

A.1 PROJECT LOCATION AND DESCRIPTION

The project is located at the Richmond Transit Hub, a regional multimodal facility that combines BART, AMTRAK/Capitol Corridor, AC Transit Bus Service and Bikeshare as well as access to Taxis, Lyft and Uber and a new on-demand shuttle service.

The City of Richmond will partner with the Richmond Main Street Project (RMSI), Urban Tilth, COBIZ, BART, Amtrak, and AC Transit to transform and activate this area into a safe and attractive neighborhood that can reach its full potential as a regional transportation hub. Improvements will include landscaping, Internet access, wayfinding, lighting and security improvements as well as indoor and outdoor activities such as music, markets and art that activate public spaces and attract people for activities other than just transportation. Comingled responsibilities of multiple public agencies have made both maintenance and improvements historically difficult and therefore substandard, with much falling between the cracks, but a goal of this project is better coordination and cooperation.

The Richmond Intermodal Transportation Station is the only location in the San Francisco Bay Area that combines access to BART, AMTRAK/Capitol Corridor and AC Transit. Bikeshare also available with connections to the Richmond Greenway/Ohlone Greenway and San Francisco Bay Trail. Pre-Covid, there were 8,000 boardings a day, making it the most pedestrian active place in Richmond.

On January 31, 2022, Richmond will launch Richmond Moves, the city's first on-demand public shuttle service. Richmond Moves will expand access to efficient, equitable, and sustainable transportation in the Richmond community, particularly for neighborhoods that are underserved by other mobility options. This will provide a critical link to Richmond's ferry terminal, only a mile away.

In the immediate neighborhood is COBIZ, a business incubator, several restaurants, retail stores and TODs, including hundreds of units of affordable housing, East Bay Center for Performing Arts and the Richmond Visitor Center. The location is connected to the Richmond Civic Center six blocks away by the Nevin Avenue Pedestrian Improvement Project. Unfortunately, the area is run down, poorly maintained, unattractive and suffers from both actual crime and a perception that it is unsafe. The purpose of this project is to improve landscaping, lighting, Internet access and wayfinding to make the area safer, more attractive and more usable.



Figure 1 - Richmond Shuttle destinations include the Richmond Transit Hub and the Richmond Ferry

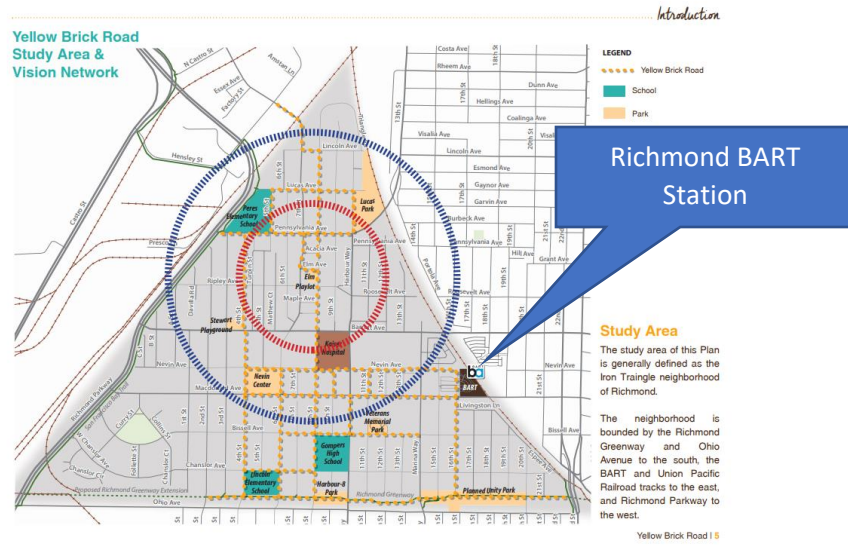


Figure 2 - Yellow Brick Road Project links to the Richmond Transit Hub



Figure 3 - Richmond Visitor Center and Transit Hub



Figure 4 - Existing Bikeshare

A.2 DEMONSTRATED COMMUNITY NEED

- **Goal 1. Reduce the Amount of Waste and Debris:** Because of the number of people who pass through the project area (8,000 daily boardings pre-COVID), trash accumulation is constant. Reducing or eliminating the amount of trash is key to making the area more welcoming and attractive as well as safer.



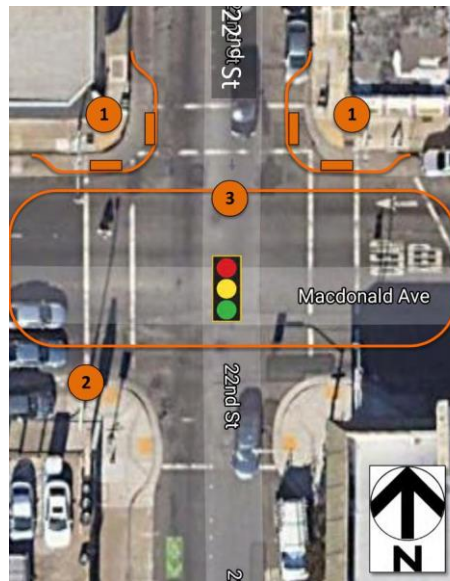
Figure 5 - Waste and debris are currently the norm

- **Goal 2. Beautify and Improve Public Space:** Public landscaping in and around the Transit Plaza is sparse, and what is there is badly neglected. It is gray and drab. Additional trees, flowers and ground cover, properly maintained, is a critical part of this project. Use of drought tolerant native plants is preferred.



Figure 6 - Example of empty tree well

- **Goal 3. Improving Public Spaces for Walking and Recreation:** Sidewalks in the area are suffering from cracking and uplifts that pose a safety hazard. Street intersection do not comply with best practices for pedestrian safety. The Transit Plaza is covered with chewing gum that has accumulated for years makes it unattractive with an appearance of neglect. Graffiti is rampant. Wayfinding needs to be greatly improved.



Macdonald Ave / 22nd St

Crossing time too short for manual wheelchair due to Macdonald's pronounced crown and poorly conformed gutter joint at NW corner.
Diagonal ramps at NW & NE corners.
No ped head, SW corner facing N.

1. Bulb out NW and NE corners, install directional ramps, address gutter conform issue.
2. Install ped head on SW corner facing N.
3. At next opportunity, remove excess crown from Macdonald.

Figure 7 - Pedestrian improvements are needed to make intersections safer and more accessible

- **Goal 4. Advance Equity for Underserved Communities:** The project is located in Richmond's Iron Triangle, the City's most underserved community with the highest poverty rate. It is largely a community of color and has been designated as an Opportunity Zone. This project will improve business opportunities and create jobs in the community and improve the quality of life for its residents.

- The Iron Triangle is a historic neighborhood in the center of Richmond. Its one square mile was originally defined by three major railroad lines that formed a triangle around its border, hence

its name. Today, its southern boundary is the Richmond Greenway, a multi-use path that was constructed in the former Atchison-Topeka and Santa Fe Railroad corridor.

- The Neighborhood Has Good Bones: Historic and architecturally notable houses, a well-laid-out street grid with short, walkable blocks, and a major regional transit hub (Richmond is the only Bay Area city with a direct BART-to Amtrak connection). Demographics:
 - According to the 2010 US Census, the Iron Triangle neighborhood was 60% Latino, 27% African-American, 5% Asian, 7% other. The Iron Triangle is a historic center for African Americans who came from the South to work in the Richmond shipyards and the recent population trend has been an increase in Latinos, including immigrants from Mexico and Central America
- Economics: Low-income and working poor; 50% of children live in poverty.
- Environment: The Chevron Richmond Refinery, Port of Richmond, Richmond Parkway, railroad lines, and industrial uses contribute to poor air quality, few trees or natural areas.
- Challenges: Unemployment, blight and decay, beleaguered and underfunded schools, little access to healthy foods, persistent health problems including asthma and obesity, high levels of violent crime, dangerous streets, and hopelessness.

Income

\$18,624

Per capita income

about three-fifths of the amount in Richmond: \$31,089

about two-fifths of the amount in Contra Costa County: \$48,178

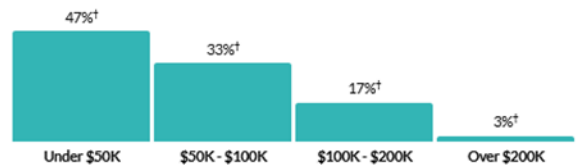
\$51,250

Median household income

about three-quarters of the amount in Richmond: \$68,472

about half the amount in Contra Costa County: \$99,716

Household income



Show data / Embed

Poverty

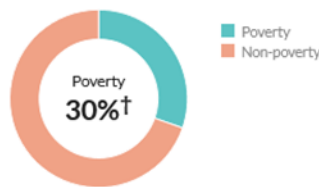
22%

Persons below poverty line

about 1.5 times the rate in Richmond: 14.7%

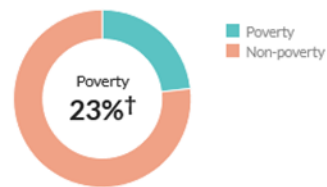
more than double the rate in Contra Costa County: 8.7%

Children (Under 18)



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Seniors (65 and over)



Show data / Embed

Transportation to work

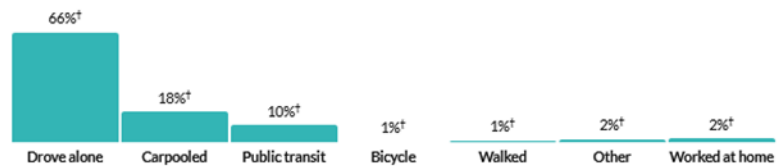
35 minutes

Mean travel time to work

about the same as the figure in Richmond: 35.7

about 90 percent of the figure in Contra Costa County: 38.7

Means of transportation to work



* Universe: Workers 16 years and over

Show data / Embed

A.3 PUBLIC ENGAGEMENT

- This project is consistent with the following General Plan goals and actions:
 - **Goal ED4: A Revitalized Downtown Promote Downtown and Macdonald Avenue as the heart of Richmond’s cultural and civic life by encouraging a blend of retail, office space and personal service establishments. Contribute to the Downtown’s vitality by providing safe, clean streets with signature urban design elements that announce entry into Central Richmond and higher density housing that is well served by transit.**
 - **Policy ED4.2 Safe and Walkable Streets Provide a safe and comfortable walking environment in the Downtown and along Macdonald Avenue. Encourage land uses, design guidelines, landscaping and infrastructure that supports active use of public areas. Higher level of use will contribute to more “eyes-on-the-street” that deters crime and supports economic activity**
 - **Well-Maintained Properties Encourage owners to maintain their property in the Downtown and along the Macdonald Avenue and its surrounding residential neighborhoods. Improving the physical appearance of properties is a critical step towards attracting new residents, employers and visitors to Richmond.**
 - **Arts and Cultural Resources Support arts resources in the Downtown and along Macdonald Avenue. The Richmond Art Center and East Bay Center for Performing Arts are prime assets for enhancing Richmond’s identity and image, and can help attract visitors and community members to Downtown Richmond**
 - **Action ED4.A Macdonald Avenue Economic Revitalization Plan Continue to update and implement the Macdonald Avenue Economic Revitalization Plan. The Plan calls for new development along Macdonald Avenue’s eastern end to concentrate activity around the rebuilt Macdonald Avenue/Interstate 80 Regional Shopping Center by taking advantage of the site’s access to Interstate 80. The central part of Macdonald Avenue is envisioned as a higher-density activity node, focused around the BART/Amtrak station with new multi-family housing and more local-serving retail in a mixed-use format.**
 - **Action ED4.B Richmond Main Street Initiative Regularly review and update the Main Street Initiative program. Successful Main Street programs require a pro-active, hands-on approach to working with merchants, improving communications between stakeholders, marketing the neighborhood, leveraging resources for physical improvements and services and building a sense of community among tenants and property owners. As the Macdonald Avenue Economic Revitalization Plan gains momentum and the Civic Center Master Plan is completed, the Main Street Initiative will further extend these revitalization efforts.**
 - **Action ED4.C Cultural District Designation Explore the potential for defining focal areas or districts in the Downtown and along Macdonald Avenue as cultural, historic and/ or arts-related activity hubs. Promoting areas of the City where there is a concentration of arts, historic and culture-related activities, sites, installations and/or institutions can provide benefits such as: increasing visibility of revitalization efforts by concentrating energy into catalytic nodes; promoting historic and cultural awareness and preservation; and serving as a marketing tool for increasing cultural tourism, business activity, visitors and residents to Richmond. In the case of arts districts, designating focal areas could also serve as a springboard for enticing people to live and work in the area. Ideally, districts or zones should**

be walkable areas that may include galleries; live-work studios; arts-related retail; and entertainment and performance facilities; and/or historic features.

- Policy ED1.1 Safe, Well-Maintained Neighborhoods and Public Spaces Reduce crime and violence and maintain safe and clean neighborhoods and public spaces. Poorly maintained and underutilized streets and property can detract from Richmond’s image as a viable place to live and do business. Assertive code enforcement by the City will help ensure that Richmond’s neighborhoods are safe and retain their value.
 - Policy ED1.2 High Quality Infrastructure and Public Services Provide a range of high quality infrastructure and public services for residents and visitors. Adequate and well-maintained infrastructure such as streets, freeways and utilities are essential for improving the quality of life for residents and attracting businesses to locate in Richmond. Public amenities such as schools, libraries, parks, emergency and public safety services and public transit add to the attractiveness of a community.
 - Policy ED2.3 A Range of Retail Opportunities Promote a range of retail options including regional, neighborhood-serving and street-front retail and grocery stores in mixed-use settings. A broad mix of stores offers opportunities for residents to shop locally and for visitors to spend dollars in Richmond, solidifying the City’s sales tax base.
 - Policy ED2.5 Local Small Businesses Promote and support locally owned and cooperative enterprises and businesses, particularly along major corridors, to maximize economic and community benefits for Richmond residents. Local businesses build equity and stabilize the community.
 - Action ED2.B Marketing Campaign Collaborate with community members, businesses and major employers to highlight Richmond’s arts and cultural resources. Target markets should include new residents, recreational visitors, and potential new businesses. The campaign should also advertise development opportunities throughout the City to bring new housing and commercial development to Richmond.
- This project was planned through a series of meetings over three years that included:
 - The Richmond Mayor’s Office
 - Richmond Public Works
 - Richmond Code Enforcement
 - Richmond Police Department
 - Richmond Main Street Initiative (key link to the community)
 - BART
 - AC Transit
 - Amtrak

A.4 PROJECT DELIVERABILITY

- No permits or environmental review are required because this is not a capital project. It is a series of programmatic, small improvement and maintenance efforts designed to substantially upgrade the appearance, attractiveness and safety of a major regional transportation hub.

A.5 ADVANCE PAYMENT

There is no advance payment required. The City of Richmond will front initial expenditures and apply for reimbursement.

A.6 MARKETING PLAN

- Marketing will be a joint effort of the stakeholders, including Richmond Main Street Initiative (RMSI), The mayor's Office, BART, AC Transit and Amtrak. The application includes funding for a Marketing and Branding Plan.

Richmond
CALIFORNIA
OFFICE OF MAYOR TOM BUTT
Stay Front. Home Front. Out Front.

Richmond Transit Center
GRAND RE-OPENING

JOIN MAYOR TOM BUTT FOR
THE GRAND RE-OPENING OF
THE TRANSIT CENTER!

Friday, July 16 | 1600 Nevin Plaza | 4 - 6 PM

Free Vaccines & Prizes - Snacks - Games - Music
Resource Guides - Giveaways- and more!

Questions? Contact the Mayor's Office:
mayor@ci.richmond.ca.us | 510-620-6503

BART
ba

RICHMOND MAIN STREET
RICHMOND, CALIFORNIA

CONTRA COSTA
HEALTH SERVICES

AC
TRANSIT

The Rich
Clothing Co.

COBIZ

CAPITOL
CORRIDOR

Figure 8 - We attempted to attract more public use post-COVID, but COVID Omicron came back, and the same deficiencies that have plagued this area still exist

WE'VE MOVED!

1600 Nevin Plaza
new Downtown Richmond Visitor Center
at Richmond BART Station

Grand Opening Coming Soon!

More Info, Contact Us & Get Updates:
www.RichmondMainStreet.org

RICHMOND MAIN STREET
RICHMOND, CALIFORNIA

Facebook, Twitter, Instagram, LinkedIn, YouTube

Figure 9 - The Richmond main Street Initiative, a Business Improvement District, moved into the Richmond Visitor Center for better visibility to the public

A.7 MAINTENANCE PLAN

Ongoing maintenance of physical improvements will be by the agencies that own the property on which they are located, including primarily City of Richmond, BART and AMTRAK.

Artwork is maintained through Richmond's Public Arts Program, supported by fees on development.

In addition to the City of Richmond Public Works Department, RMSI provides trash pickup and abatement