

January 2023

ATX Walk Bike Roll Process Summary





ATX Walk Bike Roll use the Equity Office's definition of equity:

“the condition when race no longer predicts a person's quality of life outcomes in our community.”

Racial equity was the primary consideration through which ATX Walk Bike Roll considered the distribution of benefits gained and burdens placed on communities from access or lack of access to pedestrian crossings, sidewalks, bikeways, and urban trails. Other considerations like socioeconomic status, age, disability status were also key factors.

ATXWBR Overview

ATX Walk Bike Roll was a coordinated effort by the City of Austin's Public Works Department and the Transportation Department to update Austin's [Sidewalks, Crossings, and Shared Streets Plan](#); [Urban Trails Plan](#); and [Bicycle Plan](#). These plans guide how the City builds urban trails, sidewalks, shared streets, pedestrian crossings, and bikeways and identifies where they are needed most. For more information about ATX Walk Bike Roll, visit: AustinTexas.gov/ATXWBR.

Guiding Documents

The ATX Walk Bike Roll process—from community engagement to writing the three plans—centered equity and inclusion to create a more just transportation decision-making process and build lasting partnerships across Austin. The process and this commitment to inclusion were guided by three documents:

1. Equity Scan

The Equity Scan included a review of 20 recent planning initiatives in Austin and engaged 17 stakeholders from 12 organizations dedicated to equity, anti-displacement, public health, accessibility, and education. The goal was to understand, through the lens of community voices, how the City of Austin has incorporated equity into its plans, initiatives, processes, and outcomes, and where there are lessons to be learned. Conversations with local leaders highlighted priorities that ATX Walk Bike Roll should center, which were incorporated into the Public Outreach Plan and planning process. View [Appendix A.1](#) for the [Equity Scan](#).

2. Equity Framework

The Equity Framework is a tool for accountability to guide decision-making during the ATX Walk Bike Roll process and afterwards during plan implementation. The development of the Equity

This document refers to Appendices A.1 through A.6. Those can be viewed [here](#).

Framework builds off past and ongoing work from the City's Equity Office and was informed by stakeholder guidance from the Equity Scan and the Public Outreach Plan. The Equity Framework also identifies approaches to defining and considering geographic areas with infrastructure disinvestment, lower access to opportunity, and/or concentrations of underserved populations. ATX Walk Bike Roll used the Equity Analysis Zones developed in 2021 by the Austin Transportation Department and an Advisory Team of community members. Equity Analysis Zones are areas in Austin that have higher concentrations of historically marginalized populations and more barriers to achieving equitable outcomes.

These Equity Analysis Zones were developed using weighting data from the United States Census that reflect an area's social and economic vulnerability. The Equity Analysis Zones are classified into five categories from Least Vulnerable to Most Vulnerable. Throughout the planning process, input by residents within the Equity Analysis Zones was used to identify disparities in the existing and planned pedestrian networks, safe crossings, bike networks, and urban trails. Additionally, comparisons were made between Most Vulnerable/ Medium-High Vulnerable Equity Analysis Zones and the rest of the city to identify where resources should be prioritized. View [Appendix A.2](#) for the [Equity Framework](#).



3. Public Outreach Plan

The Public Outreach Plan included steps for engaging the community as a whole and established a tailored strategy to engage focus populations (defined as Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income) about the challenges and opportunities facing historically underrepresented groups. View [Appendix A.3](#) for the [Public Outreach Plan](#).

Messaging, Tools, & Tactics

We held two Virtual Open Houses:

The first Virtual Open House was held on Zoom on August 11, 2021, introducing the project and goals. The video presentation was posted online which was attended and later viewed by at least 729 people. The second Virtual Open House was hosted on an interactive webpage and open between September 7 and October 23, 2022 and focused on the project's three scenarios for how the City of Austin can continue building urban trails and bikeways. An estimated 11,900 people visited this virtual open house. Both meetings were posted online for ongoing viewing.

We sought input through three surveys:

- **June 14 – September 26, 2021:** 4,411 people gave their input, on a survey and/or poll asking what residents value about the city's pedestrian and bicycle pathways, and their main concerns and desires for the City's

pedestrian and bicycle networks.

- **January 18 - March 7, 2022:** A Mapping Survey was launched online and on paper, including both English and Spanish options. 9,778 people viewed the mapping site and 4,542 people provided survey responses. 2,807 placed markers on the map to indicate challenges, gaps, and opportunities related to walking and biking in Austin.
- **September 7 - October 23, 2022:** 2,108 people provided survey responses to either online or paper surveys which proposed three scenarios for how the City of Austin can continue building the pedestrian network, urban trails, and bikeways, asked about policy ideas and how to prioritize pedestrian crossings.

The Community Ambassadors engaged focus populations:

In August and September 2021, Community Ambassadors reached 316 people and shared 600 social media surveys. They completed 125 event reports, which documented community events or conversations where they spoke to people about walking and biking in Austin. Ambassadors used a wide range of engagement activities, including: one-on-one conversations, small group discussions, tabling at local events or along busy corridors and urban trails, emails, social media, video chats, distributing flyers to local Housing Authority of City of Austin (HACA) developments and schools, and hosting other candid conversations with focus populations (defined as

Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income). We employed print, broadcast, news media, emails, and social media to spread information and increase awareness about the project:

Marketing tools included emails, flyers, social media ads, social media posts, newsprint ads, media advisories, email campaigns, interviews with journalists, video production, website updates, and the utilization of partner organization's communication channels.

We attended community events and gave presentations to community groups and Boards and Commissions:

In Phase 1, 130 tabling events and awareness activities, including two in-person events at the Mexican American Consulate and at the Boys and Girls Club of the Austin Area. We also made presentations about the project as part of six community group meetings. In Phase 3, we attended 12 tabling events, and presented at four boards and commissions and at three community groups.

We hosted Focus Groups:

Six focus group discussions were held during Phase 1 with the objectives to present the project; understand stakeholders' interests, needs, and concerns; and facilitate deep-dive discussions about the project. 27 people participated in the Focus Group discussions, with group sizes ranging from 1 to 10 people.

What We Did

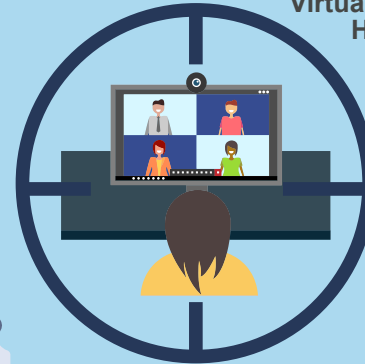
13 Presentations

4 to City of Austin

Boards & Commissions

9 to community groups

12,637 participants in two
Virtual Open
Houses



10,650 survey
respondents in three
separate surveys

Emails & calls to over
800 individuals and key
organizations

142 scheduled community
tabling events & awareness
activities in focus population
communities, which engaged
6,192 participants



2,709,000 digital media
impressions generated
through promoted and
organic social media posts



27 focus group
participants



Throughout the planning process the public was engaged using a wide range of methods to help shape the direction of the plan, as detailed above.



How Public Input was Used to Develop the Plans

Strategies and Action Items

Community input highlighted the need to center equity, affordability, comfort, and connectivity in the plans. Specific concerns that came up repeatedly (especially amongst focus populations- defined as Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income) were expanded into plan goals, strategies, and action items.

Network Development

People were asked to identify where they'd like to see improvements to Austin's walking and biking routes. The data people provided guided changes to the Proposed Urban Trails Network and Proposed All Ages and Abilities Bike Network. Data on challenging crossings was used to help prioritize pedestrian crossing projects.

Scenarios

Three urban trails and bikeways scenarios (which were oriented around different ways of prioritizing network expansion) and three sidewalks and shared streets scenarios (which explored building different proportions of sidewalks and shared streets) were presented to the public for feedback. Input on these scenarios shaped overall plan direction regarding targets and strategy development.

Project Prioritization

Through surveys and Community Ambassador input, participants told us what considerations should be used when projects are prioritized. This input was used to create or update data-driven prioritization methods for the urban trails and bikeways plans and to better emphasize equity as a prioritization factor.

Design Guidelines

Several aspects of the Design Guidelines were informed by public input. For example, heat and climate change were identified by many people, and people of color and people with low incomes are especially burdened by these challenges. The importance of shade and reducing pavement factored into new design guidelines for urban trails and strategies to reduce paving through the use of shared streets.

Partnerships and Actions Beyond ATX Walk Bike Roll

Public input identified the need for action around equity, anti-displacement efforts, and affordability that go beyond the purview of the Austin Public Works and Transportation Departments. These issues and actions were collected for consideration in a future update of the Austin Strategic Mobility Plan and by other City departments.



Did We Meet Our Goals for Inclusive Engagement?

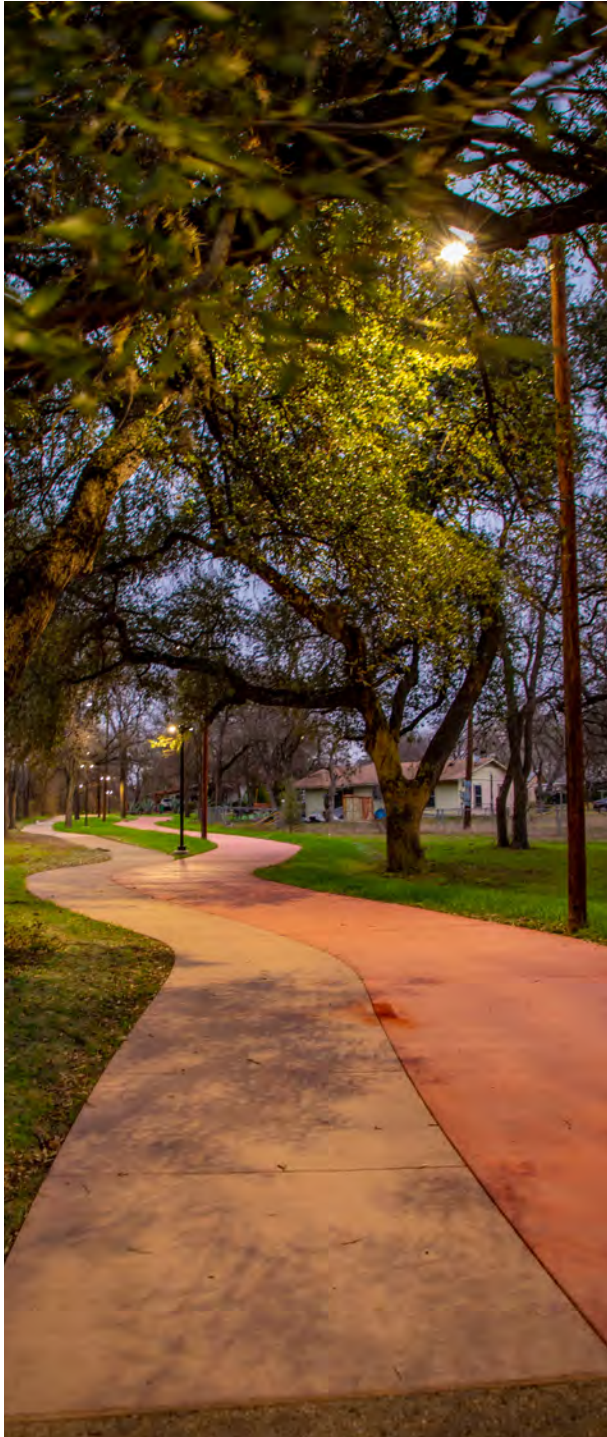


The following goals were articulated in the Public Engagement Plan.

1. Implement a process that carries out the recommendations and guidance outlined in the project's Equity Framework and results in participation that exceeds the racial/ethnic and income demographic makeup of the city.
2. Prioritize engagement with stakeholders from historically underrepresented and underserved populations by collaborating with community organizations with access and credibility to these populations. Value this expertise through incentives and/or compensation for time.
3. Create awareness of ATX Walk Bike Roll and associated Plan Updates, the public input needed, and the overall update process.
4. Present information in a manner that respects native languages and is culturally appropriate.
5. Provide a variety of methods for public participation that are accessible in terms of language, technology literacy, location, and time so that people from focus population groups may easily participate in the process.

6. Gain substantive insights from the public input process that establishes a vision for each of the Plan Updates and guides the technical elements of the updates.

As described in the Phase Summaries below, goals #2 through #6 were met. Regarding Goal #1, the Community Ambassador program and other targeted efforts resulted in deep and broad engagement with people from historically underrepresented groups and annual household income under \$50,000. However, as shown in Table 1 and 2, participation from People of Color and people with lower incomes did not exceed the racial/ethnic or income makeup of Austin. Although this goal was not met, demographic questions asked as part of outreach activities allowed the project team to review responses from the focus population separately (defined as Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income), to review differences and elevate input received from those respondents.



Racial/Ethnic Identity Groups	City of Austin	Phase I Engagement	Phase II Engagement	Phase III Engagement
Asian	7.6%	4%	4.5%	6%
Black or African American	7.8%	4%	1.5%	4%
Hispanic/Latinx	33.9%	16%	12%	21%
Native/Indigenous	0.7%	0.7%	0.3%	1%
Self-Described	3.6%	1.3%	12.2%	2%
White	72.6%	55%	60%	51%
Prefer not to say (+Skipped Question)	N/A	19.2%	12%	15%

TABLE 1. RACIAL IDENTITIES OF PARTICIPANTS IN ATX WALK BIKE ROLL ENGAGEMENT

(NOTE: This is estimated, since we did not collect demographic data on every single person who engaged in the process. However, we did so when possible, so the data below reflects the best information available about the participants in the process. This is collected demographic information collected from the Community Ambassador outreach efforts and the surveys, combined.)

Yearly Household Income	City of Austin	Phase I Survey	Phase II Survey	Phase III Survey
Less than \$50000 (\$0 - \$49000)	30.9%	12.18%	7.96%	12.86%
More than \$50000 (\$50000-\$150000+)	69.2%	58.81%	63.69%	67.28%
Prefer not to answer	N/A	29.02%	28.35%	19.87%

TABLE 2. YEARLY HOUSEHOLD INCOME OF SURVEY PARTICIPANTS

(NOTE: This is estimated, since we did not collect demographic data on every single person who engaged in the process. However, we did so when possible, so the data below reflects the best information available about the participants in the process.)



Phase Summaries

ATX Walk Bike Roll engagement was organized around three primary phases, illustrated in the graphic to the left and further described on the following pages.

Phase 1: Preferences and Needs

From August through September of 2021, Phase 1 of engagement sought to connect with residents — particularly those that have been historically underrepresented in past City planning efforts (Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income) — to raise awareness about ATX Walk Bike Roll and collect insight on how urban trails, sidewalks, pedestrian crossings, and on-street bicycle infrastructure impacts quality of life.

The objectives of Phase 1 were to:

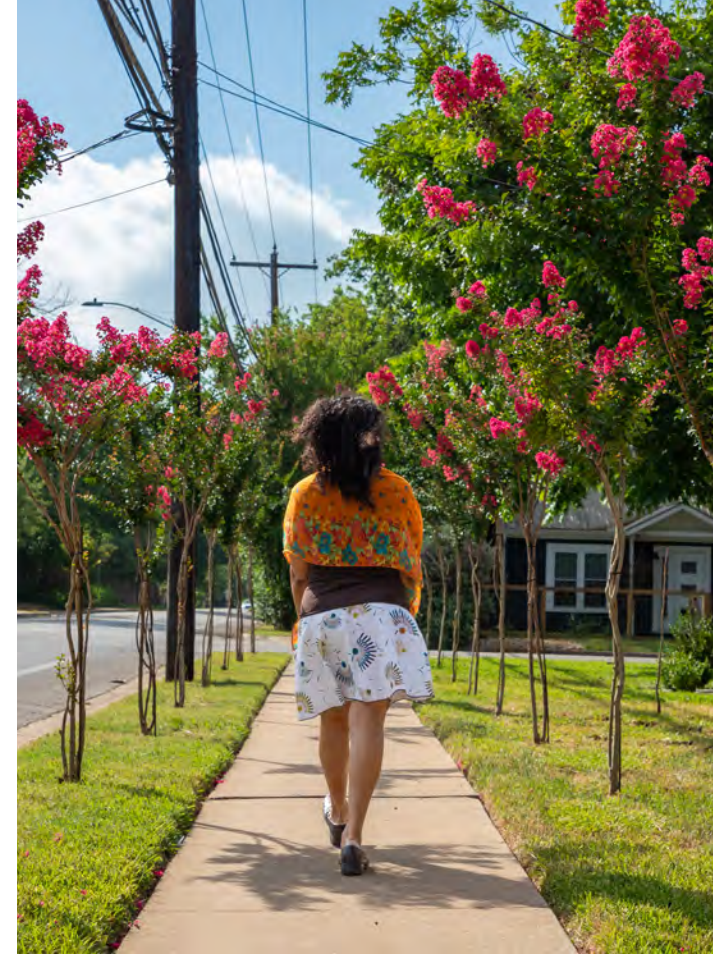
- Raise awareness of ATX Walk Bike Roll
- Document the experiences of residents when using active transportation infrastructure
- Share ATX Walk Bike Roll's purpose, goals, challenges, and the planning process
- Create trust and build relationships with focus populations, guided by the Equity Framework
- Understand how residents currently get around Austin, their concerns about active transportation, and what improvements they'd like to see.

- Use public input to guide the development of scenarios for bikeways, trails, and sidewalks in Phase 3

Phase 1 of ATX Walk Bike Roll sought to create new industry best practices for prioritizing the lived experiences of underrepresented communities in planning efforts. Phase 1 engagement activities included surveys, small group events, and a pre-recorded virtual public meeting. Some Phase 1 activities also had to be adapted to the changing circumstances of the COVID-19 pandemic.

To center diverse populations in the engagement process, Phase 1 Public Outreach activities had a wide reach. Focused strategies — including Community Ambassador outreach, focus groups, and collaboration with community organizations that center equity in their mission and programs — successfully boosted engagement among Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income. Broader methods like the online survey and the virtual public meeting disproportionately represented high-income and White populations. This emphasized the importance of focused strategies, particularly the Community Ambassador Program, as vital to reaching low-income communities and communities of color.

Community Ambassadors were much more successful in reaching focus populations (defined as Black, Hispanic/Latinx, and other People of Color, and those earning less than 80% of the median household income) compared to





broader engagement methods like surveys and public meetings. Because of the successes of Community Ambassadors, the Public Outreach Plan was restructured to extend their work into Phases 2 and 3 of engagement efforts and strategies were modified to prioritize efforts designed to achieve better demographic representation to calls for engagement.

Across engagement efforts in Phase 1, participants from focus population communities expressed confusion and/or planning fatigue because of the simultaneous outreach efforts addressing upcoming transit investments in Austin. Phases 2 and 3 sought to improve on this by enhancing coordination and synchronization of messaging between the efforts, clarifying distinctions between various transportation-related projects, and sharing engagement results between projects.

More detail on outreach and a summary of public input is in [Appendix A.4 Phase 1 Summary](#).

Phase 2: Opportunities and Barriers

Phase 2 engagement took place from January through March of 2022. A map-based outreach approach was utilized to record feedback from community members. This informed prioritization models in alignment with our Equity Framework to ensure that implementation plans match demonstrated need.

Feedback, preferences, and concerns from focus populations in Phase 1 were examined and elevated as the project moved into this Phase of engagement. Increased investment was given to the Community Ambassador program which transitioned from being managed by the consultant team to being managed by City of Austin staff in January.

Objectives for Phase 2 engagement were to:

- Explore themes and priorities heard from Phase 1
- Identify important gaps in the urban trail and bikeway networks, locations of barriers, opportunities for new urban trail or bikeway connections, and places where crossing the street is challenging
- Envision opportunities to improve connections to transit
- Gather preferences on active transportation programs like Smart Trips and Shared Streets
- Understand what is and is not working as it relates to facility maintenance
- Digest specific displacement concerns in order to craft a responsive plan for action in collaboration with ongoing anti-displacement efforts in Austin

Phase 2 engagement activities included Social Pinpoint/Online Mapping Tool available in English and Spanish; paper maps and paper surveys utilized by Ambassadors; tablet-based access to the online mapping tool delivered by Ambassadors; pop up events, shared street pop-up events hosted by Austin staff and supported by



Ambassadors; and continued Ambassador reports. Community Ambassadors were equipped with tablets to encourage community members without easy access to a computer to take the digital survey. However, technological barriers and internet access issues prevented tablets from being a successful outreach tool. Nevertheless, through conversations and the use of paper maps, Community Ambassadors were able to continue receiving feedback.

Community Ambassadors also began functioning as project advisors providing feedback on design guidance in March. That feedback was invaluable. The engagement plan was modified to allow Community Ambassadors to continue to engage with community members and to formally utilize Community Ambassadors as advisors to the project and sponsor team. The online survey tool was also promoted through Austin's traditional communication channels. 9,778 people viewed the site and 3,319 people provided input or upvoted comments. Participants left a total of 2,807 markers on the map and completed 4,542 survey responses. The survey metrics included responses to the demographics survey as well as to questions about the markers dropped on the map.

This survey effectively captured network gaps and challenges for people with technological access and skills but required internet access, technological knowledge, and larger screens to easily drag, drop, and draw desired connections on computers, phones, or tablets. To mitigate

skewed results the project team again examined and prioritized responses from people in focus populations weighting those responses more heavily.

More detail on outreach and a summary of public input is in [Appendix A.5 Phase 2 Summary](#).

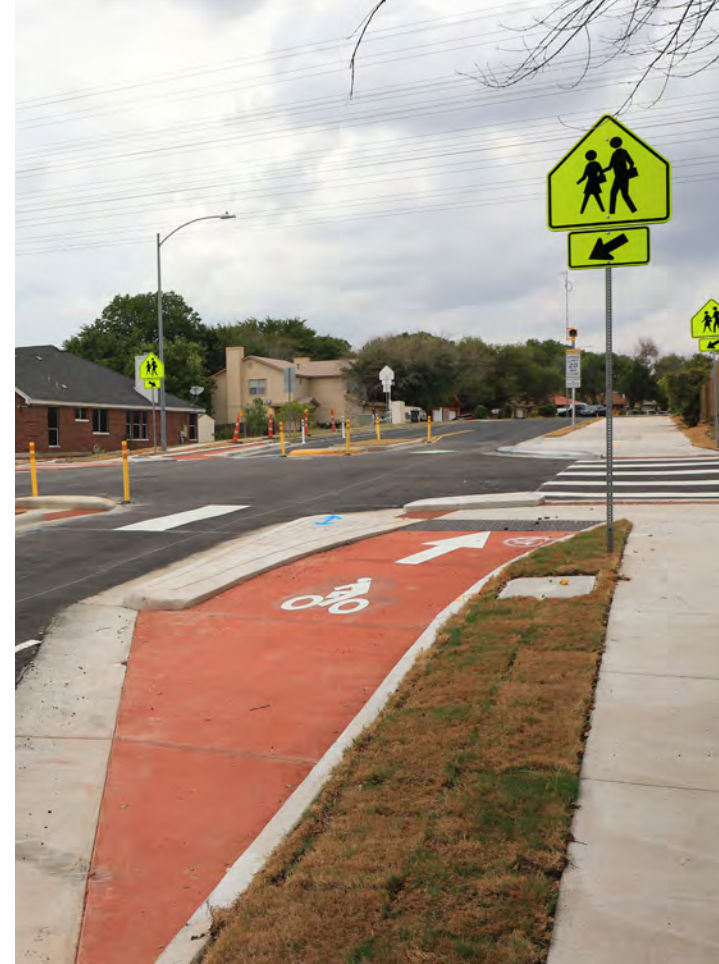
Phase 3: Scenarios and Policy Concepts

September and October of 2022 focused on presenting major plan elements for public feedback. Community members were asked to rate their level of support for three Urban Trails and Bikeways and Sidewalk and Shared Street scenarios. Phase 3 also asked if participants supported transportation policies that were meant to reduce transportation costs in an equitable way and address hidden subsidies that currently favor automobiles above other transportation options.

The objectives of Phase 3 were to gather feedback to shape:

- Network plans for urban trails and bikeways
- How large a role shared streets should play in Austin's future pedestrian network
- Prioritization methods for urban trails, bikeways, and pedestrian crossings
- Transportation policies to improve equitable outcomes from infrastructure investments

Phase 3 presented a key moment to make major decisions about where to direct new investment in walking, biking, and rolling infrastructure. The options presented in the Phase 3 survey were





created using input from Phases 1 and 2. The Phase 3 survey, offered in English and Spanish, was available online and as a paper version, and used non-technical language and images to convey complex concepts. A shortened paper version of the survey focused on key issues and was used at tabling events in focus population communities.

Community profiles were written using past input to convey the challenges and opportunities that low-income residents and/or communities of color shared to a broad audience.

In conveying the transportation realities faced by these focus populations, all survey participants could better understand how planning decisions might impact the lives of various residents. These community profiles were also used throughout Phase 3 tabling efforts and within our information packets as a way to humanize data. Profiles

were born out of conversations with Community Ambassadors who questioned the efficacy of highly curated presentations complete with new terms and concepts. These were used to guide the creation of options for how to prioritize investments.

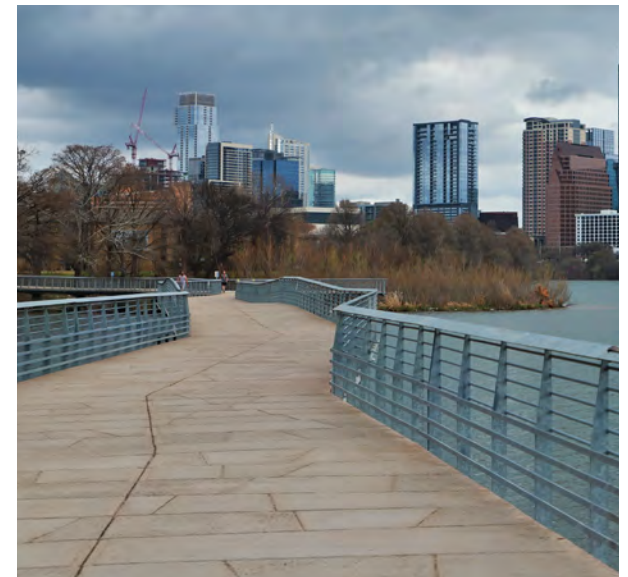
The next engagement opportunity to provide feedback involved gathering input on a series of sidewalk, bikeways, and urban trails implementation scenarios. Participants gave input on their level of support for each scenario and provided input on elements they did and did not like about each proposal. Policy considerations were also included with the desire to gain input on broad and important issues not solely transportation related, including affordability and displacement, climate resiliency and other key issues raised by focus populations over the first two engagement rounds.

The project team recognized that all Phases of engagement were significantly oversampling predominately white and wealthy residents. This was addressed in three ways.

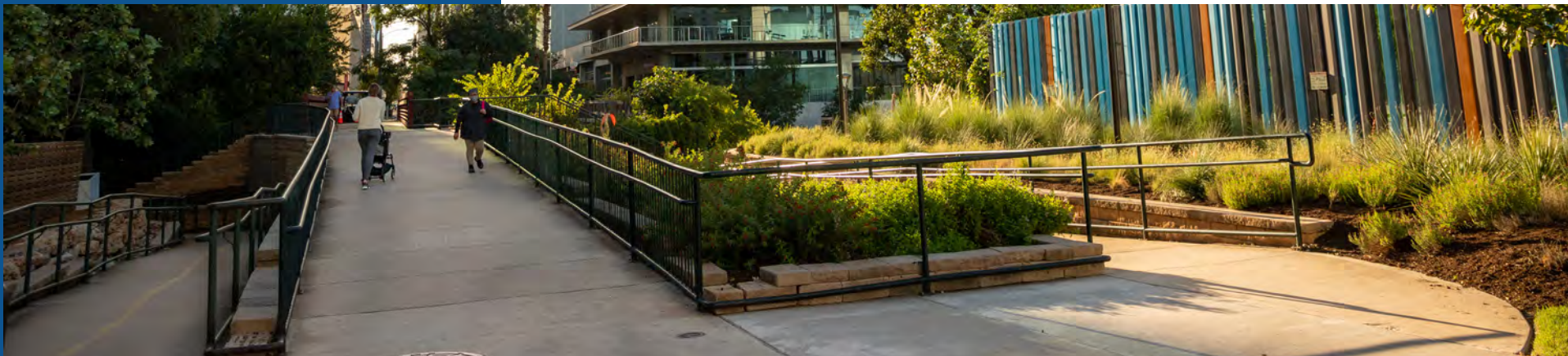
1. Responses from low-income respondents and from People of Color were examined more closely.
2. Concerns and opportunities raised in Community Ambassador reports became central in decision making.
3. Community Ambassadors were enlisted as advisors in decision making.

These sources of information influenced the design of policy recommendations to address the many overlapping concerns that the focus populations expressed across all Phases of engagement.

More detail on what we did and a summary of key themes from the input received is in [Appendix A.6 Phase 3 Summary](#).



“... to move beyond community engagement and into community partnerships.”



Looking Ahead to Next Steps

ATX Walk Bike Roll sought to move beyond community engagement and into community partnerships. Understanding and acknowledging past harmful policies—in Austin generally and by the transportation profession specifically—enabled project staff to work with historically marginalized community members (defined as Black, Hispanic/Latinx, and other People of Color) to test new approaches rooted in cultural responsiveness. Historically marginalized community members engaged throughout this process also expressed an expectation that these sentiments be backed by action to ensure that key concerns are addressed and prioritized moving forward.

Across Phases we acknowledged when engagement methods failed to uphold the commitment to equitable engagement and listened to focus population voices to influence adaptation. When majority populations (people who are white, wealthier, and historically had and currently have more power in decision making) were

oversampled in engagement, increased weight was given to the voices of focus populations. This was done in the examination of survey results and in spending resources to listen to the long form narratives reflecting the stories, realities, and lived experiences of focus populations. We also reflected on common transportation experiences faced by focus populations as an educational tool, to better inform individual participants' feedback.

The voices of focus populations clearly described the interconnectedness of issues like housing affordability, sustainability, personal safety, and land use planning. Though the focus of the work of ATX Walk Bike Roll is active transportation, we recognize how interconnected the success of these plans are with those other topics. The community is calling for departments to break through rigid agency silos and collaborate with other City departments that address housing, utilities, and public health, to further conversations about how policy and programming can create a more just city.

Austin is experiencing an affordability crisis. As neighborhoods become more expensive, families and individuals are pushed to areas with less connectivity. An improved active transportation network across the city would help mitigate these factors, and it no longer would be a luxury to live in an area with great connectivity. Recognizing how these concerns have historically manifested in Austin's built landscape, the prioritization approach shifted to elevate projects around existing corridors with long term, stable affordable housing to ensure long standing residents can stay in place.

As the three plans developed during ATX Walk Bike Roll are adopted and move to implementation, the following key considerations for future efforts are essential to continue upholding commitments to equity in action:

Valuing Lived Experience

Valuing and prioritizing expertise that comes with lived experience is an important component to successful planning and implementation. Continuing to evaluate future decisions through the lens of focus populations will be necessary for the long-term success of ATX Walk Bike Roll. The Community Ambassadors were an asset in this area. They were more skilled at and capable of reaching people from focus populations than any other outreach efforts because of pre-established relationships and deeper levels of trust.

They were able to bring their own lived expertise:

- influencing how the City's planning team thought through implementation priorities,
- helping the planning team better tailor language and communicate more clearly,
- leading informal cultural and active transportation education for City staff,
- providing honest and candid feedback, and
- remaining a steady voice for planning efforts to better align with equity goals.

Austin would be well served by employing Community Ambassadors to continue in that role through implementation and beyond to other projects.

Designing Tools for All

Language and access are two key themes that consistently surfaced throughout outreach. Someone's access to the internet, ability to speak a certain language, or understanding of highly technical language should not limit their ability to share their thoughts on public issues. All materials, surveys, and outreach content should account for these considerations to ensure that those who have been historically left out of planning processes are included and at the center of outreach efforts.

Compensation and Coordination

Learning from Phase 1, outreach efforts with the potential to drastically increase diverse representation may have faltered because communities who have faced historic disinvestment are continually asked to share

input without compensation. ATX Walk Bike Roll is just one of many ongoing efforts occurring in Austin. This may mean many community leaders from focus populations have been repeatedly engaged and answered similar questions creating engagement fatigue. To recognize this labor, transparency about when and how their responses will be used is critical and should also be supported with compensation for their participation. The significant impact of our ATX Walk Bike Roll Community Ambassadors highlights the need for similar programs to become citywide engagement standards, with adequate compensation for time and labor.

Further coordination between projects and departments is critical to make sure feedback gathered is shared across time, projects, and departments so people are not over surveyed.

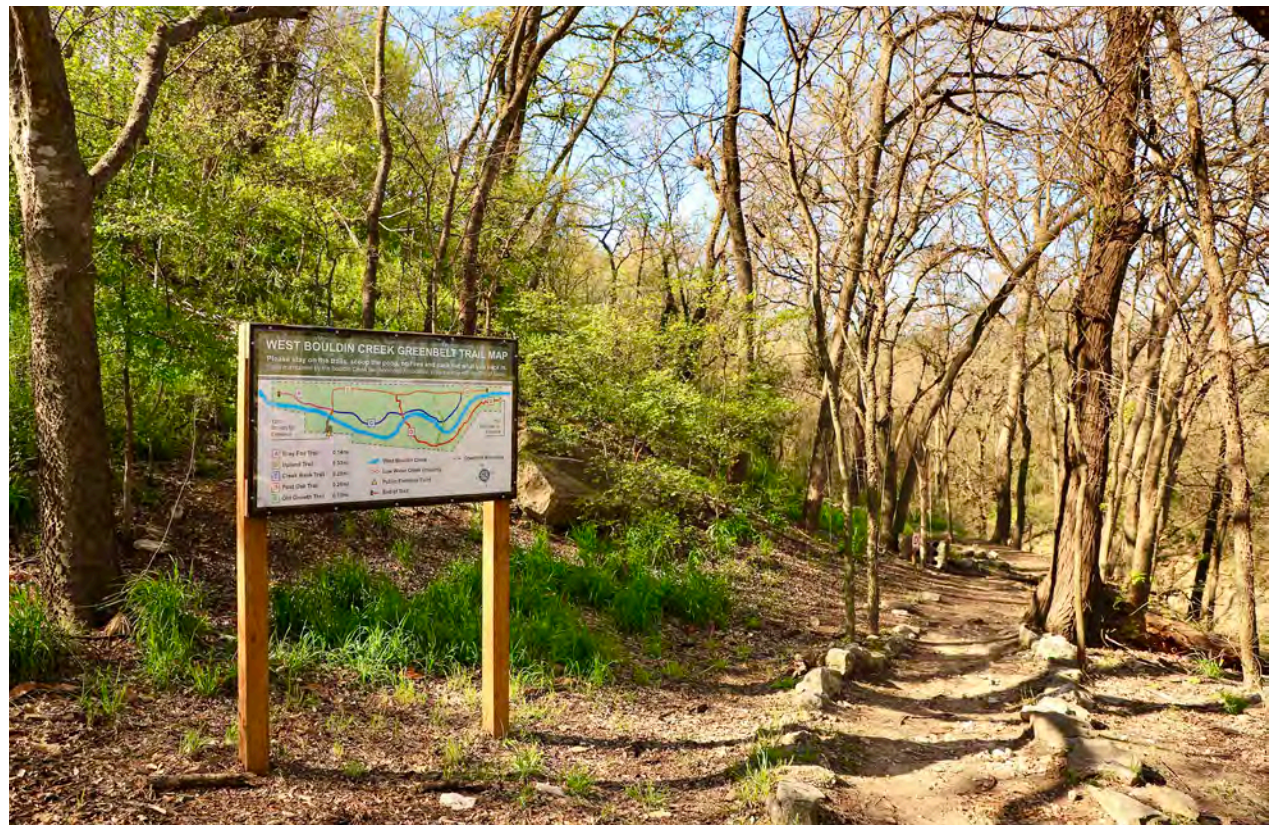
Integrating Active Transportation and Anti-Displacement Efforts

While centered on walk, bike, and roll infrastructure, many of the responses across the three project Phases tied these issues to concerns for housing affordability and anti-displacement. As such, it is critical that active transportation improvements are not viewed or implemented in silos, but rather build on the integrated work that has already begun directing improvements to sidewalk networks, urban trails and bikeways with community preservation efforts. As Austin becomes increasingly unaffordable, particularly for Black people, Hispanic/Latinx people, other People of Color, and low-income residents of

all races and ethnicities, it is critical that new investment is accompanied by strategies to allow focus populations to age in place, and access is improved so people can get to the places they need to go

Embracing Multiple Approaches

Relying on a robust set of tools for engagement allows residents multiple ways to get involved. Engagement approaches like public meetings and tabling should be located in places familiar to focus populations and promoted through channels utilized by focus population communities. Less formal approaches led by trusted community members, like Community Ambassadors, allows people from focus population communities to engage as part of a typical day in candid conversations with friends, loved ones, while waiting on a bus or using transit, or folding laundry in the laundromat. These methods allow people to provide input who don't necessarily feel driven to respond to conventional outreach channels.



Appendix A.1 Equity Scan



EQUITY SCAN

July 2021

Introduction

The City of Austin is updating three of its active transportation plans: the 2014 Urban Trails Plan, the 2014 Bicycle Plan, and the 2016 Sidewalk/ADA Transition Plan. The City has committed to integrating equity as a core driver of the plan updates' engagement, analysis, and recommendations. The purpose of this "Equity Scan" is to build a shared understanding among stakeholders of how recent and current City of Austin plans and initiatives have addressed and incorporated equity into their processes and outcomes and to inform the "Equity Framework" that will guide the process of updating the three plans. Review of 20 plans and interviews with 17 stakeholders informed this report.

Stakeholder Interviews

In January 2021, Asakura Robinson interviewed 17 stakeholders from the following 12 organizations, identified in consultation with the City's Project Sponsor Team:

- ADAPT of Texas – Jennifer McPhail, National and Austin Organizer
- Austin Justice Coalition – João Paulo Connolly, Director of Housing and Community Development
- City of Austin, Austin Public Health – Tabitha Taylor, Age Friendly Program Coordinator
- City of Austin, Commission on Seniors – Janee Briesemeister, Chair
- City of Austin, East Austin Environmental Initiative
 - Oscar Garza, Environmental Compliance Specialist
 - Rene Alvin, Environmental Compliance Specialist Sr.
- City of Austin, Equity Office
 - Brion Oaks, Chief Equity Officer
 - Kellee Coleman, Business Process Consultant
 - Amanda Jasso, Program Manager
- People United for Mobility Action
 - Shavone Otero, Co-Chair
 - Yasmine Smith, Co-Chair
 - Priya Patel, Member
 - Audrea Diaz, Member
- Planning Our Communities – Awais Azhar, Leadership Team
- Six Square (formerly African American Cultural and Heritage District) – Pamela Benson Owens, Interim Executive Director and Bridge Builder
- UT Austin - Dell Medical School – Dr. Erica Garcia Pittman, Associate Professor at the Department of Psychiatry
- Coalition for Texans with Disabilities – Chase Bearden, Deputy Executive Director

Each of the 17 stakeholders was sent a project description that included an explanation of how the Equity Scan and subsequent Equity Framework will guide the project. Questions asked during the interviews are provided in Attachment 1. During the interviews, the team also compiled a list of suggestions of additional stakeholders to engage in one-on-one interviews or focus groups in later stages of the project.

Key Takeaways from Interviews

The following takeaways are listed in order of relevant importance for informing the Equity Framework and public outreach strategy:

1. Many of the stakeholders considered the Equity Office a pillar and useful resource for understanding how to carry out plans and processes more equitably. In fact, when the Equity Office is not included, efforts can be well-meaning, rather than well-informed.
2. Equity is technical work but is often simply used as a buzzword to pay lip service. A host of data and inputs go into understanding how to perform processes equitably.
3. While many stakeholders agreed with the definitions of equity presented by the Equity Office and the ASMP, two critiques emerged:
 - a. The definitions are abstract and do not provide specific indicators to measure.
 - b. Both definitions focus on outcome rather than process, and there is a need to operationalize the definition specifically for processes.
4. Many of the current inequities in the City of Austin stem from a history of discriminatory policies—such as the 1928 Master Plan, which explicitly and intentionally created racially segregated neighborhoods—and so understanding, acknowledging, and verbalizing the history of racial inequities in the City is critical.
5. During the process of engagement, project staff should prioritize people with the least capacity to participate, with a focus on those who face barriers to using the city’s sidewalks, urban trails, and bicycle facilities. General consensus was that given additional and convenient opportunities, people would be more likely to participate.
 - a. However, to reduce the risk of displacement of existing and deep-seated communities, the City should make intentional and well-rounded anti-displacement efforts before infrastructure improvement begins. The Project Connect anti-displacement measures and the Innovation Office’s neighborhood stabilization tool are examples of the handful of such efforts currently underway.
6. Many interviewees stressed that collaboration with existing organizations could be what creates a successful engagement process. Many populations are resentful or wary of the City, and going in with a community partner can help alleviate their concerns.
7. Depth of engagement matters as well as breadth, meaning that the process needs to go further than just checking off a diversity box.
 - a. Strategic, targeted surveying is a useful tool to continuously check in with community members and avoid “survey fatigue.”
 - b. Compensation through stipends, gift cards, food, or childcare, when hosting meetings, workshops, pop-ups, etc. can support this participation.
8. The ambassador program concept was well-received by all, but many stressed that ambassadors should be as diverse as possible, which includes age, ability, race, geography, career, etc.
9. The Climate Equity Plan was continuously cited as one of the better and more recent successes of the City, specifically for its use of the ambassador program. Similarly, stakeholders voiced support for the direction of Project Connect.
10. Stakeholders agreed that how equity is being talked about and included has improved in the past decade, especially under Mayor Adler.

Engagement Target Areas Identified in Interviews

The following list includes areas identified by equity scan participants as vulnerable to displacement, locations that stakeholders recommended prioritizing engagement, and places to focus policies and recommendations:

1. Riverside
2. Dove Springs
3. St. Johns
4. North Lamar
5. East Austin
6. Colony Park

Additionally, when engaging in areas like East 11th, 12th, and 51st Street, Rainey Street, Clarksville, and Wheatville, the project team should include an educational component on the history of who used to live on those streets and how they were displaced.

Engagement Target Groups Identified in Interviews

The following list includes groups deemed necessary groups to engage by interviewees:

1. People with disabilities
2. Bicyclists
3. Renters
4. Student populations
5. College students beyond UT, e.g. Huston-Tillotson, Concordia, St. Edwards, etc.
6. Transit-dependent riders
7. Black populations
8. Indigenous populations
9. Women
10. LGBTQ+ populations
11. People with children

Plans and Initiatives

Asakura Robinson reviewed 20 different plans, reports, and initiatives developed by the City of Austin, Travis County, and CAMPO since 2010. These materials included, to varying degrees, a consideration of equity in their analysis and recommendations. Various plans and reports integrate and frame equity in different ways, and fall under three separate categories:

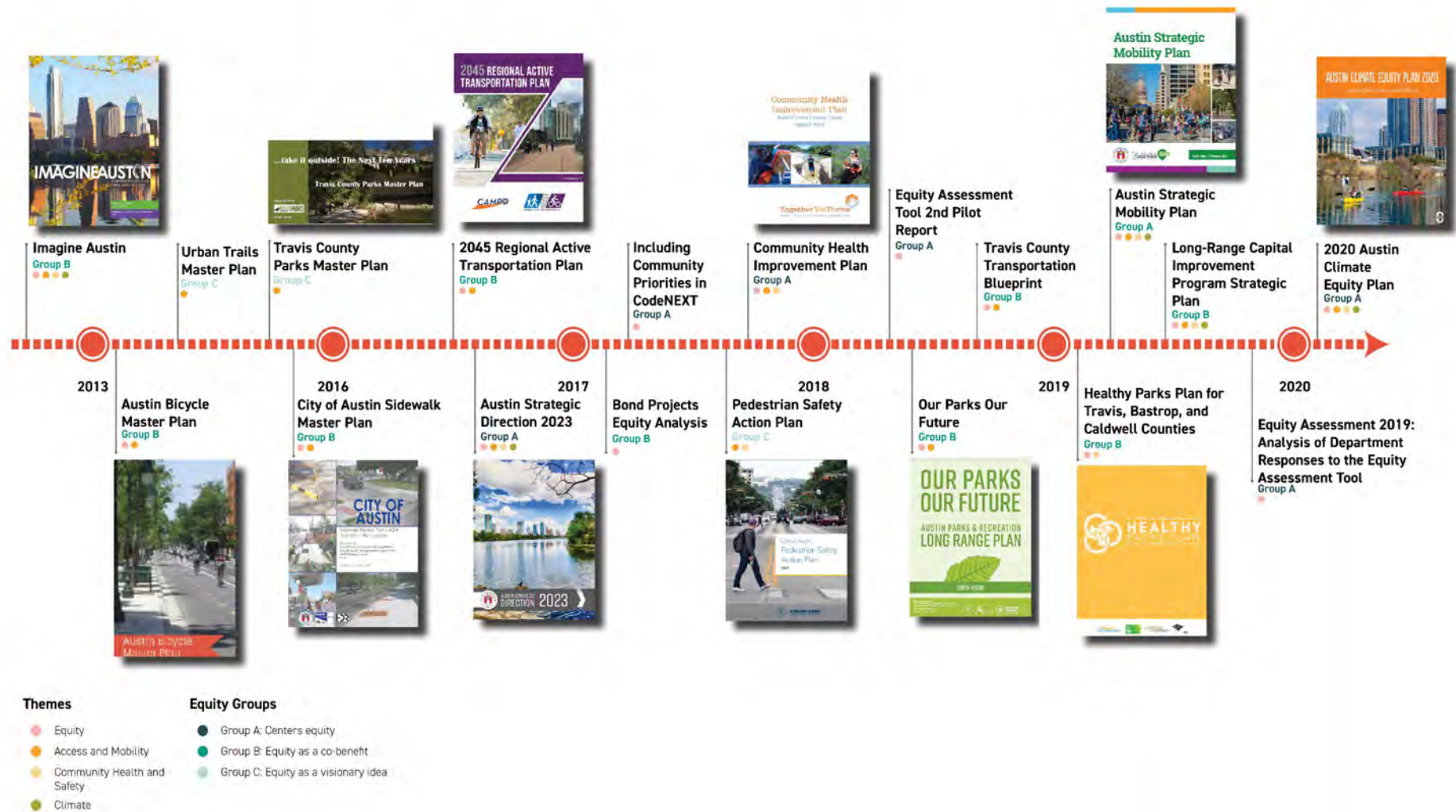
1. **Group A:** Plans, reports, and initiatives that have holistically considered and framed equity as a core driver, both qualitatively and quantitatively. All these plans have also outlined tangible steps to advance equity as part of their respective strategies, action items, implementation timelines, etc.
2. **Group B:** Plans, reports, and initiatives that have considered equity in several ways but have not framed equity as a core driver of their analysis, engagement strategies, and recommendations. Equity is not the primary consideration for respective strategies, action items, implementation timelines, etc., but is understood as a co-benefit or consideration.
3. **Group C:** Plans, reports, and initiatives that have a statement or unifying idea around equity but do not outline any tangible steps to meaningfully advance equity in future endeavors that could stem from the plan.

The timeline on the next page illustrates these groupings and key themes. Attachment 2 provides additional detail for each plan.

Key Takeaways and Values from Plan Review

1. Austin's investment in and attention to equity has improved over time, especially after the creation of the Equity Office in 2016.
2. Clear language for goals and measures is necessary for implementation and accountability.
3. For plans and initiatives to truly advance equity, equity must be a core driver and one of the primary framing lenses.
4. To be successful, a plan or initiative should continuously examine its own equity practices and be ready to adapt strategies and processes to ensure that the process reflects the plan's ultimate equity goals and objectives.
5. An acknowledgement of historical inequities and transparency in results and findings is foundational for any equity framework.

Timeline of Reviewed Plans



Attachment 1: Interview Questionnaire

The following nine questions and associated sub-questions, divided into three sections, were asked during each interview:

Understanding

1. It's important to define what "equity" means in this planning process. The Austin Strategic Mobility Plan defines equity as "when every member of the community has a fair opportunity to live a long, healthy and meaningful life," and the Equity Office defines racial equity as "the condition when race no longer predicts a person's quality of life outcomes in our community." Would you agree with these definitions? Do you have a different perspective?

Previous Efforts

2. How well has the City incorporated equity into its planning and implementation efforts?
 - a. In the past 10 years, do you think there has been a noticeable change, either positive or negative?
 - b. Which have been the least, and the most, successful? Why?
3. We're reviewing previous reports and studies about building equity into local planning and implementation (provide list). Are we missing any that should inform the equity framework?
4. Is there anyone you recommend we talk to better understand how this project can incorporate equity considerations?

Urban Trails, Sidewalks, and Bike Lanes

5. Thinking back on the definition of equity, do you have any concerns regarding walking and riding around our city on trails, sidewalks, and bike lanes or crossing streets?
 - a. Are there specific locations that come to mind when you think about these issues?
6. We intend to offer paid ambassador roles through this process. What recommendations do you have to help us maximize the program's reach and impact?
 - a. Can you recommend anyone?
7. Can you suggest any strategies or actions the City can take to make the planning process equitable? It could be a public engagement strategy, a project or program prioritization, and/or a geographic focus.
8. Have you observed any negative consequences of building new trails, bike lanes, or sidewalks?
 - a. Do you have suggestions on how these could be improved or avoided?
9. Is there anything we should discuss that wasn't brought up?

Attachment 2: Plan Insights

Group A

The plans identified under Group A have holistically considered and framed equity as a core driver, both qualitatively and quantitatively. All these plans have also outlined tangible steps to advance equity as part of their respective strategies, action items, implementation timelines, etc.

Austin Strategic Mobility Plan (2019)

Organizing Agency: City of Austin

Department: Transportation Department

[Document link](#)

The Austin Strategic Mobility Plan (ASMP) stems from the “Transportation Vision” in *Imagine Austin*. Eight mobility goals guide the ASMP: commuter delay, placemaking, travel choice, economic prosperity, affordability, sustainability, health and safety, and innovation. From an equity perspective, the plan focused on engaging four groups that historically have been underrepresented in past public engagement processes: youth (people aged 15 to 24 years), seniors (people aged 65 years or older), people with mobility impairments, and people of color. One high-level finding is that “both the overall and focus populations” chose “[providing] more public transit service and [enhanced] connections to/from public transit” as their top priority.

Chapter 6: Supporting our Community considers equity from a geographic, modal, travel choice, and social perspective. The indicators and targets for measuring equity are:

- Increasing the mobility funding allocated to areas that are historically underserved,
- Increasing the percent of transportation programs that use the Equity Assessment Tool, a self-evaluation tool for City departments,
- Increasing the percent of City employees receiving mobility equity training, and
- Increasing the number and share of people participating in transportation workforce training programs.

The plan also lists 19 equity, affordability, accessibility, and public interaction policies needed to guide the City of Austin to achieve the goals listed in *Imagine Austin*.

- Equity
 - Policy 1: Acknowledge and learn from the negative effects of past transportation and land use decisions
 - Policy 2: Amplify the voices of historically underserved and underrepresented populations
 - Policy 3: Partner with the public and private sectors to expand and improve mobility solutions for historically underserved communities
 - Policy 4: Take steps to mitigate unintended consequences when they occur
 - Policy 5: Prioritize serving the most vulnerable populations in Austin by supporting broader efforts to provide social services
- Affordability
 - Policy 1: Proactively assess displacement impacts of transportation projects
 - Policy 2: Work with communities to mitigate displacement impacts of transportation projects
 - Policy 3: Reduce transportation costs as a component of household affordability
- Accessibility
 - Policy 1: Ensure that people of all functional abilities have equitable access to the transportation network and mobility services
 - Policy 2: Advance public transportation and other mobility services for people with mobility impairments
 - Policy 3: Ensure sidewalks are safe and accessible for people with mobility impairments
 - Policy 4: Make all detours safe, accessible, and known to people of all functional abilities
 - Policy 5: Enforce accessible parking regulations
- Public Interaction
 - Policy 1: Provide high-quality customer service, responsiveness, and transparency
 - Policy 2: Engage community members in transportation decisions

- Policy 3: Make public engagement convenient, accessible, and meaningful
- Policy 4: Evaluate interactions with the community
- Policy 5: Proactively maintain community relationships
- Policy 6: Create shared experiences for the public to engage with mobility options

The plan also reiterates that equity must be a central focus of an enforcement strategy to ensure that there are not inequitable impacts on people of color. An equity lens helps "guard against unintended consequences" by identifying and accounting for the downstream impacts of policies and regulations.

2021 Austin Climate Equity Plan (2021)

Organizing Agency: City of Austin

Department: Office of Sustainability

[Document link](#)

The Office of Sustainability, community members, city staff, and advocates developed the 2021 Austin Climate Equity Plan. This plan centers on the understanding that the goal of reaching net-zero greenhouse gas emissions by 2040 cannot be at the expense of racial equity in Austin. This plan is an update of the 2014 Community Climate Plan, which set out to reach net-zero greenhouse gas emissions by 2050. Five advisory groups were created to detail the 75 strategies recommended in the plan: sustainable buildings, transportation and land use, transportation electrification, food and product consumption, and natural systems. In addition to the advisory groups, a steering committee helped establish guiding principles. The guiding principles are health, affordability, accessibility, just-transition, community capacity, accountability, and cultural preservation. All members of the steering committee and advisory groups attended a full day equity workshop to create a foundation of local context and history, discuss hopes for the future, and address ways of thinking that prevent climate equity from being achieved.

This plan explicitly aims to ensure that every recommendation and strategy to reach carbon neutrality would not negatively impact the communities in Austin impacted the most by climate change. This plan identifies working-class communities and communities of color as the most at risk for disproportionately experiencing climate change's negative impacts. To address these disproportionate impacts, an equity tool was created by the steering committee. This tool evaluated each strategy within each guiding principle's context for whether its impact would be negative, neutral, or positive. The steering committee reevaluated any strategies determined to have negative impacts. In addition to this tool, there were community workshops, climate ambassadors, and a period of public comment influencing the plan's development. The community workshops allowed each advisory group to hear directly from community members about their ideas and any barriers they experienced. Climate ambassadors were deeply rooted in their communities, and as a result, they created over 50 reports containing interviews and community input that directly impacted the plan's goals and strategies.

Relevant goals and strategies of this plan include:

Goal 4: By 2030, people-powered transportation (bicycling, walking, wheelchairs, strollers, etc.) makes up 4% of distance traveled for all trips in Austin.

- Strategy 1: Prioritize bicycle networks
- Strategy 2: Enhance bicycle education and training
- Strategy 3: Improve sidewalks, urban trails and crossings

Strategy 3 specifically states a need to "update the City's Sidewalk Plan and Urban Trails Plan with an emphasis on equity and meaningful community engagement" with suggested actions like:

1. Build all high- and very-high priority sidewalk and trail segments and address ADA barriers and gaps in the sidewalk and trail systems according to the Sidewalk Plan/ADA Transition Plan and Public Rights-Of-Way Accessibility Guidelines regulations,
2. Improve access to transit stops, healthy food locations, health centers, community centers, multi-family residences and facilities for seniors for new sidewalk and trail construction, and
3. Focus on prioritizing low-cost pedestrian crossing improvements for communities of color in areas with poor quality or a lack of pedestrian infrastructure

Austin Strategic Direction 2023 (2017)

Organizing Agency: City of Austin

[Document link](#)

Strategic Direction 2023 is a guiding document described as a “single playbook” for the City that defines six outcomes with specific strategies to advance the vision of Imagine Austin, the City’s Comprehensive Plan. These six outcomes are economic opportunity and affordability, mobility, safety, health and environment, culture and lifelong learning, and government that works for all. Across all these outcomes, the values of equity, affordability, innovation, sustainability and resiliency, proactive prevention, and community trust and relationships inform the recommended strategies. Strategic Direction 2023 describes equity as, “the condition when every member of the community has a fair opportunity to live a long, healthy, and meaningful life.”

This plan developed an adaptive framework to allow for iteration as new knowledge and data was made available. The framework created sample metrics that allowed for data to be disaggregated by race, income, gender, geography, and more. The sample metrics for each indicator illustrate the questions and data analysis that led to the strategic outcomes. For example, a relevant metric for accessibility to and equity of multi-modal transportation choices was cited as “percent satisfaction with transportation options (aside from personal vehicle) to get around Austin(e.g. ride share, bus/train, bike, walk).” Healing and building the foundation for healthy future partnerships are highlighted as integral for achieving these outcomes.

Relevant strategies include:

- Mobility 4: Provide equitable access to multimodal transportation choices to link people to opportunities, such as education, healthcare, healthy food including community amenities such as grocery stores, open space, and jobs, especially in historically underserved and underrepresented communities.’
- Mobility 7: Improve Austin’s street network grid and fill gaps in our sidewalk, bicycle, and urban trail systems based on highest need and greatest impact.
- Mobility 10: Work early and collaboratively with our community to assess impacts, maximize opportunities, and address potential repercussions to housing and commercial affordability caused by transportation projects.

Community Health Improvement Plan (2018)

Organizing Agency: City of Austin

Department: Austin Public Health

[Document link](#)

The Community Health Improvement Plan (CHIP) is a data-driven, community-informed plan that creates a vision for community health in Austin and Travis County. The plan outlines four overarching health priorities: access to and affordability of healthcare, chronic disease with a focus on primary and secondary prevention and the built environment, sexual health (teen pregnancy), and stress, mental health, and well-being. The CHIP defines health equity as a condition “when all people have the opportunity to attain their full health potential and no one is disadvantaged from achieving this potential because of their social position or other socially determined circumstances.” The plan also identifies access to transportation, especially in rural communities, as a major social determinant of health.

Transportation is a cross-cutting strategy used by the CHIP as a key point of integration across multiple priority areas. The other strategies are socioeconomic inequity, education, workforce development, cultural competency, and societal norms and stigma. Each goal in the plan has objectives, long term indicators, short term indicators, detailed strategies, and potential partners.

Relevant strategies include:

- 1.3.6: Promote awareness of existing transportation resources, including Capital Metro’s Mobility Management program*, through a variety of communication avenues.
- 2.5.3: Utilize community member input to improve access to existing assets and opportunities for healthy food and physical activity.

- 2.5.7: Advocate for and support ongoing efforts (e.g. Vision Zero Action Plan) to develop and enhance safe, multimodal transportation options across the community, paying particular attention to efforts that increase healthy food access and opportunities for physical activity. Ensure that plans and development take into consideration issues of equity.

Equity Assessment 2018: Analysis of Department Responses to the Equity Assessment Tool (2018)

Organizing Agency: City of Austin and University of Texas

Department: Office of Equity and Dell Medical School

[Document link](#)

The Equity Assessment Tool was developed in collaboration with community leaders, advocates, and city staff to address inequitable policies and practices in the City of Austin. The tool asks questions in four different areas - Department Culture, Community Engagement, Budget, and Alignment with Strategic Direction. Questions address both quantitative (e.g., ethnic and gender breakdown of staff) and qualitative (e.g., notification of community on engagement) matters. The tool facilitates continuous organizational improvement by helping staff consider equity in their work.

In 2017 the Equity Office piloted this tool and included eight city departments within the City of Austin as part of an Equity Action Team. This report is an assessment of the 2nd year of the equity assessment tool in use by the City of Austin. It presents the assessment tool and then highlights the tool's strengths, weaknesses, opportunities, and threats.

Key findings based simply on using the Assessment Tool included:

- Going through the Assessment Tool had a profound effect on the way staff thought and interacted, with many stating that the experience was “eye-opening” for them.
- Department staff often must answer to a chain of command, including entities outside of their own office that dictate the work that they do, indicating that advancing equity is an interconnected process.
- Inward and outward facing departments will not only respond differently to questions on the Assessment, but will also produce very different Action Plans, indicating a potential need for a different Equity Assessment Tool based on the services provided by the department.
- Even before beginning the action planning step, departments are easily able to identify some changes that they can make immediately just from having responded to the questions in the tool, such as focusing on better representation based on the composition of the communities they are serving.

Equity Assessment 2019: Analysis of Department Responses to the Equity Assessment Tool (2019)

Organizing Agency: City of Austin and University of Texas

Departments: Office of Equity and Dell Medical School

[Document link](#)

This report is an assessment of the 3rd year of the equity assessment tool in use by the City of Austin. It presents the assessment tool and then highlights the tool's strengths, weaknesses, opportunities, and threats (SWOT). Based on this SWOT analysis, an equity action plan and associated timeline is developed for each department. Strengths include collaboration between departments and community engagement, weaknesses include collecting data, opportunities include staff diversity and budget changes, and threats include recruitment and hiring and budgeting for equity.

Including Community Priorities in CodeNEXT (2018)

Organizing Agency: City of Austin

Department: Office of Equity

[Document link](#)

CodeNEXT, Austin's land use code update, presented an opportunity for advancing equity through development into the city's future form and function. In early 2018, City staff completed racial equity self-assessments of a draft of CodeNEXT using guidance from the Racial Equity Assessment Tool. The tool is a resource developed by an alliance of community leaders and the City of Austin Equity Office to ensure that community concerns are integrated into all city operations and initiatives.

Based on the Equity Assessment Tool developed by the Equity Office, City staff considered key questions about community engagement processes in developing the CodeNEXT draft and equity logic models to show relationships between equity goals, data, and policy priorities. Before finalizing CodeNEXT, City leaders reviewed opportunities and gaps related to equity in the process to determine the next steps. Five key actions were identified that would improve results: increase attention to intersectional outcomes, aim for consistency in language and practices, build capacity around community partnership, leverage the power of city staff to collaborate on equitable change, and build a supportive infrastructure around CodeNEXT to "scaffold" equity efforts now and into the future. Each action contains a recommendation.

Key recommendations include:

- Develop an assessment of the advocacy landscape of Austin to inform future outreach.
- Cultivate relationships with underrepresented groups.
- Update self-assessment responses to better address, learn about, and improve issues related to community engagement.
- Improve cross-departmental collaboration by creating and/or leveraging task forces and committees tasked with addressing and implementing specific issues.
- Recruit local community members from a diversity of backgrounds into city government and improve diversity of City staff.
- Pass a resolution that makes the moral and business case for equity (e.g., One Fairfax) and lays out equity principles and actions (e.g., Puget Sound).
- Map partnerships between the City and national and regional players (e.g., philanthropy, school district, industry), and strategies for building capacity and resources to advance priorities of Austin's neighborhoods of color and communities of color.

Group B

These plans have considered equity in several ways but have not framed equity as a core driver of their analysis, engagement strategies, and recommendations. Equity is not the primary consideration for respective strategies, action items, implementation timelines, etc., but is considered one among several criteria used to guide plan processes and outcomes

Imagine Austin (2012)

Organizing Agency: City of Austin

Department: Planning and Zoning Department

[Document link](#)

Imagine Austin, the city's comprehensive plan, provides a vision of a "city of complete communities." This city is livable, natural and sustainable, mobile and interconnected, prosperous, values and respects its people, creative, and educated. Included in these complete communities is a vision for residents to be active and healthy, to be able to access park space and recreation amenities, to be able to use active transportation for leisure and commuting purposes, and for residents to have equitable access to participation and decision-making processes.

The word equity is mentioned 14 times in the 348-page document, with most of the references being towards social equity. However, many of the plan's Core Principles for Action - the six underlying principles to realize the

vision - promote equitable outcomes, such as: providing paths to prosperity for all, developing an affordable and healthy community, and sustainably managing water, energy, and other environmental resources.

Austin Bicycle Plan (2014)

Organizing Agency: City of Austin

Department: Transportation Department

[Document link](#)

The 2014 Bicycle Plan is an update to the 2009 Bicycle Plan and seeks to implement some of the plans and programs highlighted in Imagine Austin. The plan's goals are: connectivity, increase ridership, improve safety, equity, and support Imagine Austin's Comprehensive Plan. The equity goal is **"provide equal bicycling access for all; through public engagement, program delivery, and capital investment"**; the connectivity goal is "Create a bicycle network that serves people of all ages and abilities, providing direct and comfortable connections to where people live, work and play". The plan focuses on access for all ages and abilities while considering affordability and bicycling's ability to reduce transportation costs.

This plan recognized a need to prioritize access for underserved communities and communities of varied ages and abilities. Each objective within the plan contains benchmarks and actions. The Equity and Access benchmarks include:

- Provide equal bicycling access for all; through public engagement, program delivery, and capital investment.
- Create programs with organizations, neighborhood groups, and community leaders to encourage short trips and bicycling commuting throughout the City.
- Create and support neighborhood events to promote education and safety about bicycling throughout the City.

The actions include:

- Ensure that bicycle transportation is accessible to all citizens of Austin.
 - Provide access to safe bicycle routes throughout all of Austin.
 - Ensure that affordable housing is available throughout Austin, especially in the Central City and near high-capacity transit stations where the potential for short trips and the potential for bicycling are most present.
- Create bicycle educational and safety informational material in Spanish, as well as in any other language deemed appropriate.
- Partner with other departments and local organizations to develop education and encouragement programs for populations historically underrepresented in bicycling, including youth, older adults, women, economically disadvantaged, and people of color.
- Continue to partner with Austin Bike Share to promote the bike share system and focus on safety for new riders, encouragement programs and wayfinding.
- Collaborate with community leaders, neighborhood groups and other partners who want to promote and improve bicycling and bicycle safely through neighborhoods and city events.

Finally, the plan contains funding priorities, including building out the all-ages and abilities bicycle network, and potential funding sources. However, there was no mention on how funding would be distributed to areas with more need.

City of Austin Sidewalk Plan/ADA Transition Plan Update (2016)

Organizing Agency: City of Austin

Department: Public Works Department and Transportation Department

[Document link](#)

The Sidewalk Plan is an update to the ADA Transition plan that seeks to manage the sidewalk network within Austin; this includes 2,580 miles of absent sidewalk and 2,400 miles of existing sidewalk. It has five goals: 1) Encourage walking as a viable mode of transportation, improve pedestrian safety, and enable people to walk to and from transit stops. 2) Update the sidewalk portion of the City's Americans with Disabilities Act (ADA)

Transition Plan and set forth policies that will improve mobility for people with disabilities. 3) Help control air pollution and traffic congestion, while improving the health and quality of life in Austin, by including sidewalks and other pedestrian facilities as necessary and integral components of the transportation system. 4) Provide an objective mechanism for the City's use in prioritizing new sidewalk construction and existing sidewalk repair and rehabilitation projects. 5) Incorporate goals and policies from the Imagine Austin Comprehensive Plan and updated Complete Streets policy.

While the plan does not explicitly frame suggestions or outcomes through an equity lens, it employs a rigorous, data-driven scoring methodology to prioritize projects. As part of this process, datasets included income-restricted affordable housing, grocery stores, and median household income. Proximity to attractors (which includes grocery stores) was given a weight of 45%, and median household income was given a weight of 5%.

The plan mentions equity in its appendix twice, once to highlight the need to do a street assessment in addition to a property assessment for sidewalks to avoid equity issues; the other instance encouraged the revision of a driveway assessment to address potential equity issues.

2045 Regional Active Transportation Plan (2017)

Organizing Agency: Capital Area Metropolitan Planning Organization

Department: N/A

[Document link](#)

This plan developed a vision for expanding existing pedestrian and bicycle facilities for the six counties in the CAMPO region. The seven goals of the plan are 1) Safety 2) Accessibility 3) Functionality 4) Equity 5) Everyday Use 6) Quality of Life and 7) Regional Coordination and Connectivity.

One of the goals of the plan is to ensure that the Active Transportation system is safe and well designed for the use of all residents in the region regardless of geography, age, income, physical ability, or skill level. Its objectives include providing equitable access to world-class active transportation facilities for all communities and in places with the most need, addressing high crash rates in underserved populations, and providing safe, well-connected, context-sensitive, and low stress facilities across the region. Additionally, one of the performance measures to help prioritize projects, evaluate appropriate facility types, and track project progress over time that CAMPO recommends for plans and priorities to use in the future was equity, which was defined as the share of low income residents, people of color, school-aged children, and seniors living within half a mile of a constructed component of the regional priority network as well as share of zero car households within half a mile of a constructed component of the regional priority network.

Relevant objectives include the need to:

- Provide equitable access to world-class active transportation facilities for all communities and in places with the most need,
- Address high crash rates in vulnerable and underserved populations,
- Provide safe, well-connected, context-sensitive, and low stress facilities across the region,
- Retrofit (or enhance) the built environment, where appropriate, to create walkable and bikeable places,
- Rehabilitate existing system to provide an ADA-compliant network, and
- Develop a context sensitive system that values places and people.

Age Friendly Action Plan (2017)

Organizing Agency: City of Austin

Department: Commission on Seniors Working Group

[Document link](#)

The plan was developed collaboratively to serve Austin's older population and establish policies and priorities that will benefit Austinites for years to come. This plan evaluated "eight domains of livability" as defined by the AARP Network of Age-friendly Communities and World Health Organization to identify gaps in the existing system to develop age-appropriate recommendations.

While the plans lacks a clear equity framework, many strategies and goals address the need for geographic and socioeconomic diversity of solutions for underserved populations, such as:

- Goal 1.1 Increase access to and utilization of parks, open spaces and public buildings.
 - Strategy 1.1.3/4 Measure and track percentage of parks in compliance with ADA standards for seating, walkways, shaded rest areas, restrooms and accessible parking.
- Goal 5.3: Expand access to services and participation by older adults in diverse communities.
 - Strategy 5.3.3 Ensure services and programs targeted to seniors respect racial, ethnic, and cultural diversity and are welcoming and inclusive.
 - Action 5.3.3 Expand Equity Office mission to include seniors of all cultures.
- Goal 7.2 Increase awareness about senior issues and perspectives.
 - Strategy 7.2.3 Provide multicultural information and resources, recognizing the diversity of Austin's senior population.

Bond Projects Equity Analysis (2018)

Organizing Agency: City of Austin

Department: Office of Equity

[Document link](#)

This analysis looked at all upcoming bond projects and analyzed whether these projects advance equity, will fulfill an infrastructure need, and have negative unintended consequences. Although unclear, the table seems to be filled out by people in different departments who might have a biased view on their respective bond project. This report did not present a quantitative way for judging whether a project is or isn't advancing equity aside from the color coding of the qualitative answers for each project.

Some of the questions asked include:

- Please describe the historical context of the project.
- Please describe any community engagement that has been conducted for this project.
- Does this project advance equity in any of City Council's six priority outcome areas (as mentioned in the Austin Strategic Direction 2023)?
- Please describe potential negative outcome(s) and any steps your department is taking to mitigate those outcomes.
- How many people of color does the project/initiative positively or negatively impact?

Healthy Parks Plan for Travis, Bastrop, and Caldwell Counties (2019)

Organizing Agency: St. David's Foundation

Department: N/A

[Document link](#)

The Healthy Parks Plan for Travis, Bastrop, and Caldwell Counties created a vision for healthy communities, specifically related to park access, and includes concept designs for three parks. Based on a series of engagement activities, the team learned that the "greatest barrier to physical activity in the park is the lack of amenities," with stakeholders requesting a wide range of active amenities, such as water features and exercise equipment, that are also accessible to people across a spectrum of abilities.

Equity in this project sits at the intersection of physical health, mental health, and environmental health. In addition to engagement, a vulnerability assessment was conducted to identify areas within the region that experience higher physical, mental, and environmental stressors. The vulnerability assessment was paired with community priorities to understand barriers to accessing park spaces. The processes of mapping and engagement were iterative, allowing for community input to influence mapping. Finally, three comprehensive toolkits were developed to address barriers to physical, mental, and environmental health.

Travis County Transportation Blueprint (2019)

Organizing Agency: Travis County
Department: Transportation and Natural Resources
[Document link](#)

This blueprint is a long-range transportation plan that "identifies transportation needs and solutions, incorporates future options and choices, and prioritizes improvements in the unincorporated areas of Travis County" through the year 2045 as part of the Travis County Land, Water and Transportation Plan (LWTP). This plan highlights four guiding principles: support a multi-modal system, foster a reliable and equitable system, balance growth and the environment, and observe financial constraints. These principles guide the plan's eight core strategies: transit, roads, transportation management, partnerships, technology, resilience, safety, and active transportation.

The *Foster Reliable and Equitable Systems* principle focuses on ensuring mobility access for "people in underserved and lower-income areas and special needs communities." The blueprint addresses these needs through:

- The Transit Development Plan (TDP) provides mobility options in previously underserved areas. It improves mobility options for people of all ages and levels of mobility by partnering with Health and Human Services (HHS) and non-profit organizations to improve service for clients with medical needs.
- A Sidewalk Inventory for ADA compliance and project implementation;
- Increased access to opportunities for lower income areas;
- Increased safety throughout Travis County; and
- Improved mobility options for all ages and levels of mobility.

There is a section later in the document that looks at demographics in the county, but the document does not highlight who these underserved communities are or specific strategies for increasing access.

Our Parks, Our Future: Austin Parks & Recreation Long Range Plan (2019)

Organizing Agency: City of Austin
Department: Parks and Recreation Department
[Document link](#)

Our Parks, Our Future is a long-range plan prepared by the Austin Parks and Recreation Department (PARC); it guides how the department develops master plans, programs, and improvements for individual parks. As a long-range plan, this document was developed to mirror and complement other plans, including Imagine Austin, the Austin Strategic Mobility Plan, and the Austin Strategic Direction 2023. Based on community engagement efforts, ten themes emerged: natural experiences, unstructured spaces, green infrastructure, linear parks and trails, proximity and access, urban spaces, parks and arts/culture, educational opportunities, inclusivity, and cleanliness and safety. These ten themes were organized to develop five strategies, each with its own actions and recommendations:

- Ensure parks act as a relief from urban life,
- Expand and improve parks access for all,
- Activate and enhance urban public spaces,
- Align programs with community interest, and
- Optimize and improve the efficiency of operations.

This plan compares the themes that emerged from community engagement events and survey responses to the growth trends impacting parks work in Austin. Key issues relating to park systems are highlighted, including homelessness, displacement, and eldercare. Ten factors for future land acquisition are highlighted; the first factor is "need and equity." Lastly, the plan contains a list of partners, many of whom are explicitly dedicated to equity in their work.

Relevant strategies include:

- B4: Increase multi-use and nature trails within the existing PARC parks system and continue to acquire land for linear parks and greenbelts that can accommodate larger trail systems.

- B5: Support the efforts of the Austin Strategic Mobility Plan, city departments, and partners in advancing the mobility network beyond the PARD parks system.
- B7: Aspire to provide universal access.

Long-Range Capital Improvement Program Strategic Plan (2019)

Organizing Agency: City of Austin

Department: Planning and Zoning Department

[Document link](#)

The Long-Range Capital Improvement Program Strategic Plan highlights funding needs and areas of opportunity and growth while keeping in alignment with Imagine Austin and the Strategic Direction 2023. The City of Austin identified priority policy initiatives focused on watershed protection, housing, mobility, parks, and equity. The CIP takes the policy initiatives and sets up priorities for the next ten years, keeping in mind the history of inequality in Austin, current trends in data, and the existing policy landscape.

Since the CIP is evaluating past plans and varied departments' needs, it often references equity as it lays the historical context for many of these plans, especially Imagine Austin. The CIP takes it a step further in the recommended priorities for the strategic outcomes section. Here, the plan begins to encourage infrastructure investments that counter Austin's history of racial segregation, address environmental risks equitably across the city, and leverage city-owned assets to support local artists and equitable development/redevelopment. The strategic outcomes are economic opportunity and affordability, mobility, safety, health and environment, culture and lifelong learning, and government that works for all, the same priorities mentioned in Strategic Direction 2023. A few of the strategic outcomes have recommended priorities that center equity:

- Economic opportunity and affordability
 - Use CIP investments to leverage private development, public-private partnerships, and public-private partnerships that deliver community benefits, including workforce development and affordable housing.
 - **Acknowledge Austin's history of racial segregation and counter it by applying an equity perspective to new infrastructure investments.**
- Health and Environment
 - Invest in infrastructure that supports access to healthy and affordable foods and healthcare, particularly in historically marginalized communities.
 - Integrate nature into the city by investing in green infrastructure, including stormwater management that creates a network of natural lands and other open spaces while dispersing environmental risks equitably across the city.
- Culture and lifelong learning
 - Make investments that strengthen our portfolio of culture and lifelong learning programs, events and facilities and build trust with the community.

Austin and Travis County Active Living Plan (2020)

Organizing Agency: City of Austin

Department: Public Health Department

[Document link](#)

The Austin and Travis County Active Living Plan is a working document that sets – alongside public, private, and non-profit stakeholders – standards for environments, policies, and programs to help all residents be physically active for improved health and well-being. It presents recommendations across nine different sectors identified by the National Physical Activity Plan from Sport to Public Health to Mass Media. This plan is intended to serve as a strategic framework document.

One of the goals of the plan is to lead with and incorporate an equity lens, with many of the findings acknowledging the need for environmental, systemic, and policy change to achieve more equitable active living. Its Public Health goal characterizes equity as a condition in which “all community members have access to health services, active living resources, and physical activity opportunities.” The recommendations were built for

residents of all genders, ages, races, ethnicities, socioeconomic status, geographies, and physical, cognitive or sensory abilities, and each recommendation included a minimum of two equitable strategies for implementation. However, community engagement in the plan was limited whereby community leaders and relevant stakeholder organizations were engaged throughout, but the public was only engaged via a public survey available on the Speak Up Austin! website.

Some of the most relevant strategies include:

- Supply health care providers with access to and knowledge of successful, evidence based, culturally appropriate community programs for physical activity.
- Mitigate the disparities exacerbated by events like COVID-19 that are a barrier to services, resources, opportunities, and other health-promoting activities
- Use social determinants of health to set benchmarks and use an evaluation tool to measure the impacts of planning programs, policies, and land use changes.

Group C

These plans have a statement about equity but do not outline any tangible steps to meaningfully advance equity as part of implementation.

Urban Trails Master Plan (2014)

Organizing Agency: City of Austin

Department:

[Document link](#)

The Urban Trails Master Plan (UTMP) was created to be a comprehensive guide for building on and improving the urban trails that exist in Austin, whether a project is initiated by the City, a non-profit, a private developer or a neighborhood association. The UTMP also directly supports all eight of the priority programs as identified in *Imagine Austin*. Some of the guiding principles for the UTMP include Access & Connectivity and Creating Partnerships, with the former focusing on creating linkages and the latter focusing on including partners for implementation.

The UTMP identifies key Urban Trails and connections, as well as prioritizes these corridors based on the criteria developed through the planning process. The following four components are included as part of the prioritization process: Proximity to Attractors/Destinations, Residential Population of Census Tract Within 1/2 Mile, Connectivity, and Community Support. The factor of Community Support stemmed from a public engagement process that took place during the planning process of the UTMP, which included a statistically valid citywide telephone survey, a citywide online survey, a trail intercept survey, input from both a Citizens Advisory Group and a Technical Advisory Group, public meetings, and an online open house. However Community Support is weighted the lowest out of all four components.

The Plan does not directly call out issues of access as it relates to low-income or minority communities. However, the Plan does prioritize accessibility, and specifically endorse prioritizing trails that “create connection where a barrier previously prevented non-motorized users from continuing their path of travel.”

Some relevant objectives include:

- Objective 2.1 - As feasible, work with stakeholders to identify and build appropriate gateways or access points to the Urban Trail network
- Objective 2.2 - Ensure that any user can safely ride or walk to the Urban Trail nearest to them
- Objective 3.2 - Urban Trails are developed with accessibility for all users and all levels of ability, including users with a disability of some type
- Objective 5.3 - Include adequate and appropriate levels of lighting and safety patrols to maintain a strong sense of security along all Urban Trails.

Travis County Parks Plan (2016)

Organizing Agency: Travis County Parks

Department: N/A

[Document link](#)

The Travis County Parks Plan seeks to support a diverse population through specific objectives and policies, including preserving cultural resources and creating a multimodal trail system. The Travis County Parks system includes 26 public parks with 10,000 acres. The plan divides this system into four planning areas to examine future growth, elevation, hydrology, and the unique ecoregions in each quadrant. Each planning area includes a profile, inventory of park resources, area needs, and implementation priorities; the City of Austin is divided into each of the quadrants. The goals of this plan are: support the health and well-being of Travis County residents, protect natural and cultural resources, and use Travis County resources responsibly. Each goal contains objectives and policies, a few of which are relevant:

- Support the health and wellbeing of Travis County residents:
 - Objective A.1: Provide diverse recreational opportunities.
 - Provide facilities for a diverse county population and people of all ages and abilities.

Protect natural and cultural resources:

- Objective B.4: Preserve cultural resources.
 - Policy B.4.1: Complete cultural surveys to identify preservation opportunities.
 - Policy B.4.2: Interview longtime landowners and residents to document community and park-related history.
 - Policy B.4.3: Interpret historic and cultural resources.

Use Travis County resources responsibly.

This document does not mention equity, but Policy A.1.3 states that Travis County Parks [aims to] “provide facilities for a diverse county population and people of all ages and abilities.” It also states that all facilities will meet ADA standards unless reasonable accommodations cannot be made. There aren’t details about the prioritization of facilities being updated or who in these policies prioritize.

Pedestrian Safety Action Plan (2018)

Organizing Agency: City of Austin

Department: Transportation Department

[Document link](#)

The Pedestrian Safety Action Plan offers 21 recommendations for reducing and eliminating serious injury and fatal pedestrian crashes in the City of Austin. The plan breaks down who exactly in Austin is involved in crashes and which populations are overrepresented, like Latinx and African American populations. It provides insights into how different races, classes, ages, and abilities experience mobility issues in Austin.

This plan references equity considerations in other plans but is not centering equity or using it to frame its overall analysis or its recommendations. One conclusion related to equity in the document is that different populations are disproportionately affected by pedestrian crashes; they include non-English speaking communities, low-income communities, and people experiencing homelessness. It also finds that older pedestrians are more at risk of severe injury and that men are at a higher risk of injury and fatality than women. These findings, however, do not translate into specific strategies within the action plan. However, one of the enforcement action items is to train police officers on pedestrian safety laws to address the disproportionate impacts and the importance of equity considerations in enforcing laws. The action item includes language about placing a special emphasis in the Austin Police Department lesson plans about how certain communities are disproportionately impacted.

Appendix A.2 Equity Framework



EQUITY FRAMEWORK

Prepared by: Asakura Robinson.
July 2021.

Introduction

The City of Austin recognizes that past local, regional, and state plans and investments in urban infrastructure have not adequately responded to the needs of all Austinites or have actively harmed communities, especially low-income communities and communities of color, reinforcing unequal distribution of city infrastructure, and exacerbating disproportionate safety, health, and economic impacts. The City's Equity Office, established in 2016, alongside improved planning practices, have begun to evaluate and document inequities and identify steps to remedy them. This Equity Framework aims to address structural inequities in sidewalk, urban trail, and bicycle facilities through an adaptable, customizable process for the City of Austin. The Equity Framework aims to not only guide the update process of the 2014 Urban Trails Plan, the 2014 Bicycle Plan, and the 2016 Sidewalk/ADA Transition Plan under the combined Austin Texas Walk Bike Roll ATXWBR planning process, but also acts as a model for intentionally addressing past and current inequities in other local planning processes.

This Equity Framework:

- I. Acknowledges the role of discriminatory policies and practices in creating racial and geographic disparities in transportation access, health, and safety;
- II. Establishes a definition of "equity" for the ATXWBR plan update process;
- III. Proposes a schedule of milestones for the Equity Office to review and respond to project materials and findings;
- IV. Identifies potential approaches to defining and considering geographic areas with infrastructure disinvestment, lower access to opportunity, and/or concentrations of underserved populations;
- V. Describes the approach for increasing participation from underrepresented communities in the plan update processes;
- VI. Provides a flow chart for centering equity at each stage of the plan update process, including project selection and ongoing evaluation.

I. Acknowledgement of Austin's History of Discriminatory Practices

City policies have forced segregation, guided funding away from communities of color, discouraged participation, and allowed gentrification to create displacement.

Policies and Public Investment

The Austin Strategic Mobility (ASMP) Plan's Equity Policy 1 acknowledges that "communities of color, low-income communities, and people with disabilities have been most negatively impacted by transportation and land use policy and infrastructure due to barriers leading to a lack of representation and institutional power".¹

¹ Austin Strategic Mobility Plan, pg. 212. <https://app.box.com/s/7aiksxmwwgymalsty0lm21wingk0slug>

The ASMP describes ways that transportation planning, infrastructure investment—and disinvestment—and land use policy have led to inequitable outcomes:

Austin has a history of systemic racism and racial inequity that continues to affect us in the present day. Decisions related to transportation and land use policy and infrastructure have resulted in the exclusion, marginalization, and discrimination of communities of color, low-income communities, and people with disabilities. Land use and transportation decisions, including the 1928 Master Plan of Austin adopted by an all-white, all-male City Council, worked together to segregate non-white residents in East Austin. African-Americans and Hispanic/Latinx community members who tried to settle in areas outside the designated “Negro District” were denied basic services such as utilities, parks, and public schools unless they moved into the district. Segregation resulting from Austin’s 1928 Master Plan was deepened by later “redlining” maps depicting four levels of “residential security.” The color red was given to areas, primarily in East Austin where many lower-income and/or non-white Austinites lived, which were deemed “hazardous” to extend mortgages and other financial services into. Redlining was a barrier to financial opportunities for non-white people, while at the same time increasing economic opportunities for white people, and it further encouraged spatial segregation.

Transportation planning and infrastructure decisions worked in concert with discriminatory land use policies to exacerbate inequities in Austin for communities of color. Vehicular travel on highways and other major roadways leads to increased pollution in neighborhoods located nearby. Higher rates of respiratory diseases such as asthma have been documented in many communities of color and lower-income communities who live or work close to these major roadways. Perhaps the largest and most obvious reminder of inequity and segregation in Austin is also a freeway: the double decks of Interstate 35 dividing downtown from East Austin. The highway follows along what was once East Avenue, the boundary line of the redlined “Negro District” and other parts of Austin. Today, the freeway acts as both a physical and symbolic barrier to opportunity and reminds us of the critical work left to be done to learn from our history.

Some negative effects of past transportation and land use decisions come from disinvestment rather than from the construction of large-scale infrastructure projects. Decades of neglect have had negative effects on neighborhoods such as Dove Springs and North Lamar where residents have had to make do without much investment in transportation infrastructure and other public and private services. Acknowledging this kind of long-term discriminatory disinvestment is just as important as acknowledging devastation caused by new construction projects.

Numerous small- and large-scale transportation infrastructure decisions have resulted in — and created a legacy of — negative outcomes for people of color, low-income communities, and people with disabilities. For example, the City refused to pave roads or construct sidewalks in neighborhoods where people of color chose to remain instead of relocating to the 1928 designated “Negro District.” Additionally, the City has spent more money on roadways and cars historically, serving those who had access to vehicles, leaving a huge unbuilt portion of sidewalk network today. Much of the emphasis for sidewalks came later, in the 1990s, after the federal government passed the Americans with Disabilities Act.

Community influence on active transportation decisions has historically relied on the proactivity of the public. However, we acknowledge that even when communities who have been historically oppressed have advocated for their neighborhoods, the internal practices and biases within the City structure have ignored the concerns and feedback from these communities. Regional and local advocacy organizations, which may or may not fully reflect Austin’s diversity, were historically the primary or sometimes only

stakeholders. In addition, the City prioritized projects requested via services such as 3-1-1 until recently. Practices like these favor neighborhoods with higher capacity for civic involvement.

In addition, we acknowledge that since we haven't fully evaluated the equity of all practices, inequities may continue to be perpetuated in several ways, including:

1. How we prioritize projects
2. How we engage communities
3. How we measure, and therefore evaluate, performance and outcomes

Displacement

Additionally, the impact of planning decisions has contributed to the gentrification and displacement of traditionally underserved communities. In 2018, the Uprooted Project by the University of Texas at Austin identified that out of 200 neighborhoods, 16 are “actively gentrifying,” and 23 more that are at risk of gentrification. The most vulnerable residents in those neighborhoods (those who have low-income, are people of color, have not achieved a bachelor's degree or higher, are families with children in poverty, and whose housing status are renters) are most likely to experience displacement. Below are specific examples that elaborate on how discriminatory policies have resulted in displacement of these populations:

1. During the 1870s and the 1920s, original Black “freedman” towns and Hispanic/Latino populations were forced to move into settlements outside of what was then the city of Austin into communities such as Clarksville, St. John's, and Montopolis - neighborhoods currently facing gentrification pressure.
2. The City's 1928 Master Plan created a “Negro District” on the East side of Austin. Those historic neighborhoods are currently facing extreme gentrification pressure or are in late stages of gentrification.
3. From 1910 through the 1920s, Black populations lived throughout the center of Austin with concentration along the eastern side of downtown. These neighborhoods are currently experiencing, or are at risk of experiencing, gentrification pressure.
4. The Industrial Development Plan of 1957 zoned all property in East Austin “industrial,” including single family residential uses. Polluting industries could remain, and residents were not allowed to get bank loans for home repair, these zoning and “red-lining” practices actively diminished the value of land and housing stock in these areas. These conditions laid the groundwork for gentrification pressure throughout East Austin.
5. Following decades of disinvestment, “Urban Renewal” programs of the 1960s and 1970s displaced people of color from large areas through “slum clearance”, and turned formerly residential land into parks and schools without providing adequate opportunities for displaced households to return.
6. Since the 1990s, zoning changes in East Austin have accelerated gentrification, without efforts to mitigate displacement.

In addition, individual infrastructure investments may also have contributed to displacement due to a lack of mitigation strategies. Addressing this point, the ASMP highlights the importance of avoiding unintended, negative effects of transportation and land use decisions. Affordability Policy 1 is to “Proactively assess displacement impacts of transportation projects,” while Policy 2 is to “Work with communities to mitigate displacement impacts of transportation projects.” These policies influenced Project Connect, which involves a \$300 million anti-displacement fund, and represents a turning point in the City's role in contributing to displacement.

Accounting for and Addressing the Legacy

As a result of the city's history of discriminatory policies and increasing displacement of residents and small businesses, neighborhoods today experience different physical conditions and provide varying levels of access to destinations. A legacy of unfairness and disenfranchisement in public processes, such as a lack of meaningful participation opportunities in decision making, continues to influence decision-making.

The ATXWBR project team, consisting of City staff and consultants, acknowledges this history and the current day displacement pressures it has contributed to, and is committed to using this project as a vehicle for improved equity in Austin.

Section IV of this Framework provides guidance for understanding areas that are both historically underserved and vulnerable to displacement as Austin grows. Section V includes strategies and guidelines for equitable community engagement. Section VI offers an approach to considering anti-displacement measures to supplement infrastructure investments that have the potential to increase the risk of displacement, including policy-related factors such as community land trusts and protections for renter households. These elements are reflected in the Project Process Flow Chart (Section VI), which illustrates how ATXWBR and future active transportation implementation projects will account for and address discriminatory practices and displacement threats going forward.

II. Equity Definition and Principles

This ATXWBR Equity Framework adopts the Equity Office's definition of equity: "the condition when race no longer predicts a person's quality of life outcomes in our community." This definition is based in the reality that race is "the primary predictor of access, outcomes, and opportunities for all quality-of-life indicators."² Racial equity is the primary consideration through which the ATXWBR project will consider the distribution of benefits gained and burdens placed on communities from access or lack of access to pedestrian crossings, sidewalks, bikeways, and urban trails.

The Equity Office and this Framework recognize the importance of *intersectionality*. Intersectionality is "an approach largely advanced by women of color, arguing that classifications such as gender, race, class, and others cannot be examined in isolation from one another; they interact and intersect in individuals' lives, in society, in social systems, and are mutually constitutive."³

This Framework seeks to apply the definitions above to the ATXWBR plan process and delineate what an equitable transportation system means through the following principles:

- Historically marginalized communities—including people of color, low-income communities, and people with disabilities—should participate in and influence transportation decision-making and outcomes.
- One's race, income, physical ability, gender, age, and other demographic characteristics should not determine their access to opportunities such as jobs, healthcare, education, public amenities, and food.
- A person's race, income, physical ability, gender, age, and other demographic characteristics should not correlate with negative safety outcomes (e.g., higher levels of crashes or street

² Equity Assessment Tool Draft, <http://www.austintexas.gov/edims/document.cfm?id=279626>

³ *Ibid.*

harassment or profiling) or negative transportation-related health outcomes (e.g., asthma from air pollution or obesity from inactivity).

- The way a person gets around (mode) should not correlate with negative safety or health outcomes or limited access to opportunities. Treatment of and funding for different transportation modes, like walking, driving, carpooling, taking public transportation, riding a scooter, and bicycling, should be fairly distributed based on community goals and system needs.
- Sidewalks, bikeways, and urban trails should be accessible for and welcoming to people of all physical abilities and cultural backgrounds.
- Introduction of new transportation infrastructure in areas vulnerable to displacement should not threaten residents' ability to afford to stay in their homes, the ability for small businesses to remain in place, or the character of the community or neighborhood.

III. Collaboration with the Equity Office⁴

The Equity Office is one of the primary stakeholders the project team will continue to engage with throughout the duration of the planning process. The consultant team sought the Equity Office's input on the Equity Scan and will schedule regular check-ins to discuss the progress of the project. In addition, the Equity Office will also be provided with the Public Outreach Plan, the Ambassador Program materials, and any related equity or outreach material for their review and comment. The City will coordinate engagement with Equity Office and involve Consultant Team as necessary. Below is the proposed schedule:

Engagement Phase	2021							2022									
	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O
	Phase 1				Phase 2					Phase 3							
Review Equity Framework, Public Outreach Plan, and Ambassador Plan	•																
Review Phase 1 draft public engagement outline and activities; Ambassador program status update		•															
Present and discuss Phase 1 public input/takeaways; Review Phase 2 draft public engagement outline and activities;					•												
Policy and process recommendations; Prioritization framework(s); Shared Streets program								•									
Present and discuss Phase 2 public input/takeaways; Review Phase 3 public engagement outline and activities; Scenarios and Buildout Plans; Ambassador program results											•						
Process Evaluation Conference																	•

⁴ Stems from the first takeaway in "Key Takeaways from Interviews" identified in the Equity Scan.

IV. Equity Analysis Zones

One way to look at the equity of our outreach and decisions is through a geographic lens focused on understanding which areas of Austin have higher concentrations of historically marginalized populations and more barriers to achieving equitable outcomes.

In the summer of 2021 Austin Transportation supported an Advisory Team comprised of 12 community members who led the creation of this geographic layer, known as Equity Analysis Zones (EAZ).

EAZ are based on census tracts and include nine different Census [American Community Survey](#) (ACS) variables that reflect an areas social and economic vulnerability. The Advisory Team considered over 40 different ACS variables, such as race, income, car-ownership, educational attainment, housing tenure, language spoken at home, age, and disability status, before deciding on nine variables that they considered to be most important. They then weighted each variable to determine its level of importance in comparison to each other. The variables and their corresponding weights (in parentheses) included in EAZ are:

- o Percent people of Color (5)
- o Percent people that identify as Black/Indigenous/Latinx (5)
- o Median Household Income (4)
- o Percent of people on Food Stamps/SNAP (4)
- o Percent of people that have a disability (4)
- o Percent of renter-occupied housing units with rent over 35% of monthly income (2)
- o Percent of households without broadband internet (2)
- o Percent of households with less than 1 vehicles/working occupant (1)
- o Percent of people who are 65+ (1)

These variables and weights were selected through a series of research, discussion, and presentations. The weighted variables identify where historically marginalized populations live, and help the City determine where resources should be prioritized.

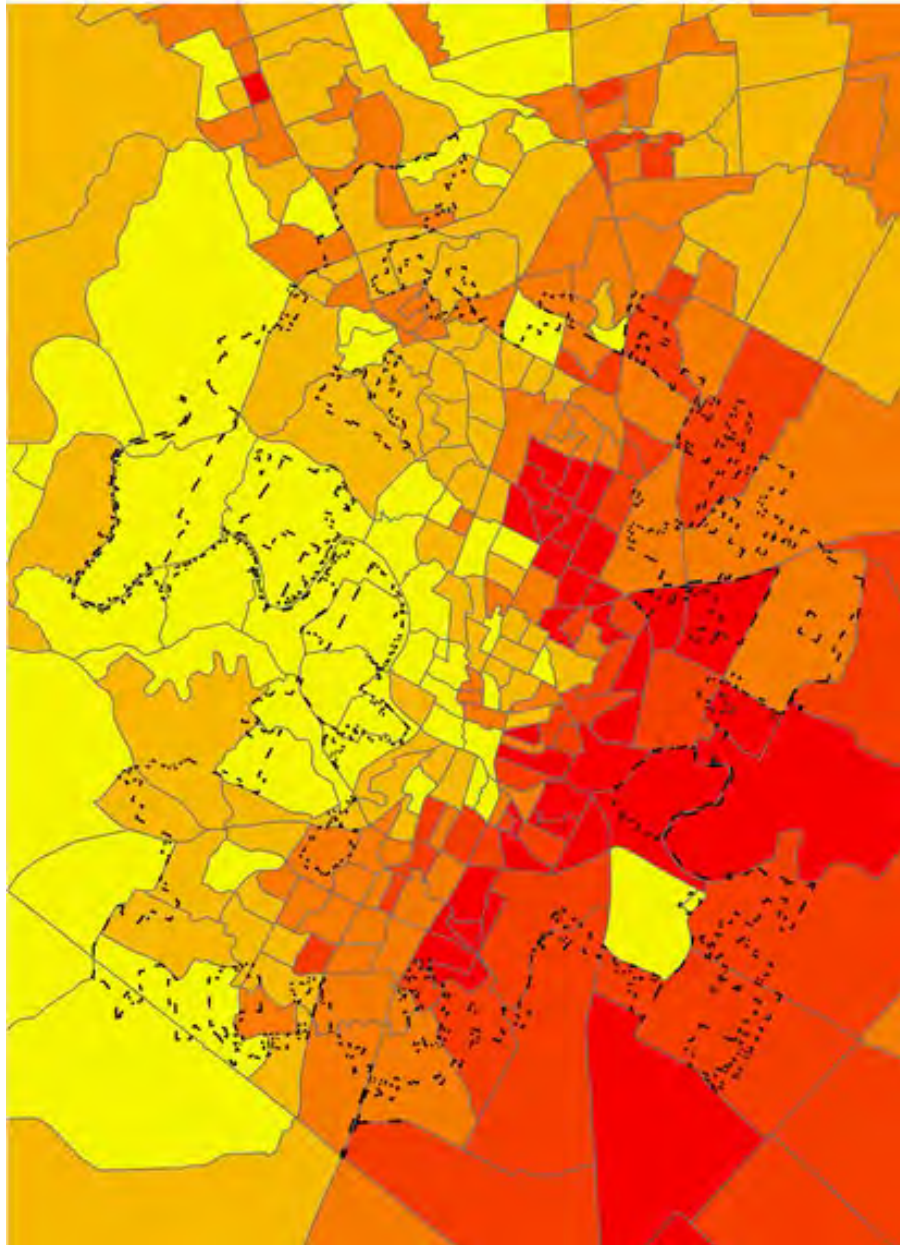
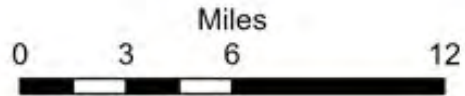
Each EAZ has an indexed score from 0-100 that corresponds to the concentration of the nine different variables. They have also been categorized into five different categories, from Least Vulnerable to Most Vulnerable. The resulting EAZ map is shown below.

[] City of Austin

Layer

EAZ Category

- Least Vulnerable
- Medium-Low Vulnerable
- Medium Vulnerable
- Medium-High Vulnerable
- Most Vulnerable



As the sidewalk, urban trails, and bicycle plans are developed and implemented, the EAZs will continue to be used to guide plan development, project initiation and infrastructure investments, with the intent of equitably distributing the benefits that pedestrian crossings, sidewalks, bikeways, and urban trails provide

and mitigating disproportionate burdens already placed on underserved communities. Example applications in the ATXWBR planning process include:

- Comparative analysis of infrastructure presence and quality in EAZs versus outside of EAZs
- Comparative analysis of crashes and crash severity in EAZs versus outside of EAZs
- Development and refinement of planned infrastructure networks
- Prioritizing projects in EAZs and / or supporting needs relating to populations within EAZs
- Tailored and elevated engagement strategies for use in EAZs

See Section VI. Equitable Project Process Flow Chart for more information.

V. Equitable Public Outreach

The ATXWBR Public Outreach Plan is a separate document that guides the stakeholder and public involvement processes for the plan updates. The Public Outreach Plan is consistent with the City of Austin's Public Participation Principles, and its goal is to:

- *Implement a process that carries out the recommendations and guidance outlined in the project's Equity Framework and **results in participation that exceeds the racial/ethnic and income demographic makeup of the city and reflects the voices of those most negatively impacted by the process historically.***
- *Prioritize engagement with hard-to-reach stakeholders by collaborating with key community organizations to help inform and engage their networks and by providing incentives and/or compensating people for their time.*

Outreach efforts should therefore prioritize engaging people based on the following characteristics.

Table 1 – Outreach Focus Populations⁵

<p>Core Factors</p> <p>Outreach efforts will prioritize engaging these populations to exceed the diversity of the city:</p>	<ul style="list-style-type: none"> • Black, Hispanic/Latinx, or other person of color (<u>consistent with categories used by the Census Bureau</u>) • Earning less than 80% of the median household income
<p>Intersectional Factors</p> <p>Outreach will seek to engage a diverse set of people that represent one or more of the core factors as well as one or more intersectional factors:</p>	<ul style="list-style-type: none"> • No access to a car or don't drive • Income-sufficiency • Frequently walk, bike, or ride transit for transportation • Women or non-binary people • Have limited English proficiency • Are LGBTQIA+ • Have a disability • Over the age of 65 • Young Adults (18-30) • Under the age of 18 (Teens who make their own

⁵ Many of these characteristics were identified during Equity Scan interviews

	mobility decisions) <ul style="list-style-type: none"> • A different national origin than the U.S. • Immigrant or refugee • Rent housing • Families with young children (under 12) • Are single parents • And by reference, list of factors on Ambassador Plan/application materials not listed here.
--	---

To reach these goals, the public participation process will incorporate the following best practices for equitable engagement:

- Maintain a thorough and accurate database of community organizations, local businesses, and community leaders prior to starting engagement to make them aware of the project, the timeline, goals, and see if they would be interested in engaging. Continue to get their input and buy-in on the project and process throughout.
- Advertise engagement opportunities through a wide variety of media and outlets, including those whose target audience are people of color and/or Spanish speakers, such as:
 - City website
 - Local community organizations or businesses' newsletters and/or social media
 - Schools, grocery stores, recreation centers, places of worship, and pharmacies
 - Other strategies as identified by COA and consultant
- Ensure that meeting locations or events are accessible to everyone. Buildings with civic or public uses such as elementary and middle schools, libraries, community centers, polling locations, and houses of worship tend to have ADA-compliant facilities near transit and with adequate parking. Follow best practices for running meetings that enable engagement by participants with visual impairments.
- Provide food, childcare, transportation, and incentives for participating in public engagement.
- Address language barriers by providing materials translated into additional languages and language interpreters at public meetings. At a minimum, Spanish language materials and interpreters will be provided.
- Utilize a paid ambassador program that leverages social networks of trained and paid community members.

Surveys and other engagement materials will ask participants to voluntarily provide demographic information to help the Project Team understand its success engaging with individuals who are typically underrepresented in the planning process. Because responses to these questions will be voluntary, the Project Team's access to this information will depend on participant willingness to share it, which will depend on their trust in the process. The Ambassador Program is one strategy to build this trust. The Project Team will seek to recruit individual Ambassadors that identify with multiple intersecting characteristics and will ensure diversity among the group of Ambassadors.

When possible, analysis of surveys, polls and other formats of public comments should identify any significant variation in responses based on the above characteristics. In these cases, project summaries, memos and other deliverables should discuss these variations and highlight meaningful implications for them in project, policy, and program recommendations.

VI. Equitable Project Process Flow Chart

While each program (Bikeways, Sidewalks, Pedestrian Crossings, and Urban Trails) selects and prioritizes projects differently, the unique planning processes and selection and prioritization of sidewalk, bikeway and urban trail projects will be informed by a decision-making process that centers the participation of and considers impacts on focus populations.

Flow Chart Organization

The flow chart below illustrates how the six principles of equitable transportation identified in Section II inform the evaluation of planning process decisions across three general categories: Engagement methods; Analysis methods; and Recommended project, policy, or program:



A larger version of this flowchart is provided at the end of this section.

The flowchart graphic above shows examples of evaluation questions that tie the principles to specific process milestones and decisions. The various program leads will document responses to these questions as they arrive at these milestones in their periodic prioritization and selection processes. This may occur for every project, policy or program or used in an ongoing application such as the Mobility Annual Planning process.

Following the project prioritization process, the Project Team will evaluate the planned distribution of benefits and burdens and quantify the equity impacts through measurements such as:

- Distribution of number and value of projects planned/prioritized in and related to EAZs
- Added connectivity of projects planned/prioritized in and related to EAZs
- Physical scale of projects planned/prioritized in EAZs
- Etc.

Anti-Displacement Measures

Lessons from Equity Scan interviews suggest that for a transportation plan to achieve more meaningful consideration of equity, they must consider the non-transportation impacts on the lives of people —

particularly low-income communities in areas vulnerable to displacement caused by gentrification. In addition to considering unintended, negative consequences of public investments in neighborhoods vulnerable to displacement through the process flow chart, the planning process should therefore include collaboration with current anti-displacement initiatives where possible with the goal that such measures are in place in sensitive areas prior to large-scale infrastructure investment.

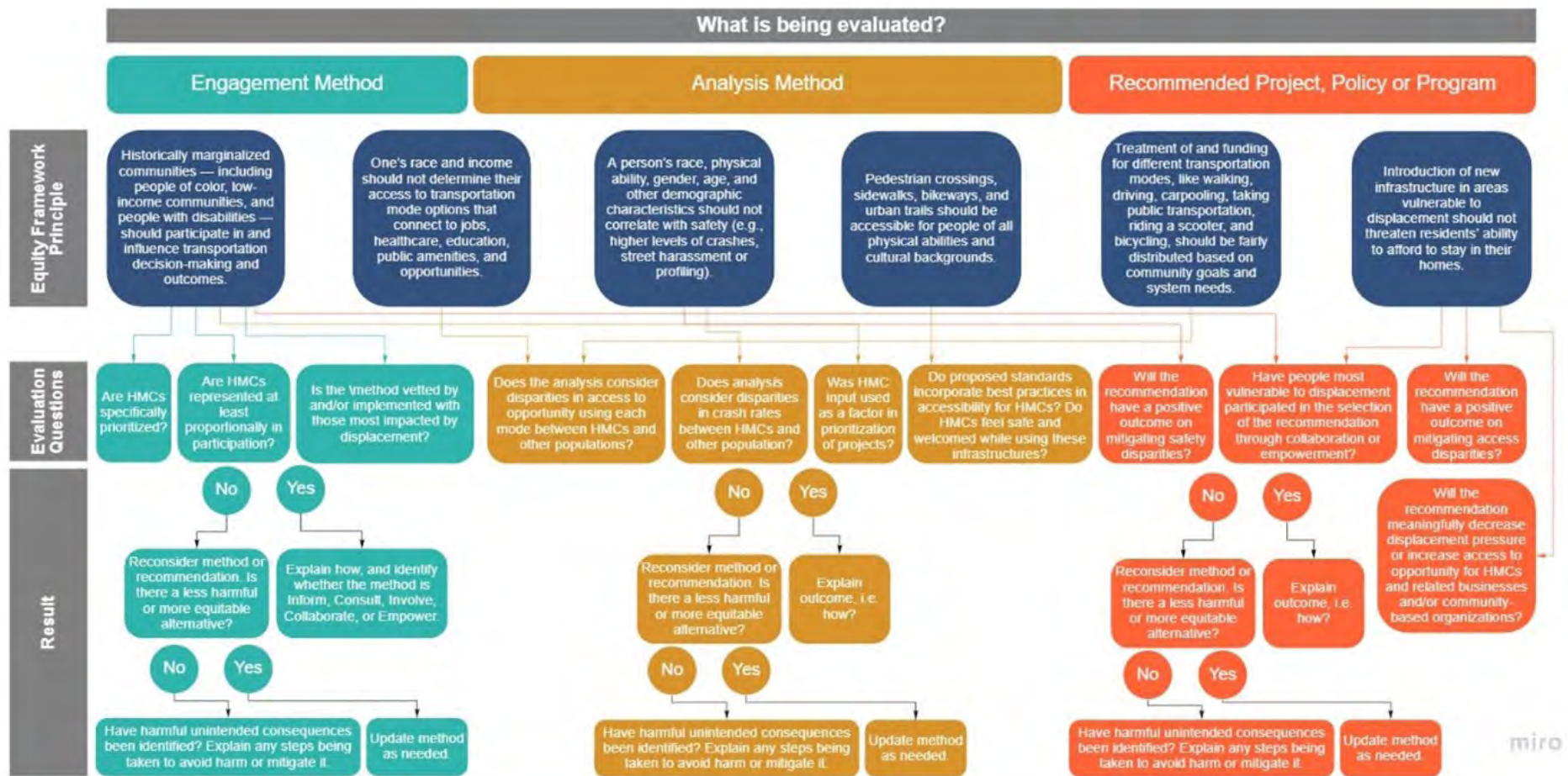
The Austin Transit Partnership will disperse \$300 million in funds over the 13-year buildout period of Project Connect. The Project Team will coordinate with this effort to identify opportunities to coordinate investments where Project Connect facilities are planned.

Evaluating Project and Program Performance

Evaluation of the performance of completed infrastructure projects and periodic evaluation of ongoing programs will be instrumental for measuring the success of the implementation of the Urban Trails, Sidewalk, and Bicycle Plans.

This Equity Framework does not yet specify metrics evaluating the equity outcomes of planned projects and policies, but the following draft metrics are presented for discussion with the Project Team at a later date:

- Change in Network Connectivity and Network Access scores (tools currently under development) for each EAZ
- Percent of households within ¼ mile of an Urban Trail or all ages and abilities bikeway (EAZ vs non-EAZ)
- Percent of people connected by sidewalks and Urban Trails within ¼ mile of high frequency transit and 2 miles via an all ages and abilities network (EAZ vs non-EAZ)
- Percent of people that can walk (within ¼ mile) or bike (within 2 miles via an all ages and abilities network) to a place that sells fresh produce (EAZ vs non-EAZ)
- Police stops for people of color walking and biking OR police stops related to walking and biking in EAZ vs non-EAZ
- Percent of people of color and non-people of color who are victims of walking or biking crashes on an annual basis
- Number and percentage of linear miles of newly constructed sidewalks and urban trails that lie within census tracts with no leisure-time physical activity among adults aged 18 years or older
- Anti-displacement measures such as relocation benefits, condominium conversion restrictions, rent regulation, community land trusts, proactive code enforcement, vacancy control in rent regulations, no-net-loss or one-for-one replacement, etc.
- Etc.



miro

Appendix A.3 Public Outreach Plan



PUBLIC OUTREACH PLAN

Introduction

This Public Outreach Plan (POP) is designed to guide the stakeholder and public involvement processes for ATX Walk Bike Roll (ATXWBR), the joint effort to update the City of Austin's Urban Trails Plan, Pedestrian/Sidewalks Plan, and Bicycle Plan.

The POP is intended as the blueprint for public involvement and is designed to allow flexibility in its implementation as the project evolves. It outlines several aspects of the public engagement effort, including:

- 1) The goals for public outreach,
- 2) The general phases of outreach,
- 3) A map of key stakeholders and appropriate engagement tools,
- 4) A description of tools selected for this effort and how they relate in a cohesive outreach approach,
- 5) The approach for evaluating the inclusivity and effectiveness of the engagement process, and
- 6) The roles and responsibilities for the Consultant Team and City Staff.

1) Public Outreach Goals

To guide the development of the Plan Updates, the Consultant Team will work with the Public Information Officers and other City Staff to implement a comprehensive community outreach effort. The fundamental purpose of this effort is to invite public input to inform the development of the three plan updates. While the ongoing COVID-19 pandemic presents some challenges for public outreach, it will not diminish the breadth or diversity of input that shapes these Plan Updates. The public participation process will invite stakeholders to articulate how urban trails, sidewalks, pedestrian crossings, and on-street bicycle infrastructure impact their quality of life, communicate the conditions that determine where bikeways, pedestrian infrastructure, and urban trails can be placed, respect the value their participation brings to the process, and warmly encourage their involvement through the development of the plan.

Ensuring that a broad cross section of stakeholders is involved and contributes to the Plan Updates is fundamental to achieving the project's desired outcomes. With this in mind, the principal goals of public outreach are to:

1. Implement a process that carries out the recommendations and guidance outlined in the project's Equity Framework and results in participation that exceeds the racial/ethnic and income demographic makeup of the city.
2. Prioritize engagement with historically underrepresented and underserved stakeholders by collaborating with key community organizations with access and credibility to these populations, and by valuing this expertise through incentives and/or compensation for time.
3. Create awareness of ATXWBR and associated Plan Updates, the public input needed, and the overall update process.
4. Present information in a manner that respects native languages and is culturally appropriate.
5. Provide a variety of methods for public participation that are accessible in terms of language, technology literacy, location, and time so that prioritized individuals or groups may easily participate in the process.
6. Gain substantive insights from the public input process that establishes a vision for each of the Plan Updates and guides the technical elements of the updates.
7. Communicates how urban trails, sidewalks, and pedestrian crossings, and on-street bicycle infrastructure supports the goals of the City.

The Consultant Team will continually measure outreach and provide monthly updates on public participation throughout the ATXWBR Plan Updates process to ensure the efforts and outcomes are aligned with the outreach goals, ATXWBR's Equity Framework, and City's Public Participation Principles (see below).

ATXWBR will be implemented in accordance with the City of Austin's Public Participation Principles:

- **Accessibility and Inclusion:** We are committed to providing a variety of options for participation, along with supportive resources and accommodations that enable underrepresented segments of our community to participate in a meaningful way.
- **Accountability:** We will provide complete and easy-to-understand information on the issues, and make a complete record of feedback available to both participants and decision-makers.
- **Collaboration:** We will work in partnership with the community to develop engagement processes that are appropriate to the needs and preferences of the participants, and that result in recommendations that are informed by the history and the shared knowledge of the communities we serve.
- **Consistency:** In every engagement, we will provide advance notice of opportunities, meeting agendas, discussion agreements, timelines and clear information about how participation will be used in the decision-making process.
- **Respect:** We will maintain a mutually respectful environment that cultivates and supports inclusive public engagement and honest dialogue between and among participants and City representatives.
- **Stewardship:** We will conduct ourselves as stewards of the public's resources, respecting and recognizing that the community has a voice in how those resources are used.

Similarly, ATXWBR will also follow the ASMP's Public Interaction policies:

- **Policy 1:** Provide high-quality customer service, responsiveness, and transparency
- **Policy 2:** Engage community members in transportation decisions
- **Policy 3:** Make public engagement convenient, accessible, and meaningful
- **Policy 4:** Evaluate interactions with the community
- **Policy 5:** Proactively maintain community relationships
- **Policy 6:** Create shared experiences for the public to engage with mobility option

2) Public Outreach Phases

Public Outreach will take place in three major phases as the project evolves:

Phase 1 – Spring / Summer 2021

Phase 1 will begin in conjunction with the development of the Equity Framework, development of the Project's Brand Identity, Outreach Planning, and the Consultant Team's Evaluation and Conditions Analysis. The timing will allow the Consultant Team to prepare and bring initial information to the public through a series of small group meetings and a general public meeting presentation (see Section 4). Phase 1 will allow stakeholders to reflect on the defining opportunities and constraints of the prior plans, consider the problems that the Plan Updates aim to solve with the community's help, and begin the iterative process of identifying the guiding values and principles for the Plan Updates. Phase 1 will emphasize building the vision and collecting insights rather than technical details. Participants will be invited to qualify their experience throughout this phase by sharing how well the Consultant Team and City listened and responded to their input.

Phase 2 – Fall 2021 / Winter 2022

Phase 2 of the engagement will take place during Programs & Policies recommendations, Scenario Evaluation, Project Prioritization, and Buildout Plans, where the public and stakeholders are invited to comment on where to build, how to prioritize projects, and what the process will base decisions on. A deeper understanding of the conditions identified in the previous phase will be developed, with the goal of prioritizing needs and overall strategies. This is a critical time during the project and public input effort that will provide maximum benefit to the team and will help to build consensus among both stakeholders and the public that will help the team refine the recommendations for the Plan Updates. Participants will be invited to qualify their experience throughout this phase by sharing how well the Consultant Team and City listened and responded to their input.

Phase 3 – Spring 2022 / Winter 2023

Phase 3 provides the public and stakeholders a review and final comment period on the revised recommendations before the Plans are presented to Boards and Commissions and City Council for review and adoption. The Consultant Team will invite participants to discuss the plans and priorities, to qualify their experience throughout the process by sharing how well the Consultant Team and City listened and responded to their input, and how satisfied they are with the recommendations.

Through these various stakeholder activities, we anticipate gaining many insights from participants, including:

- Levels of awareness and perceptions of ATXWBR facilities.
- How do stakeholders learn about ATXWBR facilities?
- How do they perceive these programs from an economic and cultural perspective?
- Current usage patterns or potential barriers and conditions that have prevented usage.
- What conditions or opportunities might encourage them to increase their use?
- What additional or long-term efforts are needed to successfully update the plans in a manner that aligns with the Project's Equity Framework?

Each phase will have one general public meeting supported by several smaller stakeholder meetings to facilitate deep-dive discussions on specific themes, allowing for robust participation by the larger community as well as interest groups, businesses, and property owners. Due to public meeting requirements and concerns in response to the COVID-19 pandemic, all meetings will be held virtually using Zoom until such time when in-person events are deemed feasible. Upon guidance from the City of Austin, when in-person meetings are able to resume, ATXWBR will utilize a mix of in-person and virtual public engagement strategies that accommodate both typical and atypical meeting times (e.g. weekday afternoons and Saturday mornings). Zoom offers a range of features that include closed captioning, live language interpretation, breakout rooms, polls, whiteboards, screen sharing, the ability to record, dial-in options for people without access to a computer or the Internet as well as security features. When appropriate, live polling tools such as mentimeter.com will be integrated to facilitate public input. The Consultant team will provide materials that can be produced and mailed as needed for stakeholders with limited internet access.

The Consultant Team will work with City Staff to create the content and schedule for the meetings. Each public meeting will be supported with meeting notices, agendas and presentations, and participant documentation. The comments received will be documented and shared with the Project Team for analysis and consideration. Public meeting notes / presentations and community feedback will also be summarized and made available online after each Phase of public outreach.

3) Stakeholder Mapping and Identification

Identifying audiences who interact directly with the ATXWBR is essential to the project and should be complemented by engaging decision makers, civic leaders and organizations that represent wider fields of interest or concerns. While the process of updating the ATXWBR Plans will have an end, the related improvements and policies that govern them will serve and affect the developments led by civic groups and partner organizations. Ensuring their early involvement in this effort will further their collaborative relationship with the City. Their unique insights and resources are not only valuable in supporting public outreach, but they also provide perspectives on conceptual planning, design, construction, as well as daily use and even maintenance.

Outreach to stakeholders will be primarily through email contact, which will include save the date, public meeting notices and reminders, survey/questionnaires, and other project updates. Where appropriate, efforts will be made to contact stakeholders by phone.

Key Stakeholder Groups

Below is the proposed list of relevant stakeholder groups to be engaged with throughout the planning process.

- Elected Officials, Boards and Commissions, Quality of Life Advisory Commissions
- City Advisory Councils
- City Staff
- Equity Scan Participants
- Adjacent Neighbors, Commercial and Residential, Non-profits, Service Providers
- Advocacy Groups and Civic Organizations
- Business Associations, Real Estate and Development (i.e., Chambers, RECA, ULI)
- Non-users of urban trails, sidewalks, and bikeways
- Broadcast/News Media

The Consultant Team will prioritize working with stakeholders from communities that have been historically underrepresented in decision making. The Team will rely on the guidance provided in the ATXWBR Equity Framework to maintain a thorough and accurate database of community organizations, local businesses, andF community leaders. The Team's outreach efforts will focus in neighborhoods and census tracts that match the Team's equity outreach criteria (click this link to view the maps), defined by higher populations of people of color and/or low-income households.

Community Engagement Matrix

The matrix below identifies engagement methods that are best suited or most appropriate for each of our stakeholder groups' needs and strengths. The columns in the matrix identify communication and collaboration methods. The rows in the matrix represent stakeholder categories from the Stakeholder Mapping section. In this chart, the "City and Technical" stakeholders represent Elected Officials, City Staff, Boards and Commissions, and Advisory Committees including Quality of Life Advisory Commissions.

Stakeholders	Communication Approach/Tactics		Collaboration <i>(To be adjusted for each phase of outreach)</i>
	Single Message <i>(Event/meeting invitation, announcement or project timeline update)</i>	Detailed Message <i>(Survey, Questionnaire Request, Presentation, Project Deliverable Reviews)</i>	

Partners & Advisors*	Email, phone calls, website	Email, phone calls, website, public and small group meetings	Online meetings (small issue-based sessions), public input tools, sharing – social media and listserv, real-time audience response systems
Ambassadors	Email, phone calls	Email, phone calls	Capacity training, online meetings (small issue-based sessions), public input tools, sharing – social media and listserv, walking tours, bicycle tours, video testimonials
City and Technical	Email, phone calls	Email, phone calls	Online meetings (small issue-based sessions), public input tools
Adjacent Neighbors/ Commercial & Residential	Email, listserv, newsletter, yard signs, postcards/doorhangers, fliers, print ads, social media ads posts, website, text messaging	Email, listserv, newsletter, yard signs, postcards/doorhangers, fliers, print ads, social media ads posts, website, intercepts, tabling	Online meetings (issue-based sessions), public input tools, sharing – social media and listserv, community mapping, feedback boxes
Advocacy Groups / Civic Orgs	Email, phone calls, website, text messaging	Email, phone calls, website, small group meetings	Online meetings (small issue-based sessions), public input tools, sharing
Infrequent users of urban trails, sidewalks, and bikeways	News media, print publication ads, social media ads posts, text messaging	News media, print publication ads, social media ads posts	Online meetings, public input tools, testimonials, in-person meetings, informal tabling events
News Media	Press Releases, Media Advisories	Press Releases, media advisories, interview pitches and editorials, press events	Interviews and news coverage

* Individuals who may have been interviewed for the Equity Scan process, are civic leaders in their community or serve as board members or advisors in another capacity represent a unique opportunity for advancing public awareness of a project and encouraging the public's engagement.

4) Outreach Tools & Approach

This section describes the tools and public outreach strategies for informing and engaging the public and stakeholders. The tools that will be used the most on this project – Ambassadors, Public Meetings, Project Surveys and Small Group Discussions – are listed first, followed by brief descriptions of other tools available for targeted engagement with the populations identified in the Equity Framework. These additional tools will be selected later to ensure equitable, innovative, and convenient participation from an array of diverse residents in the community. The descriptions for the tools below are preliminary ideas and will be revised following discussions with the City.

Ambassadors

In an effort to expand community participation and increase engagement from prioritized areas, the Consultant Team will implement a community Ambassador Program.

The compensation-based approach will offer selected individuals an opportunity to learn about the City's planning effort and gain valuable practical skills as they gather community comments and generate insights for the public participation process. Designed with a grassroots community organizing approach, the Consultant Team will equip each Ambassador with accurate information about the project and training to effectively engage their personal networks and local community.

The program will recruit 12 residents from underrepresented groups or neighborhoods in Austin, with particular focus on creating a cohort diverse in age, ability, race, geography, and culture. Applicants might be members of a neighborhood association, work with a nonprofit organization that serves the target population, a member of a faith-based group, preferably speaking both English and Spanish or another language, and identifying as a member of the underrepresented community.

Refer to the separate Ambassador Program Plan for additional information on composition of the group, recruitment and selection, training approach, program stages, and timeline.

Public Meetings

The format and content described for each public meeting below is preliminary. Each meeting will be planned and refined as the project progresses and specific input needs are identified. The approach and content of meetings #2 and 3 will be informed by lessons learned from meeting #1.

Public Meeting #1 – The public launch of ATXWBR Plan Updates will raise awareness of the project's mission and timeline and provide an opportunity for public involvement. The online event will invite interested stakeholders to an engaging experience to help shape the Plan Updates. The objective of this Public Meeting is to provide stakeholders with a project overview, centering on the projects stated values. The feedback obtained will provide the Consultant Team with a deeper understanding of the current constraints and desired changes expressed by the stakeholders and public, and assist the Project Team in preparing a draft programming document outlining the needs and desires of the community for each of the three networks/plans.

This Public Meeting, scheduled for summer 2021, will consist of pre-recorded videos followed by a live question and answer session with staff. The pre-recorded videos will provide an overview to the public of the project goals and objectives and the elements being reviewed for the Plan Updates. After watching the videos, the public will be encouraged to provide input via a project survey. A separate short questionnaire that will occur at the end of the Q+A session will solicit comments from the participants on how satisfied they were with the information presented in the Public Meeting and the opportunities for engagement throughout the project

Public Meeting #2 - A second public meeting, tentatively scheduled for fall 2021, will provide interested stakeholders with an understanding of how we are applying the project values to the specific modal networks. This session would invite public input on where to build, how to prioritize projects, and what the process will base decisions on. Specific tools and tactics for collecting this input will be determined in advance of the meeting but may include a mapping tool for the public to submit place-based input. A short questionnaire will solicit comments from the participants on how satisfied they were with the information presented in the Public Meeting and the progress of the project thus far.

Public Meeting #3 - A final public meeting tentatively scheduled for summer 2022 will provide interested stakeholders with the final draft recommendations. The one (1) hour event will include a presentation of the proposed updates. A short questionnaire will solicit comments from the participants on how satisfied they are with the recommendations and their overall experience with the process.

Original collateral materials, print, and social media ads will be created to notify stakeholders and the general public about all three meetings. The Consultant Team will develop presentations, registration/sign-in sheets, and comment forms to gather feedback from each meeting. Public input will be compiled, documented, and made available to the public on the project website.

In-person public meetings will be held at locations that are accessible to members of the community who have a disability and to people who walk bike or roll as a mode of transportation. To encourage participation for in-person sessions, accommodations like beverages, snacks, childcare, and interpretation services will be provided.

Project Survey/Questionnaires

Comments will be collected from the public and stakeholders using print or online surveys and questionnaires based on the ATXWBR elements. These methods, available in English and Spanish, will provide participants with closed-ended questions on issues, constraints or opportunities they can respond to, in addition to a space for open-ended comments they'd like to elaborate on. Each instrument will encourage participants to submit required information, such as their ZIP Code, along with optional questions on their demographics. Participants will have the option to provide their name and email to continue to receive project newsletters and communications.

Small Group Discussions

A total of fifteen (15) small group discussions, five in each phase, are designed to inform and gain input from a range of individuals and groups interested in the ATXWBR Plan Updates. The objectives of the Small Groups are to:

- Present the project, its goals and timeline
- Understand and document the stakeholder's interests, needs, and concerns relative to the project
- Facilitate deep-dive discussions on specific themes, considerations, or interests

Small group discussion participants will be selected based on their lived expertise to inform plans related to ATXWBR facilities, policies, and programs. Participants will be invited to one of five meetings. Prioritized populations will include people who are Black, Hispanic/LatinX, LGBTQ+, have a Physical Disability or Mobility Impairment, and Spanish-speaking.

A meeting plan for each Small Group session will be prepared in advance and allow time for a focused discussion on key interests. The meeting and discussion will be led by the Consultant Team with support from City Staff as needed. Each meeting is expected to last 1.5 hours and include between 6-10 participants. The proposed agenda will allow participants to learn about the project and engage discussion on key areas of interest:

- Welcome, introductions and high-level project overview - 15 minutes
- Facilitated discussion of key plan elements, issues, and desired changes – 60 minutes
- Identification of any key topics not addressed - 13 minutes
- Conclusion – 2 minutes

Additional Outreach Tools

- *Advisors* – Individuals who may have been interviewed for the Equity Scan process, are civic leaders in their community or serve as board members or advisors in another capacity represent a unique opportunity for advancing public awareness of a project and encouraging the public's engagement. Their involvement as vocal advocates for the initiative expands the project's capacity to reach the community at large and support the Consultant Team's efforts towards the Equity Framework recommendations.
- *Community Mapping and Online Design Tool* – Encourages stakeholders to map community assets or constraints along urban trails, sidewalks or on-street biking path connections. This activity provides an accessible and actionable approach to learn about a community's perceptions of a place that can be useful in the visioning process.
- *Digital Media* – Understanding that stakeholders prefer to receive information through a variety of mediums, the consultant team will work with City Staff to post project updates and other content to the city's social media accounts including Facebook and NextDoor, to expand its reach and grow the base of public involvement participants. Social media efforts would include creating a project specific hashtag for use on Twitter. These digital efforts will also leverage texting to support all promotional opportunities for public involvement.
- *E-Newsletter-blasts* – Email communications are both efficient and broad reaching. The list of stakeholders developed by the Consultant Team will be informed regularly of public meetings and project

updates. Stakeholders will receive two (2) e-newsletters ahead of a public meeting to promote attendance, and one with a recap of the meeting. The consultant team would launch a corresponding electronic invitation for each Small Group Meeting and encourage new people interested in the project to register for future messages.

- *Broadcast/Newsprint Media* – A comprehensive public outreach effort recognizes the media as an important stakeholder audience. Local news stories or advertising placements are essential to educating potentially affected audiences of a project or study. Whether its paid ad placement or the use of public service announcements, radio, television, and newspapers will be sourced as trusted channels of information for a variety of audiences, particularly people of color and Spanish speakers. For news desks, drafting and distributing media briefings and press releases will provide news media with the project's background, process, goals and objectives, and the challenges the update is seeking to solve. Efforts to inform the media will happen during each of the Public Meetings at project milestones, coordinated by the City's Public Information staff.
- *Photovoice* – A picture is worth a thousand words. Participants will be asked to document and reflect on a particular issue in their community by photographing sites that highlight areas of concern or represent opportunities. Photos and their associated narratives can help identify patterns or themes for deliberative discussions in small groups.
- *Print Flyers/Posters/Yard Signs* – Utilized in print and electronic form, flyers are a tool to inform community members of the Public Meetings, and other events as scheduled. The flyers, posters and yard signs would be disseminated either in print or electronically to stakeholder email databases or group list serves, and would be available on the website. The materials, in both English and Spanish, serve as an important tool for outreach to schools.
- *Public Exhibits with Feedback Boxes* – Exhibits of plan concepts displayed over a period of time at designated or target areas will allow for safe and informal review and feedback. English and Spanish displays can be made available at designated facilities including recreation centers, public libraries, parks and trailheads. Feedback can be via smartphones or phone calls (i.e. touch free) for COVID safety.
- *Tabling and Intercepts* – Engaging people where they are already gathered in free moments of daily life provide opportunities to include expertise from prioritized populations. The Consultant Team will identify locations and times that allow for an information table to be displayed and staffed to promote awareness and participation in the project through surveys, questionnaires, polls, and conversations. Potential locations include cultural events and festivals, schools, grocers and corner stores, community recreation centers, parks, libraries, trails, high traffic sidewalk, places of worship, senior living centers, barber shops and hair salons, pharmacies, and transit stops.
- *Walk/Bike/Roll Audit* – Audits of an environment are performed on foot, on bicycle, and by wheelchair to provide an unbiased evaluation of the walking, biking, and rolling environment and to identify concerns for people walking, biking, and rolling related to the safety, access, comfort, and convenience of the environment. Yard signs can be effective tools to expand the universe of neighborhood residents who may be interested in participating.
- *Website* – A project website will provide Stakeholders with a one-stop-shop for information on all of the project components, a schedule of the Plan Update news and activities, as well as materials including press releases, draft documents, frequently asked questions, public notices, and links to related websites. The website will include presentations, surveys and other exercises from the various meetings for those individuals who are unable to attend in person. Additionally, a project email address and SpeakUP! Austin can provide a forum for residents to submit questions or comments related to the phases of the Plan Updates.
- *ArcGIS StoryMaps* – ArcGIS StoryMaps is a story authoring web-based application that enables you to share your maps in the context of narrative text and other multimedia content, such as a link to a public survey. Stories can include maps, narrative text, lists, images, videos, embedded items, and other media.

5) Success Measures

Success will be measured primarily in three ways:

1. The Consultant Team will rely on a performance scorecard to help partners, community leaders, and stakeholders rate their experience and their overall opinion on the effectiveness of the public input approach, giving the Team insight on potential areas for improvement.
2. We will document who participates in the process. **The intent of this project is to achieve participation that exceeds the racial/ethnic and income demographic makeup of the city.** Although reasonable effort will be made to reach this goal, the Team recognizes that matching it will be a significant challenge and accomplishment. During each engagement activity, the team will ask for personal data from participants to ensure the process is engaging with a diverse set of residents. The data will help the team identify any gaps or potential areas for improvement and serve as general metrics to measure the plan's effectiveness and overall performance. The key data considerations include:
 - Race/Ethnicity – Black, Hispanic/Latinx, Asian, or other person of color (consistent with categories used by the Census Bureau)
 - Income – Provide income brackets
 - Age (Youth to Seniors) – Under the age of 18, 30-64, 65 or older
 - Gender and sexuality – women, non-binary people, LGBTQIA+
 - Primary Language (Other than English or limited English proficiency)
 - People with disabilities /Mobility Impairments
 - Residential ZIP Code
 - Contact Information – provided when opting in to receive email communications

Note that for some engagement activities (e.g., pop up or intercept events) it may not be feasible to collect all of this data. **At a minimum, the Team will seek to document the participant's residence ZIP code and race** as a proxy for household income (seeking to increase participation by people in households at or below 80% of the median household income) and develop a method to combine this data with more directly-reported income demographics while reporting both separately. ZIP codes with large household income ranges should be acknowledged to account for when ZIP codes are not a good proxy for household income.

3. The Team will track the number and impact of engagement activities throughout the project. Metrics for this effort include:
 - Engagement
 - Participation at Engagement Events
 - Survey/Questionnaire/Poll Responses
 - Comments Received
 - Awareness
 - News Media Stories
 - Website Visits
 - Earned Media

6) Roles and Responsibilities

The table below is a preliminary list and will be revised following discussions with the City.

City Staff	Consultant Team
<ul style="list-style-type: none"> • Contribute to Stakeholder Identification • Approval of dates and outlines/agendas/ materials for public meetings, Small Group Meetings • Approval of Survey and Questionnaire/Discussion Guides • Maintenance and management of project Web site and SpeakUp Austin content • Maintenance and management of social media postings on existing City accounts • Timely review of Public Outreach Plan communication related documents and materials • Distribution of meeting event notices and press releases to news media, including pitching news stories • Distribution of meeting notices and letters to public officials, media, and existing listserv groups • Staffing for meetings and tabling intercepts (alongside consultant staff) as needed • Final approval on public-facing communications material 	<ul style="list-style-type: none"> • Public Outreach Plan • Survey tool development and programming • Coordination of fifteen (15) Small Group Meetings and Summary Findings • Stakeholder identification and database development (informed by City's databases/maintenance) • Interest list (mailing list) development and maintenance • Management and maintenance of e-newsletter distribution • Spanish-language translation; flyers, posters, survey, social media postings • Drafting of meeting notices and social media ads to general public to promote public meetings/events • Supporting the Consultant Team with logistics and coordination for online public meetings • Drafting of meeting notices and media releases • Drafting and preparation of public meeting collateral: flyer and/or postcard, questionnaires, registration/sign-in-sheets, online comment platforms • Documenting participation and public input received and regular reporting to project team redirect resources if necessary. • Drafting of project updates for print and online posting • Print and social media ad placement/campaigns designed to meet ADA accessibility guidelines

Appendix A.4

Phase 1 Summary



PHASE I SUMMARY

I. Phase I Overview

Public outreach activities in Phase I of ATX Walk Bike Roll (ATXWBR) sought to engage Austin residents, with a focus on reaching populations that have been historically underrepresented in past City planning efforts. These populations include Black, Indigenous, People of Color (BIPOC), and/or low-income households. Phase 1 of public outreach aimed to raise awareness about ATX Walk Bike Roll and collect insight on how urban trails, sidewalks, pedestrian crossings, and on-street bicycle infrastructure impacts quality of life.

The objectives of Phase I were to:

1. Raise awareness of ATXWBR.
2. Inform the public on the foundational elements of ATXWBR, e.g., the previous plans, basic concepts, planning process, and why the plans need to be updated.
3. Create an equity framework and public outreach plan that centers equity.
4. Establish lines of communication and relationships between the public and the project team.

Key Themes

Input received through the Phase I activities – including ambassador engagement, focus groups, and survey responses – offered the following main themes, top concerns, and priorities to be further explored in Phase II. Survey results are included where relevant, though these results do not represent the full reflection of Phase I respondents, as ambassador reports and focus group discussions are also part of the synthesis below.

- Austinites currently choose to walk, bike, and/or roll primarily for recreation or exercise and to commute. Avoiding traffic, enjoying nature, reducing environmental impact, and spending time with kids were other commonly described reasons that people choose to walk, bike, and/or roll.
- Most respondents said they would like to walk and bike more and drive less.
 - 69% of survey respondents said they would like to walk more.
 - 72% said they would like to bike for recreation.
 - 66% said they would like to bike for utility more.
 - 70% of survey respondents said they'd like to drive less.
 - 43% of respondents are willing to walk an average of 10-20 minutes.
 - 30% of respondents are willing to bike an average of 5-10 miles to get to work, school or a place of business.
- Key concerns and frustrations experienced when walking, biking or rolling are:
 - **Feeling unsafe near moving vehicles.** Respondents described speeding vehicles, vehicles driving or parking in bike lanes, and having to walk on the street because of a lack of sidewalks as main reasons for feeling unsafe. This was selected as a top concern by 69% of survey respondents.
 - **Lack of connectivity of the walk/bike/roll infrastructure.** Participants noted a lack of sidewalks on specific streets and neighborhoods, bike lanes that abruptly end, or difficulty accessing walk/bike/roll pathways because of dangerous crossings. 53% of survey respondents selected this as a top concern.
 - **Lack of maintenance of sidewalks and bike lanes,** especially debris in bike lanes and gaps or brush growth in sidewalks. 32% of survey respondents chose this as a top concern.

- Ambassador engagements and focus group discussion participants frequently reported **a lack of shade and a lack of lighting** along the right-of-way to support a comfortable walking, biking, and/or rolling experience. 28% of survey respondents chose this as a top concern.
- **Heat and hills were noted as a challenge.** A lack of showers or bathrooms at destinations was described as a key barrier to choosing to travel by more active forms of transportation. This was described in multiple open-ended comments, focus group discussions, and ambassador engagements.
- **Bike theft and a lack of secure bike parking** was one commonly cited reason respondents choose not to bike places. This was described in multiple open-ended comments, focus group discussions, and ambassador engagements.
- In multiple open-ended comments, focus group discussions, and ambassador engagements, participants cited **feeling unsafe during, or wishing to avoid, interactions with homeless encampments along trails and some sidewalks.**
- **Scooters frequently obstruct pedestrian travel on sidewalks and people riding scooters on sidewalks and bikepaths conflict with people walking and biking.** Many commenters requested regulation and enforcement of rules prohibiting scooter usage and parking on sidewalks and bikeways.
- Concerns about gentrification and displacement in connection with infrastructure improvements were frequently mentioned, especially through ambassador engagements.
- Priority improvements include:
 - Building more urban trails (62% of survey respondents).
 - Maintaining walk/bike/roll pathways and keeping them clear of debris (53% of survey respondents).
 - Building more sidewalks, urban trails, and bikeways to enhance the connectivity of the network (46% of survey respondents).
 - Improving wayfinding and other information dissemination about the network (11% of survey respondents).
 - Reducing vehicle speeds on streets, especially those with bike lanes, through traffic calming measures.
 - Enforcing rules in the right-of-way to prevent vehicles from going into the bike lane.
- Responses described greatest comfort biking on trails (76% of survey respondents), on streets with a protected bike lane (49% of survey respondents), and on streets with slow moving traffic.
- Responses described greatest comfort walking on sidewalks with a landscaped buffer between the sidewalk and the street (83% of survey respondents), and dual-track trails (80% of survey respondents). There is a preference for sidewalks that are well shaded and well lit.
- Phase I activities asked respondents about their perception of equality in access to safe and comfortable places to walk, bike, and/or roll. Most participants described perceptions of unequal access, identifying a pattern of better infrastructure in wealthier, whiter, and gentrifying neighborhoods and worse infrastructure in neighborhoods with lower-income communities of color. Sidewalk condition was a commonly noted aspect of this inequality.

Reach and Participation

In total, the Phase I Public Outreach activities included 27 engagement events in which 5,562 people participated, and 103 outreach activities that reached over 840,000 people (including traditional and social media advertisement views). Multiple news media stories about ATXWBR, social media ads, and direct outreach to community and interest groups also helped generate broad and targeted awareness about the plan updates. Awareness and engagement activities throughout Phase I resulted in over 4,000 completions of the survey launched during this phase.

Throughout Phase I, the project team had to adapt to the changing circumstances of the COVID-19 pandemic. While outreach activities had originally planned for several tabling and intercepts events, in-person awareness raising, and small group discussions, the rise of COVID-19 cases brought on by the Delta Variant necessitated a

shift in strategies to reduce in-person activities. The City of Austin entered “Stage 4” of COVID precautions at the end of July 2021 and then “Stage 5” in early August during the main stretch of engagement planned in the Phase I activities. The team shifted focus to distributing flyers and tabling at smaller outdoor events. This shift challenged some engagement efforts by limiting opportunities for ambassadors and project team members to convene groups of people or host in-person events.

5,309 participants reported racial identity. Demographic data from the survey results show that the project's prioritized populations (BIPOC and people in lower-income households) were underrepresented in respondents. Most respondents identified as White and there was greatest representation amongst households with an annual income of over \$100,000. The geographic spread of respondents showed that the higher risk Equity Analysis Zones (EAZ) of the city were represented in the survey responses, representing success by this measure. The Walk Bike Roll Ambassador Program proved to be a successful method of engaging focus populations during this phase. The table below shows how the racial and ethnic breakdown of Phase 1 participants compares to the citywide breakdown, by engagement type:

		Survey	Focus Group	Public Meeting	Community Group Meeting	Ambassador	Tabling	In-person event	Total Engagement	Citywide Average ¹
# of Engagement Events		4	7	1	6	5	2	2	27	
# of Participants		4885	27	87	100	336	62	65	5562	
White	#	2866	0	0	36	18	0	6	2926	
	%	74%	0%	-	36%	12%	0%	9%	68.4%	72.6%
Hispanic/Latinx	#	604	10	0	42	72	62	50	840	
	%	16%	56%	-	42%	49%	100%	77%	19.6%	33.9%
Black	#	107	8	0	22	46	0	8	191	
	%	3%	44%	-	22%	31%	0%	12%	4.5%	7.8%
Asian	#	221	0	0	0	8	0	1	230	
	%	6%	0%	-	0%	5%	0%	2%	5.4%	7.6%
Native/Indigenous	#	34	0	0	0	3	0	0	37	
	%	1%	0%	-	0%	2%	0%	0%	0.9%	0.7%
Other	#	51	0	0	0	0	0	0	51	
	%	1%	0%	-	0%	0%	0%	0%	1.2%	3.6%
Total Reporting Race/Ethnicity	#	3883	18	0	100	147	62	65	4,275	
	%	100%	100%	-	100%	100%	100%	100%	76.9%	
Prefer not to say or unknown	#	1014	5	87	0	7	0	0	1113	
	%	21%	19%	100%	0%	2%	0%	0%		

¹ Note: The 2020 US Census reports Hispanic/Latinx as an ethnicity, rather than a separate race, hence the 33.9% includes people who self-identify as white, and citywide statistic totals exceed 100%.

II. Ambassador Program

Ambassador Program Overview

To expand community participation and increase engagement from prioritized populations, the Project Team launched the community Ambassador Program to gain insight and perspective from prioritized populations and stakeholders for ATXWBR. The primary objective was for the City to gain insights from ambassadors and their networks about where walking/biking/rolling facilities, programs, and resources are needed and how to better deliver those investments in an accessible, engaging, and inclusive way. The program also has a longer-term goal of deepening trust and understanding between City staff and historically underserved communities and residents. A final benefit/goal was building ambassador knowledge of how City systems function and how public input can shape decision making.

The Ambassador Program proved to be a strong asset of the Phase I activities, as the ambassadors were successful at reaching prioritized populations. In the months of August and September, ambassadors reached 316 people with an additional 600 social media survey shares. Ambassadors utilized a wide range of engagement activities, including: one-on-one conversations, small group discussions, tabling at local events or along busy corridors and urban trails, emails, social media, video chats, distributing flyers to local Housing Authority of City of Austin (HACA) developments and schools, and hosting other candid conversations with prioritized populations. A full summary of ambassador reports can be found through the Ambassador Event Report Summary, which will be updated to reflect ambassador achievements.

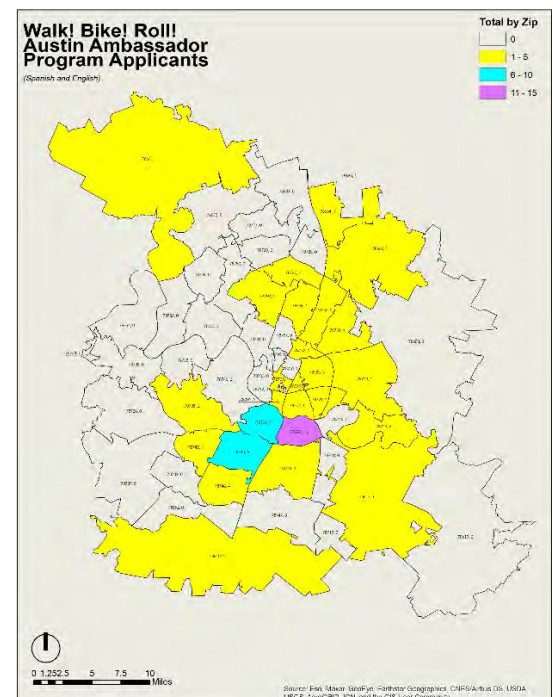
Ambassador Recruitment

To achieve equitable representation, the project team sought to recruit a group of ambassadors from diverse backgrounds. As a group, the ambassadors:

- Were from (or connected to) communities of color in Austin, particularly those that also have:
 - lower income populations
 - limited English proficiency
- Reflect geographic, racial, ethnic, and gender-identity diversity, as well as diversity in many other personal attributes. To ensure geographic diversity, ZIP codes were used as a proxy to inform the candidate selections.

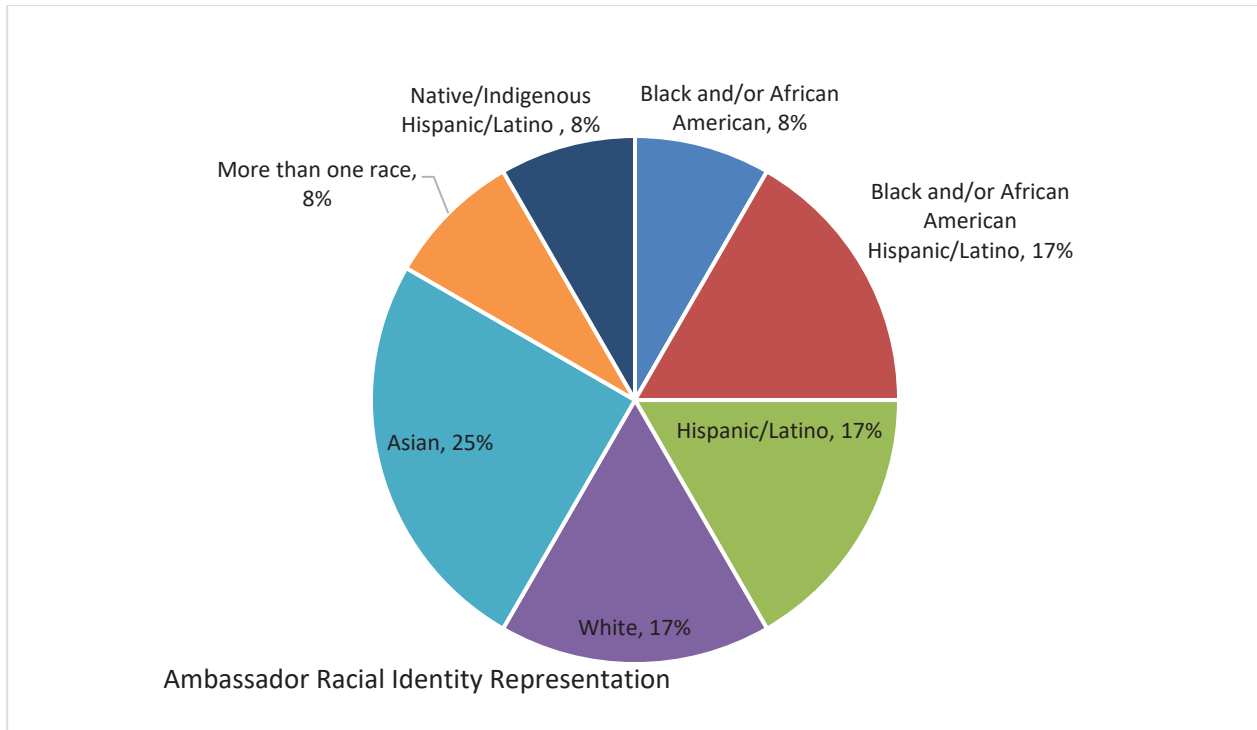
The project team recruited ambassadors by:

- Sourcing the Equity Scan to identify potential candidates for interviews and organizations who may help recruit their members, networks, staff, or communities.
- Advertising the opportunity on local jobs boards, churches, grocery store message boards, park message boards, apartment lobbies, social media, and other group settings in the identified target outreach zones.
- Using the project website, social media, partners, and networks to recruit applicants.



All interested applicants were asked to fill out a short, online application and complete a 30-minute phone/virtual interview. Final candidates were asked to provide 1-2 references.

72 applications were received in total representing a range of ZIP codes, racial and gender identities, age, and other identities. From these 72 applications, the project team identified 12 Ambassadors to support Phase I Public Outreach. The 12 ambassadors are from eight different ZIP codes and identify with several different communities, including BIPOC, LGBTQIA+, youth, immigrant, migrant or refugee, people experiencing homelessness, renters, single parents, and/or people who don't drive or have access to a car.



Ambassador Orientation

Ambassador orientations focused on equipping ambassadors with an understanding of:

- How walk/bike/roll infrastructure is provided and managed by different groups within the City and defines the “levers” that the community can pull to influence change.
- The planning process, and how their communities can get involved.
- How residents can engage in local planning efforts beyond ATXWBR.
- Preferred strategies for collecting qualitative and quantitative feedback from their communities.

Training materials spoke to the background of ATXWBR, the timeline for updating the plans, and the principles and guidelines for participation as an ambassador for the plan. Training included an initial kick-off meeting followed by ten hours of training and individual work that supported relationship-building techniques and provided ambassadors with the tools to lead meetings and gather feedback. Follow-up meetings and a resource guide were also offered to help support the ambassadors.

Ambassador Activities

After orientation, ambassadors were encouraged to engage their communities in one-on-one conversations, social media posts, and small group conversations, among other strategies. Once Austin entered Stage 4 of the COVID-19 precautions, ambassadors were guided to avoid in-person events and only attend those that included individuals within their respective social distancing pods. Ambassadors had guidance to provide information about ATXWBR, ask people within prioritized populations about their experiences walking, biking and rolling in Austin, and to promote the completion of the two surveys launched during Phase I. When the level of community risk permitted, as defined by Austin Public Health, ambassadors were also encouraged to attend multi-lingual tabling events organized by the project team to engage a broader portion of Austinites. Several ambassadors also attended citywide, socially distant and/or outdoor events organized by groups like Emma S. Barrientos Mexican American Cultural Center and Outdoor Afro to further disseminate information about the combined plans and gather additional responses.

Ambassadors completed event reports following any engagement activities performed and submitted these reports to the project team for compilation. The reports contained participant quotations, demographics, and identification of themes. All responses recorded in these event reports have been collected and indexed in a thematic catalogue organized by major topics.

Coordination and Support for Ambassadors

The Ambassador Program Stage 1: Training and Preparation [June 2021– July 2021], saw strong coordination within the project team. While initial training materials were prepared by the consultant team, each session's lesson plans, visual information, and discussion points were actively amended by the Austin Transportation Department Planning team every week. This provided ambassadors with an opportunity to develop formative relationships with City staff, which will hopefully be cultivated throughout the remainder of this process and in other City of Austin planning initiatives.

Throughout Stage 2: Community Conversations [August – October 2021], project team members also supported ambassadors in a variety of ways. To remain in close communication, monthly one-on-one check-in conversations are held with every ambassador and City staff, to clarify information, gather feedback about ambassador experiences, and make any necessary changes to best support outreach. During these check-ins, many ambassadors requested additional informational materials regarding the plans to be updated through ATXWBR, QR codes they could use to quickly link to city resources, and materials they could hand out to Austin residents they interviewed. Ambassadors were provided with a \$100 budget each to use upon request to purchase food or water for respondents. The project team helped to deliver or retrieve materials from many ambassadors throughout this stage of engagement.

Results from Ambassador Activities

The Ambassador Program has been a critical force in reaching prioritized populations across Austin. While some ambassadors did not collect demographic information from interviewees, those who did indicated success in connecting with low-income communities and communities of color. In August 2021, ambassadors completed 53 event reports, reaching 104 people and an additional 561 people through social media posts and email blasts. The most common ZIP codes engaged with throughout the first month were 78701, 78704, 78705, 78729, 78741, 78744, and 78758.

Major themes identified in the August ambassador event reports include:

- Desire for greater access to public transit, including additional routes and coverage.
- Desire for increased bike lane protections and an expanded bicycle route network with greater connectivity.
- Desire for improved sidewalk connections and bike lanes.
- Concerns about bike theft and lighting issues.
- Concerns about the safety risks scooters and vehicles pose to pedestrians around Austin and a desire for additional regulation.
- Observations that communities of color have worse access to active transportation amenities.
- Desire from communities of color to be more integrated in City planning processes.
- Desire to minimize displacement through infrastructure investments.

In September 2021, ambassadors completed 72 event reports, reaching 212 people through direct engagement and an additional 17 people through social media posts and email blasts. The most common ZIP codes engaged with throughout the second month were 78701, 78702, 78704, 78731, 78741, 78745, 78751, 78753, and 78758.

Major themes identified in the September ambassador event reports include:

- Desire to increase bike lane protection, coverage, and continuation.
- Concerns about sidewalks that are incomplete, hazardous, or feel unsafe.
- Concerns/frustrations about unequal investments, displacement and/or community input .
- Desire for multimodal safety and safe routes to destinations.
- Desire for greater access to walk, bike, or roll to employment, parks, leisure, and other public amenities.
- Desire for vehicular and scooter speed control and regulation.

The August Ambassador Engagement Report and September Ambassador Engagement Report further highlight Ambassador engagement breakdowns by race, age, and gender, as well as the primary ZIP codes reached each month.

Learning from the Ambassador Program

Ongoing communication with ambassadors, in conjunction with consistent review of event reports, has provided useful considerations for improvements that can be made in future ambassador efforts. Potential improvements for more equitable processes and outcomes include:

- **Clarify information and communication channels:** Ambassadors often requested additional instructional materials to better understand and communicate the different plans being covered and not being covered under ATX Walk Bike Roll. More materials could be generated to inform public knowledge and assist in ambassador outreach. Clarifying community touch points and creating consistent survey or poll links that remain available throughout the duration of the process have also been expressed in ambassador feedback. More information around how exactly respondent information will be used by the City could also be provided to minimize community and ambassador concerns.
 - Additional challenges related to participation fatigue and distrust also stemmed from lack of participant clarity around differences in ATX Walk Bike Roll aims and Project Connect aims. Greater coordination between the managers of these efforts regarding external communications could help build trust with residents and reassure them that their feedback will impact project decision making.
- **Digital Challenges and Opportunities:** While the rise of the COVID-19 Delta variant necessitated an increased reliance on digital resources, some ambassadors and their interviewees were challenged by limited technological knowledge or access. Some ambassadors expected that they would be provided a laptop and hotspot, since such equipment was offered during the Climate Ambassador Program. This shortcoming presents an opportunity for more deliberate use of both digital and analog tools, as well as recalling successful precedents from past initiatives.
- **Language:** Translated materials were a major asset in reaching Spanish speaking populations, but it is also important to ensure that there are enough ambassadors proficient in Spanish to answer additional questions or offer guidance to interested residents. Surveys could also be developed in other languages across Austin.

Promoting ATX Walk Bike Roll

Activities to increase public awareness of ATXWBR in Phase I included: emails, flyers, social media ads, social media posts, newsprint ads, media advisories, email campaigns to stakeholder listservs, interviews with journalists, video production, website updates, and the utilization of partner organization's communication channels. These activities shared information about the ATXWBR process, recruited participants for the ambassador program and promoted the virtual public meeting and two surveys launched during Phase I. The project team used various communication channels and targeted media strategies meant to reach historically underrepresented populations to inform the public about the plan updates, with the ultimate goal of engaging the public and receiving actionable feedback. In total, 103 awareness activities reached approximately 1,091,460 people. The full list of awareness activities can be found on the Engagement and Outreach Tracker.

Emails

Project updates were distributed through the ATX Walk Bike Roll electronic newsletter. The stakeholder listserv consisted of people who previously subscribed to receive updates from other City of Austin projects, people with involvement in other community groups, and members of the public who have opted into the newsletter. Austin Public Works and Austin Transportation included updates about ATX Walk Bike Roll, the public meeting, and the



survey to subscribers of the Urban Trails, Austin Mobility News and Mobility Bond newsletters. Email outreach from Phase I resulted in a high number of actions taken, such as clicks to the surveyor website.

Tabling and Flyer Distribution

Initially, the project team planned to include tabling at select locations throughout Austin to greet the public, inform them of ATXWBR, and invite them to get involved. However, with an increase of COVID-19 cases, Austin-Travis County risk-based guidance returned to Stage 5, therefore these in-person tabling events were replaced with safer activities, such as social media ads and posts and direct outreach to community groups via phone, email, and virtual meetings.

The project team distributed flyers in targeted ZIP codes (78723, 78724, 78754, 78752, 78753, 78702, 78741, 78744, 78745) at 64 locations such as apartments, restaurants, churches, corner markets, libraries, retail, laundromats, and schools. Flyers focused on ambassador recruitment from these areas. The project team also passed out flyers at back-to-school events in four ZIP codes (78753, 78757, 78758) and at the Blackland Neighborhood Center and Rosewood-Zaragosa

Neighborhood Center to promote the public meeting.

Facebook/Social Ads and Posts

Facebook, Instagram, Twitter and Nextdoor ads and posts helped raise awareness of ATXWBR in Phase I. Ads were run in English and Spanish and were targeted to reach prioritized populations, interest groups, and ZIP codes. Ad messages promoted the Ambassador Program, the public meeting, focus group discussions, and the survey. The social media ads had a wide reach, with impressions (the number of times the ad appears on a person's view) totaling 560,930.

The project team ran social media posts through Nextdoor and on the Austin Public Works and Austin Transportation Facebook and Twitter Pages. Combined, these posts had a total reach of 782,045 and engagement rates of 660,921.

Cultural Strategies
Published by Juan Tornoe · August 22 at 1:59 PM · 🌐

You know what it's like to walk, bike, or roll within your community. The City of Austin is looking for residents we have failed to hear from in the past to provide feedback on updates to our urban trails, sidewalks, and bikeway plans.

We are organizing online focus groups with residents across Austin who identify as a person of color, low-income, LGBTQIA+, person with a disability, and/or with another underrepresented group. Six online small group meetings will be held in 1... [See More](#)

atx Walk Bike Roll
Urban Trails | Sidewalks | Bikeways Plans

Shape our streets and urban trails!
Join a virtual focus group.
Influence Sidewalks, Urban Trails, and Bicycle Plans.

SURVEYMONKEY.COM
Online Focus Groups
Take this survey powered by surveymonkey.com. Create your own surveys f... [Sign Up](#)

2,555 People Reached 59 Engagements ↑ +3.3x Higher Distribution Score [Boost Again](#)

Newsprint Ads

Newspaper ads were run in the Villager newspaper, El Mundo newspaper, and the Chronicle. The project team ran four ads in the Villager and El Mundo newspaper, and two were run in the Chronicle. Ads promoted public meetings and surveys. Print circulation numbers (6,000 for Villager, 28,000 for El Mundo, 47,000 for the Chronicle) give a

sense of the reach, though the digital reach through these newspapers is not known. The Villager and El Mundo newspapers were chosen because of their subscription base, which is more likely than the Chronicle and other newspapers to reach the prioritized populations. Austin Public Works also ran an ad in SoulCiti from June through August 2021 with a digital reach of 100,248 with 89 link clicks.

Media Advisories / News Articles / Interviews with Journalists

The project team sent press releases to the media to promote the project and survey. This resulted in eleven news stories about the project:

- 07/16/2021 - Austin American-Statesman: City of Austin offers survey for feedback on bike, sidewalk, trail plans
- 07/16/2021 - Statesman: Austin seeking public feedback on ATX Walk Bike Roll
- 07/18/2021 – Univision Television and Radio/Despierta Austin & En Tu Comunidad
- 07/19/2021 - KVUE: City of Austin inviting public to give input on sidewalks, trails and bike paths
- 07/21/2021 - Patch: ATX Walk Bike Roll In City Of Austin
- 07/29/2021 - El Mundo: Evento Comunitario Virtual
- 08/05/2021 - Community Impact: Austin seeks public input for updates to sidewalks, urban trails, bicycle plans
- 08/31/2021 - Austin Monitor: Take a mobility survey
- 08/31/2021 - KVUE: City of Austin seeking public feedback on sidewalks, urban trails, bikeways
- 09/02/2021 - KUT: Tell Austin Where To Build Sidewalks, Bike Paths and Urban Trails
- 09/09/2021 - KXAN: How do you get around Austin? City leaders asking for feedback as part of new initiative

III. Engagement Activities

In addition to the engagement led by ambassadors, the project team launched a short initial poll, held a virtual public meeting and launched a longer follow-up survey. The project team held focus group discussions and presented at community and interest group meetings to engage with stakeholders about the project and request feedback.

Public Meeting

A virtual public meeting on August 12, 2021 helped launch ATXWBR. The meeting informed the public about the project's mission to center equity in the three plan updates and provided information on ways the public can give feedback.

The virtual public meeting included a pre-recorded video and was followed by a live question and answer session. The video introduced the project goals, including what aspects of each plan will be updated and why these plan updates are focused on equity. The video is available in both English and Spanish for people to watch at any time. Through the public meeting and the video, attendees and viewers were encouraged to take the project survey.

The meeting was hosted on Zoom and streamed to Facebook. The number of participants on Zoom during the meeting is not known. The Facebook live stream reached 455 viewers. Follow-up views of the video totaled 274 as of October 15, 2021 (261 views of the English version, 13 views of the Spanish version).

Project Surveys

The project team launched two surveys during Phase I. The first was a short, 5-question survey that was called a "poll" (to differentiate it from the full survey) and was used to generate interest and activity as a lead-up to the public meeting. The second was a 26-question survey that asked more detailed questions.

Pre-meeting Poll

In June 2021, the ATXWBR team launched a poll to better understand what Austin residents value about the city's pedestrian and bicycle pathways and whether Austin residents feel that racial inequities exist in our current sidewalk, urban trails, and bikeway networks.

Feedback was collected from June 14 – August 12 and 469 people participated in the poll. Survey responses came from all over Austin, with the highest responses from the 78704, 78702, and 78739 zip codes.

Full survey

The 26-question survey sought to understand how often and under what circumstances each participant currently walks, bikes, or rolls in the City and what main concerns and desires they had for the City's pedestrian and bicycle networks. The survey also collected demographic data including race, income, and gender. The survey was open from August 12 – September 26, 2021, in English and Spanish and available both online or via hard copies.

A full report of survey findings can be found in the Survey Summary Report. Key takeaways from the survey include:

- The most cited concerns or frustrations with walking, biking or rolling in Austin were:
 - "I don't feel safe near fast-moving motor vehicle traffic" (69%)
 - "Lack of connections in the trails, bikeways, and/or sidewalk routes" (53%)
 - "There are not enough sidewalks, trails and/or bikeways in my neighborhood" (42%)
- Open-ended responses to questions about barriers to walking, biking, and/or rolling often cited that on hot days, a lack of shower facilities at destinations deterred people from using active forms of transportation.
- The top actions identified that the City could take to help people more comfortably walk, bike, roll were:
 - "Build more urban trails: dedicated paths for walking, biking, and rolling that are completely separated from roadways" (62%)
 - "Maintain sidewalks, urban trails, and bikeways so they are free of debris, overgrowth, cracks, and bumps" (53%)
 - "More sidewalks, urban trails and/or bikeways in my neighborhood" (46%)
 - "Provide more designated crossings for people walking, biking and rolling" (41%)
 - "Improve bikeways so they are more comfortable to users" (45%)
- Open-ended responses regarding what participants would like the City to prioritize included: encouraging the provision of shower facilities, enforcing right-of-way rules such as preventing vehicles from driving or parking in bike lanes, and ensuring scooters are parked in parking areas. Managing the impact of homeless encampments was also commonly noted.
- A wide, hard surfaced path or trail that is separated from a street is the infrastructure type that had the highest percent of respondents saying that they would feel "Very Comfortable" (76%) when biking.
- A multi-lane street with a sidewalk that is separated from the street, with a wide landscaped buffer where mature trees shade the sidewalk was the infrastructure most respondents stated they would feel "Very Comfortable" (83%) when walking.

Additional analyses of the survey results may include analyses by gender, geography, or a set of indicators combined to identify the "target group" for the Plan updates. As the need for these analyses becomes clear, the findings will be incorporated into the survey results document. A full analysis of the open-ended questions will also be completed, during which comments with a specific geographic location mentioned will be collected to feed into the Phase II of public input gathering. Many responses to the open-ended questions describe specific experiences of walking, biking, and rolling in different areas of the city or at named intersections. This type of data will support plan development throughout the rest of the process.

A review of survey results also provides a learning opportunity for the project team to refine future surveying efforts. Feedback from respondents and a review of the gaps seen in the survey data will inform how surveying could be improved in the future.

Targeted Engagement Activities

Additional engagement efforts focused on historically underrepresented groups. These included focus group discussions and presentations on ATXWBR to community and interest groups.

Focus groups

A total of six focus group discussions were held during Phase 1 with the objectives to present the project; understand stakeholders' interests, needs, and concerns; and facilitate deep-dive discussions about the project. Focus groups tried to engage with populations identified through the Equity Scan, with participants selected

based on their identities as Black, Hispanic/Latinx, LGBTQIA+, having a physical disability or mobility impairment, and/or as a Spanish-speaking person. The focus groups were set up as 60-minute virtual sessions supported with a discussion guide created by the project team.

Invitations to participate were sent to over 140 stakeholders who represent key community organizations. The recruitment effort included phone calls and personal emails to many of the organizations on the list. A Facebook advertising campaign ran in English and Spanish to promote awareness and encourage registrations. The combined number of people reached by the campaigns for both English and Spanish was 24,172, generating 260 clicks. Nextdoor ads were posted in English and Spanish, both to ZIP codes identified in the EAZs, and later to the citywide audience. These posts had a total reach of 19,759. Several groups on the outreach list provided additional promotion via email to their membership and on social media by sharing posts on their organizational accounts.

27 people participated in the Focus Group discussions, with group sizes ranging from 1 to 10 people.

Group	Date(s)	Interested	Confirmed	Attended
LGBTQIA+	8/26	9	4	1
People with Physical Disability	8/27	7	7	4
Black/African American	8/30	5	5	4
Hispanic/LatinX	8/31	11	4	3
Other	9/1	11	1	4
Spanish-speaking/En Español	9/2, 9/24	13	11	11
Total			32	27

A full summary of the focus group discussions can be found in the Phase I Focus Group Input Report. Key takeaways include:

- Reasons to walk, bike, and roll included being close to nature, wanting to commute without using a car, and having a safe and comfortable place to walk.
 - "I would like to do more walking, especially if there were sidewalks in my neighborhood."
 - "I've always used the bus to go to work. When going to nearby places, I would like to walk more (it has helped me reduce my blood pressure), but safety and security need to be improved for this."
- Major concerns and frustrations described include safety, vehicles in the bikeways, maintenance of pathways, and connections between walk/bike/roll networks.
 - "I cannot go on a bike ride of 27 miles without having at least one close call."
 - "I am frustrated by the way delivery vehicles park in bike infrastructure with impunity."
 - "I see a lot of places where brush is growing out of the sidewalks, it should be cleared; it is dangerous in many ways. Sometimes I have to take the bus down to the store, because I can't use the sidewalks due to the brush."
 - "People parking on the bike lanes, and trash and a lot of gravel on them also make them dangerous. Non-protected bike lanes are extremely dangerous for bicyclists."
 - "Connections that just don't make sense and flow; for example, the bikeway that goes across 360, when you get to the other side, heading South, there's no bike infrastructure."
 - "Safety is my main concern. It is not consistent throughout town. Just adding paint to a lane does not make it a bicycle lane; this is too risky. Even when they install the white poles, drivers know they won't hurt their cars when they hit them, so they don't really protect you."

- Priority improvements included improvements to crossings, better connectivity, and better right of way management so vehicles stay out of the bike lanes.

Presentations at community group meetings

As a response to the low attendance at the focus group meetings, the project team decided to augment the outreach and engagement portion of Phase I by reaching out to community and interest groups with an offer to present about the Walk Bike Roll Plan Update at a regular meeting of the group. The project team reached out to 100 groups and presented at six group meetings for: Yellow Bike Project, ADAPT Texas, Austin Black Lawyers Association, Southeast Neighborhood Plan Contact Team, Major Taylor Cycling Club, and at “Bike Story Night”.

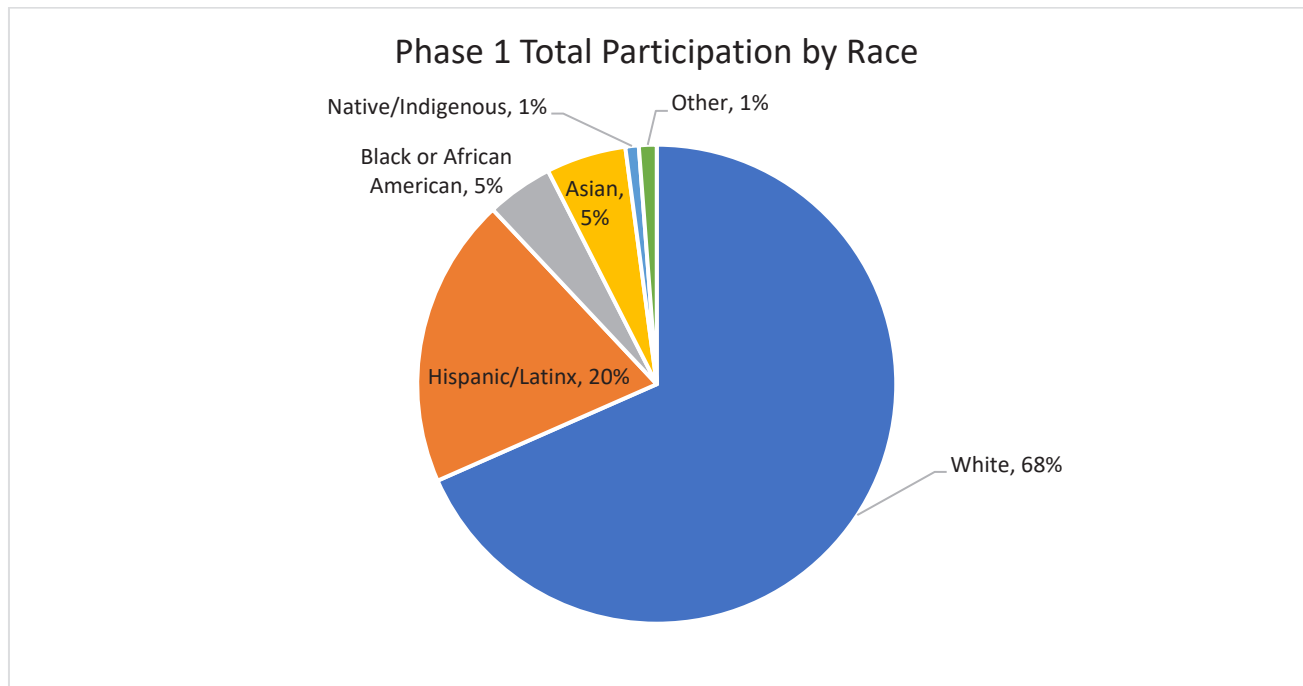
In these meetings, the project team member introduced the project and promoted completion of the survey. This effort expanded the outreach achievements by an additional 70+ people, 15% of which were Hispanic/Latinx and 32% of which were Black or African American.

Two outdoor in-person events also augmented the focus group engagements – one at the Mexican American Consulate, and one at the Boys and Girls Club of the Austin Area. At these events, the project team provided information about the project as well as paper surveys for people to fill out. Ambassadors supported the staffing of the Boys and Girls Club event. Through these tabling events, an additional 65 people were reached, 77% of which were Hispanic/Latinx.

IV. Evaluating Phase I

Participation, Reach and Impact

Phase I outreach activities had a wide reach. Targeted strategies - including ambassador outreach, focus groups and community organization outreach – successfully boosted engagement among prioritized populations, whereas broader methods such as the online survey and virtual public meeting tended to attract higher representation of high-income and White populations.



Applying the Equity Framework

Phase I Public Outreach activities included both broad outreach and engagement strategies, such as a general public meeting and online surveys, and targeted outreach through an Ambassador Program, focus group discussions, and community group presentations. The Ambassador Program successfully reached a high proportion of BIPOC residents: 136 of the 154 people engaged by Ambassadors who identified their race were BIPOC.²

Though the survey respondents skewed towards whiter and wealthier populations, the number of responses – 4,411 people – suggest that methods to raise awareness about ATXWBR were successful. Survey respondents demonstrated a broad geographic reach, with a wide range of ZIP codes represented, including notable representation from geographic areas identified in the EAZs. Because of its response rate, the survey results offer a substantial starting place for understanding trends in Austin residents' experience of walking, biking and rolling, as well as concerns and challenges described in open-ended responses.

Lessons Learned from Phase I and Opportunities for Phase II

Though reaching BIPOC and low-income households was prioritized during Phase 1 marketing and outreach activities, much of the resulting engagement reflects the input of historically overrepresented populations. The lessons learned from this phase highlight the strategies that work as well as ways that strategies may be improved in future phases. Activities that supported the goals of Phase I included:

- The Ambassador Program, which was found to be the most successful way of engaging prioritized populations.
- The release of the English and Spanish videos following the public meeting. Because the outreach activities had to unfold during a heightened COVID-19 caseload, these videos served as an easy virtual way for people to share information about the plan update.
- Newspaper and social media ads targeted towards prioritized populations.
- Media articles about the project.

The project team has discussed ways to improve the participation of prioritized populations in future engagement activities. Lessons to be applied in future phases include:

- Survey reach could be improved with additional distribution of paper surveys through ambassadors or at key destinations around priority areas. If paper surveys are expected to be used in greater numbers, the survey format should be optimized to be printed, as the survey for Phase I was lengthy and unwieldy for paper completion.
- Focus groups had low participation rates during Phase I. It is possible that the participation was low because these focus group participants were not compensated.
- There was inconsistent data gathering between different outreach efforts, which can obscure the reach and impact of these efforts. In future iterations, demographic data collection should be consistent, using tools such a Mentimeter polls during outreach activities and communicating clear and standard data collection fields to outreach facilitators.
- Project team members heard participants in these activities express confusion and/or planning fatigue because of the parallel outreach efforts that have begun addressing upcoming transit investments in Austin. To the extent possible, greater coordination and synchronization of messaging between the efforts could help clarify the various transportation-related projects that are currently active.

² As of December 2021

Appendix A.5

Phase 2 Summary



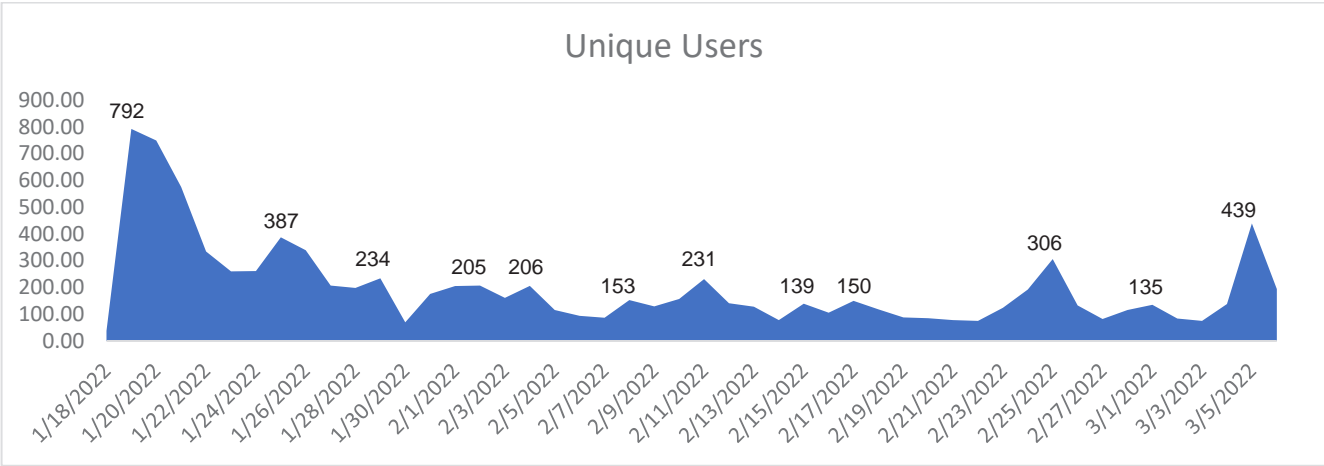
PHASE II OUTREACH SUMMARY

MAP-BASED INPUT RESULTS AND DEMOGRAPHICS

This memo reviews the inputs gathered through the online map for the full duration of the mapping exercise. The online map-based input went live for public input on January 18, 2022 and was closed for input the morning of March 7, 2022.

Overview

The online map received 9,778 unique users (people viewing the site) and 3,319 unique stakeholders (people interacting with the map by leaving markers, upvoting comments or completing surveys). The stakeholders left a total of 2,807 markers on the map and completed 4,542 survey responses. The survey responses include responses to the demographics survey as well as to questions about the markers dropped on the map. The map received peak numbers of users on January 19th and January 20th, as shown in the graph below.



The survey results show that respondents are majority white (60% of respondents). The most represented income groups of respondents were those with an annual household income over \$100,000 (15% of respondents) and over \$150,000 (27%). 21% of respondents identified as non-white or more than one race – 12% (320 people) identified as Hispanic, Latino, Latina or Latinx, 4.5% (123 people) identified as Asian, 2% (61 people) identified as more than one race and 1.5% (42 people) identified as Black or African American. 16.5% of respondents reported a yearly income of between \$50,000 - \$99,999 and 7% reported a yearly income of between \$0 and \$50,000. Gender identities are close to evenly split in the survey respondents, with 40% of respondents identifying as Female and 44% identifying as Male. The zip code 78739 is most represented in the dataset, followed by 78704. EAZs with a designation of “Most Vulnerable” are represented in the survey, though gaps remain in EAZs designated as “Medium-High Vulnerable” and “Least Vulnerable”. A review of the links used to bring people to the online map shows that the City of Austin website, Facebook, and Austin Towers directed the most numbers of non-white users to the site.

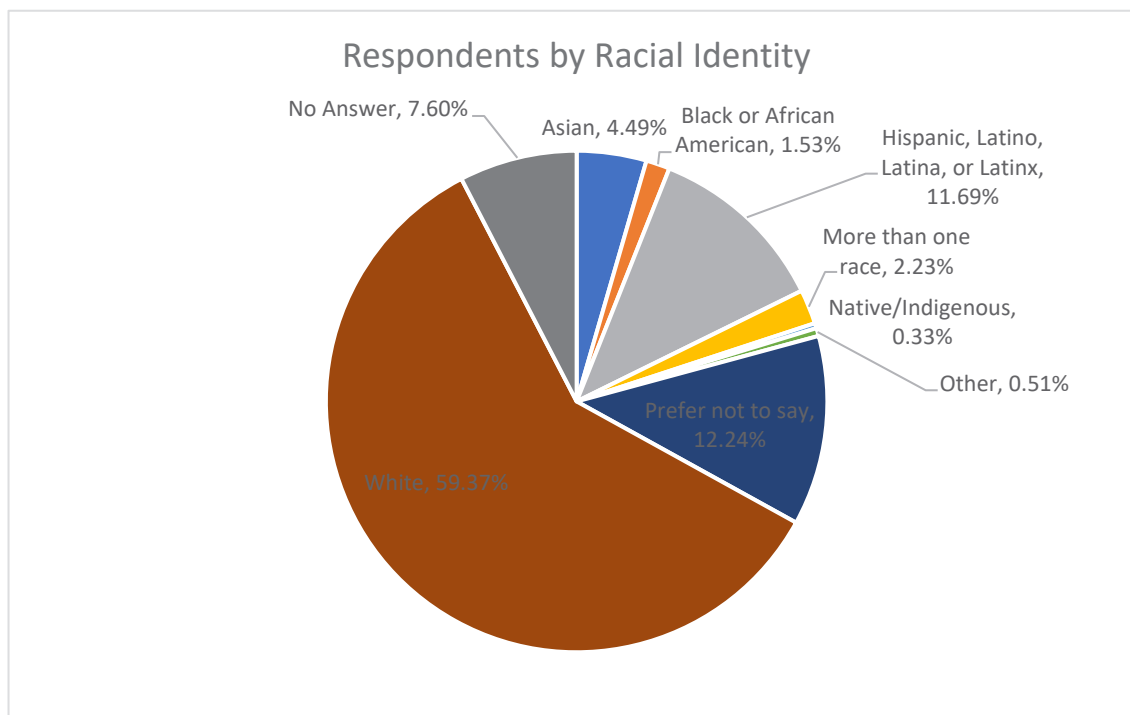
Survey responses

During the period of January 18th – March 6th, 2,737 (82%) of the 3,319 unique stakeholders completed some portion of the demographic survey. 496 (15%) of the unique stakeholders left markers but did not complete the demographic survey. Additionally, approximately 208 people opened the demographic survey but did not answer all of the questions, choosing to skip some. The survey therefore successfully collected demographic information for about 76% of the total number of map users.

Race

Based on responses from those who completed the survey, the majority of respondents identify as white (60%), followed by Hispanic, Latino, Latina or Latinx (12%).

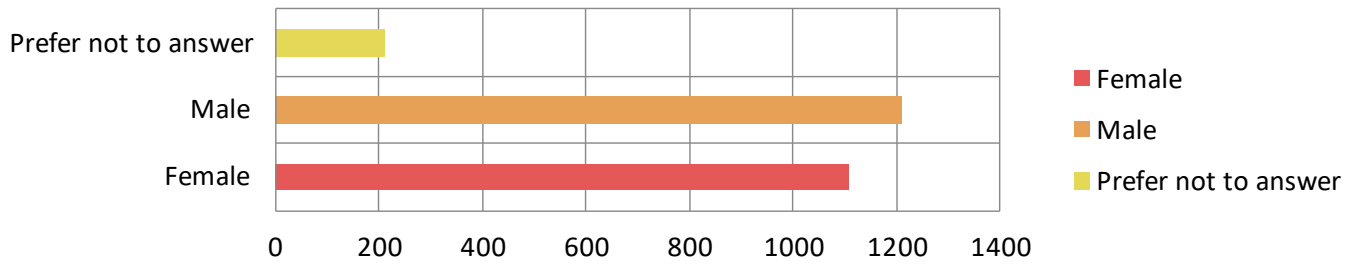
Identity by Race	# of Respondents	%
Asian	123	4.5%
Black or African American	42	1.5%
Hispanic, Latino, Latina, or Latinx	320	12%
More than one race	61	2%
Native/Indigenous	9	0.33%
Other	14	0.5%
Prefer not to say	335	12.24%
White	1625	60%
No answer	208	7.6%
Grand Total	1619	100%



Gender

48% of respondents identified as male and 43% identified as female in the survey responses. 8% of respondents chose “Prefer not to answer”.

Gender?



ZIP Code

The most represented ZIP code in the respondents is 78739 (16% of respondents), followed by 78704 (9% of respondents). The table below shows all ZIP codes, the Equity Analysis Zone designation used for this analysis (see below) and the number of respondents who identified the ZIP code in the demographic survey.

Row Labels	EAZ Categorization	Count of Response
78739	Medium Vulnerable	392
78704	Most Vulnerable	219
78702	Most Vulnerable	168
78745	Most Vulnerable	159
78723	Most Vulnerable	128
78757	Most Vulnerable	114
78751	Most Vulnerable	99
78703	Medium Vulnerable	84
78753	Most Vulnerable	81
78758	Most Vulnerable	76
78721	Most Vulnerable	69
78741	Most Vulnerable	66
78731	Medium Vulnerable	65
78744	Most Vulnerable	62
78752	Most Vulnerable	59
78705	Medium Vulnerable	57
78749	Medium Vulnerable	54
78727	Medium-High Vulnerable	49
78759	Medium Vulnerable	45
78748	Medium-High Vulnerable	42
78722	Most Vulnerable	39
78701	Most Vulnerable	38
78754	Most Vulnerable	38
78728	Medium-High Vulnerable	36
78756	Medium Vulnerable	35
78724	Most Vulnerable	31
78750	Medium Vulnerable	25
78735	Medium Vulnerable	23

78746	Medium-Low Vulnerable	19
78726	Medium Vulnerable	18
78747	Most Vulnerable	12
78729	Medium Vulnerable	11
78660	Medium-High Vulnerable	8
78717	Medium Vulnerable	7
78737	Medium-Low Vulnerable	7
78653	Most Vulnerable	6
78734	Medium-Low Vulnerable	6
78641	Most Vulnerable	5
78725	Most Vulnerable	5
78736	Medium-Low Vulnerable	5
78738	Medium-Low Vulnerable	5
78613	Most Vulnerable	4
78732	Medium-Low Vulnerable	4
78730	Medium-Low Vulnerable	3
79704	#N/A	3
79745	#N/A	3
78665	Medium-High Vulnerable	2
78681	Medium-High Vulnerable	2
78839	#N/A	2
79739	#N/A	2
78266	#N/A	1
78612	Most Vulnerable	1
78628	Medium-High Vulnerable	1
78639	#N/A	1
78642	Medium Vulnerable	1
78644	Most Vulnerable	1
78645	Medium Vulnerable	1
78652	Medium-High Vulnerable	1
78664	Medium-High Vulnerable	1
78666	Most Vulnerable	1
78733	Medium-Low Vulnerable	1
78766	#N/A	1
79723	#N/A	1
79746	#N/A	1
79747	#N/A	1
79751	#N/A	1
79753	#N/A	1
88739	#N/A	1
787845	#N/A	1
789703	#N/A	1
Other	#N/A	8
Grand Total		2520

Equity Analysis Zones (EAZ)

Each City ZIP code contains multiple census tracts and therefore many contain more than one EAZ, and some contain multiple EAZs with different designations. For purposes of this summary, we identified the highest vulnerability EAZ in each ZIP code and associated the ZIP code with that classification. The table below reports the percentage of respondents within EAZs in the dataset, using the most vulnerable-ranking EAZ within each ZIP code for classification.¹ 29 respondents provided a ZIP code response that either did not have an EAZ classification or did not match a ZIP code in Austin.

EAZ Classification	# of Respondents	% of Respondents
Most Vulnerable	1481	59%
Medium-High Vulnerable	142	6%
Medium Vulnerable	818	32%
Medium-Low Vulnerable	50	2%
No EAZ definition	29	1%
Grand Total	2520	100%

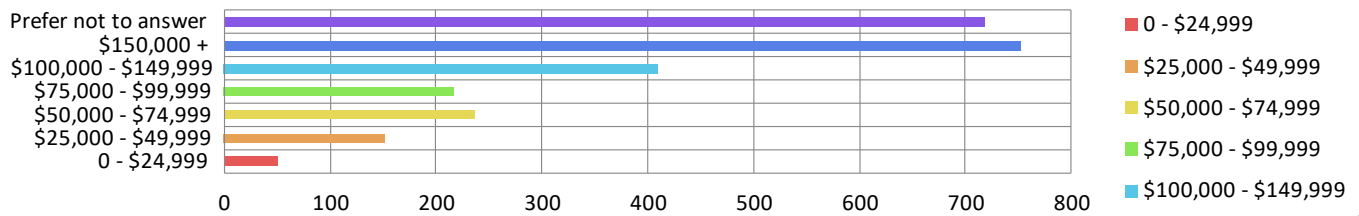
Income

1.8% (50 people) of survey respondents reported a yearly income of between 0-\$24,999 and 5.5% (152 people) reported a yearly income of between \$25,000 - \$49,999. 27.5% (752 people) of survey respondents reported a yearly household income of \$150,000+. The second most represented group (15% of respondents, 410 respondents) is those with a yearly household income of \$100,000 - \$149,999. 26% of respondents chose “Prefer not to answer”.

Yearly Household Income	% of Respondents
0 - \$24,999	1.97%
\$25,000 - \$49,999	5.99%
\$50,000 - \$74,999	9.31%
\$75,000 - \$99,999	8.56%
\$100,000 - \$149,999	16.17%
\$150,000 +	29.65%
Prefer not to answer	28.35%

¹ None of the city's ZIP codes contain only “Least Vulnerable”-designated census tracts, which is why that designation does not appear in the table.

What is your yearly household income?

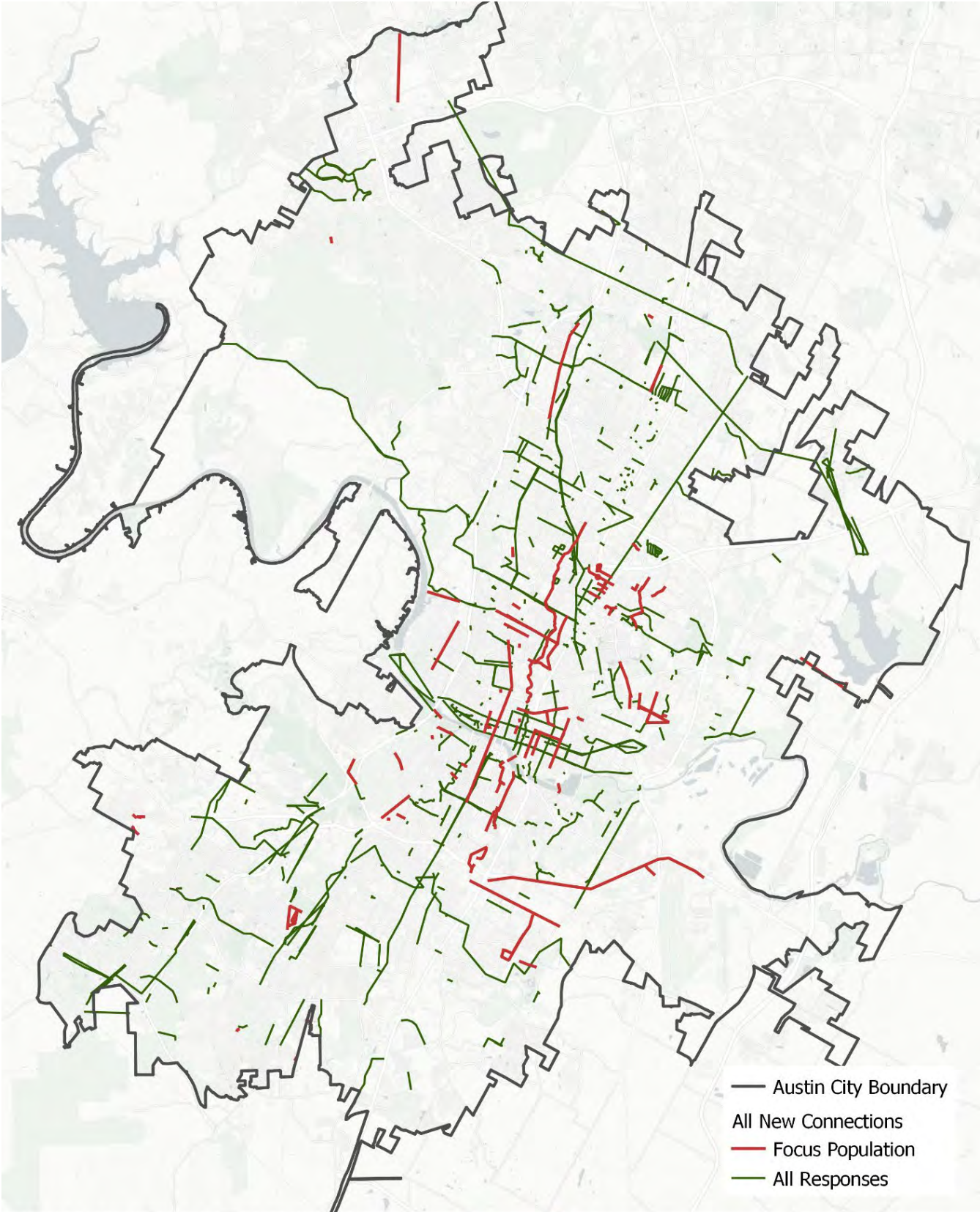


Referral Domain

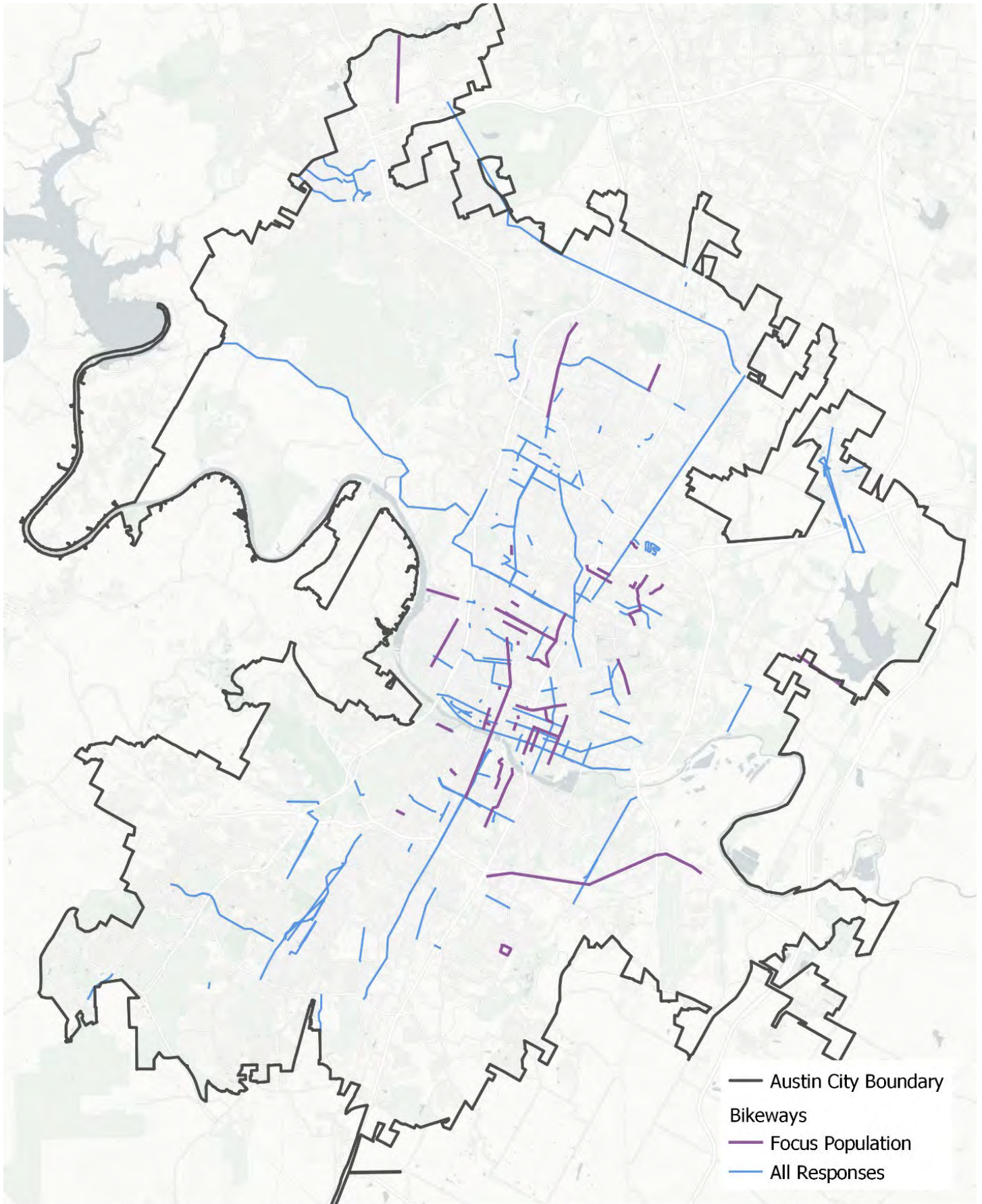
The data download for the survey enables a view of the “Referral Domain” that linked the stakeholder to the online map. The referral domain, broken out by racial identity can offer a glimpse at what pathways are working to direct target populations to the website. A chart with the referral domains with the highest numbers are shown below with the racial identity of the respondents. In addition to the referrals shown below, the Ambassador-specified link to the map was used 31 times.

Referral Domain	COA website	Facebook	Austin Towers	Google	Instagram
Asian	29	23	2	4	2
Black or African American	8	5		2	1
Hispanic, Latino, Latina, or Latinx	64	68	10	8	3
More than one race	15	6	6	1	2
Native/Indigenous	1	3		0	0
Other	4	1		1	0
Grand Total	121	106	18	16	8

Place-Based Input Map Results



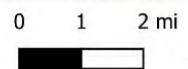
Place-based Input: Where would you like to see new connections?

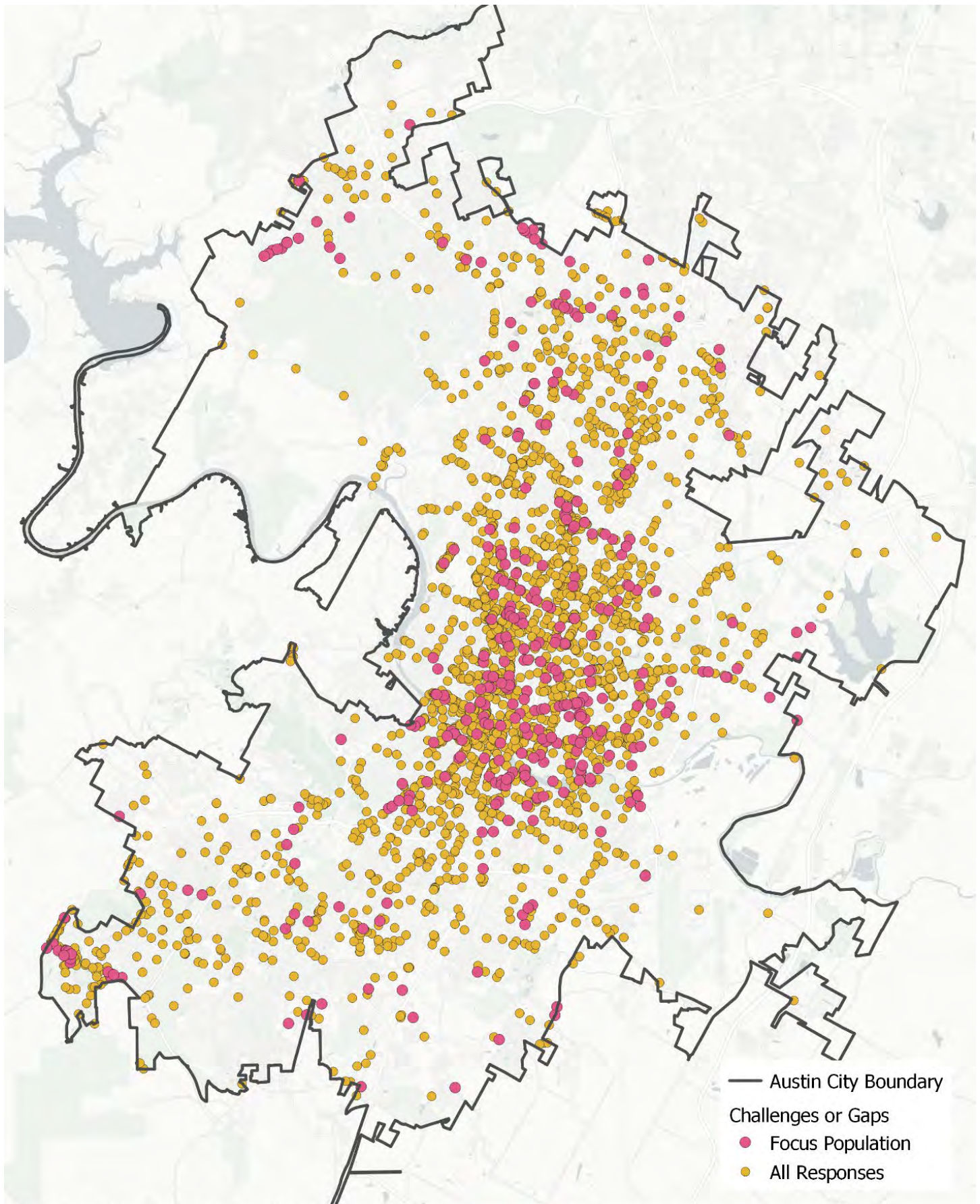


Place-based Input: Where would you like to see new on-street bikeways?



atx
Walk Bike Roll
Urban Trails | Sidewalks | Bikeways Plans

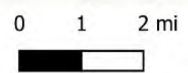


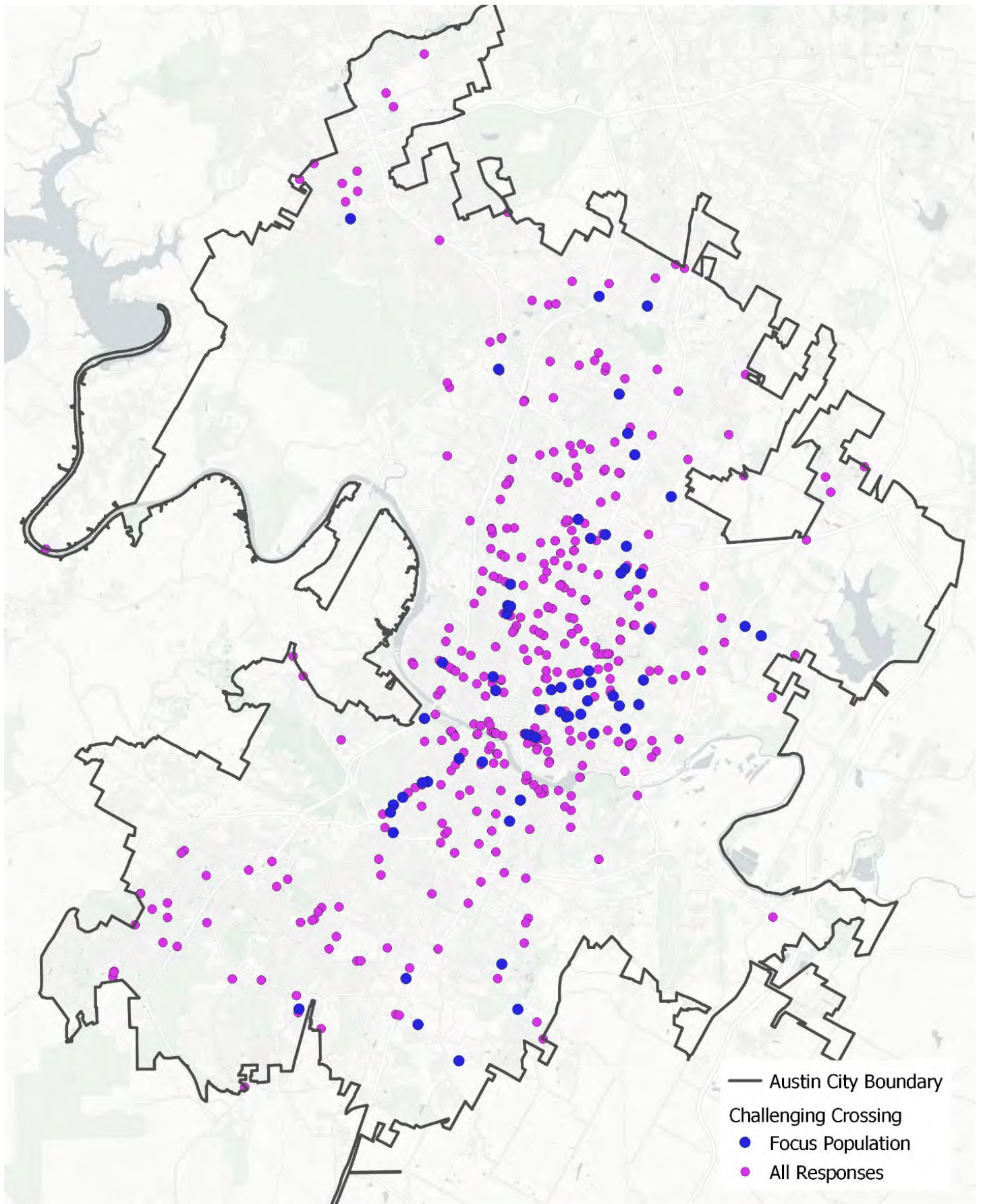


Place-based Input: Where are challenging crossings or gaps in the active transportation network?

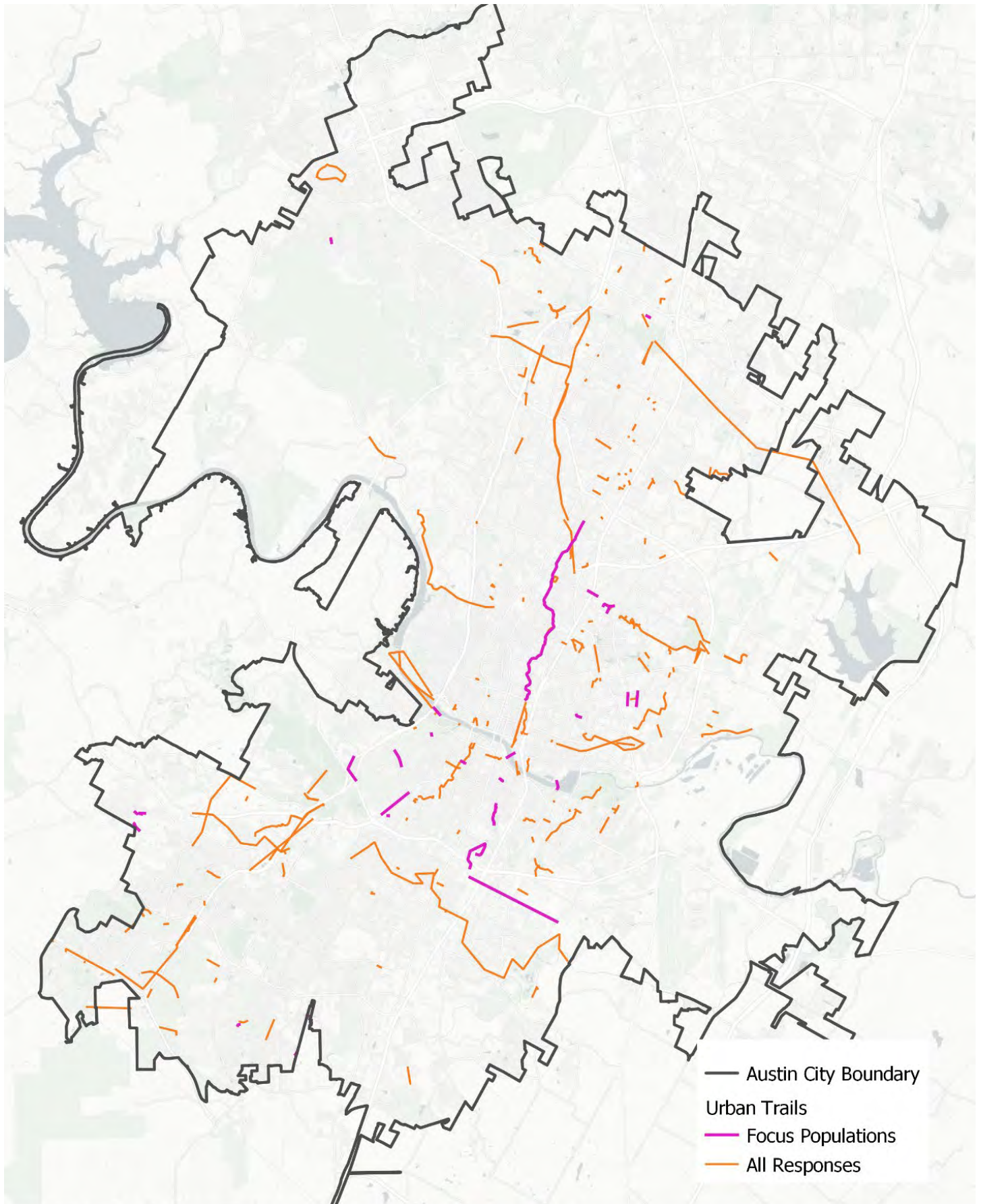


atx
Walk Bike Roll
Urban Trails | Sidewalks | Bikeways Plans





Place-based Input: Where are the challenging street crossings in Austin?



Place-based Input: Where would you like to see new urban trails?



atx
Walk Bike Roll
Urban Trails | Sidewalks | Bikeways Plans



0 1 2 mi



Appendix A.6

Phase 3 Summary



PHASE 3 SUMMARY

I. Overview

The public engagement activities in Phase 3 of ATX Walk Bike Roll (ATXWBR) invited public input on major plan elements designed to address community needs and priorities documented during Phases 1 and 2 of the project. The information and insights provided by participants in this phase will help the City prioritize infrastructure projects over the next 20 years.

The engagement approach presented a framework of scenarios for Urban Trails and Bikeways and a concept for Sidewalks and Shared Streets. Participants were asked about their preferences for each scenario and what elements they believe should be prioritized, adding specific considerations for street crossings. Participants were also invited to share their support for important anti-displacement, environmental, and safety policies that would help support the intended impacts of these new built enhancements.

The Project Team's efforts sought to reach and engage Austin residents who have been historically underrepresented in past City planning efforts. These populations include Asian, Black, Hispanic, Indigenous, People of Color (BIPOC) and low-income households. Paid and earned media was used to elevate awareness among our Focus Populations while in-person activities provided opportunities for direct engagement. The primary objective of each tactic was to 1) promote access to the project's website and information portal, and 2) complete the Phase 3 survey.

During the six-week public engagement period, the outreach efforts were successful in achieving the following results:

- 1,869,000 digital media impressions generated through promoted and organic social media posts, 70% of which prioritized Focus Populations
- 12 scheduled community tabling events in priority communities
- 7 presentations made, 4 to City of Austin Boards and Commissions, 3 to community groups
- Emails sent to over 800 contacts (individuals and key organizations), with additional outreach by phone
- 2,108 survey respondents
- 630 residents engaged at tabling events/presentations, 310 provided their information, 72% represented Focus Populations

Messaging, Tools, and Materials

Based on an evaluation of community input on issues and needs during Phase 1 and 2, the Project Team developed a series of potential scenarios for how the City of Austin can continue building the network of urban trails and bikeways and how to explore an alternative solution for expanding the network for walking. Public input was also sought on where to prioritize pedestrian crossings and policy options that could offer some relief for the affordability and displacement crisis that many People of Color and low income residents are experiencing. These included:

- **Combined Urban Trails and Bikeways Scenarios.** Three distinct scenarios explored approaches for prioritizing what to build first in the networks over the next 20 years. One scenario would focus on making it easier to get across the city, another option would create better access to local neighborhood destinations, and the third would prioritize access to nature. Each prioritization scenario provided an illustrated map describing the intention and benefits of the approach. Participants were asked to evaluate the overall scenarios considering equity, safety, and how the improvements could serve their personal options for everyday trips, recreation, or commuting.
- **Sidewalk and Shared Street Scenarios.** Participants were presented with general information on how many of Austin's neighborhoods lack sidewalks, the number of years it would take the City to complete a build out, and how an alternative approach could provide more coverage and access. Residents were then asked two primary questions related to the Shared Streets concept: 1) if they supported a Shared Street concept, and 2) what was the right mix of sidewalks and Shared Streets.

- **Crossing Prioritization.** Participants were presented with a proposed method to prioritize street crossings. With safety in mind, questions were asked to help provide insights on what specific location types should be prioritized based on their experience.
- **Policy Concepts.** These questions offered paradigm-shifting concepts that aimed to increase mode shift, equity, and safety. These questions were intended to help increase coordination between City agencies, and make a push for affordability, anti-displacement, climate resiliency, and other key issues raised by Focus Populations during the first two engagement rounds.

Community Profiles

Phase 3 offered an opportunity to present what the team learned from the thousands of public comments provided in Phase 1 and 2. During its analysis, the team identified common experiences and patterns shared by participants. These insights were used to design a series of community profiles, each with a story that reflects the needs and desires of our Focus Populations. These narrative stories were included in the online and in-person outreach materials to provide the community with a quick overview of the key takeaways, concerns, and priorities that were used to inform the prioritization scenarios.



Virtual Open House

A comprehensive website titled "Choosing Our Path" was created for Phase 3 to provide participants with an immersive experience in the project, with access to prior reports, surveys, background on the Community Ambassador program, and an outline of the four key topics Phase 3 was asking for public input on. This format encouraged both English and Spanish speakers to discover the process and proposed plans at their own pace. Each section of the site included written explanations, illustrations, and maps to convey the key points and benefits of the policy or key topic. The presentation associated references to the Community Profiles to help participants connect the proposals with their own experiences. Having reviewed the materials, participants were then directed to complete the project survey.

During the September 7 to October 23 public input period, we recorded 11,745 visits to the English virtual meeting and 158 visits to the Spanish virtual meeting.

Surveys

The Phase 3 survey, offered in English and Spanish, was available online and in print from September 7 through October 23. It was designed with simplified language and visual aids to communicate scenarios that respondents could vote on to express the elements they did and did not like about each proposal. Residents who were unable to take the online survey could request that a survey be mailed to them by calling a phone number or sending an email to the resource account. “Pop-up” tabling opportunities were also promoted so that residents could fill out the survey in person.

The concepts presented in the survey focused on the key elements needed to further define the prioritization plans. This approach helped participants see the big picture and how these approaches could serve them and other residents across the city. To achieve a high response rate, the project team focused on essential questions and utilized visual aids. Early drafts of the survey were shared with Community Ambassadors for feedback on content framing and accessibility. Although many sections of the survey invited multiple choice answers, some included sliding scale formats to record levels of importance and prioritizations, with only one question allowing for an open-ended response. Participants were asked to provide demographic information to help our team identify and evaluate the effectiveness of our outreach efforts.

While conducting in-person outreach, the team identified opportunities to optimize and reformat the survey into a more abbreviated paper-version to increase participation at tabling events. This pivot in strategy provided an opportunity for 149 more residents who matched our Focus Populations to provide input on the plans.

Publicity and Promotion

The project team collaborated with City staff to design and manage the promotional and publicity efforts during Phase 3. The primary goal was to elevate awareness of ATX Walk Bike Roll’s public input period and drive residents to the Virtual Open House and project survey. A variety of tools and channels were engaged to ensure the general public was aware of this new phase in the project, and that targeted efforts were made to reach and engage Focus Populations. These tools included bilingual emails, public transit placards, social media ads and posts, newsprint ads, media advisories, interviews with journalists, email campaigns, website updates, and direct outreach to stakeholder organizations.

Investments in print and broadcast media were done in English and Spanish to the following community-focused outlets:

Print/Broadcast/News Media *	Type	Language	Potential Impressions	Focus Populations
Austin South Asian Newspaper	Advertising	English	6,000	ü
Austin Villager Newspaper	Advertising	English	12,000	ü
Community Impact	Advertising	English	316,859	ü
El Mundo Newspaper & Radio	Advertising	Spanish	140,000	ü
La Prensa	Advertising	Spanish	15,000	ü
Capital Metro Placards	Advertising	English/Spanish	-	ü
Axios	News Coverage	English	-	
Austin Chronicle	News Coverage	English	-	
Austin Monitor	News Coverage	English	-	
Austin Towers	News Coverage	English	-	

** Although press releases were sent to a broad list of news media outlets, we did not invest in a media monitoring service to determine the precise mentions or news coverage the releases were intended to generate.*

Understanding that social media plays an important role in connecting Communities of Color to resources, advocacy, or general quality of life information, additional investments were made to promote awareness and engagement in our online

materials. With this in mind, the team researched social media sites and “influencer” accounts for paid promotional opportunities. These media placements enhanced the likelihood of reaching our priority audiences with greater frequency and relevancy. Ads were programmed to run in English and Spanish to reach focus populations and interest groups. When available, ZIP codes were selected to geo-target ad placements.

Social Media	Platform	Type	Language	Potential Impressions	Focus Populations
Alyse Nicole (@Itsalysenicole)	Facebook	Promoted	English	218	ü
Alyse Nicole (@Itsalysenicole)	Instagram	Promoted	English	3,537	ü
Black Women Who Kayak	Facebook	Promoted	English	970	ü
Black Women Who Kayak	Instagram	Promoted	English	95	ü
Brian C. Moss	Facebook	Promoted	English	2,700	ü
Brian C. Moss	Instagram	Promoted	English	1,494	ü
SoulCiti	Facebook	Promoted	English	19,000	ü
SoulCiti	Instagram	Promoted	English	3,725	ü
The Austin Common	Facebook	Promoted	English	4,900	ü
The Austin Common	Instagram	Promoted	English	14,000	ü
WeCanNow	Facebook	Promoted	English	1,307	ü
Google Ads/YouTube English	Facebook	Promoted	English	633,324	ü
Google Ads/YouTube Spanish	Facebook	Promoted	Spanish	97,247	ü
CO Public Works	Facebook	Promoted	English	492,693	
CO Public Works	Facebook	Promoted	Spanish	99,278	ü
COA Austin Transportation	Twitter	Organic	English	30,401	ü
COA NextDoor	Nextdoor	Organic	English/Spanish	26,105	ü
COA Accounts (Public Works, PARD, Sustainability, Transportation)	Facebook	Organic	English/Spanish	373,800	ü
COA Accounts (PARD, Watershed, Transportation, Corridor Program Office)	Twitter	Organic	English/Spanish	290.026	ü
COA Accounts (COA government, PARD)	Instagram	Organic	English/Spanish	44,100	ü
CM Sabino Pio Renteria – District 3	Facebook	Organic	English/Spanish	2,600	ü
CM Kathy Tovo - District 9	Facebook	Organic	English	2,000	
CM Sabino Pio Renteria – District 3	Twitter	Organic	English/Spanish	5,279	ü
CM Kathy Tovo - District 9	Twitter	Organic	English	6,395	
Jay Crossley	Twitter	Organic	English	2,062	
Red Line Parkway Initiative	Facebook	Organic	English	423	
Red Line Parkway Initiative	Twitter	Organic	English	646	

Austin Mountain Biking	Facebook	Organic	English	10,800	
Austin Mutual Aid	Facebook	Organic	English	8,300	ü
Critical Mass Austin	Facebook	Organic	English	2,193	ü
Community Resilience Trust ATX	Facebook	Organic	English/Spanish	1,500	

The cumulative investments in these promotion and publicity efforts are estimated to have delivered more than 1,869,000 impressions, 70% of which were directed at our Focus Populations.

Emails

Early in the project, the Team developed a database of civic leaders, organizations and groups representing Focus Populations, and individuals who have opted-in throughout time. The list of approximately 800 contacts has continued to receive emails and updates since the launch of the project. Beginning on September 7, a series of three emails were published and distributed to the list promoting the Phase 3 input period. While the list primarily consists of English-speaking individuals, a link to a completely translated version of the email is provided in the body of the copy for anyone who prefers to read in Spanish. Each of these campaign emails provided insight on the prioritization framework, links to the virtual meeting, and survey. The second and third emails elevated awareness of the survey deadline.

To supplement this effort, a paid media investment in Austin Commons and SoulCiti included an e-newsletter blast while non-sponsored email promotions in the Austin Mobility Bonds/Corridor Program, ATX MetroBike, and Austin Mobility newsletters provided content of ATX Walk Bike Roll Phase 3 outreach. Although there are no specific insights on how many individuals received or viewed these emails, our ATX Walk Bike Roll campaign email tracking system estimates a 44-49% open rate for the 800 contacts we manage.

Emails Campaigns/Newsletters	Date	Language	Listserve	Open Rate	Focus Populations
ATX Walk Bike Roll Phase 3 Launch	9/7/22	English/Spanish	819	49%	✓
Austin Mobility Bonds/Corridor Program	9/13/22	English	8,741	38%	
Austin Urban Trails	9/21/22	English	1,527	36%	
CM Leslie Pool - District 7	9/21/22	English	-	-	✓
Austin Mobility News/Austin Transportation	9/26/22	English	5,092	35%	
ATX Walk Bike Roll Phase 3 Reminder	9/28/22	English/Spanish	799	46.70%	✓
Crossing Guard Employee Newsletter	9/28/22	English/Spanish	225	[Print]	✓
SoulCity	9/28/22	English	-	-	✓
Austin Weekly Common	10/6/22	English	-	-	✓
SoulCity	10/6/22	English	-	-	✓
CM Jose Chito Vela - District 4	10/12/2022	English	-	-	✓
SoulCity	10/12/22	English	-	-	✓

ATX Walk Bike Roll Phase 3 Final Reminder	10/18/22	English/Spanish	789	44.10%	✓
---	----------	-----------------	-----	--------	---

In-person Engagement

As stated previously, the Phase 3 outreach plan outlined tactics and activities that would ensure a higher level of reach and engagement with Focus Populations. In-person events represented unique opportunities to dialogue with residents about the project and encourage their input on the prioritization scenarios. During the planning, the team researched locations and events that aligned to the ATX Walk Bike Roll Equity Analysis Zones (EAZ). 12 activities were identified that would provide equitable representation across the city and a high probability of reaching our intended communities. These included community and educational resource events, cultural festivals or destinations, and community health fairs.

Partnerships with Foundation Communities, Austin Independent School District, and CommUnityCare opened doors to visit with families and individuals in more controlled settings. Scheduled and internally promoted activities allowed us to spend time with residents transitioning from homelessness, Parent Support Specialists who serve thousands of Spanish-speaking families, and residents awaiting medical appointments.

Participation at important cultural venues and events provided exposure to an enthusiastic audience of residents who are learning about community programs and resources while celebrating their cultural identity.

At each event, participants were welcomed at an ATX Walk Bike Roll table with colorful materials and abbreviated information that served as visual aids. The backdrop included 24" x 36" poster boards displaying the community profiles, prioritization scenarios, and Shared Streets scenarios. A selection of area maps were also available to help residents identify geographic markers. The principal objective of the tabling engagement was to encourage people to sign up for email updates and complete the survey.

Events	Date	Zip Code	Walk-ups	Sign-Ins	Surveys	Focus Populations
ESB-MACC - Viva Mexico	9/17/22	78701	86	33		ü
CommUnityCare - North Central Health Center	9/19/22	78758	18	2		ü
CommUnityCare - South East Health & Wellness Center	9/20/22	78741	14	2		ü
Foundation Communities - Waterloo Terrace	9/21/22	78758	25	8		ü
Carver Library	9/21/22	78702	12	7		ü
Foundation Communities - Bluebonnet Studios	9/23/22	78704	23	7		ü
North ATX Good Neighbor Fest	9/24/22	78753	90	51		ü
Foundation Communities - Garden Terrace	9/28/22	78745	15	11		ü
Colony Park "National Night Out"	10/4/22	78724	35	21		ü
Allison Elementary - Boo the Flu	10/8/22	78741	63	44		ü
Foundation Communities - Skyline Terrace	10/18/22	78704	Rescheduled			
Austin Voices - HopeFest2022	10/22/22	78752	200	76		ü

We estimate that 630 residents engaged with our team seeking information. Of these, 335 added their contact information to our sign-in sheet, and 229 completed surveys. Approximately 55% identified 78753, 78758, 78741, 78724, 78745, 78752, 78704 as their ZIP code, all of which are qualified as "most-vulnerable" in the EAZ categorization. An analysis of the

demographic information provided in the sign up sheet indicates that 72% of the 335 identified as one of our Focus Populations. This datapoint could infer that approximately 72% of the 630 residents may too have identified as one of our identity Focus Populations.

Community Ambassadors

The Ambassador Program was an effective asset during Phase 1 and 2 of the outreach activities. During Phase 3, the remaining Community Ambassadors were invited to support the scheduled in-person tabling events. They were provided print materials with QR codes and encouraged to reach out to their networks and advocate for participation in this phase of the planning process. It is important to note that although Ambassadors had completed reports documenting their engagement activities in Phase 1 and 2, there were no specific activities for them to track during Phase 3. Separately, in comparison to Phase 1 and 2, the group did not identify any specific concerns or challenges related to Phase 3 outreach efforts.

The Ambassador involvement throughout the process and into Phase 3 has helped bridge trust and understanding between City staff and historically underserved communities and residents. Their ability to facilitate conversations and interest about the prioritization scenarios among neighbors and peers is a testament to the planning and systems knowledge they gained from the project. The primary engagement with Ambassadors concluded in October, however, there is discussion among the project team for a limited role into 2023.

Presentations and Community Outreach

During the week of September 19, the Project Team reached out to approximately 100 stakeholder groups by phone to ensure receipt of the email correspondence and to request sharing the public input opportunity with their listservs. A specific request was made to explore the opportunity of making a presentation at one of their upcoming meetings. The groups included the Major Taylor Cycling Club, Colony Park Neighborhood Association, Islamic Center of Greater Austin, Mobility Justice Coalition, Rebekah Baines Johnson Center, Greater Austin Asian Chamber of Commerce, El Buen Samaritano, and BASTA (Building and Strengthening Tenant Action), among others.

The team secured three presentations during the six-week outreach period: Austin Voices Block Leader Group, the Austin Independent School District Parent Support Specialist Team, and People United for Mobility Action (PUMA). This effort expanded the outreach results by adding 64 people to our sign-in sheets, 99% of which were Hispanic. In addition, City staff conducted four additional presentations to Boards & Commissions.

Presentations	Date	Zip Code	Participants	Sign-Ins	Surveys	Focus Populations
AISD - Parent Support Specialists	9/13/22	78702	52	31	35	✓
Commission on Seniors	9/14/22	-	-	-	-	✓
Asian-American Quality of Life Commission	9/20/22	-	-	-	-	✓
LGBTQ Quality of Life Advisory Commission	9/20/22	-	-	-	-	✓
Bike Story Night	9/21/22	78704	150	-	-	
People United for Mobility Action (PUMA)	9/27/22	-	5	-	-	✓
Austin Voices – Block Leaders (Spanish)	9/29/22	Zoom	37	33	26	✓

II. Participation and Impact

The Phase 3 Engagement Plan provided the team with a framework of strategies and tactics that prioritized reach and engagement with Focus Populations. The scope included content development, design and material creation, website and

email programming, paid advertisement and media investments, community outreach, language translation, media interviews, and overall project management. A successful execution of the plan needed to leverage the resources and cooperation of city staff, consultants, and Community Ambassadors. It also needed to deliver on a variety of performance measures to evaluate how the efforts reached the project's equity goals. The results for the primary measures are as follows:

Survey Completions

- 2,108 respondents
- 24% (503) identified as one of our Focus Population
- 15% reported household income between \$0-\$50,000, 6% between 0-\$24,999
- 75 completed in Spanish
- 56% (1,180) selected household ZIP Codes classified as “Most Vulnerable” in the EAZ categorization, of these 18% are households with income between \$0-\$50,000

In-person Engagement

- 630 residents engaged
- 310 provided contact information (signed-in)
- 72% of the 310 identified as one of our Focus Populations
- 229 completed surveys during in-person engagement
- 55% selected 78753, 78758, 78741, 78724, 78745, 78752, 78704 as their household Zip code, the “Most-Vulnerable” in the EAZ categorization)

Racial Identity Groups	City of Austin	Phase I Engagement	Phase II Engagement	Phase III Engagement
White	72.6%	55%	60%	51%
Hispanic/Latino	33.9%	16%	12%	21%
Black or African American	7.8%	4%	1.5%	4%
Asian	7.6%	4%	4.5%	6%
Native/Indigenous	0.7%	0.7%	0.3%	1%
Other	3.6%	1.3%	12.2%	2%
Prefer not to say (+Skipped Question)	N/A	19.2%	12%	15%

Source: 2020 Census

