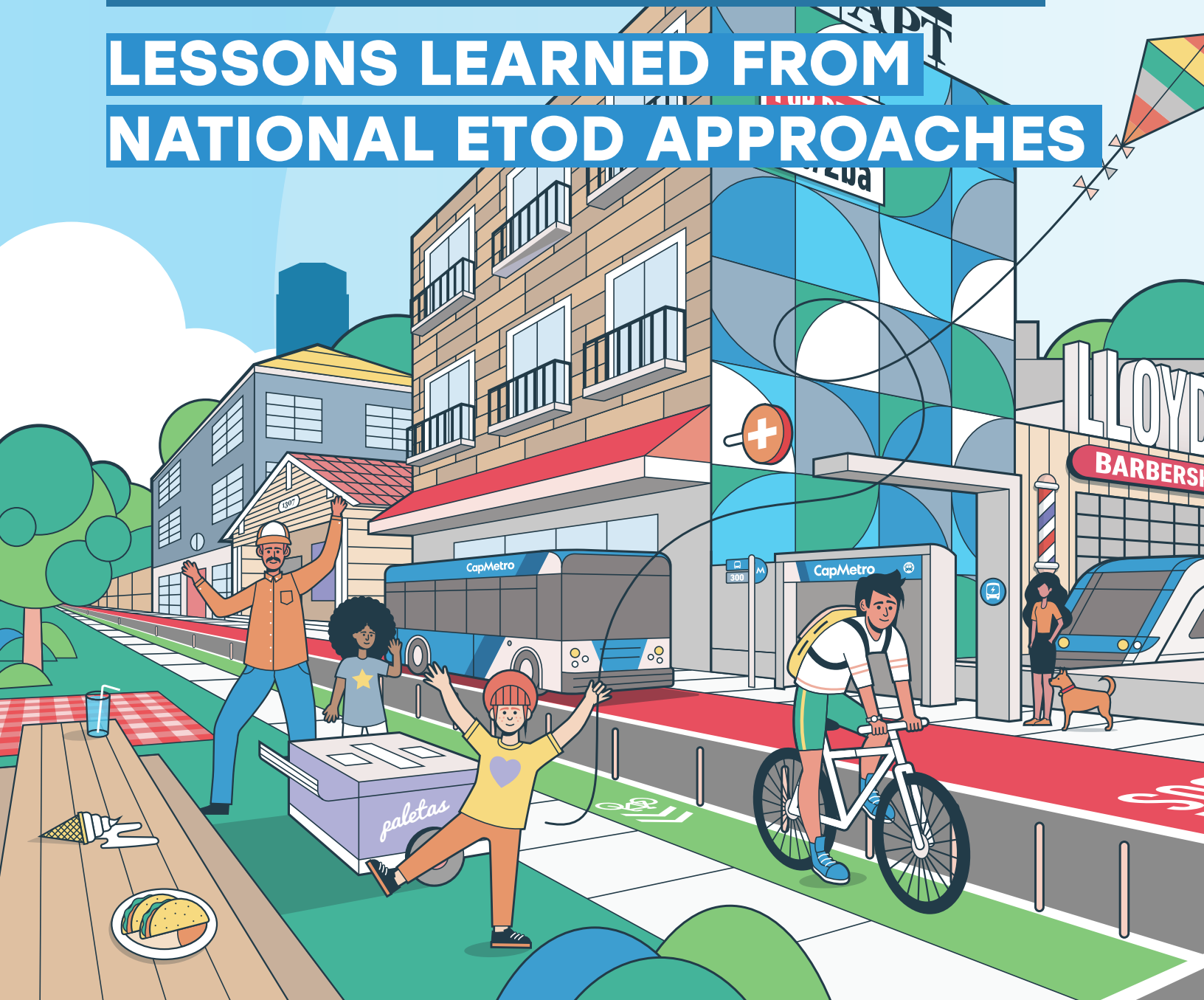


LOOKING TO OTHER CITIES

LESSONS LEARNED FROM NATIONAL ETOD APPROACHES



1

WHY
AUSTIN
NEEDS
ETOD



KEY TERMS TO KNOW



TO BETTER UNDERSTAND ETOD

01 AFFORDABLE HOUSING

A safe, livable unit that costs no more than 30% of an individual's income.

02 AREA MEDIAN INCOME

Area Median Income (AMI) is the midpoint of a region's income range, meaning that half of the families in a given region earn more or less than the median.

03 DISPLACEMENT

Direct displacement occurs when residents are pushed to relocate (voluntarily or involuntarily). Indirect displacement happens when communities around existing residents who remain in the area, shift, creating spaces and conditions that attract new residents.

04 ETOD

Equitable Transit-Oriented Development (ETOD) advocates for people of all backgrounds to experience dense, mixed-use, pedestrian-oriented development near transit hubs.

05 EQUITY

Fairness in process, distribution of resources, opportunity, and support based on the need to achieve more just outcomes.

06 GENTRIFICATION

A process of neighborhood change in historically disinvested areas, driven by real estate investment, higher-income residents, and demographics shifts in residents.

07 GRASSROOTS

Organizations of local leaders and everyday changemakers working to influence regional, national, or international policy for social good.

08 LAND ACQUISITION

The act of purchasing private land for local, state, or federal uses. This process has differing impacts on people and places, which need to be accounted for to ensure maximum social benefit.

09 LAND USE

A term describing how pieces of land are organized and used for economic and cultural purposes. This impacts how spaces are used in your communities.

10 LOW-INCOME HOUSING TAX CREDIT

Low-Income Housing Tax Credits (LIHTC) incentivize developers to increase the construction or rehab of low-income units. Talavera Lofts at Plaza Saltillo is an example of a mixed-income development using a LIHTC.

11 MUNICIPALITY

A town or city with its own local government.

12 PARCEL

The term "parcel" usually refers to a piece of subdivided land and its ownership.

13 STATION DESIGN

In this study, Orange and Blue Line station design is focused on building inviting platforms and new light rail vehicles. We are looking at land use and design conditions within 1/2-mile around our selected stations to preference usability for all Austinites.

14 TOD

Transit-Oriented Development, or TOD, is a way to build cities that prioritize tightly connected neighborhoods with a mix of residential and commercial uses.

15 ZONING

Local laws or guidelines that guide how property can and cannot be used in certain areas based on their assigned purposes.



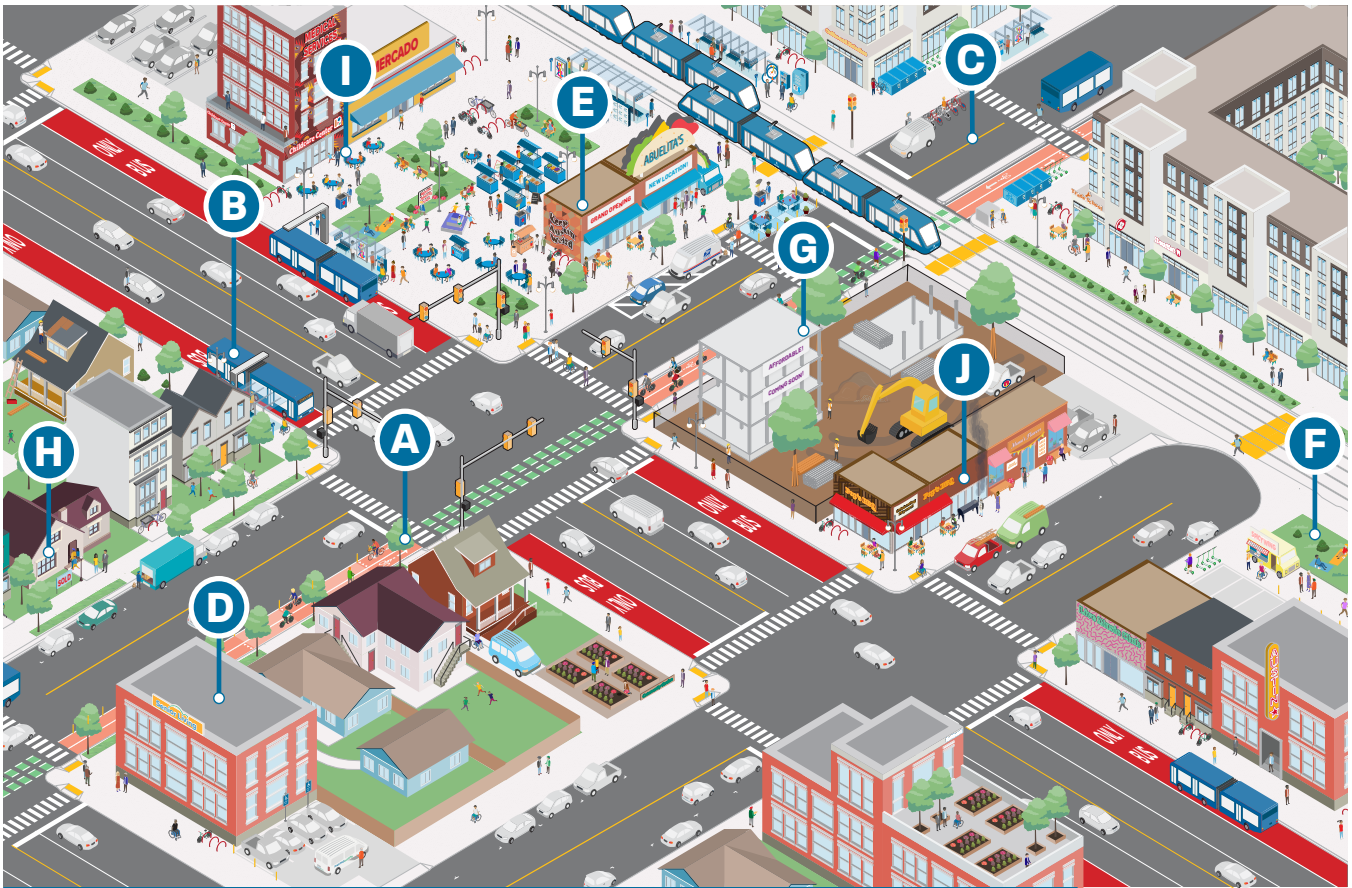
ETOD in Austin: Embracing New Approaches

Traditional transit-oriented development, or TOD, builds cities that prioritize tightly connected neighborhoods with a mix of residential and commercial uses. **TOD is not a building or a project; it's a pattern of development that builds vibrant and walkable neighborhoods** offering residents choices in how to get around (whether walking, biking or riding transit), and more destinations for retail, dining and entertainment. In this way, TOD supports our goals for environmental sustainability and economic development.

Right now, the City of Austin is leading efforts to identify how to spend \$300M in anti-displacement funds with the assistance of the Project Connect Community Advisory committee, a participatory cohort comprised of local community leaders. With the city's goal of equitably building density near transit stations, CapMetro's aims of increasing ridership along those corridors motivated this ETOD study. While traditional TOD has brought significant benefits to many residents through investment in walkable, mixed-use developments, subsequent growth around a lot of these developments has caused the displacement of nearby communities.

So, as Austin becomes increasingly more unaffordable, building equity principles into TOD approaches presents a distinct opportunity to support communities at risk of displacement. In response, working across engagement channels and with local partners like Community Connectors, **CapMetro and the City of Austin are connecting with communities around Project Connect's transit corridors, developing policies and principles for equitable transit-oriented development (ETOD).**

Understanding ETOD Components



What are components of ETOD? ¿Qué hace Equitativo al Desarrollo Orientado al Transporte?

- A

Walking, Rolling & Bike facilities that feel safe
- E

Small businesses representative of communities they serve
- I

Access to essential needs
- B

High frequency transit options
- F

Active public spaces that are useful to everyone in the community
- J

Support of legacy businesses
- C

Walking & biking connections to transit
- G

Workforce development
- D

Affordable housing options for a diversity of families & individuals
- H

Support for prospective & current communities

WORKING IN PARTNERSHIP

We can't do this alone

ETOD study is not a study to determine where the \$300 million anti-displacement funds go.

CapMetro

Owner and Operator of Transit

GOAL: connecting people, jobs and communities by providing quality transportation choices.

- ETOD Study
- Station Area Vision Plans (content)
- Data Dashboard



Land Use Authority

GOAL: enabling transit-supportive policies along transit corridors, equitably.

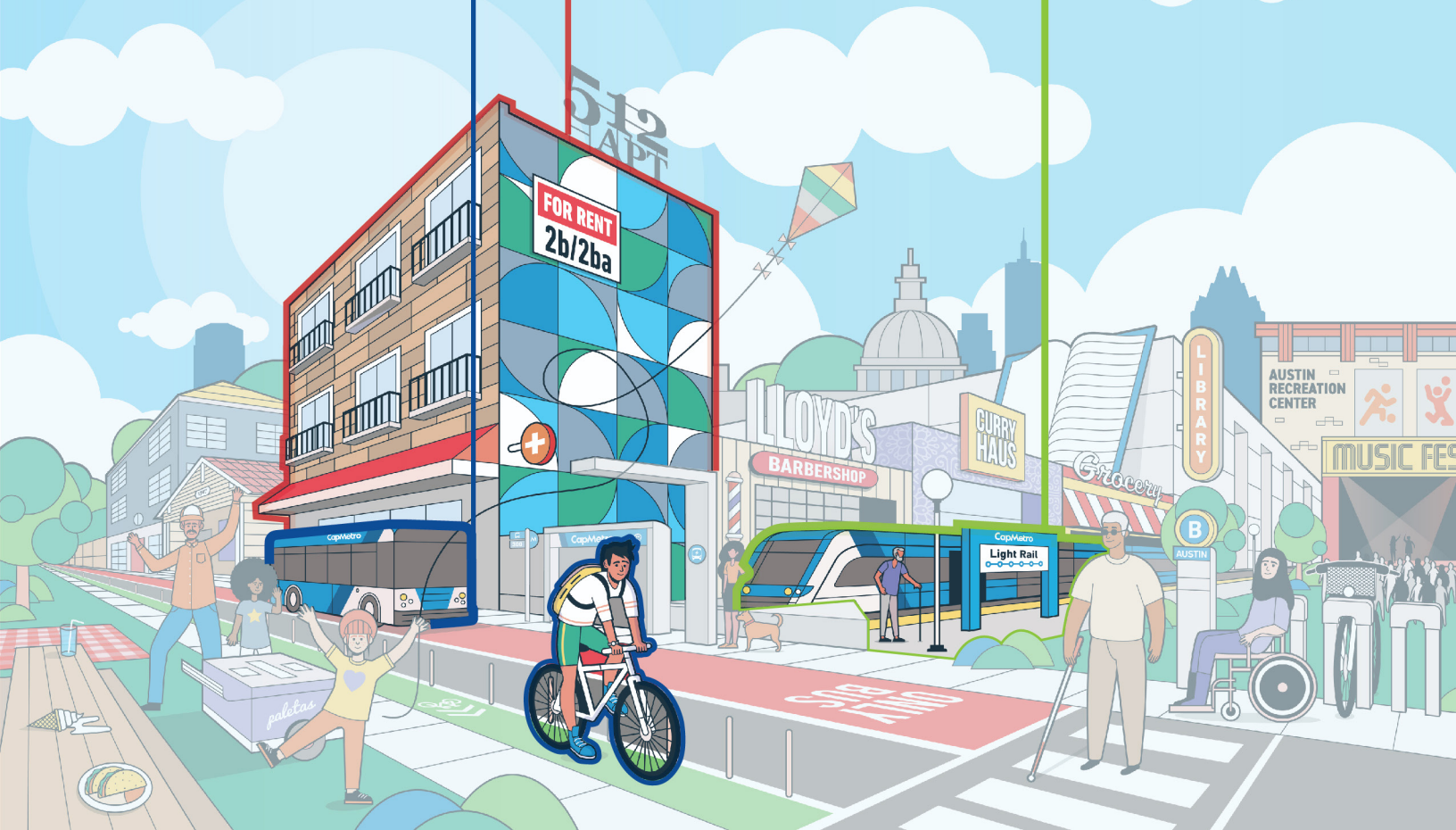
- ETOD Policy Plan
- Station Area Vision Plans (process)

AUSTIN TRANSIT PARTNERSHIP

Implementation

GOAL: delivery on the voters' transit vision in partnership with the community

- Financing
- Design
- Construction



2

LESSONS FROM OTHER CITIES



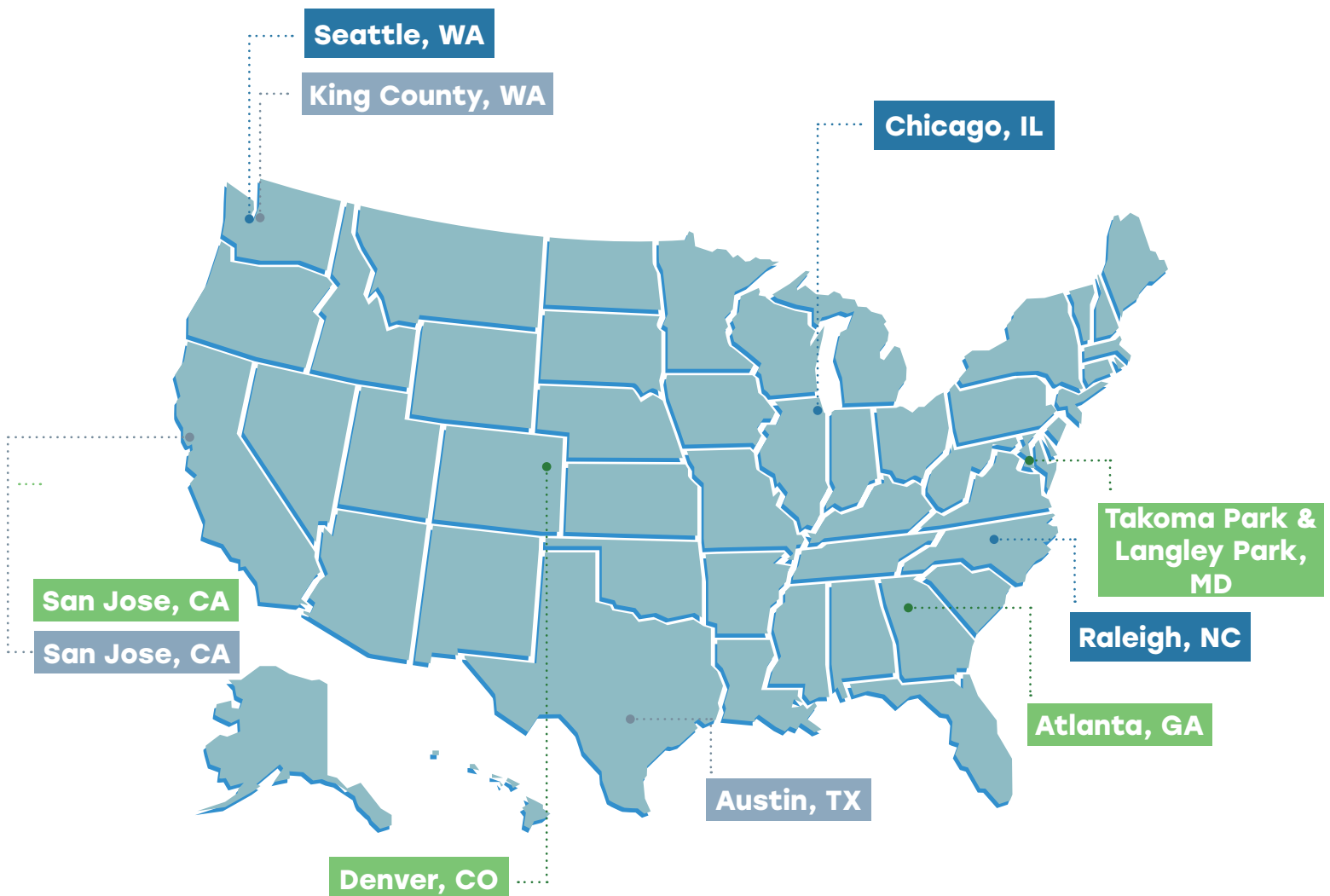
Learning From Other Cities

The diverse regions analyzed in this report were explored with specific attention to elements of their success and possible opportunities for improving Austin's ETOD efforts. These case studies were selected because they are national examples we have the most to learn from. We wanted to focus on domestic applications to understand policies and programs feasible within Austin, to assess locations with similar demographics and trends, and model our strategies after those of other places that also have restrictive laws

and prohibit inclusionary zoning, among other equity tools. Each example provides relevant, equity-focused approaches towards transit expansions compared to other cities who've used more traditional TOD models.

Each case study focuses on one of three primary themes identified below:

-  **ETOD Strategies**
-  **Equity Tools**
-  **Equitable Engagement**



Raleigh, NC

Raleigh ETOD Guidebook

“[The E] represents Raleigh’s vision to equitably share the benefits of transit and create transit-oriented neighborhoods for residents of all income levels. It seeks to reverse displacement and ensure all of Raleigh is open to all of the city’s current and future residents.”

- ETOD Guidebook



What Was The Goal?

The Equitable Transit-Oriented Development Guidebook includes both a policy foundation and a set of design principles to equitably realize the benefits of Raleigh's upcoming **bus rapid transit (BRT)** investment. The Guidebook was funded by City general funds and is intended to be used by City staff, residents, stakeholders, and developers as a point of reference throughout the planning process for all BRT corridors and station area development. The Guidebook includes a toolkit of strategies to leverage transit investments for sustainable, equitable growth.

Area Characteristics



Austin and Raleigh are capital cities currently facing similar economic trends, tech booms, and demographic challenges.



In the past 10 years, the population of Raleigh has grown by approximately 15% to over 467,000 people.



Recognizing transit's role in serving a growing population, approximately 24 miles of BRT lines are being built from downtown to form four new corridors, plus two extensions to RTP and Clayton.

Considerations for Austin ETOD

The City of Raleigh recognized the potential for upcoming BRT to enhance mobility, while also putting gentrification pressures on under invested communities. The **ETOD study process aimed to ensure that the growth enhances neighborhood connectivity while mitigating widespread displacement.**

The ETOD Guidebook recommended **six urban design principles** to provide a framework for developing future station area plans. Each design principle includes key strategies for implementation and considerations for Raleigh BRT corridors.

Providing a **density bonus** in exchange for affordable housing & a proposed **Equity Fund** that would devote a percentage of new tax revenue generated within a quarter of a mile of the new transit corridors to address priorities like homelessness, affordable housing, and pedestrian safety. A proposed **Business Assistance Fund** to repurpose existing economic development programs combined with additional City funding to help local small businesses along the corridors.

Outcomes

- Within a year, the City of Raleigh integrated the ETOD policies into the City's Comprehensive Plan
- The City is building a density bonus policy for the TOD Zoning Overlay with affordability requirements. The proposed policy would offer a 50% density bonus to residential developers and in turn require 20% of bonus units to be affordable at 60% AMI for at least 30 years.

Chicago, IL

Chicago ETOD Policy Plan

"Equitable TOD (ETOD) is development that enables all people regardless of income, race, ethnicity, age, gender, immigration status or disability to experience the benefits of dense, mixed-use, pedestrian-oriented development near transit hubs."

- ETOD Policy Plan



What Was The Goal?

The City, in collaboration with local non-profit Elevated Chicago, developed an Equitable Transit-Oriented Development Policy Plan that **analyzed the successes and shortfalls of Chicago's TOD policy and proposed policies to ensure that benefits from future TOD efforts are more equitably distributed.** The Policy Plan outlines the City's ETOD goals and proposes a series of strategies and evaluation criteria to achieve them. The Policy Plan also offers a 3-year implementation timeline for each policy proposal and assigns implementation responsibilities to different city agencies.

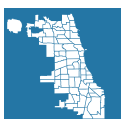
Area Characteristics



With a population of more than nine million, Chicago's metro area is the third largest in the nation.



In 2013, the City adopted incentives to encourage mixed-use TOD around rail and bus stations (building height, parking, etc).



Around 90% of new developments receiving TOD incentives occurred on the affluent North and Near Northwest Sides of Chicago. Little TOD activity has occurred in the West, South, Southwestern parts of the city.

Considerations for Austin ETOD

The City encourages other organizations to propose equitable solutions for future TOD through the **ETOD Pilot Program**, where the City provides grant funding to community engagement efforts. This program may offer a model for early-stage investments by the Project Connect \$300M anti-displacement fund.

An **ETOD Mapping Calculator** assesses the impact of proposed affordable housing development in areas with ETOD incentives. A similar tool could support CapMetro's planning decisions by analyzing the economic, social, and health impacts of ETOD projects.

The plan proposed creation of a **ETOD Manager Office**. The ETOD Manager is expected to collaborate with government and community actors to advance ETOD policies and priorities. Similar approaches can help CapMetro and the City of Austin to formalize the integration of equity into TOD policies and decision-making. An ETOD Manager could serve as the main point-of-contact for developers and community actors.

Outcomes

- Each proposal in the Policy Plan provides a timeline for implementation through 2023. The timeline also specifies the primary responsible department, agency, or organization and other implementation partners.
- Chicago's ETOD vision is exemplified by a 100-unit affordable housing project under construction next to Logan Square.

Seattle, WA

Sound Transit ETOD Policy & Strategies

“Equitable transit communities are mixed-use, transit-served neighborhoods that provide housing and transportation choices and greater social and economic opportunity for current and future residents.”

- Sound Transit ETOD Policy, 2018



What Was The Goal?

Sound Transit passed an ETOD Policy in April 2018, following 2016 state legislation requiring that **at least 80% of surplus land dispositions be devoted to affordable housing, with 80% of units available to residents at or below 80% of AMI (“80/80/80 policy”)**. Voters approved a large transit system expansion requiring Sound Transit to implement a regional ETOD strategy and guide planning and implementation. The subsequent ETOD Policy proposes strategies making equitable TOD an integral component of the transit system planning process.

Area Characteristics



Sound Transit provides service to Seattle's metropolitan region through commuter rail trains, ST Express buses, and Link light rail.



Seattle's population has grown by over 128,000 people since 2010 and is expected to grow by over 800,000 people by 2040.



While TOD zoning requirements differ by municipality, the region is generally aligned on a desire to support affordable housing and higher densities through acts like Mandatory Housing Affordability (MHA) legislation.

Considerations for Austin ETOD

Partnerships with the City of Seattle, surrounding municipalities, and affordable housing developers have accelerated affordable housing development. At the East Link Springs District Station, Sound Transit partnered with King County and the City of Bellevue to each contribute an acre of land at no cost to increase feasibility of affordable housing development.

Community advocacy played a critical role in building consensus for Sound Transit's ETOD Policy. These efforts directly translated to the ETOD policy priorities, which benefit from substantial alignment among these different public interests. The racial equity toolkit for the West Seattle and Ballard Link LRT extension will help apply these engagement efforts and ETOD policies at a more specific corridor level.

Sound Transit aligned the state-directed 80/80/80 affordable housing policy with local gap financing solutions. Sound Transit committed \$20 million over the next five years through a **revolving loan fund** to build affordable housing on or near station areas. In addition, the agency established a **public-private partnership** with Amazon, which has committed \$100 million towards a Housing Equity Fund to developing affordable housing on Sound Transit property.

Outcomes

- Flexible ETOD policy has allowed for creative partnerships and transactions & provides guidelines for inclusive engagement in future TOD planning.
- From the 80/80/80 legislation, over 2,100 housing units are built or planned for Sound Transit surplus property. Strong partnerships with local partners have also supported new affordable housing development.

Takoma Park, MD

Takoma/Langley Crossroads TOD Study



What Was The Goal?

The Takoma/Langley Crossroads Planning and Implementation Study (TLC) identified opportunities for the Maryland-National Capital Park and Planning Commission (MNCPPC) and Prince George's County to **incentivize denser mixed-use development around upcoming Purple Line light rail transit, while preserving the cultural and economic diversity of current residents and businesses**. The TLC area has a high concentration of low- and middle-income renters, and it is one of the most ethnically and racially diverse areas in Prince George's County.

Area Characteristics



The 16.2-mile Purple Line Light Rail Project will connect Montgomery and Prince George's counties with faster, more reliable transit.



Major activity areas will connect to three Washington Area (WMATA) rail lines, all three Maryland Area Regional Commuter (MARC) lines, and Amtrak's Northeast line.



87% of residents in the TLC study area are Hispanic, compared to 20% throughout Prince George's County.

Considerations for Austin ETOD

The station area-focused plan identifies populations most at risk of displacement and recommends appropriate policy tools that address these risks. While the Study does not offer a specific timeline for implementation of the recommendations, it emphasizes the importance of proactively mitigating unintended impacts of higher density development, including coordinating with the Purple Line Corridor Coalition & MDOT's FTA grant for planning.

A variety of tools in the TLC Study address affordable housing through tenant's rights, housing preservation, new development, and homeownership support. Prince George's County intends to leverage denser CMA zoning to create new revenue streams that can fund housing revitalization and other community benefits in the TLC area.

Small business retention recommendations, like a **Legacy Business designation program** focus on supporting existing businesses while also attracting new commercial development that can serve the community's needs and generate economic activity.

Public realm tools focus on increasing multimodal use by improving how vehicles, bikers, and pedestrians navigate intersections.

Outcomes

- The County intends to advance community engagement and equity policies once zoning is approved. Separately, the County has prepared a Comprehensive Housing Strategy, "Housing Opportunity for All," and created a Workgroup that will assist the County in implementing the strategy's recommended policies.

San Jose, CA

Diridon Station Community Benefits Agreement



What Was The Goal?

In May 2021, San Jose City Council approved the construction of Google's planned 84-acre Downtown West campus. The approval followed the announcement of a **\$200 million community benefits agreement between the City and Google, which requires Google to build around 1,000 affordable housing units among other commitments.** In total, Google's Downtown West project seeks to support 25,000 jobs by constructing 7.3 million square feet of office space, over 4,000 housing units, 15 acres of public and green spaces, and over 500,000 square feet of retail and cultural space.

When proposed in 2017, Google's Downtown West plans faced backlash from community members over concerns with displacement of local Latinx residents. In response, the City and Google embarked on a three-year community engagement process. Informed by these discussions, the City established conditional development approvals on a \$200 million commitment from Google to fund community programs that create economic opportunities for local communities.

Considerations for Austin ETOD

The City consolidated the negotiation of both community benefits and development approvals, allowing the City to leverage its zoning authority to get strong commitments from Google. As a result, Google committed to allocate 25% of constructed housing units as affordable. As part of the \$200 million commitment, Google will capitalize a \$150+ million Community Stabilization and Opportunity Pathway Fund, which community organizations will manage to combat anti-displacement efforts and fund labor force development programs. Google will also develop walkable infrastructure between the campus and the Diridon Transit Station.

Given Austin's position as a growing technology hub, Capital Metro and the City of Austin may pursue similarly creative approaches to incentivize the participation of private firms in the development of inclusive social infrastructure. By leveraging both regulatory authority and physical assets, government agencies can motivate companies to advance public goals in exchange for new development approvals and public relations opportunities. As companies like Tesla and Oracle expand in Austin, they may be incentivized to support these goals to counter the perception that their growth exacerbates displacement pressures.

Outcomes

- Two interconnected goals for equitable growth: **Community Stabilization** | Minimizing displacement of residents and businesses from rising real estate costs. **Opportunity Pathways** | Maximize opportunities for youth and adults to participate in job opportunities through education.
- Google will contribute an initial \$7.5 million payment followed by \$21.20 per square foot of office space as buildings are constructed

Various Cities

TOD and Equity Funds Study

Atlanta, GA; Denver, CO; Amazon, Inc.



What Was The Goal?

ETOD Funds allow cities to finance the preservation and construction of affordable housing units and community facilities around transit hubs to create new economic opportunities and prevent the displacement of low-income communities. These tools provide funding and financing at below-market rates for developers to acquire and develop transit-accessible properties, thereby reducing critical barriers to new development. Funds are capitalized by private banks, government agencies, and non-profits. Funds are then deployed through grants, joint ventures, traditional equity and debt arrangements, and tax incentives such as the Low-Income Housing Tax Credit (LIHTC).

This case study reviews TOD and equity-driven funds from Denver, Atlanta, and by Amazon, Inc. to highlight different fund structures, public-private partnerships, and goals that can be applied to the Austin context.

Considerations for Austin ETOD

ATLANTA: MARTA announced the creation of the Greater Atlanta Transit Oriented Affordable Housing Preservation Fund. The \$100 million debt fund will be fully capitalized by Morgan Stanley and managed by the National Equity Fund (NEF). The fund seeks to preserve affordable housing units within a half-mile radius of transit stations. MARTA's partnerships with private financial institutions highlight how transit agencies can secure funding for ETOD projects by leveraging existing incentives like LIHTC and CRA requirements.

DENVER: Established in 2010, Denver's \$24 million revolving TOD fund has financed the creation or preservation of over 1,300 affordable homes, a new public library, and over 100,000 square feet of commercial and non-profit space, all near public transit. The fund has deployed \$32.8 million in loans for land acquisitions or operating expenses and seeks to lower the barriers to affordable housing development by offering loans with below-market interest rates for up to \$5 million for vacant land acquisition and \$7 million for affordable housing preservation.

AMAZON: In January 2021, Amazon announced the creation of a \$2 billion fund to preserve and create over 20,000 affordable housing units in the three metro regions with major headquarters: Washington, DC; Nashville; and the Puget Sound. In each case, Amazon is partnering with local governments, transit agencies, and nonprofits to distribute the funds where they best support affordable housing goals. In these cities, Amazon's investment directly responds to concerns from local communities about gentrification and housing cost pressures created by the firm's expansion.

San Jose, CA

East San Jose Multimodal Transportation Improvement Plan



What Was The Goal?

This plan, branded as En Movimiento, reflects local community aims, advances past planning efforts, and defines specific multimodal transportation improvements to implement within the East San Jose study area. **A successful planning process required inclusive and equitable public outreach to define priorities and solicit input from key individuals that represented a broad cross-section of East San Jose's communities and stakeholders.** Close collaboration between City staff, the consultant team, and the community was established to define unique local priorities.

Area Characteristics



San Jose has experienced significant economic growth during recent decades - the City has the highest concentration of tech employment as a percentage of total employment base.



The study area features commercial areas along the East Santa Clara Street/Alum Rock Avenue corridor, with single and multi-family areas located adjacent to it. The study area also includes areas with commercial land uses and industrial zones running north-south along a former Southern Pacific rail line.

Considerations for Austin ETOD

The engagement process required a focus on historic disinvestment paired with current displacement pressures in San Jose, which may be exacerbated by future development of the tech industry. This has many parallels with the current situation in Austin, where recent growth has increased displacement pressures in the city. In response, the team engaged in deep listening and trust-building with the community to learn about their concerns. With input from community-based organizations and a shared understanding of the urgency of housing affordability in mind, the project team could weave community stability into the foundational project priorities and performance evaluation metrics.

Engagement activities sought to “meet people where they are,” including community-based engagement that targeted places where community members congregated at different times of day. **As Capital Metro builds its engagement strategy, these strategies can provide a blueprint for moving beyond the typical evening public meeting that primarily engages whiter, wealthier neighbors.**

Outcomes

- Convening an En Movimiento Community Action Group (CAG) to integrate community members into the implementation process and hold the City accountable to accomplishing priorities identified through the En Movimiento engagement process
- Continuing to solicit input and provide updates via online engagement tools.
- Consider the development of an ordinance or resolution to formalize San Jose's commitment to meeting transportation equity goals in East San Jose.

King County, WA

King County Metro Mobility Framework



What Was The Goal?

This plan focuses on current and future transit, mobility services and innovations around equity and sustainability. This effort envisioned a transportation network that connects people to opportunities while also contributing to sustainability, community health, and a strong economy. Staff co-created the framework with the **King County Metro Mobility Equity Cabinet**, representing diverse communities and organizations from the county, including people with disabilities, people of color, low and no-income individuals.

Area Characteristics



This is a growing region, anchored by Seattle, with an increasingly diverse population.

The area has experienced a boom in the technology sector, which has resulted in the arrival of many new households that earn higher incomes than the existing households.



Despite increases in overall transit ridership in the past decade, King County Metro has experienced a decline in per capita ridership.



Housing has spread into the suburbs, and jobs remain concentrated in King County's primary centers, including Seattle.

Considerations for Austin ETOD

The Equity Cabinet included 23 leaders representing different communities across the county, including immigrants and refugees; Black, indigenous, and people of color; low- and no-income people; limited-English speakers; and people with disabilities. Committee members were compensated for their time and expertise. The Equity Cabinet was originally created to provide advice for the King County Department of Natural Resources and Parks as the Open Space Equity Committee.

The Equity Cabinet served as true co-creators of the Mobility Framework—with responsibilities and decision-making power delegated to community leaders—which required a significant paradigm shift for King County Metro. The Equity Cabinet met twice monthly beginning in May 2019. They worked alongside Metro staff to direct the Framework's supporting research, analysis, and engagement methods.

The recommendations of the Mobility Framework—and the process of co-creation—provide an example of **targeted universalism**, which was defined by King County's Equity and Social Justice Strategic Plan as: “led by those most affected and lifting up their assets, we define goals for all, identify obstacles faced by specific groups, and tailor strategies to address the barriers in those situations.”

Outcomes

- The Equity Cabinet has been invited to stay involved throughout the policy updates, ensuring that the recommendations of the Mobility Framework are carried into the next phase of work. The Equity Cabinet also works with King County Metro to review budget proposals.

Austin, TX

Austin Climate Equity Plan



What Was The Goal?

The Austin Climate Equity Plan focuses on mitigating climate change in the City of Austin while also recognizing the disproportionate effect of climate change on communities of color, low-income communities, and other vulnerable groups.

The plan details seventeen different goals consolidated under four main categories, within which lie seventy-four specific strategies aimed at achieving equity and curbing emissions. The plan also accelerated the target date of reaching net-zero greenhouse gas emissions in an equitable manner to 2040.

The Austin Climate Equity Plan emerged from a collaborative process. **City staff worked together with over 150 Austinites serving on the Steering Committee and Advisory Groups to develop the plan.** This collaborative process resulted in a roadmap guiding Austin's considerations of equity as they relate to climate to achieve fairer outcomes in the community, while also adopting goals and strategies with the potential to protect vulnerable communities.

Considerations for Austin ETOD

The Austin Climate Equity Plan emerged from a collaborative process. City staff worked together with over 150 Austinites serving on the Steering Committee and Advisory Groups to develop the plan. This collaborative process resulted in a roadmap guiding Austin's considerations of equity as they relate to climate to achieve fairer outcomes in the community, while also adopting goals and strategies with the potential to protect vulnerable communities.

The Climate Equity Plan piloted a Community Climate Ambassador program, which empowered previously underrepresented groups in Austin to participate in the process through direct compensation for time spent. Climate Ambassadors worked to involve and engage with diverse communities throughout the city as the Climate Equity Plan was being developed. Similar efforts have the potential to be implemented by Capital Metro to ensure underrepresented community members are given the opportunity to inform ETOD Strategy. **The Climate Equity Plan also created an Equity Tool to evaluate strategies and goals.**

Outcomes

- The City of Austin implemented an organizational model with multiple layers of community engagement for the Climate Equity Plan. The Climate Equity Plan acknowledges that the way in which programs, policies, and projects are implemented is critical to determine whether vulnerable communities will benefit from these investments.
- The Plan recommends identifying implementation leaders to create partnerships and form teams around their designated group (or groups) of strategies.

3

STRATEGIES FOR ETOD IN AUSTIN



1) Rethinking How We Work Together

For ETOD to work for all, cities must be transit-friendly; in Austin, as in other places, the municipality controls zoning. When cities and transit agencies agree on their goals, they can create policies that complement one another, such as those related to affordable housing or surplus land discounts.

Why it's important: When cities and transit agencies don't work together, incompatibilities can complicate ETOD implementation and sometimes reduce the community's trust or acceptance of plans.

Players Involved: Elected officials | City leaders | Transit Agencies | Cultural and Advocacy Groups

Implementation Timeline: Long-term

2) Identifying Opportunities for Community Ownership of the Engagement Process

Traditional TOD planning processes often created strategies and policies before sharing them with the community. Equitable engagement requires meaningful connections with the community to understand their priorities before formalizing ETOD approaches. Successful examples, including compensated ambassador programs, allow such priorities to directly influence the decision-making process, with transit agencies clearly showing how they select ETOD policies or investments.

Why it's important: Given historical disinvestment in many areas of the corridor, CapMetro would benefit from building trust through authentic, community-driven engagement that places influence in the hands of those most impacted.

Players Involved: City leaders | Transit Agencies | Cultural and Advocacy Groups | Grassroots Organizations | Community Members

Implementation Timeline: Short-term

3) Understanding How ETOD Impacts Communities

Traditional TOD uses economy-focused solutions to create economic value for the transit agency and the community. More successful ETOD planning analyzes and communicates both the positive and negative impacts of proposed policies. Specifically, the analysis identifies vulnerable communities and focuses on reparative solutions.

Why it's important: Traditional TOD often misses opportunities to create new economic possibilities for residents and, in many cases, aids in displacement. New approaches are needed to preserve affordability and limit harmful outcomes.

Players Involved: Elected officials | City leaders | Transit Agencies | Cultural and Advocacy Groups | Grassroots Organizations | Community Members

Implementation Timeline: Long-term

4) Collaboration with local organizations and businesses:

Collaboration with nonprofits and advocacy groups often results in political support for transit agency objectives and policies. These organizations often lead policy discussions through meaningful engagement. By contrast, resistance from these organizations, often motivated by city-wide distrust, may complicate or delay ETOD implementation. Similarly, agreements with equity-focused private businesses or developers can create additional economic value for communities as transit agencies and municipalities direct private benefits from transit investments back to the public.

Why it's important: Austin's position as a technology hub may offer unique opportunities to work with growing, locally present companies to support public priorities for affordable housing and small businesses.

Players Involved: City leaders | Transit Agencies | Cultural and Advocacy Groups | Local Businesses

Implementation Timeline: Long-term

5) Identifying Flexible and Creative Approaches to developing policy solutions across stations:

While successful ETOD requires consistent application across city transit systems, it also requires flexibility to adapt to the unique conditions and needs of different station areas. In some cases, it even requires creative solutions at an individual parcel level. Building on clear city-agency priorities, more inclusive ETOD planning develops a toolkit of policy options that can be implemented in different ways across different station areas. As an example, the preferred land disposition approach may depend on the land values within a specific station area. CapMetro's ETOD strategy will benefit from an adaptable and advanced framework with custom solutions for different station areas.

Why it's important: Traditional, rigid TOD practices have harmed Austin's most vulnerable populations, lessening the cultural and socioeconomic diversity of the city. Working with industry and local partners to apply creative solutions used in other cities may create more just and flexible outcomes with broader community benefits.

Players Involved: Elected officials | City leaders | Transit Agencies | Cultural and Advocacy Groups | Community Members

Implementation Timeline: Short to Mid-term