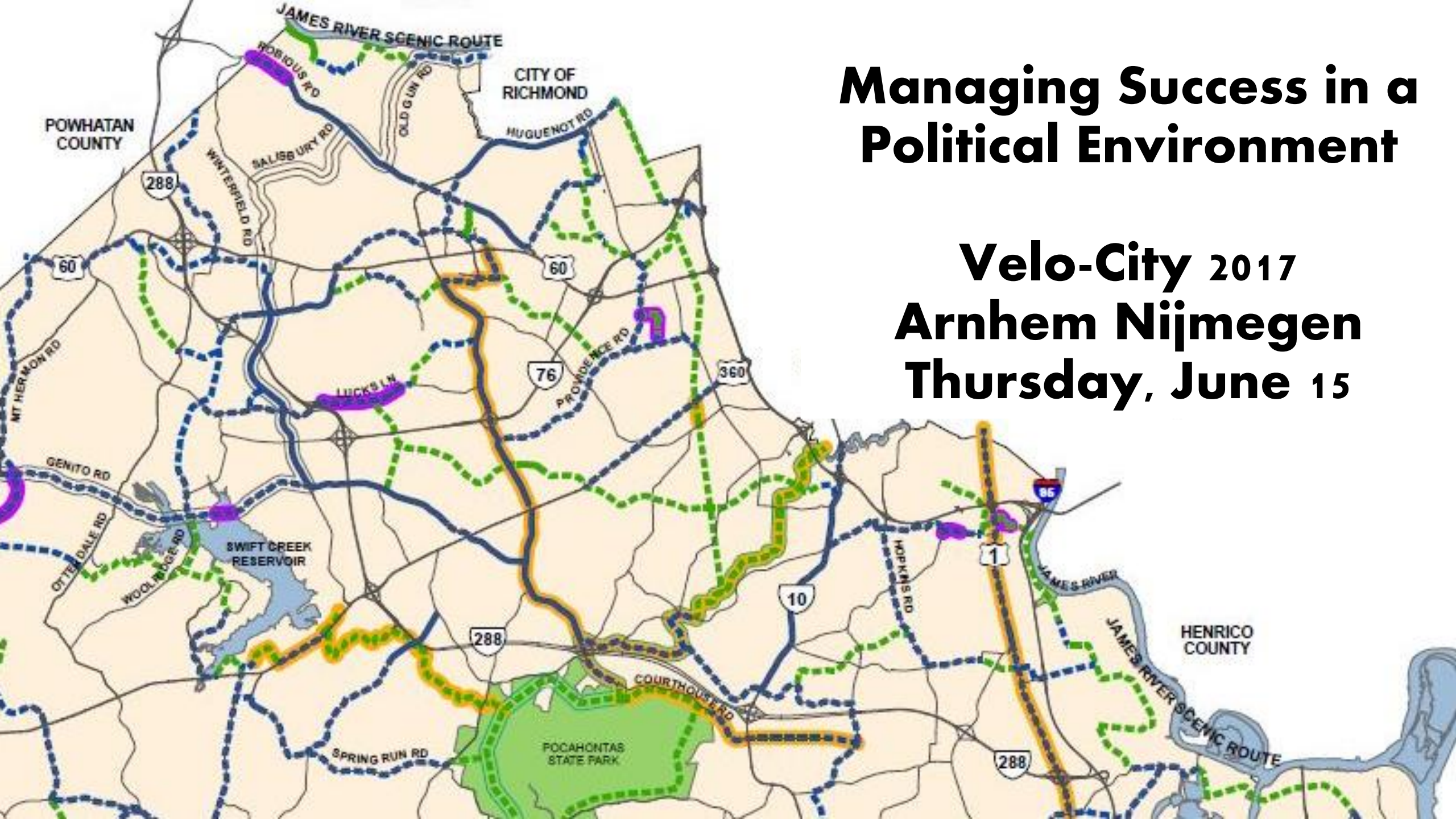


Managing Success in a Political Environment

Velo-City 2017
Arnhem Nijmegen
Thursday, June 15



The Story



Introductions



Heather Barrar



Max Hepp-Buchanan

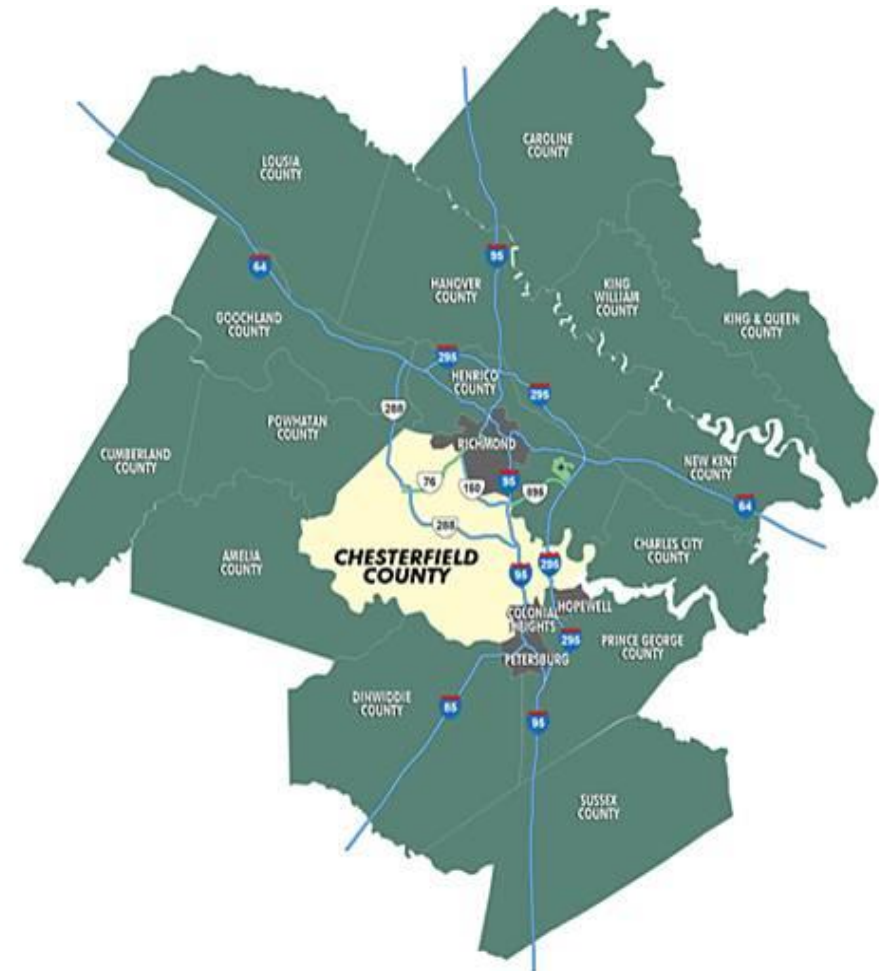
Themes

Creating inspiration

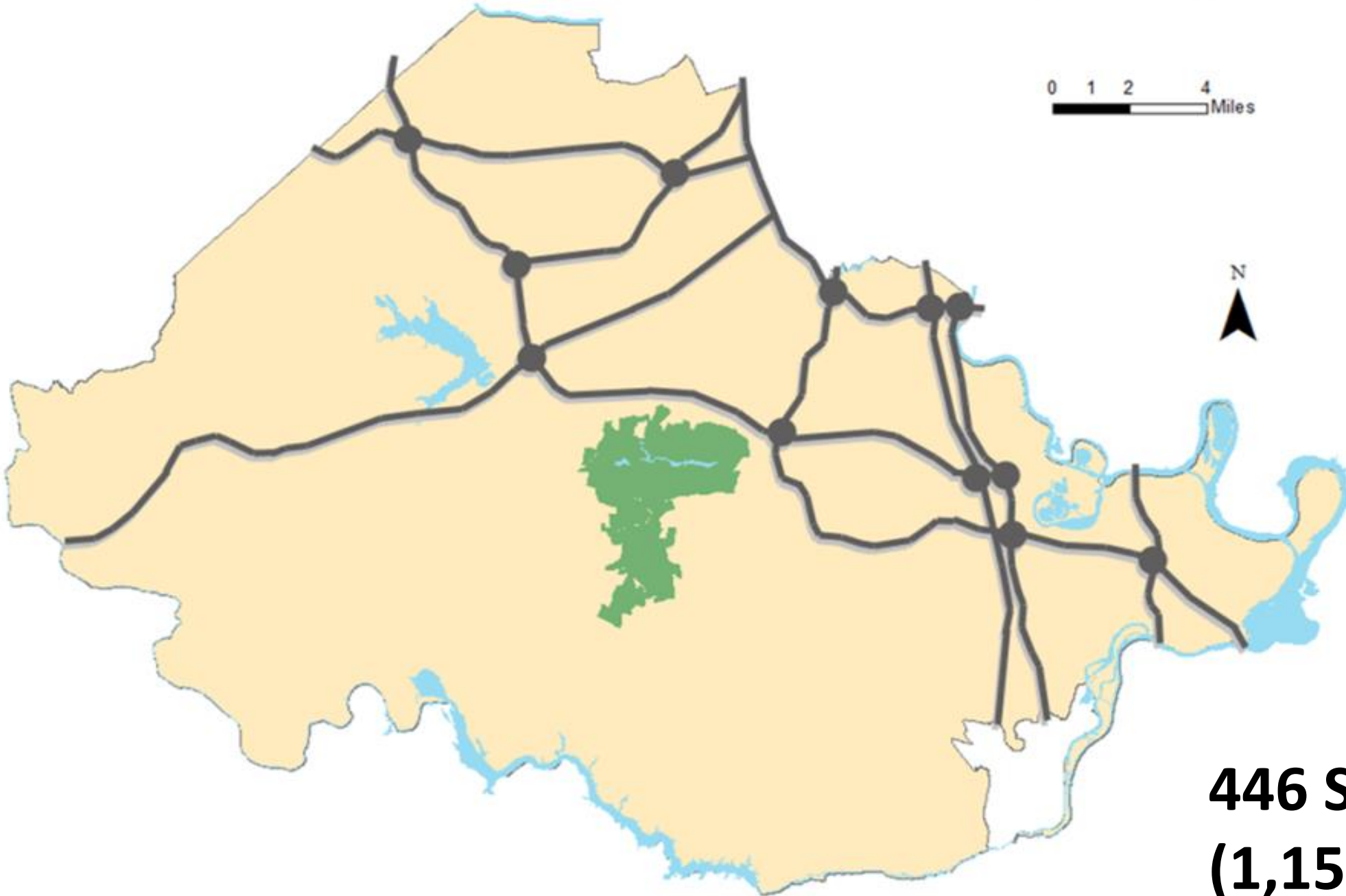
Telling the right stories

Public engagement

Suburbs of Richmond, Virginia, USA



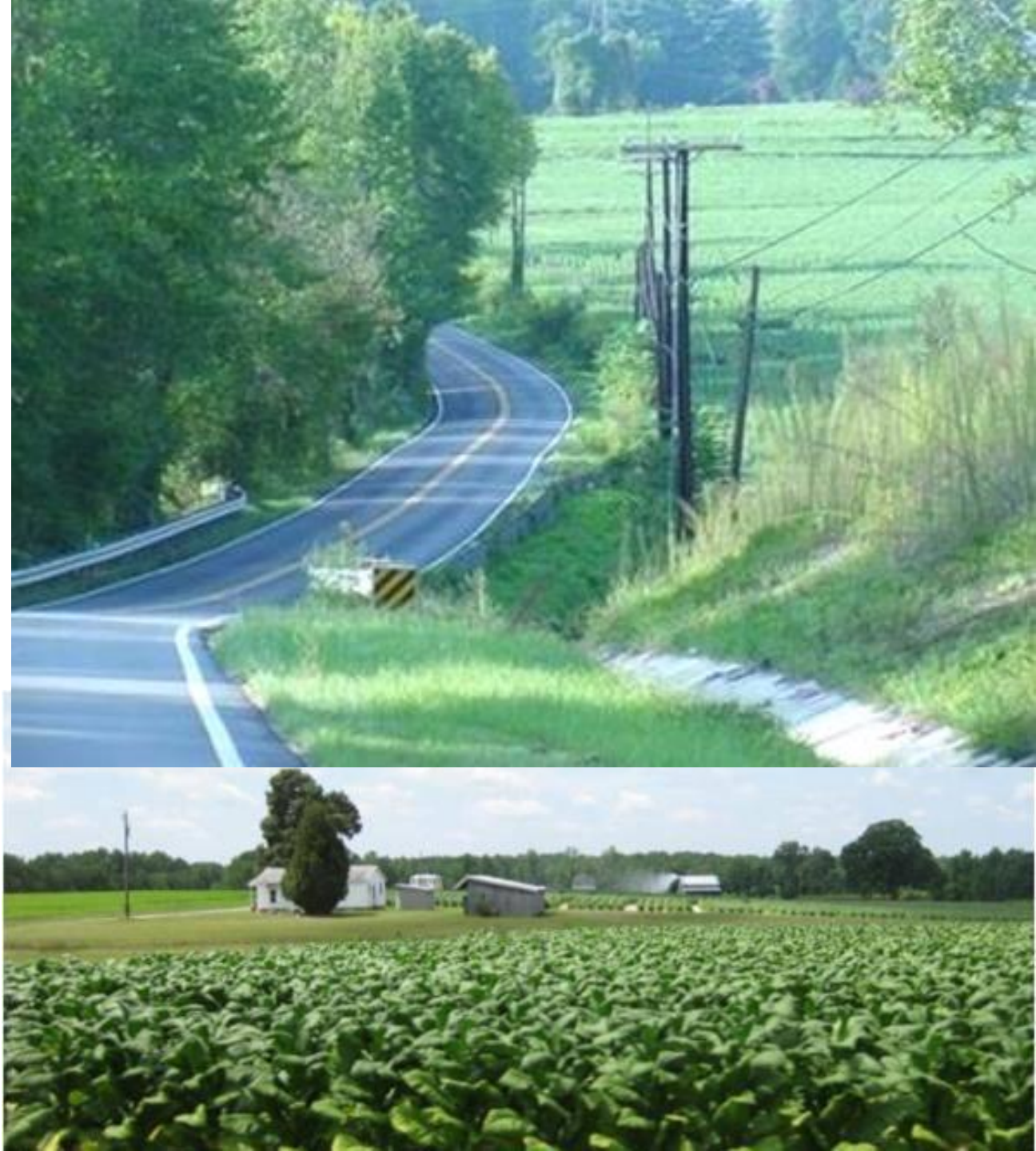
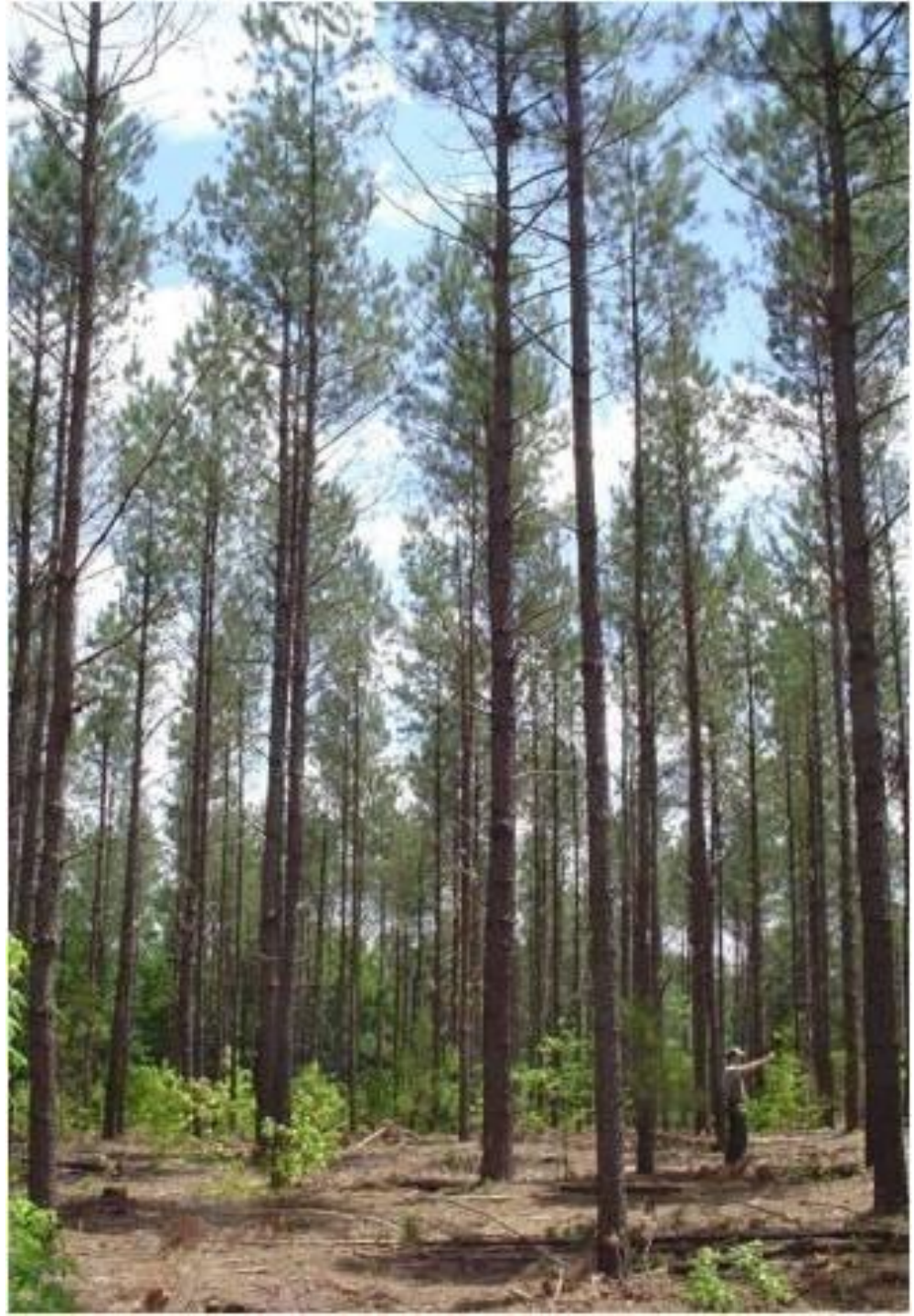
Chesterfield County, Virginia



**446 Square Miles
(1,155 Square km)**



Population demographics









INFRASTRUCTURE

Collaborate with city and county staff on plans, designs, and policies that support walking and biking for transportation, such as the Richmond Bicycle Master Plan and the Chesterfield County Bikeways and Trails Plan.



FUNDING

Work with elected officials and community residents through our Connect RVA campaign to prioritize funding for infrastructure improvements that make walking and biking safe and easy.



GRASSTOPS

Educate elected officials and other decision makers on the importance of connecting our communities with safe and comfortable places to bike and walk, and support their decisions to make this vision a priority.



GRASSROOTS

Develop community residents into effective advocates for comfortable and connected walking and biking infrastructure in their neighborhoods through our Bike Walk RVA Academy – an 8-week advocacy training program.



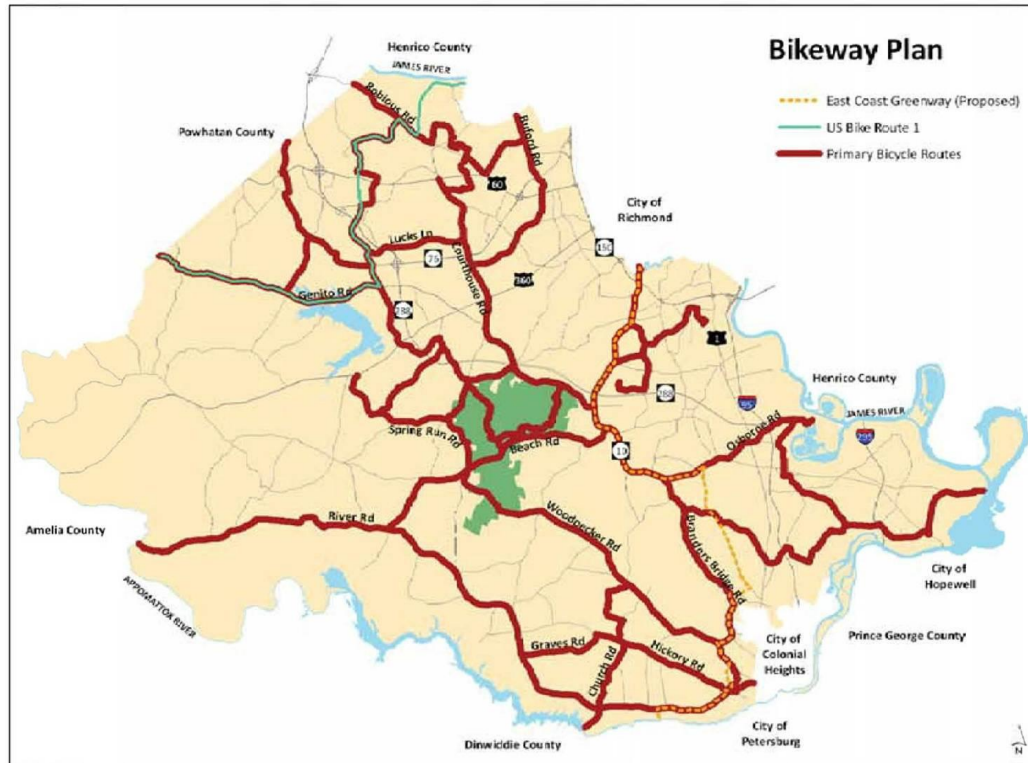
CELEBRATE

Coordinate fun events around the region for National Bike Month (every May) and help encourage people of all ages and abilities to bike more for fun, exercise, and transportation.





A Tale of Two Plans







FREE WiFi



Thoughts on biking + walking?

... to retail - Westchester (Cove/Walker Rd)

... loop - bike lanes existing should connect

... 288-95 - 64 - ... long highways for

... park system

Chesterfield County Bikeways and Trails Plan

- Summer 2014**
Initial Public Input
- Fall 2014**
Share Results and Study Network
- Winter 2015**
Draft Plan
- Spring 2015**
Gather Input on Draft Plan
- Summer 2015**
Adopt Plan







FEMALE
RESTROOM



FRI.E
Wifi

Compliments of



Take the
Survey



“Please say NO to the Bikeways and Trails Plan”



Changing the strategy and understanding roles





Changing the public narrative



“The road is nearly impossible to cross during high-traffic hours. I rarely let my children walk with me – you can’t just ‘cross’ the street, you have to run.”

– Maria Camino, single mother of 3 and resident of Shady Hill mobile home park

Each year in the U.S., Hispanic communities experience 3.6 more total crashes per mile of street compared with White communities.



“Not many people walk or bike around here, but I think more people would if there wasn’t traffic zooming by at 60 miles per hour. If people could feel more protected, I think that would change. We need sidewalks, and we need them soon.”

– Leondre, local employee

Sidewalks in African-American neighborhoods are 38 times more likely to be of low quality.



Changing tactics

Bike Walk RVA

Support the Bikeways and Trails Plan

The new Bikeways and Trails Chapter of the Chesterfield County Comprehensive Plan is up for adoption before the end of the year. It passed through the Planning Commission on October 20 with a 4-1 vote and goes before the Board of Supervisors for public hearing and vote on November 18.

When adopted, this plan will lay the groundwork for over 360 miles of new on-street bikeways and paved trails, to be build out over time as funding is available and with development.

Please enter your information below to sign the petition and Board of Supervisors to approve the proposed Bikeways and Trails Chapter of the Comprehensive Plan on November 18.

Dear Chesterfield County Board of Supervisors:

Please vote on and approve the proposed Bikeways and Trails Chapter of the Comprehensive Plan on November 18. I want Chesterfield County to have a safe, accessible network of bikeways and trails that connects residents with places of work, schools, retail locations, and more. Establishing and improving these connections will not only benefit the physical and mental health of residents, but will also bolster economic growth, reduce traffic congestion, and improve the quality of life for everyone in Chesterfield County. It's time to move forward with this vision. Thank you for your service and for helping to make Chesterfield County a better place to live.

First Name



On Nov. 18, the Board of Supervisors will hold a public hearing on a \$360 million countywide bike and trails plan.

Some critics have called the plan a progressive entitlement and biking a privileged activity.

To residents living along Jeff Davis with no means of transportation, like Marvin Cherry, it's a matter of survival. Cherry said he would get himself a bike, but, without sidewalks and trails, he considers it too dangerous to ride one.



“Ain’t no way to ride a bike here; the roads are not safe for that,” he said. “This is Chesterfield — I think they could do a lot better with the transportation, because many people can’t afford a car.”

-Richmond Times Dispatch, November 7, 2015 (11 days before Bikeways and Trails Plan adoption)

**Engaging people
where they are**









November 17, 2015

Number of people who spoke in favor: 43 (including 4 kids)

Number of people who spoke in opposition: 17





What happened next

- Ordinance Adopted – Unanimous - October 2016
 - Required construction of facilities for all private & public projects
 - Developer relief of standards
- Capital Improvement Budget
- Coordination

Key takeaways

- **Timing is everything** – build relationships and foundations early, strike when the timing is right.
- **Identify stakeholders** and nurture relationships.
- **Tell the right stories.**
- If people aren't showing up, you are missing something. **Go to where the people are.**
- **There will always be opposition** to anything worthwhile.
- **It never ends.**

Contact Info

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Bikeways and Trails Plan:

www.chesterfield.gov/bikeplan

Sports Backers/Bike Walk RVA:

www.sportsbackers.org/program/bike-walk-rva