

Richmond Vision Zero

The Team

The City of Richmond’s Department of Public Works (DPW), and the Richmond City Health Department (RCHD) joined forces to take a different approach with their planning and public health efforts by focusing on proactive policy, systems, and environmental changes to improve health and lengthen lifespans. Initially, RCHD hired a Policy Director to implement a Health in All Policies approach as well as a Community Health Planner, who has expertise on urban planning and community engagement. Together, they provide DPW with a much-needed public health perspective related to its built environment.

A partnership between the City Transportation Engineer and the Community Health Planner helped to create a Vision Zero Action Plan to eliminate all traffic fatalities and serious injuries by 2030. They realized they could work together to address transportation safety from a “health in transportation” perspective.

The Collaboration

To meet their Vision Zero goals by 2030, they use a multi-disciplined Safe and Healthy Streets Commission as an advisory board for the development and monitoring of the action plan. They also created a Vision Zero Task Force to implement the plan. Health in transportation is a critical component in injury prevention as well as health promotion using active transportation modes. Extensive communication and collaboration are foundational to the City’s success. In addition, the action plan is data-driven, and recognizes equity’s role in transportation safety. Prioritization of investments are focused on the City’s high injury street network - where most fatalities and serious injuries occur and using the state’s Health Opportunity Index. The City prioritized resources to invest in transportation disadvantaged communities

that have 2.65 times the severe crash risk. Figures 1 and 2 are examples of data that came from crash analysis and inequity data collection.

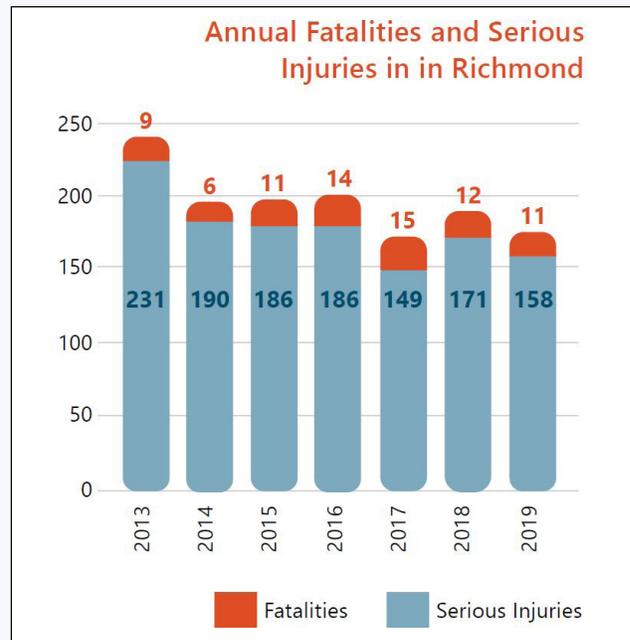


Figure 1. Vision Zero Annual Fatalities and Serious Injuries, Richmond, VA

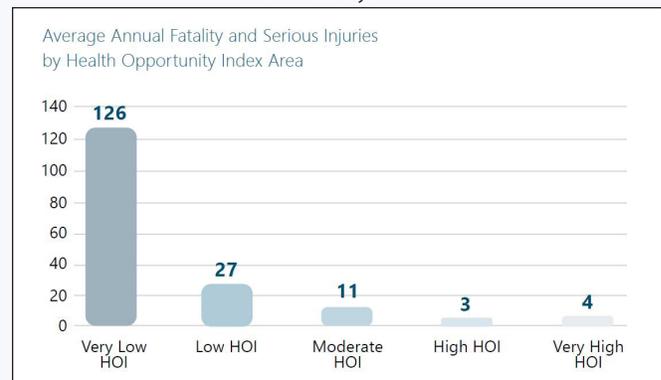


Figure 2. Vision Zero Average Annual Fatality and Serious Injuries by HOI, Richmond, VA

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Ongoing Initiatives:

Listed below are ongoing projects and collaborative efforts from the City of Richmond to continue the Vision Zero work.

- ▶ Continued prioritization of leadership roles that support this effort in the RCHD and DPW
- ▶ Institutionalizing partnership between RCHD and DPW
- ▶ Addressing racial equity within the Vision Zero Action Plan
- ▶ Vision Zero Task Force continues to meet and discuss ongoing progress and barriers in Richmond.
- ▶ Better Streets Manual Implementation (Richmond's Complete Streets Policy)

Lessons Learned

When asked what advice they might give to other cities, they offered the following insights:

- ▶ Take time to understand other agency's terminology and frame of reference.
- ▶ Understand what data is available, and what can be feasibly collected. Quantitative and qualitative data are both valuable, depending on the audience.
- ▶ Understand that collaboration efforts take time.
- ▶ Find the commonalities between the work both the health department and the transportation agency are doing.
- ▶ Go to work every day prepared to address your city's most pressing issues.

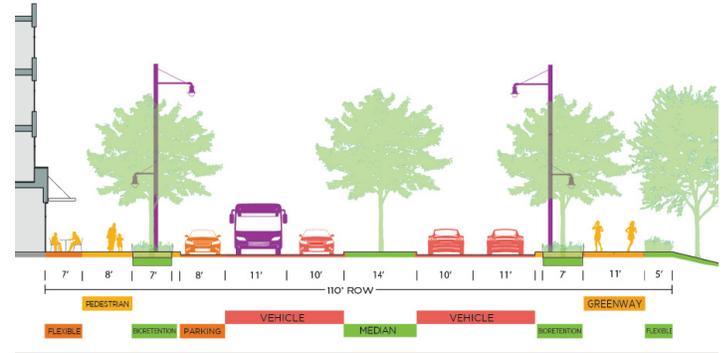


Figure 3. Potential Street Section Transformation, Richmond, VA.

Figure depicts how streets could be transformed to prioritize pedestrians and increase walkability.

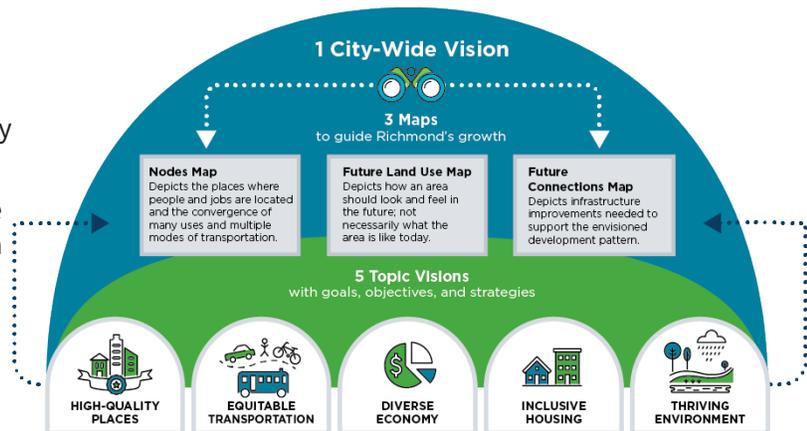


Figure 4. Richmond 300's City Wide Vision, Richmond, VA
Figure depicts Richmond's vision, including a focus on equitable transportation.

To Read More:



[Richmond 300: A Guide for Growth](#)



[Vision Zero: Safer Roads for All Modes](#)

Resources

1. Richmond, VA Public Works. (2017). "Vision Zero, Richmond, Virginia: Safer Roads for all Modes." Last accessed April 28, 2021. <http://www.richmondgov.com/PublicWorks/documents/VisionZero-RichmondActionPlan.pdf>
2. Richmond 300. (2020). "Richmond 300: A Guide for Growth Master Plan." Last accessed April 28, 2021. https://www.rva.gov/sites/default/files/2021-03/R300_Adopted_210304.pdf

