

Equitable Transit-Oriented Development Policy Plan

Asian American Quality of Life Commission- December 2022



Purpose of the Plan

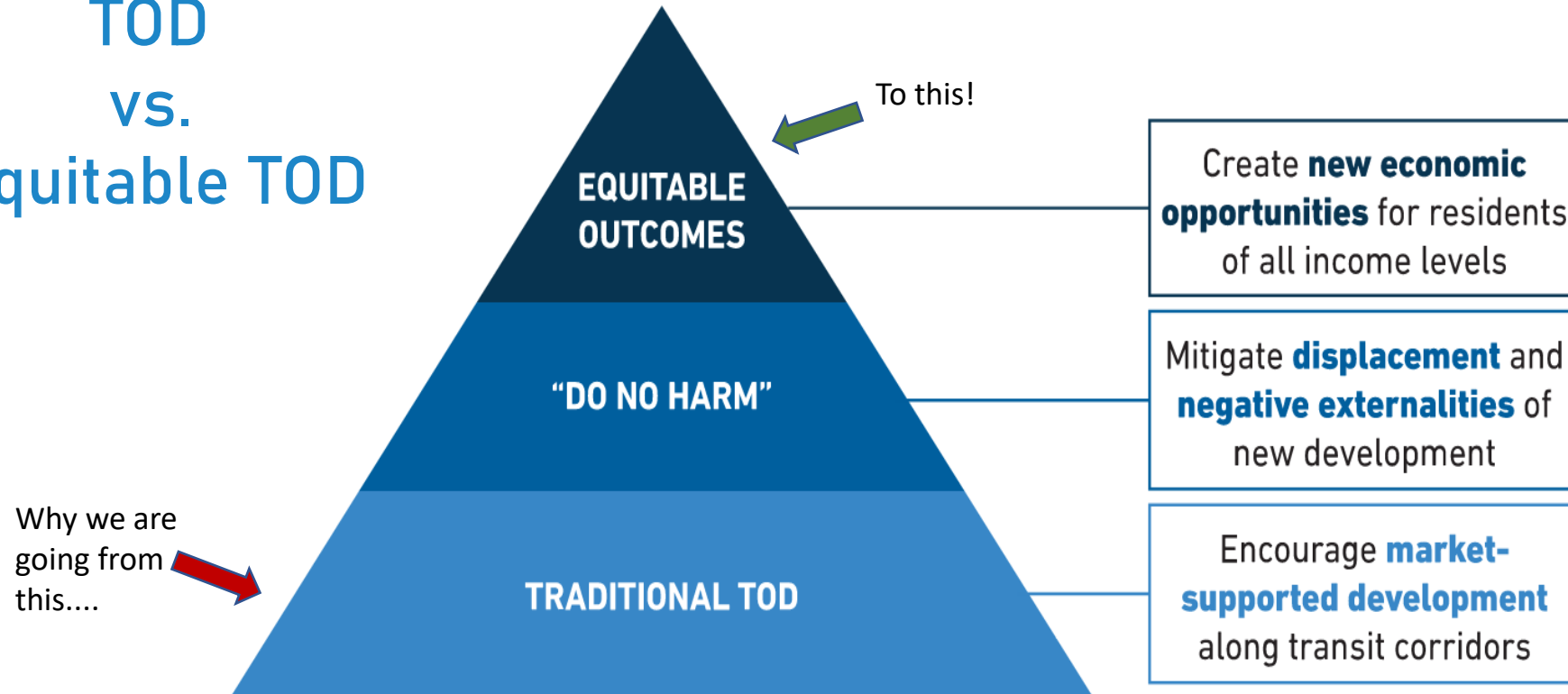
Provide a **comprehensive** framework to help the Austin community ensure that future development around the Project Connect transit system supports residents of **all incomes and backgrounds, especially those who have been disproportionately burdened** by past transportation and land use decisions.

ETOD Resolution 20210610-093

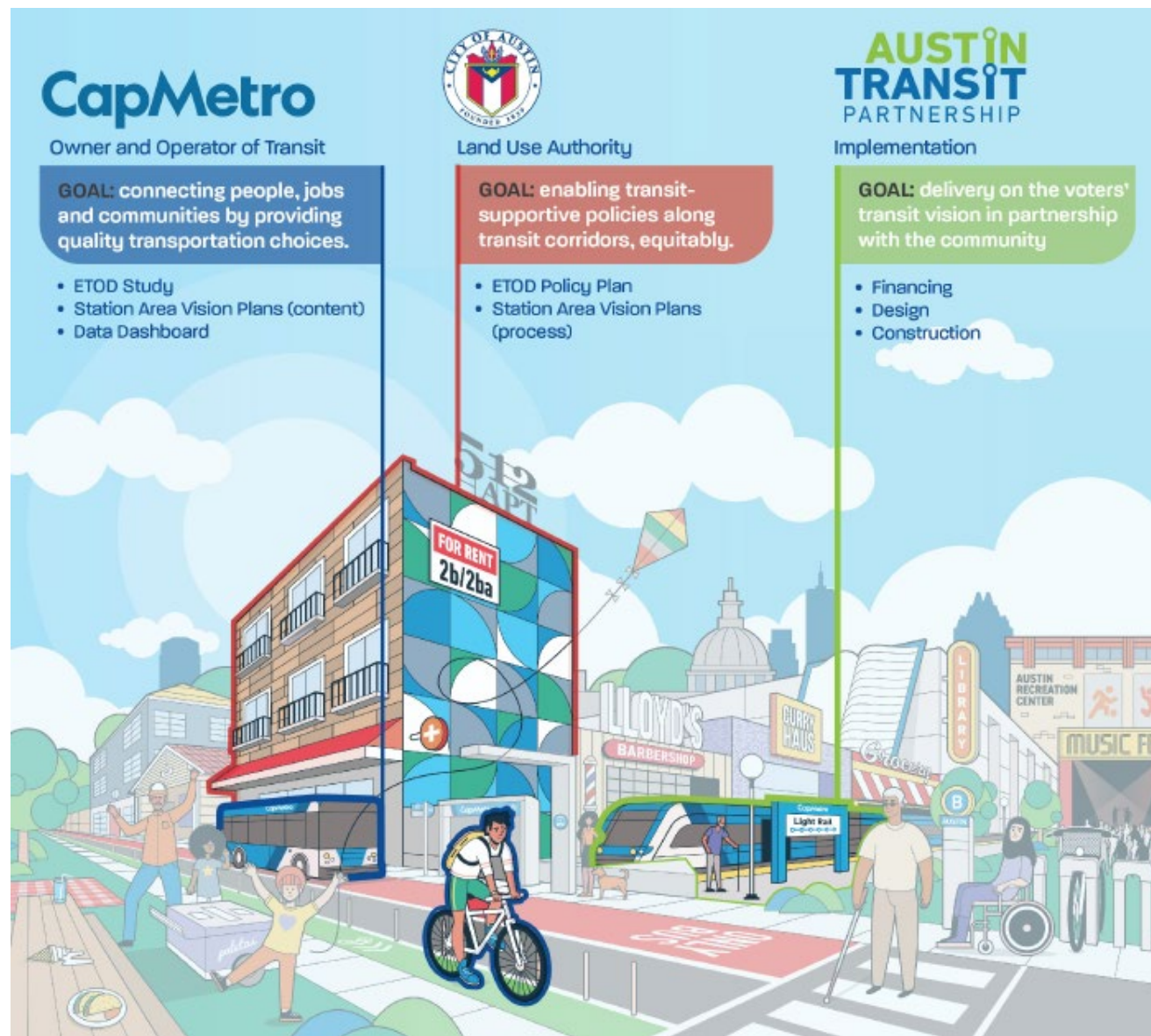
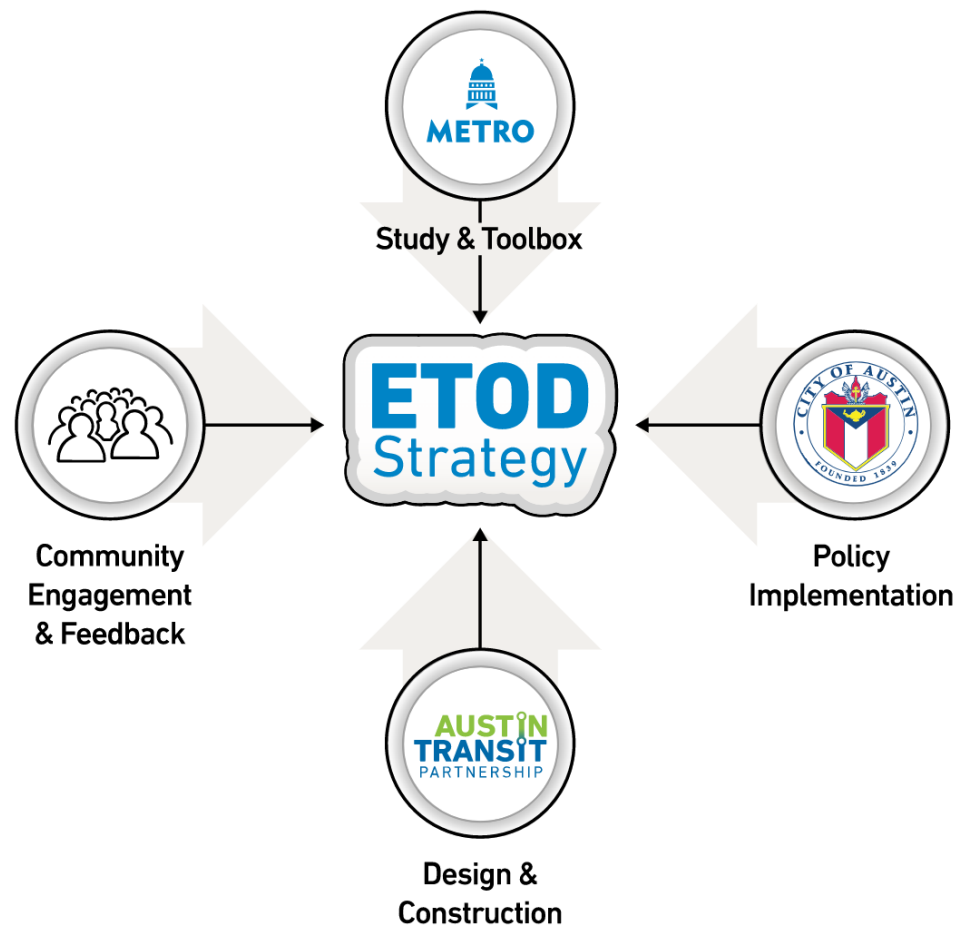
- Prioritization of equitable outcomes
- Categorization of TODs by tiers using context-sensitive criteria
- Anti-displacement strategies
- Preservation of existing and creation of affordable housing
- Creation of market-rate housing
- Compact, connected and transit-supportive
- Mix of land uses
- Codify community benefits

What is ETOD?

TOD VS. Equitable TOD



The ETOD Team



Engagement Touchpoints



Community Presentation

Large format meetings to present project milestones



CAC Working Group 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

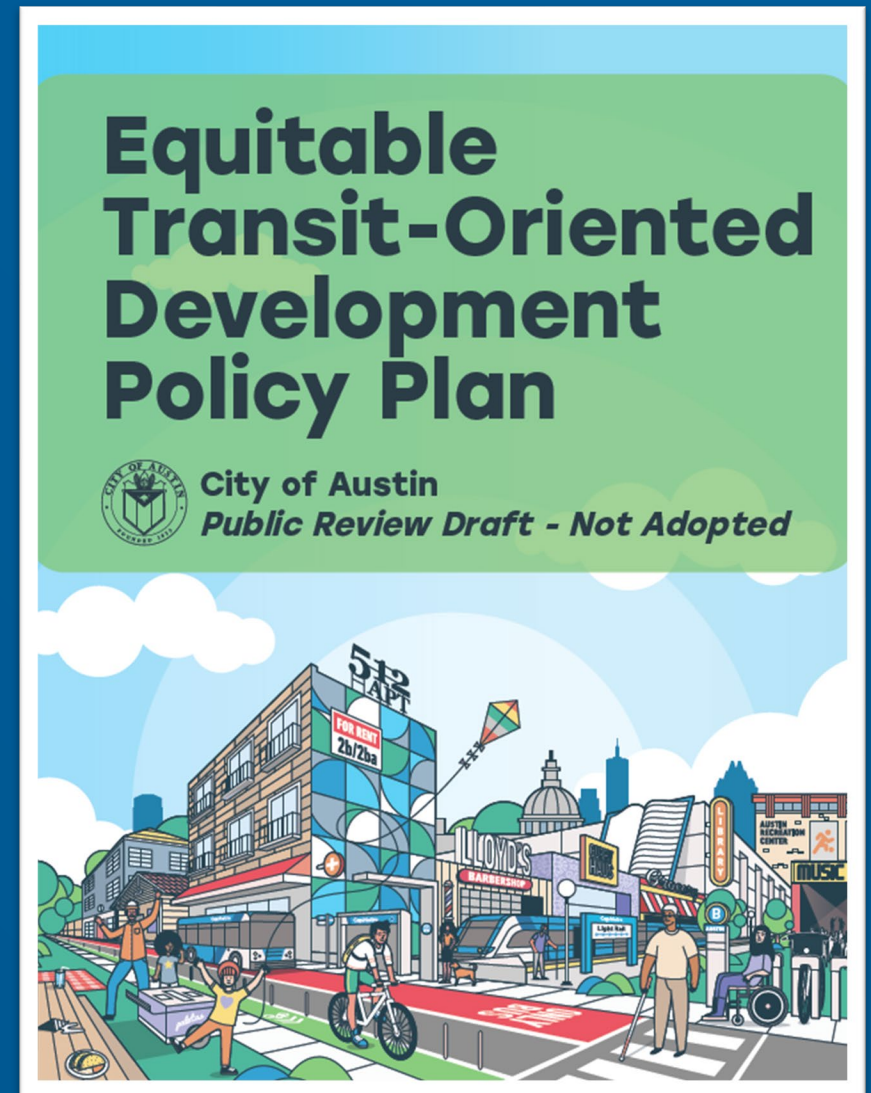
Presentations with stakeholder groups to educate participants on the process and vision of the ETOD Study



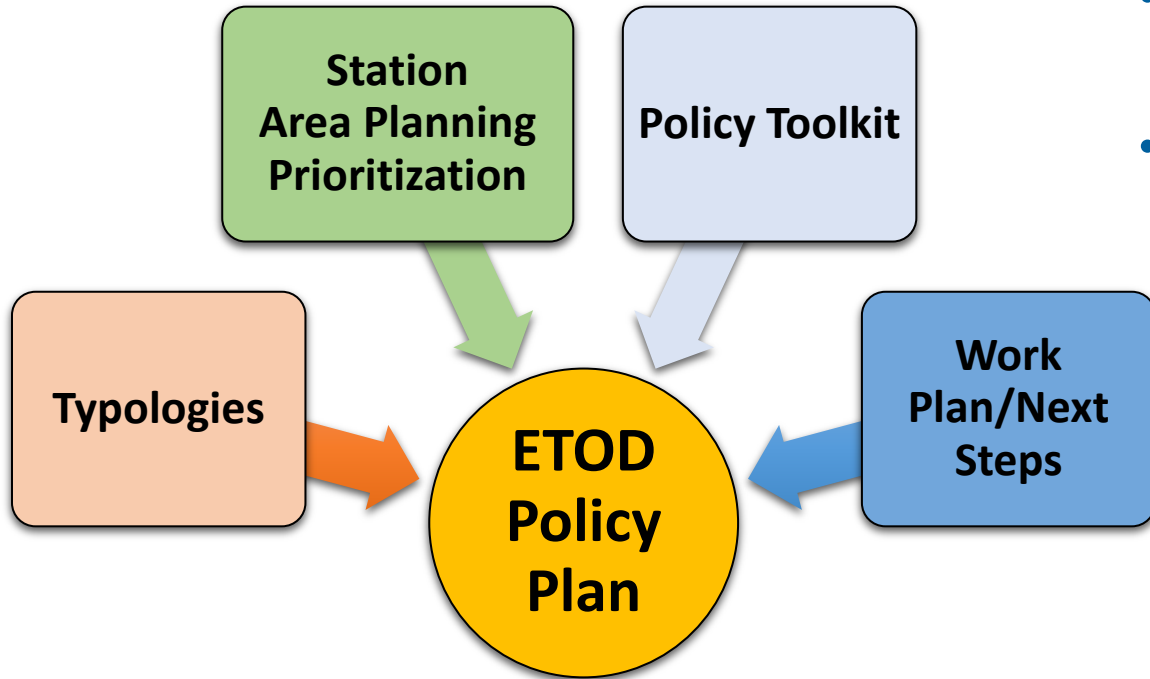
Community Connectors

Paid and trained community advocates to do in-depth outreach in their communities

ETOD Policy Plan Contents



ETOD Policy Plan



- **ETOD Policy Plan builds on the FTA-funded ETOD study**
- **ETOD Policy Plan includes:**
 - ETOD Goals
 - A snapshot of how current TODs are performing (MLK Station, Plaza Saltillo, Crestview Station)
 - Station Area Typologies and Planning Prioritization
 - Equity Based Policy Toolkit with Success Metrics
 - Work Plan for station area specific planning and regulatory changes in the short-, medium-, and long-term

ETOD Project 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



Expand Access to High-Quality Jobs & Career Opportunities



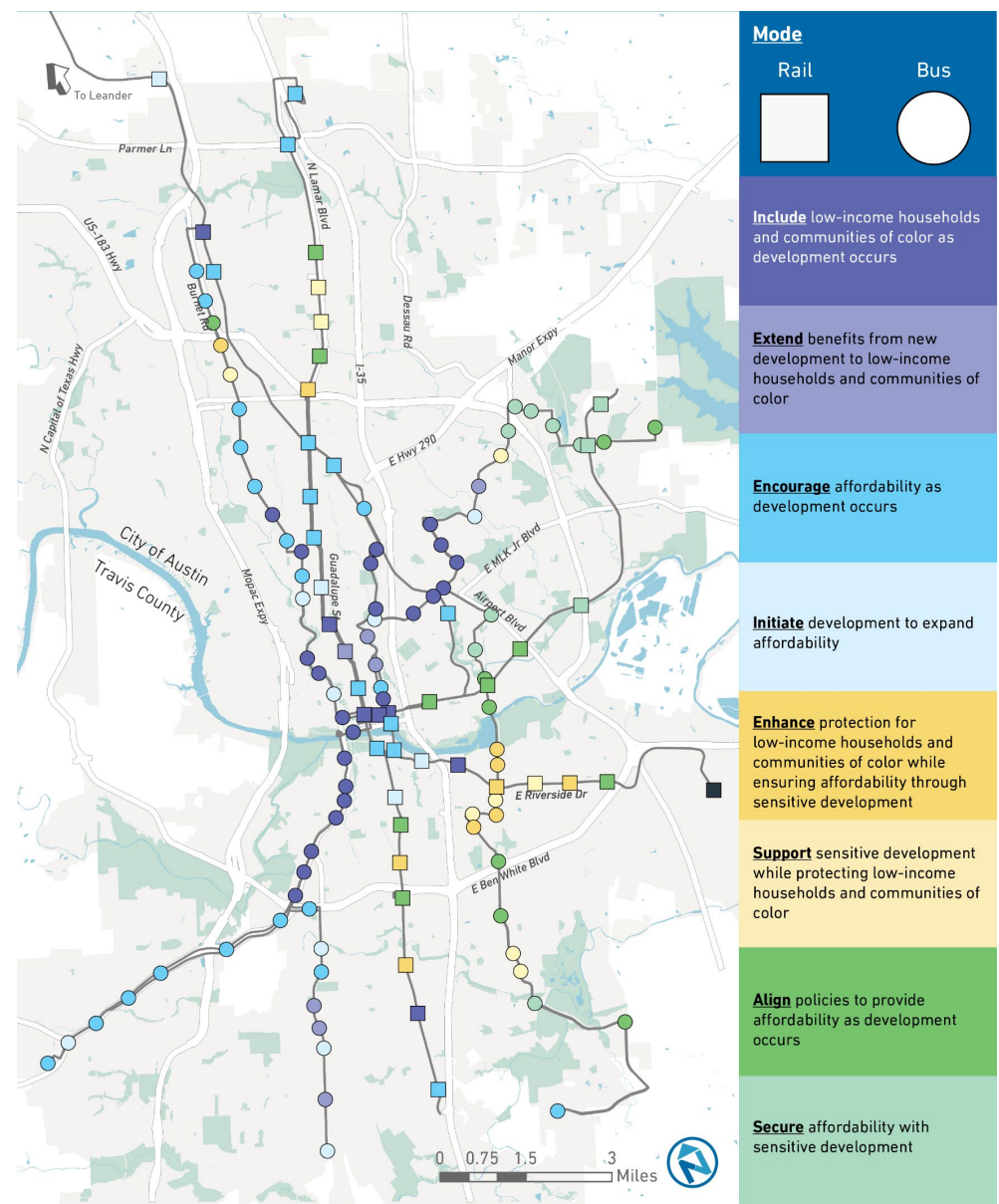
Support Healthy Neighborhoods That Meet Daily Needs



Sustain Austin's Diverse Cultural Heritage & Small Businesses

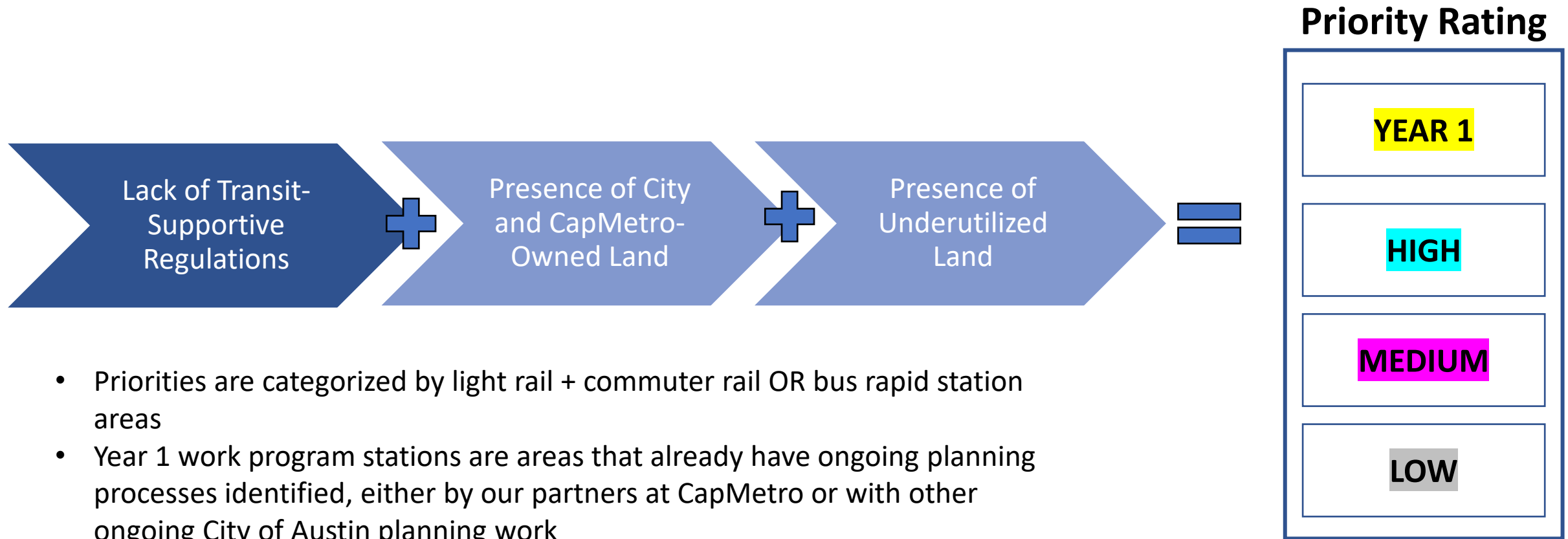
1. Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation
2. Help to Close Racial Health and Wealth Gaps
3. Preserve and Increase Housing Opportunities That are Affordable and Attainable
4. Expand Access to High-Quality Jobs and Career Opportunities
5. Support Healthy Neighborhoods That Meet Daily Needs
6. Expand Austin's Diverse Cultural Heritage and Small, BIPOC-owned and Legacy Businesses

ETOD Typologies



If a station has...	...and is...	...and has experienced...
More Residents Today	Historically Exclusionary or Low Displacement	Rapid Change
More Residents Today	Historically Exclusionary or Low Displacement	Slow Change
Fewer Residents Today	Historically Exclusionary or Low Displacement	Rapid Change
Fewer Residents Today	Historically Exclusionary or Low Displacement	Slow Change
More Residents Today	Vulnerable to or Experiencing Displacement	Rapid Change
More Residents Today	Vulnerable to or Experiencing Displacement	Slow Change
Fewer Residents Today	Vulnerable to or Experiencing Displacement	Rapid Change
Fewer Residents Today	Vulnerable to or Experiencing Displacement	Slow Change

ETOD Station Area Planning Prioritization



ETOD Policy Toolkit

5 Tool Categories

- 1 Small Business and Workforce Development
- 2 Housing Affordability
- 3 Mobility
- 4 Land Use and Urban Design
- 5 Real Estate and Finance Strategies

POLICY TOOL	
Implementation Lead	Agency or organization
Partners	Additional agencies or organizations who can support in tool implementation
Timeline	Commence Planning and Design: Within 1 Year, 1-2 Years, 3-4 Years, 5+ Years Implementation Begins: Prior to Transit Construction, During Transit Construction Active: Duration of Transit Construction, Ongoing, Other Time Period
City Council Goals	Identifies the relevant City Council ETOD goals the tool addresses
ETOD Goals	Identifies the relevant ETOD Policy Plan goals the tool addresses
Description of the Tool	Provides a summary of what the recommended tool is
Examples of existing programs in Austin, if any	Discusses if an existing program/tool exists in Austin. If not, similar programs that may be used to align with ETOD goals
Implementation Challenges and Considerations	This section outlines financial, legal and programmatic considerations for the Implementation Lead in planning and designing the tool
Success Metrics	A set of metrics that will be further developed by the Implementation Lead to measure the success of the tool over time

“Five Pillars” – Asian American Quality of Life in Austin Report (March 2018)

- **Economic Development**
- **Housing and Community Development**
- **Health and Human Services**
- **Arts and Culture**
- **Civic Engagement**

Policy Tools – Economic Development Pillar

Small Business & Workforce Development

Tool	Description
Business Assistance During Construction	
Small Business Construction Interruption Fund	Provide financial assistance to businesses affected by the transit construction through a one-time fund during corridor construction.
Ongoing Small Business Support	
Small Business Assistance Fund	Expand upon the structure of the City of Austin's small business relief grant and would be available to businesses along the corridor on an ongoing basis to help enhance the longevity of small, independent, and BIPOC-owned businesses.
Affordable Ground Floor Space for Local Businesses & Non-profits	Incentivize developers to provide affordable and favorable ground-floor lease terms for small businesses, non-profits, and community-supporting space as part of the parameters set for future land dispositions led by the City and CapMetro, such as business affordability criteria that is tied to standard ratios of Annual Sales (Revenue) to Annual Rent for target industries. The City can also deploy funds to subsidize local or legacy businesses within ground-floor space.
Workforce Development Programs	
Skills-Based and Industry-Specific Job Training & Hiring	Work with large employers to design programs and certifications directly addressing the needs of employers and create a pipeline for students to high-quality local jobs.
Childcare Grants	Subsidize the costs of childcare for low-income households with parents working a designated number of hours/week.

Policy Tools – Housing and Community Development Pillar

Mobility

Tool

Description

Transportation Demand Management

ETOD Mobility Program (for New Site Users)

Provide mobility benefits and reduce household travel (and housing) costs for ETOD site users, and City of Austin Transportation Department, CapMetro and Movability can collaborate on their implementation.

Legacy Mobility Benefits Program (or Existing People & Businesses within Station Areas)

Develop a legacy mobility benefits programs, similar to a broader ETOD Mobility Plan, to reduce household travel (and housing) costs. Include free or subsidized transit passes, access to ETOD on-site mobility-enhancing amenities, and information, personalized coaching, or marketing about how to use the system and potential destinations.

Enhancing First/Last Mile Service to Stations

Implement programs that help transit riders reach their nearest bus stop or train station, such as bike-share, reduced-cost ride-hailing, or on demand shuttle services.

Universal Basic Mobility Pilot

Create a pilot program covering the cost of a variety of transportation services for qualified households.

Community Car Program

Provide and market car share vehicles to ETOD and legacy site users to help provide more resources for households wishing to utilize new transit as primary mode but needing back-up—essentially making it easier and more feasible for households to go car-free.

Mobility Infrastructure Improvement

Equitable Station Access Strategy

Develop an equitable station access strategy to shape prioritization and implementation of station access improvements.

Policy Tools – Housing and Community Development Pillar

Housing Affordability

Tool	Description
Homeownership and Tenant Support	
Expanded Down-Payment Assistance Funds	Create wealth building and homeownership opportunities through either grants or low-cost loans for first-time homebuyers to help cover the deposit when purchasing a home.
Expanded Home Repair Programs	Expand home repair programs, also known as owner-occupied home rehabilitation, provide grants or low-cost loans to help eligible homeowners make critical home repairs.
Emergency Direct Rental Assistance	Provide relief to low and moderate-income households at risk of experiencing homelessness or housing instability by providing rental arrears, temporary rental assistance, and utility arrears assistance.
Supporting Tenants' Right to Counsel	Help low-income renters hold power over their housing and counter predatory and unjust practices. Actions to support tenants facing eviction include providing low-income tenants access to free legal counsel.
Financing Tools	
Community Land Trusts & Other Shared Equity Homeownership Models	Create a shared equity programs to facilitate homeownership for low-income households by decreasing the costs of home purchases. There are three main shared equity models in the US: Community Land Trusts (CLTs), Limited Equity Cooperatives, and Deed-Restricted Homeownership.
Land Use Strategies	
Voluntary Inclusive ETOD Overlay	Create voluntary inclusive ETOD overlay to provide developers with the opportunity to build projects under alternative standards in exchange for including affordable units.

Policy Tools – Health and Human Services Pillar

Land Use & Urban Design

Tool	Description
Development Incentives, Standards, or Regulations	
Incentivize Public Amenities that Improve Community Health and Wellbeing	Evaluate potential incentives (financial or administrative) that could be provided for ETOD projects that design public spaces and public amenities to facilitate community gathering, neighborhood commerce, festivals, and sustainability.
Equity Scorecard for ETOD Projects	Create a transparent and accessible scorecard for City agencies to use for benchmarking proposed development projects against the goals and priorities of Project Connect to provide regulatory considerations like compatibility waivers or the ability to participate in density bonuses in ETOD overlay areas.

Policy Tools – Arts & Culture and Civic Engagement Pillars

Small Business & Workforce Development

Tool	Description
Workforce Development Programs	
Building Capacity for Small Business Participation in Project Connect Construction And Investments	Expand small business access to Project Connect contracting to help create employment opportunities and ensure the benefits of the transportation construction are felt throughout the local community.

Housing Affordability

Tool	Description
Financing Tools	
Capacity Building for Community Benefits	Evaluate measures to facilitate the establishment of neighborhood and work with community groups capable of negotiating community benefit investments with developers and companies relocating into Austin.

Land Use & Urban Design

Tool	Description
Invest in Public Realm	
Provision of Civic Space Around Transit Stations	Anchor transit stations with inviting, vibrant civic spaces that provide flexible areas for a range of activities and instill a sense of pride and belonging for diverse communities.
Engage Community Voices in Public Space Design Process	Establish processes to encourage design elements in station areas celebrating local art, culture, and history.

ETOD Work Plan

Year 1 Work Program

2023-2024

- Begin Station Area Vision Planning for 6 station areas
- Regulatory changes to support ETOD citywide
- ETOD implementation lead equity financing and programmatic planning support
- Amend ETOD Policy Plan to the Imagine Austin Comprehensive Plan
- Develop an Equity Scorecard to evaluate proposed ETOD private development projects



Year 2 and Beyond

2025-Ongoing

- Station Area Planning for 6-10 stations
- ETOD implementation lead equity financing and programmatic planning support (2nd iteration)
- Assessment of year 1 station area plans using policy toolkit success metrics
- Monitor performance of ETOD station areas in meeting ETOD goals using policy toolkit success metrics
- Continued public engagement surrounding station area planning



Council Action on December 8, 2022

- Council voted unanimously to:
 1. Direct the City Manager, in coordination with CapMetro, to **begin detailed station area planning processes** in the **North Lamar Transit Center** and **South Congress Transit Center station areas**, and
 2. Bring back on **February 23, 2023 a resolution** that accomplishes the following:
 - Accepts the **ETOD Policy Plan**; and
 - Directs the City Manager to coordinate with Capital Metro **to incorporate the ETOD Policy Plan tools** for the **Green Line and Metro Rapid Stations** within the boundaries of the ongoing **Northeast Austin District Planning Process**; and
 - Initiates necessary **amendments to the Land Development Code** to implement an ETOD Policy;
 - Initiates **amendments the Imagine Austin Comprehensive Plan** to incorporate the **ETOD Typologies**.

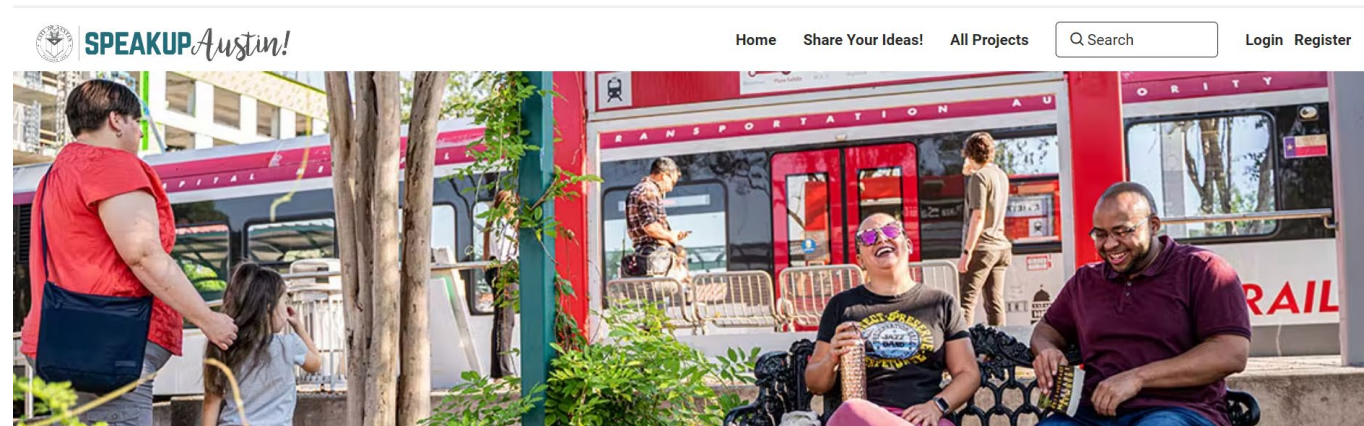
Get Involved!

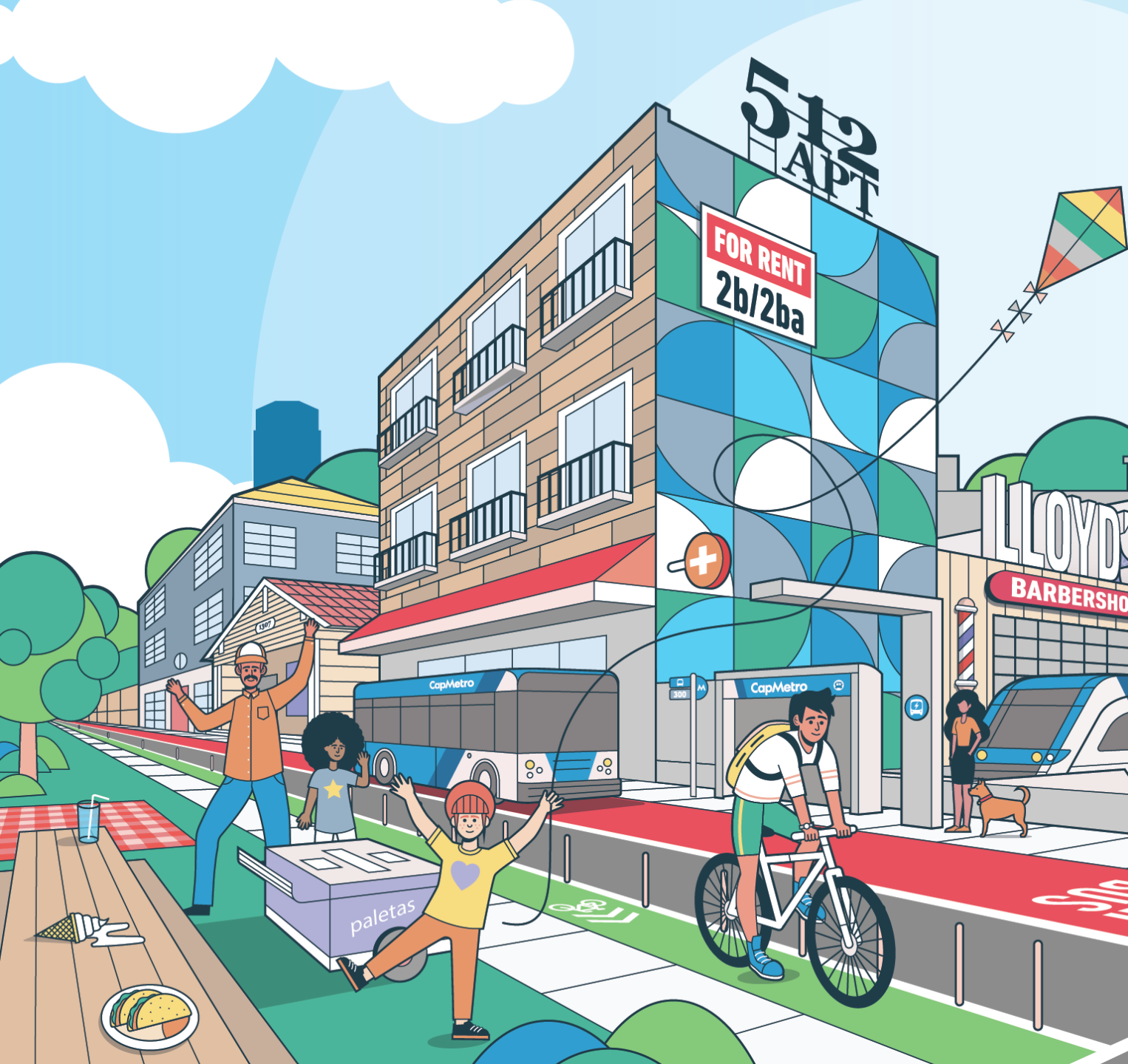
Send us a message: ETOD@austintexas.gov

Give public comment next year at City Council on the Policy Plan: Feb. 23, 2022

Check for updates about future engagement efforts on our **SpeakUp** page during future ETOD implementation (*station area planning, code changes, etc.*)!

www.SpeakUpAustin.org/ETODPolicyPlan





Questions?

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