Video

Elizabeth River Trail, Norfolk, VA: A Virtual Advisory Services Panel

Date: July 29, 2021

00:00:05 --> 00:00:06: Good morning,
00:00:06 --> 00:00:09: thanks Lauren. My name is Kevin Murphy and I had
00:00:09 --> 00:00:13: the pleasure of serving as chair of the Elizabeth River
00:00:13 --> 00:00:14: Trail Foundation.
00:00:14 --> 00:00:17: The RT Foundation is excited to sponsor this urban Land
00:00:17 --> 00:00:19: Institute Advisory services panel.
00:00:19 --> 00:00:22: This would not be possible without the support of many
00:00:22 --> 00:00:26: foundation donors and grants support from the JPB Foundation.
00:00:26 --> 00:00:29: We would like to thank the following individuals for their
00:00:29 --> 00:00:32: expertise and assistance preparing for the panel.
00:00:32 --> 00:00:35: The ULI Subcommittee members comprised of Mel Price.
00:00:35 --> 00:00:39: Was Chesley Brian Townsend, Cheryl White or executive director in
00:00:40 --> 00:00:43: the Arts Master planning committee ULI staff Lauren Callahan,
00:00:43 --> 00:00:48: Leah Sheppard and excuse me Jane bleaching the city of
00:00:48 --> 00:00:48: Norfolk.
00:00:48 --> 00:00:53: Council person Andria McClellan city manager Chip Filer Pete Burak
00:00:53 --> 00:00:57: and many other city employees who gave in volunteered to
00:00:57 --> 00:01:01: participate in regularly support the Elizabeth River Trail support with
00:01:01 --> 00:01:05: excuse me with much needed maps and GIS data.
00:01:05 --> 00:01:08: Came from Carl Larson, city of Norfolk.
00:01:08 --> 00:01:12: Peter Johnson with work program architects in Steve Lambert from
00:01:12 --> 00:01:15: Hampton Roads training planning organization,
00:01:15 --> 00:01:19: transportation planning organization. A very special thanks to all the
00:01:19 --> 00:01:20: Community stakeholders,

00:01:20 --> 00:01:24: city staff, business owners and trail advocates who generously shared
00:01:24 --> 00:01:28: their time and insight with the panelists earlier this week.
00:01:28 --> 00:01:32: And finally, thanks to our panelists Fernando Costa,
00:01:32 --> 00:01:34: Ryan Bowman, Rachel Griffin, Paul Moyer,
00:01:34 --> 00:01:37: Rogelio Pardo and. Channel advisor Caleb Stratton.
00:01:37 --> 00:01:39: Your time and collective expertise is invaluable,
00:01:39 --> 00:01:41: and we are eager to hear your recommendations.
00:01:41 --> 00:01:44: Thanks in advance for helping to determine the best practices
00:01:44 --> 00:01:47: for a strong and enduring Elizabeth River Trail.
00:01:47 --> 00:01:49: And now I'll turn it over to Fernando for the
00:01:50 --> 00:01:50: presentation.
00:01:53 --> 00:01:56: Thank you so much Kevin.
00:01:56 --> 00:02:01: And hello everyone. Thank you for joining us today.
00:02:01 --> 00:02:05: I'm Fernando Costa, assistant city manager for the city of
00:02:05 --> 00:02:05: Fort Worth,
00:02:05 --> 00:02:09: TX. And on behalf of the Urban Land Institute,
00:02:09 --> 00:02:11: I'd like to welcome you.
00:02:11 --> 00:02:15: To our presentation about the Elizabeth River Trail.
00:02:15 --> 00:02:18: In Norfolk, VA. Next slide,
00:02:18 --> 00:02:26: please. A word about the Urban Land Institute or you
00:02:26 --> 00:02:27: a lot.
00:02:27 --> 00:02:30: Our mission is to shape the future of the built
00:02:31 --> 00:02:35: environment or transformative impact in communities worldwide.
00:02:35 --> 00:02:41: We're a multidisciplinary membership organization with more than 40 foot
00:02:41 --> 00:02:43: 45,000 members.
00:02:43 --> 00:02:46: Both in the public and private sectors.
00:02:46 --> 00:02:49: We do a wide variety of things,
00:02:49 --> 00:02:52: but a particular. Relevant today,
00:02:52 --> 00:02:56: we conduct advisory service panels.
00:02:56 --> 00:03:02: Next slide, please. You know I have been conducting these
00:03:03 --> 00:03:05: panels since 1947.
00:03:05 --> 00:03:07: Has helped during that time,
00:03:07 --> 00:03:12: more than 700 communities. To find independent strategic and practical
00:03:12 --> 00:03:13: solutions.
00:03:13 --> 00:03:16: For their most challenging land use issues,
00:03:16 --> 00:03:20: and since COVID we've been conducting these panels.
00:03:20 --> 00:03:26: Virtually, and we expect that in the post COVID era.
00:03:26 --> 00:03:30: The virtual model will continue to be an option.

00:03:30 --> 00:03:34: For communities that request utilize assistance.
00:03:34 --> 00:03:39: Next slide please. And of course,
00:03:39 --> 00:03:42: so we'd like to thank our sponsors.
00:03:42 --> 00:03:46: The Elizabeth River Trail Foundation.
00:03:46 --> 00:03:51: And the JPB Foundation, which is generously funded this effort.
00:03:51 --> 00:03:55: All of the panelists are serving pro bono.
00:03:55 --> 00:03:58: Uh and uh are happy to do so as part
00:03:58 --> 00:04:01: of our membership in the urban land.
00:04:01 --> 00:04:02: This to next slide, please.
00:04:06 --> 00:04:09: We'd like to thank our valued stakeholders,
00:04:09 --> 00:04:12: some 50 or so individuals.
00:04:12 --> 00:04:16: Who gave us their time to provide insight into the
00:04:16 --> 00:04:19: various issues that we've been addressing?
00:04:19 --> 00:04:22: In Norfolk this week. Next line please.
00:04:25 --> 00:04:30: And, uh, I'm honored to introduce our panelists.
00:04:30 --> 00:04:36: Besides myself Ryan bomber with the architectural engineering firm of
00:04:36 --> 00:04:38: a ekom in Washington DC.
00:04:38 --> 00:04:42: Rachel Griffith from this Chester County.
00:04:42 --> 00:04:46: Planning Commission in Pennsylvania Paul Moir.
00:04:46 --> 00:04:49: With the architectural engineering firm of Jacobs in Arlington,
00:04:49 --> 00:04:54: VA. Rojelio podo with urban movement labs in Los Angeles,
00:04:54 --> 00:04:58: CA. And not present today but of assistance on a
00:04:59 --> 00:05:00: part time basis.
00:05:00 --> 00:05:03: Our technical advisor. Caleb Stratton.
00:05:03 --> 00:05:07: From Hoboken, NJ. Of course,
00:05:07 --> 00:05:10: so we would not have been able to perform this
00:05:10 --> 00:05:13: work without the able assistance of UI staff.
00:05:13 --> 00:05:16: Including Lauren Callahan, Leah Shepherd.
00:05:16 --> 00:05:19: And Luke Hamill. Next slide,
00:05:19 --> 00:05:27: please. And so our purpose this week has been principally
00:05:27 --> 00:05:30: to assess certain issues.
00:05:30 --> 00:05:34: Raised for our attention by the Elizabeth River Trail Foundation.
00:05:34 --> 00:05:38: Cited throughout this presentation as the RTF.
00:05:38 --> 00:05:41: And to provide the foundation with practical advice.
00:05:41 --> 00:05:47: For resolving those issues. And among the various stakeholders that
00:05:47 --> 00:05:52: we've interviewed and with whom we've had extensive discussions this
00:05:52 --> 00:05:53: week.
00:05:53 --> 00:05:56: Are the foundation itself, board and staff.

00:05:56 --> 00:06:00: The city of Norfolk elected officials,
00:06:00 --> 00:06:03: city manager, various department heads and staff.
00:06:03 --> 00:06:09: Local businesses of different kinds anchor institutions of which there
00:06:09 --> 00:06:15: are several that are important to the Elizabeth River Trail.
00:06:15 --> 00:06:19: Civic Leagues, neighborhood organizations, and other groups throughout the community.
00:06:19 --> 00:06:27: Next slide, please. Our process involved a deep dive.
00:06:27 --> 00:06:32: Into the issues. Listening carefully to diverse local perspectives.
00:06:32 --> 00:06:37: Ultimately building consensus within the panel and producing a written
00:06:37 --> 00:06:42: report and the presentation that you'll be hearing in a
00:06:42 --> 00:06:42: moment.
00:06:42 --> 00:06:49: Next time please. The scope of today's presentation includes several
00:06:49 --> 00:06:50: elements.
00:06:50 --> 00:06:54: First, will begin with a brief.
00:06:54 --> 00:06:57: Analysis of existing conditions and trends.
00:06:57 --> 00:07:01: Upon which we, uh, add a set of guiding themes
00:07:01 --> 00:07:07: that cut across our responses to the various questions posed
00:07:07 --> 00:07:09: to us by the foundation.
00:07:09 --> 00:07:14: We then go specifically into each of the four questions
00:07:14 --> 00:07:16: that the foundation has raised.
00:07:16 --> 00:07:21: They had to do with funding for operations and maintenance,
00:07:21 --> 00:07:26: coordination with the city. How the trail can contribute to
00:07:26 --> 00:07:28: coastal resilience strategy.
00:07:28 --> 00:07:31: And how we work to promote diversity,
00:07:31 --> 00:07:37: equity and inclusion. And thereby advanced economic development and neighborhood
00:07:37 --> 00:07:39: vitality in Norfolk.
00:07:39 --> 00:07:43: We present other recommendations that are particularly relevant to the
00:07:43 --> 00:07:43: foundation,
00:07:43 --> 00:07:47: and then we summarize some key next steps.
00:07:47 --> 00:07:52: That we recommend for implementing.
00:07:52 --> 00:07:56: Uh, our findings today. Next line please.
00:07:58 --> 00:08:02: And so we begin with the analysis of existing conditions
00:08:02 --> 00:08:03: and trends.
00:08:03 --> 00:08:05: We ask the three basic questions first.
00:08:05 --> 00:08:10: What attributes make the Elizabeth River Trail distinctive?
00:08:10 --> 00:08:13: And there are many, but we'd like to highlight the
00:08:13 --> 00:08:14: three of them.

00:08:14 --> 00:08:18: 1st, that the trail provides a wonderful access.
00:08:18 --> 00:08:21: For a wide range of historic,
00:08:21 --> 00:08:26: cultural, and natural resources, everything from downtown Norfolk to historic
00:08:26 --> 00:08:27: Fort Norfolk,
00:08:27 --> 00:08:29: the stadium at the University,
00:08:29 --> 00:08:32: North Norfolk State and Old Dominion,
00:08:32 --> 00:08:39: the hospital complex. And others great parts.
00:08:39 --> 00:08:45: Social institutions a second important attribute is the strong support.
00:08:45 --> 00:08:49: That the trail enjoys for virtually everyone with whom we
00:08:49 --> 00:08:49: spoke.
00:08:49 --> 00:08:52: Users, public officials, civic leaders,
00:08:52 --> 00:08:54: businesses, institutions across the board.
00:08:54 --> 00:08:59: Everyone spoke well about the value of the trail and
00:08:59 --> 00:09:03: its great potential for the future.
00:09:03 --> 00:09:06: Uh, and 3rd. We'd like to.
00:09:06 --> 00:09:12: Underscore. The importance of the Foundation's influential and active board,
00:09:12 --> 00:09:16: along with their small but resourceful staff.
00:09:16 --> 00:09:19: It's a great resource. Uh,
00:09:19 --> 00:09:23: and without it the trail would not be what it
00:09:23 --> 00:09:24: is today.
00:09:24 --> 00:09:27: Uh, what challenges does the community seek to address?
00:09:27 --> 00:09:30: We've identified three in particular.
00:09:30 --> 00:09:36: The trail's physical condition highlighting a need for better maintenance
00:09:36 --> 00:09:41: and safety oriented improvements throughout its 10.5 mile path.
00:09:41 --> 00:09:45: A second, uh, a memorandum of understanding between the city
00:09:45 --> 00:09:48: and the foundation which was executed.
00:09:48 --> 00:09:55: Back in 2016. The stakeholders have found overtime lack sufficient
00:09:55 --> 00:10:02: specificity and clarity and needs to be addressed in that
00:10:02 --> 00:10:03: regard.
00:10:03 --> 00:10:06: And finally, but not least important,
00:10:06 --> 00:10:11: the binding means a significant disparity.
00:10:11 --> 00:10:15: Between the socio economic characteristics of trail users and beneficiaries
00:10:15 --> 00:10:16: on the one hand.
00:10:16 --> 00:10:21: And the characteristics of Norfolk general population on the other,
00:10:21 --> 00:10:27: calling to mind the the importance of greater diversity in

00:10:27 --> 00:10:31: all of the trail related activities.
00:10:31 --> 00:10:34: Next slide, please. The last question that we posed in
00:10:34 --> 00:10:39: respect to existing conditions and trends is what opportunities are
00:10:39 --> 00:10:39: available.
00:10:39 --> 00:10:43: For maximizing trails potential and there are whole hosts of
00:10:43 --> 00:10:44: them,
00:10:44 --> 00:10:47: but the ones we'd like to highlight the begin with
00:10:47 --> 00:10:52: broad support that we've found among city officials and business
00:10:52 --> 00:10:56: owners and and many others for the possible creation.
00:10:56 --> 00:11:00: Of a Business Improvement District or bid by which,
00:11:00 --> 00:11:05: uh, the city might be able to.
00:11:05 --> 00:11:10: Raise revenues from Beneficiarii to the trail to support operations
00:11:10 --> 00:11:12: and maintenance of that facility.
00:11:12 --> 00:11:16: A great deal of support for that idea.
00:11:16 --> 00:11:20: Although it still requires further investigation.
00:11:20 --> 00:11:26: Uh, another opportunity pertains to the city manager having designated
00:11:26 --> 00:11:31: a a single city official authorized to solve problems and
00:11:31 --> 00:11:36: expedite projects in order to get things done efficiently and
00:11:36 --> 00:11:39: effectively. That's an important resource,
00:11:39 --> 00:11:45: and one that the all stakeholders can use to get
00:11:45 --> 00:11:46: things done.
00:11:46 --> 00:11:50: Uh. We found the broad agreement,
00:11:50 --> 00:11:53: particularly between the city and the foundation,
00:11:53 --> 00:11:58: about the need to update the Memorandum of understanding between
00:11:58 --> 00:11:59: those two parties.
00:11:59 --> 00:12:04: So the the fundamental agreement already exists to update the
00:12:04 --> 00:12:05: MLU,
00:12:05 --> 00:12:10: particularly with the understanding that the city is responsible for
00:12:10 --> 00:12:15: maintaining the basic infrastructure along the trail and the foundation
00:12:15 --> 00:12:18: is responsible for taking care of various.
00:12:18 --> 00:12:22: Discretionary amenities along the trail.
00:12:22 --> 00:12:27: Up the trail can address a wide variety of flooding
00:12:27 --> 00:12:29: issues with their critical.
00:12:29 --> 00:12:31: Norfolk, not just in the future,
00:12:31 --> 00:12:35: but but even today and you'll be hearing a momentarily
00:12:35 --> 00:12:40: about some opportunities to address those issues by use of

00:12:40 --> 00:12:41: the trail.
00:12:41 --> 00:12:44: And the and and finally we found the broad support
00:12:44 --> 00:12:49: for extending the trail eastward to serve various historically African
00:12:49 --> 00:12:51: American neighborhood.
00:12:51 --> 00:12:55: So further study is necessary to assign priority to those
00:12:55 --> 00:12:56: extensions.
00:12:56 --> 00:12:59: But a great deal of support already exists.
00:12:59 --> 00:13:02: They get that done. Next slide,
00:13:02 --> 00:13:07: please. And so like to touch on the three guiding
00:13:07 --> 00:13:11: themes you'll see these themes reflected.
00:13:11 --> 00:13:15: Across all of our responses to the foundations questions.
00:13:15 --> 00:13:19: First, the the trail is much more than just a
00:13:19 --> 00:13:20: trail.
00:13:20 --> 00:13:23: It's a component of the city's transportation system.
00:13:23 --> 00:13:29: It's an element of norfolks flood control infrastructure.
00:13:29 --> 00:13:34: It's a tool for economic development in alignment with the
00:13:34 --> 00:13:39: NOR Folk Innovation corridor and a multitude of other.
00:13:39 --> 00:13:45: Economic development assets and the trails in amenity for neighborhood,
00:13:45 --> 00:13:50: vitality and connectivity, so it's much more than just a
00:13:50 --> 00:13:53: bicycle and pedestrian facility.
00:13:53 --> 00:13:58: Uh, another theme is that success depends upon strong partnerships.
00:13:58 --> 00:14:02: Including the city and many others with whom we had.
00:14:02 --> 00:14:06: We've interacted this week and finally the trail can be
00:14:06 --> 00:14:08: an important catalyst for diversity.
00:14:08 --> 00:14:17: Equity and inclusion broadening the variety of users adjacent neighborhoods.
00:14:17 --> 00:14:21: Uh, and even, uh, the composition of the Foundation's board
00:14:21 --> 00:14:23: and committees next line please.
00:14:25 --> 00:14:28: I'm happy now to turn the platform over to my
00:14:29 --> 00:14:30: colleague Rachel Griffith,
00:14:30 --> 00:14:34: who will address the first of the foundations questions.
00:14:34 --> 00:14:37: What sustainable funding models are possible?
00:14:37 --> 00:14:41: For trail, operating and maintenance expenses Rachel.
00:14:43 --> 00:14:45: Thanks Fernando and good morning everyone.
00:14:45 --> 00:14:48: So the question that's often at the top of young
00:14:48 --> 00:14:53: nonprofit organizations mind is how do we get sustainable operating
00:14:53 --> 00:14:57: funding and the Elizabeth River Trail Foundation is no different
00:14:57 --> 00:15:00: and and and their ad from what we've heard from
00:15:00 --> 00:15:02: our stakeholder interviews,

00:15:02 --> 00:15:06: they're at sort of a critical juncture in their organizational
00:15:06 --> 00:15:06: lifecycle,
00:15:06 --> 00:15:10: where they've they've been doing a really great job identifying
00:15:10 --> 00:15:13: creative sources of operating revenue thus far.
00:15:13 --> 00:15:18: But but are really looking for something sustainable moving forward.
00:15:18 --> 00:15:22: So their current challenges that approximately 700 and $75,000 is
00:15:22 --> 00:15:25: needed per year for annual operating costs.
00:15:25 --> 00:15:29: And this breaks down to about $500,000 to maintain the
00:15:29 --> 00:15:33: trail about $100,000 for any emergency trip.
00:15:33 --> 00:15:36: Emergency trail repairs that may be needed,
00:15:36 --> 00:15:40: like due to flooding and things like that and 100
00:15:40 --> 00:15:43: and $75,000 to operate the foundation,
00:15:43 --> 00:15:46: which is mostly staff costs.
00:15:46 --> 00:15:49: So their current sources of operating revenue are primarily from
00:15:50 --> 00:15:51: individual donations.
00:15:51 --> 00:15:54: Also, they run a number of successful special events which
00:15:55 --> 00:15:58: have the potential to raise even more revenue in non
00:15:58 --> 00:16:02: pandemic years and also the the project administration allowances that
00:16:02 --> 00:16:06: can be can be received from the capital grants that
00:16:06 --> 00:16:09: they get for for trail construction projects.
00:16:09 --> 00:16:13: And there they have lots of other sources of revenue
00:16:13 --> 00:16:16: as well that are smaller amounts.
00:16:16 --> 00:16:19: And then there's also the city's contribution.
00:16:19 --> 00:16:22: The city, according to the Mo U is the designated
00:16:22 --> 00:16:24: maintainer of the trail,
00:16:24 --> 00:16:27: and our understanding is that in last year or this
00:16:27 --> 00:16:28: year's budget,
00:16:28 --> 00:16:31: there's about $10,000 budgeted to maintain the trail,
00:16:31 --> 00:16:35: which, as you see, falls significantly short of what's needed.
00:16:35 --> 00:16:38: So we've come up with a number of recommendations,
00:16:38 --> 00:16:41: and the way we're structuring them is that there's early
00:16:41 --> 00:16:42: action recommendations,
00:16:42 --> 00:16:44: medium term and long term,
00:16:44 --> 00:16:46: but that the early action.
00:16:46 --> 00:16:49: Items really are meant to help catalyze both the medium
00:16:49 --> 00:16:50: term and the long term,
00:16:50 --> 00:16:54: and that you know you can be working on both
00:16:54 --> 00:16:56: of them at the same time.

00:16:56 --> 00:17:01: Next slide, please. So for the early action items,
00:17:01 --> 00:17:05: we understand that the foundation is already in the process
00:17:05 --> 00:17:10: of initiating a friends of the Elizabeth River Trail or
00:17:10 --> 00:17:14: a membership program to to sort of solicit donations on
00:17:14 --> 00:17:18: a recurring basis from people who support the trail.
00:17:18 --> 00:17:22: And there's a couple different ways to structure a a
00:17:22 --> 00:17:24: membership program like this,
00:17:24 --> 00:17:28: and one is with more of a focus on.
00:17:28 --> 00:17:31: Bring you on as many members as possible and having
00:17:31 --> 00:17:35: low donation amounts from lots of different people and one
00:17:35 --> 00:17:39: is really geared towards revenue generation that is for higher
00:17:39 --> 00:17:42: donation amounts and you may have fewer donors and so
00:17:42 --> 00:17:46: that it seems like the trail has some plans for
00:17:46 --> 00:17:47: for putting up.
00:17:47 --> 00:17:50: Maybe QR codes along the trail with a donate now
00:17:50 --> 00:17:54: kind of thing so that there's ways to get these
00:17:54 --> 00:17:55: small amounts of donations.
00:17:55 --> 00:17:58: Whether it's through that or through.
00:17:58 --> 00:18:01: Crowdfunding or something, but we're recommending that this friends of
00:18:02 --> 00:18:05: the Elizabeth River Trail targets larger donation amounts.
00:18:05 --> 00:18:08: At least $100. And that there's it's structured in a
00:18:09 --> 00:18:14: way that really has minimal administration costs for the foundation.
00:18:14 --> 00:18:17: So, UM, any perks associated with it might be associated
00:18:17 --> 00:18:20: with events that are already planned,
00:18:20 --> 00:18:24: rather than having a special events just for just for
00:18:24 --> 00:18:26: these donors.
00:18:26 --> 00:18:29: And then another component of that could be sort of
00:18:29 --> 00:18:32: an in kind donation of of actual maintenance,
00:18:32 --> 00:18:35: where we understand that there is in adopt A spot
00:18:36 --> 00:18:40: program that the keep Norfolk Beautiful program operates and there
00:18:40 --> 00:18:44: could be an adopted trail program that they operate and
00:18:44 --> 00:18:47: a corporation or some college students could adopt.
00:18:47 --> 00:18:51: Part of the trail and they're responsible for the maintenance
00:18:51 --> 00:18:53: of that piece of the trail.
00:18:53 --> 00:18:54: Maybe not repairing the asphalt,
00:18:54 --> 00:19:00: but picking up trash. And maybe replanting things and things
00:19:00 --> 00:19:01: like that.
00:19:01 --> 00:19:05: The second early impact or early action recommendation is to
00:19:05 --> 00:19:07: Commission an economic impact study,

00:19:07 --> 00:19:10: and we think this could be a valuable tool to
00:19:10 --> 00:19:12: show the stakeholders,
00:19:12 --> 00:19:16: the, the businesses, and the city that there's already an
00:19:16 --> 00:19:19: economic benefit that the trail is is creating it to
00:19:20 --> 00:19:21: really quantify what that is,
00:19:21 --> 00:19:25: and we think this could be a helpful tool when
00:19:25 --> 00:19:29: when you're going out to businesses in solicitation of this
00:19:29 --> 00:19:31: Business Improvement District and also.
00:19:31 --> 00:19:34: To show the city what the economic impact is,
00:19:34 --> 00:19:37: and that if they spend money on improving the trail
00:19:37 --> 00:19:40: that they will then get that back.
00:19:40 --> 00:19:43: So we'll talk about this in more more detail a
00:19:43 --> 00:19:45: little later on in the presentation,
00:19:45 --> 00:19:48: but in in order to really make the trail more
00:19:48 --> 00:19:51: inclusive and to to get this broader user base and
00:19:51 --> 00:19:52: support base,
00:19:52 --> 00:19:55: we recommend doing a survey of potential trail users and
00:19:56 --> 00:19:58: what I mean when I say potential trail users is
00:19:58 --> 00:20:02: people who are not currently using the trail and and
00:20:02 --> 00:20:05: really understanding what the barriers are to them using the
00:20:05 --> 00:20:09: trail and once once that is understood then you can
00:20:09 --> 00:20:10: really start doing the work.
00:20:10 --> 00:20:14: Of addressing those barriers and then the next thing is
00:20:14 --> 00:20:18: to to do some feasibility work to determine if a
00:20:18 --> 00:20:20: bid is going to be possible.
00:20:20 --> 00:20:24: A Business Improvement District and this should really be led
00:20:24 --> 00:20:25: by the city and dumb.
00:20:25 --> 00:20:29: And this would involve a lot of cultivation of the
00:20:29 --> 00:20:32: businesses because you you will need 30%
00:20:32 --> 00:20:35: of the businesses to sign onto an initial petition.
00:20:35 --> 00:20:40: So so there will be some initial work that needs
00:20:40 --> 00:20:42: to be done.
00:20:42 --> 00:20:45: And then moving on to the medium term recommendations.
00:20:45 --> 00:20:49: This is really, UM, the main recommendation is to establish
00:20:49 --> 00:20:51: a Business Improvement District,
00:20:51 --> 00:20:56: and we're recommending looking at the area within 1000 feet
00:20:56 --> 00:20:57: of the trail.
00:20:57 --> 00:21:00: Uhm so so this would capture the businesses and the
00:21:01 --> 00:21:05: apartments that really derive the most benefit from it because
00:21:05 --> 00:21:06: they're so close.
00:21:06 --> 00:21:10: So within this area there's there's about $5 billion in
00:21:10 --> 00:21:14: assessed value from our back of the napkin and analysis,

00:21:14 --> 00:21:18: so it definitely more work would need to be done
00:21:18 --> 00:21:20: at two to confirm these numbers.
00:21:20 --> 00:21:22: But of that 5 billion,
00:21:22 --> 00:21:27: we think about 1.3 billion is commercial value that could
00:21:27 --> 00:21:27: be.
00:21:27 --> 00:21:30: Assessed as part of the Business Improvement District,
00:21:30 --> 00:21:35: and we're recommending the Business Improvement District and somewhere around
00:21:35 --> 00:21:36: the the railroad line,
00:21:36 --> 00:21:40: that kind of cuts through the city because it really
00:21:40 --> 00:21:44: would would constantly be in the most most concentrated area
00:21:44 --> 00:21:49: of commercial uses because farther north it's much more residential.
00:21:49 --> 00:21:54: Next slide, please. So within that district,
00:21:54 --> 00:21:57: there's a significant amount of institutional land use,
00:21:57 --> 00:22:01: so this is the color coding for for these pie
00:22:01 --> 00:22:01: charts,
00:22:01 --> 00:22:05: and you see that for the assessed value more than
00:22:05 --> 00:22:08: half of the assessed value is institutional uses,
00:22:08 --> 00:22:12: and this does not include the city's land,
00:22:12 --> 00:22:14: so it's everything but the city.
00:22:14 --> 00:22:16: And then in terms of acreage,
00:22:16 --> 00:22:20: it's also almost half, but there are significant amounts of
00:22:20 --> 00:22:21: commercial uses.
00:22:21 --> 00:22:23: And in terms of acreage,
00:22:23 --> 00:22:25: there's a lot of industrial.
00:22:25 --> 00:22:27: But in terms of assessed value,
00:22:27 --> 00:22:33: that's much less. But what that translates to if you
00:22:33 --> 00:22:36: go to the next slide is about.
00:22:36 --> 00:22:40: Like I said, 1.3 billion in total assessed commercial value
00:22:40 --> 00:22:45: that could be applied towards the the Business Improvement District.
00:22:45 --> 00:22:50: And these are just two potential mileage rates that could
00:22:50 --> 00:22:56: be could be assessed to those to those commercial businesses.
00:22:56 --> 00:23:00: So these show that we think it's pretty possible to
00:23:00 --> 00:23:05: get to that $750,000 through the Business Improvement District model.
00:23:05 --> 00:23:09: If this were to be feasible and dumb,
00:23:09 --> 00:23:12: you know, I think it's it's just important to note
00:23:13 --> 00:23:18: that the the downtown Business Improvement District that currently exists
00:23:18 --> 00:23:19: is 1.6 mills.

00:23:19 --> 00:23:25: Or excuse me, .16. So $0.16 per $100 and uhm.

00:23:25 --> 00:23:28: So this is significantly less than that.

00:23:28 --> 00:23:31: So, so back to those institutional uses.

00:23:31 --> 00:23:36: Like I said, 43% of the land area and 51%

00:23:36 --> 00:23:39: of the total assessed value is tax exempt.

00:23:39 --> 00:23:43: Yet these these institutions are definitely benefiting from the trail,

00:23:43 --> 00:23:47: and we pulled out some of the major.

00:23:47 --> 00:23:50: The major land owners within the area,

00:23:50 --> 00:23:52: the primary one being Sentara health,

00:23:52 --> 00:23:56: with by far the most the highest assessed value within

00:23:56 --> 00:24:00: the the Improvement District of 1.4 billion.

00:24:00 --> 00:24:02: Uhm, and then the Commonwealth,

00:24:02 --> 00:24:07: which probably comprises some of Norfolk State University and also

00:24:08 --> 00:24:10: any other state universities.

00:24:10 --> 00:24:15: And then the Eastern Virginia Medical School at 325 million

00:24:15 --> 00:24:17: and the US government.

00:24:17 --> 00:24:22: So some of the Navy establishments.

00:24:22 --> 00:24:26: So there could be a payment in lieu of taxes

00:24:27 --> 00:24:27: or pilot.

00:24:27 --> 00:24:32: Established with these organizations in order to bring in additional

00:24:32 --> 00:24:34: funds for operating and maintenance.

00:24:34 --> 00:24:38: Because like I said, if these organizations are deriving value

00:24:38 --> 00:24:39: from the trail.

00:24:42 --> 00:24:46: Next slide, please. So I know we're talking about operating

00:24:46 --> 00:24:50: expenses and ways to bring in revenue for those,

00:24:50 --> 00:24:54: but it's also we're talking about capital improvements because we

00:24:54 --> 00:24:57: did hear from our stakeholder interviews that you know,

00:24:57 --> 00:25:01: Grant writing is can be a full time job for

00:25:01 --> 00:25:02: for foundation staff,

00:25:02 --> 00:25:05: but they have it so many other things that they're

00:25:06 --> 00:25:10: doing so really determining who should be responsible for grant

00:25:10 --> 00:25:10: writing,

00:25:10 --> 00:25:13: moving forward, and developing a program around that.

00:25:13 --> 00:25:16: So is it. A A grant writing professional that the

00:25:16 --> 00:25:18: foundation contracts with.

00:25:18 --> 00:25:21: Or is there a city staff person who could who

00:25:21 --> 00:25:25: could do the grant writing or even a staff person

00:25:25 --> 00:25:28: at the NPO so so figuring out this piece of

00:25:28 --> 00:25:31: the puzzle sooner rather than later would be beneficial.
00:25:31 --> 00:25:35: And then going back to the idea that a trail
00:25:35 --> 00:25:37: is not just a trail there,
00:25:37 --> 00:25:40: there's lots of different funding sources that this this trail
00:25:41 --> 00:25:42: could be eligible for.
00:25:42 --> 00:25:44: And so just thinking broadly about what?
00:25:44 --> 00:25:47: This might be including resilience funds,
00:25:47 --> 00:25:50: transportation funds, economic or excuse me,
00:25:50 --> 00:25:57: Environmental Quality and brownfields remediation and also public health and
00:25:57 --> 00:26:00: Wellness as well as public art.
00:26:00 --> 00:26:03: And then our long-term recommendation sort of ties in with
00:26:03 --> 00:26:04: the foundations.
00:26:04 --> 00:26:09: The Foundation's goal of making the trail more inclusive and
00:26:09 --> 00:26:12: more of an amenity for everybody in the city.
00:26:12 --> 00:26:16: Is really part of the work of trans of transforming
00:26:16 --> 00:26:20: it from this hidden gem that we heard so many
00:26:20 --> 00:26:24: many people call it to the local source of pride,
00:26:24 --> 00:26:28: which is part of the Foundation's mission and really something
00:26:28 --> 00:26:30: that that everybody can rally,
00:26:30 --> 00:26:35: rally around and support. And so once that transformation happens.
00:26:35 --> 00:26:36: And when I say transformation,
00:26:36 --> 00:26:39: I mean of people's attitudes towards the trail,
00:26:39 --> 00:26:42: then a potential voter referendum that would establish a dedicated
00:26:42 --> 00:26:44: annual operating fund for the trails.
00:26:44 --> 00:26:47: Maintenance might be successful. We don't think it would be
00:26:47 --> 00:26:49: successful right now,
00:26:49 --> 00:26:51: but this is something to work towards,
00:26:51 --> 00:26:55: we think. And then for the second question,
00:26:55 --> 00:26:57: I will pass it off to my colleague or he
00:26:58 --> 00:26:58: leopardo.
00:27:00 --> 00:27:03: Thanks Rachel, and I'll be chatting a little bit about
00:27:03 --> 00:27:05: coordination between the city and the foundation.
00:27:05 --> 00:27:08: So next slide please. Uhm,
00:27:08 --> 00:27:10: so we're very well aware and it's been great to
00:27:10 --> 00:27:13: learn about how the foundation has just been critical to
00:27:13 --> 00:27:17: build support and excitement for the trail within the community.
00:27:17 --> 00:27:20: But to realize the potential of the trail,
00:27:20 --> 00:27:22: the city needs to play a big part in this

00:27:22 --> 00:27:25: by really leveraging their municipal authority.
00:27:25 --> 00:27:28: So we'll talk through a few strategies about how the
00:27:28 --> 00:27:32: foundation and the city can collaborate to make this happen.
00:27:32 --> 00:27:37: Next slide, please. So bringing dynamic projects like the vision
00:27:37 --> 00:27:42: for the River Trail require collaboration with various partners and
00:27:42 --> 00:27:43: institutions,
00:27:43 --> 00:27:46: but also within different departments in the city,
00:27:46 --> 00:27:50: and sometimes that community. That communication isn't very clear.
00:27:50 --> 00:27:55: Reinforcing a city champion or a champion within city staff
00:27:55 --> 00:28:00: is really critical to help direct staff and resources to
00:28:00 --> 00:28:04: implement efforts along the River Trail.
00:28:04 --> 00:28:07: Additionally, this leadership position within the city can help foster
00:28:07 --> 00:28:10: data sharing and regular communication within agencies,
00:28:10 --> 00:28:13: which often isn't the case in many municipalities.
00:28:13 --> 00:28:16: And this data sharing is really important because it helps
00:28:16 --> 00:28:20: different departments know when they're working in an area and
00:28:20 --> 00:28:23: helps them coordinate construction and maintenance schedules.
00:28:23 --> 00:28:28: It's always frustrating when a new facility is developed only
00:28:28 --> 00:28:31: to be ripped up a few weeks later to do
00:28:31 --> 00:28:33: some underlying utility work.
00:28:33 --> 00:28:36: Additionally, the city plays a key role in being a
00:28:36 --> 00:28:42: converger of different stakeholders of institution and continuing communications with
00:28:42 --> 00:28:43: the foundation.
00:28:43 --> 00:28:48: Of course, to provide updates and help strategize on what
00:28:48 --> 00:28:50: the next party should be.
00:28:50 --> 00:28:54: And then lastly, this role is really needed to help
00:28:54 --> 00:28:56: validate the city's commitments.
00:28:56 --> 00:29:02: In the Memorandum of Understanding that was signed between the
00:29:02 --> 00:29:03: city and and.
00:29:03 --> 00:29:06: Foundation so next slide please.
00:29:06 --> 00:29:10: So Speaking of the MOU and what we heard is
00:29:10 --> 00:29:14: that though the MLU was signed back in 2016,
00:29:14 --> 00:29:19: the lack of specificity within that document has really created
00:29:19 --> 00:29:21: some challenges for the city,
00:29:21 --> 00:29:25: and they've been unable to execute on a specific scope
00:29:25 --> 00:29:29: because the document kind of lacks specificity.

00:29:29 --> 00:29:33: We've reviewed the MOU and have identified a few topics
00:29:33 --> 00:29:39: and potential recommendations for how the MLU could be bolstered
00:29:39 --> 00:29:41: to really provide a specific scope.
00:29:41 --> 00:29:44: I'm on the topic of public safety.
00:29:44 --> 00:29:48: We really think that the role of enforcement of Traffic
00:29:48 --> 00:29:48: Safety,
00:29:48 --> 00:29:52: especially for areas that are on streets and ensuring the
00:29:52 --> 00:29:54: facilities are safe,
00:29:54 --> 00:29:56: really lie on the city's plate.
00:29:56 --> 00:29:58: On the topic of maintenance,
00:29:58 --> 00:30:02: which in the MO U falls solely on the plate
00:30:02 --> 00:30:03: of the city,
00:30:03 --> 00:30:06: and we think of Split might be appropriate.
00:30:06 --> 00:30:10: Where the city really is focused on the public right
00:30:10 --> 00:30:11: away,
00:30:11 --> 00:30:14: which includes landscaping. The trail maintenance itself.
00:30:14 --> 00:30:16: Make sure things are smooth,
00:30:16 --> 00:30:19: but when it comes to ancillary services such as restroom
00:30:19 --> 00:30:24: maintenance or perhaps even water founder maintenance and those are
00:30:24 --> 00:30:28: services that may be best contracted by the foundation to
00:30:28 --> 00:30:33: provide additional support. The MLU also highlights that the foundation
00:30:33 --> 00:30:39: should provide additional input for development projects along the River
00:30:39 --> 00:30:39: Trail.
00:30:39 --> 00:30:44: However, it lacks specificity as to how this would happen
00:30:44 --> 00:30:45: beyond traditional.
00:30:47 --> 00:30:51: Community input processes, so I think it's a question to
00:30:51 --> 00:30:52: be asked.
00:30:52 --> 00:30:55: Is there a need to go beyond standard community input
00:30:55 --> 00:30:58: process and So what does that look like?
00:30:58 --> 00:31:01: It very well may be an advanced than ification or
00:31:01 --> 00:31:03: some sort of additional communication,
00:31:03 --> 00:31:07: just to ensure that the foundation provides their formal written
00:31:07 --> 00:31:08: commentary.
00:31:08 --> 00:31:12: On the programming side, and we know that the River
00:31:12 --> 00:31:16: Trail is becoming a place that many institutions such as
00:31:16 --> 00:31:20: and if you are really looking to bring communities to
00:31:20 --> 00:31:22: and use of space to program events,
00:31:22 --> 00:31:27: the city may consider developing a streamlined permitting process that

00:31:27 --> 00:31:32: facilitates the adoption or approval of projects along the right
00:31:32 --> 00:31:33: away of the trail.
00:31:33 --> 00:31:37: And they may even consider working with the foundation to
00:31:37 --> 00:31:39: have the foundation provide additional support,
00:31:39 --> 00:31:43: either in permit review or in sharing information with potential
00:31:43 --> 00:31:46: stakeholders that would like to host an event.
00:31:46 --> 00:31:51: And then lastly, we've heard that currently it's pretty challenging
00:31:51 --> 00:31:54: to free up funds to make any sort of improvement
00:31:54 --> 00:31:55: along the trail,
00:31:55 --> 00:31:59: so it's important to provide the administrative authority to the
00:31:59 --> 00:32:03: city to release plans and make either maintenance projects or
00:32:03 --> 00:32:04: other improvements.
00:32:04 --> 00:32:09: Along the river channel. And next slide please.
00:32:09 --> 00:32:12: So while the MLU is really great at improving or
00:32:12 --> 00:32:14: continuing kind of piece meal,
00:32:14 --> 00:32:18: approach of identifying improvements as they come along the trail,
00:32:18 --> 00:32:22: establishing a formal right away designation would really give the
00:32:22 --> 00:32:25: city the authority to incorporate the trail into all its
00:32:25 --> 00:32:29: comprehensive planning documents and would allow the city to kind
00:32:29 --> 00:32:33: of guide developments that come in along with the trail.
00:32:33 --> 00:32:38: We're recommending that the this detailed right away is approved
00:32:38 --> 00:32:39: via city Ordinance,
00:32:39 --> 00:32:44: which identifies both the specific route for the trail and
00:32:44 --> 00:32:48: its entire T and includes parcels within 1000 feet in
00:32:48 --> 00:32:51: each direction of the trail itself.
00:32:51 --> 00:32:55: This inclusion of the parcels would allow for the city
00:32:55 --> 00:32:59: to outline regulations and any sort and leverage input for
00:32:59 --> 00:33:03: developments that happened within that designated public.
00:33:03 --> 00:33:08: Rail or public right of way in addition to the
00:33:08 --> 00:33:11: inclusion of the trail within.
00:33:11 --> 00:33:14: Long term planning documents in the city.
00:33:14 --> 00:33:19: It also provides justification for releasing resources to improve it
00:33:19 --> 00:33:24: and also helps guide conversations with developers to require them
00:33:24 --> 00:33:28: to either include amenities such as lighting or maintaining their
00:33:28 --> 00:33:32: trail that is adjacent to their property and also helps

00:33:32 --> 00:33:37: ensure that new development enhances the public space along the

00:33:37 --> 00:33:42: trail instead of creating some friction between the built environment.

00:33:42 --> 00:33:46: And that beautiful trail facilities.

00:33:46 --> 00:33:51: Next slide. And lastly, continuing on this theme of an

00:33:51 --> 00:33:52: overarching,

00:33:52 --> 00:33:58: comprehensive view of the plan or off the trail.

00:33:58 --> 00:34:01: Hey, a master plan would be a great resource that

00:34:02 --> 00:34:07: outlines the different parties along the river house prioritized projects

00:34:07 --> 00:34:11: and helps guide resources to make the vision the complete

00:34:11 --> 00:34:14: vision for the River Trail complete.

00:34:14 --> 00:34:18: You know this type of document often contains components such

00:34:18 --> 00:34:20: as design specifications,

00:34:20 --> 00:34:24: both for facilities and for construction along the River Trail.

00:34:24 --> 00:34:28: Make adify any land uses that are necessary.

00:34:28 --> 00:34:32: Or deemed appropriate by the community to ensure that there's

00:34:32 --> 00:34:35: a mix of developments and projects along the river and

00:34:35 --> 00:34:39: also helps prioritize and prioritized individual projects and identify funding

00:34:39 --> 00:34:41: strategies for making that happen.

00:34:41 --> 00:34:45: So a lot of what Rachel was mentioning could be

00:34:45 --> 00:34:48: classified in a master plan like this.

00:34:48 --> 00:34:51: And lastly, a master plan which is led by the

00:34:51 --> 00:34:53: city in collaboration with the foundation,

00:34:53 --> 00:34:57: would really present an opportunity to build on the base

00:34:57 --> 00:34:58: of the foundation.

00:34:58 --> 00:35:01: Has built in recent years and Co.

00:35:01 --> 00:35:05: Create a community vision for what the river looks like

00:35:05 --> 00:35:06: in the future.

00:35:06 --> 00:35:09: And with that come up to the next slide,

00:35:09 --> 00:35:12: where I believe I'll pitch it over to Ryan to

00:35:12 --> 00:35:15: talk about how the trail can help really maintain some

00:35:15 --> 00:35:18: environmental resiliency in the Community.

00:35:19 --> 00:35:22: Thank you very much for Healio and good morning everyone.

00:35:22 --> 00:35:25: It's good to be with you.

00:35:25 --> 00:35:27: So you asked us to think about how the trail

00:35:27 --> 00:35:31: could be leveraged for coastal resilience and flood protection and

00:35:31 --> 00:35:33: either its current alignment or a new one.

00:35:33 --> 00:35:36: And and how could it fit into Norfolk's other strategies

00:35:36 --> 00:35:39: and local investment to enhance resilience.
00:35:39 --> 00:35:41: And so let's move on to the next slide.
00:35:41 --> 00:35:44: I think when we we looked at the context,
00:35:44 --> 00:35:47: we did see that the the trail can help the
00:35:47 --> 00:35:48: city significantly.
00:35:48 --> 00:35:52: We think in adapting to its changing climate can also
00:35:52 --> 00:35:55: help mitigate the extent of that change by.
00:35:55 --> 00:35:59: Supporting active mobility. Segments of the trail and in their
00:35:59 --> 00:36:01: surrounding spaces work together,
00:36:01 --> 00:36:05: and they're well located to intercept rising river levels and
00:36:05 --> 00:36:09: capture rainfall and inland situations as well.
00:36:09 --> 00:36:11: Go to the next slide.
00:36:11 --> 00:36:15: So certainly Norfolk is vulnerable to a number of different
00:36:15 --> 00:36:18: coastal riverines and interior flooding situations.
00:36:18 --> 00:36:23: The core of engineers helped identify those resources and challenges
00:36:23 --> 00:36:26: in in many respects some of the things that they
00:36:26 --> 00:36:31: highlighted was the need for coastal resilience and flood barriers
00:36:31 --> 00:36:34: and things like that and more or less a similar
00:36:34 --> 00:36:39: alignment to the way that the the trail follows the
00:36:39 --> 00:36:40: riverfront.
00:36:40 --> 00:36:43: Certainly South of Lambert. Point and moving eastward.
00:36:43 --> 00:36:46: And So what we thought was important,
00:36:46 --> 00:36:51: there is that more than any other street or other
00:36:51 --> 00:36:53: piece of public right of way.
00:36:53 --> 00:36:57: The trail is is best positioned to tie together a
00:36:57 --> 00:37:02: series of infrastructure changes to help meet the intent of
00:37:02 --> 00:37:04: these flood barriers,
00:37:04 --> 00:37:09: but also to provide and continue to provide great public
00:37:09 --> 00:37:12: access to and along the Elizabeth River.
00:37:12 --> 00:37:15: Move to the next slide.
00:37:15 --> 00:37:19: So we put together a quick diagram here with some
00:37:19 --> 00:37:22: ideas for for you all to consider as really taking
00:37:22 --> 00:37:25: the next step in a conversation.
00:37:25 --> 00:37:28: A lot more analysis needs to be done to revise
00:37:28 --> 00:37:30: and refine these ideas,
00:37:30 --> 00:37:34: but we wanted to talk about the way in which
00:37:34 --> 00:37:35: the trail,
00:37:35 --> 00:37:37: corridor and and with extensions to it.
00:37:37 --> 00:37:41: Different roles that it could play in a broader strategy
00:37:41 --> 00:37:43: for coastal resilience.

00:37:43 --> 00:37:47: I think you know there's a few key things we
00:37:47 --> 00:37:49: want to talk about here.
00:37:49 --> 00:37:53: First, the idea of how segments of the trail kind
00:37:53 --> 00:37:57: of highlighted here in blue how they could function as
00:37:57 --> 00:37:57: a bridge,
00:37:57 --> 00:38:02: a corridor that connects people to critical destinations and services
00:38:02 --> 00:38:05: during flood events in yellow we highlighted places where we
00:38:05 --> 00:38:09: think those trail segments could could function as an elevated
00:38:09 --> 00:38:13: shoreline and embankment that helps keep floodwaters away from vulnerable
00:38:13 --> 00:38:14: property and infrastructure.
00:38:14 --> 00:38:18: But also creates great public open space amenities that are
00:38:18 --> 00:38:21: usable at all times of year and not just flood
00:38:22 --> 00:38:23: protection infrastructure.
00:38:23 --> 00:38:27: And in green we've highlighted trail segments that we think
00:38:27 --> 00:38:30: could potentially function as sponges,
00:38:30 --> 00:38:34: places where the trail corridor could soak up either interior
00:38:34 --> 00:38:38: flooded related waters or helps soften the wave action that
00:38:38 --> 00:38:42: comes with sea level rise and storm surge along the
00:38:42 --> 00:38:46: edge and and starting to think about some tributaries.
00:38:46 --> 00:38:49: That lead to the trail and how they might be
00:38:50 --> 00:38:53: able to function as part of this broader system.
00:38:53 --> 00:38:56: This sort of builds on some of the ideas that
00:38:56 --> 00:39:00: you can see in Norfolk coastal resilience strategy,
00:39:00 --> 00:39:04: where a number of locations were highlighted needing either new
00:39:04 --> 00:39:05: bermes or floodwalls.
00:39:05 --> 00:39:08: What we want to think about is how the trail
00:39:08 --> 00:39:11: can provide that same function,
00:39:11 --> 00:39:14: but with other Co benefits that create recreation,
00:39:14 --> 00:39:16: health and mobility opportunities for many neighborhoods.
00:39:16 --> 00:39:21: Throughout the city we could go on to the next
00:39:21 --> 00:39:22: line.
00:39:22 --> 00:39:26: So here are just some examples of what we're talking
00:39:26 --> 00:39:27: about when we need.
00:39:27 --> 00:39:31: How can the trail function as an elevated shoreline?
00:39:31 --> 00:39:35: This project from Richmond, BC actually was done in order
00:39:35 --> 00:39:37: to elevate a landscape,
00:39:37 --> 00:39:41: and rather than simply have a typical levy that only
00:39:41 --> 00:39:43: provided flood protection,
00:39:43 --> 00:39:46: the embankments were created here to provide for mobility,

00:39:46 --> 00:39:51: active mobility as well as terrorist amphitheatres that were great
00:39:51 --> 00:39:52: gathering spaces.
00:39:52 --> 00:39:57: For people and it also involved educational opportunities and the
00:39:57 --> 00:40:02: opportunity to create new habitat while elevating that that flood
00:40:02 --> 00:40:05: protection along the riverfront.
00:40:05 --> 00:40:10: Next slide. You can see these techniques used in other
00:40:10 --> 00:40:12: parts of Virginia,
00:40:12 --> 00:40:14: and Alexandria's waterfront. Recently, there was a,
00:40:14 --> 00:40:17: you know, after the planning there.
00:40:17 --> 00:40:20: There were several new developments built that elevated.
00:40:20 --> 00:40:24: There's first floors that the buildings themselves were outside of
00:40:24 --> 00:40:25: that flood threat,
00:40:25 --> 00:40:29: and then the new seawalls were created and new landscapes
00:40:29 --> 00:40:33: were terrorists between those seawalls and those new development to
00:40:33 --> 00:40:37: create great waterfront public space that also acts as that
00:40:37 --> 00:40:41: elevated. Shoreline this is the kind of ideas that could
00:40:41 --> 00:40:44: be possible at harbor around Harbor Park or in parts
00:40:44 --> 00:40:45: of.
00:40:45 --> 00:40:50: Fort Norfolk next slide. So when we talk about the
00:40:51 --> 00:40:55: trail and its corridor acting as a sponge,
00:40:55 --> 00:40:59: we're looking at creating new wetland environments and those wetland
00:40:59 --> 00:41:04: environments could happen in an interior location and again intercept
00:41:04 --> 00:41:07: and store soak up and filter the runoff that happens
00:41:07 --> 00:41:10: there to avoid inland flooding issues.
00:41:10 --> 00:41:13: And those same kind of techniques can be integrated along
00:41:13 --> 00:41:17: the water's edge along the shoreline to help buffer coastal
00:41:17 --> 00:41:21: storm surge and to help absorb some of those waters
00:41:21 --> 00:41:24: as well. Sometimes the sponge idea that that can't replace
00:41:24 --> 00:41:26: a barrier that's necessary,
00:41:26 --> 00:41:29: but you can also use them in combination in many
00:41:29 --> 00:41:33: cases to provide that new elevated barrier with a living
00:41:33 --> 00:41:36: shoreline edge to help soak up the water and the
00:41:36 --> 00:41:40: energy that comes with it.
00:41:40 --> 00:41:42: Go to the next slide.
00:41:42 --> 00:41:46: So the bridge idea is is something that can function
00:41:46 --> 00:41:47: in multiple ways.

00:41:47 --> 00:41:51: Uhm, some of our work in in Philadelphia look to
00:41:51 --> 00:41:55: create a new bicycle and pedestrian route that actually goes
00:41:55 --> 00:41:59: above the river in order to provide for crossings over
00:41:59 --> 00:42:03: key infrastructure and to provide a safe route for pedestrians,
00:42:03 --> 00:42:07: cyclists and actually for emergency access during flood events.
00:42:07 --> 00:42:10: So that's one way the bridge idea can work.
00:42:10 --> 00:42:14: Another way is to have the trail be slightly elevated
00:42:14 --> 00:42:18: as it moves through along key streets in neighborhood areas
00:42:18 --> 00:42:19: like Edgewater,
00:42:19 --> 00:42:22: Larchmont, moving farther north. You could imagine there have been
00:42:22 --> 00:42:25: discussions about potentially elevating portions of Hampton Blvd.
00:42:25 --> 00:42:29: Now a new alignment or a spur of the trail
00:42:29 --> 00:42:31: could be part of that elevation.
00:42:31 --> 00:42:35: So where that corridor acts like a bridge providing safe
00:42:35 --> 00:42:37: access through those neighborhoods.
00:42:37 --> 00:42:41: Two key destinations. Like the port or the hospital to
00:42:41 --> 00:42:43: the South during flood events.
00:42:46 --> 00:42:49: And the next slide please the entire corridor,
00:42:49 --> 00:42:53: though we think has a great role to play as
00:42:53 --> 00:42:54: a storyteller.
00:42:54 --> 00:42:58: Again, it's it's a piece of infrastructure that ties together
00:42:58 --> 00:43:01: great series of events and places,
00:43:01 --> 00:43:04: key destinations and storylines about Norfolk's great maritime history,
00:43:04 --> 00:43:08: past, present and future. And and we think that it
00:43:09 --> 00:43:13: has the ability to also educate and raise awareness on
00:43:13 --> 00:43:14: sea level,
00:43:14 --> 00:43:16: rise issues, coastal resilience issues.
00:43:16 --> 00:43:19: And what the city is doing to help adapt to
00:43:19 --> 00:43:22: those changes and mitigate the extent of those changes.
00:43:22 --> 00:43:25: So we don't want to underestimate the role of the
00:43:25 --> 00:43:28: trail as a storyteller and as a place that can
00:43:28 --> 00:43:31: demonstrate all of the great things that Norfolk is planning
00:43:31 --> 00:43:34: to do and implement it.
00:43:34 --> 00:43:38: And that means everything from public art installations to places
00:43:38 --> 00:43:41: where you can view and appreciate the water and it's
00:43:41 --> 00:43:43: changing levels in different ways and more.
00:43:43 --> 00:43:47: Direct interpretive educational signage and elements that help tell those

00:43:47 --> 00:43:50: stories with as as more and more people use the
00:43:50 --> 00:43:51: trail,
00:43:51 --> 00:43:55: both residents and visitors. Next,
00:43:55 --> 00:43:58: slide and lastly as we move towards implementation we think
00:43:58 --> 00:43:59: about OK.
00:43:59 --> 00:44:02: How do we start to to have the trail function
00:44:02 --> 00:44:05: more and more in this wave as a integral piece
00:44:05 --> 00:44:06: of flood infrastructure,
00:44:06 --> 00:44:09: we want to think about a couple key points.
00:44:09 --> 00:44:12: I number one, we think one of the first things
00:44:12 --> 00:44:15: to do is to create a baseline assessment of the
00:44:16 --> 00:44:19: trail conditions today based on their adjacency and right of
00:44:19 --> 00:44:23: way widths and then overlay the anticipated inundation vulnerability mapping
00:44:23 --> 00:44:24: that's been done that key.
00:44:24 --> 00:44:27: Years and then overlay the topography that exists today.
00:44:27 --> 00:44:30: And that's going to be needed to determine how much
00:44:30 --> 00:44:33: the trail could be elevated or would need to be
00:44:33 --> 00:44:36: elevated in key locations to help provide that barrier,
00:44:36 --> 00:44:39: and so that's the next level of detail needed to
00:44:39 --> 00:44:40: help reinforce that strategy.
00:44:40 --> 00:44:43: We want to make sure to be clear though,
00:44:43 --> 00:44:46: with the city and the core of engineers and the
00:44:46 --> 00:44:49: broader community that the trail is in a critical location
00:44:49 --> 00:44:52: for flood risk reduction and that it can play a
00:44:52 --> 00:44:55: significant role and needs to be invested in in.
00:44:55 --> 00:44:58: Order to do it. We want to focus those investments
00:44:58 --> 00:44:58: first,
00:44:58 --> 00:45:01: where there's a combination of the highest benefit,
00:45:01 --> 00:45:04: the highest visibility, and the lowest cost so that we
00:45:04 --> 00:45:08: can move quickly to prove the resilience value to residents
00:45:08 --> 00:45:09: and decision makers.
00:45:09 --> 00:45:13: Keep those projects initially quite simple with an emphasis on
00:45:13 --> 00:45:15: new and expanded trail connectivity.
00:45:15 --> 00:45:17: There's a lot that can be done,
00:45:17 --> 00:45:20: but the first benefit of the trail is being contiguous
00:45:20 --> 00:45:21: and connected,
00:45:21 --> 00:45:24: so we want to make sure that those those early
00:45:24 --> 00:45:26: projects help reinforce that.
00:45:26 --> 00:45:29: And lastly, we want to bundle the issues and look
00:45:29 --> 00:45:34: for critical intersections where several challenges can be addressed simultaneously

00:45:34 --> 00:45:34: by 1 project,
00:45:34 --> 00:45:38: so that when those investments are made we get many
00:45:38 --> 00:45:40: Co benefits out of that.
00:45:40 --> 00:45:43: Same investment. Thank you very much.
00:45:43 --> 00:45:46: I'm now going to pass it to Paul Moyer to
00:45:46 --> 00:45:49: speak more about how the trail can become a diverse,
00:45:49 --> 00:45:50: equitable and inclusive community asset.
00:45:52 --> 00:45:55: Thank you Ryan. So the last question is mentioned is
00:45:55 --> 00:45:57: that what we will call DI?
00:45:57 --> 00:46:00: So when you hear me say that that's diverse,
00:46:00 --> 00:46:03: equitable, inclusive. So if you go to the next slide,
00:46:03 --> 00:46:08: please. As a as the panel began discussing the idea
00:46:08 --> 00:46:12: of DEI and the trail and how it could be
00:46:12 --> 00:46:14: a catalyst for DI,
00:46:14 --> 00:46:17: we came across the fact that the city is a
00:46:17 --> 00:46:21: leader in the region and has launched its own DI
00:46:21 --> 00:46:24: initiative as noted here on the right,
00:46:24 --> 00:46:27: and we thought that this was a great way to
00:46:27 --> 00:46:31: kind of think of our efforts related to DEI and
00:46:31 --> 00:46:35: the trail and how the trail can become a contributed
00:46:35 --> 00:46:42: to this. Larger citywide and ultimately regionwide DI focus.
00:46:42 --> 00:46:47: Next slide, please. So as as we were thinking specifically
00:46:47 --> 00:46:51: about actions that we could take the most direct one
00:46:52 --> 00:46:56: we came to was establishing a committee on the Board
00:46:56 --> 00:46:59: of the RTF Board. That's focused on DI.
00:46:59 --> 00:47:02: So it really becomes a focus focused effort,
00:47:02 --> 00:47:08: so that would have committee members in a committee chair.
00:47:08 --> 00:47:11: And the idea is that this is part of this
00:47:11 --> 00:47:15: and maybe establishing this committee we would look to expand
00:47:15 --> 00:47:18: those that participate on the board to some of the
00:47:18 --> 00:47:22: communities of color that may be less represented in the
00:47:22 --> 00:47:23: trail today.
00:47:23 --> 00:47:27: Uhm, and as part of that committee moving forward,
00:47:27 --> 00:47:31: they would. We would recommend they developed some goals and
00:47:31 --> 00:47:35: objectives for how they will support the initiative and really
00:47:35 --> 00:47:39: kind of helped be a lens to make sure activities
00:47:39 --> 00:47:43: and energies that are being put into the trail reflect
00:47:43 --> 00:47:47: those those initiatives and that that flavor of thinking as
00:47:47 --> 00:47:48: we move forward.
00:47:48 --> 00:47:54: Next slide. So you've seen Grant you all probably know

00:47:54 --> 00:47:55: the trail.
00:47:55 --> 00:47:58: This the trail goes through many neighborhoods in the city.
00:47:58 --> 00:48:01: We heard pretty clearly as we were going through our
00:48:01 --> 00:48:05: stakeholder interviews that there is a sort of a sense
00:48:05 --> 00:48:09: that the trail represents primarily the more fluent in white
00:48:09 --> 00:48:12: neighborhoods of Norfolk. And that was something you know that
00:48:12 --> 00:48:15: we wanted to think about relative to DI.
00:48:15 --> 00:48:19: So if you go to the next slide.
00:48:19 --> 00:48:22: We were thinking about it and and Ryan kind of
00:48:22 --> 00:48:26: UM has talked to several people talked about what connection
00:48:26 --> 00:48:29: should happen in the future and and really,
00:48:29 --> 00:48:32: the point here isn't to say these are the exact
00:48:33 --> 00:48:35: connections that might happen in the future.
00:48:35 --> 00:48:38: We were just saying, you know,
00:48:38 --> 00:48:42: thinking forward? How can the trail connect to these nearby
00:48:42 --> 00:48:46: neighborhoods and and really help bring them into the discussion
00:48:46 --> 00:48:49: and activities related to the trail.
00:48:49 --> 00:48:51: So as part of doing that,
00:48:51 --> 00:48:53: though, this is really needs to be.
00:48:53 --> 00:48:56: I'll say community driven and and be part of a
00:48:56 --> 00:48:57: larger discussion,
00:48:57 --> 00:49:02: so if you go to the next slide.
00:49:02 --> 00:49:04: Uh, one of the the and and you've heard about
00:49:04 --> 00:49:05: this from others.
00:49:05 --> 00:49:09: The idea of a survey is something we think is
00:49:09 --> 00:49:10: important.
00:49:10 --> 00:49:12: In in really, as mentioned previously,
00:49:12 --> 00:49:14: that survey should be will,
00:49:14 --> 00:49:16: say, potential future trail users.
00:49:16 --> 00:49:20: Or really maybe a citywide survey to gauge interest in
00:49:20 --> 00:49:23: communities in interest in enhanced trail access,
00:49:23 --> 00:49:27: as as a way to begin to learn which areas
00:49:27 --> 00:49:31: make the most sense to connect to where there might
00:49:31 --> 00:49:33: be the most interest.
00:49:33 --> 00:49:35: So as part of that,
00:49:35 --> 00:49:39: I do want to note that Norfolk State University,
00:49:39 --> 00:49:42: which is at the. At the Far East end,
00:49:42 --> 00:49:45: which is connected, although it's not a great connection,
00:49:45 --> 00:49:48: so one of the ideas that it was brought up
00:49:48 --> 00:49:52: during some of the stakeholder meetings was to strengthen

that
00:49:52 --> 00:49:54: connection to Norfolk State,
00:49:54 --> 00:49:58: which really would help emphasize the importance of DI as
00:49:58 --> 00:49:59: part of the trail,
00:49:59 --> 00:50:03: and then also as as once we have survey information
00:50:03 --> 00:50:07: begin to look at which neighborhoods connections make sense or
00:50:07 --> 00:50:10: are or where there's the most interest as well as
00:50:10 --> 00:50:15: physical connection. And start to build relationships with those communities
00:50:15 --> 00:50:16: to to develop that.
00:50:16 --> 00:50:20: Buy in and interest in the trail.
00:50:20 --> 00:50:20: Next
00:50:20 --> 00:50:22: slide. Uhm,
00:50:22 --> 00:50:26: two other. I'll say events and programming ideas that the
00:50:26 --> 00:50:31: trail and the foundation do tremendous job already of programming
00:50:31 --> 00:50:32: along the trail.
00:50:32 --> 00:50:36: And really, these are just some additional thoughts on how
00:50:36 --> 00:50:37: to expand that.
00:50:37 --> 00:50:41: The first one is and there's already a strong relationship
00:50:41 --> 00:50:42: with Sentara.
00:50:42 --> 00:50:45: They're a big donor to the trail,
00:50:45 --> 00:50:49: and as we understand they they actually are actively supporting
00:50:49 --> 00:50:52: some programs along the trail where they?
00:50:52 --> 00:50:56: Match health professionals with the community to do walks and
00:50:56 --> 00:51:01: discuss health benefits of walking and biking and other exercise.
00:51:01 --> 00:51:04: We just think that that could be also expanded to
00:51:04 --> 00:51:08: other communities of color that may not be as close
00:51:08 --> 00:51:12: to Sentara specifically and then the second item.
00:51:12 --> 00:51:15: Here is the 10 minute walk,
00:51:15 --> 00:51:18: improving access to parks and green space.
00:51:18 --> 00:51:22: This is a national program that that gets mayors and
00:51:22 --> 00:51:23: cities too.
00:51:23 --> 00:51:26: To sign onto with the idea that those cities are
00:51:26 --> 00:51:28: looking to ensure 100%
00:51:28 --> 00:51:31: access within 10 minutes to a safe and quality of
00:51:32 --> 00:51:35: safe access to a quality park and the city of
00:51:35 --> 00:51:37: Norfolk has not signed on to that,
00:51:37 --> 00:51:41: so we think that might be something good to do.

00:51:41 --> 00:51:45: And really the the point here is that rail is
00:51:45 --> 00:51:49: obviously a key connector in the city and could help
00:51:49 --> 00:51:52: achieve that goal for the city.
00:51:52 --> 00:51:56: Next slide, please. Another program that's actually here in Northern
00:51:56 --> 00:51:58: Virginia and Arlington,
00:51:58 --> 00:52:01: VA where I'm located is called Phoenix Bikes.
00:52:01 --> 00:52:05: Phoenix Bikes is a program and actually a physical facility.
00:52:05 --> 00:52:09: They support they. They train and teach younger riders 12
00:52:09 --> 00:52:10: to 17 year olds.
00:52:10 --> 00:52:13: How to fix bikes and as part of that they
00:52:13 --> 00:52:17: have an opportunity to earn a bike as part of
00:52:17 --> 00:52:21: their training and then the bikes that get fixed or
00:52:21 --> 00:52:25: or then sold as part of their their their.
00:52:25 --> 00:52:27: Facility where they sell refurbished bikes,
00:52:27 --> 00:52:31: so we think that's a great program and sort of
00:52:31 --> 00:52:33: parallel to that.
00:52:33 --> 00:52:37: It's just the concept of a bike mentorship program,
00:52:37 --> 00:52:41: really just establishing a connections from more experienced bikers with
00:52:41 --> 00:52:42: less experienced bikers.
00:52:42 --> 00:52:46: Particularly again in communities of color.
00:52:46 --> 00:52:48: And then lastly, just, you know,
00:52:48 --> 00:52:51: as the committee is helping you know,
00:52:51 --> 00:52:54: to continue to look for ways to have events and
00:52:54 --> 00:52:58: activities in those communities of color.
00:52:58 --> 00:53:02: Next slide. And then partnerships.
00:53:02 --> 00:53:05: We've talked about partnerships in different ways,
00:53:05 --> 00:53:10: this. This particular concept is really how thinking again from
00:53:10 --> 00:53:11: a Addyi lens.
00:53:11 --> 00:53:16: How to partner with. Organizations such as houses of worship,
00:53:16 --> 00:53:21: where you might be able to connect with the communities
00:53:21 --> 00:53:21: of color.
00:53:21 --> 00:53:25: There may be ongoing programs or ways to leverage things
00:53:25 --> 00:53:28: that they're already doing their membership again,
00:53:28 --> 00:53:32: really with the idea to encourage engagement in the trail
00:53:32 --> 00:53:35: interest in the trail and and grow that base as
00:53:36 --> 00:53:39: we've talked about and then obviously local schools.
00:53:39 --> 00:53:43: Similar kind of perspective. There are opportunities to connect with
00:53:43 --> 00:53:44: younger bikers.
00:53:44 --> 00:53:47: We know there's universities along the trail,

00:53:47 --> 00:53:51: so similarly, you know making sure we are partnering with
00:53:51 --> 00:53:53: those universities to build that connection,
00:53:53 --> 00:53:57: and then minority owned businesses along the trail.
00:53:57 --> 00:54:01: Again looking at ideas and opportunities to locate the businesses
00:54:01 --> 00:54:05: or encourage businesses to be located along the trail or
00:54:05 --> 00:54:09: see the benefit of the trail in maybe those communities
00:54:09 --> 00:54:13: of color. And then, as as we've mentioned the the
00:54:13 --> 00:54:16: Norfolk Innovation Corridor,
00:54:16 --> 00:54:19: which is a fairly new concept that's that,
00:54:19 --> 00:54:22: also supports business businesses locating the region.
00:54:22 --> 00:54:25: So the two the two could be mutually beneficial to
00:54:25 --> 00:54:30: encourage economic development and then just continuing to collaborate with
00:54:30 --> 00:54:34: the downtown bid and downtown Norfolk Council members.
00:54:37 --> 00:54:40: With that I am going to turn it over to
00:54:41 --> 00:54:43: one of the other presenters.
00:54:43 --> 00:54:45: To Rachel, thank you, sorry.
00:54:46 --> 00:54:50: Twitter, right? So we had just a couple other recommendations.
00:54:50 --> 00:54:53: We wanted to share with you that didn't really fit
00:54:53 --> 00:54:56: neatly within any of these four questions,
00:54:56 --> 00:54:58: so you can go to the next slide,
00:54:58 --> 00:55:03: please. So firstly, uhm. It kind of struck us in
00:55:03 --> 00:55:07: our conversations with with stakeholders.
00:55:07 --> 00:55:11: UM, firstly, just how positive people already were about the
00:55:11 --> 00:55:13: trail and and we didn't.
00:55:13 --> 00:55:17: We didn't really hear this need to.
00:55:17 --> 00:55:20: To create the the iconic trail that that is referenced
00:55:20 --> 00:55:23: in in the Foundation's vision.
00:55:23 --> 00:55:27: And so we understand that the foundation will be updating
00:55:27 --> 00:55:29: their strategic plan in the near future.
00:55:29 --> 00:55:33: And we encourage you to take a look at the
00:55:33 --> 00:55:37: at the vision and the mission and and think about
00:55:37 --> 00:55:42: you know if we're trying to be inclusive of everyone
00:55:42 --> 00:55:45: and also if we're trying to really capture the nor
00:55:45 --> 00:55:47: folk experience.
00:55:47 --> 00:55:50: Which seems to be what the strongest part of the
00:55:50 --> 00:55:51: trail is,
00:55:51 --> 00:55:54: that it takes you to all these really interesting industrial
00:55:54 --> 00:55:57: places that that are really unique to nor folk,
00:55:57 --> 00:56:01: that perhaps that should be more reflected in the in
00:56:01 --> 00:56:02: the mission and vision and.

00:56:02 --> 00:56:05: And if that becomes the case,
00:56:05 --> 00:56:08: there may be a different emphasis on what types of
00:56:08 --> 00:56:13: improvement projects get done on the trail in the future.
00:56:13 --> 00:56:16: Next slide, please. And then so for this one I'll
00:56:16 --> 00:56:18: turn it over to Helio to explain.
00:56:20 --> 00:56:23: And as has been mentioned a few times,
00:56:23 --> 00:56:26: there's this perception that trail users may be primarily from
00:56:26 --> 00:56:29: the wealthier communities within the city,
00:56:29 --> 00:56:32: and there's a perception that really needs to be shifted
00:56:33 --> 00:56:36: not only to create a more inclusive vision for the
00:56:36 --> 00:56:36: trail,
00:56:36 --> 00:56:39: but also to ensure that that there's it's possible to
00:56:40 --> 00:56:43: develop the political will and support necessary to make this
00:56:43 --> 00:56:45: grand vision possible,
00:56:45 --> 00:56:48: and the way to really make this happen is by
00:56:48 --> 00:56:49: leading with listening,
00:56:49 --> 00:56:54: right? And. Understanding and working with community members to understand
00:56:54 --> 00:56:58: not just what the opportunities are for the trail but
00:56:58 --> 00:57:02: also to understand what the specific desires and potential concerns
00:57:02 --> 00:57:04: for some communities may be.
00:57:04 --> 00:57:07: We've seen in many other communities where there are challenges
00:57:07 --> 00:57:11: with potential displacement frictions between displacement and new developments,
00:57:11 --> 00:57:14: so understanding what those concerns may be and being proactive
00:57:14 --> 00:57:16: about addressing those policies,
00:57:16 --> 00:57:21: solutions would be a great way of doing that.
00:57:21 --> 00:57:25: While it's. Certain that such an approach of listening and
00:57:25 --> 00:57:30: asking questions about how the trail can improve conditions for
00:57:30 --> 00:57:35: specific communities would make sense for master planning process.
00:57:35 --> 00:57:39: These kinds of questions and solutions could also be slotted
00:57:39 --> 00:57:43: into the Foundation's ongoing strategic planning work,
00:57:43 --> 00:57:47: and there DI initiative to bolster those strategies and help
00:57:47 --> 00:57:50: engage with broader community members.
00:57:50 --> 00:57:54: And with that I'll pitch it over to Fernando to
00:57:54 --> 00:57:56: take us home.
00:57:59 --> 00:58:05: During the last hour. We've flooded you with many different.
00:58:05 --> 00:58:08: Findings and recommendations to improve the Elizabeth River Trail.

00:58:11 --> 00:58:15: Of course, they're not all equally important.
00:58:15 --> 00:58:19: And you can't implement all of them at once.
00:58:19 --> 00:58:22: So we'd like to close today's presentation.
00:58:22 --> 00:58:28: By summarizing. Some next steps that we think are most
00:58:28 --> 00:58:29: critical.
00:58:29 --> 00:58:32: For the community to pursue.
00:58:32 --> 00:58:35: And so in year one in the next 12 months.
00:58:35 --> 00:58:41: We recommend that the foundation proceed to update its strategic
00:58:41 --> 00:58:41: plan.
00:58:41 --> 00:58:46: And to use. This you a lie.
00:58:46 --> 00:58:51: Report as a guide for that strategic planning process.
00:58:53 --> 00:58:59: We believe. That the time is right for the city.
00:58:59 --> 00:59:03: In partnership with the foundation and other instant parties.
00:59:03 --> 00:59:07: To conduct a feasibility study.
00:59:07 --> 00:59:11: On creation of the proposed Business Improvement District.
00:59:14 --> 00:59:17: We think it's also time to update the Memorandum of
00:59:17 --> 00:59:18: Understanding.
00:59:18 --> 00:59:23: And a fundamental consensus already exists.
00:59:23 --> 00:59:26: But that idea makes sense.
00:59:26 --> 00:59:32: It's also desirable in the next year to prepare and
00:59:32 --> 00:59:38: adopt the trail ordinance that Rojelio described earlier in our
00:59:39 --> 00:59:40: presentation.
00:59:40 --> 00:59:45: And as Ryan described, to prepare an assessment.
00:59:45 --> 00:59:48: Of how the trail could contribute.
00:59:48 --> 00:59:52: To the city's overall coastal resilience strategy.
00:59:55 --> 01:00:00: As Paul has described. The foundation should proceed in a
01:00:00 --> 01:00:03: timely way to establish.
01:00:03 --> 01:00:07: A diversity equity and Inclusion committee.
01:00:07 --> 01:00:10: Reaching out beyond the current board.
01:00:10 --> 01:00:14: Membership to include. Civic leaders.
01:00:14 --> 01:00:17: Who have an interest in the trail?
01:00:17 --> 01:00:21: Whether they've been involved in foundation activities in the past
01:00:21 --> 01:00:21: or not.
01:00:23 --> 01:00:28: And finally, is Romeo has described to formulate and adopt.
01:00:28 --> 01:00:31: A long range master plan.
01:00:31 --> 01:00:34: For the trail. And its future.
01:00:34 --> 01:00:39: Next slide, please. Moving ahead.
01:00:39 --> 01:00:44: In subsequent years, the city should be able to create.
01:00:44 --> 01:00:47: The Business Improvement District in the beginning.
01:00:47 --> 01:00:52: Receiving substantial revenues. The fund.

01:00:52 --> 01:00:58: The operation. And maintenance of the trail.
01:00:58 --> 01:01:02: And also within the next two or three years.
01:01:02 --> 01:01:05: The city and the foundation should be able to extend
01:01:05 --> 01:01:07: the trail strategically.
01:01:07 --> 01:01:10: Into high priority underserved neighborhoods.
01:01:10 --> 01:01:18: So as to. Expand. The population that benefits from the
01:01:18 --> 01:01:19: trail.
01:01:19 --> 01:01:21: And in the long run,
01:01:21 --> 01:01:24: probably your five and beyond.
01:01:24 --> 01:01:26: To extend the trail to.
01:01:26 --> 01:01:30: They always naval station Norfolk to the north.
01:01:30 --> 01:01:35: And Virginia Beach and other communities to the east.
01:01:35 --> 01:01:39: Eventually linking. To the South Hampton Rose Trail.
01:01:39 --> 01:01:43: The birth place of America Trail.
01:01:43 --> 01:01:45: And even the East Coast Greenway.
01:01:45 --> 01:01:49: Which runs along the whole eastern seaboard of the United
01:01:49 --> 01:01:49: States.
01:01:53 --> 01:02:00: The Elizabeth River trail. Is an extraordinary asset.
01:02:00 --> 01:02:02: For the city of Norfolk.
01:02:02 --> 01:02:08: Providing a wide variety of public benefits.
01:02:08 --> 01:02:11: The trail's future is even brighter.
01:02:11 --> 01:02:16: As the foundation and the city explore opportunities to leverage
01:02:16 --> 01:02:17: this asset.
01:02:17 --> 01:02:23: For multiple purposes. While expanding and diversifying.
01:02:23 --> 01:02:26: The population that it serves.
01:02:26 --> 01:02:30: We encourage the foundation and all of its partners,
01:02:30 --> 01:02:35: therefore, to continue their good work and enable the trail
01:02:35 --> 01:02:36: to achieve.
01:02:36 --> 01:02:40: It's full potential. Next slide,
01:02:40 --> 01:02:44: please. It's time now for questions and answers.
01:02:46 --> 01:02:49: And we will check the question box.
01:02:49 --> 01:02:50: And we have a question.
01:02:50 --> 01:02:54: Any thoughts on how to approach the potential bid?
01:02:54 --> 01:02:57: Where one already exists in the downtown.
01:02:57 --> 01:03:01: Corridor of the Elizabeth River Trail.
01:03:01 --> 01:03:02: So you want to tackle this question.
01:03:05 --> 01:03:08: I think I think that remains to be determined.
01:03:08 --> 01:03:12: There's actually a very small amount of overlap between the
01:03:12 --> 01:03:15: existing downtown bid and and the one that we're proposing,
01:03:15 --> 01:03:19: so you know. Potentially those businesses that are already part
01:03:19 --> 01:03:21: of that bid could be excluded,

01:03:21 --> 01:03:25: or my understanding is that that bid is going to
01:03:25 --> 01:03:26: expire in 2026,
01:03:26 --> 01:03:29: so there only be a couple years of overlap.
01:03:29 --> 01:03:32: So if there is overlap permitted,
01:03:32 --> 01:03:35: it might only be for a couple years.
01:03:35 --> 01:03:38: Or those businesses could be included at a later date.
01:03:43 --> 01:03:45: With thoughts, Rachel. Thank you.
01:03:47 --> 01:03:54: Any other questions? Fernando Kevin.
01:03:54 --> 01:03:56: Yes Sir, yes. I've got one
01:03:56 --> 01:03:59: and the first one is how many times I'm gonna
01:03:59 --> 01:04:02: have to watch this video to absorb all the information
01:04:02 --> 01:04:04: the panels have been presented.
01:04:04 --> 01:04:07: It's it's been overwhelming and in a positive way.
01:04:07 --> 01:04:10: Thank you very much on the question that I have
01:04:10 --> 01:04:12: and I think I know the answer,
01:04:12 --> 01:04:15: but I I want to hear it articulated by the
01:04:15 --> 01:04:15: experts.
01:04:15 --> 01:04:18: It is both mentioned that the trail is not fully
01:04:18 --> 01:04:21: built out that we have work to do to improve
01:04:21 --> 01:04:23: to make a continuous connected trail,
01:04:23 --> 01:04:26: but we also. I think it's very important to extend
01:04:26 --> 01:04:29: that rail to improve it and to address the diversity
01:04:29 --> 01:04:33: equity inclusion shortcomings which is first what,
01:04:33 --> 01:04:35: what, where, you know we can't.
01:04:35 --> 01:04:38: It's going to be difficult for us to take on
01:04:38 --> 01:04:41: expanding the trail and completing the build out at the
01:04:41 --> 01:04:42: same time.
01:04:42 --> 01:04:45: Do we need to do that or is one more
01:04:45 --> 01:04:47: important than the other?
01:04:48 --> 01:04:51: That that is a great chicken and egg question.
01:04:51 --> 01:04:54: Kevin, and we actually spent a fair amount of time
01:04:54 --> 01:04:55: talking about it.
01:04:55 --> 01:04:59: Up Ryan yeah, give it a
01:04:59 --> 01:05:01: shot. Sure I, I think Kevin.
01:05:01 --> 01:05:05: You you've you've. You've picked a great topic to discuss,
01:05:05 --> 01:05:09: especially when you think about what to do next.
01:05:09 --> 01:05:12: And I, I think where our group got to was
01:05:12 --> 01:05:17: that you've already done a great job of identifying particular
01:05:17 --> 01:05:22: pain points along the existing trail that need enhancement improvement,
01:05:22 --> 01:05:24: capital dollars spent on them.
01:05:24 --> 01:05:28: And so we, we would encourage that that you continue

01:05:29 --> 01:05:33: to look at those those points where you can really
01:05:33 --> 01:05:35: connect the trail you have.
01:05:35 --> 01:05:39: And that's where the capital dollars and need the implementation.
01:05:39 --> 01:05:41: Implementation attention should be spent.
01:05:41 --> 01:05:43: However, at the same time,
01:05:43 --> 01:05:46: in order to think about extending the trail,
01:05:46 --> 01:05:49: there needs to be a bit of a planning process
01:05:49 --> 01:05:52: for that one that's inclusive and neighborhood based.
01:05:52 --> 01:05:55: And So what we would say is it it is
01:05:55 --> 01:05:58: a bit of doing both at the same time,
01:05:58 --> 01:06:03: focusing on the capital spend on the pain points.
01:06:03 --> 01:06:06: The low hanging fruit along the trail you have while
01:06:06 --> 01:06:10: focusing on the planning process and the engagement with those
01:06:10 --> 01:06:14: surrounding communities needed to figure out where the best extensions
01:06:14 --> 01:06:17: or the optimal extensions should be and then so and
01:06:17 --> 01:06:19: in the meantime,
01:06:19 --> 01:06:23: the funding source questions potentially can begin to be resolved
01:06:23 --> 01:06:26: so that in the future there's enough dollars to do
01:06:26 --> 01:06:28: more of the of those simultaneously.
01:06:28 --> 01:06:32: Hopefully that's a concise enough answer for your to your
01:06:32 --> 01:06:32: question,
01:06:32 --> 01:06:33: but
01:06:33 --> 01:06:35: feel free. It is look forward to going back and
01:06:35 --> 01:06:36: watching it again.
01:06:36 --> 01:06:37: Thank you.
01:06:39 --> 01:06:39: Thank
01:06:39 --> 01:06:43: you Ryan. It you really need to have broader community
01:06:43 --> 01:06:47: support to achieve the trails purposes and to do that
01:06:47 --> 01:06:50: you really need to extend the trail and serve more
01:06:50 --> 01:06:54: neighborhoods. And that way you'll be able to generate the
01:06:54 --> 01:06:58: resources to make the necessary repairs to the existing.
01:06:58 --> 01:07:02: Horses trail that sounds a little counterintuitive.
01:07:02 --> 01:07:03: But it needs to happen.
01:07:03 --> 01:07:06: So Brian, thank you for that great response.
01:07:06 --> 01:07:09: We've got several other questions.
01:07:09 --> 01:07:13: Did you all review the city's bicycle and pedestrian strategic
01:07:13 --> 01:07:17: plan to see how that plan connects other parts of
01:07:17 --> 01:07:20: the city to the Elizabeth River Trail?
01:07:20 --> 01:07:22: Let's see Paul. Do you wanna tackle that one?

01:07:23 --> 01:07:26: Well, that and and Ryan probably looked at it more
01:07:26 --> 01:07:27: closely than I did,
01:07:27 --> 01:07:30: but yes, we did look at that,
01:07:30 --> 01:07:33: and I think some of those dashed connections are coincident
01:07:33 --> 01:07:34: with what's in the bike.
01:07:34 --> 01:07:36: The Bicycle Pedestrian strategic plan.
01:07:36 --> 01:07:38: So yes, we looked at it.
01:07:38 --> 01:07:40: We think the two. I mean one of the you
01:07:41 --> 01:07:41: know,
01:07:41 --> 01:07:44: one of the things I'll say from my perspective as
01:07:44 --> 01:07:47: we talked about extending the trail is are we extending
01:07:47 --> 01:07:49: the trail or connecting to it?
01:07:49 --> 01:07:52: Some of those other connections may not be part of
01:07:52 --> 01:07:53: the trail proper.
01:07:53 --> 01:07:57: But they are important to ultimately connect to those neighborhoods.
01:07:57 --> 01:08:01: So and that's again part of that master planning discussion
01:08:01 --> 01:08:03: that needs to happen to think about,
01:08:03 --> 01:08:06: you know, are they part of the street system part
01:08:07 --> 01:08:10: of the just the regular connectivity or part of the
01:08:10 --> 01:08:11: trail specifically?
01:08:13 --> 01:08:16: Thanks Paul Ryan. You want to add anything?
01:08:16 --> 01:08:20: Yeah, I think when we had our stakeholder engagement earlier
01:08:20 --> 01:08:23: in the week there was some some good almost debate
01:08:23 --> 01:08:27: about whether you know that the Elizabeth River Trail should
01:08:27 --> 01:08:30: be extended or create or create loops with it,
01:08:30 --> 01:08:33: or whether it's it's really other parts of the bicycle
01:08:33 --> 01:08:34: and pedestrian network.
01:08:34 --> 01:08:38: Connect to it and there were pros and cons on
01:08:38 --> 01:08:38: both sides.
01:08:38 --> 01:08:42: So I think what we were trying to put forward
01:08:42 --> 01:08:43: here was.
01:08:43 --> 01:08:47: The idea of tributaries. The river itself has tributaries like
01:08:47 --> 01:08:50: Ohio Creek and other things that lead to it,
01:08:50 --> 01:08:53: and perhaps the Elizabeth River Trail has tributaries as well
01:08:54 --> 01:08:56: that connect more inland communities to it.
01:08:56 --> 01:08:59: Again, those are those are prophecies to be tested and
01:09:00 --> 01:09:02: refined by that planning process,
01:09:02 --> 01:09:05: so lots of good ways of connecting the bike PED
01:09:05 --> 01:09:09: planning work that's been done to the future aspirations of
01:09:09 --> 01:09:10: the trail.
01:09:11 --> 01:09:15: And I'll just add to that that that dumb.

01:09:15 --> 01:09:18: That the planning process will also determine who who would
01:09:18 --> 01:09:21: ultimately be responsible for those tributaries if they are part
01:09:21 --> 01:09:22: of the trail,
01:09:22 --> 01:09:25: maybe it's the foundation, but if they're more a part
01:09:25 --> 01:09:26: of the street network,
01:09:26 --> 01:09:29: then it would probably be the city.
01:09:31 --> 01:09:32: Good good point of clarification,
01:09:32 --> 01:09:36: Rachel. We've got another, we got several other questions.
01:09:36 --> 01:09:39: The next one may be more of a comment than
01:09:39 --> 01:09:40: a question,
01:09:40 --> 01:09:42: but we might want to respond.
01:09:42 --> 01:09:45: It comes from someone named Rachel and it's directed to
01:09:45 --> 01:09:49: someone named Rachel and it says the downtown bid does
01:09:49 --> 01:09:51: have a seven year Sunset clause,
01:09:51 --> 01:09:54: but it is highly unlikely that it would not be
01:09:54 --> 01:09:54: renewed.
01:09:54 --> 01:09:57: That is to say that it will be renewed in
01:09:58 --> 01:09:59: all likelihood,
01:09:59 --> 01:10:02: the property. Voters overwhelmingly support the bid.
01:10:02 --> 01:10:09: That certainly bodes well for support of a bid that
01:10:09 --> 01:10:10: would.
01:10:10 --> 01:10:12: Assists the Elizabeth River Trail.
01:10:12 --> 01:10:15: Kevin, you want to? I mean I'm sorry Rachel,
01:10:15 --> 01:10:18: do you want to comment?
01:10:18 --> 01:10:18: Well,
01:10:18 --> 01:10:21: it's it's glad to. I'm glad to hear that they're
01:10:21 --> 01:10:24: they're overwhelmingly supportive of it.
01:10:24 --> 01:10:27: Yeah, so if if the bid is never going to
01:10:27 --> 01:10:30: expire it has to be determined whether the the overlap
01:10:30 --> 01:10:33: in businesses that would be in both bids would want
01:10:33 --> 01:10:35: to be in both bids or could they be in
01:10:35 --> 01:10:36: both bids?
01:10:36 --> 01:10:39: Or would they have to be excluded from the trail
01:10:39 --> 01:10:39: bid?
01:10:41 --> 01:10:45: It would make sense for them to benefit from from
01:10:45 --> 01:10:47: both sets of of services.
01:10:47 --> 01:10:49: Thank you Rachel. We have another question.
01:10:49 --> 01:10:54: How will civic leagues and neighborhood organizations be partnered with
01:10:54 --> 01:10:57: to identify what expanding the trail looks like in these
01:10:57 --> 01:11:01: neighborhoods not currently served by the Elizabeth River Trail?

01:11:01 --> 01:11:03: I think that might be a.
01:11:05 --> 01:11:09: Well, anyone could take the question who'd like to respond?
01:11:09 --> 01:11:11: I'm happy to go crabbing,
01:11:11 --> 01:11:12: yes.
01:11:13 --> 01:11:16: Yeah, so I think you know civic leagues and neighborhood
01:11:16 --> 01:11:17: organizations.
01:11:17 --> 01:11:20: From what we've heard have been engaged with Ann,
01:11:20 --> 01:11:23: and the foundation has gone and shared their preliminary ideas.
01:11:23 --> 01:11:26: The next steps they really have to go beyond sharing
01:11:26 --> 01:11:30: the opportunities of the trail and becoming collaborative partners with
01:11:30 --> 01:11:33: civic leagues and maybe more so with neighborhood based organizations.
01:11:33 --> 01:11:36: In my experience, specific leagues or neighborhood councils aren't always
01:11:36 --> 01:11:38: representative of community members,
01:11:38 --> 01:11:42: so that's just some homework that the foundation in the
01:11:42 --> 01:11:44: city will have to do to determine.
01:11:44 --> 01:11:46: Who's who's representing this specifically?
01:11:46 --> 01:11:49: And is that representative of this community,
01:11:49 --> 01:11:52: and if not, what other organizations or community partners are
01:11:53 --> 01:11:53: there?
01:11:53 --> 01:11:56: One strategy that has been used in the past is
01:11:56 --> 01:11:58: identifying community ambassadors,
01:11:58 --> 01:12:02: right? So these are trusted individuals within a specific neighborhood
01:12:02 --> 01:12:06: that can really facilitate communication between the foundation and the
01:12:06 --> 01:12:10: city's goals for the trail and the community to really
01:12:10 --> 01:12:14: kind of open up a dialogue through a trusted voice.
01:12:14 --> 01:12:16: That helps, UM, you know,
01:12:16 --> 01:12:22: direct conversations to be productive in a way that facilitates
01:12:22 --> 01:12:27: the listening aspect rather than the telling aspect of what
01:12:27 --> 01:12:31: the foundations you have done so far.
01:12:31 --> 01:12:31: Right
01:12:31 --> 01:12:34: after that. Thank you so much.
01:12:34 --> 01:12:38: I think the next question builds on what Willie was
01:12:38 --> 01:12:41: just discussing and it relates well to some of the
01:12:41 --> 01:12:44: points that that Paul was making earlier.
01:12:44 --> 01:12:48: So let me pose the question past online surveys.
01:12:48 --> 01:12:53: Have proven to be limited in their reach demographically.
01:12:53 --> 01:12:59: Skewing. Two existing trail user demographics and not

capturing lower

01:12:59 --> 01:13:05: income persons of color community members or noncurrent trail users.

01:13:05 --> 01:13:08: What kind of community engagement techniques can be utilized with

01:13:08 --> 01:13:11: limited staff and resources to reach these communities more effectively?

01:13:11 --> 01:13:15: Great question. I know. Several of us could can respond,

01:13:15 --> 01:13:18: but let me give Paul the first crack at it.

01:13:19 --> 01:13:21: As I say, I know all of us struggle with

01:13:21 --> 01:13:23: this and different communities,

01:13:23 --> 01:13:25: but I think the the first,

01:13:25 --> 01:13:28: the first concept is you need to go to the.

01:13:28 --> 01:13:31: You know you can't. I agree you can't just expect

01:13:31 --> 01:13:33: people to respond to an online survey.

01:13:33 --> 01:13:36: You're going to need to go to those communities and

01:13:36 --> 01:13:38: have a way to meet them where they are physically

01:13:38 --> 01:13:41: and get them engaged in a discussion in actually filling

01:13:41 --> 01:13:43: out a survey. Live right there.

01:13:43 --> 01:13:46: Those kinds of things. So that's a little more labor

01:13:46 --> 01:13:46: intensive,

01:13:46 --> 01:13:49: but maybe there's an opportunity to work with you or

01:13:49 --> 01:13:50: some other.

01:13:50 --> 01:13:53: University help implement some strategies like that.

01:13:54 --> 01:13:56: And I'll just say that I I worked on a

01:13:57 --> 01:13:59: similar project in Philadelphia.

01:13:59 --> 01:14:00: We have the circuit trails,

01:14:00 --> 01:14:02: which is our regional trail network.

01:14:02 --> 01:14:06: That sort of starts in Philadelphia and webs out from

01:14:06 --> 01:14:06: there.

01:14:06 --> 01:14:10: And we we contracted with a research firm to do

01:14:10 --> 01:14:15: a number of different different methods to to to basically

01:14:15 --> 01:14:18: find out what people thought about the trail.

01:14:18 --> 01:14:23: So we did intercept surveys which which the foundation already

01:14:23 --> 01:14:23: did,

01:14:23 --> 01:14:26: but that's already who's using the trail.

01:14:26 --> 01:14:30: But then we also did some like a random sample

01:14:30 --> 01:14:34: survey that was sent out electronically and mailed to random

01:14:34 --> 01:14:37: addresses within within the area.

01:14:37 --> 01:14:39: And then there's also like these.

01:14:39 --> 01:14:43: These research firms that probably universities have lists of people

01:14:43 --> 01:14:44: who have signed up to take surveys,
01:14:44 --> 01:14:48: and they get paid a little bit of money to
01:14:48 --> 01:14:48: do it,
01:14:48 --> 01:14:51: and so this is also kind of kind of random
01:14:51 --> 01:14:54: sampling to find out what they think so,
01:14:54 --> 01:14:57: so there's different methods, but if you're if you're able
01:14:57 --> 01:14:59: to hire A researcher,
01:14:59 --> 01:15:01: I think that would probably be very helpful.
01:15:02 --> 01:15:04: But let me let me crawl on,
01:15:04 --> 01:15:07: but let me call it rojelio in just a moment.
01:15:07 --> 01:15:11: But really, you might want to tackle the next question
01:15:11 --> 01:15:12: as well.
01:15:12 --> 01:15:15: What are some of your marketing and educational tools that
01:15:15 --> 01:15:18: will be utilized to inform and educate those communities that
01:15:18 --> 01:15:21: aren't currently accessing the trail or aren't familiar with the
01:15:21 --> 01:15:23: benefits of the trail?
01:15:24 --> 01:15:27: Come, please Fernando so first to wrap up the survey
01:15:27 --> 01:15:28: question.
01:15:28 --> 01:15:31: I think all all in addition to what's already been
01:15:31 --> 01:15:32: shared.
01:15:32 --> 01:15:36: Partnering with community based organizations or with the Civic League
01:15:36 --> 01:15:39: is another way of getting surveys out there and also
01:15:39 --> 01:15:42: just thinking about spaces where community members are.
01:15:42 --> 01:15:46: So some of my most successful community engagement efforts have
01:15:46 --> 01:15:49: included us going and standing in front of Community grocery
01:15:49 --> 01:15:51: store going on the bus,
01:15:51 --> 01:15:52: going to Little League games,
01:15:52 --> 01:15:56: setting up a tent. At the farmers market and just
01:15:56 --> 01:15:58: having conversations with people,
01:15:58 --> 01:16:01: asking them what it is that they like.
01:16:01 --> 01:16:04: But it is that their vision is just identifying like
01:16:04 --> 01:16:06: or even local churches,
01:16:06 --> 01:16:09: right? So figure out who are the trusted entities within
01:16:10 --> 01:16:13: a community and going to them and working with them
01:16:13 --> 01:16:17: in collaboration is really powerful in terms of marketing and
01:16:17 --> 01:16:21: educational tools. I don't know that educational tools are really
01:16:21 --> 01:16:22: what is necessary,
01:16:22 --> 01:16:25: right? What is needed is maybe marketing.
01:16:25 --> 01:16:28: But I would maybe say more programming and more strategizing

01:16:28 --> 01:16:31: to figure out what is it that other communities need
01:16:31 --> 01:16:33: to be to feel welcomed in this Community,
01:16:33 --> 01:16:36: right? So that might be programming that is targeted to
01:16:36 --> 01:16:41: specific neighborhoods or partnering with community based organizations from neighborhoods
01:16:41 --> 01:16:43: that don't have a lot of users of the trail
01:16:43 --> 01:16:46: so they can come out and experience it and feel
01:16:46 --> 01:16:46: welcome.
01:16:46 --> 01:16:49: And then also they need to feel a sense of
01:16:49 --> 01:16:50: ownership.
01:16:50 --> 01:16:53: So I think it really goes back to what is
01:16:53 --> 01:16:55: the planning process for this.
01:16:55 --> 01:16:58: How do we ensure that during a master planning process
01:16:58 --> 01:17:01: or during the development of an ordinance,
01:17:01 --> 01:17:04: we're going out to the communities and getting feedback and
01:17:04 --> 01:17:07: incorporating what their vision and their concerns are into the
01:17:08 --> 01:17:09: overall plan of the trail?
01:17:09 --> 01:17:12: So to get people involved we need to do some
01:17:12 --> 01:17:16: listening and incorporate their ideas so they see themselves reflected
01:17:16 --> 01:17:19: in the plan and in the trail as well.
01:17:20 --> 01:17:23: Thank you, tell you we have a question and I
01:17:23 --> 01:17:26: think Brian May want to to comment.
01:17:26 --> 01:17:31: If I can. Found it in the box.
01:17:31 --> 01:17:34: Is your recommendation regarding use of an elevated shoreline,
01:17:34 --> 01:17:38: etc. In lieu of the current army core of engineers
01:17:38 --> 01:17:42: plan that envisions physical barriers right.
01:17:44 --> 01:17:46: No, it's not. In lieu of it.
01:17:46 --> 01:17:49: UM, part of what we're suggesting is that we we
01:17:49 --> 01:17:53: consider them the same thing that if you're elevating the
01:17:53 --> 01:17:53: shoreline,
01:17:53 --> 01:17:55: you're creating a physical barrier.
01:17:55 --> 01:17:59: But you're you can do that by building a wall,
01:17:59 --> 01:18:02: but that has the walls have a tendency to keep
01:18:02 --> 01:18:03: people from the water,
01:18:03 --> 01:18:07: and they might interrupt views and that sort of thing.
01:18:07 --> 01:18:11: Or you could do it by elevating the landscape elevating
01:18:11 --> 01:18:13: shoreline to act like a wall,
01:18:13 --> 01:18:17: but to also provide. All the great mobility and gathering
01:18:17 --> 01:18:20: amenities and and that sort of thing that you enjoy
01:18:21 --> 01:18:21: today,
01:18:21 --> 01:18:25: so it's it's taking the core of engineers.

01:18:25 --> 01:18:29: Research and saying and and and definition of what where
01:18:29 --> 01:18:33: that wall needs to go and how it would scale.
01:18:33 --> 01:18:36: It would need to be at but then potentially meeting
01:18:36 --> 01:18:39: that function using a change in the landscape.
01:18:39 --> 01:18:41: That's less of a wall,
01:18:41 --> 01:18:44: more of a elevated piece of Parkland or edge of
01:18:44 --> 01:18:45: a street,
01:18:45 --> 01:18:47: that kind of thing.
01:18:49 --> 01:18:51: Thank you Ryan. Great response,
01:18:51 --> 01:18:56: so the next question. A trail ordinance is much needed.
01:18:56 --> 01:18:59: But that also will take a city staff champion.
01:18:59 --> 01:19:01: Curious which recommendation would take priority?
01:19:01 --> 01:19:04: One can't really happen without the other.
01:19:04 --> 01:19:07: I think the good news here is that you already
01:19:07 --> 01:19:08: have.
01:19:08 --> 01:19:12: A city official designated by the city manager to serve
01:19:12 --> 01:19:14: as the staff champion,
01:19:14 --> 01:19:17: working in collaboration with multiple departments.
01:19:17 --> 01:19:19: We had the Parks Department.
01:19:19 --> 01:19:23: We have public works transit.
01:19:23 --> 01:19:28: Planning General Services. Other departments that are involved in trail
01:19:28 --> 01:19:29: related activities.
01:19:29 --> 01:19:34: But this official they said Civic Lab Norfolk director.
01:19:34 --> 01:19:39: Has the full authority of the city manager to coordinate
01:19:39 --> 01:19:42: the work of these multiple departments.
01:19:42 --> 01:19:44: To resolve problems and to expedite projects.
01:19:44 --> 01:19:48: So yes, they can both happen at the same time
01:19:48 --> 01:19:52: because you had that staff champion already.
01:19:52 --> 01:19:55: The next question are statistics and numbers kept.
01:19:55 --> 01:19:58: To define utilization of the trail.
01:19:58 --> 01:20:03: Recreators versus those that utilize the trail for employment and
01:20:03 --> 01:20:06: what are the key hours of utilization?
01:20:06 --> 01:20:07: Would like to tackle that question.
01:20:10 --> 01:20:13: This that there was a survey just just before.
01:20:13 --> 01:20:17: I think that might be me.
01:20:17 --> 01:20:21: Yeah, we've only been able to do one trail user
01:20:21 --> 01:20:25: survey that was quite truncated due to kovid that we
01:20:25 --> 01:20:28: partnered with Oh du and we did about a week
01:20:28 --> 01:20:31: and a half. Almost two weeks of on trail interception
01:20:31 --> 01:20:32: of current users.

01:20:32 --> 01:20:36: But then that survey shifted online so it was a
01:20:36 --> 01:20:39: kind of not the the the best sample of everyone
01:20:40 --> 01:20:43: and we do have some percentage numbers that the top
01:20:43 --> 01:20:46: 4 uses of the trail did include.
01:20:46 --> 01:20:48: You know walking and running,
01:20:48 --> 01:20:51: jogging. Biking for commuting and then we do have some
01:20:51 --> 01:20:54: some information about the time of day,
01:20:54 --> 01:20:57: but that is definitely, I think as we talked about
01:20:57 --> 01:21:01: a number of the opportunities for surveying that some of
01:21:01 --> 01:21:04: those baseline use kind of metrics need to be included.
01:21:05 --> 01:21:08: We don't have enough data.
01:21:08 --> 01:21:11: To draw the constant conclusions that we want,
01:21:11 --> 01:21:12: so we have a good start,
01:21:12 --> 01:21:14: but unfortunately we got in the way.
01:21:14 --> 01:21:18: We need to. Resume those efforts.
01:21:18 --> 01:21:23: Thank you, Cheryl. I've got a couple more questions.
01:21:23 --> 01:21:27: So was there a consensus among the stakeholders that the
01:21:27 --> 01:21:31: South side that is Berkeley Capital etc area the city
01:21:31 --> 01:21:33: can be linked to the trail,
01:21:33 --> 01:21:38: and what proportion of stakeholders place emphasis on this idea?
01:21:38 --> 01:21:41: But let's see who would like to,
01:21:41 --> 01:21:43: who like to respond? Well,
01:21:43 --> 01:21:43: Ryan
01:21:43 --> 01:21:46: and an early shot at that.
01:21:46 --> 01:21:50: I think the. At least in some of the stakeholder
01:21:50 --> 01:21:55: engagement meetings that we had the idea of connecting across
01:21:55 --> 01:21:58: the river to Berkeley came up at least two or
01:21:58 --> 01:22:02: three times, and the ones that I was part of,
01:22:02 --> 01:22:03: and there are, you know,
01:22:03 --> 01:22:07: the Berkeley Bridge. There's certain types of amenities along it
01:22:07 --> 01:22:10: already that might be able to be leveraged to do
01:22:10 --> 01:22:10: that.
01:22:10 --> 01:22:13: How you make that connection is,
01:22:13 --> 01:22:17: of course. Our challenge, but there the idea to connect
01:22:17 --> 01:22:21: across the river did come up multiple times,
01:22:21 --> 01:22:24: so I think your question was was there consensus?
01:22:24 --> 01:22:29: I think I think the group was interested in making
01:22:29 --> 01:22:31: sure that the trail had.
01:22:31 --> 01:22:38: Good connectivity to as many Norfolk neighborhoods as possible.

01:22:38 --> 01:22:41: Of course, with the caveat that the planning process is
01:22:41 --> 01:22:44: necessary to really determine where the priorities are.
01:22:44 --> 01:22:47: So while it might be difficult to connect across the
01:22:47 --> 01:22:47: river,
01:22:47 --> 01:22:50: that idea did come up from stakeholders multiple times.
01:22:52 --> 01:22:56: Great answer, Ryan. I think they were running running short
01:22:56 --> 01:22:57: on time.
01:22:57 --> 01:23:01: Uh, I'm getting the signal that it's time for us
01:23:01 --> 01:23:03: to wrap things up.
01:23:03 --> 01:23:05: There is a. There is a comment.
01:23:05 --> 01:23:08: There is a pedestrian bridge crossing on the Berkeley Bridge
01:23:08 --> 01:23:09: growing from the stadium parking area.
01:23:12 --> 01:23:17: So that's a good sign about the feasibility of that
01:23:17 --> 01:23:18: connection.
01:23:18 --> 01:23:23: But I hope that we've generated the increased interest.
01:23:23 --> 01:23:28: In the Elizabeth River trail.
01:23:28 --> 01:23:34: I think this discussion certainly underscores the degree of support
01:23:34 --> 01:23:38: for the trail and opportunities to improve it,
01:23:38 --> 01:23:42: and we appreciate this discussion.
01:23:42 --> 01:23:46: Let me let me ask.
01:23:46 --> 01:23:48: Kevin, if you'd like to make any closing remarks.
01:23:50 --> 01:23:53: Just a big thank you from the foundation in the
01:23:53 --> 01:23:54: city of Norfolk.
01:23:54 --> 01:23:57: Really appreciate this work and we promised to use it
01:23:57 --> 01:24:00: as we move forward with our strategic planning.
01:24:01 --> 01:24:05: I would just also just really like to thank ULI
01:24:05 --> 01:24:05: staff,
01:24:05 --> 01:24:07: Lauren, Leah, Luke, even Jane,
01:24:07 --> 01:24:10: one of our our local ULI reps that really helped
01:24:11 --> 01:24:15: connect us with this organization and and start this process.
01:24:15 --> 01:24:19: We're really grateful for the work that your organization does
01:24:19 --> 01:24:22: and we really look forward to implementing some of your
01:24:22 --> 01:24:24: recommendations. Good luck.

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