Equitable Transit-Oriented Development Study

Joint Special Called City Council Committee on ETOD

Anna Lan, TOD Manager
3/2/23

ETOD Engagement Objective

- Key approach was turning up the volume on voices from Austin's BIPOC community, low-income earners, people with disabilities, non-English speakers, transit users, and elderly residents.

- Intentional, meaningful, inclusive.

- Centered on being transparent; input iteratively shaping decisions and the direction of study.

- Came up with targeted methods for reaching those key communities that may be outside of the traditional methods and compensated them for their time and knowledge.

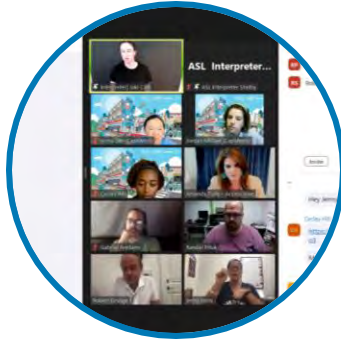S.T.E.M Sign Language ACC Clean Up + ETOD Discussion, 2022

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Comprehensive Engagement Touchpoints

$ Compensated Discussions

Community/ Public Meetings

Stakeholder Presentations

Tabling/Surveys

CAC Briefings

Focus Groups & One-on-ones

Community Connectors

Traditional Outreach

Targeted peer-to-peer outreach

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Community Connectors and CAC Working Group

CAC Working Group

CAC ETOD Working Group:
1. Renee Lopez
2. Susana Almanza
3. Briana Snitchler
4. Joao Paulo Connolly
5. Gretchen Flatau
6. Kathryn Broadwater
7. Alex Karner (ex officio)

Community Connectors
1. Gabriel Arellano
2. Kathryn Broadwater
3. Gavino Fernandez Jr.
4. Odett Garza-Witherspoon
5. Ariel Marlowe
6. Leland Murphy
7. Pierre Nguyen
8. Rashmikant Shah
9. Stephanie Trevino
10. Stephanie Webb
11. Naomi Wilson
12. Fabian Wood

Community Connectors

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Engagement Timeline

Phase 1
Define ETOD goals & objectives
Winter 2021

Deliverables:
- ETOD 6 Goals
- Case studies

Phase 2
Verify goals and discuss policy
Spring 2022

Deliverables:
- Existing conditions dashboard

Phase 3a
Policy & program application
Summer 2022

Deliverables:
- Policy Toolkit

Phase 3b
Station Typologies
Fall–Winter 2022

Deliverables:
- Priority Tool Dashboard
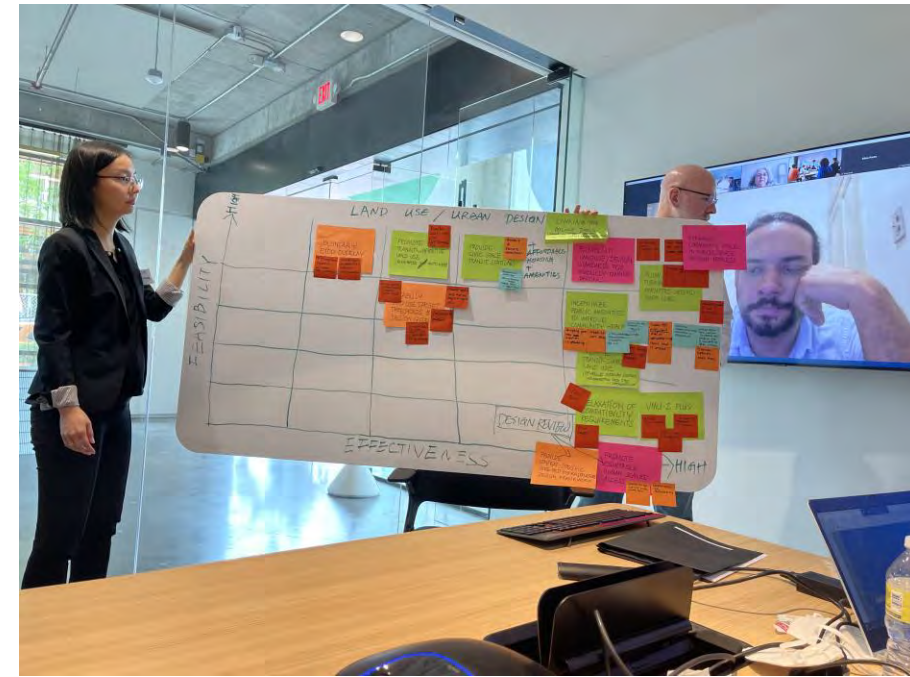- ETOD Policy Plan

Phase 4
Station Area Vision Plan
Spring 2023 – ongoing

Deliverables:
- Station plans for NLTC and SCTC
- East Riverside Corridor update memo
- ETOD Final Report

Engagement Quick Summary

- Public Workshops: 6 sessions, 321+ participants

- Focus Groups: 40 sessions, 243 participants

- Surveys: 2,382 responses

- Organized events: 40+

- CAC Working Group meetings: monthly

- Community Stakeholder Presentations: 40+

- Community Connectors: 40+ organized events, 330+ outreached

Policy Toolkit Workshop
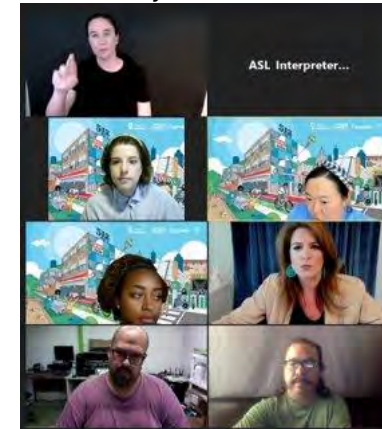
ASL Policy Focus Group

Austin Area Urban League Focus Group

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ETOD Policy Plan Engagement

Step 1: Started with over 75 tools

Step 2: Vetting Round 1 (all stakeholders), down to 51 tools

Step 3: Workshops with stakeholders

Step 4: Survey, Focus Groups, interviews with agency implementation leads, small business owners, developers (affordable & market)
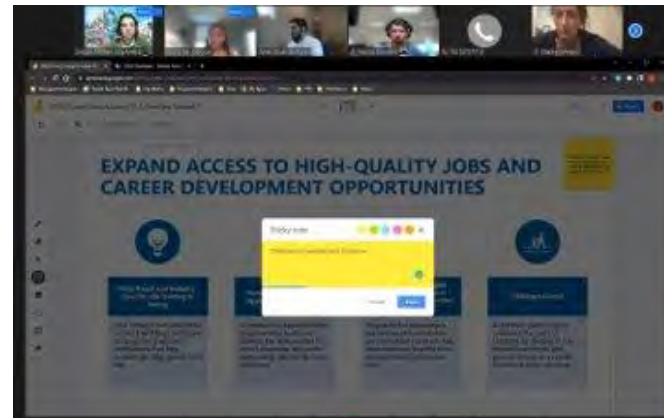
Step 5: Vetting Round 2 (all stakeholders), down to 46 tools

Step 6: Survey, Focus Groups

Step 7: ETOD Summit and input through Speak Up Austin

Policy Toolkit Workshop with CAC, COA, CapMetro, ATP

EXPAND ACCESS TO HIGH-QUALITY JOBS AND CAREER DEVELOPMENT OPPORTUNITIES

Virtual Focus Group on Toolkit Application

What We Heard – Small Businesses

- Advocacy for affordable ground floor space for local/MWBE businesses, more flexibility in permitted ground floor building uses

- Barrier in application or awareness of benefits, especially language

- Support for on-going support versus one-off funding

- See expansion of business construction interruption fund

- Direct rent relief for small businesses

- Micro/small businesses should not be left out

What We Heard – Housing

- Affordable housing list is too long and overburdened. Barrier to entry too difficult to apply.

- Establish high affordable housing goals for publicly owned land

- Fear that regulations unable to keep up with market

- More support to help renters not just homeowners

- Affordable housing not just new developments but revitalize existing stock

- Different affordable housing options such as co-ops and individual leases to rent by room

- Tax breaks

- Support down payment assistance funds and expanded home repair programs

What We Heard – Transportation

- Improve access to transit, such as reducing walking distance. Obstacle for Access community.

- More reliable service, expansion of pick-up service

- Interest in monthly transit stipend card, use for any transportation services

- Providing park & rides near stations to attract riders who do not want to pay for parking

- Current fares are affordable but need to expand network

- Work with large employers like AISD to attract staff to transit

- Improve infrastructure and safety features like overpasses, lighting, shade, and water

What We Heard – Support Healthy Neighborhoods

- Need for high-quality childcare, childcare grants
- Support for libraries, parks, or civic spaces around stations
- Less impermeable concrete and asphalt
- Community input in the station area design
- Crosswalks and sidewalks, make pedestrian visible
- Smaller, community grocery stores

What We Heard – Employment

- Attract diverse pool of business and nonprofits to the station areas, create hubs people would like to visit

- Partner with ACC to provide job training to locals, transition to permanent staff

- Dependable transit correlates to the ability to maintain a job

Toolkit Shaped by Input

Tools Added

- **Soft Density by Right and Expansion of Existing Preference Policy** (recommended by HPD with support by CAC)
- **Homeownership and Tenant Support Tools** (championed by Connectors, CAC, as well as affordable housing and community service providers; feedback that many housing tool focused on preserving and creating affordable rental units)
- **Equity Scorecard for TOD projects** (feedback from HPD, CAC, Connectors)

Tools Removed

- **Include parking in FAR calculator for TOD zones** (viewed by agencies and stakeholders as too big of a jump from current requirements, reworked to show phased approach)
- **Affordable Housing Replacement Ordinances** (removed because not legally feasible)
- **Shop Local Campaigns** (removed after workshop because it requires extensive resources without greatest impact)
- **Equity focus of Business Relocation Plan** (removed due to NEPA legal constraints, ATP is required to treat all businesses equally)

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Thank you!