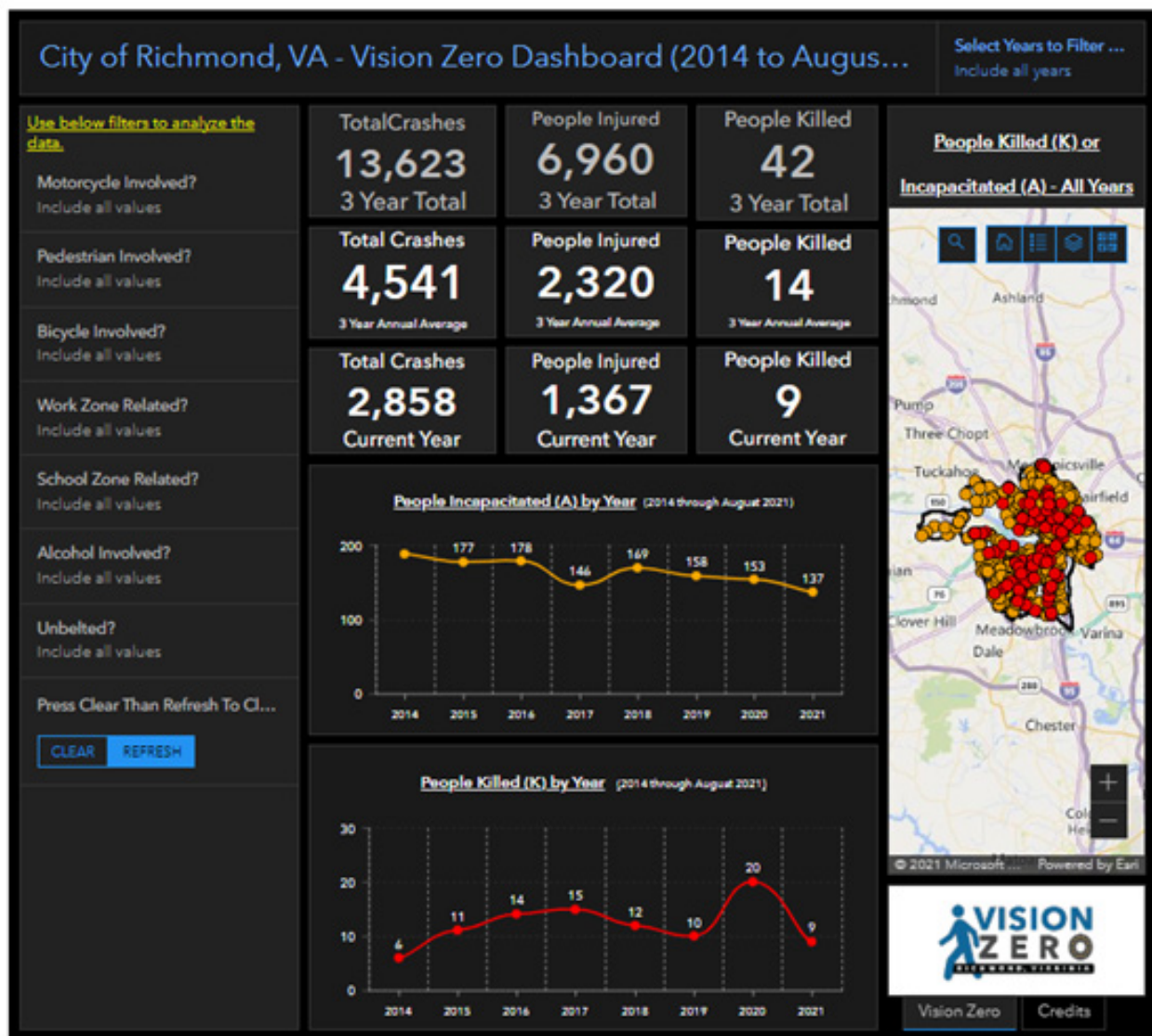
B MAKING
PROGRESS



C NEEDS
IMPROVEMENT



D NO
ACTION



SECTION RECOMMENDATIONS

- Given the challenges of procuring data for the High Risk Impaired Driving Action Plan, champion the improvement of crash data collection, standardization, and transparency.
- Expand the reach and accessibility of Vision Zero talking points by including them in neighborhood and Council district newsletters.
- Make the annual report more widely available, particularly to those not already involved in Vision Zero efforts.

A ENGINEERING & INFRASTRUCTURE

Engineering for slower speeds and safer road designs for all travelers, regardless of age, mode or ability, is another key element of Vision Zero. Within this domain, the year II action plan prioritized providing a parity of transportation choices for all users through a complete streets approach which allows for multiple modes to make the same trip safely.

A BIKE & PEDESTRIAN INFRASTRUCTURE

- Over the past year, 150 “Stop for Pedestrian” signs have been installed, after the General Assembly required drivers to actually stop, rather than just yield to those traveling by foot.
- The City has also leveraged many roadway repaving projects with bike lane and crosswalk striping including Brookland Parkway, Marshall Street, Warwick Road, and Walmsley Boulevard.



B ACCESSIBLE TRANSIT STOPS

- Though working steadily toward transit stop improvements, limited additional progress has been made this year toward improving the safety and ADA accessibility of Richmond’s bus stops

A DESIGN FOR SLOWER, SAFER SPEEDS

- Focusing safety improvements on the City’s high injury street network has been a consistent annual priority since the Vision Zero Action Plan was adopted. Over the past five years, Hull Street Road, Broad Street, Broad Rock Boulevard, Main Street, and Forest Hill Avenue have seen the highest number of serious and fatal crashes across modes. This year, two large scale road safety improvements stick out. After over two years of construction on Forest Hill Avenue, the corridor has been reconfigured with safety improvements, protected bike lanes and additional sidewalks. DPW also conducted an interdisciplinary road safety audit along Hull St corridor in 2021, with the goal of identifying

SECTION RECOMMENDATIONS

- Explore more low-cost, rapid installation safety countermeasures and demonstration projects.
- Seek funding for safer, greener, and more accessible transit stops.

A SHOWING LEADERSHIP

B MAKING PROGRESS

C NEEDS IMPROVEMENT

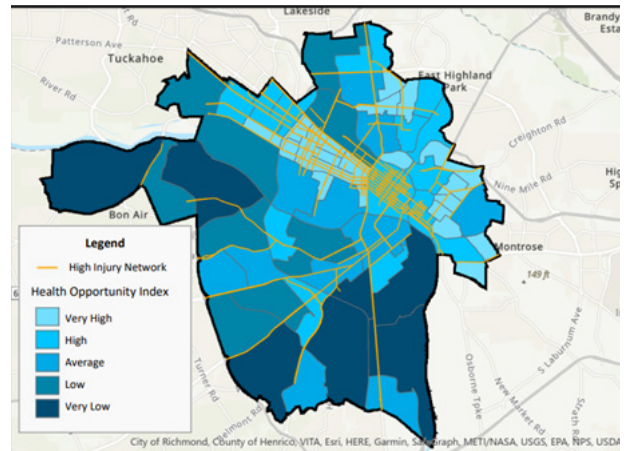
D NO ACTION

B EQUITY

To have the greatest impact, Vision Zero's key components must be underpinned by a process of continued engagement and attention to equity. Equitable strategies include prioritizing geographic areas and populations for whom inadequate infrastructure is an additional barrier to health and a high quality of life.

B IMPROVE CONNECTIVITY & ACCESSIBILITY FOR ALL ROAD USERS

- The City aims to provide a parity of transportation choices for all users through a complete streets approach which allows for multiple modes to make the same trip safely. In 2018, DPW published part I of a Better Streets Design Manual to guide this complete streets approach. We look forward to parts II and III in coming years.
- Vision Zero safety improvements are focused on the HIN, the pieces of Richmond's street network with the highest number of fatal and incapacitating crashes. Because of historic planning decisions and systemic racism, these corridors also typically fall in neighborhoods with lower median household income, higher poverty rates, and relatively lower access to resources than other parts of the city.
- The City is also in the early stage of completing an equity focused multimodal transportation plan, Richmond Connects.



SECTION RECOMMENDATIONS

- Where appropriate, incorporate the equity metrics developed in the Richmond Connects Plan into Vision Zero planning & prioritization.
- Continue to prioritize HIN corridors in neighborhoods with low household income, high poverty, and limited access to resources.
- Approve Res. No. 2021-R077 and implement concrete actions with respect to safe transportation infrastructure.

A SHOWING LEADERSHIP

B MAKING PROGRESS

C NEEDS IMPROVEMENT

D NO ACTION

B EDUCATION & OUTREACH

Informing all users how to safely navigate and share the City's roads is another key element of Vision Zero. Education and outreach efforts are also central to shifting cultural norms to make streets safer for all users.

B MESSAGING ALONG THE HIN

- In conjunction with engineering improvements on the high injury street network, this year's Vision Zero priorities included targeted messaging on HIN to promote safe speeds and compliance with traffic laws. While the "Stop for Pedestrian" signs added to intersections across the city are an excellent start, the city has yet to undertake a comprehensive road safety campaign or implement visible messaging to encourage safe travel behavior to encourage the "culture of safety" that Richmond strives to promote.

C STRATEGIC SAFETY CAMPAIGNS

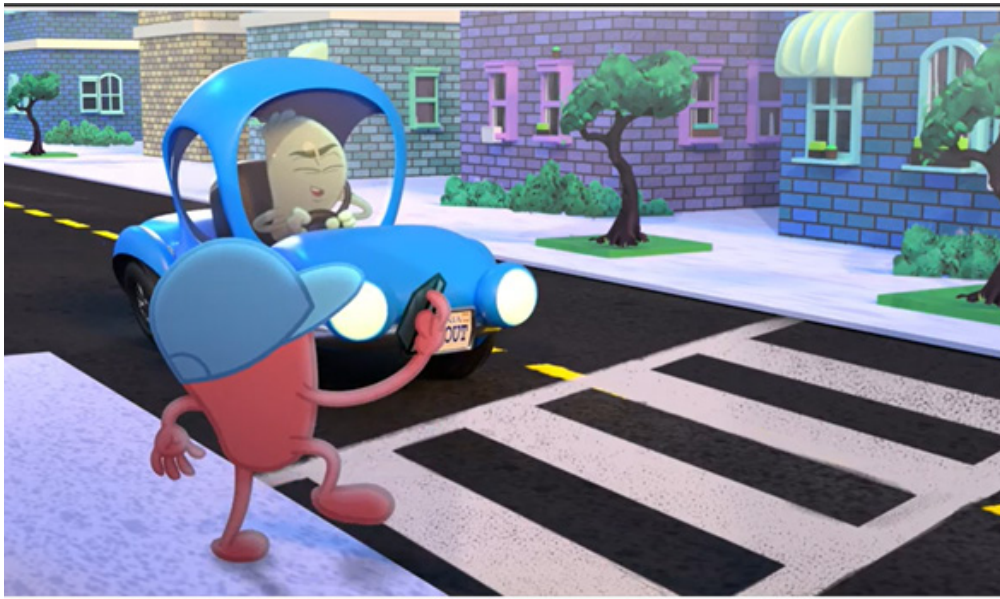
- Another ongoing Vision Zero priority is the implementation of strategic, multi-modal high visibility enforcement campaigns with educational components that are designed to reach all users of the transportation system, particularly yielding behavior to people who walk. The Virginia DMV has implemented a statewide "If You Don't Know, Don't Go" video and radio campaign, though it has not taken hold yet locally.
- The Vision Zero Coordinator provides monthly talking points to promote transportation safety to existing stakeholders.
- Additional goals for this year were to develop standard language regarding Vision Zero for use by all partners when interacting with the media and the public, to develop outreach material to encourage the public, schools, fleet managers, employees, etc. to avoid risky behaviors or poor decision making, and to develop education and outreach to notify all transportation users of several new laws adopted by the Virginia General Assembly in 2020. There has been some initial progress toward each of these and we look forward to seeing them fully implemented in 2022.

A SHOWING LEADERSHIP

B MAKING PROGRESS

C NEEDS IMPROVEMENT

D NO ACTION



A STAKEHOLDER ENGAGEMENT

- Per the FY22 priorities, Richmond's Vision Zero Task Force engaged with various stakeholders to promote road safety.
- DPW also conducted public engagement in the form of several bike facility surveys.
- Lastly, as noted above, while not exclusively a Vision Zero effort, the Office of Equitable Transit and Mobility conducted extensive outreach to identify priorities and develop strategies for the forthcoming update to the City's multimodal transportation plan.

SECTION RECOMMENDATIONS

- Expand the reach of Vision Zero messaging on social media and consider sharing updated talking points with City council members to include in their district newsletters.
- Use existing outreach campaigns to talk about transportation safety
- Consider applying for funding or technical assistance for additional communications support

A SHOWING LEADERSHIP

B MAKING PROGRESS

C NEEDS IMPROVEMENT

D NO ACTION

B ENFORCEMENT

Enforcement of road speeds and traffic laws is another vital component of a successful Vision Zero plan. In particular, contactless methods, such as photo speed and red light enforcement, should be emphasized for equitable enforcement.

B LEGISLATION

- One of the city's legislative priorities was a primary seat belt law for all vehicle occupants. While that seat belt law was part of an omnibus package that ultimately did not pass, law prohibiting reckless driving, expanding photo enforcement, and expanding local authority to reduce speed limits did pass.

B IMPLEMENTATION

- This year's primary enforcement related Vision Zero priority was to establish and maintain right-sized law enforcement practices, traffic unit personnel, and equipment needs based upon national best practices. Though progress may have been made towards this goal, there is very little publicly available data to evaluate.
- Overall, Richmond aims to identify and evaluate advanced tools and techniques to reduce speeding and red light running, such as automated enforcement. After the passage of legislation noted above, we look forward to seeing speed reductions and photo speed and red light enforcement implemented locally in 2022.

SECTION RECOMMENDATIONS

- Continue to shift to contactless enforcement methods where possible.
- Standardize and increase the availability of crash data reports.
- Create an open streets policy.
- Take advantage of the new authority from the General Assembly to implement slower streets.
- Take advantage of the new authority from the General Assembly to leverage automated speed enforcement.

A SHOWING
LEADERSHIP

B MAKING
PROGRESS

C NEEDS
IMPROVEMENT

D NO
ACTION

**COMPLETE
STREETS**
RICHMOND

FUTURE FUNDING & POLICY OPPORTUNITIES

In addition to the opportunities noted in each of the sections above, several key pieces of federal and state legislation, as well as verbal commitments for additional funding, are worth noting as they stand to impact the implementation of Vision Zero priorities next year and in years to come.

- The Federal Infrastructure Bill allocates \$39 billion for public transit improvements, which could be used to improve the safety, comfort, and accessibility of transit stops as well as last mile infrastructure.
- Regionally, the Central Virginia Transportation Authority (CVTA) has dedicated \$104.5 million of tax revenue to the Fall Line Trail, supplementing the \$72.6 million that has already been committed by local, state, and federal funds throughout the region.
- The American Rescue Plan dedicates \$10 million for off-road multi use trails, many of which are in Richmond's 9th district.
- Mayor Stoney has verbally committed \$2 million in sidewalk funding.

SUMMARY RECOMMENDATIONS

- Champion the improvement of crash data collection, standardization, and transparency.
- Expand the reach and accessibility of Vision Zero talking points.
- Make the annual report more widely available.
- Explore more low-cost, rapid installation safety countermeasures and demonstration projects.
- Seek funding for safer, greener, and more accessible transit stops.
- Incorporate equity metrics into Vision Zero planning & prioritization.
- Approve Res. [No. 2021-R077](#) and implement concrete actions with respect to safe transportation infrastructure.
- Expand the reach of Vision Zero messaging on social media and consider sharing updated talking points with City council members to include in their district newsletters.
- Use existing outreach campaigns to talk about transportation safety.
- Consider applying for funding for additional communications support.
- Continue to shift to contactless enforcement methods where possible.
- Standardize and increase the availability of crash data reports.
- Create an open streets policy.
- Take advantage of the new authority from the General Assembly to implement slower streets.
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