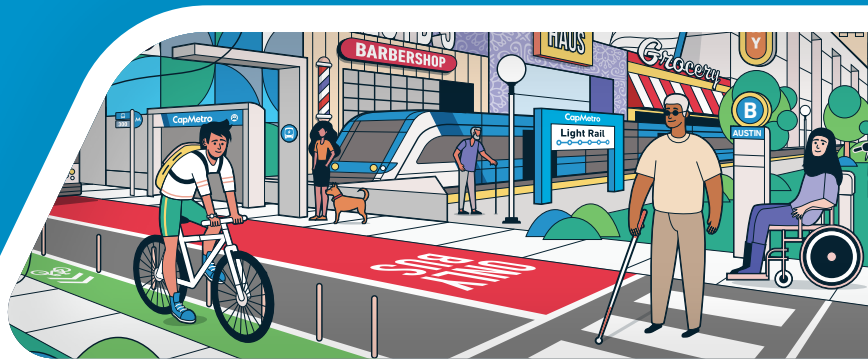
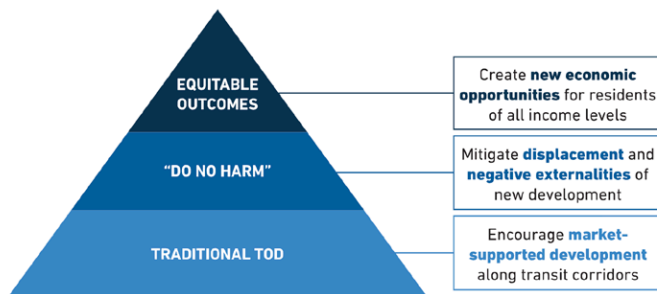


# Equitable Transit-Oriented Development



## What is ETOD?

Transit-Oriented Development (TOD) is a common approach to land use and transportation planning that focuses on developing areas surrounding transit stations and stops. This makes public transportation easier to reach and provides more housing, jobs, services, retail, and fun. Equitable Transit Oriented Development (ETOD) follows this same approach but takes steps to ensure that those who have the greatest need for the transit enhancements offered by Project Connect can benefit the most. This typically includes people of color, low-income families, and households with limited or no access to cars. This is a marked change from traditional TOD and one that falls in line with Austin's dedication to moving towards an equitable future for all residents.



## A local vision for ETOD

CapMetro is leading an ETOD study in partnership with the City of Austin and the Austin Transit Partnership to consider future transportation investments through an equity-based framework. The study recommends community-centered policies and strategies for planned bus and rail stations around Project Connect, a voter-approved transit expansion plan that includes a zero-emissions fleet, new rail system, and an expanded bus system with more routes. Throughout this study, CapMetro and City of Austin have worked together in collaboration to leverage quality transit with the opportunity to provide more housing not just for future residents, rather finding ways for existing community

members to enjoy and contribute to the benefits of a TOD community.

## The ETOD Process

This study will seek to meet the combined goals of CapMetro, the City of Austin, and community-defined key objectives for Equitable Transit Oriented Development (ETOD) by:

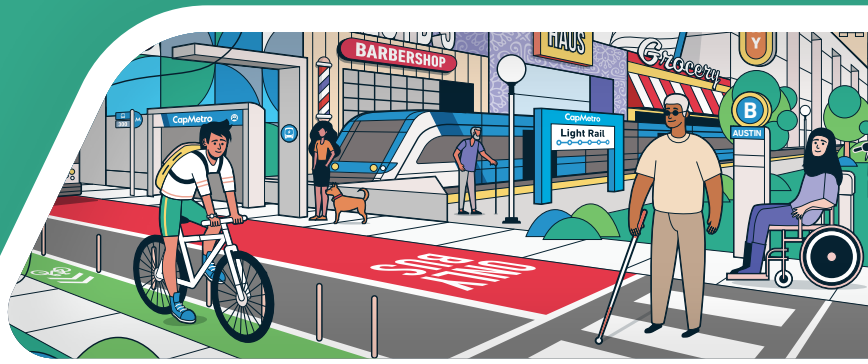
- » Enabling all residents to benefit from safe, sustainable, and accessible transportation
- » Helping to close the racial health and wealth gaps
- » Preserving and increasing housing opportunities that are affordable and attainable
- » Expanding access to high-quality job and career opportunities
- » Supporting healthy neighborhoods that meet daily needs
- » Sustaining Austin's diverse cultural heritage and small businesses

## Why Now?

We see each of the station areas becoming vibrant, livable, and inclusive communities that are compact, walkable, and centered around high-quality transportation options. The demand to live and work in Austin has placed strains on other city systems, with disparate impacts by income, race, and other factors.

Additionally, Austin's legacy of unjust planning and development continues to have devastating impacts on Austin's Black and Hispanic/Latinx residents. Spurred by market forces, intentional segregation, institutional racism, and the lack of existing equitable frameworks, community displacement is disproportionately taking place in parts of the city where communities of color have long established built heritages, thriving businesses, families, and more.

# Conditions Analysis Dashboard



## Examining the Study Area

To plan for directed and culturally responsive investment, the ETOD project team had to first understand the different factors at play across our study area. This took shape in the form of an online Conditions Analysis Tool that empowers users to zoom in and out of the transit corridor to explore different demographic, economic, and land-use variables across key station areas. The conditions analysis includes six key sections: Population, Displacement risk, Jobs, Urban Fabric, Real Estate, and Mobility, that allow both the public and project team to review the data for the entire project area and use this as a basis for crafting region-specific action plans that meet the demonstrated needs of each community.

## Understanding Area Demographics

The conditions analysis was completed for the Project Connect stations along the Orange and Blue Lines spread across North Central Austin (from the North Lamar Transit Center to Hemphill Park), South Central Austin (from Auditorium Shores to Slaughter), and the Riverside Area (from Waterfront to MetroCenter station near Austin-Bergstrom Airport). The conditions analysis explores each of the station areas through six different dimensions grouped into two broad themes: People and Places.

The study area was defined as a ½ mile radius as the crow flies – which is roughly analogous to the distance the average person can walk within 10 minutes – from each station. The first part of the Conditions Analysis explored who lives and works in the ETOD study area to better understand the social dynamics that shape the character and trends of the neighborhoods near the Project Connect light rail stations. This theme was broken into three categories: Population, which described demographic characteristics of corridor residents; Displacement Risk, which detailed demographic and housing concerns that contribute to displacement pressure; and Jobs and Businesses, which explored the different types of employment opportunities available in

the corridor. The second part of the Conditions Analysis explored the physical characteristics of the ETOD study area to establish a framework for understanding the differences in the built environment at different stations. Similarly, this theme was broken into three categories: Urban Fabric, which focused on differences between buildings and land uses within the study area; Real Estate Market, which explored trends in residential and commercial values and growth throughout the corridor; and Mobility, which detailed the transportation conditions and gaps that exist near each station.

The home page provided a summary dashboard that allowed viewers to filter the key datasets for each category for the study area as a whole and for individual stations.

This includes a summary of:

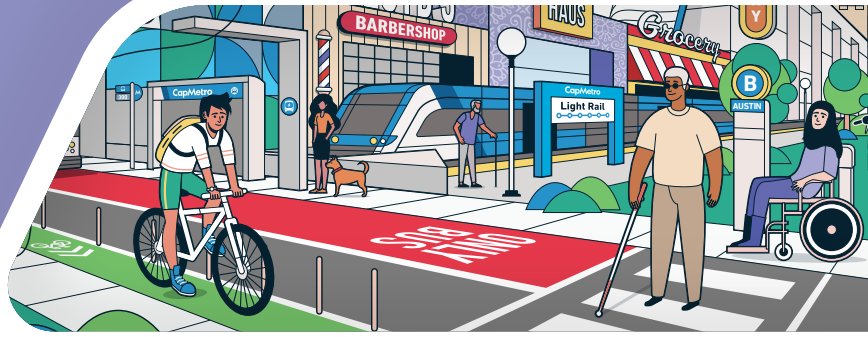
- » Land uses
- » Population
- » Black, Indigenous, and People of Color (BIPOC) population
- » Employment
- » Small businesses
- » Intersection density
- » Block lengths
- » Multifamily units
- » Average for sale housing prices

## Exploring Area Trends

The detailed conditions analysis tabs provided descriptions for the results, interactive graphs, maps, and dashboards to allow for a deeper dive into each of the relevant datapoints analyzed. It provides comparisons to the City of Austin and Travis County, as well as graphs for comparing the stations to one another. The full conditions analysis site – including documentation on the data sources used for the analysis – can be viewed at:

<https://capmetro-etod-nelsonnygaard.hub.arcgis.com/>

# ETOD Policy Toolkit



The Equitable Transit-Oriented Development (ETOD) Policy Toolkit provides policy recommendations across housing, small business & workforce, mobility, land use & urban design, and real estate strategies. These policy tools provide a framework for Project Connect station-area planning and investment so that residents, businesses, and neighborhoods can fully and equitably realize the benefits of Transit-Oriented Development (TOD) in Austin. It was developed through analyzing some of the nation's leading equitable transit policies and tailored to Austin through numerous community and agency reviews.

## Learning from Other Cities: ETOD Best Practices

- » **Community ownership of the engagement process:** Equitable engagement requires connecting with the community at a meaningful level to establish public priorities before formalizing ETOD approaches. The participation of non-profits, advocates, developers, and service providers allowed the City and CapMetro to distill policy tools and strategies optimized for impact and feasibility.
- » **Understanding the benefits and tradeoffs of ETOD policies:** Traditional TOD leverages market-based solutions to create value for the transit agency and, by extension, the community. This ETOD framework articulates the opportunities to not only mitigate displacement but advance public priorities in station areas.
- » **Collaboration with local organizations and businesses:** Meaningful engagement with nonprofits and advocacy groups is essential to drive the discussion for transit agency objectives and policies. Discussions with developers can identify ways to create additional value for the community as transit agencies and municipalities direct private benefits from transit investments back to the public.

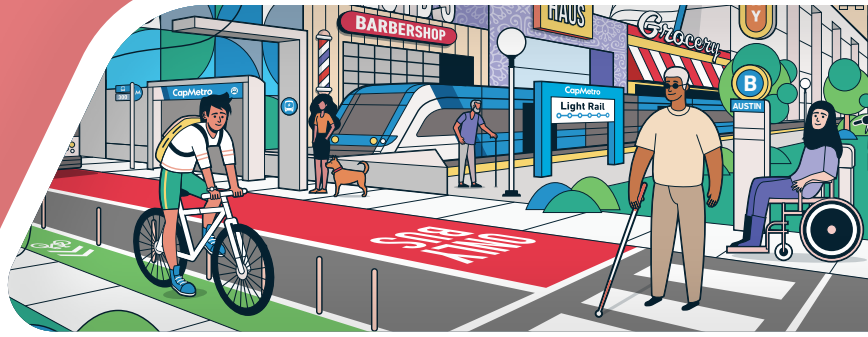
- » **Flexibility in policy solutions across stations:** While successful ETOD requires a cohesive framework across the transit system, it flexibly adapts to the distinct conditions and needs of different station areas. In some cases, it even requires creative solutions at an individual parcel level.

## ETOD Policy Toolkit

The six ETOD goals were integral in shaping the development of the ETOD Policy Toolkit, a set of over 40 policy tools that can be tailored to the goals and needs for each station area. Due to the large number of policy tool options, the toolkit is categorized into five sections that cover the essential aspects of ETOD: Small Business and Workforce, Housing, Mobility, Land Use and Urban Design, and Real Estate. Each of these sections is further broken down into three overarching strategy categories. For example, the Mobility section has three strategies: Transportation Demand Management, Mobility Infrastructure Improvements, and Parking Management.

The Toolkit, in coordination with the [ETOD Typologies and Prescription Sets](#), allows CapMetro, Austin Transit Partnership, and City of Austin team members to select from a list of policy tool options and identify funding sources to implement across transit corridors and in specific station areas. The Toolkit also includes an action plan with immediate and ongoing next steps, precedent examples, implementation challenges and considerations, as well as metrics to measure the success of the tool over time.

# ETOD Priority Tool



## What is the Priority Tool?

Unlike the 2016 TOD Priority Tool, the ETOD Priority Tool acknowledges that the communities near each station are dynamic places that may require different policy interventions as they continue to evolve. The ETOD Priority Tool also shifts the focus of policy recommendations to focus less on place-specific outcomes and focus more on outcomes for people – especially the people that already live near future transit stations.

The Priority Tool has multiple layers to it starting with the **Typologies** which identified indicators to measure each station's achievement of the ETOD goals 1 and 2. Second, there are the **Complete Community Indicators** which were identified to measure each station's achievement of the ETOD goals 3-6. Lastly, **Prescription Sets** were developed for each station area using the measurements from goals 1-6 to determine which policy tools would be most effective in the station area given the context.

## Typologies

Typologies help classify and group each station within the Project Connect Vision according to shared characteristics, allowing decision-makers to tailor policy tools to address the needs of each station area and ensure that every station contributes to improved outcomes for existing and future residents across the system. The data – or indicators – used to develop the typologies also establish the baseline condition that CapMetro can use to measure progress towards the first two community-identified goals for ETOD:

- » **Goal 1: Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation**  
Indicators: Supportiveness - Existing Population
- » **Goal 2: Help to Close Racial Health and Wealth Gaps**  
Indicators: Population within COA Displacement Risk "Active" or "Vulnerable"

- » Additionally, a Market Responsiveness indicator was also used to define the typologies to measure Recent Population and Job Growth over the last 10-years.

## Typologies

If a station has...	...and is...	...and has experienced...	...its Typology is:
More Residents Today	Historically Exclusionary or Less Vulnerable to Displacement	Rapid Change	Include low-income households and communities of color as development occurs
More Residents Today	Historically Exclusionary or Less Vulnerable to Displacement	Slow Change	Extend benefits from new development to low-income households and communities of color
Fewer Residents Today	Historically Exclusionary or Less Vulnerable to Displacement	Rapid Change	Encourage affordability as development occurs
Fewer Residents Today	Historically Exclusionary or Less Vulnerable to Displacement	Slow Change	Initiate development to expand affordability
More Residents Today	Vulnerable to or Experiencing Displacement	Rapid Change	Enhance protection for low-income households and communities of color while ensuring affordability through sensitive development
More Residents Today	Vulnerable to or Experiencing Displacement	Slow Change	Support sensitive development while protecting low-income households and communities of color
Fewer Residents Today	Vulnerable to or Experiencing Displacement	Rapid Change	Align policies to provide affordability as development occurs
Fewer Residents Today	Vulnerable to or Experiencing Displacement	Slow Change	Secure affordability with sensitive development

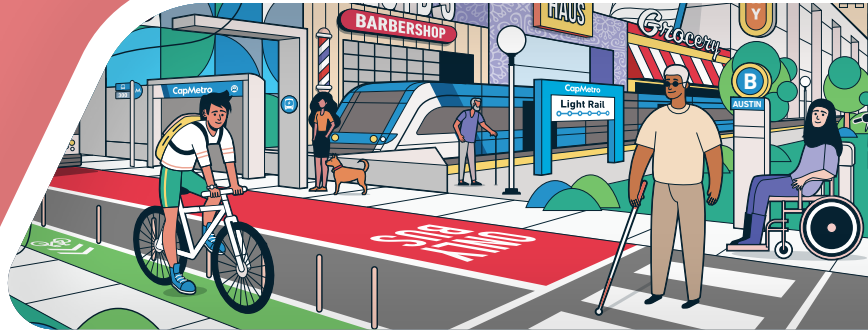
## Complete Community Indicators

While the Typologies for each station area address the goals 1 and 3 of the ETOD study to "Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation" and "Help to Close Racial Health and Wealth Gaps", the Complete Community Indicators measure progress toward achieving ETOD goals 3-6.

Together the typology indicators and complete community indicators help identify the current state of the station areas relative to key ETOD outcomes, as well as monitor progress towards achieving ETOD's six goals as new indicator data becomes available. Complete Community Indicators include:

- » **Goal 3: Preserve and Increase Housing Opportunities That are Affordable and Attainable.**  
Indicators: Number of Affordable Units in Income-Restricted Buildings, Number of Naturally Occurring Affordable Housing, Percent of Housing Units in Single-Family Structures.

# ETOD Priority Tool



» **Goal 4: Expand Access to High-Quality Job & Career Opportunities.**

Indicators: Number of High-Quality Jobs and Average Commute Time.

» **Goal 5: Support Healthy Neighborhoods That Meet Daily Needs.**

Indicators: Service Availability and Connectivity.

» **Goal 6: Sustain Austin’s Diverse Cultural Heritage and Small Businesses.**

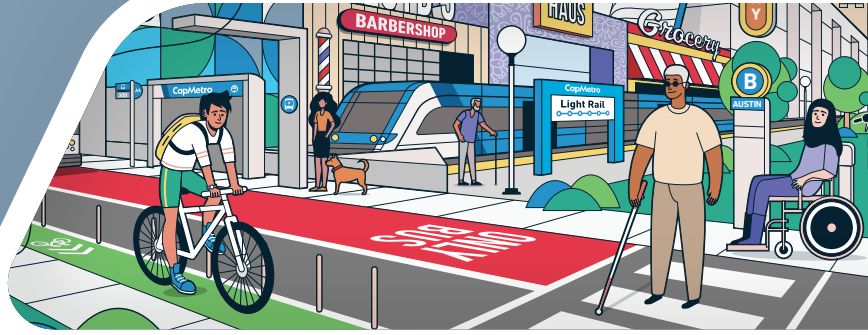
Indicators: Number of Small Businesses, and Black, Indigenous, People of Color (BIPOC) Population Percentage.

## Prescription Sets

Lastly, the ETOD Priority tool developed Prescription Sets that suggest applicable policy tools for each station based on how the station measures against the six goals.

The Prescription Sets narrow down applicable policies for each station area which allows CapMetro, City of Austin, and Austin Transit Partnership to shape policy implementation strategies to address the specific needs of communities within the Project Connect transit corridors. While many policy tools could be applicable to all stations across the Project Connect system, Prescription Sets emphasize a smaller, customized set of tools to be prioritized to help the station areas meet the goals.

# Station Area Vision Plans



## Area Specific Interventions

The Station Area Vision Plans will set priorities for land uses and area characteristics within a half mile of each station (which is a ½ mile radius or 10-minute walk from the station). The Vision Plans will establish the foundation to inform necessary regulatory changes in the Station Area neighborhoods in subsequent project phase to enable an equitable transit-oriented development. The Station Area Vision Planning process will include a review of existing conditions, a series of community workshops, the development of concept and preferred alternatives, and documentation of the Station Area Vision Plan.

This ETOD study includes station area plans for key station areas along Project Connect’s light rail corridors. When adding equity as a key consideration of Transit-Oriented Development (TOD), development in these station areas can protect people who may otherwise be unintentionally harmed by major infrastructure investment. With these outcomes, impacts are minimized while opportunities are maximized.

CapMetro has a unique opportunity to partner with the City of Austin, crafting responsive land-use policy that grows future ridership, and supports local communities. We will continue to use the community-established goals as guiding principles in the station area planning process as well as the lessons learned from our engagement strategies. Ensuring we hear from underrepresented communities will continue to influence our engagement efforts and if we fall short of that goal, we will once again pivot our methods to ensure Black, Indigenous, People of Color (BIPOC), low-income earners, daily transit users, people with disabilities, and elderly residents are heard and prioritized.

## Context Sensitive Approach

To understand the existing conditions for planned station areas, CapMetro will develop a summary of baseline metrics taken directly from the [ETOD Priority Tool dashboard](#), including station typology indicators and complete

community indicators that will help create the base mapping for the Station Area Vision Plan. The mapping will utilize an understanding of various building and land use characteristics to establish developable land area and connectivity networks. The next step will be to determine the market potential for different residential, commercial, and industrial product building types for each of the Station Areas.

## Upcoming Station Area Plan Community Engagement

Two pairs of community workshops will be held at the South Congress Transit Center and the North Lamar Transit Center. The goals for the first workshops in the series will be to reiterate ETOD equity goals and themes for ETOD policy tools, share best practices and case studies relevant to the specific Station Area, and to discuss community priorities to inform land use program mix and opportunities for equitable growth. The goal for second workshops in the series will be to share concept alternatives to discuss design strategies that address connectivity, land use, densities, placekeeping, and open space moves to best align with ETOD equity goals. These results from these discussions will help to inform the design of and vision for the station areas.

## Timeline

The Station Area Vision Plans will commence January 2023.