

Equitable Transit-Oriented Development (ETOD)

City Council Housing and Planning Committee Meeting

Tuesday, May 31st, 2022

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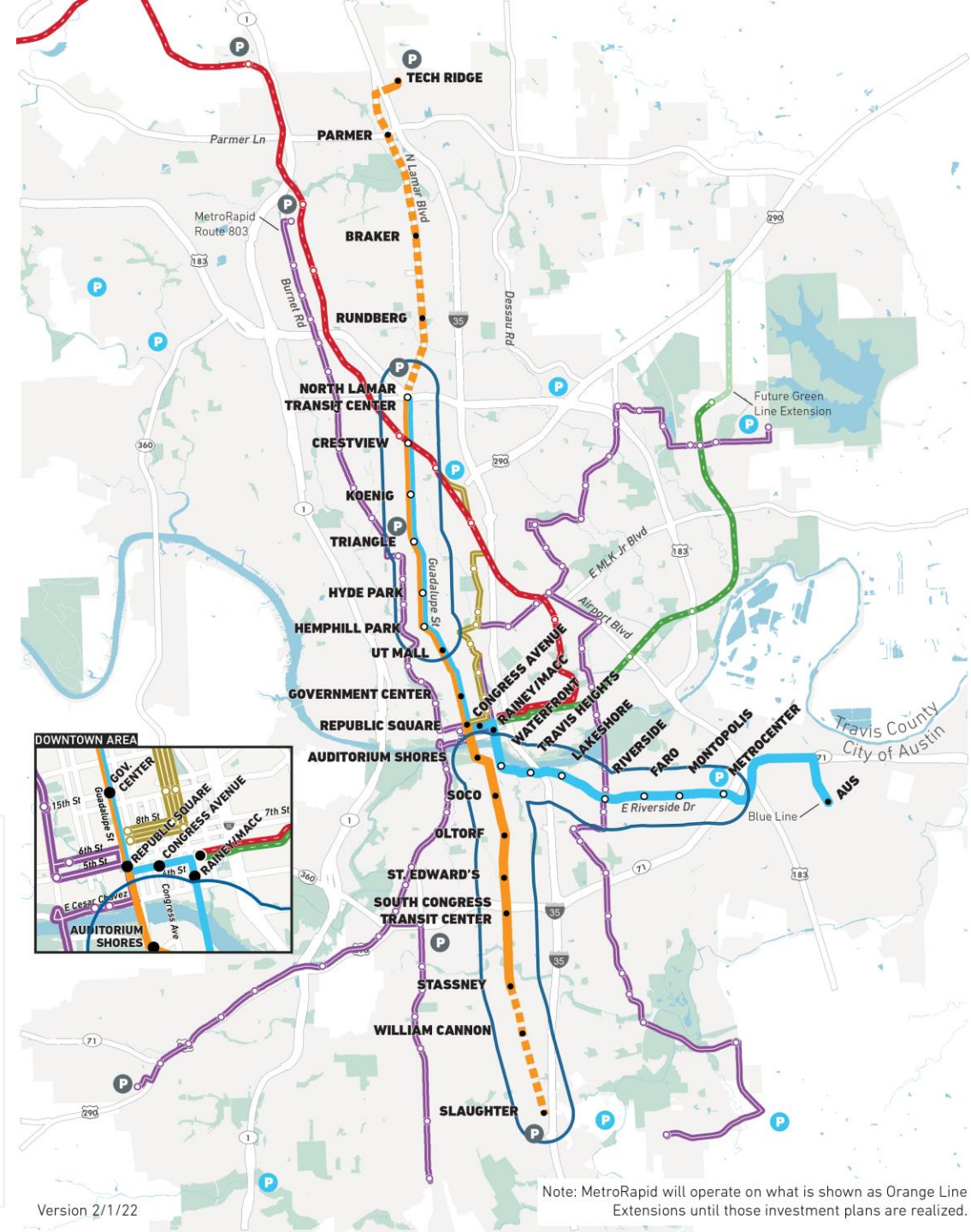


Agenda

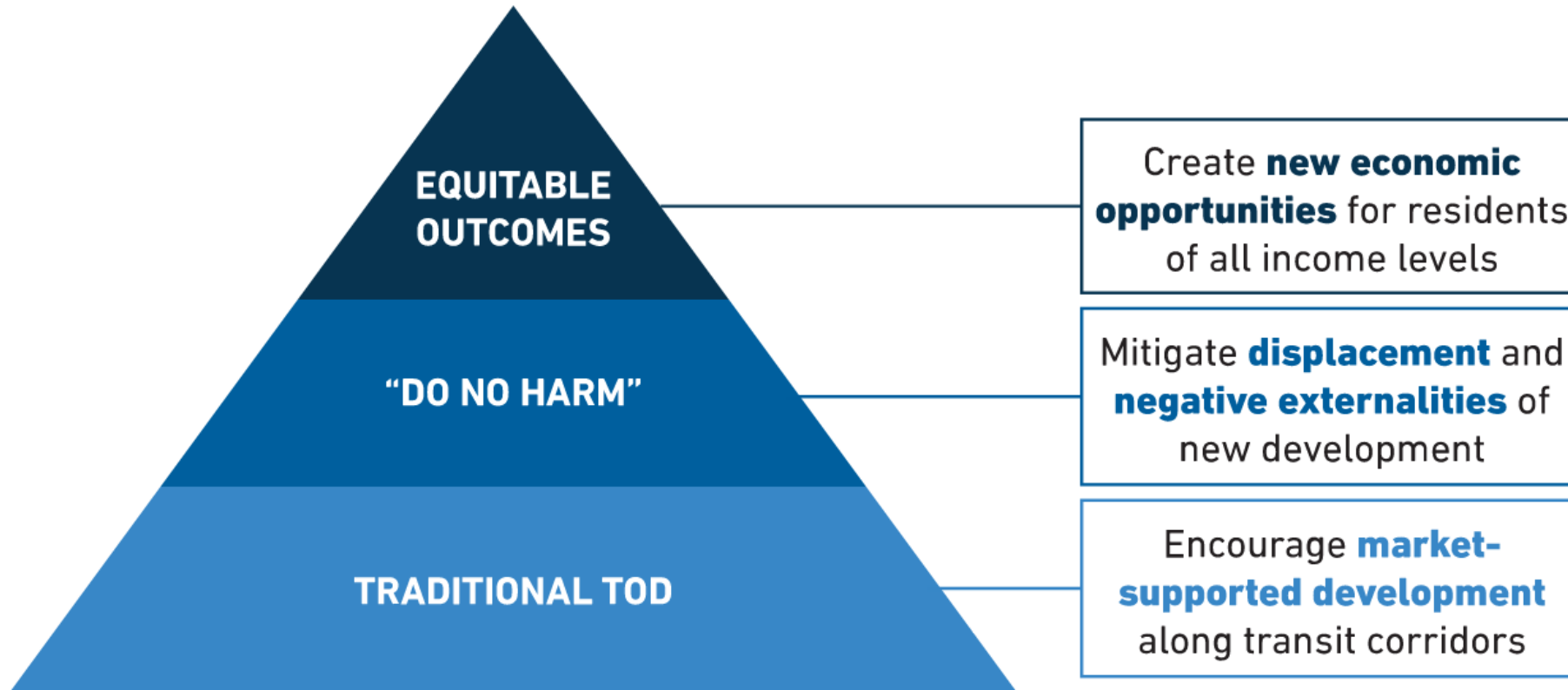
- 1 | Project Updates
- 2 | ETOD Policy Strategies
- 3 | Engagement
- 4 | Website

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

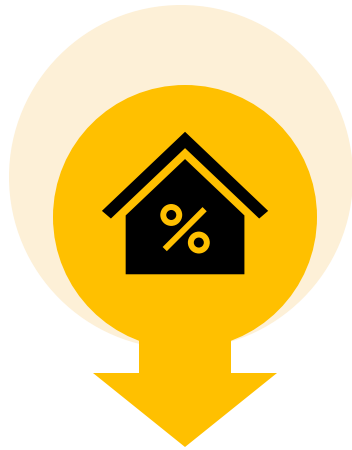




ETOD Deliverables



Task 2
Case studies



Task 4
Conditions analysis



ETOD Policy Plan



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

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Task 6
Priority Tool



Task 7
Station Area Vision Plans

Project Timeline

Key deliverables

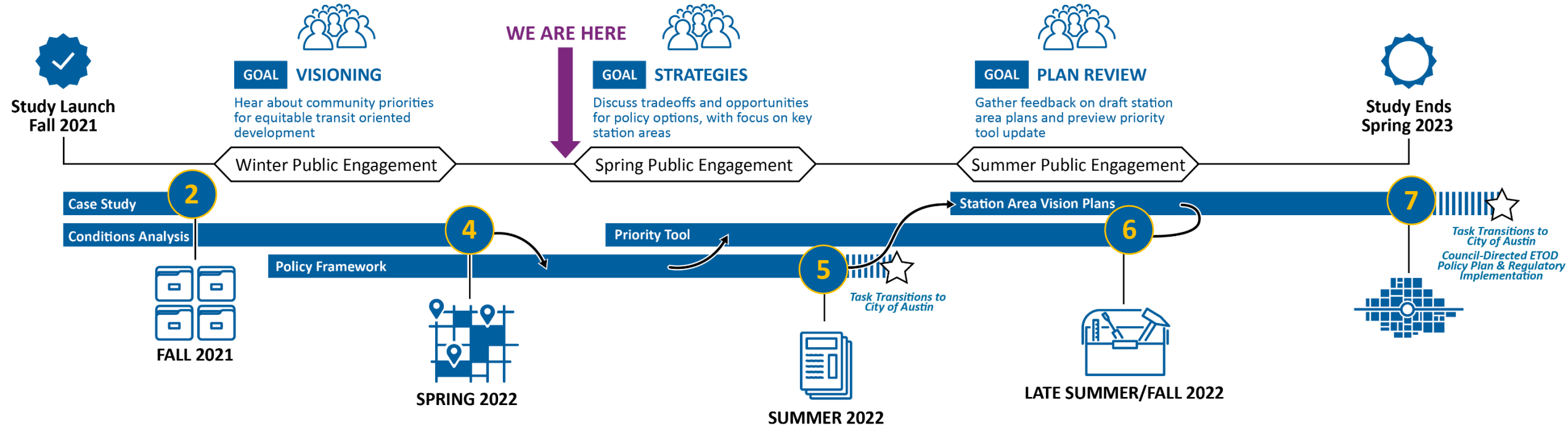
Task 2 Case studies (done)

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

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

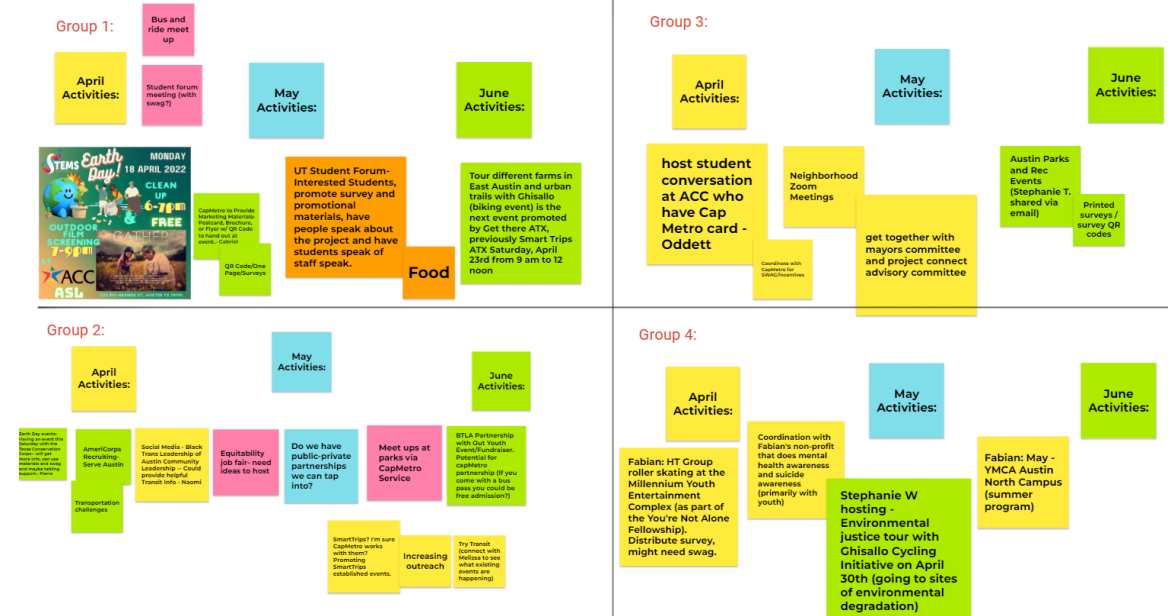
- 12 individuals recruited
- Fully onboarded and deployed
- Individual engagement roadmaps with activities in April, May, and June
- Each connector to reach 30-50 people

• Community Advisory Committee

- Monthly Working Group meetings
- Two workshop sessions on May 10 with the CAC and Community Connectors

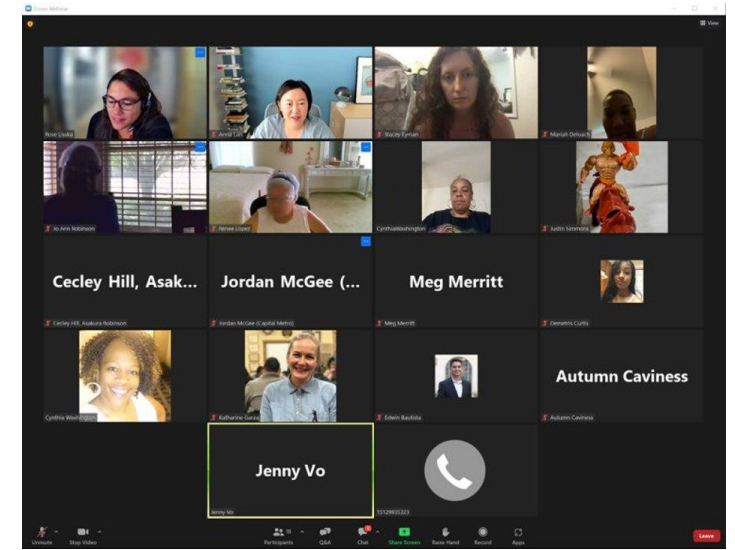
	Events	Hours	Number Engaged
Event Type:			
One on One	7	1	4
Pop Ups	3		
Community Gathering	5	10.75	90
Experiential Event	1		
Other	10	28.25	10
Totals	26	40	104
Social Media Reaches			3000 (ACC Email Blast)

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

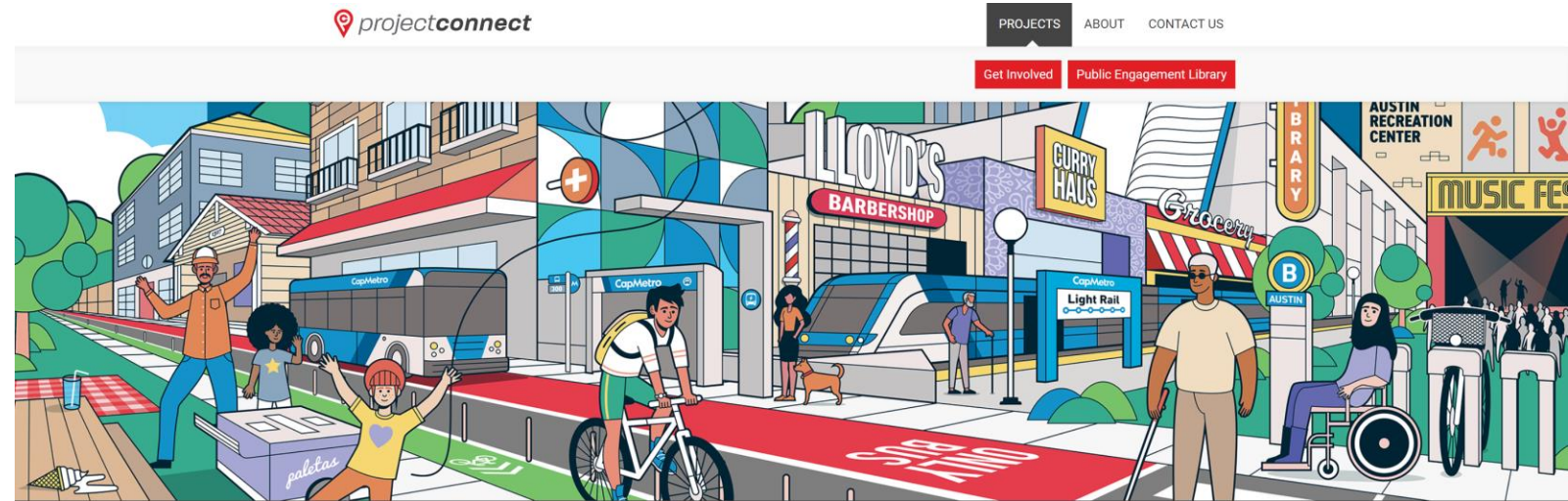
Real Estate and Housing Practitioners

Market Rate + Affordable
Housing Developers,
Affordable housing
academics

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)

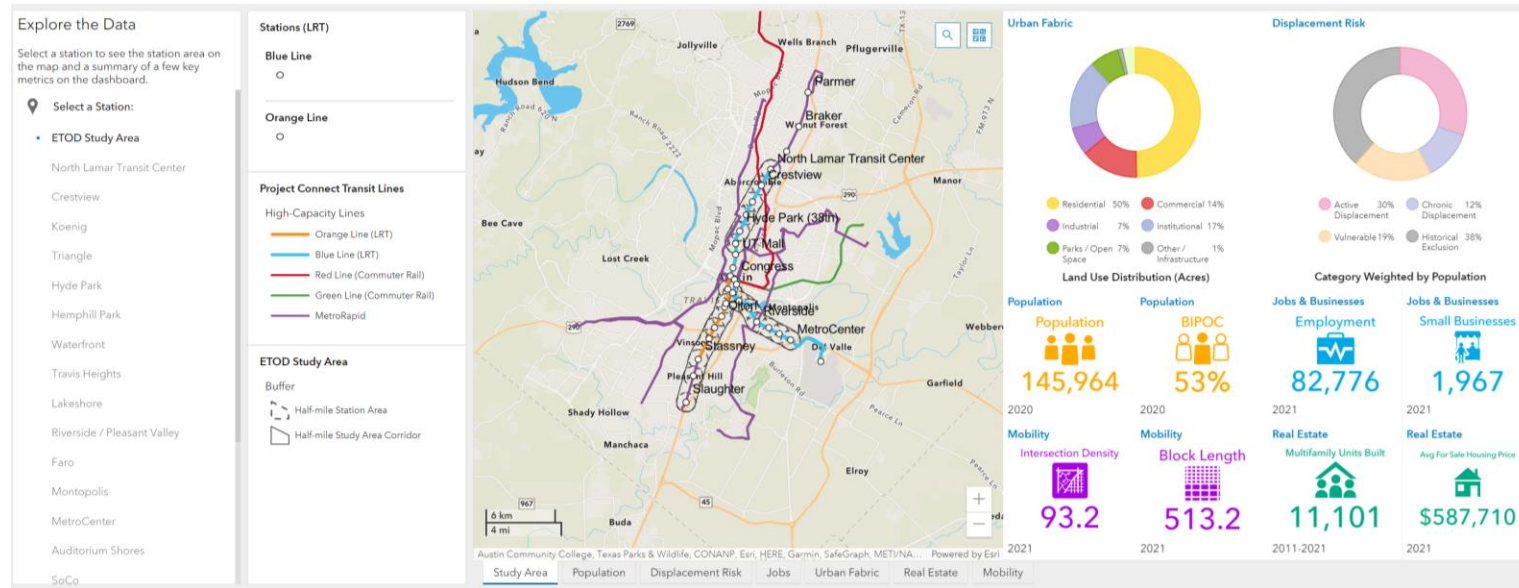
We Want to Hear From You

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

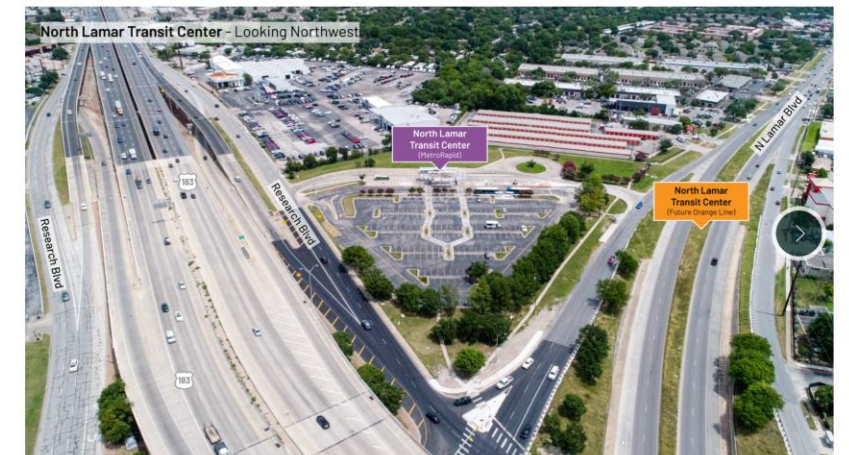


Multifamily Inventory



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

