



AUSTIN LIGHT RAIL UPDATE

Waller Creek LGC

August 2, 2023

AUSTIN LIGHT RAIL IMPLEMENTATION PLAN

LEGEND

AUSTIN LIGHT RAIL
PHASE I

AUSTIN LIGHT RAIL
PHASE I
PRIORITY EXTENSION

FUTURE
AUSTIN LIGHT RAIL

MAJOR TRANSFER
POINT

PARK & RIDE

9.8
MILES OF NEW
LIGHT RAIL

15
LIGHT RAIL
STATIONS

TRANSIT CONNECTIONS

METRORAPID

HIGH FREQUENCY
BUS

RED LINE

PROPOSED
GREEN LINE

ESTIMATED TRAVEL TIME

23 MINS

38TH - OLTORF

31 MINS

38TH - YELLOW JACKET

ESTIMATED AVG. # OF DAILY RIDERS SERVED
(2040)

28,500

20,000+

AFFORDABLE HOUSING UNITS SERVED
(SUBSIDIZED)

ACCESS TO

136,000+

CURRENT JOBS

200,000+

FUTURE JOBS

ANTICIPATED CAPITAL COST (CURRENT DOLLARS)

\$4.5-\$4.8B

LOCAL AND FEDERAL DOLLARS

MAY 2023

AUSTIN
TRANSIT
PARTNERSHIP

COMMUNITY DIALOGUE

LIGHT RAIL OPTIONS



MULTILINGUAL COMMUNICATIONS



IN-PERSON ENGAGEMENT



8,000+
PEOPLE ENGAGED



5,600+
TOTAL COMMENTS



91
ACTIVE
ENGAGEMENT
ACTIVITIES



45
BUS STATION AND TRAIN
STATION OUTREACH
LOCATIONS

WEBSITE



19,397 VIEWS
(ENGLISH+SPANISH)

2,017 PARTICIPANTS
(ENGLISH+SPANISH)

5,049 COMMENTS
(ENGLISH+SPANISH)



67K+ WEBSITE PAGE VIEWS
(COMBINED ACROSS ALL PAGES ON ATPX.ORG)

OVERALL E-NEWSLETTER STATS



42K+

TOTAL RECIPIENTS
REACHED

806

TEXT MESSAGE
RECIPIENTS

57.2%

AVERAGE UNIQUE
OPEN RATE

OVERALL SOCIAL MEDIA STATS



19K PAGE REACH ON ATP
SOCIAL MEDIA ACCOUNTS

54K POST
IMPRESSIONS

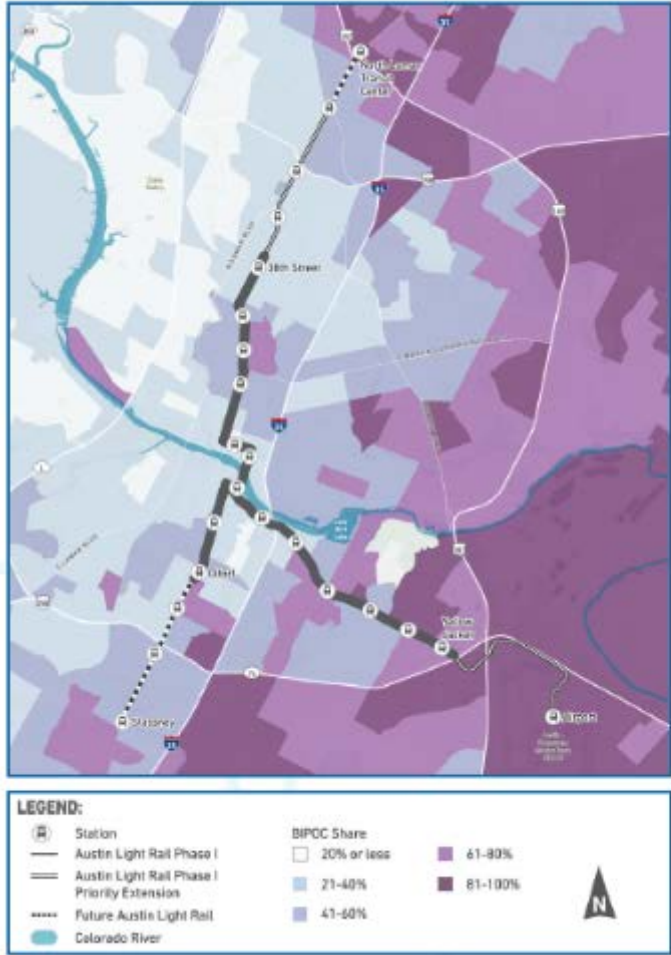
15K USERS
REACHED



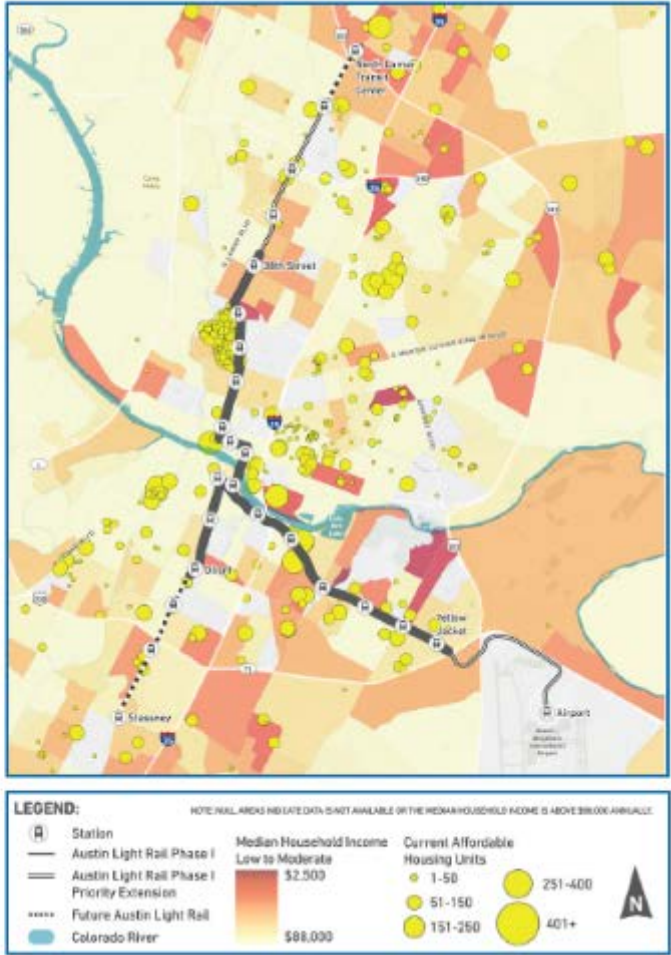
PRIORITIZE MOBILITY SOLUTIONS FOR HISTORICALLY UNDERINVESTED COMMUNITIES

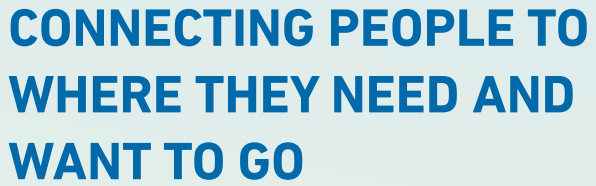
- Builds new infrastructure to serve historically underinvested areas
- Serves Black, Indigenous, & People of Color (BIPOC) communities, affordable housing units, lower income areas, and households that are more dependent on public transportation
- Connects communities with job centers and destinations throughout Austin

BIPOC Share of Population



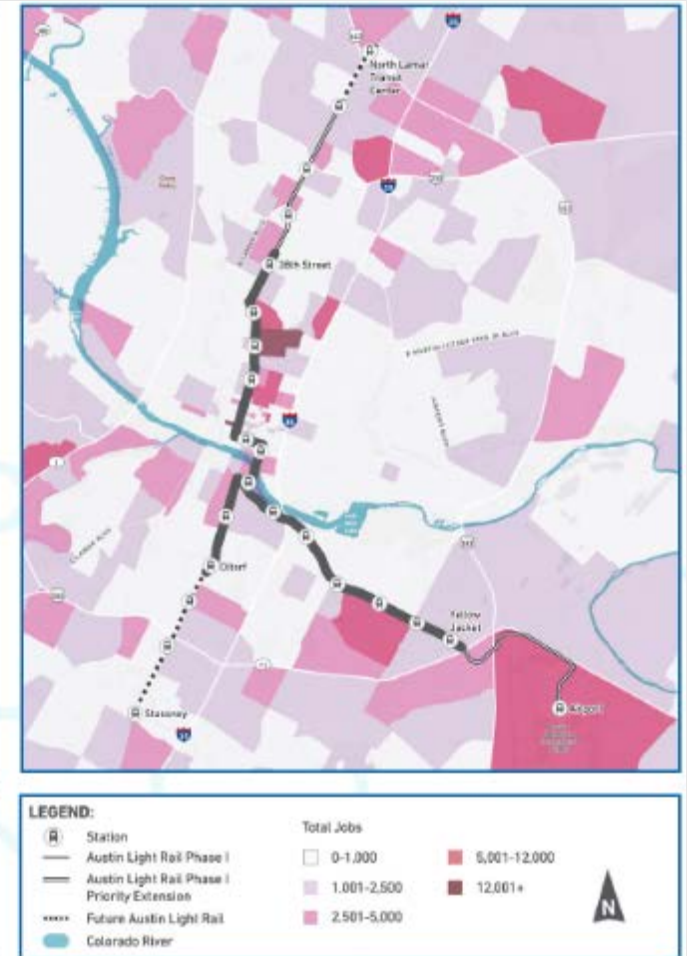
Affordable Housing & Income





- Connects to job centers, education, medical centers, and downtown
- Provides access extending north, east, and south
- Generates strong ridership, and includes high ridership stations at UT, downtown, and Pleasant Valley/Riverside

2045 Total Jobs

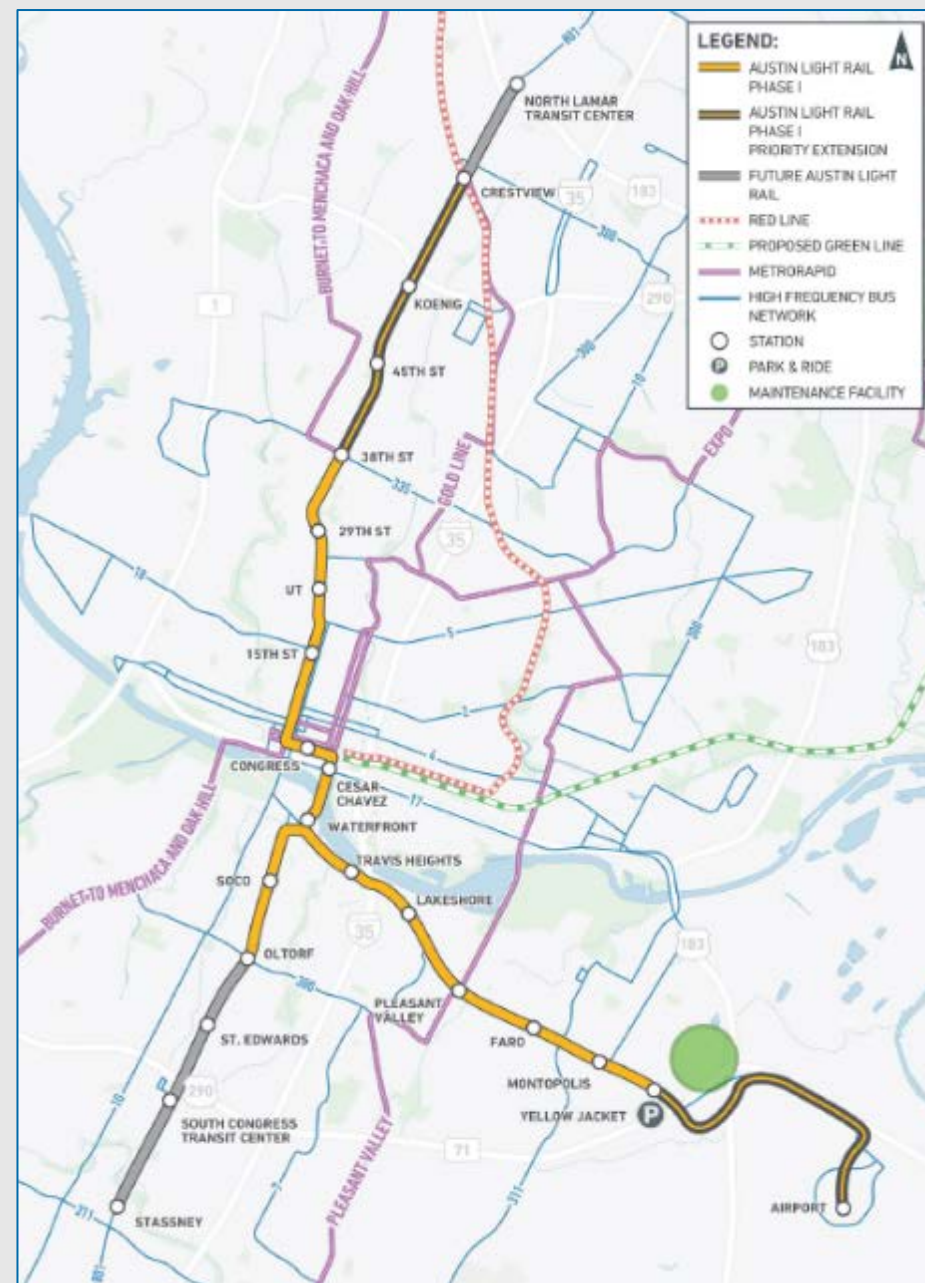




PROVIDE AN EXPANDABLE INTERCONNECTED REGIONAL TRANSIT NETWORK

- Connects with existing Red Line and future Green Line commuter rail at Downtown Station
- Connects with current and future MetroRapid service including Pleasant Valley and downtown
- Links with key high ridership and high frequency bus routes
- Supports the pursuit of 50/50 mode share goal in the ASMP by providing more high frequency transit options to more places
- Supports transit network expansion to the north, south, east and west

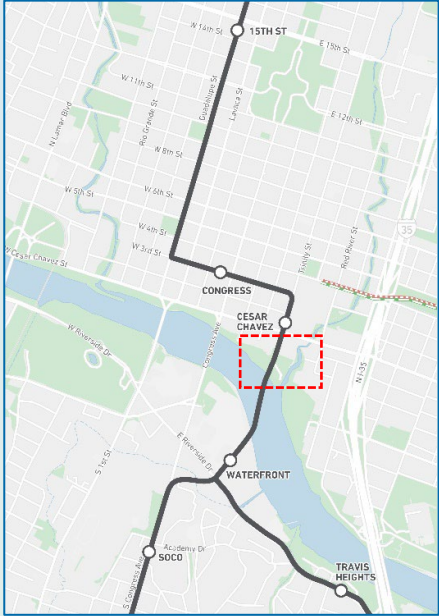
Transit Connections





ON-STREET NORTH SHORE LANDING / TRINITY ST. CROSSING

CONCEPTUAL PLAN RENDERING



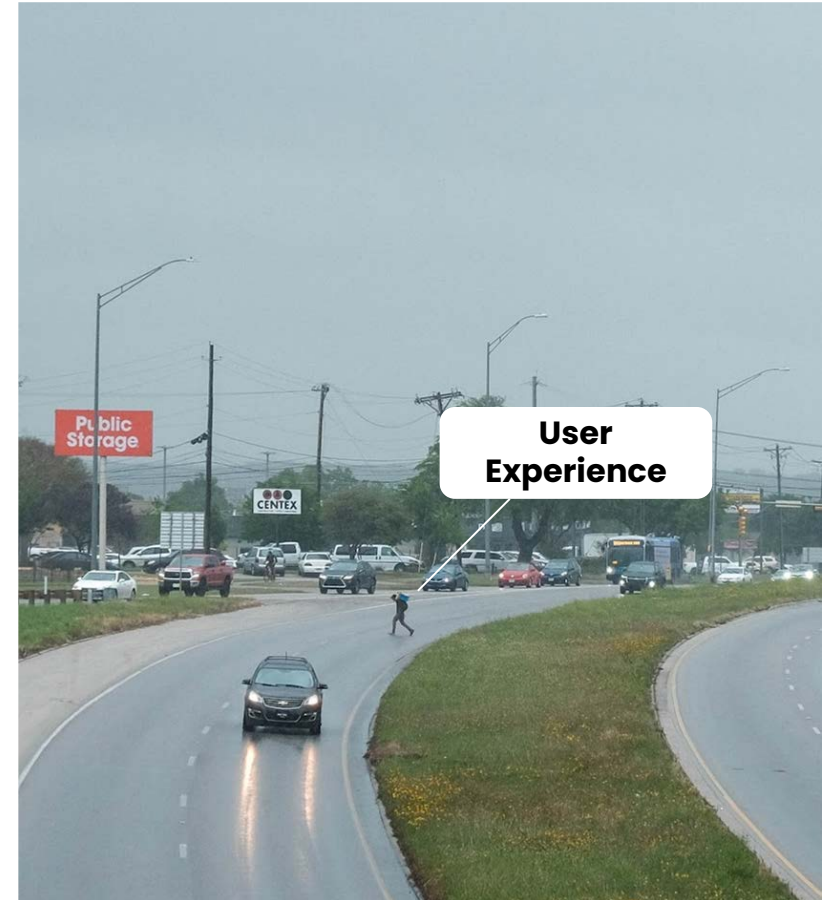
Location Map

“People-centered” means designing for how people *actually* behave

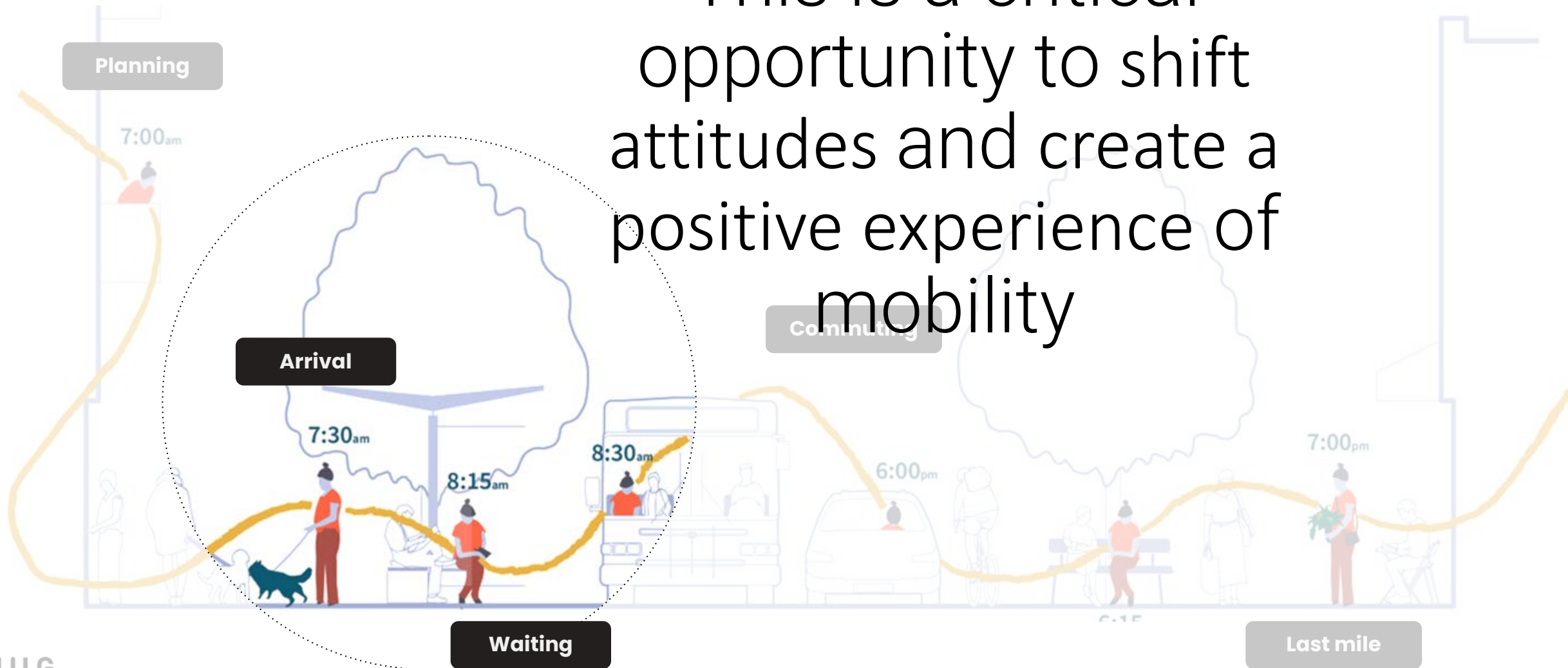
We don't behave as computer models predict



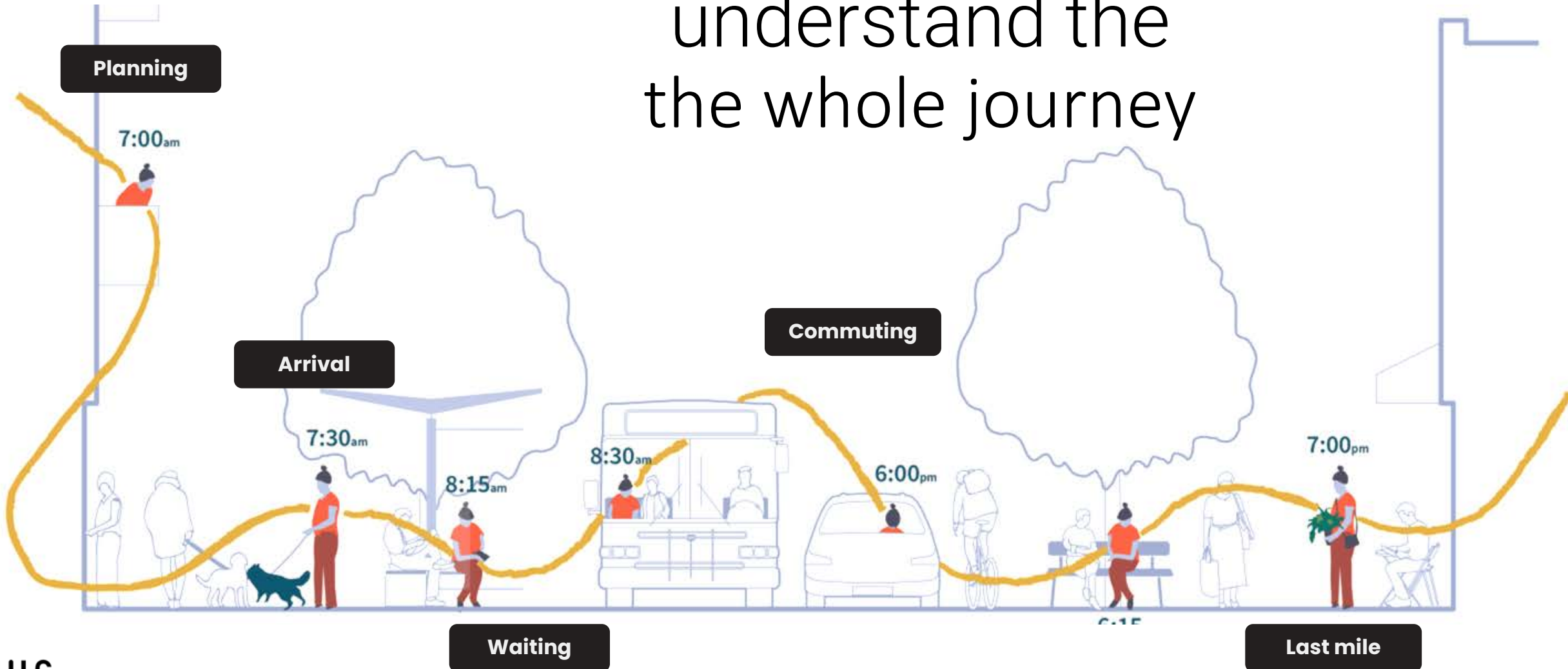
“People-centered” means designing for how people *actually* behave



This is a critical opportunity to shift attitudes and create a positive experience of mobility



We want to
understand the
the whole journey



Research-based design approach



Vision Workshops + Stakeholder Engagement

1 MORN

2 Describe your journey

Mode & Sequence

How do you get to/from the transit stop?

Mode	1st leg	2nd leg	3rd leg	4th leg	5th leg
Walk		X		X	
Bike					
Bus					
Subway					
Taxi					
Other					

Reflecting on Experience

What pain points did you anticipate before deciding to make your transit journey?

The bus is crowded in the morning, so it can be hard to find space for my stroller.

What unexpected pain points did you encounter along the way?

My bus ran express and dropped me far from my daughter's school, so I had to take a taxi to make it to work on time

What unexpected designs contributed to your satisfaction or frustration during the trip?

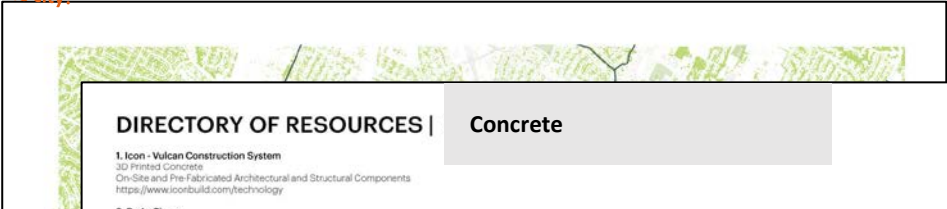
We ran into my daughter's friend on the way downtown — it was fun to catch up on our way into the city!



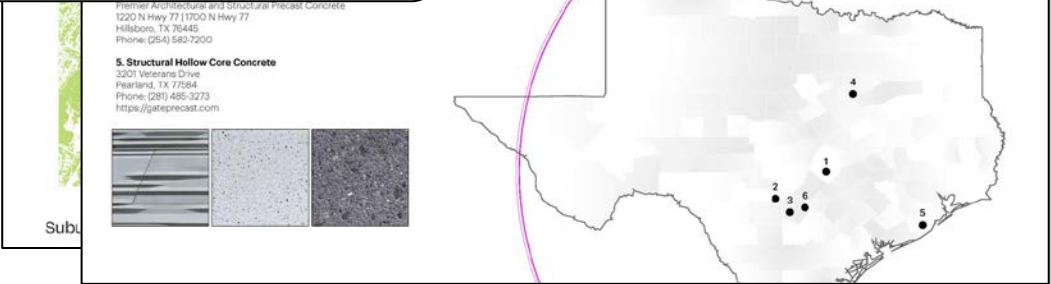
User Personas + Typical Journeys



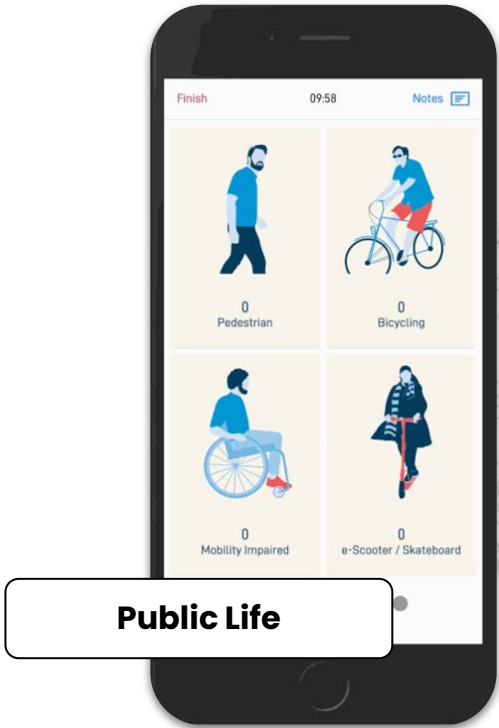
Local Culture



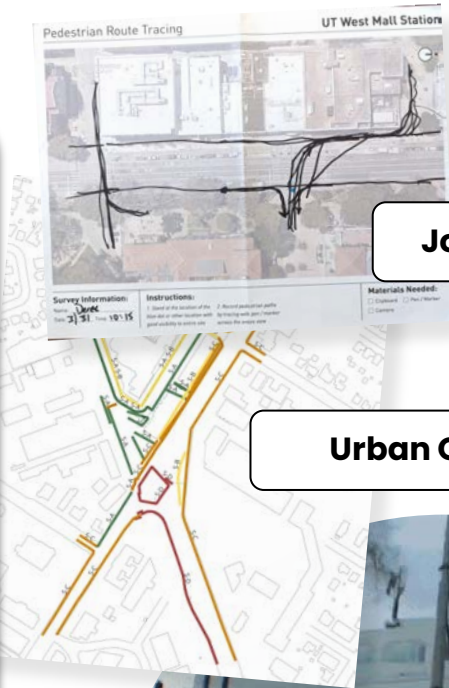
Local Construction Trades
Landscape + Urban Form
Sustainability + Climate



Research-based design approach



Public Life



Journey Mapping

Urban Quality



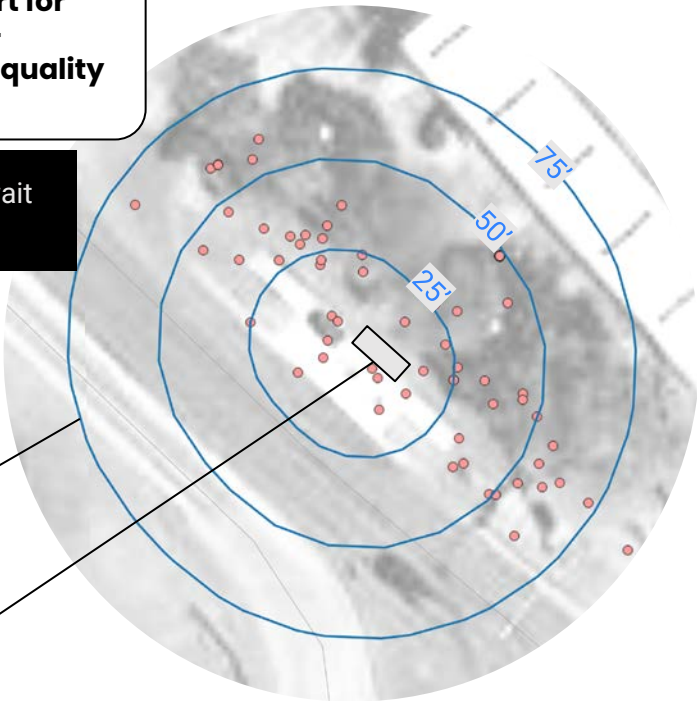
Cognitive Experience

People forgo seating comfort for micro-climate protection — specifically to noise and air quality (Stationary Activity, Riverside)

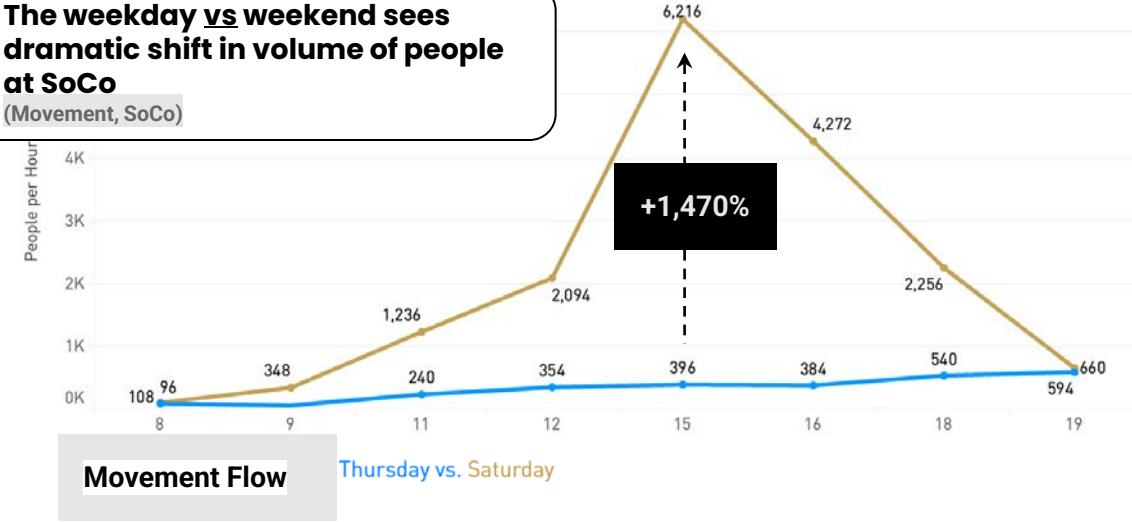
Less than a third of people wait within 25' of the shelter

75' radius

Bus shelter



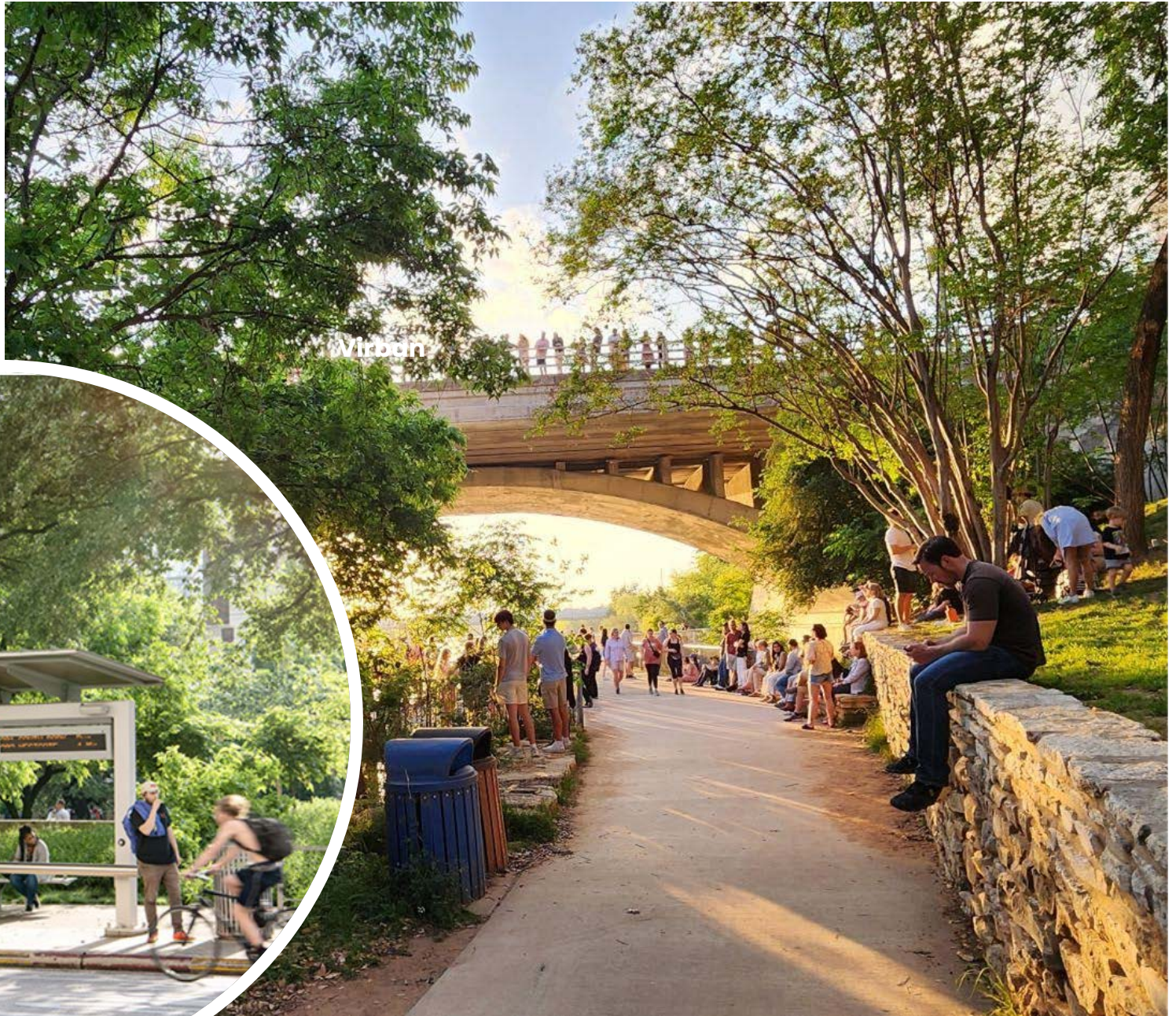
The weekday vs weekend sees dramatic shift in volume of people at SoCo (Movement, SoCo)



Movement Flow

Thursday vs. Saturday

Supporting
transit means
supporting
public life



**AUSTIN
TRANSIT**
PARTNERSHIP

THANK YOU!