





2025 VISION ZERO SCORECARD







YOUR PRESENTER

Natalie Rainer Engagement Manager



advocating for comfortable and connected places to bike and walk for all people in the Richmond region

- created by Sports Backers in 2012 to address the region's lack of bike and pedestrian infrastructure
- advocate for changing our built environment to make active lifestyles and transportation desirable for anyone



ABOUT VISION ZERO

Life-altering crashes are preventable.

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

Richmond's commitment: 2016 City Council resolution; 2017 pledge by Mayor Stoney

- Implementation led by DPW
- Coordinated via Vision Zero Task Force (city staff)
- Public oversight by Safe and Healthy Streets Commission
- Upcoming: Richmond Vision Zero Ceremony October 31, 2025

"We're making citywide speed data public for the first time. This is about delivering on our commitment to transparency and giving residents clear, accessible information about driver behavior on Richmond's streets. It's a critical step toward building trust and making our streets safer for everyone."

-Mayor Avula, July 2025

THE SCORECARD

- Evaluates of progress on Vision Zero
- Identifies successes and opportunities for future action
- Summarizes analysis of crash data
- Community member testimonies

Complete Streets Richmond previously released scorecards in 2019, 2020 & 2021

March reviewed previous scorecards

April developed evaluation framework

May analyzed data

June qualitative evaluation of progress

July shared draft with DPW, public survey

August final evaluation, scores

September formatting

The 2025 Workgroup

- > VDH RRHD
- **Bike Walk RVA**
- >> Partnership for Smarter Growth
- >> Safe Routes to School
- > RVA Rapid Transit
- >> PlanRVA
- **≫** GRTC
- >> VA Dept for Blind, Vision Impaired
- >> Timmons Group
- **Solution Guest: Chesterfield Transportation**

THE SCORES IN 2025

- Establishing a Baseline staffing, funding, data collection, transparency
- Engineering and Infrastructure

 a parity of safe transportation choices for all mode users
- Equity \(\rightarrow \)
 prioritizing populations for whom inadequate infra is a barrier to high quality of life
- Education and Outreach informing all users how to safely navigate and share our roads
- Stakeholder Engagement

 expanding the reach of Vision Zero by promoting road safety
- Enforcement A equitable, innovative implementation of traffic laws
- A Showing Leadership
- **B** Making Progress

TAKEAWAYS (Scores that Improved)

A Staffing & Planning Connectivity

- Integration of VZ objectives into transportation engineer positions
- Establishment of OETM, development of Richmond Connects Plan
- Incoming Director of Transportation

A Designing for Slower, Safer Speeds

- Implementation of various traffic calming interventions
- DPW has led approx 12 Road Safety Assessments, and RSA along FLT route

A Improving Connectivity & Accessibility for All Road Users

- Creation of Richmond Connects Multimodal Plan, equity centered
- Intentional community engagement, 6,800 survey responses
- 5 Big Moves: Transit Stop Infrastructure & Route Expansion, LQC projects,
 Sidewalk Improvement, Accessibility & Affordability

Scores that Improved, Continued

A Education and Outreach

- Messaging along HIN: speed feedback, yield and VZ yard signs
- DPW monthly stakeholder VZ emails
- Speed Management Symposium/RVA Builds events
- DPW promotion of bike/ped design best practices, Dutch Embassy
- VCU Police, City collab on driver/pedestrian safety on campuses

A Enforcement

- Exploring legislative tools and funds for equitable enforcement
- School bus stop cameras fully implemented across RPS
- 26 RPD Speed Cameras, schools and work zones, Vision Zero Special Fund
- RPD launching red light camera pilot program with 10 locations to start
- Council, DPW, RPD discussing speed cameras at high risk intersections
- Ticketing for parking in bike lanes has widely not been enforced

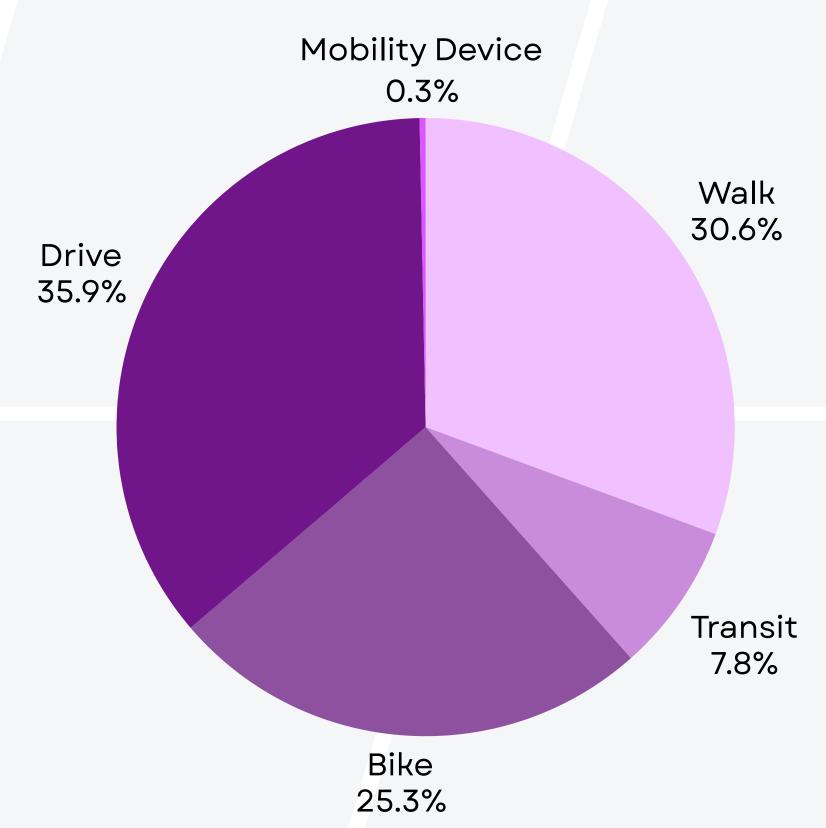
SURVEY FINDINGS

139 responses, open July and August

Key Themes

- sidewalk maintenance
- distracted drivers
- speed enforcement
- bike lanes that end, full of debris
- insufficient crosswalks
- right turn on red, dangerous
- parked cars blocking visibility
- protected bike lanes
- unsafe walking/biking to school





RESPONDENT QUOTES

"I am always pleasantly surprised when I encounter a traffic circle. It's a reminder that we can build something better than a mess of traffic lights...it always makes me pause, look for my fellow travelers, and smile. That's what it should feel like to move through our city."

"The lack of infrastructure at crosswalks means drivers blow right through them at our peril. Every crossing is a game of, will I be run over?"

"I don't [feel safe]. For me the sidewalks are absolutely terrible. I have had fractured ankles, tripped and what not multiple times."

"There's not one single stop sign on the roads surrounding Chimborazo Elementary. I walk my kids to school and have seen ... close calls between pedestrians/children and vehicles...if a city is trying to prioritize pedestrian safety, they should intentionally buffer the streets surrounding places where children and families assemble..."

"We need a city ordinance that requires construction to maintain pedestrian and bike thoroughfare during construction."

WHERE WE CAN IMPROVE

C Collect and Communicate Relevant Data

- DPW shares updates on VZ progress at SHSC meetings
- OETM has published annual progress reports FY21-23
- Vision Zero priorities: metrics for action items, but no targets to evaluate progress on implementation
- Last VZ update published by DPW in 2023, next in 2026

Bike and Pedestrian Infrastructure

- DPW leveraging paving projects to implement new bike infrastructure
- 311 now offers requests for maintenance *and* new infrastructure
- Forthcoming DPW Guide to Greening Multimodal Buffers
- Bike lane hardening is a frequent public request, but no bike lanes have been hardened, despite funding sources that could be used

Where we can Improve, Continued

C

Bike and Pedestrian Operations

- Unswept bike lanes are a common complaint and hazard, discouraging use, creating a negative feedback loop with drivers "nobody uses the bike lanes"
- Bike lane street sweeper has been largely unused or ineffective
- RVA Bikeshare has been in varying states of inoperability, has not expanded substantially since 2017

SELECT RECOMMENDATIONS

- Identify consistent funding for the Vision Zero Special Fund
- Establish public tracking dashboard for Richmond Connects Strategic Plan and Vision Zero Action Plan progress
- Include disability/accessibility stakeholders in Road Safety Assessments and Audits
- > Establish a forum via SHSC to receive/review/share public feedback on infrastructure
- Present results or publish report on effectiveness of frequently utilized traffic calming measures
- Prioritize sidewalk and multimodal improvements considering the health opportunity index, low walkability scores, and pedestrian fatalities on HIN

Recommendations, Continued

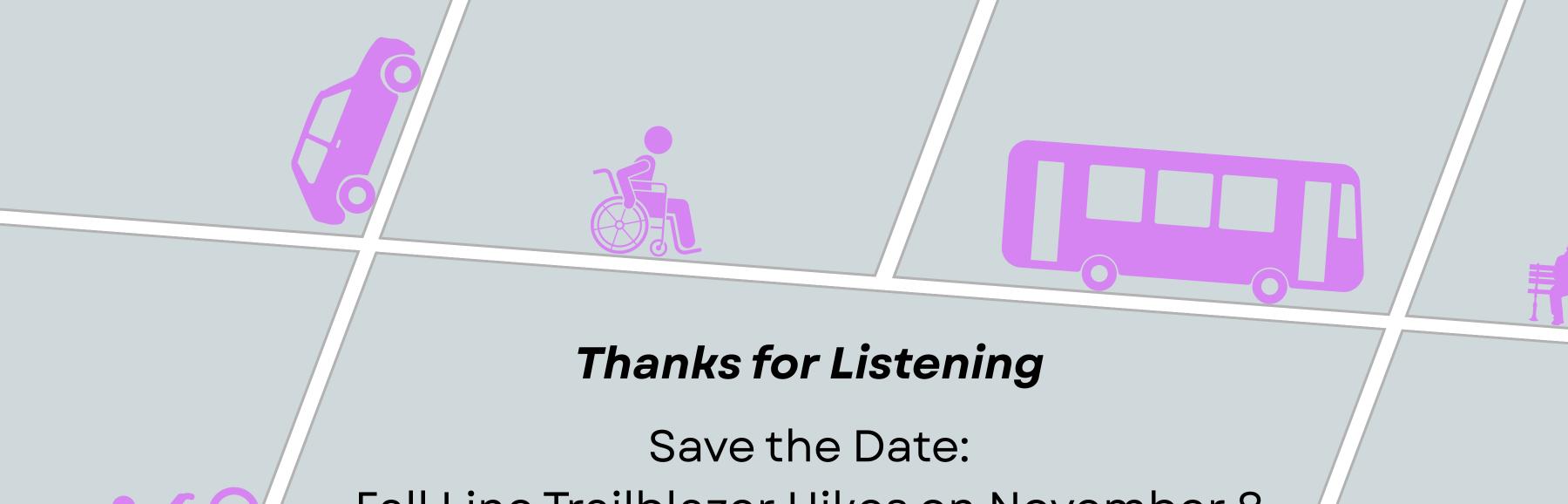
- Develop a regular public email newsletter and/or website with resident friendly summaries on transportation project updates per geographic area (Word on the Street)
- Collaborate with Richmond Public Schools and partners to reinforce safety in driver's ed classes, particularly around interactions with vulnerable road users
- Leverage OETM's expertise in community engagement for future projects across DPW
- Maintain support for Safe Routes to School as an essential outreach and education program, teaching students to safely navigate active transportation modes
- Enforce protected access to multimodal infrastructure during construction projects
- Enforce ticketing and towing of vehicles parked in bike lanes

LOOKING TO THE FUTURE

Henrico and Chesterfield, Safe Streets for All Planning

WOAH Campaign has been successful

Potential for regional collaboration around Vision Zero priorities and action plans





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