

# Equitable Transit-Oriented Development (ETOD)

**City Council Housing and Planning Committee Meeting**  
Tuesday, May 31st, 2022

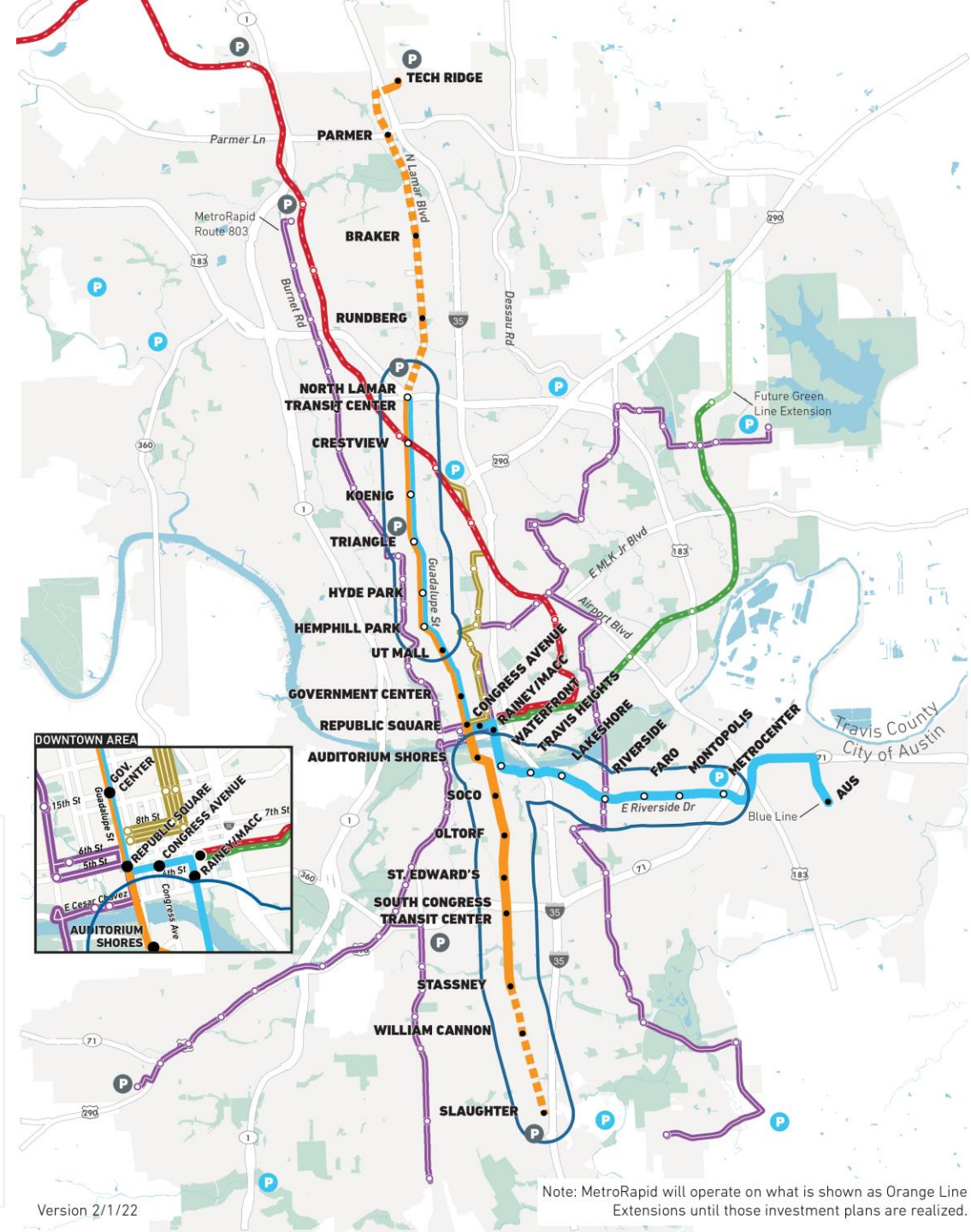


# Agenda

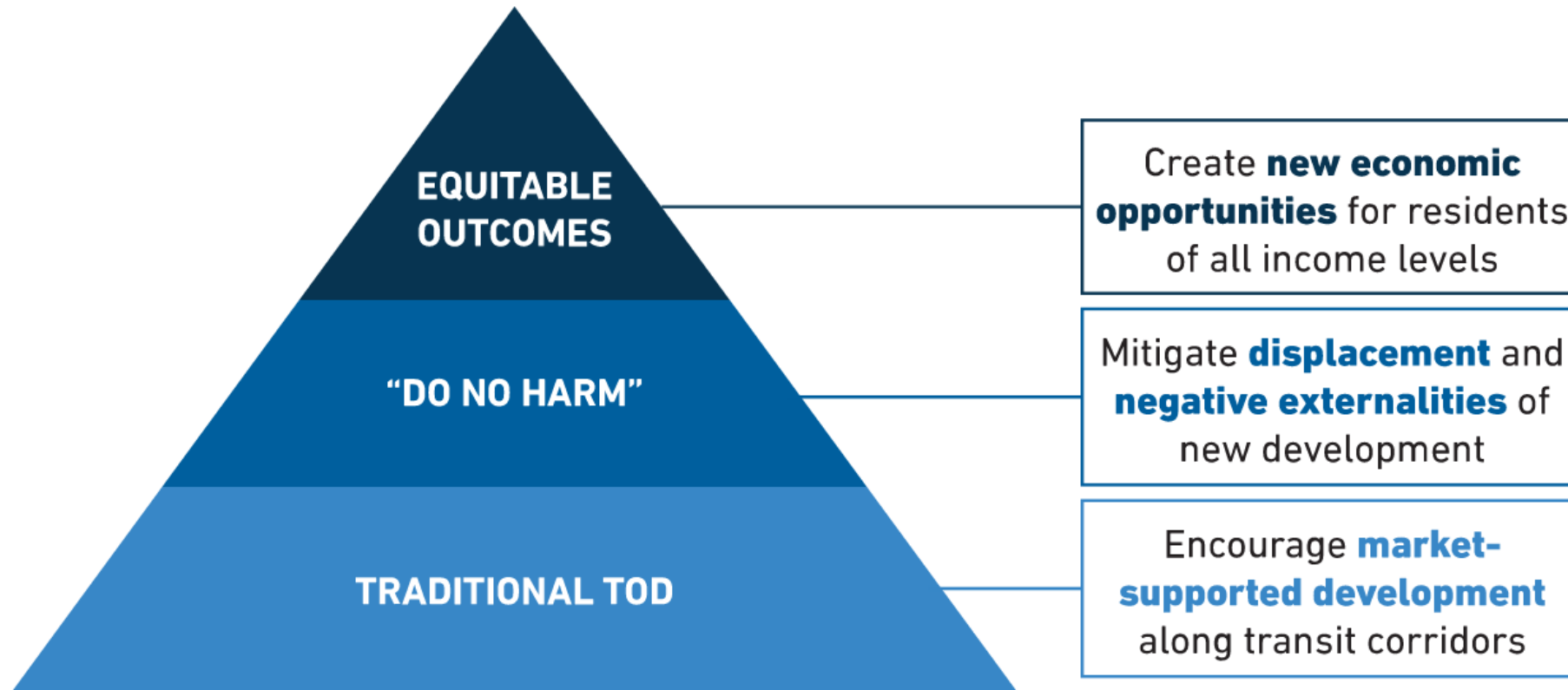
- 1 | Project Updates
- 2 | ETOD Policy Strategies
- 3 | Engagement
- 4 | Website

# ETOD Corridor Study Area

- \$1.65 million in Federal Transit Administration (FTA) TOD grant
- 21 stations on Blue and Orange Lines
- Four focus stations (North Lamar Transit Center, Crestview, Hyde Park, South Congress Transit Center) and one E. Riverside Corridor Plan update



# TOD vs. Equitable TOD







512 APT

FOR RENT  
2b/2ba

LLOYD'S  
BARBERSHOP

CURRY HAUS

Grocery

LIBRARY

AUSTIN RECREATION CENTER

MUSIC FEST



CapMetro

CapMetro

CapMetro

Light Rail

B  
AUSTIN

5



# ETOD Study Limitations

An aerial photograph of a city street, likely in an urban area, showing buildings, parking lots, and trees. A red line with an arrow at the top left and bottom right runs diagonally across the image. A blue and orange line runs parallel to the red line, starting from a yellow circle at the top right and ending at the bottom center. The background is slightly faded to make the text and lines stand out.

## CAN

1. Shape Council-directed ETOD Policy Plan
2. Create Station Area Vision Plans
3. Systemwide benchmark and prioritization recommendations

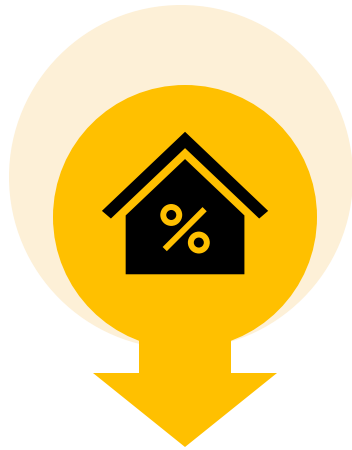
## CANNOT

1. Change zoning
2. Direct Orange and Blue Line design process
3. Rectify older projects outside study boundaries

# ETOD Deliverables



Task 2  
**Case studies**



Task 4  
**Conditions analysis**



## ETOD Policy Plan



Task 5  
**Policy framework  
(in progress)**

+



Task 6  
**Priority Tool**



Task 7  
**Station Area Vision Plans**



# Project Timeline

## Key deliverables

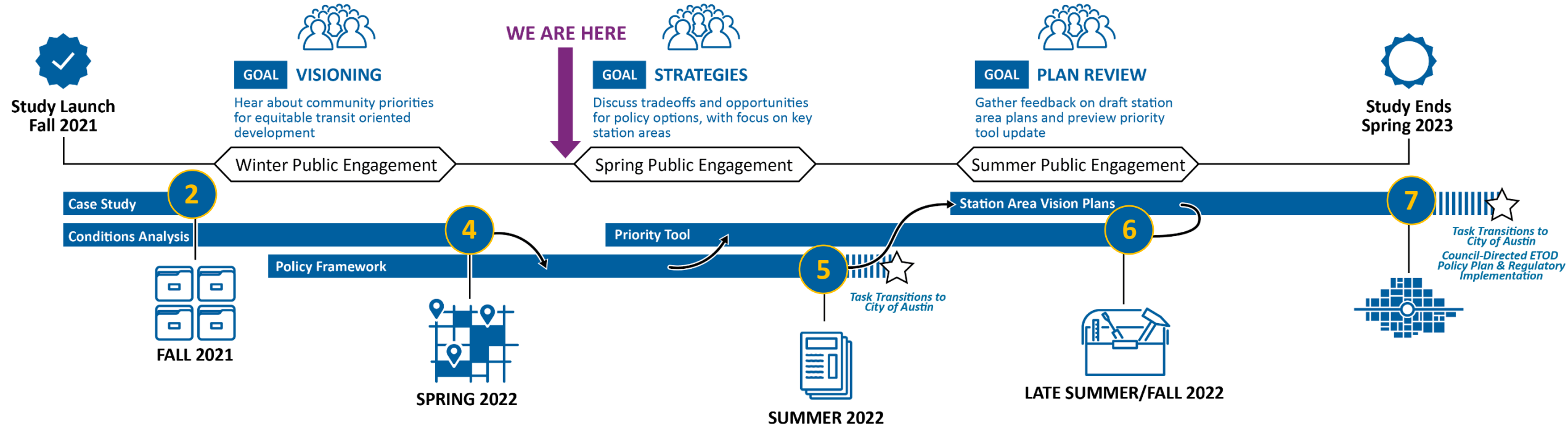
Task 2 Case studies (done)

Task 4 Conditions analysis (done)

**Task 5 Policy framework (in progress)**

Task 6 Priority Tool

Task 7 Station Area Vision Plans





# ETOD Goals



Enable All Residents to Benefit from Safe, Sustainable, & Accessible Transportation



Help to Close Racial Health & Wealth Gaps



Preserve and Increase Housing Opportunities That are Affordable & Attainable



# ETOD Goals



Expand Access to High-Quality Jobs & Career Opportunities



Support Healthy Neighborhoods That Meet Daily Needs



Sustain Austin's Diverse Cultural Heritage & Small Businesses



Equitable Transit  
Oriented Development

# Task 5 Policy Toolkit Approach



Strategies will guide the implementation of the goals.

Land Use & Urban Design	Real Estate	Mobility	Housing Affordability	Business & Workforce
<ul style="list-style-type: none"><li>• Transit-Supportive Land Use</li><li>• Development Incentives, Standards or Regulations</li><li>• Investments in the Public Realm</li></ul>	<ul style="list-style-type: none"><li>• Acquisition Strategies for ETOD</li><li>• Leveraging Publicly-Owned Land</li><li>• Land Value Capture</li></ul>	<ul style="list-style-type: none"><li>• Mobility Infrastructure Improvement</li><li>• Travel Demand Management</li><li>• Parking Management</li></ul>	<ul style="list-style-type: none"><li>• Financing Tools &amp; Land Use Strategies</li><li>• Advocacy &amp; Partnerships</li><li>• Expand and Preserve Homeownership Support</li></ul>	<ul style="list-style-type: none"><li>• Business Assistance During Construction</li><li>• Ongoing Small Business Support</li><li>• Workforce Development Programs</li></ul>



# ATP Timeline

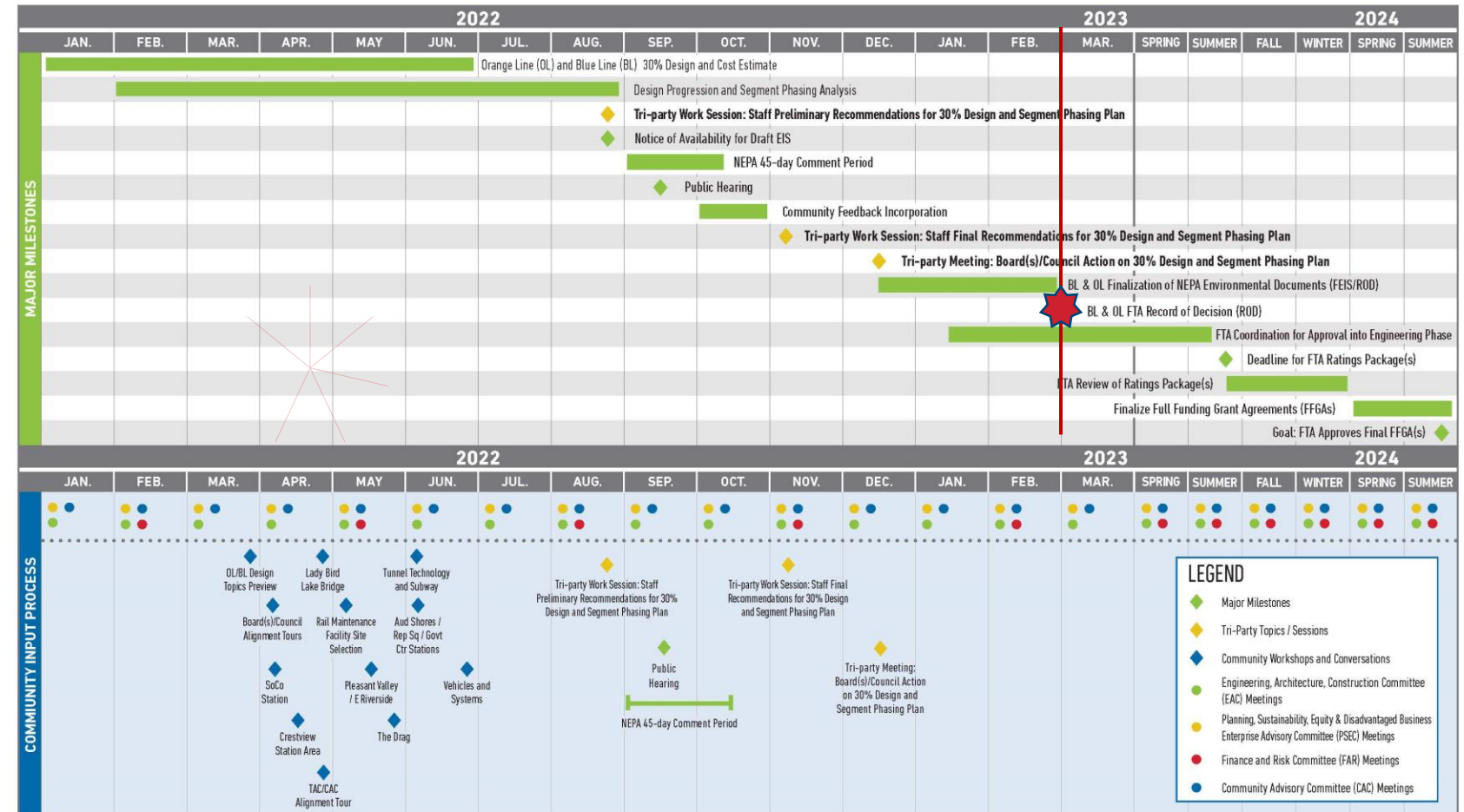
## NEPA and FTA Key Dates

- **Feb 2023:** BL & OL Finalization of NEPA environmental documents (FEIS/ROD)
- **March 2023:** BL & OL FTA Record of Decision (ROD)
- Cannot introduce station plans before March 2023

### ORANGE LINE/BLE LINE DECISION-MAKING PROCESS AND TIMELINE



MARCH 2, 2022



# Engagement Touchpoints

\$ Compensated Engagement



## Community Presentation

Large format meetings to present project milestones



## CAC Briefings

Monthly meetings, Ongoing guidance throughout project and major milestones



## Tabling/Intercept Surveys

In-person events to target specific neighborhoods or demographics



## Focus Groups & One-on-ones

Guided discussions with groups to identify vision and needs and to build consensus amongst stakeholders



## Stakeholder Presentations

Presentations with stakeholder groups to educate participants on the process and vision of the ETOD Study



## Community Connectors

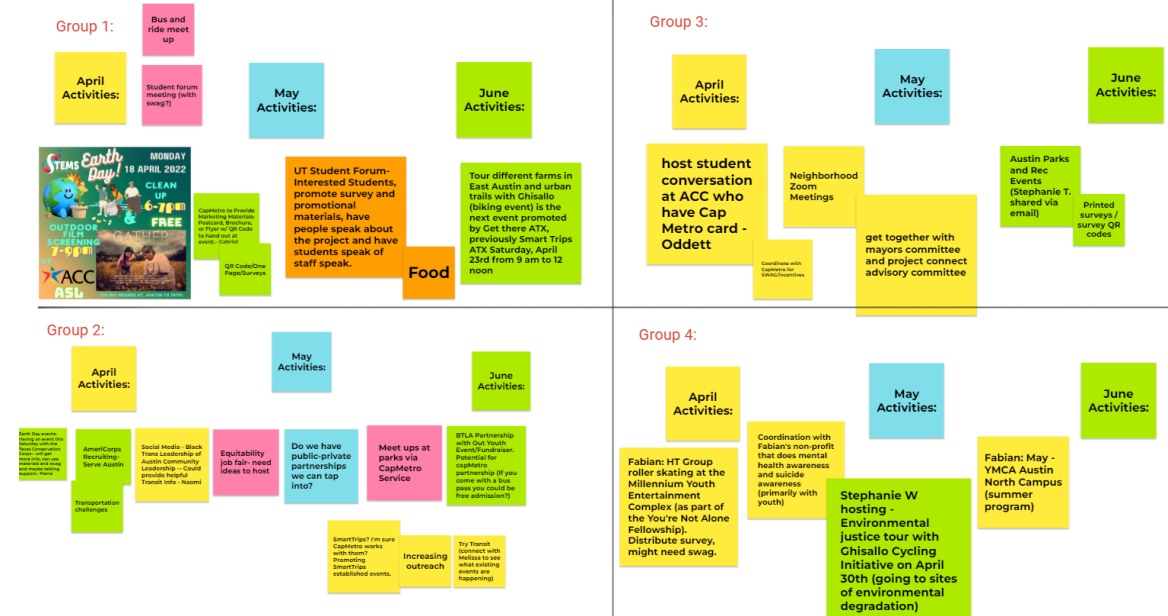
Trained individuals who does in-depth outreach in their communities

# Community-Led Input Process

- **Community Connectors**
  - 12 individuals recruited
  - Fully onboarded and deployed
  - Individual engagement roadmaps with activities in April, May, and June
    - Rundberg Youth Equity Summit
    - ACC Clean-Up & Film Screening (ASL)
  - Each connector to reach 30-50 people
- **Project Connect Community Advisory Comm.**
  - Two workshop sessions on May 10 with the CAC and Community Connectors
  - Goal brainstorming and review of ETOD policies:
    - Housing
    - Mobility
    - Small business strategies

	Events	Hours	Number Engaged
<b>Event Type:</b>			
One on One	7	1	4
Pop Ups	3		
Community Gathering	5	10.75	90
Experiential Event	1		
Other	10	28.25	10
<b>Totals</b>	26	40	104
<b>Social Media Reaches</b>			3000 (ACC Email Blast)

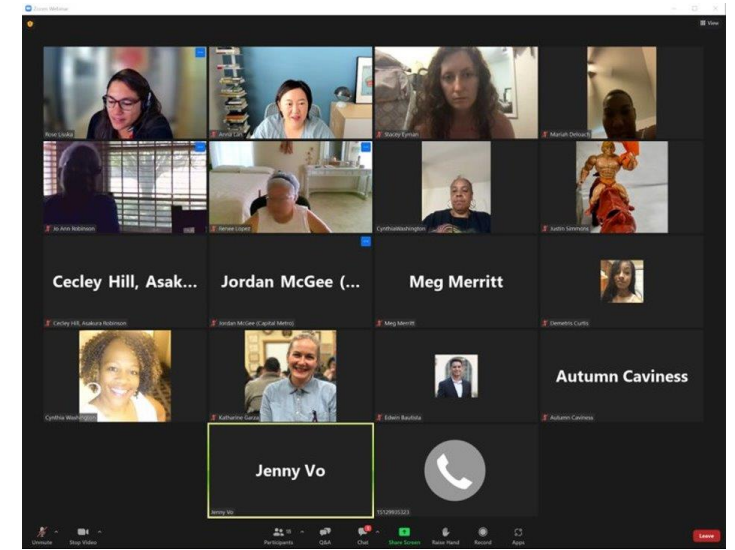
Let's build an engagement roadmap!





# Focus Groups

Who	Grassroots, Grasstops, Small Business Owners, and Real Estate and Housing practitioners
What	Focused interviews to test and discuss policy recommendations
When	May 11 – June 3
Where	Online and in-person
Why	Better align recommendations with community goals and solutions



## Grassroots

Public participants  
recruited from Connectors,  
survey, and Round 1  
outreach (i.e., Community  
Connectors, people the  
Community Connectors  
invite, and members of the  
public)

## Grasstops

Heads of local NGOs and informal advocacy organizations (i.e., GAVA City Alliance of Minority Chambers, Lifeworks Mobility advocacy groups)

## Small Businesses

Small businesses near transit corridors system-wide. Particular interest/effort in recruiting immigrant owners, BIPOC owners, and family owned

## Real Estate and Housing Practitioners

Market Rate + Affordable  
Housing Developers,  
Affordable housing  
academics

# Surveys

191 and counting, good mix of age groups and income level



*Help shape your community!*  
¡Ayuda a formar tu comunidad!

Visit the link below to learn about Equitable Transit-Oriented Development (ETOD) and take a survey to help inform the future of your community.

Haga un clic en el siguiente enlace para obtener más información sobre el desarrollo orientado al transporte equitativo (ETOD), y realice una encuesta para ayudarnos comprender el impacto del desarrollo futuro en su comunidad.

<https://qrco.de/ETOD>

project connect AUSTIN TRANSIT PARTNERSHIP CapMetro CITY OF AUSTIN

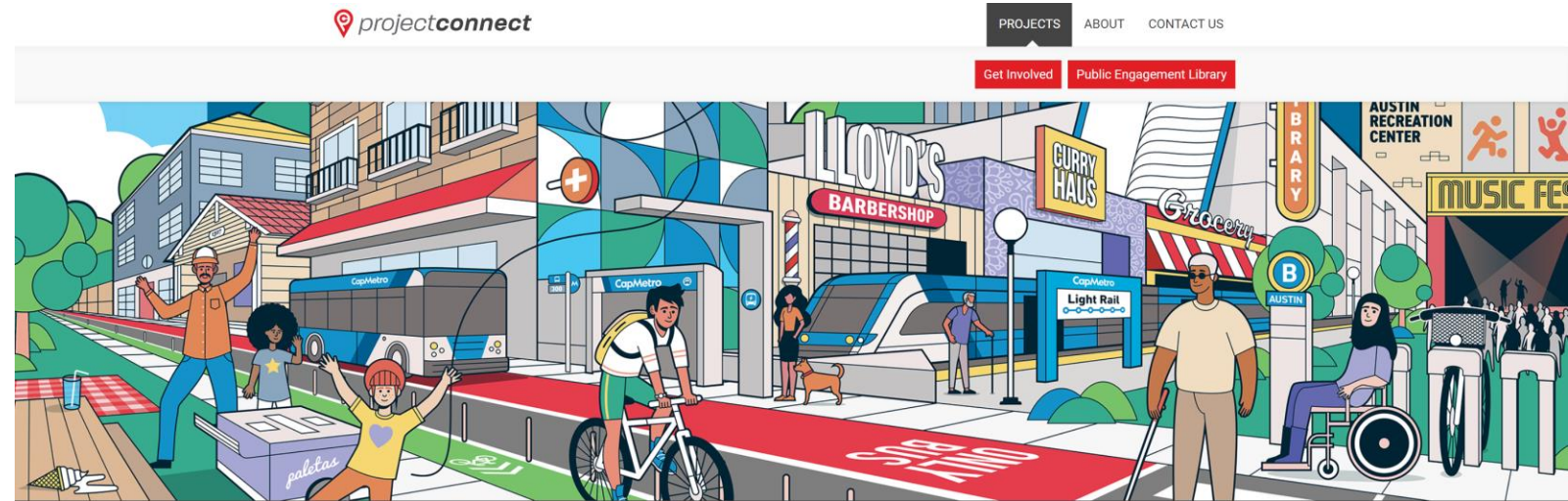




# ETOD Website

<https://projectconnect.com/projects/etod>

- Engagement updates and survey link
- Existing conditions dashboard
- Case study summary
- Community Connectors page



projectconnect

PROJECTS ABOUT CONTACT US

Get Involved Public Engagement Library

## Equitable Transit-Oriented Development (ETOD)

Equitable Transit-Oriented Development (ETOD) will help ensure that future development near transit corridors supports the overall quality of life as well as equitable outcomes for area residents of all incomes and backgrounds. The City of Austin and Capital Metro are working with the community to develop plans for equitable transit-oriented development along key Project Connect corridors and across the system.

### Existing Conditions Interactive Dashboard

This ETOD study builds a foundation for policy options through case studies of other successful ETOD strategies across the country, community engagement to understand the goals and priorities of residents and workers, and the following Conditions Analysis that uses data analysis to understand the character and trends of growth, the built environment, infrastructure, and people within the study area.

The study area for this effort includes Project Connect stations along the Orange and Blue Lines:

- North Central Austin (from the North Lamar Transit Center to Hemphill Park)
- South Congress Transit Center
- Riverside Area (from Auditorium Shores to MetroCenter station near Austin-Bernstrom Airport)

### We Want to Hear From You

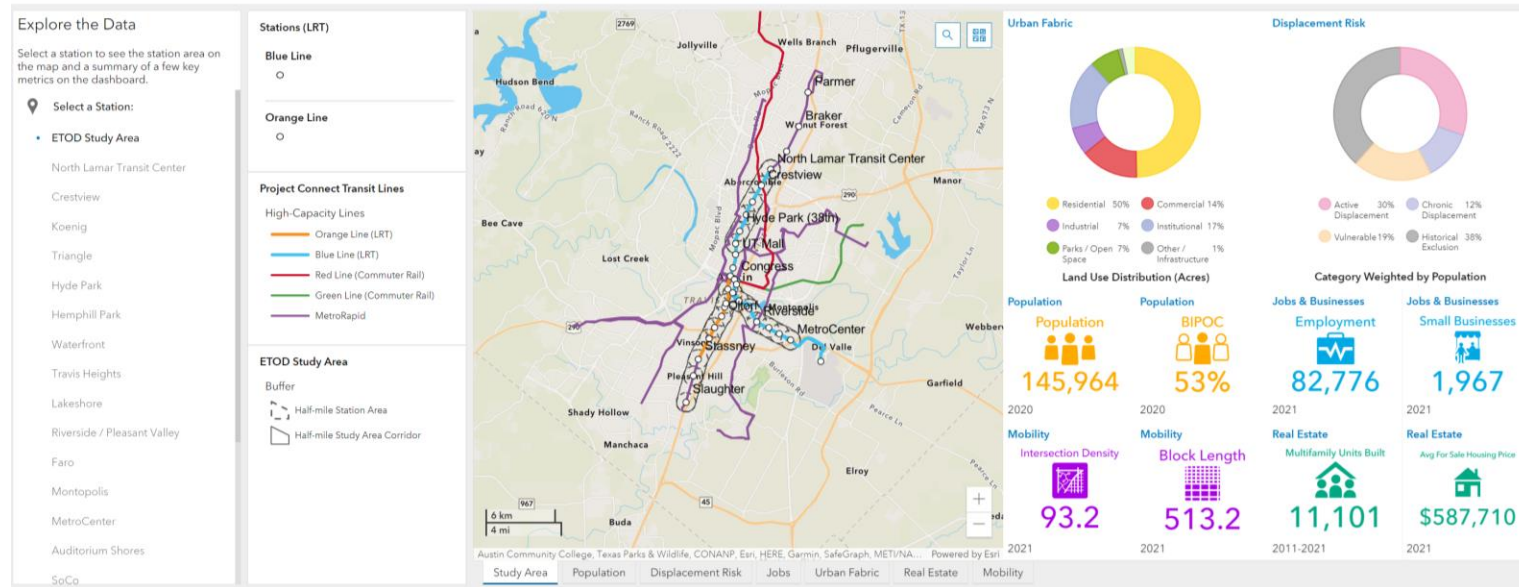
Early this year, we met with our community for the 1st phase of goals and priorities for the ETOD strategy. We're now in the 2nd phase and want to hear from you again. Your feedback will inform our policy recommendations. Please complete the following survey and continue to help us shape our community.

If you complete the survey, you will be entered into a raffle for a \$50 gift card. Thank you for participating!

[Take the survey](#)



# Existing Conditions Dashboard

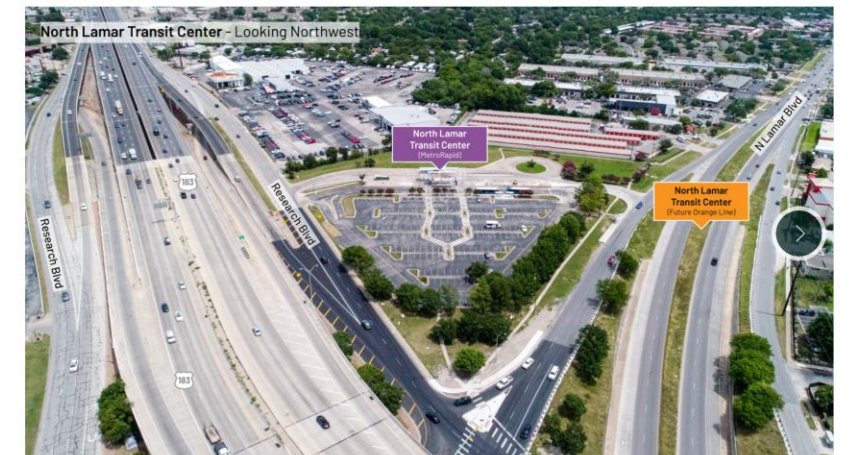


## Multifamily Inventory



## Station Tour

The following images provide an aerial snapshot of the physical environment around each of the study area stations (as of 2021/2022). Click through to explore key features of the urban fabric in each station area.



## Interactive Data :

- Population
- Displacement Risk
- Jobs
- Urban Fabric
- Real Estate
- Mobility

